## Drinking water survey

Number of people surveyed ____________ Department _______________________

<table>
<thead>
<tr>
<th>Question</th>
<th># respondents (you can use hash marks)</th>
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</thead>
<tbody>
<tr>
<td>Will drink tap water</td>
<td></td>
</tr>
<tr>
<td>Will drink filtered tap water</td>
<td></td>
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<tr>
<td>Use own bottle</td>
<td></td>
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</tbody>
</table>

### Open-ended questions

<table>
<thead>
<tr>
<th>Question</th>
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<tbody>
<tr>
<td>Thoughts on tap water</td>
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<tr>
<td>Feelings towards bottled water dispensers</td>
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</table>
What leads to changes in behavior or attitudes?

Cognitive Dissonance Theory
Holding inconsistent cognitions (thoughts) leads to psychological tension that people become motivated to reduce.
Cognitive Dissonance

[Image of stairs with a black and white floral pattern]
Cognitive Dissonance

Step One: Unwanted consequence

Step Two: Personal Responsibility

Step Three: Physiological Arousal

Step Four: Attributing arousal to behavior

Antecedent Conditions that produce Discomfort

Behavior

Physiologic arousal and its interpretation

Attitude Change
Necessary Conditions

• People do not change their attitude every time they behave inconsistently.
• The following conditions intensify dissonance:
  – perceived freedom
  – insufficient justification
  – self-relevance of attitude
  – negative outcomes
Cognitive Dissonance

“I say I care for the environment, yet I just realized that in my daily routine I rarely think about how my actions affect the environment.”

How would you reduce dissonance?
Cognitive Dissonance

Techniques

• Change your attitude.

• Change your perception of the behavior.

• Add consonant cognitions

• Minimize the importance of the conflict.

• Reduce perceived choice.

Examples

• The environment isn’t as important as I said it was.

• Recycling/ buying local doesn’t really make that much of a difference.

• I think about the environment more than my peers.

• I am such a busy person I don’t have time to think about this.

• I had no choice: our society makes it necessary to think of money first and foremost.
Cognitive Dissonance

• We could also change our behaviors!
  – “Wow, I didn’t realize I did this! For now on I am going to be aware of my behaviors.”
Cognitive Dissonance in Action

1. Most eco-friendly!
   (your name here)

2. I do things for a reason.
   (2) I went without air conditioning for no reason.

DISSONANCE!
Cognitive Dissonance in Action

(1) I do things for a reason.
(2) I went without air conditioning because I believe in energy conservation!
Inconsistent attitudes, thoughts, and behavior

Initiation

Dissonance starts with:

Motivation

Dissonance is experienced as:

Reduction

Dissonance is reduced by:

Unpleasant arousal

Changing to remove unpleasant arousal

Initiation

Dissonance intensifies when the behavior:

Intensification

Is seen as freely chosen

Cannot be justified as due to strong rewards or threats

Cannot be withdrawn

produces negative consequences that were foreseeable

Motivation

Unpleasant arousal

Reduction

Changing to remove unpleasant arousal