

BALANCE THEORY

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refers to the theory that people tend to prefer elements held in thoughts to be congruent with their behaviors (i.e., balanced). Balanced systems are assumed to be more stable and psychologically pleasant than imbalanced systems. The theory has primarily been specified and tested within the context of systems involving three elements. These systems are sometimes referred to as P-O-X triads, in which P = person (i.e., self), O = other person, and X = some stimulus or event. See also cognitive consistency theory,

BALANCE THEORY: "Balance theory holds that humans like internal experience (for example, attitudes), to be congruent with external experience (behaviors)."

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