Predicting of Physiological Changes through Personality Traits and Decision Making Styles

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Abstract

**Background and Objective:** One of the important concepts of social psychology is cognitive dissonance. When our practice is in conflict with our previous attitudes often change our attitude so that we will operate in concert with; this is cognitive dissonance. The aim of this study was evaluation of relation between decision making styles, personality traits and physiological components of cognitive dissonance and also offering a statistical model about them.

**Materials and Methods:** In this correlation study, 130 students of Elmi-Karbordi University of Safadasht were invited and they were asked to complete Scott & Bruce Decision-Making Styles Questionnaire and Gray-Wilson Personality Questionnaire. Before and after distributing those questionnaires, their physiological conditions were receded. Cognitive dissonance was induced by writing about reducing amount of budget which deserved to orphans and rating the reduction of interest of lovely character that ignore his or her fans. Data analysis conducted through regression and multi vitiative covariance.

**Results:** There were correlation between cognitive styles (Avoidant, dependent, logical and intuitive) and also personality variables (Flight and Approach, active avoidance, Fight and Extinction) with cognitive dissonance. The effect of cognitive (decision making styles) and personality variables on physiological components was mediate indirectly through cognitive dissonance, in levels of P=0.01 and P=0.05 difference, was significant.

**Conclusion:** Decision making styles and personality traits are related to cognitive dissonance and its physiological components, and also predict physiological components of cognitive dissonance.

**Keywords:** Decision making styles, personality traits, Cognitive dissonance, Physiological components