

Balance Theory



Balance Theory

Intro

1946

Fritz Heider

Balance theory



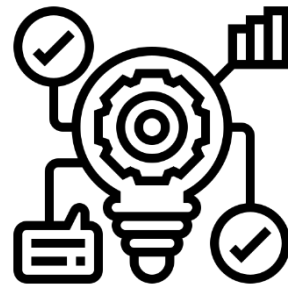
Balance Theory

Key Concept

Balance Theory

Base theory of cognitive consistency theory,

Looks at cognitive components as complexes



Balance Theory

Key Concept

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balance = cognitive elements such as thoughts, feelings, actions, and beliefs are psychologically harmonized and consistent

Individuals want to pursue the balance
this motivation keeps the individual's beliefs or values alive

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People want to balance the three-way relationship

P (Person)

O (Others)

X (Objects)

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When individuals evaluating a particular object,
seeks to pursue the same directionality as others

if the direction of the assessment is different,
It becomes psychologically tense and tries to resolve it

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For example,

I think the movie A is interesting, but if a lover doesn't like the movie A

He or she feels a cognitive imbalance and tries to resolve it

Balance theory suggests changes in attitude, negation, rationalization/excuses, differentiation, transcendence/resignation, justification as a way to resolve this imbalance

→ Related to cognitive dissonance theory?