

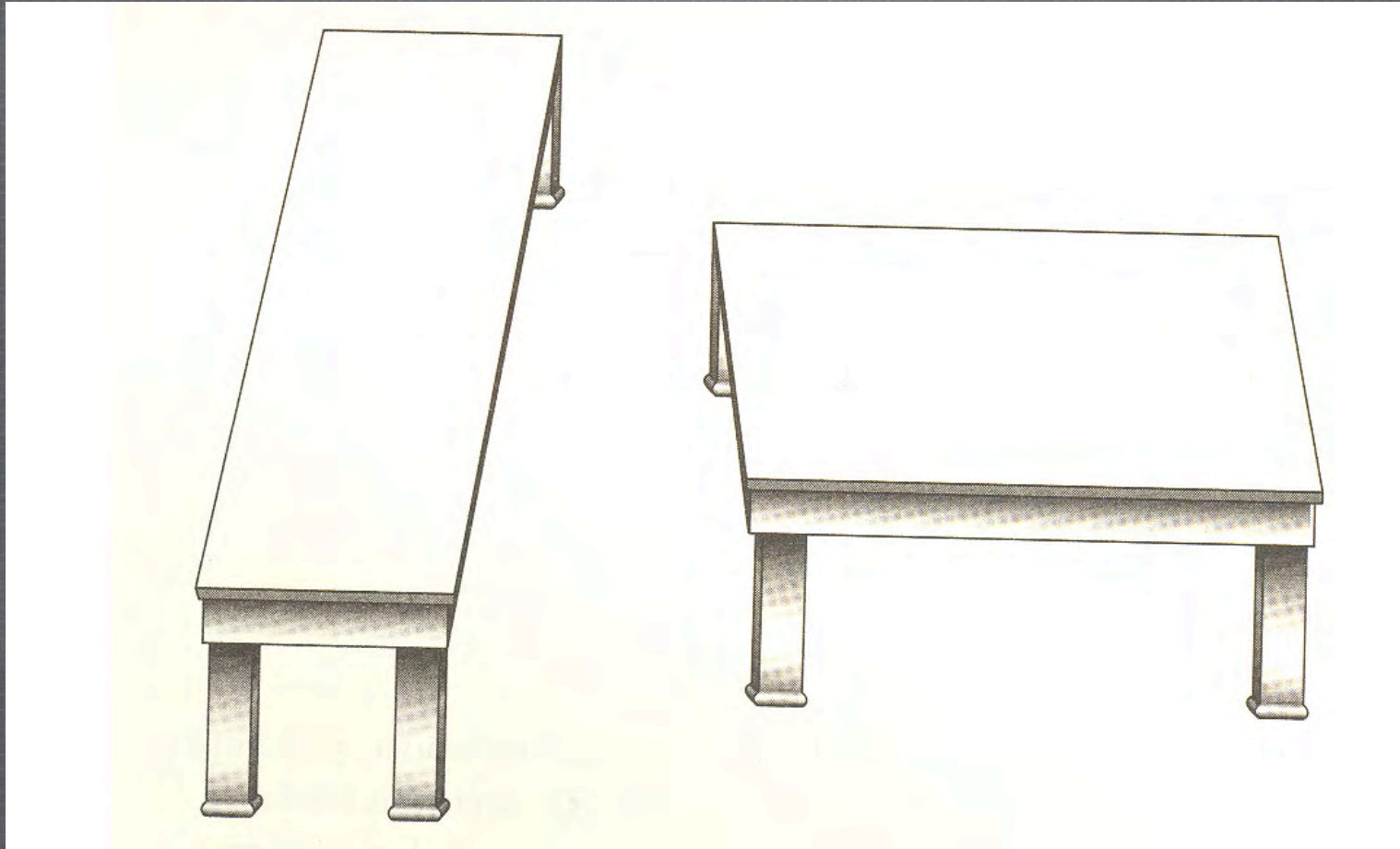
PREDICTABLY IRRATIONAL

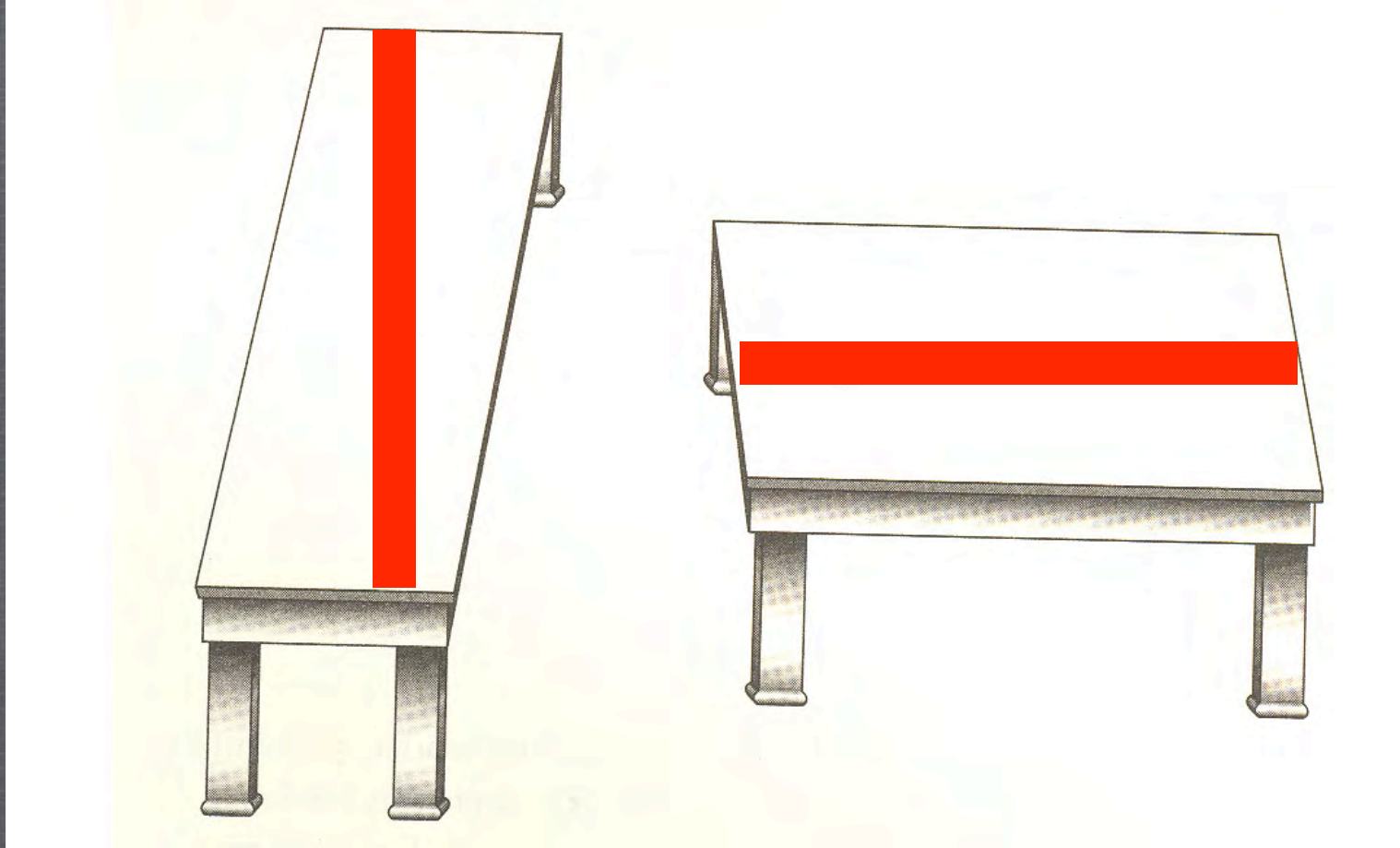
The Hidden Forces That Shape Our Decisions

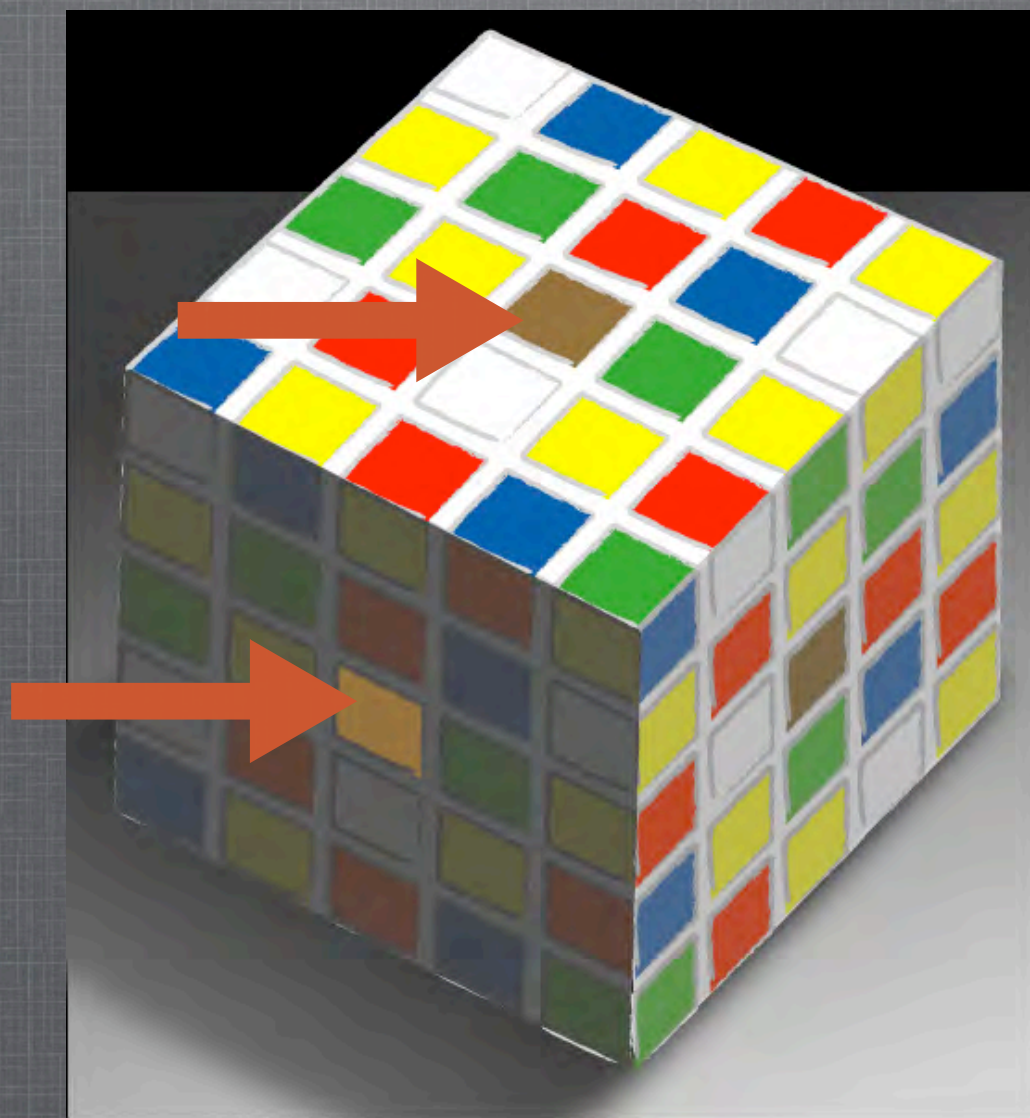
DAN

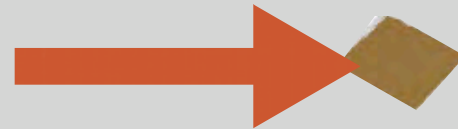
ARIELY

**REALITY
VS.
SUBJECTIVE REALITY**

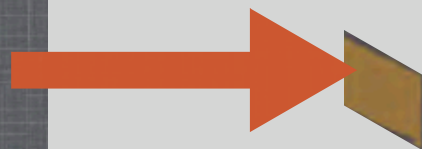








Reality???



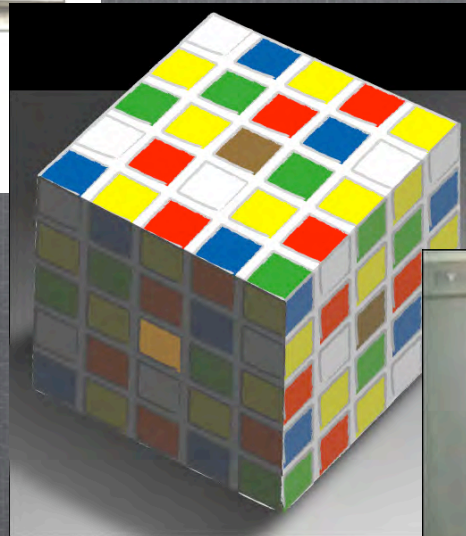
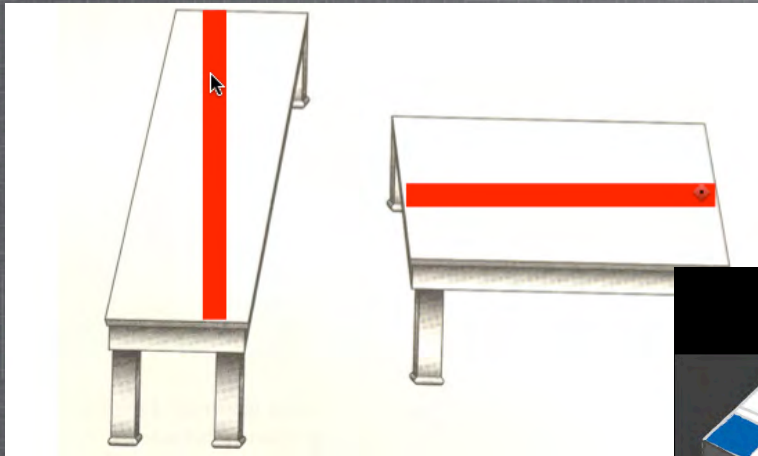
BASKETBALL

Count the # of times that the players in white pass the ball to each other





ILLUSIONS AS A METAPHOR

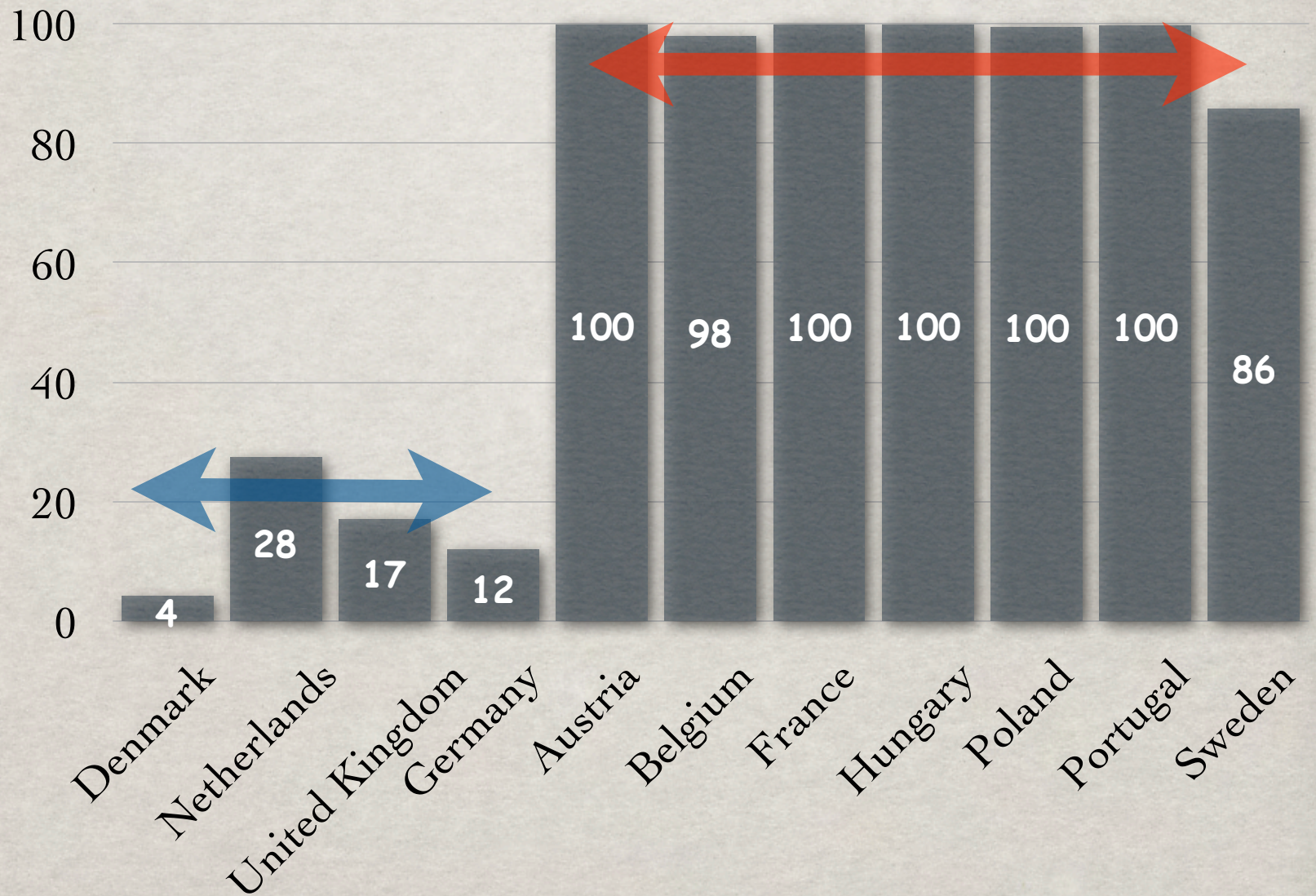




A FEW EXAMPLES OF
“DECISION ILLUSIONS”

ORGAN DONATIONS?

% of drivers donating organs



Opt-in

☐ Check the box below if you **want** to participate in the organ donor program

Opt-out

☐ Check the box below if you **don't want** to participate in the organ donor program

Opt-in

☐

Check ☐ if you **want** to
participate in the organ donor program

people don't check the box

Opt-out

☐

Check ☐ if you **don't want**
to participate in the organ donor program

people don't check the box

What about professionals?



THE JAM STUDY

	6 jams	24 jams
Approach	40%	60%
Try	1.4	1.5
Buy	30%	3%

THE POWER OF DEFAULTS

Defaults are a very powerful, yet largely an unrecognized force.

Defaults become even more important when there are many choices, or when the choice is complex.

Standard Economics ...

