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# BALANCE THEORY

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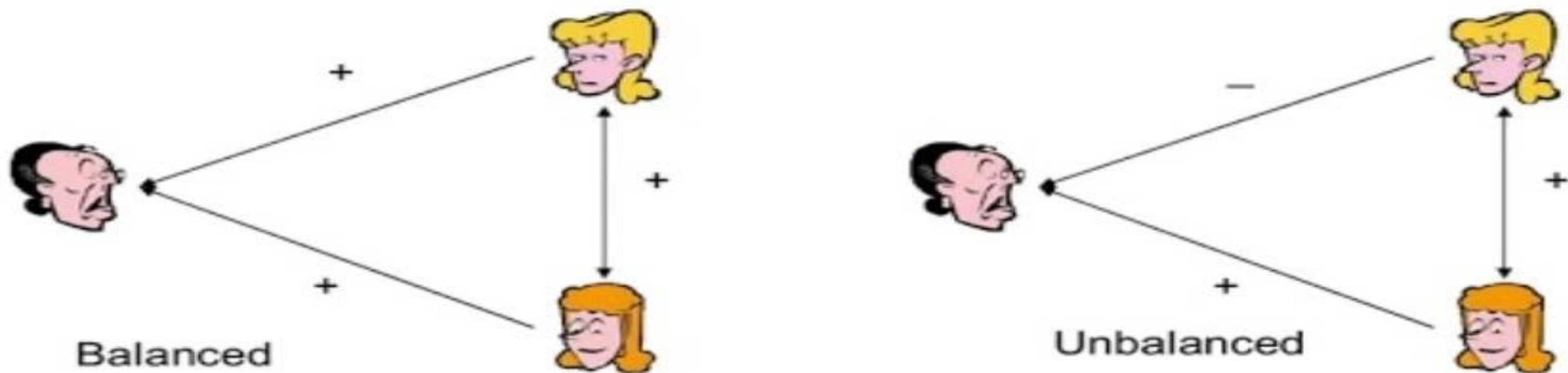
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- Heider explained that a balance must exist between interpersonal relationships or for something specific between two or more individuals so that psychological harmony can be achieved.
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  - If two or more people share similar ideas about something, there is not likely to be any tension or complication surrounding this idea in the relationship.

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- Heider explained how balance theory works by developing a model which examines interpersonal relationships.
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  - The reactions of each individual are framed within a triangle that Heider called the P-O-X model.


# Heider's Balance Theory


## Attitude – Attitude Consistency


We prefer it when our attitudes toward various things are consistent.



**PROCESS OF ATTITUDE CHANGE**

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- Each corner of the triangle represents a different element:
  - P = the person to analyze
  - O = Other, or the comparison person
  - X = the third element for comparisons such as a third person, a physical object, an idea, or an event.

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- Relation patterns between 3 individuals or objects are often referred to as ‘triadic’ relations.
  - Through the P-O-X model, it can be possible to deduce the positive and negative relationships between what each person perceives with another or with a certain object.
  - The relations between the individuals or objects on the P-O-X model can be either positive (+) or negative (-) and this is what can determine if a relationship is balanced.

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- There are thought to be two types of relationship dynamics taking place in a triadic relationship:
  - Unit relationships – this is how much the different elements of the triangle belong together – the more similarities that exist, the more likely the psychological balance will occur.
  - Sentiment relationships – how one feels about something – are categorized as either ‘liking’ or ‘disliking.’