So? So, the individual is now that they committed to an attitude-discrepant behavior at will with a bit of knowledge of the consequences.

**Why is cognitive dissonance important?**
- A: the desire to reduce dissonance leads to *self-justification* and often destructive behavior or behavior change that is good.

**How to reduce dissonance?**
- modify or add cognitions
- modify behavior

Which is easier?
We often justify our behavior to “bring attitudes in line with actions”.

4. **Dissonance**— the tension arising from conflict among attitudes and behavior that “threaten our self-esteem”.

- Three conditions that lead to dissonance and a change in attitude to reduce the dissonance:
  - *Self-justification*— “lying is believing”
    - “dissonance (from lying) was reduced by changing the attitude (about the task) to be consistent with the behavior (saying it was interesting)”.
  - When people perform a behavior that contradicts with their beliefs, without feeling coerced or getting a big reward.
  - We self-justify— change our attitude to be steady with our behavior.
     - Another way to induce insufficient justification is to have people write a “counter attitudinal” essay *without* a large reward.
      - (now they agree with the opinion they wrote more than before they wrote it.)
- *Insufficient Deterrence*— comparable to insufficient justification. “Except with mild punishment for attitude-discrepant non-