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“I Still Do a Lot of Good”

Wormbs, Nina



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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)

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