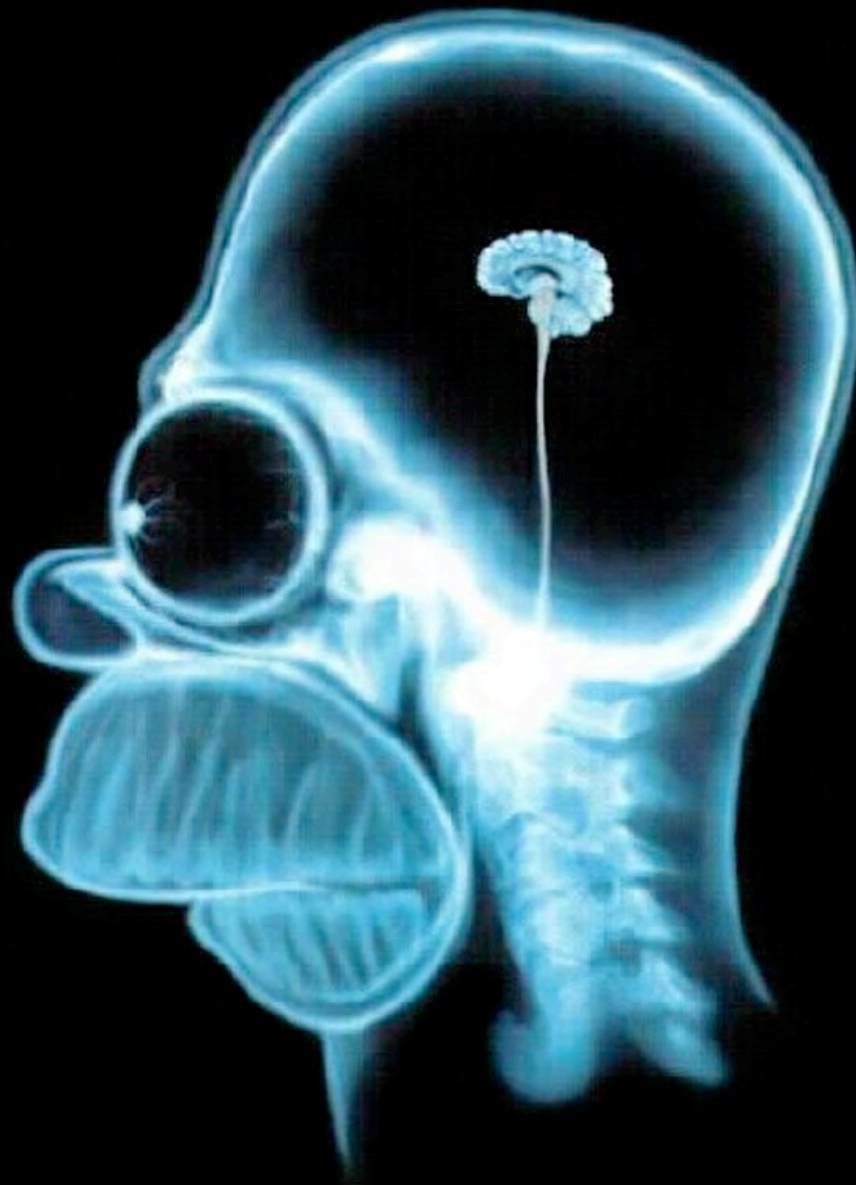
What a piece of work is a man! how noble in reason!
how infinite in faculty! in form and moving how
express and admirable! in action how like an angel!
in apprehension how like a god!

Will Shakespeare (Act II, scene 2, of Hamlet)

Behavioral Economics ...

~~What a piece of work is a man! how noble in reason!
how infinite in faculty! in form and moving how
express and admirable! in action how like an angel!
in apprehension how like a god!~~

~~Will Shakespeare (Act II, scene 2, of Hamlet)~~



IT IS ALL ABOUT

FREE LUNCHES !!!

PEOPLE DON'T KNOW THEIR PREFERENCES

**MEASUREMENT
CHOICE CONSTRUCTION**

ANSWER THE FOLLOWING:

Please write 3 reasons
why you love your
significant other

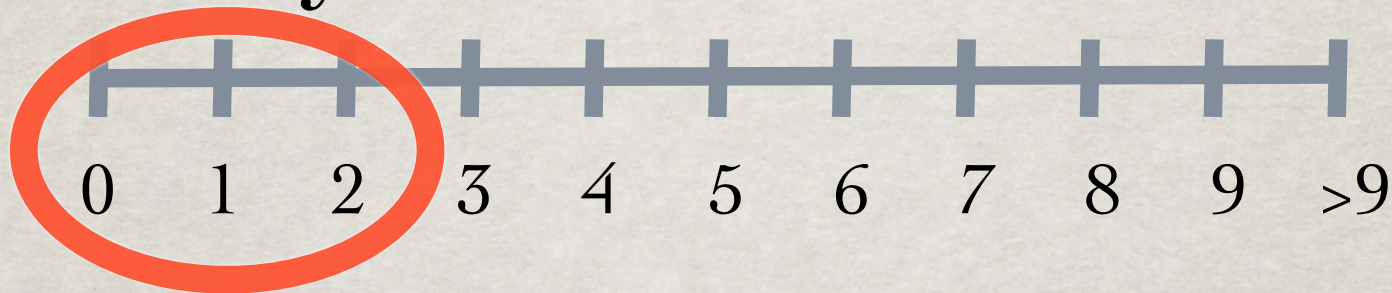
Please write 10 reasons
why you love your
significant other

Please write 3 reasons
to buy a BMW

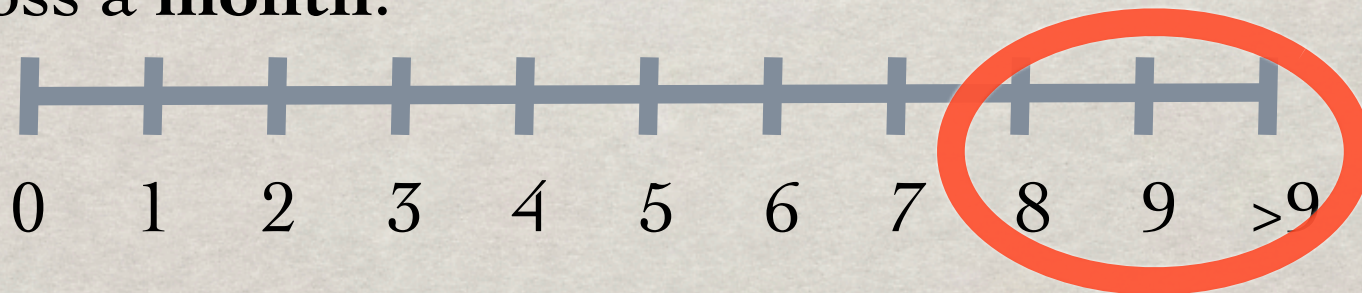
Please write 10 reasons
to buy a BMW

ANSWER THE FOLLOWING:

Indicate on the following scale how many times do you floss a **day**:



Indicate on the following scale how many times do you floss a **month**:



Should you call the dentist to make an appointment?

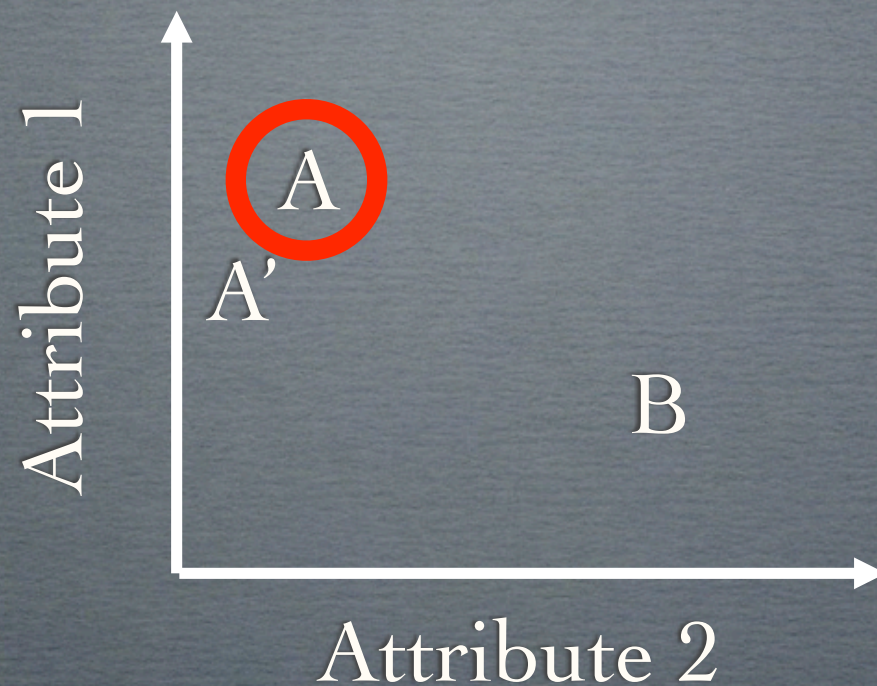
PEOPLE DON'T KNOW THEIR PREFERENCES

- ✱ Even preferences (opinions) about aspects of our life that we should be very familiar with can be modified!
- ✱ For example, based on answering a question
- ✱ A related point: market research: measuring, or forming opinions?

PEOPLE DON'T KNOW THEIR PREFERENCES

MEASUREMENT
CHOICE CONSTRUCTION

Asymmetric dominance



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WORLD

BUSINESS

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SCIENCE & TECHNOLOGY

PEOPLE

BOOKS & ARTS

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16%

0%

84%

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16% → 68%

0%

84% → 32%

A



B



CONCLUSION

- ✱ People have an imprecise knowledge of their own preferences
- ✱ Susceptible to influences from questions
- ✱ Susceptible to influences from “frames”
- ✱ Susceptible to influences from context
- ✱ Choice is difficult --> relative choice is simpler
- ✱ Choice is constructed

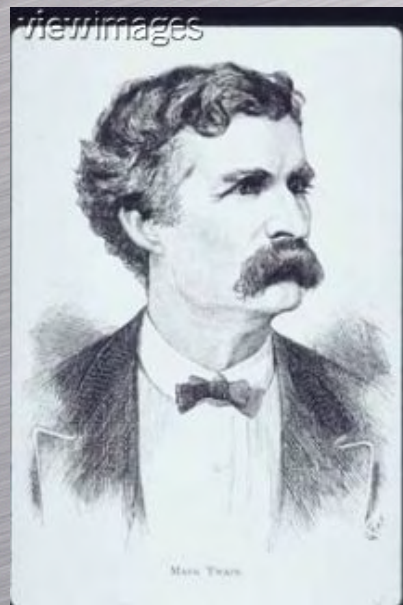
The value of 1st decisions

Auctions of real products

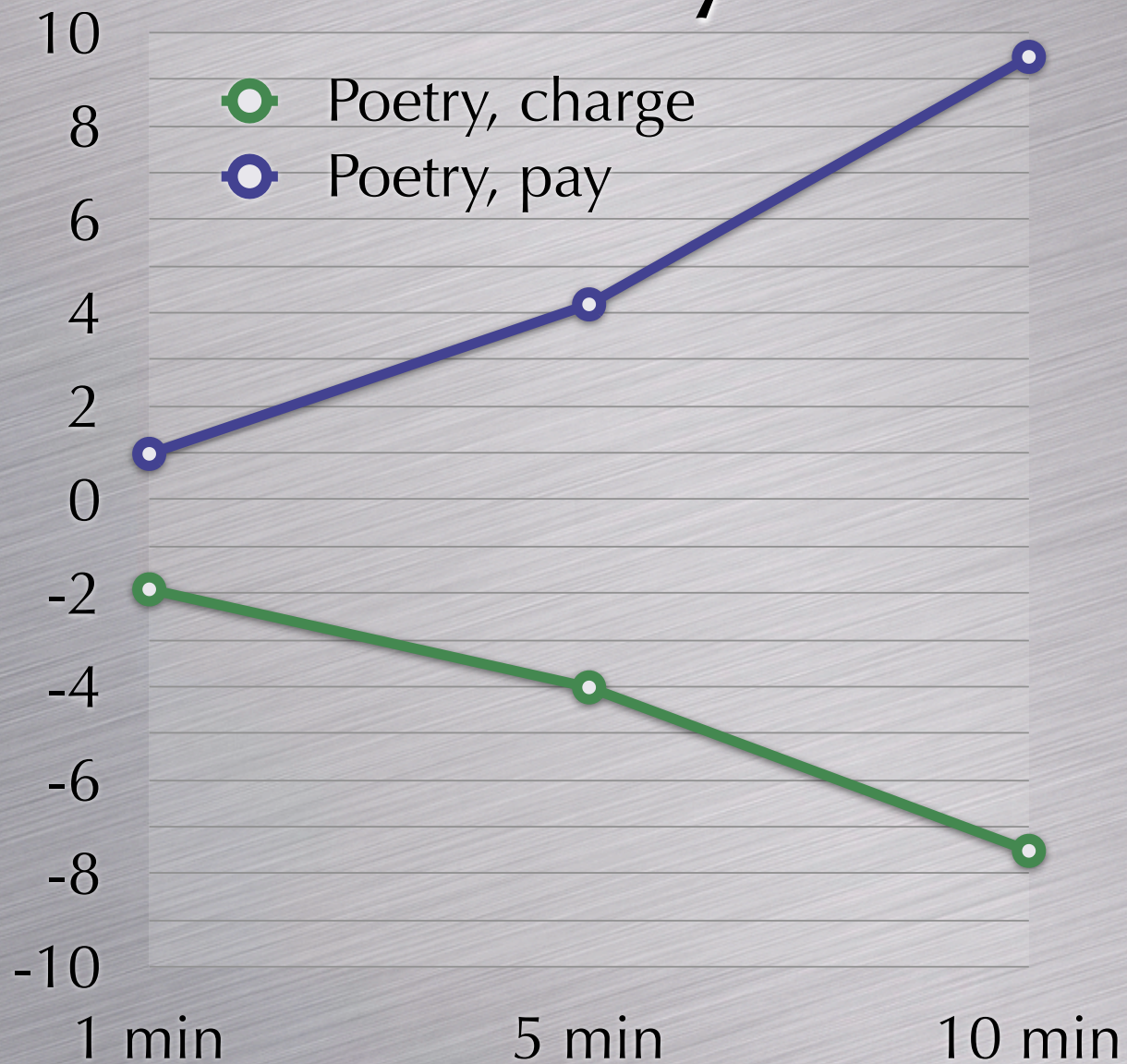
	Mean value	Low ss#	High ss#	Increase
Trackball	16.25	10.38	21.52	107%
Keyboard	32.47	21.81	42.03	93%
\$9 wine	15.80	11.62	19.55	68%
\$82 wine	22.89	17.42	27.76	59%
Design book	18.81	14.15	23.00	62%
Belgian Chocolates	13.31	10.04	16.24	62%

- High dependency between the prices of the 2 wines and 2 computer accessories

Tom Sawyer



Poetry



How should people
decide about buying a
cup of coffee?



What is the self herding
version of these decisions?





AMERICA RUNS ON DUNKIN'

Arbitrary Coherence ...

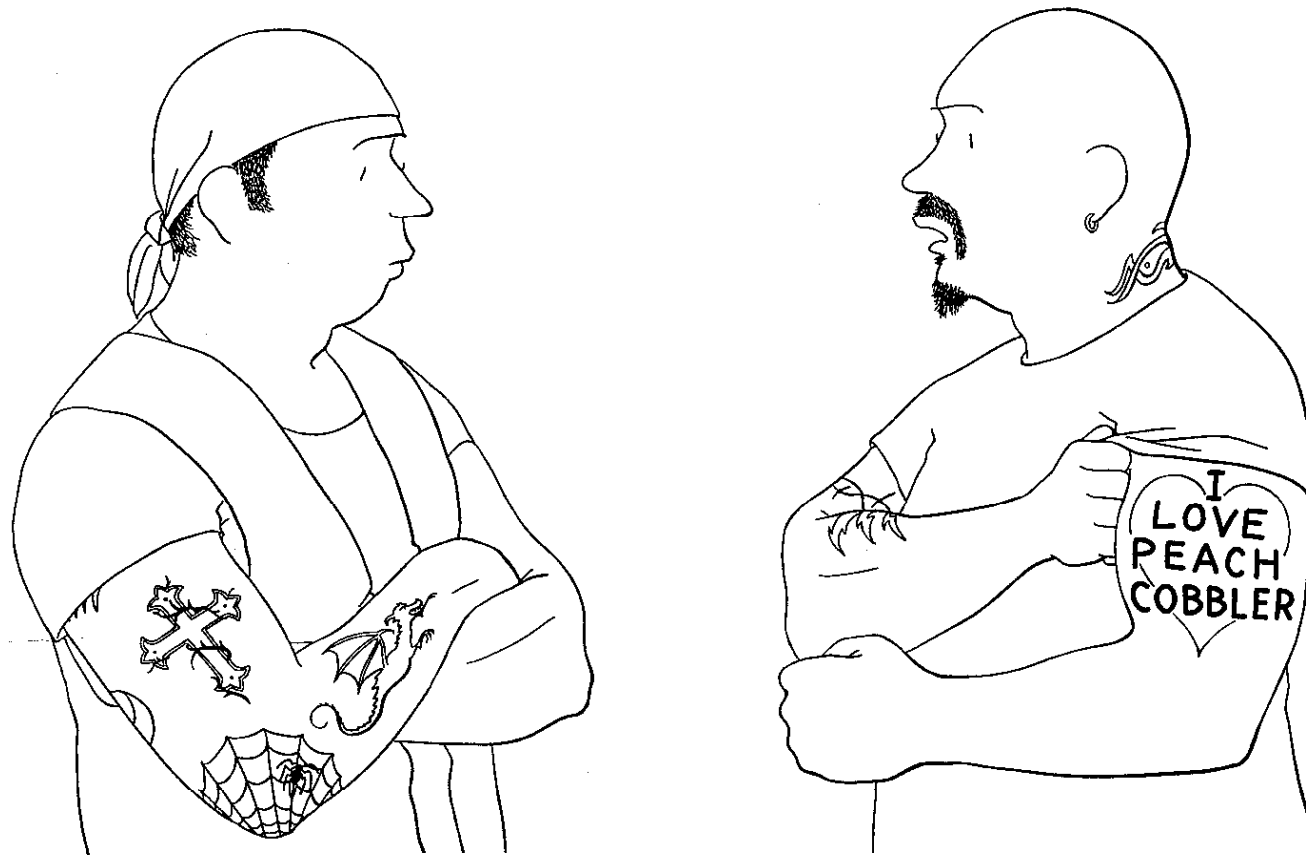
- First decisions are difficult
 - Particularly with money
- After first decision people use a “self herding” approach to making decisions
- This is how one decision can become a long-term habit



