

Multimedia Library Collection: Periodicals**“I Still Do a Lot of Good”**

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Wormbs, Nina. “I Still Do a Lot of Good.” *Springs: The Rachel Carson Center Review*, no. 3 (2023).

To feel better, we need to justify our behaviour to ourselves and our imagined audience. We do this through a process of internal deliberation. In the research project, we studied this experience of cognitive dissonance as it manifested itself in the open-text answers in our survey. We looked for

thought structures and patterns using *topos* theory, first presented by Aristotle. *Topoi* are modes of reasoning that work in our social context and that can create meaning. (From the article)

This article was originally published in *Springs: The Rachel Carson Center Review*. *Springs* is an online publication featuring peer-reviewed articles, creative nonfiction, and artistic contributions that showcase the work of the Rachel Carson Center and its community across the world.

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