

Think about how Cognitive Dissonance Theory can explain the strategies that colleges and universities use to gain commitment when recruiting students (and especially student athletes). Answer the questions below.

How do colleges and universities gain commitment when recruiting students by starting with something modest?

Your response here

How do colleges and universities gain commitment when recruiting students by seeking harmless concessions?

Your response here

How do colleges and universities gain commitment when recruiting students by getting them to write their commitment down?

Your response here

How do colleges and universities gain commitment when recruiting students by getting them to make the commitment public?

Your response here

How do colleges and universities gain commitment when recruiting students by avoiding giving large inducements?

Your response here