

**FIGURE 6.13**

Attitudes toward a Tuition Hike as a Function of Choice and an Opportunity for Self-Affirmation

All of the participants wrote an essay supporting a tuition hike at their university. Only participants who freely chose to write the essay *and* were given no opportunity to affirm a positive self-image subsequently expressed positive attitudes toward a tuition hike. These data suggest that people can tolerate inconsistency if they are able to remind themselves that they are a good person in general.

Source: C. M. Steele and Lui (1983).