**We are inherently &
fundamentally emotional!**

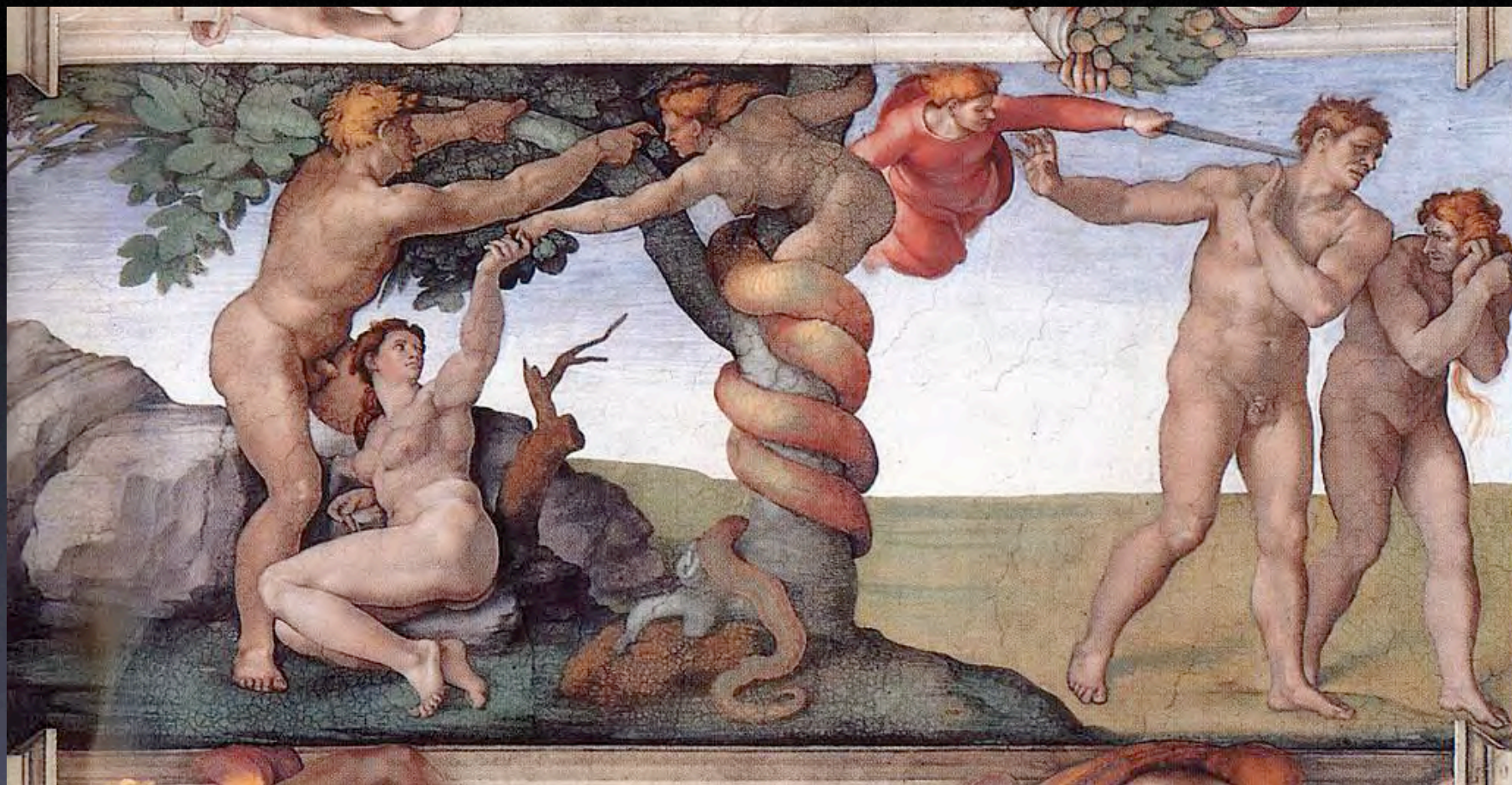


Hot & cold states

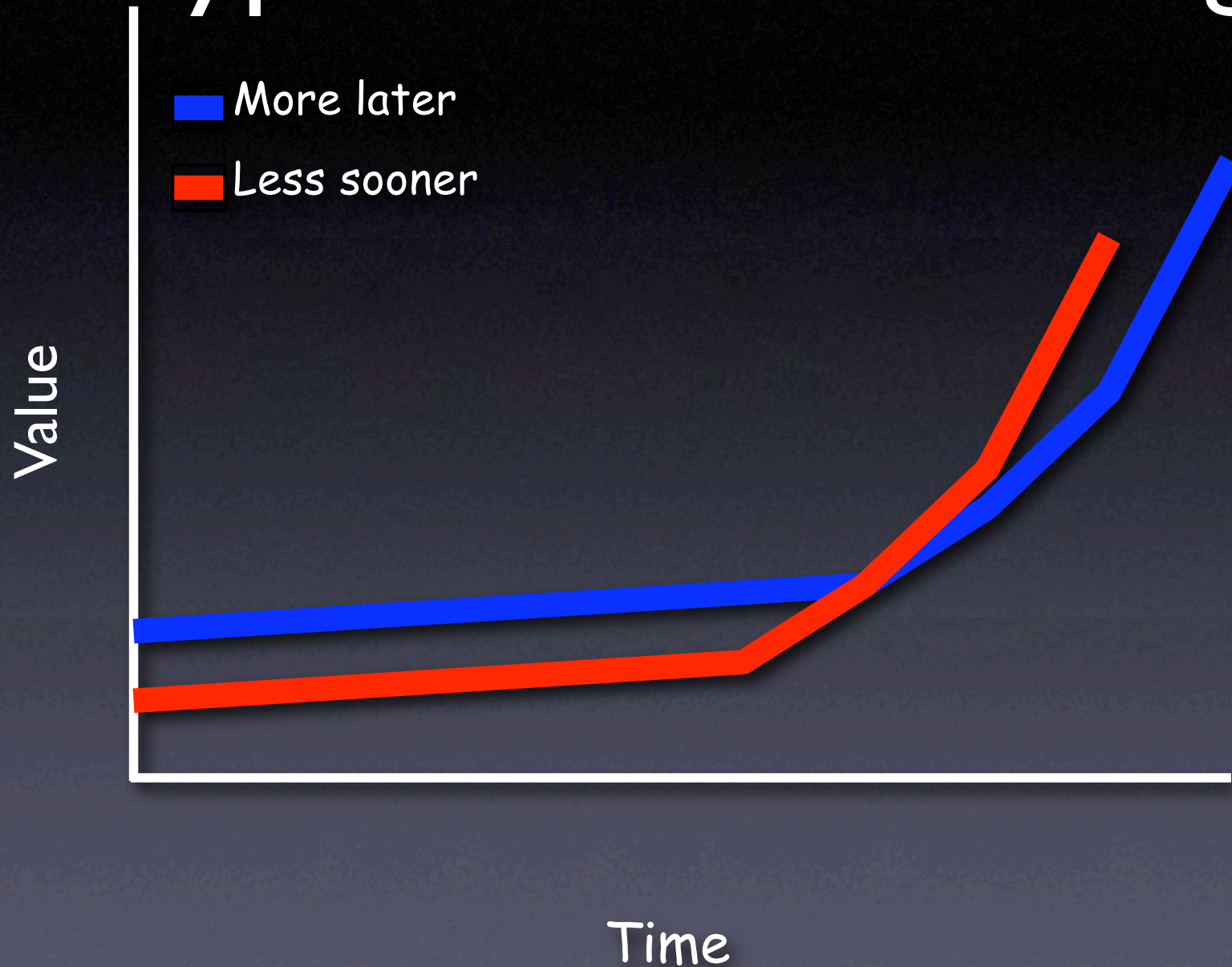


Never get a tattoo when
you're drunk and hungry

EGORY

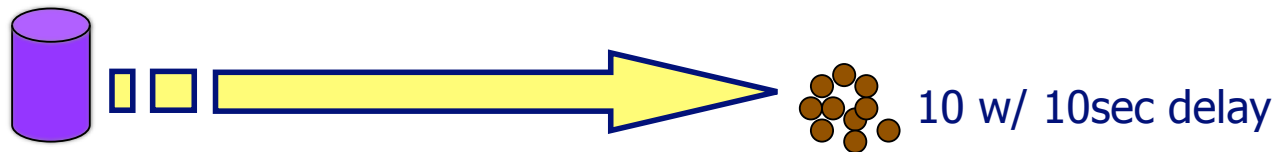
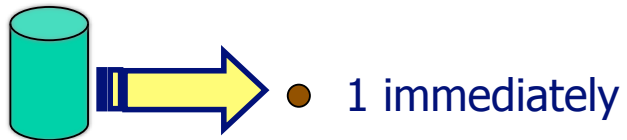


Hyperbolic discounting

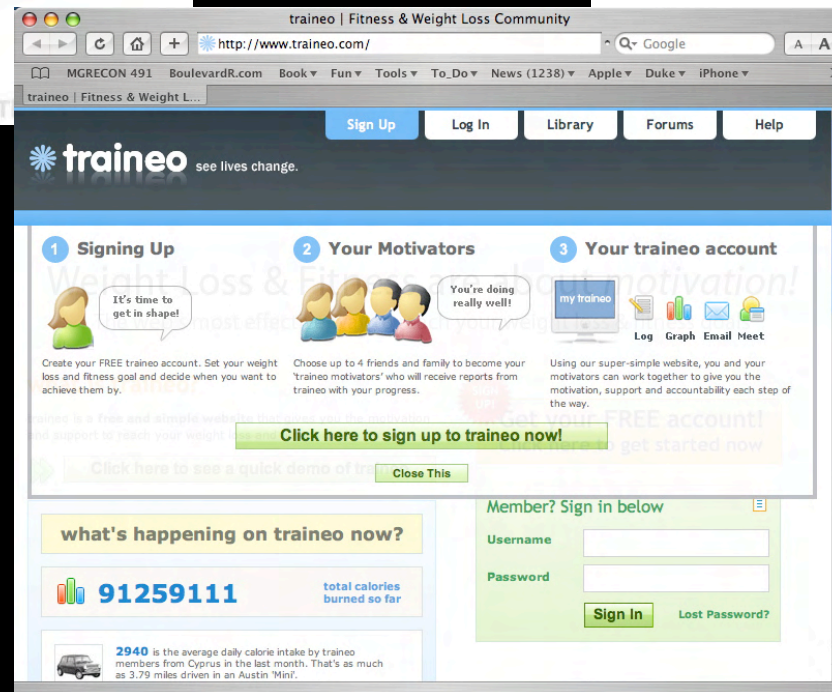


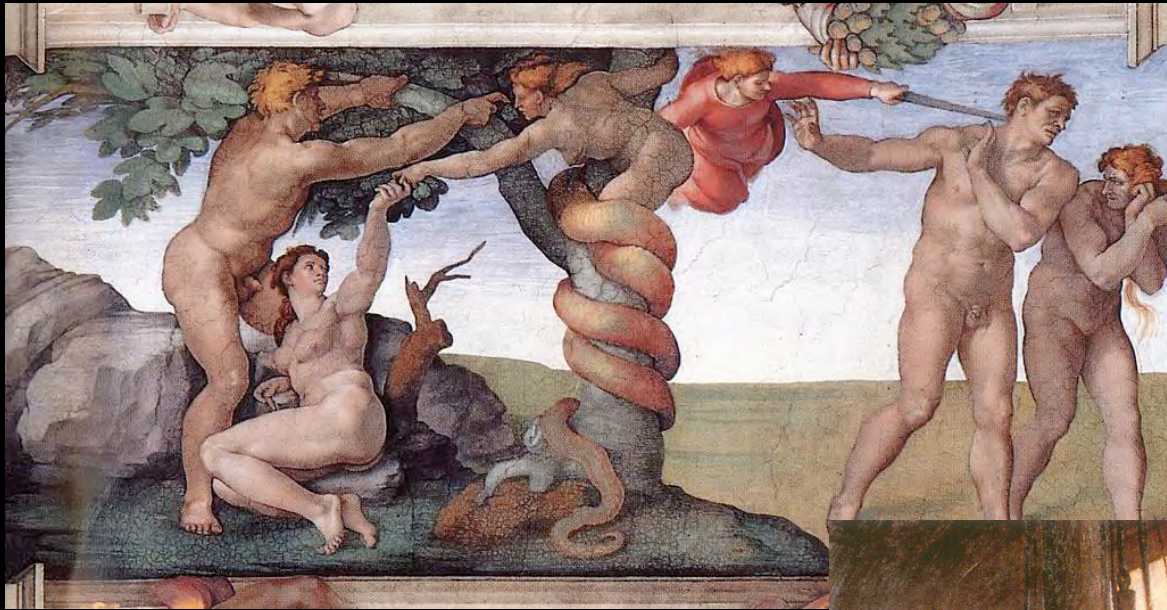


Delayed gratification & commitment



Free lunches !



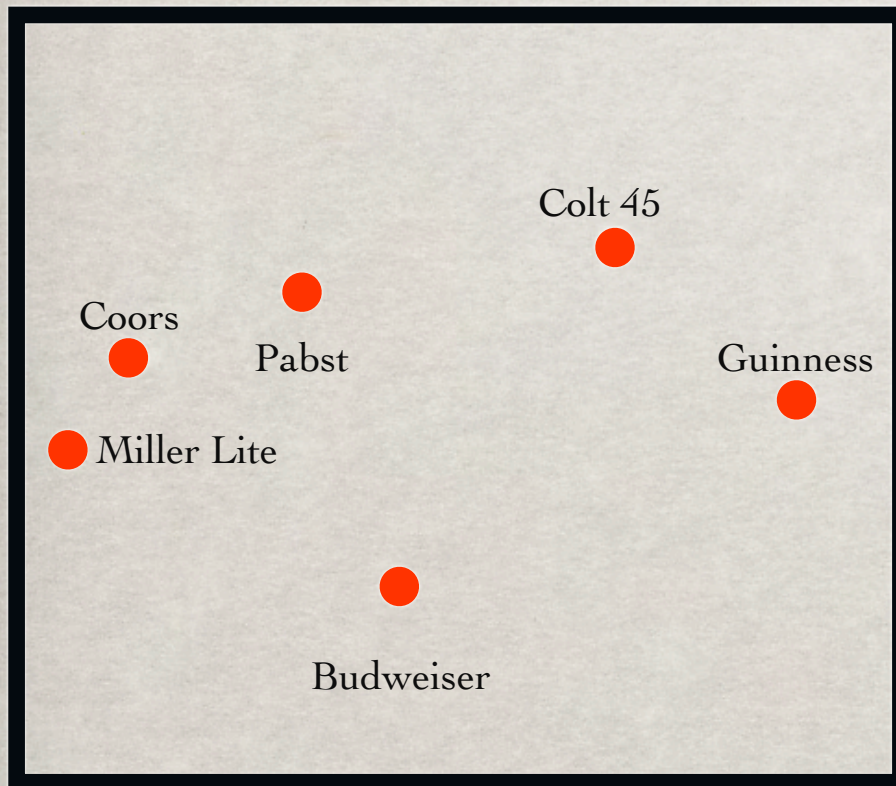


THE POWER OF EXPECTATIONS



TASTE TESTS

Non-Blind



Blind



COFFEE “WITH” ADD-ONS



☼ anise, nutmeg, clove, cardamom, etc

Expectations & beer: procedure



“Blind”



?

“Before”

B / +V



?

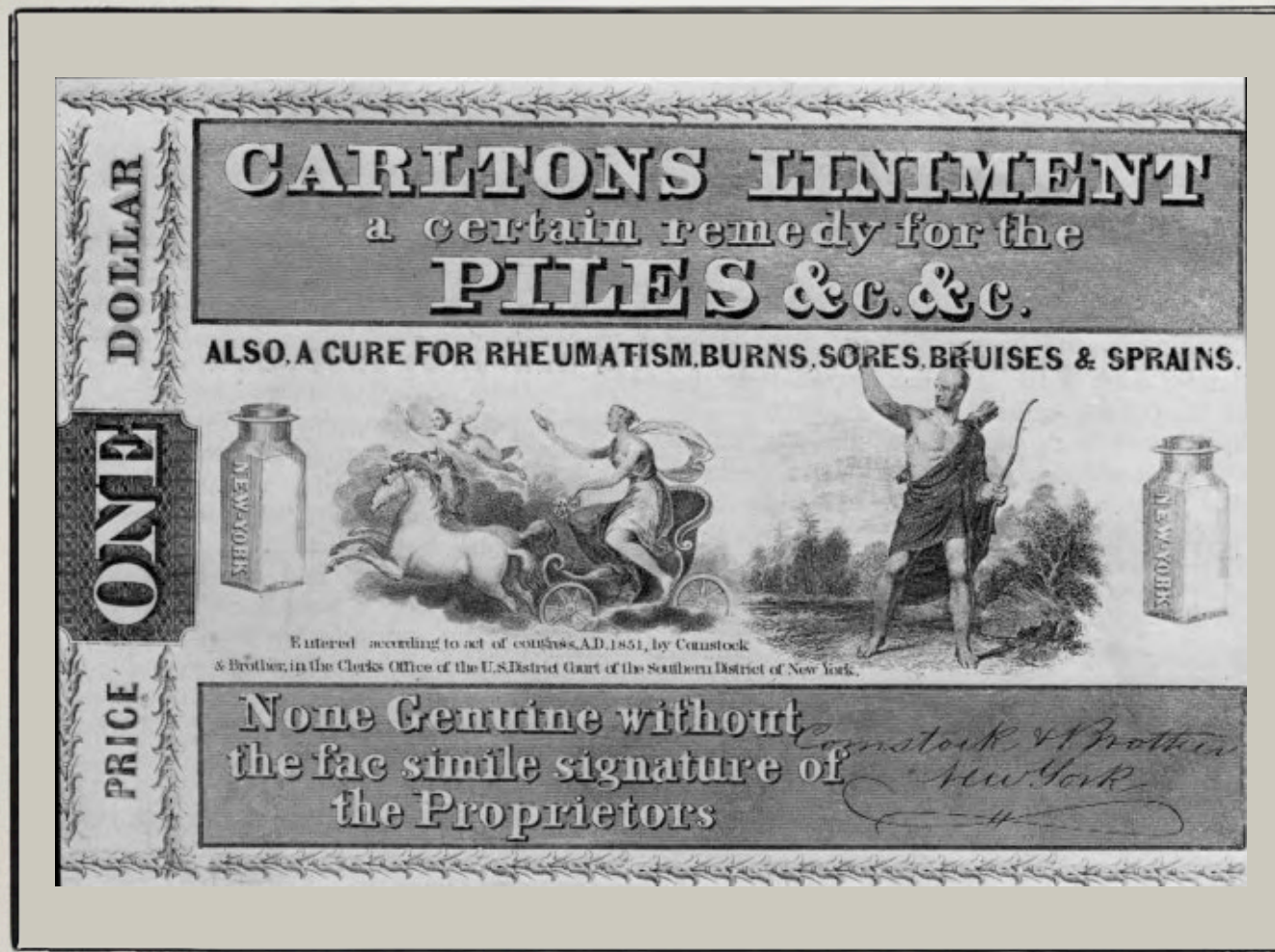
“After”



B / +V

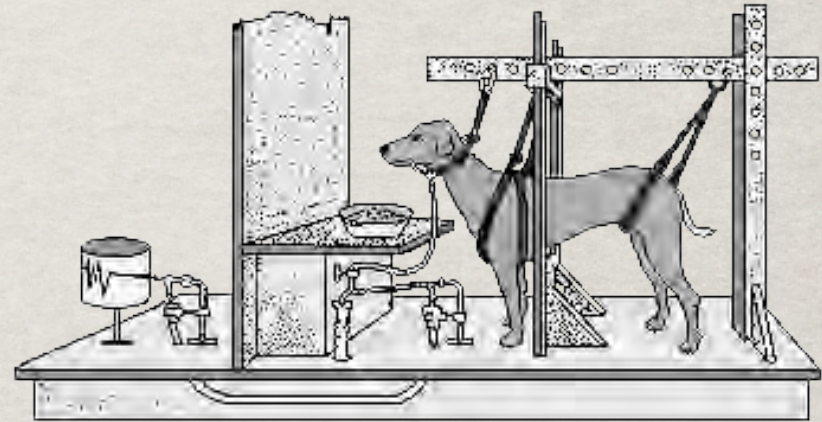
?

