

---

---

# Contents

---

---

## **Preface   v**

*Stanley Schachter and Michael Gazzaniga*

## **Introduction   xi**

*Henri Zukier*

## **PART A INDIVIDUAL PSYCHOLOGY**

---

1. **Wish, Expectation, and Group Standards as Factors Influencing Level of Aspiration   3**  
*Leon Festinger*
2. **A Theoretical Interpretation of Shifts in Level of Aspiration   21**  
*Leon Festinger*
3. **Level of Aspiration   35**  
*Kurt Lewin, Tamara Dembo, Leon Festinger, and Pauline Snedden Sears*
4. **A Quantitative Theory of Decision   89**  
*Darwin Cartwright and Leon Festinger*

## **PART B SOCIAL COMPARISON THEORY AND RESEARCH**

---

5. **Informal Social Communication   117**  
*Leon Festinger*
6. **A Theory of Social Comparison Processes   134**  
*Leon Festinger*

7. **Interpersonal Communication in Small Groups** 161  
*Leon Festinger and John Thibaut*
8. **Tendencies Toward Group Comparability in Competitive Bargaining** 176  
*Paul J. Hoffman, Leon Festinger, and Douglas H. Lawrence*

---

### **PART C COGNITIVE DISSONANCE THEORY AND RESEARCH**

---

9. **A Theory of Cognitive Dissonance** 201  
*Leon Festinger*
10. **The Arousal and Reduction of Dissonance in Social Contexts** 238  
*Leon Festinger and Elliot Aronson*
11. **When Prophecy Fails** 258  
*Leon Festinger, Henry W. Riecken, and Stanley Schachter*
12. **Cognitive Consequences of Forced Compliance** 270  
*Leon Festinger and James M. Carlsmith*
13. **The Psychological Effects of Insufficient Rewards** 285  
*Leon Festinger*

---

### **PART D PERCEPTUAL PROCESSES**

---

14. **Efference and the Conscious Experience of Perception** 307  
*Leon Festinger, Clarke A. Burnham, Hiroshi Ono, and Donald Bamber*
15. **Inferences About the Efferent System Based on a Perceptual Illusion Produced by Eye Movements** 360  
*Leon Festinger and A. Montague Easton*
16. **Visual Perception During Smooth Pursuit Eye Movements** 368  
*Leon Festinger, Harold A. Sedgwick, and Jeffrey D. Holtzman*

---

### **PART E THE HUMAN LEGACY**

---

17. **The Human Legacy** 415  
*Leon Festinger*
18. **The Social Organization of Early Human Groups** 422  
*Leon Festinger*

---

## PART F A MISCELLANY

---

19. **Development of Differential Appetite in the Rat** 441  
*Leon Festinger*
20. **Some Consequences of De-Individuation in a Group** 452  
*Leon Festinger, A. Pepitone, and T. Newcomb*
21. **The Effectiveness of Unanticipated Persuasive Communications** 468  
*Leon Festinger and Jane Allyn*
22. **The Effectiveness of "Overheard" Persuasive Communications** 480  
*Elaine Walster and Leon Festinger*
23. **On Resistance to Persuasive Communications** 495  
*Leon Festinger and Nathan Maccoby*
24. **Laboratory Experiments** 510  
*Leon Festinger*

## PART G BIOGRAPHICAL NOTES

---

- Editors' Note** 545
- Looking Backward** 547  
*Leon Festinger*

## PART H BIBLIOGRAPHY

---

- Published Works of Leon Festinger** 569
- Name Index** 575
- Subject Index** 581