# ATTITUDES ERSITI PENYELIDIKAN IF CONSISTENCY

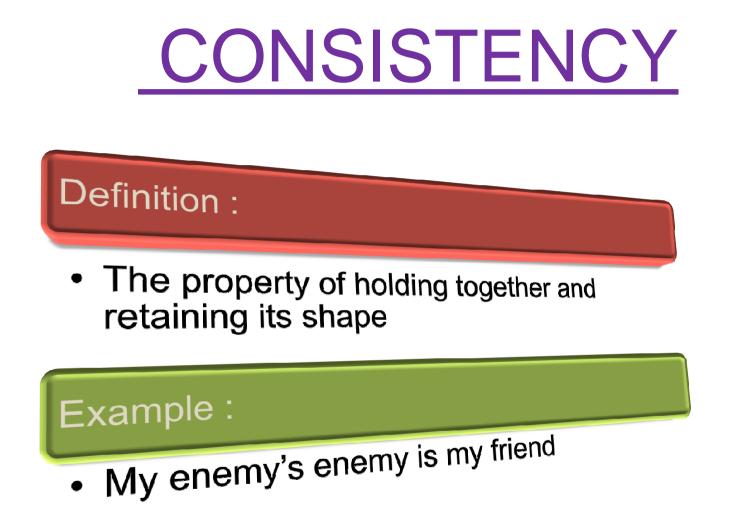
### Subject : Social Psychology (MPF 1703)

Date: 29 November 2011 Lecturer : Prof. Madya Dr. Azizi bin Yahaya



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## Basic Assumptions of Consistency Theories

People expect and prefer consistency

Inconsistency causes psychological discomfort and tension

Individuals are motivated to restore cognitive consistency

## Theories of Consistency



## Balance Theory (P-O-X Theory)



Cognitive Dissonance Theory