**Video Title:** A Lesson in Cognitive Dissonance

**Video URL:** <http://www.youtube.com/watch?v=korGK0yGIDo>

**Run Time:** 4:54

**Source:** PBS/YouTube

**Close Caption Available:** Yes

This video shows Leon Festinger's classic experiment on cognitive dissonance discussed in Chapter 6. In this experiment participants were paid either a dollar or twenty dollars to tell another research participant that a boring task they had previously done was actually interesting and exciting. The attitudes of the original participants toward the task were reassessed. Cognitive dissonance theory predicts that the participants would show more positive attitude change if paid a dollar than twenty dollars. This is contrary to what most students think would happen (most think that those paid 20 dollars would come to like the task more). Often, cognitive dissonance theory predicts outcomes that the opposite of what common sense would suggest. As you watch the video, answer the following questions:

1. What conditions give rise to cognitive dissonance?

2. Once dissonance is aroused, how do people deal with it?

3. How was cognitive dissonance aroused in the experiment depicted in the video?

4. Why did participants paid a dollar change their attitudes more than participant's paid twenty dollars?

5. Think of other situations where the effect showed in the video applies?