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Come Closer: Cognitive Dissonance Between Strangers

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COGNITIVE DISSONANCE BETWEEN STRANGERS

METHODS

HYPOTHESES

RESULTS

INTRODUCTION

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.

METHODOLOGY

MANIPULATIONS

GENDER

POSE

FEMALE

FEMALE

FEMALE

FEMALE

FEMALE

FEMALE

M/F

M/M

M/F

M/F

M/M

M/M

F/M

F/M

F/M

F/M

F/M

F/M

N/N

N/N

N/N

N/N

N/N

N/N

GENDER COMBINATION

PERCENT CHANGE

IAS

F/F

M/F

M/M

F/F

M/F

M/M

PERCENT CHANGE

GENDER COMBINATION

F(4, 89) = 2.545, p < .05

F(4, 89) = 2.074, p = .09

PROCEDURE

90 participants

Participants posed for a photograph for 30 seconds

Pre-post measures of chairs and IAS taken

DISCUSSION

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


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

REFERENCES


