## Contents

List of Contributors		хi
Foreword Preface		xv xvii
	Part One: Perspectives Employing the Original Version of the Theory	
2	Improving the 1957 Version of Dissonance Theory Judson Mills	25
3	A Radical Point of View on Dissonance Theory Jean-Léon Beauvois and Robert-Vincent Joule	43
4	Toward an Understanding of the Motivation Underlying Dissonance Effects: Is the Production of Aversive Consequences Necessary?  Eddie Harmon-Jones	71
	Part Two: The Role of the Self in Dissonance	
5	Dissonance, Hypocrisy, and the Self-Concept Elliot Aronson	103
6	Self-Affirmation Theory: An Update and Appraisal Joshua Aronson, Geoffrey Cohen, and Paul R. Nail	127

7	Unwanted Consequences and the Self: In Search of the Motivation for Dissonance Reduction  Joel Cooper	149
8	What Exactly Have I Done? The Role of Self-Attribute Accessibility in Dissonance  Jeff Stone	175
9	A Self-Accountability Model of Dissonance Reduction: Multiple Modes on a Continuum of Elaboration Michael R. Leippe and Donna Eisenstadt	201
	Part Three: Mathematical Models of Dissonance	
10	Computer Simulation of Cognitive Dissonance Reduction Thomas R. Shultz and Mark R. Lepper	235
11	A Multiplicative Power-Function Model of Cognitive Dissonance: Toward an Integrated Theory of Cognition, Emotion, and Behavior After Leon Festinger Haruki Sakai	267
	Part Four: Dissonance and Affect	
12	Moving Beyond Attitude Change in the Study of Dissonance-Related Processes Patricia G. Devine, John M. Tauer, Kenneth E. Barron, Andrew J. Elliot, and Kristen M. Vance	297
13	"Remembering" Dissonance: Simultaneous Accessibility of Inconsistent Cognitive Elements Moderates Epistemic Discomfort  Ian McGregor, Ian R. Newby-Clark and Mark P. Zanna	325
	Appendix A: Social Communication and Cognition: A Very Preliminary and Highly Tentative Draft Leon Festinger (1954)	355

Appendix B: Reflections on Cognitive Dissonance: 30 Years Later	381
Leon Festinger (1987)	
Appendix C: Historical Note on Festinger's Tests of	
Dissonance Theory	387
Judson Mills	
Author Index	389
Subject Index	397
About the Editors	409