

## The Action-Based Model of Dissonance

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Wednesday, 16 March  
Bankstown campus  
Building 3, Room G.55  
1.00 – 2.30 pm



### Abstract:

Over 50 years of research on cognitive dissonance theory suggests that dissonance reduction is a pervasive motivated process and an important influence on attitudes. However, the original theory of cognitive dissonance failed to explain why cognitive inconsistencies cause discomfort and motivate attitude change. The action-based model extends the original theory by proposing that dissonance reduction assists individuals in effectively following through with behavioural commitments. The model assumes that cognitions often impel specific actions. It then posits that the negative affective state of dissonance is aroused most strongly when cognitions with action implications conflict with each other, making effective action difficult. The negative emotion of dissonance signals to the individual that the inconsistency needs to be resolved so that unconflicted behaviour can occur. Data will be presented in support of this model.

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