Chapter 17: Social Psychology

**Video Title:** Cognitive Dissonance Theory, Courtesy of Big Bang

**Video URL:** <https://www.youtube.com/watch?v=LGqa72gZpLY>

**Run Time:** 9:34

**Source:** YouTube

**Close Caption Available:** Yes

This video provides an example of cognitive dissonance theory.

Questions:

1. Summarize the relationship between behaviour and attitudes according to cognitive dissonance theory.
2. Why does Sheldon experience cognitive dissonance theory in this situation?
3. Does he resolve his cognitive dissonance? If so, how?