PRICE PLACEBO EFFECT



THE HISTORY OF MEDICINE IS THE HISTORY
OF PLACEBO

PLACEBO & CLASSICAL CONDITIONING

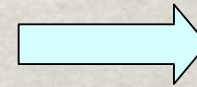
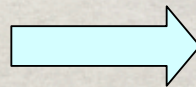


CS

UCS

UCR

Learning Trial:



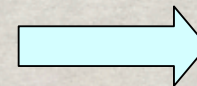
Salivation



Test Trial:



CS



Salivation



CR

Endogenous opioids

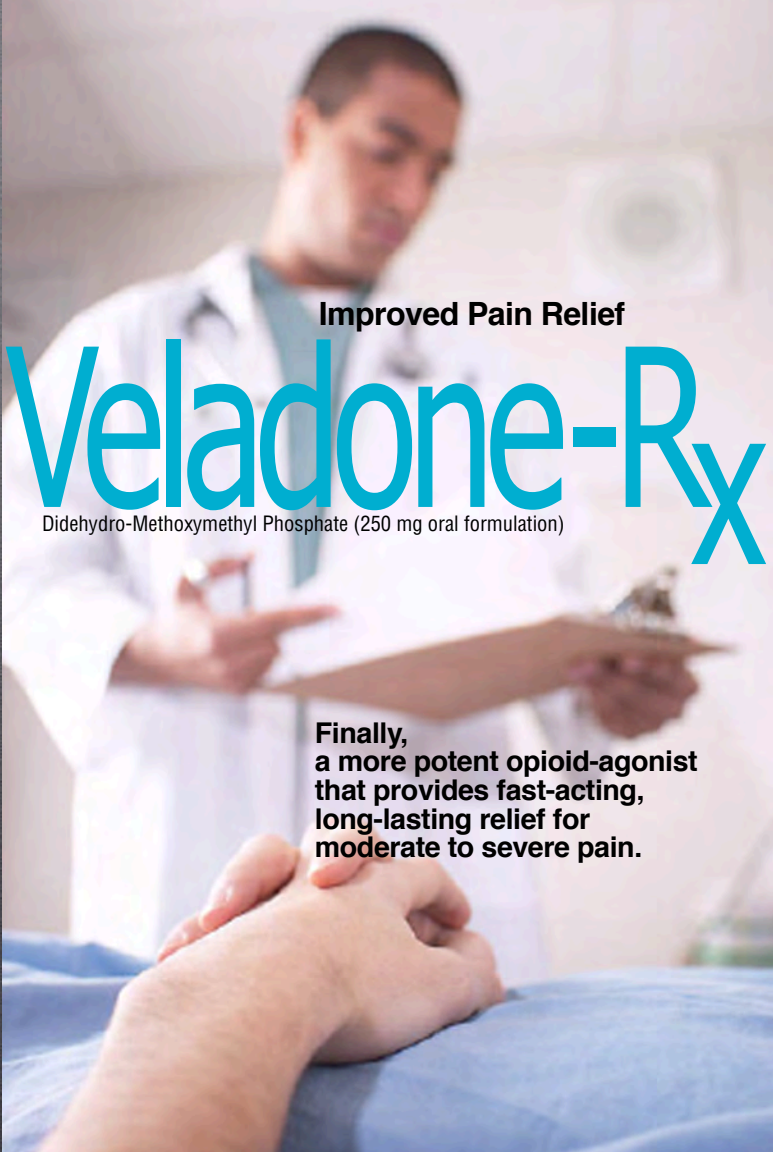


"God's Own Medicine"

Sir William Osler



A NEW EXCITING MEDICATION



Improved Pain Relief

Veladone-Rx

Didehydro-Methoxymethyl Phosphate (250 mg oral formulation)

**Finally,
a more potent opioid-agonist
that provides fast-acting,
long-lasting relief for
moderate to severe pain.**

OVERVIEW OF PROCEDURE

"DRUG REP" INTRODUCES MEDICATION

EXPERIMENTER CALIBRATES STIMULI

FIRST SET OF SHOCKS

PARTICIPANT INGESTS PILL

SECOND SET OF SHOCKS

QUESTIONNAIRE ADMINISTERED

DEBRIEFING

Time



BROCHURE PP. 1 & 4

Veladone is covered under most managed-care health plans.

Veladone is a product of Vel Pharmaceuticals,
Xiaopin, China

To receive more information,
please contact customer care via our website:
<http://onlinepharmacy.com.cn/Veladone-Rx/info.html>

A photograph of a male doctor in a white lab coat with a stethoscope around his neck. He is holding a clipboard and looking down at it. In the foreground, a patient's hand is visible, resting on a blue surface. The background is slightly blurred, showing a clinical setting.

Improved Pain Relief

Veladone-Rx

Didehydro-Methoxymethyl Phosphate (250 mg oral formulation)

**Finally,
a more potent opioid agonist
that provides fast-acting,
long-lasting relief for
moderate to severe pain.**

BROCHURE PP. 2 & 3

Recently developed by Vel Pharmaceuticals in Xiaopin, China, Veladone has proven highly effective in minimizing pain and allowing for increased patient mobility post-surgery.

Veladone is recommended for moderate to severe pain, including pain from:

surgery
muscle strains
dental infection and oral surgery
trauma

Veladone is an exciting new medication in the opioid family (the same class of drugs as codeine and morphine). Veladone is more effective than these older drugs due to a reduced hepatic (liver) metabolism, which ensures faster absorption into the body.

Clinical studies show that over 92 percent of patients receiving Veladone in double-blind, controlled studies reported significant pain relief within only 10 minutes that lasted up to 8 hours.

Side effects of Veladone are generally mild and include lightheadedness, dizziness, and nausea. Veladone is not recommended for pregnant or nursing women, or for patients with advanced kidney or liver disease.

Warning:

Veladone should not be administered to patients who have previously exhibited hypersensitivity to other opioid-derived pharmaceuticals.

Dosage should be adjusted according to severity of pain and patient response. Veladone is to be taken orally, generally one tablet every 8 hours as long as pain persists. Veladone may be taken with or without food. Dosage may be adjusted by a physician according to severity of pain and patient response. Do not exceed 8 tablets in a 24-hour period.

Veladone is manufactured and shipped from a temperature-controlled, state-of-the-art facility in Xiaopin, China. It is available by prescription exclusively from Online Pharmacy (<http://onlinepharmacy.com.cn/Veladone-Rx>).

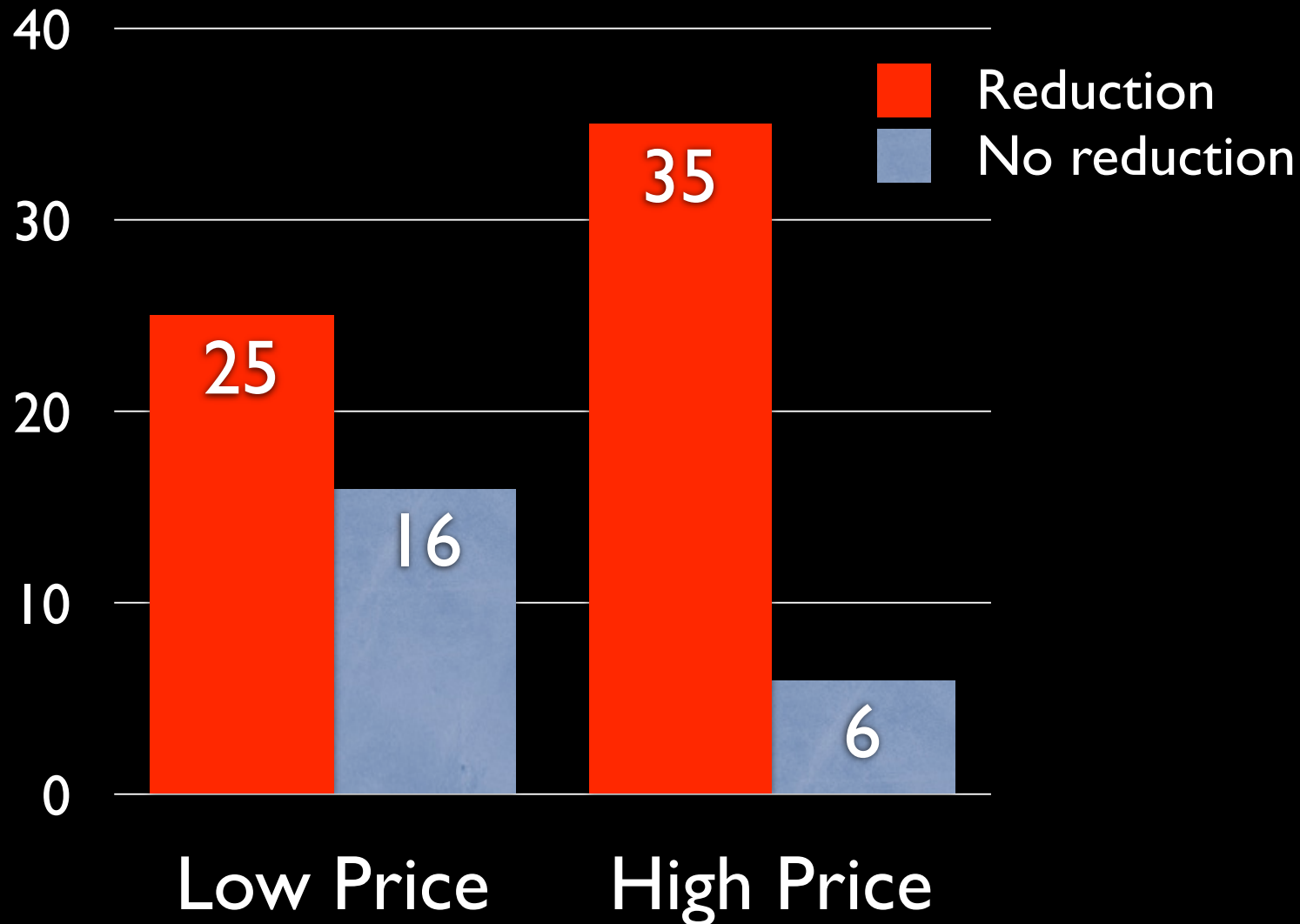
Cost	
1 Capsule	\$ 2.50 (+ \$1.25 shipping)
6 Capsules	\$13.50 (10% discount of the single capsule price + \$1.25 shipping)
12 Capsules	\$24.00 (20% discount of the single capsule price + \$1.25 shipping)
24 Capsules	\$42.00 (30% discount of the single capsule price + \$1.25 shipping)

