Cognitive Dissonance and How Does It Affect People

Cognitive Dissonance is a term used in Psychology describing the uncomfortable feelings you feel when you are holding onto two or more conflicting ideas, beliefs, or values. As we grow, we start to develop ideas and belief systems from our parents and those around us in our environment. Parents pass down lifestyle, religious, political, and personal opinions that become deeply ingrained in the way we perceive life and conduct ourselves in it. Our social interactions, personal habits, and religious views are all built on these influences and significant experiences we live through. These become our belief systems with which we function.

A problem arises when we are presented with evidence that contradicts one of these deeply held beliefs. A more open-minded person will sit down and think or meditate on it, and find some way to alter their beliefs to incorporate this new evidence. A close-minded person will reject the new evidence and strengthen their belief system with
thoughts and behaviors that may be irrational. For instance, if someone is raised in a strict religion that believes all people who do not believe the way they do are doomed to spend an eternity in their hell, but is then presented with a kind, gentle, enlightened person that spends their days thinking of others, they must either accept the flaws in their belief system and change them or reinforce their belief system in some manner that will make that belief more extreme, such as avoiding all people who do not share their belief or making efforts to convert the enlightened person to their way of thinking. When someone experiences cognitive dissonance, it is too uncomfortable to be ignored, and we are forced to reduce it or erase it. I believe it to be a great force in raising our consciousness and shedding outdated belief systems that separate us and cause conflict. On a smaller scale, it is the same feeling that spreads through populations during times of war and suffering. It is an intuitive tap on the shoulder telling you your belief system isn’t working for you and your society anymore. It is a way of being nudged down a healthier life path and making more sound personal resolutions. For those of us that feel they are a bit more open-minded, it is less painful to experience cognitive dissonance. For those of us still tightly wound around certain belief systems and ways of life, I believe resistance causes intense discomfort, and if avoided or ignored, can cause great sadness, dysfunction, and even physical sickness.

This is why people get upset when you challenge what they hold most closely.
Mental conflict that occurs when beliefs or assumptions are contradicted by new information. The concept was introduced by the psychologist Leon Festinger (1919–89) in the late 1950s. He and later researchers showed that, when confronted with challenging new information, most people seek to preserve their current understanding of the world by rejecting, explaining away, or avoiding the new information or by convincing themselves that no conflict really exists. Cognitive dissonance is nonetheless considered an explanation for attitude change.

cognitive dissonance

For My Thesis I am going to do a Paper on Cognitive Dissonance

What’s That When People say one thing then do another

I Thought that was called ‘Lack of Integrity’
“Sometimes people hold a core belief that is very strong. When they are presented with evidence that works against that belief, the new evidence cannot be accepted. It would create a feeling that is extremely uncomfortable, called cognitive dissonance. And because it is so important to protect the core belief, they will rationalize, ignore and even deny anything that doesn’t fit in with the core belief.”

— Frantz Fanon
The capacity for personal freedom is a rare talent. Talent exists to be used. We do not ask sheep to be wolves; we, the wolves, do not ask ourselves to be sheep. Sheep can make such rules as happen to suit them--but it's foolishly naive to expect wolves to obey the Rules of Sheep.

(Matthew Stover)

A truly strong person does not need the approval of others any more than a lion needs the approval of sheep.

(Vernon Howard)
IF YOUR NUMBERS ARE CORRECT, MY STRATEGIC PLAN IS IRATIONAL.

COGNITIVE DISSONANCE TAKES OVER

YOU SURE ARE BAD WITH NUMBERS. WHAT WAS THAT NOISE?

IM CONCERNED THAT YOU MIGHT BE RUNNING FOR PRESIDENT FOR THE WRONG REASONS...

ARE YOU DOING IT FOR EGO GRATIFICATION, POWER, AND WEALTH?

YES.

WELL, THOSE ARE ALL THE WRONG REASONS.

OF COURSE, I'LL TELL THE IGNORANT MASSES THAT IT'S BECAUSE I HATE BIG GOVERNMENT.

DOGBERT CONSULTS

NO ONE USES THE INTRANET COLLABORATION SOFTWARE YOU SOLD US.

YOUR EMPLOYEES ARE DEFECTIVE. I RECOMMEND CAT SCANS.

THIS ONE IS DEFECTIVE TOO.

NEXT IN LINE!

ACCORDING TO THE ADS, THIS BRAND OF CIGARETTE WILL BE LIKE MOUNTAIN BIKING PAST A SPARKLING WATERFALL.

PUFF PUFF PUFF

ARE YOU GETTING THAT WEIRD "SMOKERS' COGNITIVE DISSONANCE" YET?

MAN, THIS MOUNTAIN BIKING IS OVERRATED.
STUDIES SAY YOUR HAPPINESS DEPENDS ON HOW WELL YOUR LIFE COMPARES TO OTHERS.

SO INSTEAD OF GIVING YOU A RAISE, I'M GOING TO SHOW YOU PICTURES OF PEOPLE WHO WERE ATTACKED BY BEARS.

DO YOU FEEL BETTER NOW?

DANG YOU TO HELL, THIS IS WORKING!

WHY DOES IT SEEM AS IF MOST OF THE DECISIONS IN MY WORKPLACE ARE MADE BY DRUNKEN LEMURS?

DECISIONS ARE MADE BY PEOPLE WHO HAVE TIME, NOT PEOPLE WHO HAVE TALENT.

WHY ARE TALENTED PEOPLE SO BUSY?

THEY'RE FIXING THE PROBLEMS MADE BY PEOPLE WHO HAVE TIME.

COGNITIVE DISSONANCE

FOR MY M.B.A. THESIS, I'M THINKING ABOUT WRITING A PAPER ON "COGNITIVE DISSONANCE."

WHAT'S THAT?

IT'S WHEN PEOPLE SAY ONE THING BUT DO ANOTHER.

I THOUGHT THAT WAS CALLED "LACK OF INTEGRITY."

IN THIS TEAM-BUILDING EXERCISE YOU WILL MAKE PAPER DOLLS WHILE BLINDFOLDED.

THIS MAY SEEM ABSURD, BUT SOON, COGNITIVE DISSONANCE WILL SET IN AND YOU'LL CRY AND HUG AND THINK YOU LEARNED SOMETHING.

ARE YOU SURE WE'LL CRY AND HUG?

ACTUALLY, HUGGING IS IFfy.
People have an Incredible Ability to Rationalize, Justify, Twist, Lie, Falsify, Distort and Invent Excuses, Construct Alibis and Deceive Themselves and Others To Protect their EGO. Some People without Critical Thinking Skills CANNOT Face being wrong, or See Their False Belief is Empty and Invalid. They so easily can Believe a reassuring lie.