Contents

1.	Cognitive Consistency as a Basic Principle of Social Information Processing Bertram Gawronski and Fritz Strack	1		
	PART I. MENTAL REPRESENTATION			
2.	Cognitive Conflict and Consciousness Ezequiel Morsella, Pareezad Zarolia, and Adam Gazzaley	19		
3.	A Neuroscientific Perspective on Dissonance, Guided by the Action-Based Model Eddie Harmon-Jones, Cindy Harmon-Jones, and David M. Amodio	47		
4.	Parallel Constraint Satisfaction as a Mechanism for Cognitive Consistency Stephen J. Read and Dan Simon	66		
PART II. FLUENCY AND FIT				
5.	Fluency of Consistency: When Thoughts Fit Nicely and Flow Smoothly Piotr Winkielman, David E. Huber, Liam Kavanagh, and Norbert Schwarz	89		

6.	Nonpropositional Consistency Sascha Topolinski	112			
7.	Motivational Fit E. Tory Higgins	132			
PART III. IMPLICIT SOCIAL COGNITION					
8.	Balanced Identity Theory: Review of Evidence for Implicit Consistency in Social Cognition Dario Cvencek, Anthony G. Greenwald, and Andrew N. Meltzoff	157			
9.	Implicit Ambivalence Richard E. Petty, Pablo Briñol, and India Johnson	178			
10.	Discrepancies between Implicit and Explicit Attitudes, Prejudices, and Self-Esteem: A Model of Simultaneous Accessibility Christian H. Jordan, Christine Logel, Steven J. Spencer, and Mark P. Zanna	202			
	PART IV. THINKING AND REASONING				
11.	Mental Models and Consistency Philip N. Johnson-Laird	225			
12.	Cognitive Consistency as Means to an End: How Subjective Logic Affords Knowledge Arie W. Kruglanski and Garriy Shteynberg	245			
	PART V. DECISION MAKING AND CHOICE				
13.	The Dynamics of Ambivalence: Evaluative Conflict in Attitudes and Decision Making Frenk van Harreveld, Iris K. Schneider, Hannah Nohlen, and Joop van der Pligt	267			
14.	Self-Produced Decisional Conflict Due to Incorrect Metacognitions Lottie Bullens, Jens Förster, Frenk van Harreveld,	285			

Contents	xiii

15.	Regret, Consistency, and Choice: An Opportunity × Mitigation Framework Keith D. Markman and Denise R. Beike	305
16.	Consistency as a Basis for Behavioral Interventions: Using Hypocrisy and Cognitive Dissonance to Motivate Behavior Change Jeff Stone	326
	PART VI. INTERPERSONAL PROCESSES	
17.	Balance Principles in Attitude Formation and Change: The Desire to Maintain Consistent Cognitions about People Eva Walther and Rebecca Weil	351
18.	Cognitive Consistency in Prejudice-Related Belief Systems: Integrating Old-Fashioned, Modern, Aversive, and Implicit Forms of Prejudice Bertram Gawronski, Paula M. Brochu, Rajees Sritharan, and Fritz Strack	369
19.	Stereotype Confirmation and Disconfirmation Jeffrey W. Sherman, Thomas J. Allen, and Dario L. M. Sacchi	390
20.	Adhering to Consistency Principles in an Unjust World: Implications for Sense Making, Victim Blaming, and Justice Judgments Kees van den Bos and Marjolein Maas	424
21.	Interpersonal Cognitive Consistency and the Sharing of Cognition in Groups Ernest S. Park, R. Scott Tindale, and Verlin B. Hinsz	445
	Author Index	467
	Subject Index	483