Xiopin, China
Cary, NC

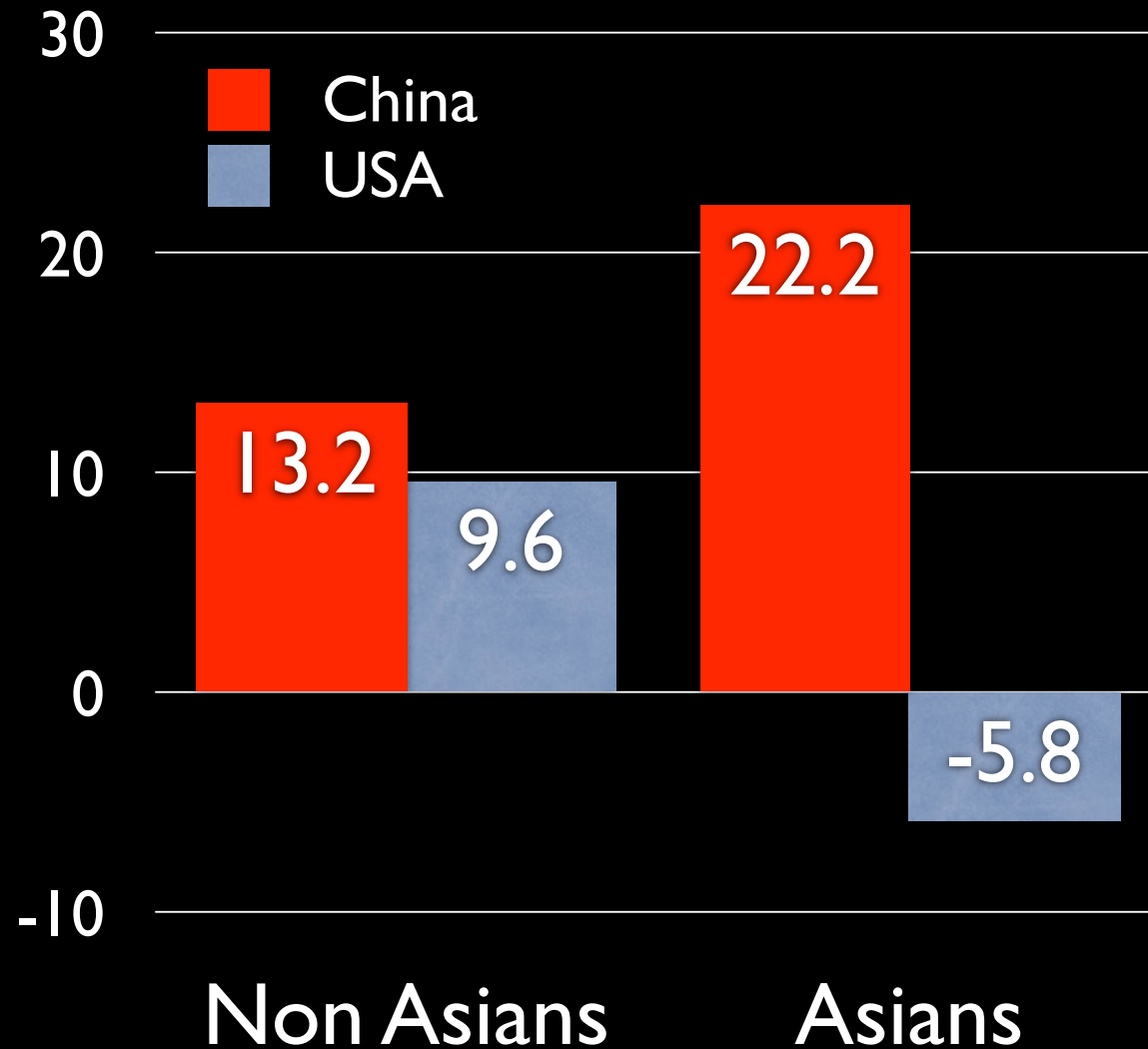
X

\$2.50
~~**\$2.50**~~ **\$0.1**

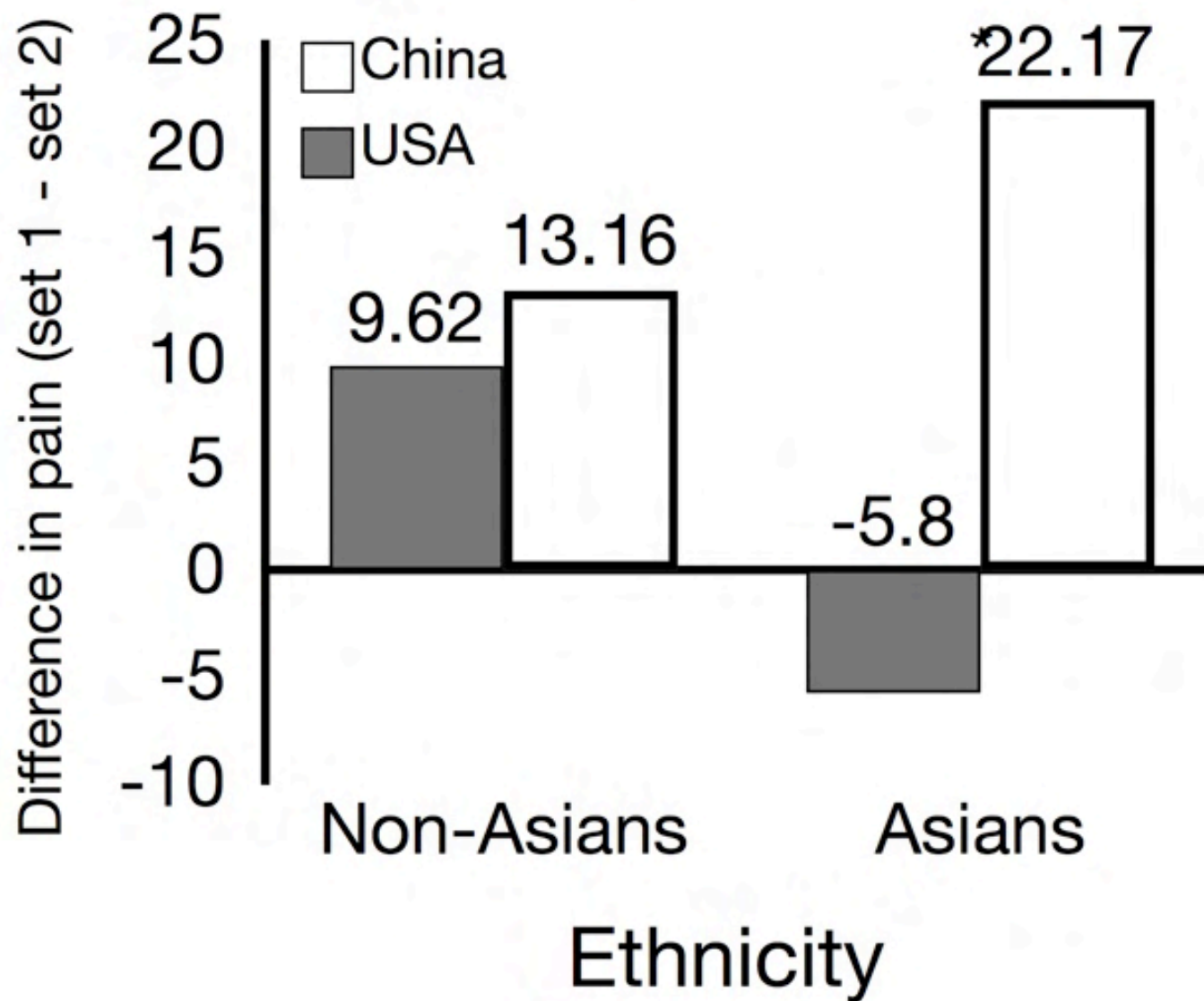
Pain reduction after the pill

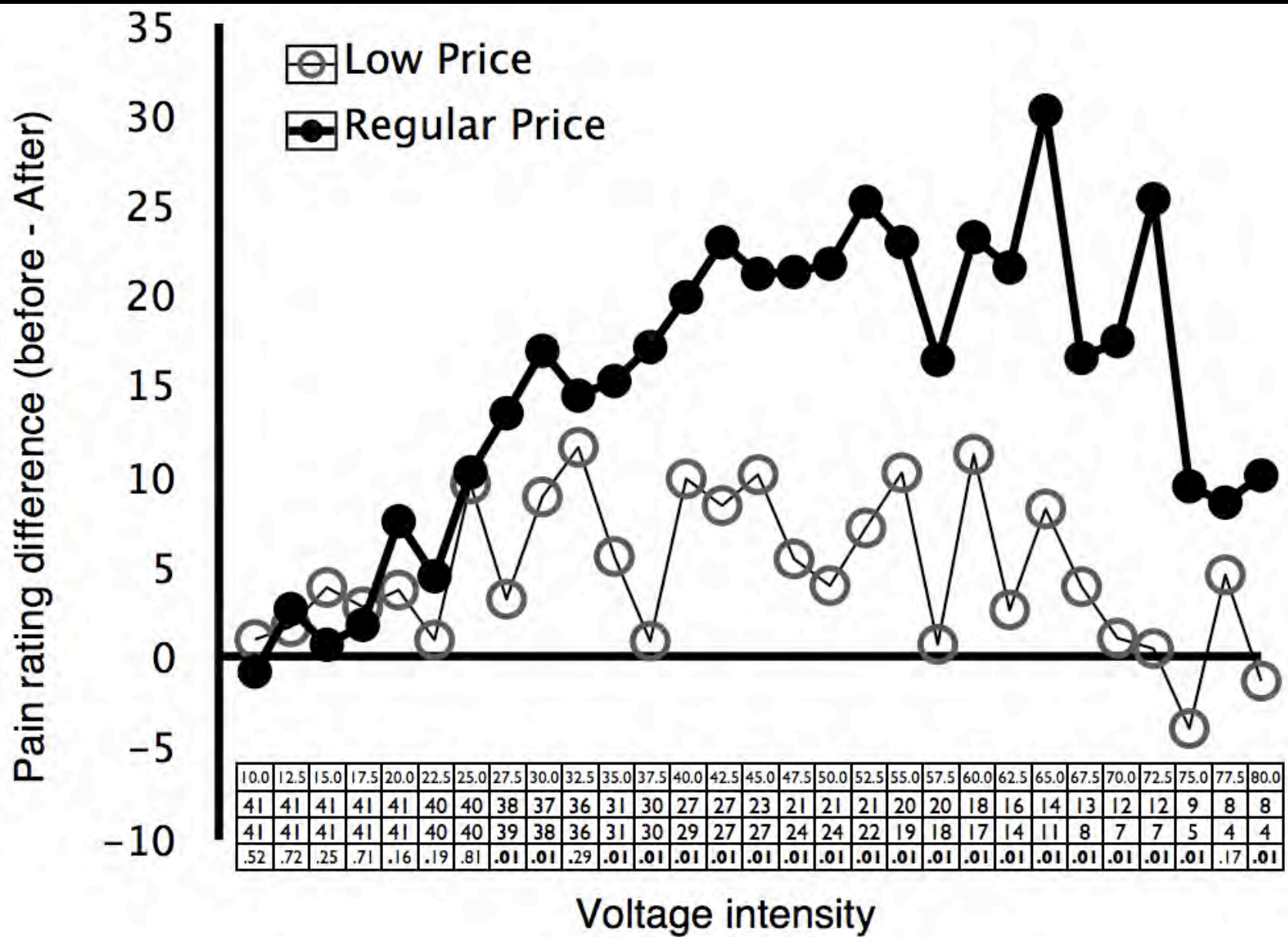


Effects of country of origin



Effect of country-of-origin & Ethnicity



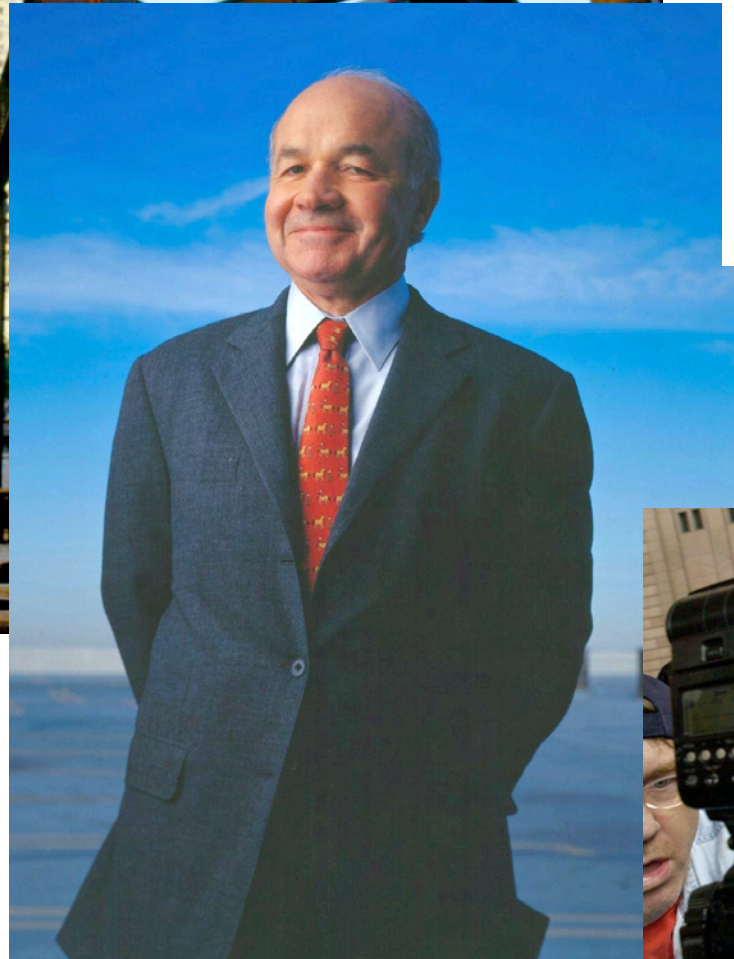
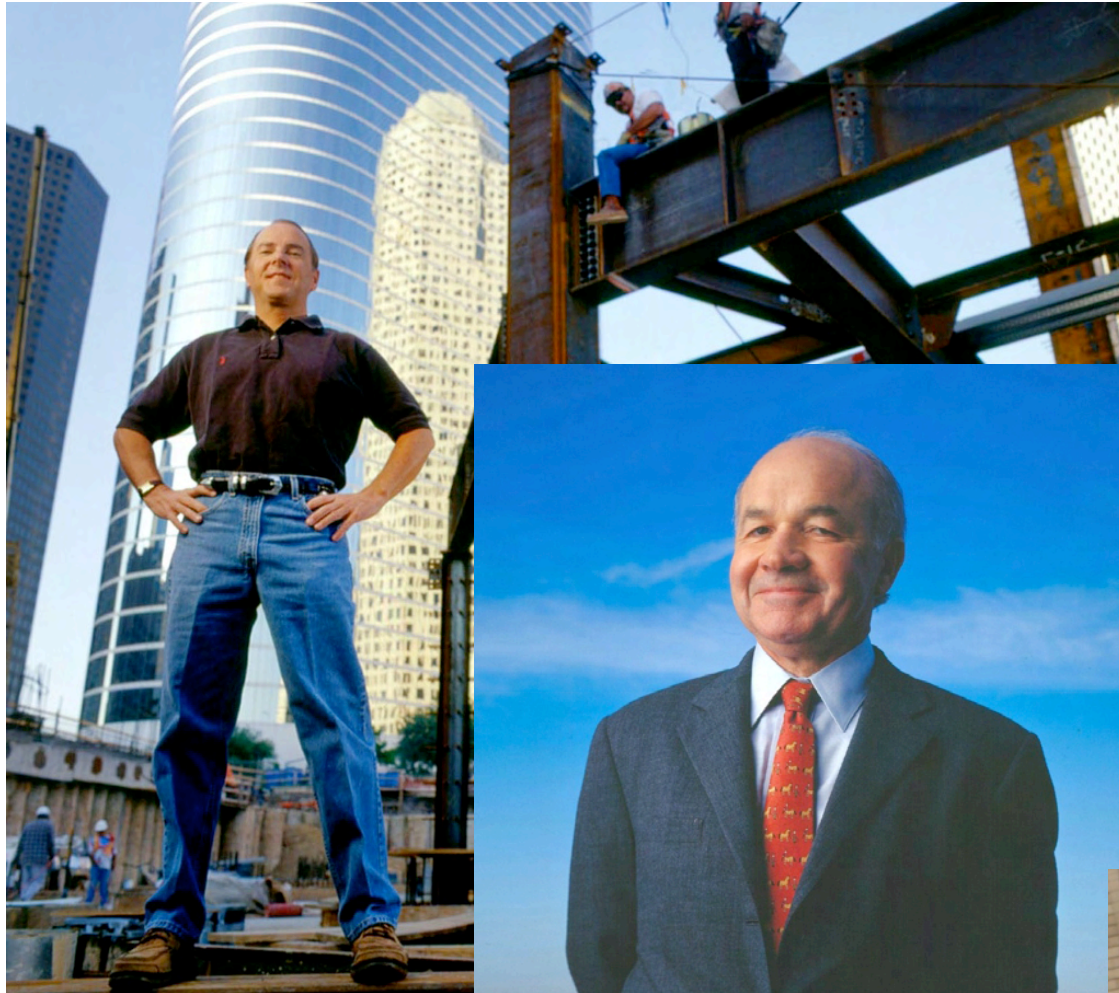


OTC MEDICATIONS? A PILOT STUDY

I shall always be a flower girl to Professor Higgins because he always treats me as a flower girl and always will; but I know I can be a lady to you because you always treat me as a lady and always will.

—Eliza Doolittle, in *Pygmalion* by George Bernard Shaw

(Dis)Honesty





“‘Honesty is the best policy.’ O.K.! Now, what’s the second-best policy?”



"Wait, those weren't lies. That was spin!"

External Rewards

Will decreasing the probability of being caught cheating affect the magnitude of deception?

General Procedure

- 1) In Greek mythology, who is the Goddess of Love?
 - a) Athena
 - b) Aphrodite
 - c) Hera
- 2) What is the 6th digit after the decimal of π ?
 - a) 9
 - b) 2
 - c) 6
- 3) How many continents are there?
 - a) 5
 - b) 7
 - c) 9
- 4) In *The Wizard of Oz*, what is Dorothy's last name?
 - a) Danvers
 - b) Gale
 - c) Mae
- 5) Which is the longest river in the world?
 - a) The Mississippi River
 - b) The Charles River
 - c) The Nile River
- 6) What is the smallest prime number?
 - a) 1
 - b) 2
 - c) 5
- 7) Which U.S. state has the highest per-capita personal income?
 - a) Massachusetts
 - b) Texas
 - c) Connecticut
- 8) Which U.S. state has the lowest per-capita personal income?
 - a) Mississippi
 - b) Delaware
 - c) Nevada
- 9) Who discovered electricity?
 - a) Alexander Graham Bell
 - b) Benjamin Franklin
 - c) Isaac Newton
- 10) How far can a kangaroo jump?
 - a) 5 feet
 - b) 15 feet
 - c) 30 feet
- 11) How long is a cosmic year?
 - a) 189,792 earth years
 - b) 225 million earth years
 - c) 1.73 billion earth years
- 12) What is the formula for the circumference of a circle?
 - a) $c = \pi r^2$
 - b) $c = 2\pi r$
 - c) $c = (\pi r^2)/4$
- 13) What is the largest U.S. city in area?
 - a) Los Angeles, California
 - b) Juneau, Alaska
 - c) New York, New York
- 14) How many people can be seated at Yankee Stadium?
 - a) 57,545
 - b) 52,454
 - c) 51,980
- 15) Who wrote the novel *Moby Dick*?
 - a) Charles Dickens
 - b) Herman Melville
 - c) Nathaniel Hawthorne
- 16) What is another name for the average of a series?
 - a) Mean
 - b) Median
 - c) Mode
- 17) Which U.S. state is known as "the Beaver State"?
 - a) Minnesota
 - b) Oregon
 - c) Delaware
- 18) What is the name of Cain's brother in the Bible?
 - a) Noah
 - b) Adam
 - c) Abel
- 19) When was the last time the Boston Red Sox won the World Series?
 - a) 1903
 - b) 1918
 - c) 1998
- 20) What does $3!$ equal?
 - a) 333
 - b) 6
 - c) 9

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- a) 333
- b) 6
- c) 9

Number correct _____

ANSWER SHEET

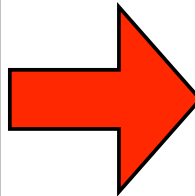
- | | | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|-----|
| 1. | (a) | (b) | (c) | 26. | (a) | (b) | (c) |
| 2. | (a) | (b) | (c) | 27. | (a) | (b) | (c) |
| 3. | (a) | (b) | (c) | 28. | (a) | (b) | (c) |
| 4. | (a) | (b) | (c) | 29. | (a) | (b) | (c) |
| 5. | (a) | (b) | (c) | 30. | (a) | (b) | (c) |
| 6. | (a) | (b) | (c) | 31. | (a) | (b) | (c) |
| 7. | (a) | (b) | (c) | 32. | (a) | (b) | (c) |
| 8. | (a) | (b) | (c) | 33. | (a) | (b) | (c) |
| 9. | (a) | (b) | (c) | 34. | (a) | (b) | (c) |
| 10. | (a) | (b) | (c) | 35. | (a) | (b) | (c) |
| 11. | (a) | (b) | (c) | 36. | (a) | (b) | (c) |
| 12. | (a) | (b) | (c) | 37. | (a) | (b) | (c) |
| 13. | (a) | (b) | (c) | 38. | (a) | (b) | (c) |
| 14. | (a) | (b) | (c) | 39. | (a) | (b) | (c) |
| 15. | (a) | (b) | (c) | 40. | (a) | (b) | (c) |
| 16. | (a) | (b) | (c) | 41. | (a) | (b) | (c) |
| 17. | (a) | (b) | (c) | 42. | (a) | (b) | (c) |
| 18. | (a) | (b) | (c) | 43. | (a) | (b) | (c) |
| 19. | (a) | (b) | (c) | 44. | (a) | (b) | (c) |
| 20. | (a) | (b) | (c) | 45. | (a) | (b) | (c) |
| 21. | (a) | (b) | (c) | 46. | (a) | (b) | (c) |
| 22. | (a) | (b) | (c) | 47. | (a) | (b) | (c) |
| 23. | (a) | (b) | (c) | 48. | (a) | (b) | (c) |
| 24. | (a) | (b) | (c) | 49. | (a) | (b) | (c) |
| 25. | (a) | (b) | (c) | 50. | (a) | (b) | (c) |

Ability to Cheat I

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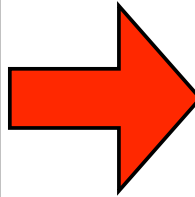
Experimenter

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Ability to Cheat 2



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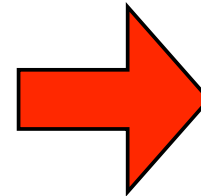
Ability to Cheat 2



ANSWER SHEET

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6. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c	31. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c
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9. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c	34. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c
10. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c	35. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c
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14. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c	39. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c
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18. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c	43. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c
19. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c	44. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c
20. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c	45. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c
21. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c	46. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c
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23. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c	48. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c
24. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c	49. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c
25. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c	50. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c



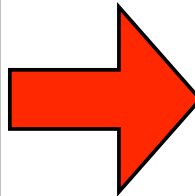
Experimenter

Ability to Cheat 3

- 1) In Greek mythology, who is the Goddess of Love?
 - a) Athena
 - b) Aphrodite
 - c) Hera
- 2) What is the 6th digit after the decimal of π ?
 - a) 9
 - b) 2
 - c) 6
- 3) How many continents are there?
 - a) 5
 - b) 7
 - c) 9
- 4) In *The Wizard of Oz*, what is Dorothy's last name?
 - a) Danvers
 - b) Gale
 - c) Mae
- 5) Which is the longest river in the world?
 - a) The Mississippi River
 - b) The Charles River
 - c) The Nile River
- 6) What is the smallest prime number?
 - a) 1
 - b) 2
 - c) 5
- 7) Which U.S. state has the highest per-capita personal income?
 - a) Massachusetts
 - b) Texas
 - c) Connecticut
- 8) Which U.S. state has the lowest per-capita personal income?
 - a) Mississippi
 - b) Delaware
 - c) Nevada
- 9) Who discovered electricity?
 - a) Alexander Graham Bell
 - b) Benjamin Franklin
 - c) Isaac Newton
- 10) How far can a kangaroo jump?
 - a) 5 feet
 - b) 15 feet
 - c) 30 feet
- 11) How long is a cosmic year?
 - a) 189,792 earth years
 - b) 225 million earth years
 - c) 1.73 billion earth years
- 12) What is the formula for the circumference of a circle?
 - a) $c = \pi r^2$
 - b) $c = 2\pi r$
 - c) $c = (\pi r^2)/4$
- 13) What is the largest U.S. city in area?
 - a) Los Angeles, California
 - b) Juneau, Alaska
 - c) New York, New York
- 14) How many people can be seated at Yankee Stadium?
 - a) 57,545
 - b) 52,454
 - c) 51,980
- 15) Who wrote the novel *Moby Dick*?
 - a) Charles Dickens
 - b) Herman Melville
 - c) Nathaniel Hawthorne
- 16) What is another name for the average of a series?
 - a) Mean
 - b) Median
 - c) Mode
- 17) Which U.S. state is known as "the Beaver State"?
 - a) Minnesota
 - b) Oregon
 - c) Delaware
- 18) What is the name of Cain's brother in the Bible?
 - a) Noah
 - b) Adam
 - c) Abel
- 19) When was the last time the Boston Red Sox won the World Series?
 - a) 1903
 - b) 1918
 - c) 1998
- 20) What does 3! equal?
 - a) 333
 - b) 6
 - c) 9

Ability to Cheat 3

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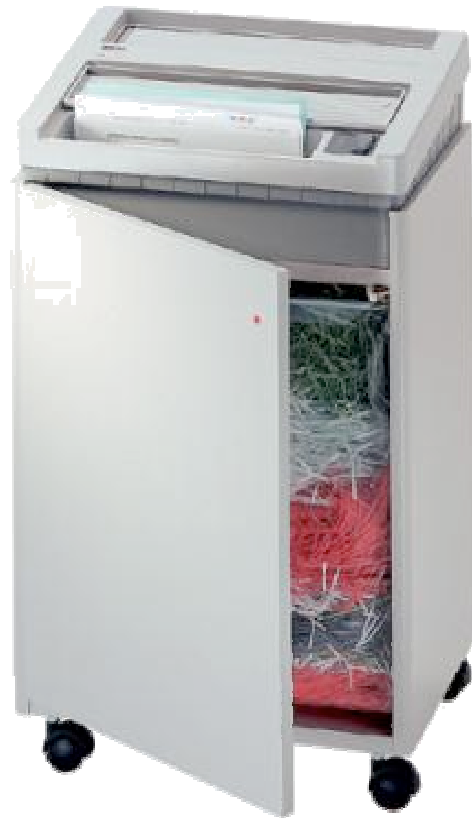


