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Come Closer: Cognitive Dissonance Between Strangers

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COME CLOSER

COGNITIVE DISSONANCE BETWEEN STRANGERS

MELISSA BOND
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INTRODUCTION

Cognitive dissonance states that behaviors dictate attitude (Festinger, 1957)

Missing pieces? Cognitive dissonance has not been applied to issues of personal space, or physical touch.

Invasion of personal space causes **compensatory behaviors** (Felipe and Sommer, 1966; Khan and Kamal, 2010)

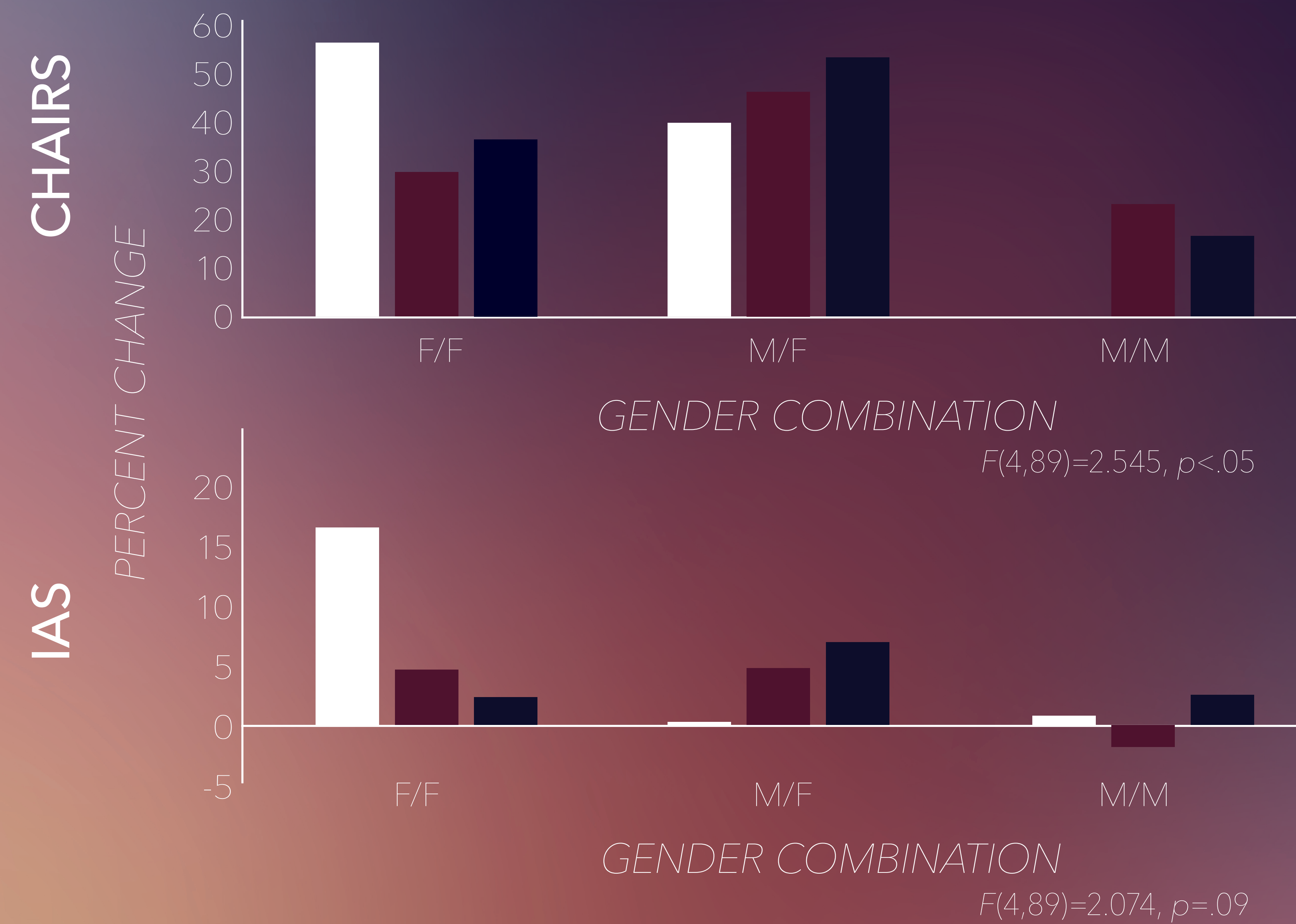
Physical touch and warmth create **closeness** (Williams and Bargh, 2008; Parker, 2011)

If participants are placed in *romantic pose*, then they will feel closer to their partner following the photograph than if placed in the neutral or familial pose.

