

# Bandwagon and Sandbagging Effects: Some Measures of Dissonance Reduction

[Get access >](#)

RICHARD F. CARTER

*Public Opinion Quarterly*, Volume 23, Issue 2, SUMMER 1959, Pages 279–287,  
<https://doi.org/10.1086/266873>

**Published:** 01 January 1959

## 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.

This content is only available as a PDF.

© 1959, the American Association for Public Opinion Research

**Issue Section:** [Articles](#)

**Collection:** [AAPOR Journals](#)

You do not currently have access to this article.

## Sign in

 [Get help with access](#)

**American Association for Public Opinion  
Research members**

[Sign in through society site >](#)

**AAPOR**   
AMERICAN ASSOCIATION FOR  
PUBLIC OPINION RESEARCH

**Personal account**

**Institutional access**

- Sign in with email/username & password
- Get email alerts
- Save searches
- Purchase content
- Activate your purchase/trial code
- Add your ORCID iD

Sign in >

Register



Sign in through your institution



Sign in through your institution >

[Sign in with a library card](#)

[Sign in with username/password](#)

[Recommend to your librarian](#)

### **Institutional account management**

[Sign in as administrator](#)

## Purchase

[Subscription prices and ordering for this journal](#)

[Purchasing options for books and journals across Oxford Academic](#)

## Short-term Access

To purchase short-term access, please sign in to your personal account above.

Don't already have a personal account? [Register](#)

Bandwagon and Sandbagging Effects: Some Measures of Dissonance Reduction<sup>\*</sup> - 24 Hours access

EUR €39.00

GBP £33.00

USD \$43.00

## Rental



This article is also available for rental through DeepDyve.