ANSWER SHEET

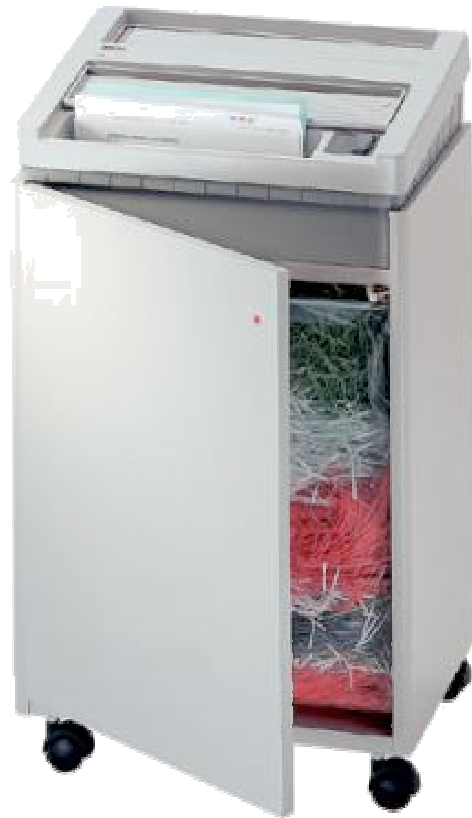
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| 14. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c | 39. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c |
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| 16. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c | 41. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c |
| 17. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c | 42. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c |
| 18. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c | 43. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c |
| 19. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c | 44. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c |
| 20. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c | 45. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c |
| 21. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c | 46. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c |
| 22. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c | 47. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c |
| 23. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c | 48. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c |
| 24. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c | 49. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c |
| 25. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c | 50. <input type="radio"/> a <input type="radio"/> b <input type="radio"/> c |

