



FIGURE 6.10

Postdecision Dissonance Reduction

In this hypothetical example, a person is initially deciding whether to attend a concert by two equally attractive bands: the Backstreet Boys or *NSYNC. Dissonance arises immediately after the person makes a choice, because the person will not be enjoying the positive features of the unchosen alternative. To reduce dissonance, the person increases the attractiveness of the chosen alternative (*NSYNC) and decreases the attractiveness of the unchosen alternative (Backstreet Boys).