Original attitude

Subject 1

"Eat grasshoppers!?! Yuk!"

Subject 2

"Eat grasshoppers!?! Yuk!"

Experimental condition

Friendly experimenter

Unfriendly experimenter

Behavior

Eats grasshoppers

Eats grasshoppers

"I ate the grasshoppers to help out Dr. X, who was such a nice guy."

"Dr. X was a jerk, but I ate the grasshoppers anyway."

(No conflict)

Cognitive dissonance

Attitude change:
"Eating grasshoppers is disgusting!"

No attitude change:
"Eating grasshoppers wasn't that bad."