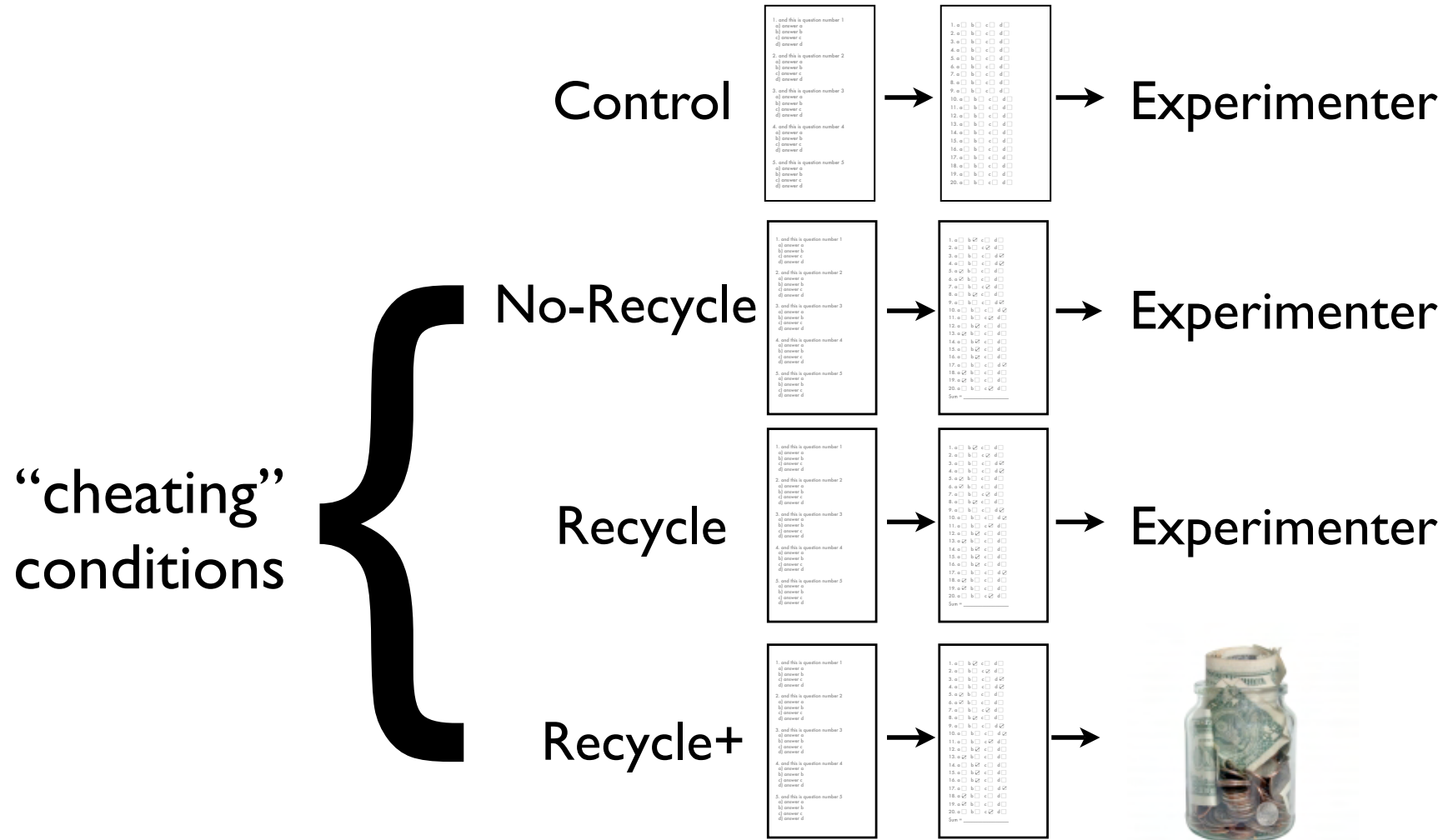
Ability to Cheat 3



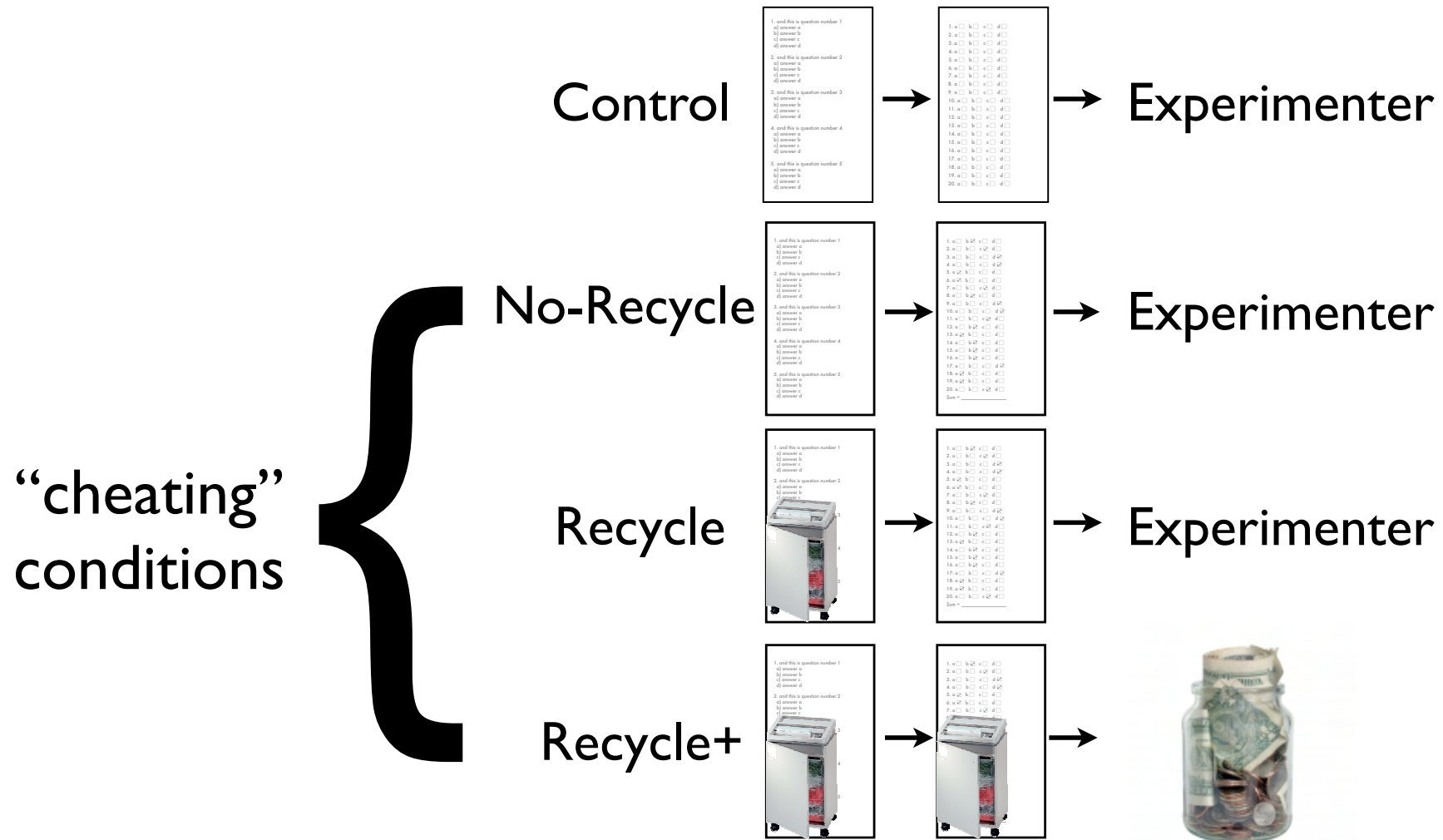
Ability to Cheat 3



4 Conditions

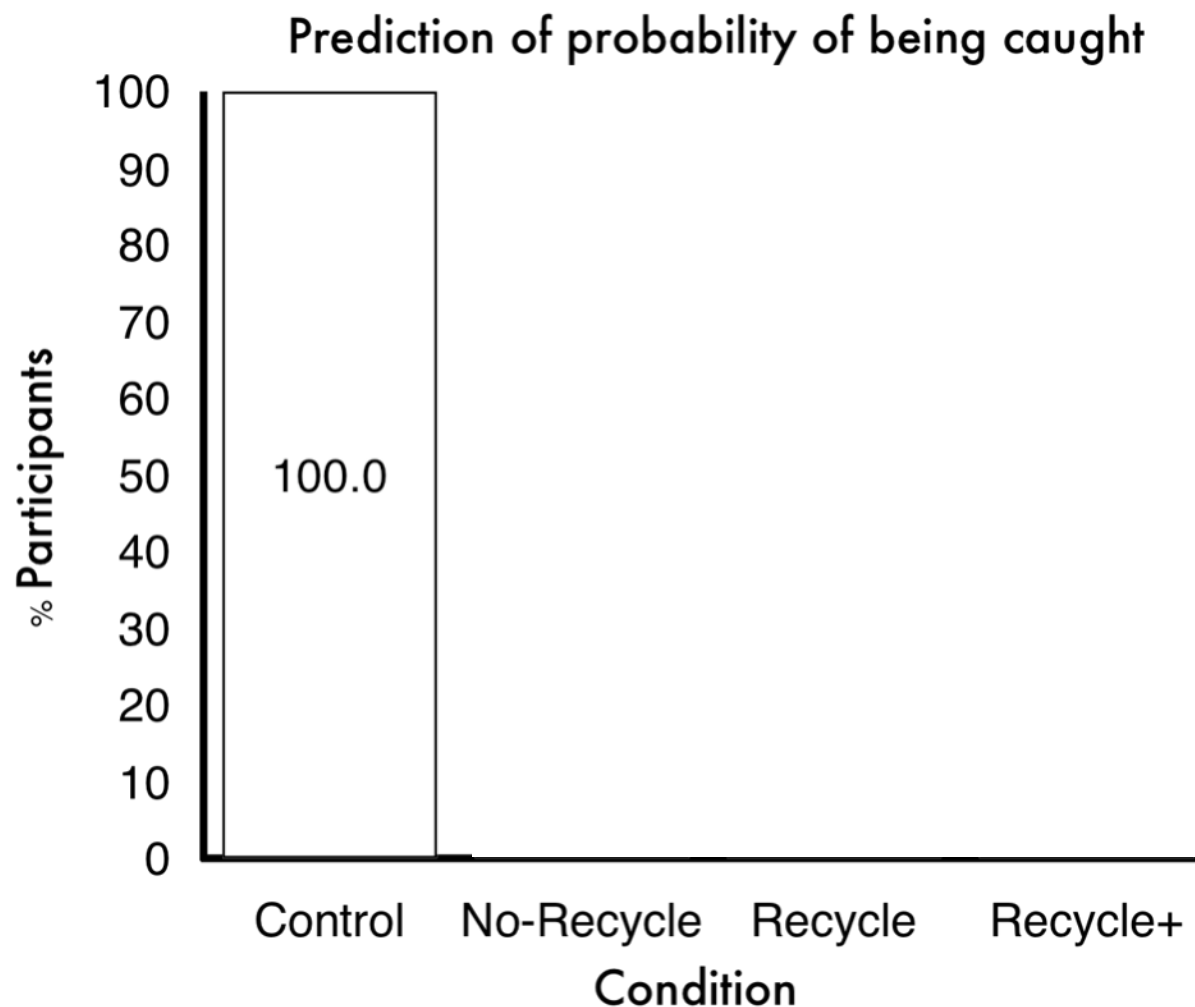


4 Conditions



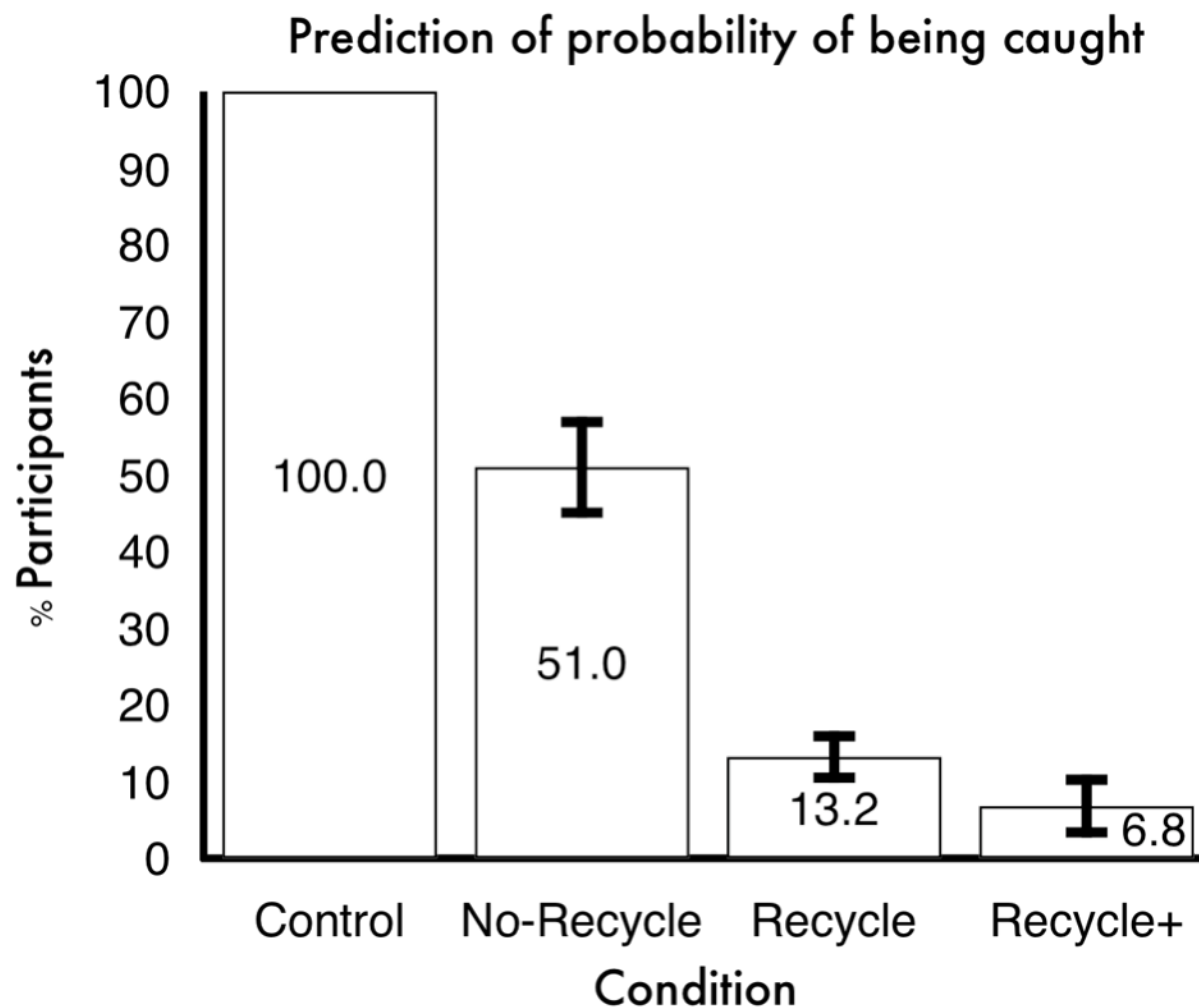
External Rewards

Probabilities of getting caught



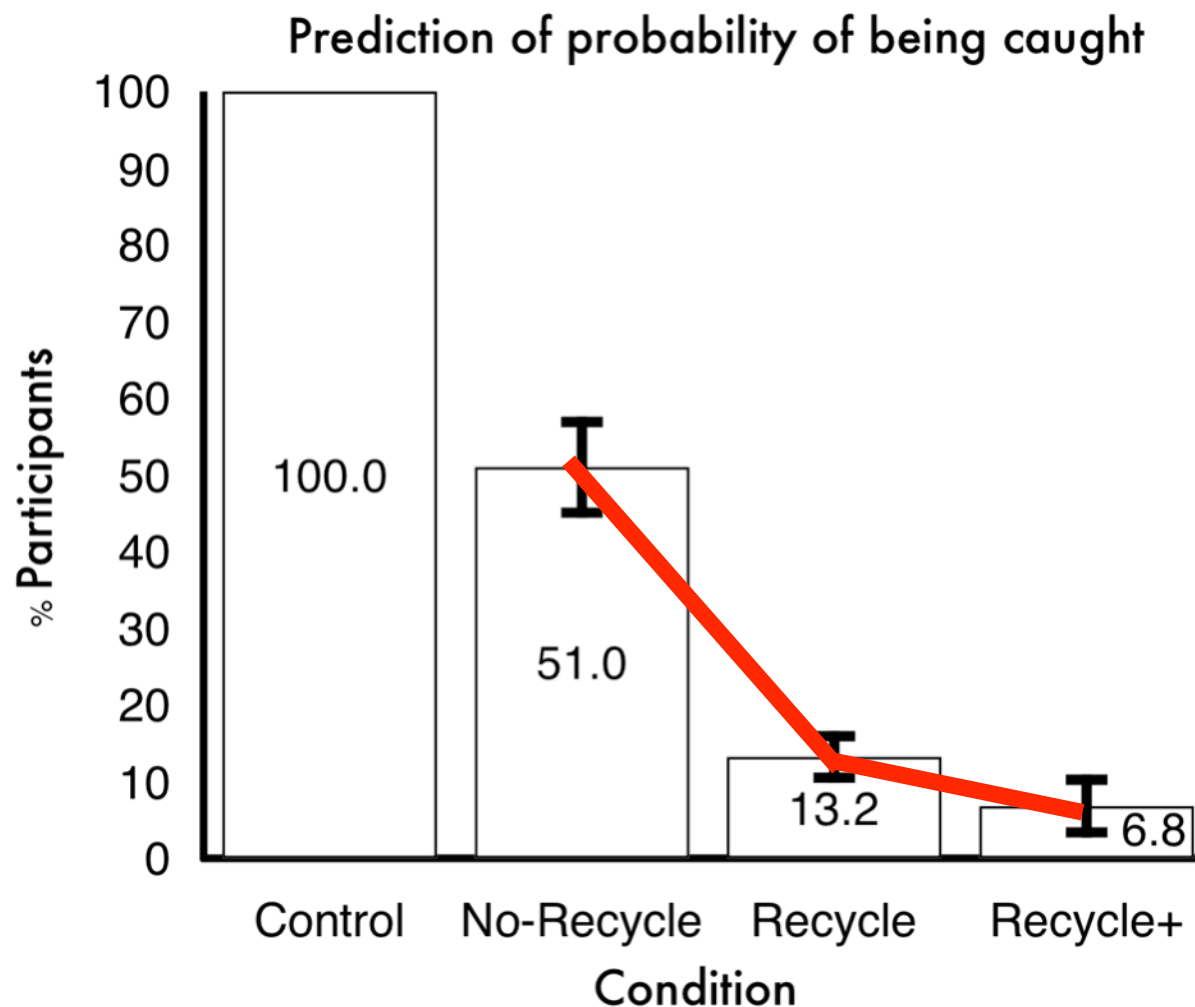
External Rewards

Probabilities of getting caught

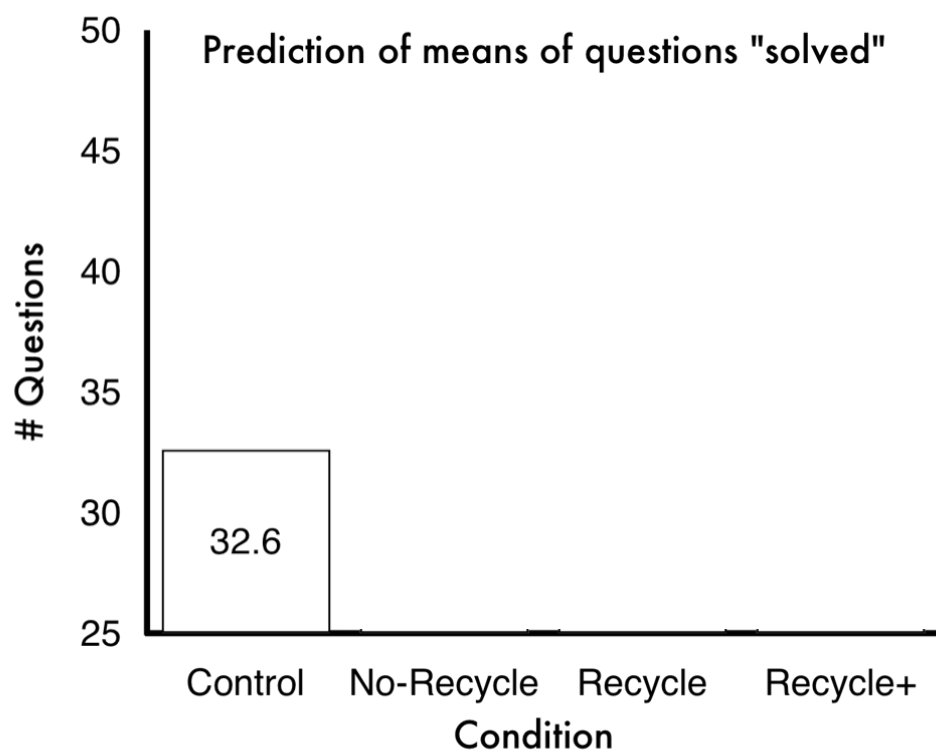


External Rewards

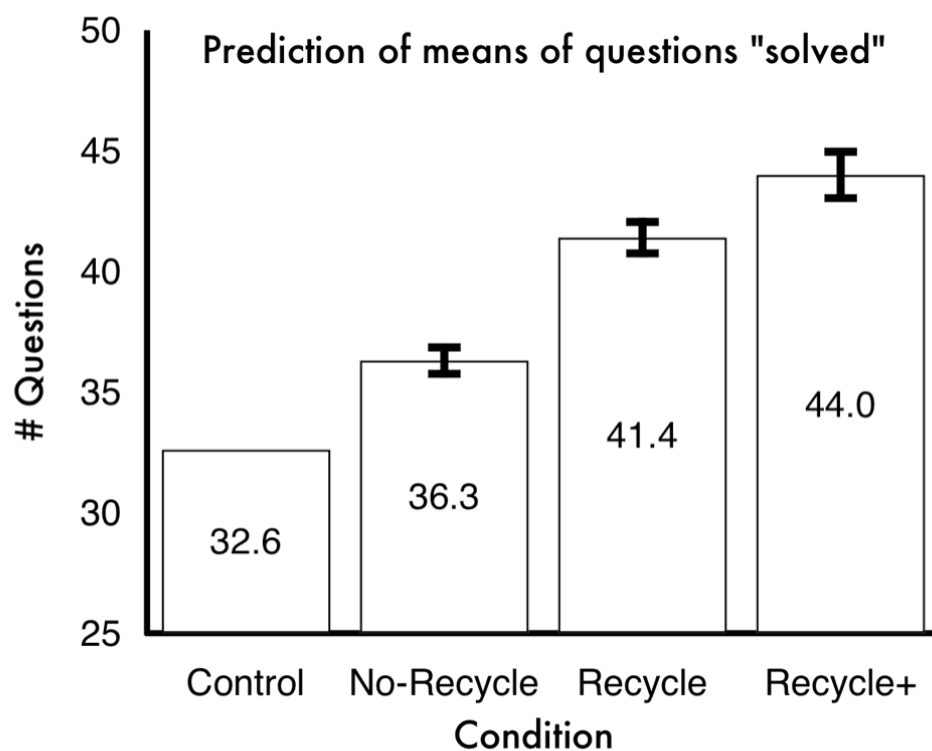
Probabilities of getting caught



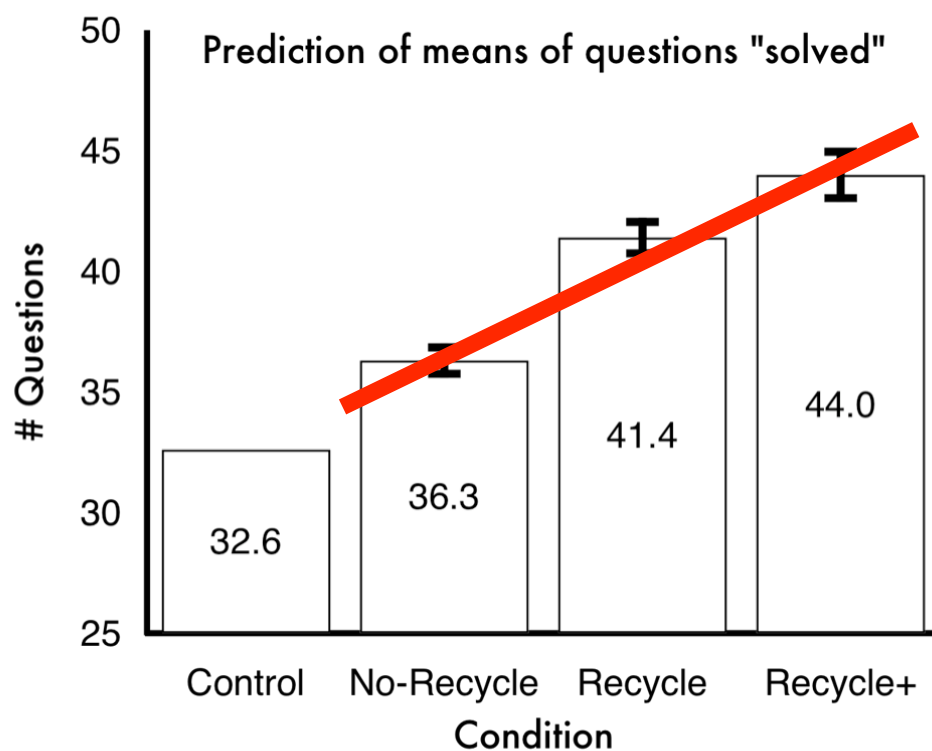
External Rewards Results I



External Rewards Results I

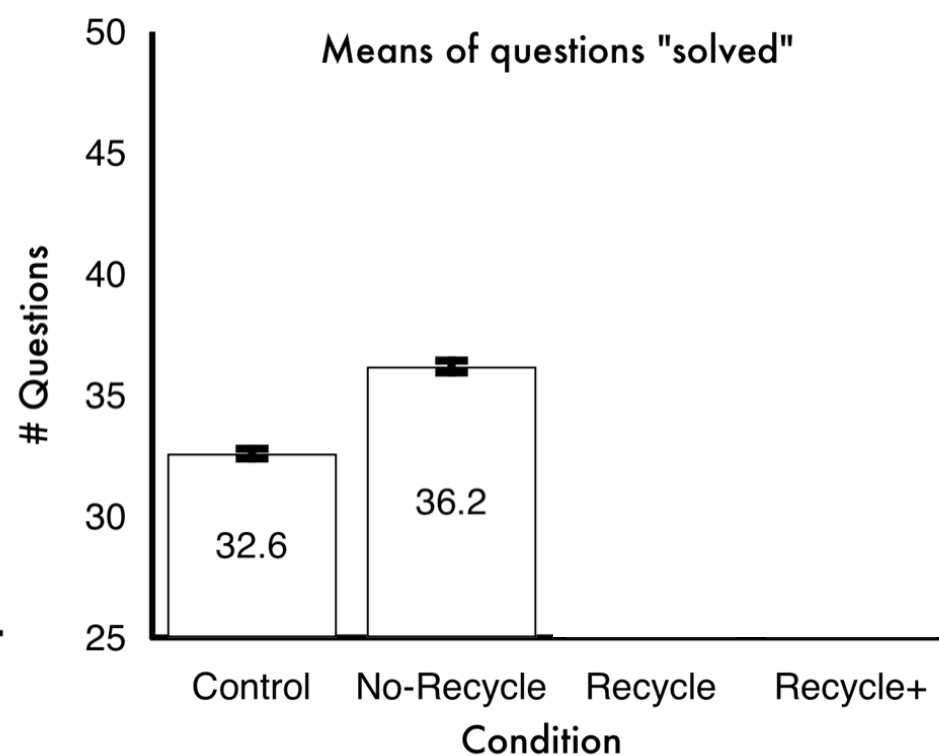
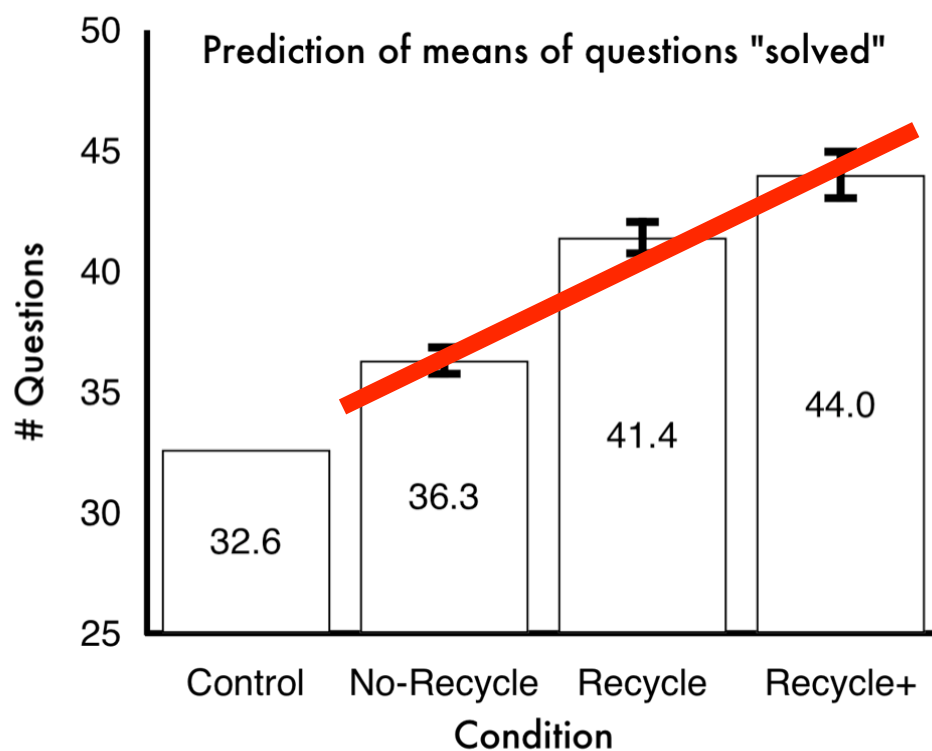


External Rewards Results I



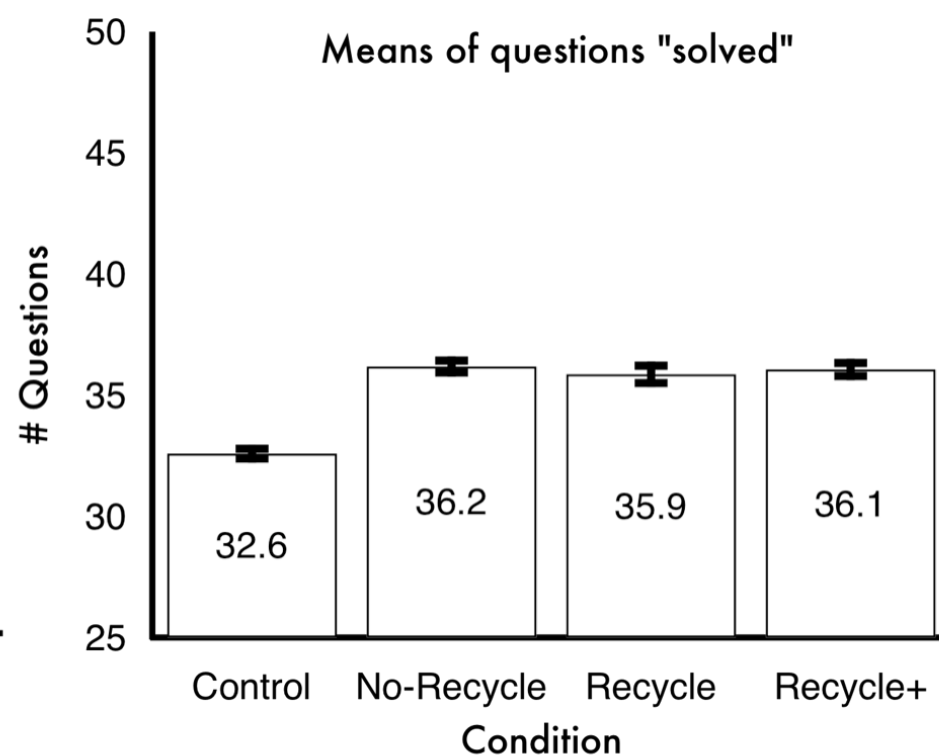
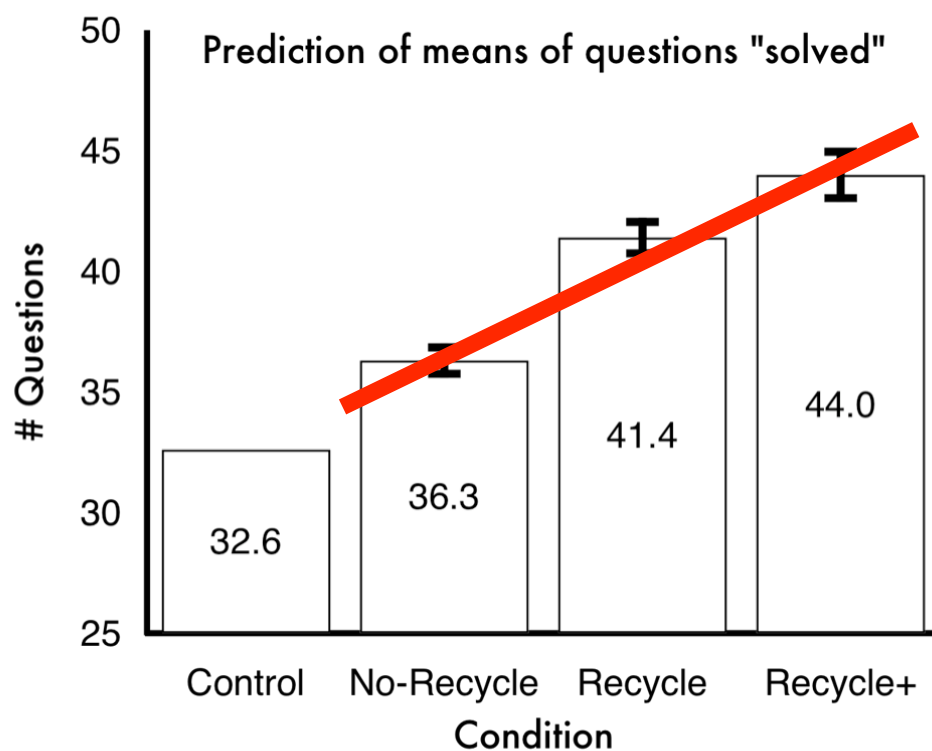
External Rewards

