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Bandwagon and Sandbagging Effects: Some Measures of Dissonance Reduction

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Abstract

Although consistency has been condemned as a “petty virtue,” there is a common tendency in human beings to attempt a reconciliation of their discrepant attitudes and actions. This tendency toward the reduction of dissonance is studied in the following article in the context of a school bond issue election where two prevalent norms, citizen responsibility to vote and the expectation of a low turnout in such elections, offer alternative foci for the resolution of conflicting attitudes and behavior.

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