

Cognitive Dissonance

Main Entry: **COGNITIVE DISSONANCE**

Function: NOUN

Definition:

psychological conflict resulting from incongruous beliefs and attitudes (as a fondness for smoking and a belief that it is harmful) held simultaneously

The existence of this phenomenon suggests that people's behavior and attitudes are often governed by forces other than logic and reason. Emotion maybe?

"COGNITIVE DISSONANCE." Webster's Third New International Dictionary, Unabridged. Merriam-Webster, 2002. <http://unabridged.merriam-webster.com> (7 Oct. 2010).