If participants are placed in *male/female* combination, then they will feel closer to their partner following the photograph than if placed in female/female combination or male/male combination.

HYPOTHESES

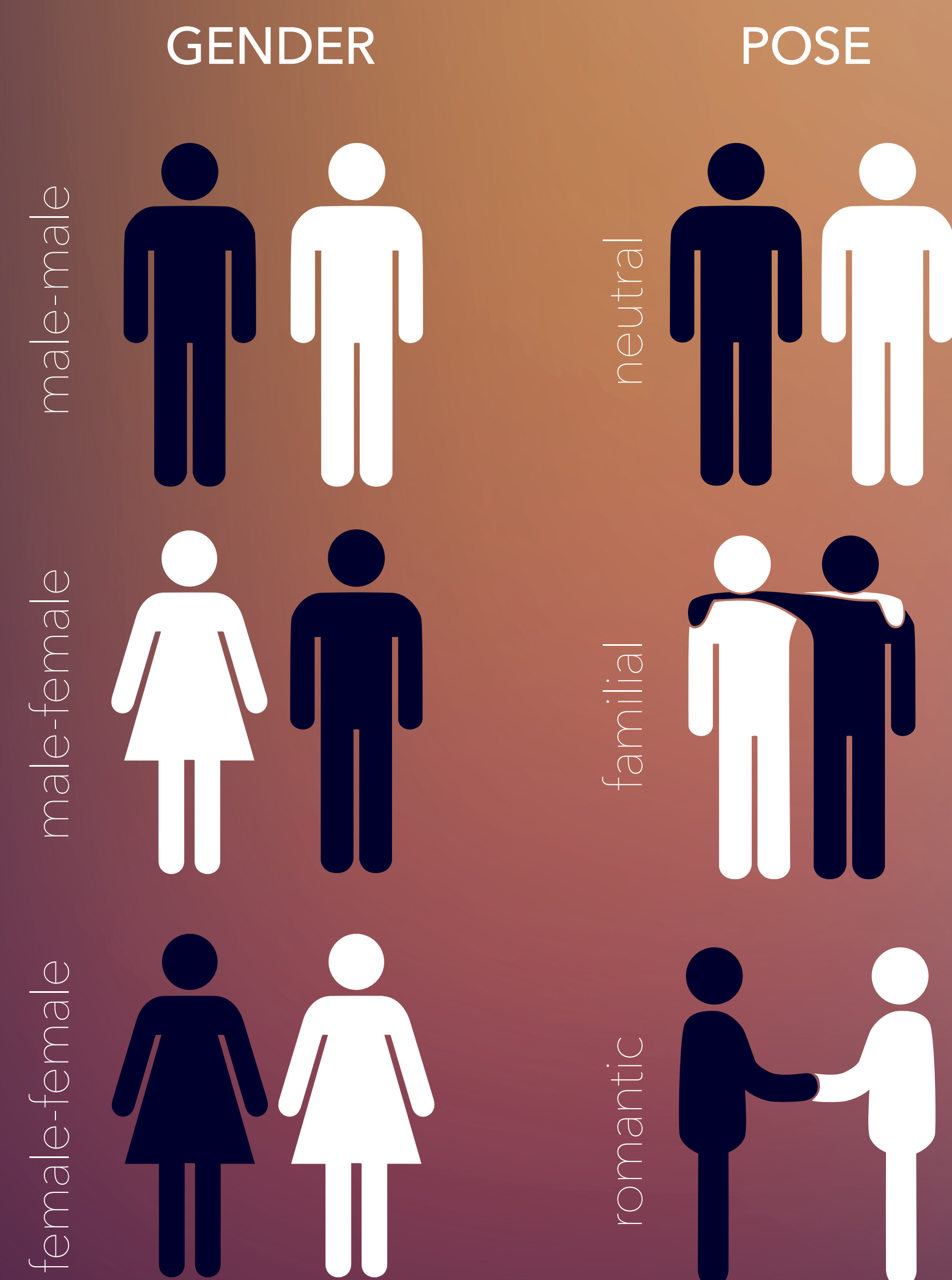
RESULTS



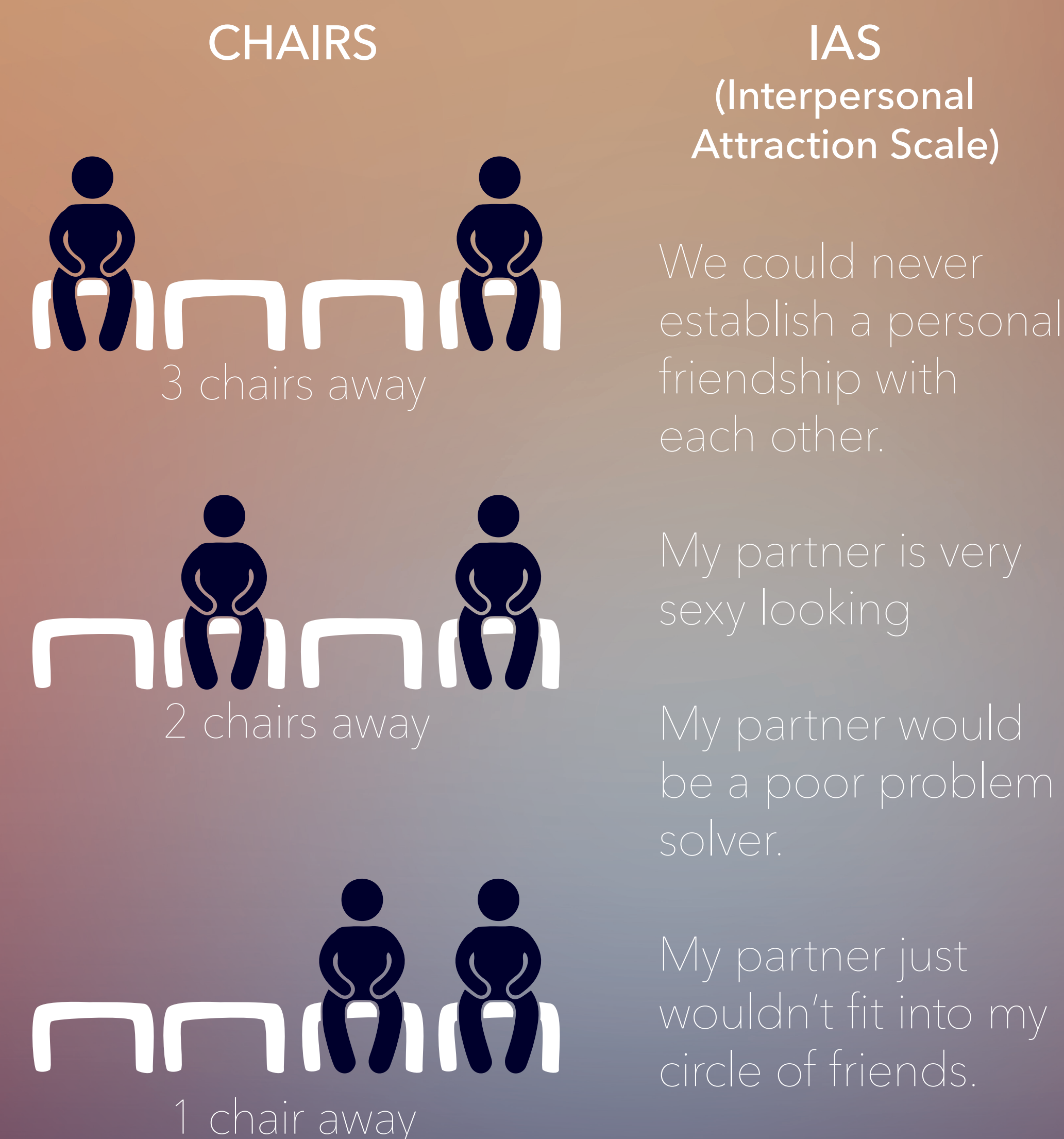
KEY

METHODS

MANIPULATIONS



MEASURES



PROCEDURE

90 participants
Participants posed for a photograph for 30 seconds
Pre-post measures of chairs and IAS taken

M/F combo follows expected hierarchy of pose, while M/M and F/F combo do not

Supports Sielski (1979)
Male/female interactions need least personal space and are most conducive to generating closeness
Male/male interactions need most space, generate least closeness

F/F combo generating significant closeness in neutral pose

Dissonance created by study not as great as necessary to have desired effect

More studies needed to assess dissonance between people

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DISCUSSION