Subject 1

Original attitude

"Eat grasshoppers!?! Yuk!"

Experimental condition

Friendly experimenter

Behavior

Eats grasshoppers

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

(No conflict)

Subject 2

Original attitude

"Eat grasshoppers!?! Yuk!"

Experimental condition

Unfriendly experimenter

Behavior

Eats grasshoppers

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

Cognitive dissonance

Attitude change:

"Eating grasshoppers really wasn’t that bad."

No attitude change:

"Eating grasshoppers is disgusting!"