

# Actions can direct attitudes:

Hey - this was my actual study! Woot! Woot!



**COGNITIVE  
DISSONANCE**  
FESTINGER &  
CARLSMITH (1957)  
(1\$ - \$20 Study)

- *Getting paid more: "I was paid to say that." (no dissonance)*
- *Getting paid less: "Why would I say it was fun? Just for a dollar? Weird. Maybe it wasn't so bad, now that I think of it."*

Asked to tell participant that the task was interesting

Perform boring task



\$1



\$20

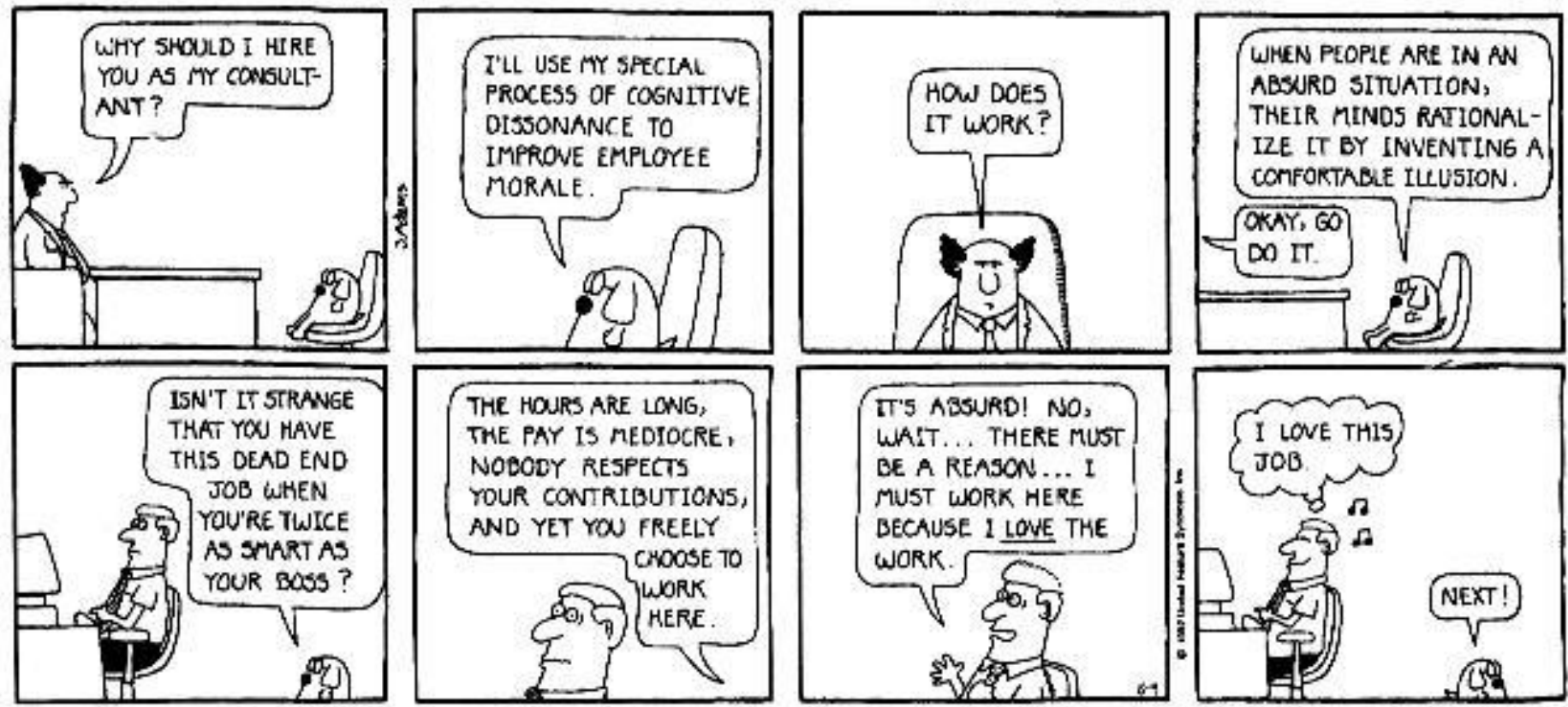


Rate task

- Which group rated the task as more interesting after lying, those paid \$1 or \$20?

Key is lack of sufficient external justification for one's behavior

# Actions can direct attitudes:



What is the “action” of the worker in this cartoon?

What is the attitude that the dog is implanting in the worker?

How does this demonstrate the cognitive dissonance theory?

# Actions can affect attitudes:

## Social Thinking:

### Small Compliance → Large Compliance

A political campaigner asks if you would open the door just enough to pass a clipboard through. [Or a foot]

*You agree to this.*



*Then you agree to sign a petition.*

*Then you agree to make a small contribution.  
By check.*



*What happened here?*

# Actions can affect attitudes:

**Social Thinking:**

**Small Compliance → Large Compliance**

The **Foot-in-the-Door Phenomenon**: the tendency to be more likely to agree to a large request after agreeing to a small one.

Key point students often miss!!

**Affect on attitudes:** People adjust their attitudes along with their actions, liking the people they agreed to help, disliking the people they agreed to harm.



# Actions can affect attitudes:

## Role Playing

- Role: Set of behavioral patterns connected with particular social positions.
- “Playing college”
- Several studies have documented this effect, including a study by Philip Zimbardo, known as the Stanford Prison Study.



I searched "The power of the situation," hoping for an image from a Zimbardo video. Instead, this is what I got....



And I was like...

