



FIGURE 6.9

Proportion of Participants Who Bought Condoms after Behaving Hypocritically

Participants who made a public commitment to use condoms and were reminded that they had failed to do so in the past were most apt to buy condoms when given the chance. Cognitive dissonance theorists claim this is because public commitment and private inconsistency created the most dissonance, which participants reduced by changing their behavior to match their attitude.

Source: Stone, Aronson, Crain, Winslow, and Fried (1994).