The renowned social psychologist, Leon Festinger, together with his colleagues Henry Riecken and Stanley Schachter, succeeded in joining the cult’s adherents “at the last minute.” They wanted to find out how they would react when their faith would collapse. Their response engendered the concept of “cognitive dissonance,” which has served ever since as a cornerstone of modern social sciences. It turned out that the cult members’ faith in the group and its beliefs only increased after their prophecy did not come true. They immediately began to claim that a “divine intervention” had taken place, rescuing the Earth and its inhabitants thanks to their devout belief. In their book, *When Prophecy Fails,* Festinger and his co-authors gave Dorothy Martin the alias “Marian Keech.” Until that moment, Keech had refrained from any media contact. Yet immediately after the failure of her prophecy she reached out, initiating countless interviews in which she publicized the redemptive tidings, the result of the “divine light” that she and her group had spread. In 1959, Festinger and James Carlsmith reported on a relevant psychological experiment. Students took part individually in a particularly boring experiment. After the experiment, the supervisor asked them to explain to another potential test subject how interesting the experiment was. That is, they were clearly requested to lie. Ten students were offered twenty dollars to carry out this ploy, while twenty students were only offered a single dollar. The cognitive dissonance stemmed from the contradiction between the student’s values (“it isn’t nice to lie”) and their actions (lying for money). After carrying out their ruse the students were interviewed. Those who had received the higher compensation tended to admit that the experiment had been boring, while those who had received the minimal compensation tended to deny this. The latter group also tended to state that they would be willing to take part in a similar experiment in the future. The higher compensation lessened the tension between values and behavior, as though the twenty dollars justified the lie. But those who had received the lower compensation continued to suffer from a cognitive dissonance that led to self-deception and further lies. Fittingly, Festinger and Calrsmith’s article was first published in the *Journal of Abnormal and Social Psychology*.