Ambivalence towards an entity and entity dissonance [*Analysing Identity: Chapter 2* © Peter Weinreich]

A person's ambivalence towards an entity when evaluated on balance in positive terms is defined as the ratio of negative to positive attributions, and conversely when negatively evaluated as the ratio of positive to negative attributions.

A person's evaluation of another E_i often masks an ambivalent construal of liked and disliked characteristics, such that both positive and negative scores $s_{i,j}$ are included in the assessment of evaluation of the other (expression 3). Ambivalence is a function of the balance between disliked and liked attributions. If the assessed evaluation of E_i is positive, any negative characteristics - *or scores* - will have evaluative connotations *signs* - incompatible with that positive evaluation. By comparing the signs of each product $\alpha_j s_{i,j}$ with the sign of the evaluation $R(E_i)$, ambivalence can be defined as a ratio of the incompatible (dissonant) to the compatible (consonant) characteristics, i.e.,

$$\textit{Ambivalence towards entity } E_i\text{: AMB}(E_i) \quad = \frac{\sum_{j}(\text{dissonant elements})_{i,j}}{\sum_{j}(\text{consonant elements})_{i,j}}$$

$$= \frac{\sum_{j}\alpha_j s_{i,j}[\text{incomp'ble signs}]}{\sum_{j}\alpha_j s_{i,j}[\text{ compatible signs}]} \quad (8)$$

If an evaluation $R(E_i) = 0$, then $\text{AMB}(E_i) = 1$ since the dissonant and consonant elements will be equally balanced. The index for ambivalence ranges from 0.00 to 1.00, from no ambivalence to maximum.

Entity dissonance

Ambivalence towards another may be of greater or less significance depending on the person's ego-involvement with that other. Combining ambivalence with ego-involvement results in a new variable defined as *entity dissonance,* which expresses the salience of the ambivalence, i.e.,

Entity dissonance E_i: $\quad$ DISS $(E_i) = G_i.\text{AMB}(E_i)$ $\qquad\qquad$ (9)

Since *entity dissonance* is the product of *ambivalence* and *ego-involvement* its magnitude ranges from 0.00 to 5.00 maximum.

Internal standardisation is achieved through the ratio of dissonant to consonant elements and the standardisation of the ego-involvement parameter.