

The Role of Cognitive Dissonance in Decision Making

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Abstract. This article explores the impact of cognitive dissonance on decision-making processes. Cognitive dissonance, a psychological phenomenon, occurs when individuals experience conflicting beliefs or attitudes. This study examines how cognitive dissonance influences choices, leading to rationalization or changes in beliefs. By integrating theoretical perspectives and empirical research, we elucidate the mechanisms through which cognitive dissonance affects decision making. The findings highlight the complexity of cognitive processes and their implications for understanding human behavior and decision-making strategies.

Keywords: Cognitive Dissonance, Decision Making, Psychological Phenomenon, Human Behavior, Cognition

Introduction

Cognitive dissonance, a term first introduced by Leon Festinger in 1957, refers to the mental discomfort experienced by individuals when they hold two or more contradictory beliefs, values, or attitudes. This discomfort leads people to seek consistency, often through rationalizing or altering their beliefs. In the realm of decision making, cognitive dissonance plays a crucial role as individuals strive to align their actions with their self-concept and beliefs. This article delves into the intricacies of cognitive dissonance, examining its influence on the choices we make. By integrating theoretical insights and empirical findings, we aim to provide a comprehensive understanding of how cognitive dissonance operates in decision-making processes. The exploration of this psychological phenomenon offers valuable insights into the complexities of human cognition and behavior, shedding light on the factors that drive our decisions.

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