Results I



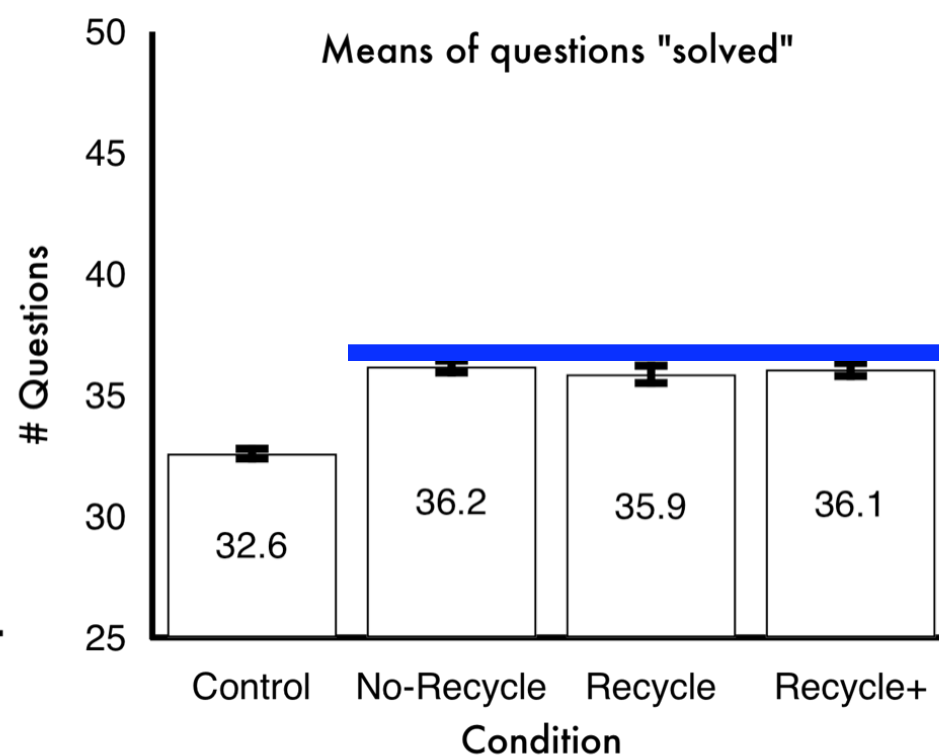
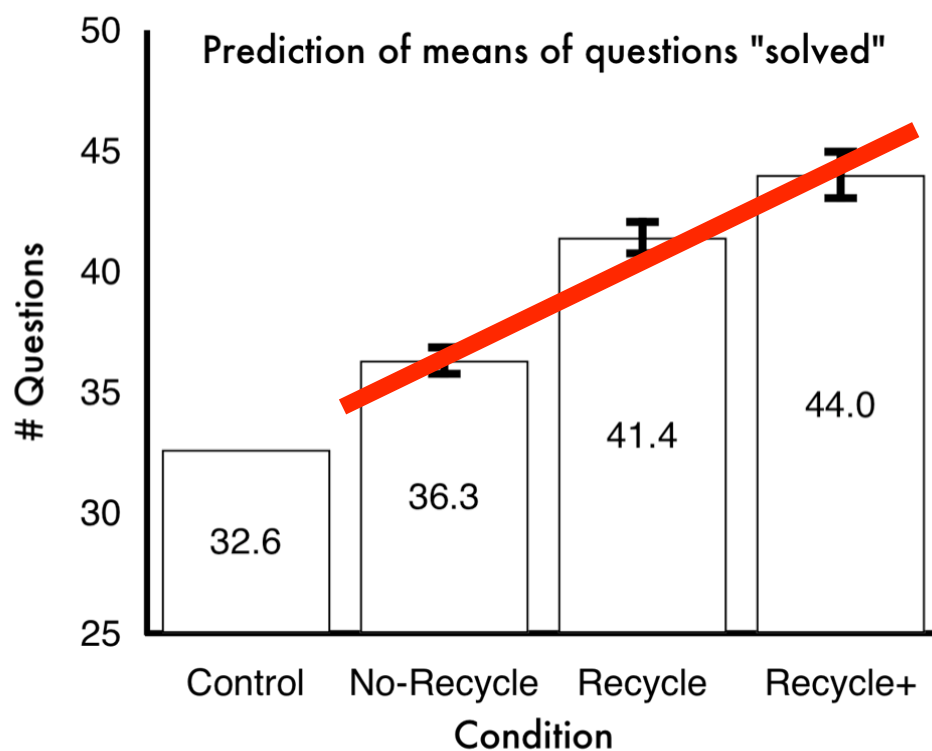
External Rewards

Results I



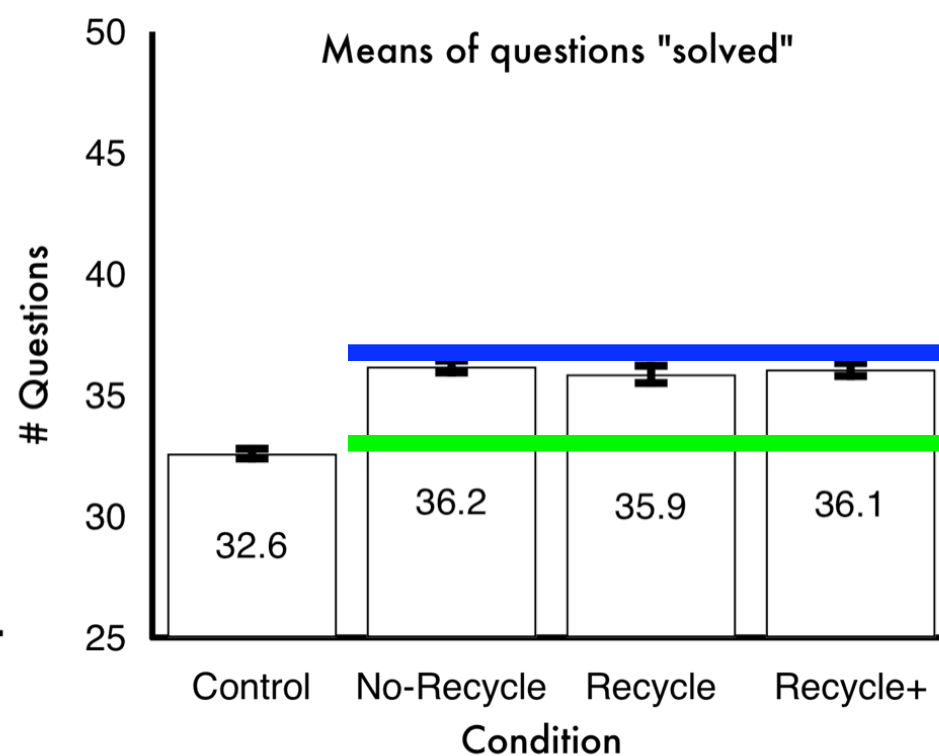
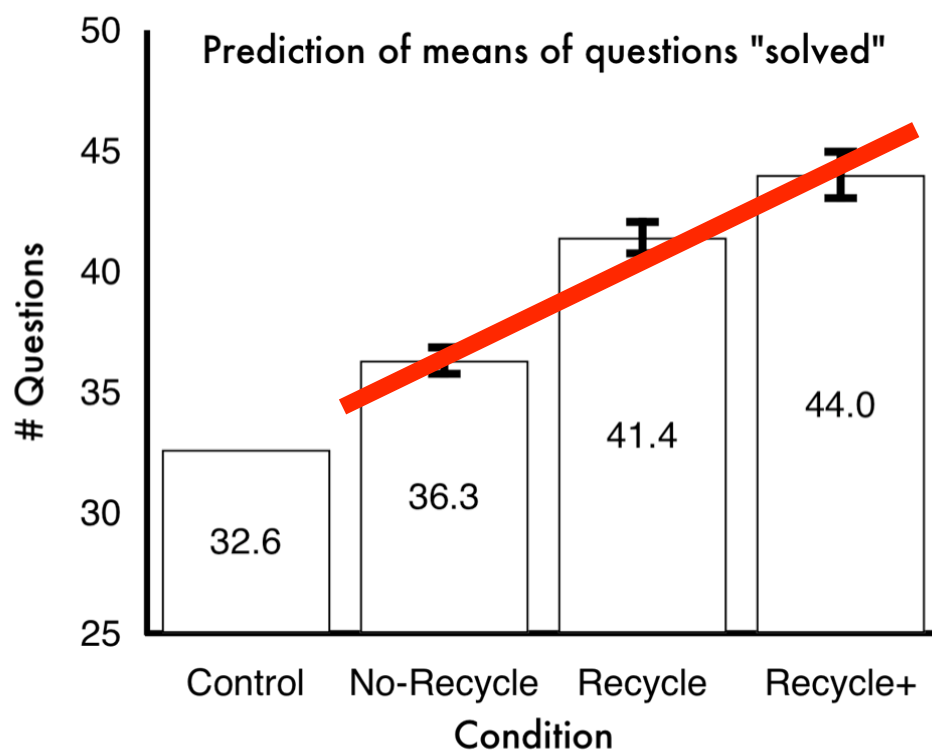
External Rewards

Results I



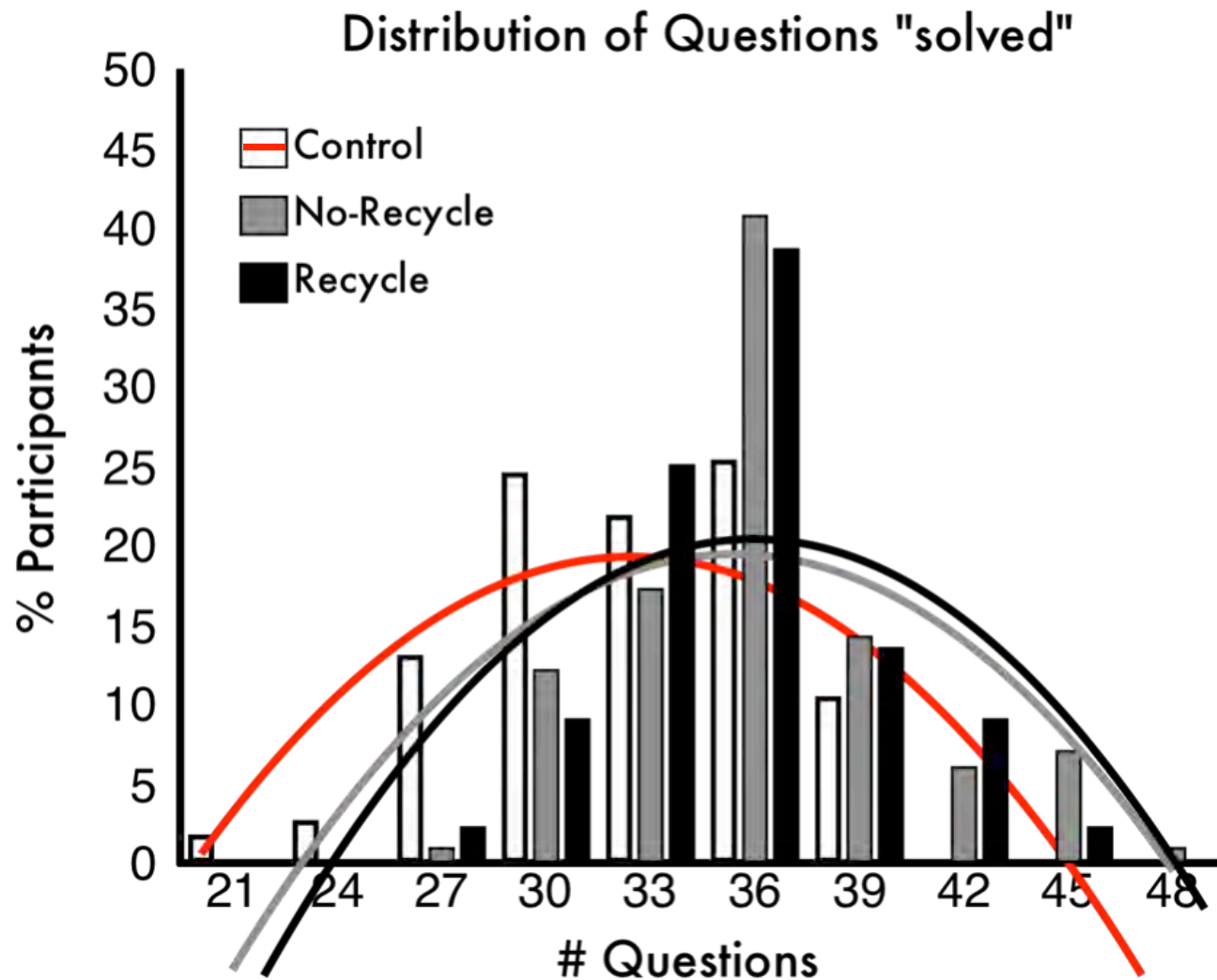
External Rewards

Results I



External Rewards

Results II



Awareness I

Would reminding people of the 10 Commandments influence deception?

General Procedure

In each of the 20 boxes below, find a set of numbers that sum up exactly to 10. For each box, in which you found the set, circle the numbers and mark the corresponding 'Got It' box below. **See Example** →
For each box you get, you will receive \$0.50.
You have 5 minutes.
On average people solve 4 boxes correctly.

Example		
3.91	0.82	3.75
1.11	1.69	7.94
3.28	2.52	6.25
9.81	6.09	2.46
Got it <input checked="" type="checkbox"/>		

When finished:

1. Fill out the attached collection slip.
2. Submit both pages to the experimenter, who will check your answers.

1.69	1.82	2.91
4.67	4.81	3.05
5.82	5.06	4.28
6.36	5.19	4.57

Got it ☐

0.46	0.53	1.88
6.13	5.11	3.42
7.05	5.43	4.15
7.15	5.76	4.77

Got it ☐

0.49	0.74	1.17
3.72	2	1.22
3.75	5.22	5.67
8.83	8.23	7.7

Got it ☐

0.47	4.58	2.57
3.15	3.82	4.38
4.94	5.42	5.98
2.95	4.86	7.54

Got it ☐

0.13	0.24	0.41
2.81	1.86	1.2
3.33	3.46	4.07
5.67	5.46	5.18

Got it ☐

0.81	1.31	2.09
4.55	3.75	3.19
5.62	9.41	6.81
7.02	8.48	8.51

Got it ☐

0.17	2.46	2.44
6.02	5.6	2.63
6.05	6.21	6.6
8.22	8.19	7.54

Got it ☐

0.46	1.98	2.38
0.48	1.79	2.48
0.58	1.69	2.59
1.65	0.98	2.94

Got it ☐

0.06	5.07	5.39
1.71	0.03	8.98
2.1	4.96	9.42
4.53	4.65	9.92

Got it ☐

0.85	1.62	1.63
6.06	5.63	1.69
6.25	5.01	1.78
6.36	3.16	1.91

Got it ☐

0.15	0.95	1.31
4.98	2.9	2.88
6.66	6.73	7.67
9.75	9.85	8.17

Got it ☐

0.63	0.65	1.02
2.64	2.34	2.12
2.89	5.98	8.89
9.49	9.37	9.33

Got it ☐

0.14	0.15	0.32
5.51	5.68	0.52
5.48	6.15	0.84
5.28	3.31	1.17

Got it ☐

0.84	1.54	7.28
4.42	3.54	7.18
5.54	4.78	5.55
6.99	6.93	6.76

Got it ☐

0.77	1.47	1.69
3.38	3.18	2.28
3.62	3.01	2.48
3.68	2.93	2.53

Got it ☐

0.63	0.74	2.23
8.05	7.68	3.71
8.31	7.06	4.51
8.45	6.44	5.29

Got it ☐

0.12	0.71	0.74
4.27	3.07	2.27
5.09	5.73	5.82
9.27	7.03	6.79

Got it ☐

0.74	1.93	2.76
7.24	5.03	3.14
7.71	6.38	3.8
8.28	9.18	9.48

Got it ☐

0.14	0.67	2.22
5.96	5.58	5.22
7.04	7.59	9.33
9.77	9.5	8.52

Got it ☐

0.2	2.54	2.8
1.05	2.39	2.96
1.44	2.28	3
1.73	2.19	3.85

Got it ☐

General Procedure

1.69	1.82	2.91
4.67	4.81	3.05
5.82	5.06	4.28
6.36	5.19	4.57

got it ☐

In each of the 20 boxes below, find a set of numbers that sum up exactly to 10. For each box, in which you found the set, circle the numbers and mark the corresponding 'Got It' box below. See Example →
For each box you get, you will receive \$0.50.
You have 5 minutes.
On average people solve 4 boxes correctly.

Example		
3.91	0.82	3.75
1.11	1.69	7.94
3.28	2.52	6.25
9.81	6.09	2.46
Got it <input checked="" type="checkbox"/>		

When finished:

1. Fill out the attached collection slip.
2. Submit both pages to the experimenter, who will check your answers.

1.69	1.82	2.91
4.67	4.81	3.05
5.82	5.06	4.28
6.36	5.19	4.57

Got it ☐

0.46	0.53	1.88
6.13	5.11	3.42
7.05	5.43	4.15
7.15	5.76	4.77

Got it ☐

0.49	0.74	1.17
3.72	2	1.22
3.75	5.22	5.67
8.83	8.23	7.7

Got it ☐

0.47	4.58	2.57
3.15	3.82	4.38
4.94	5.42	5.98
2.95	4.86	7.54

Got it ☐

0.13	0.24	0.41
2.81	1.86	1.2
3.33	3.46	4.07
5.67	5.46	5.18

Got it ☐

0.81	1.31	2.09
4.55	3.75	3.19
5.62	9.41	6.81
7.02	8.48	8.51

Got it ☐

0.17	2.46	2.44
6.02	5.6	2.63
6.05	6.21	6.6
8.22	8.19	7.54

Got it ☐

0.46	1.98	2.38
0.48	1.79	2.48
0.58	1.69	2.59
1.65	0.98	2.94

Got it ☐

0.06	5.07	5.39
1.71	0.03	8.98
2.1	4.96	9.42
4.53	4.65	9.92

Got it ☐

0.85	1.62	1.63
6.06	5.63	1.69
6.25	5.01	1.78
6.36	3.16	1.91

Got it ☐

0.15	0.95	1.31
4.98	2.9	2.88
6.66	6.73	7.67
9.75	9.85	8.17

Got it ☐

0.63	0.65	1.02
2.64	2.34	2.12
2.89	5.98	8.89
9.49	9.37	9.33

Got it ☐

0.14	0.15	0.32
5.51	5.68	0.52
5.48	6.15	0.84
5.28	3.31	1.17

Got it ☐

0.84	1.54	7.28
4.42	3.54	7.18
5.54	4.78	5.55
6.99	6.93	6.76

Got it ☐

0.77	1.47	1.69
3.38	3.18	2.28
3.62	3.01	2.48
3.68	2.93	2.53

Got it ☐

0.63	0.74	2.23
8.05	7.68	3.71
8.31	7.06	4.51
8.45	6.44	5.29

Got it ☐

0.12	0.71	0.74
4.27	3.07	2.27
5.09	5.73	5.82
9.27	7.03	6.79

Got it ☐

0.74	1.93	2.76
7.24	5.03	3.14
7.71	6.38	3.8
8.28	9.18	9.48

Got it ☐

0.14	0.67	2.22
5.96	5.58	5.22
7.04	7.59	9.33
9.77	9.5	8.52

Got it ☐

0.2	2.54	2.8
1.05	2.39	2.96
1.44	2.28	3
1.73	2.19	3.85

Got it ☐

General Procedure

1.69	1.82	2.91
4.67	4.81	3.05
5.82	5.06	4.28
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got it ☒

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8.83	8.23	7.7

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0.47	4.58	2.57
3.15	3.82	4.38
4.94	5.42	5.98
2.95	4.86	7.54

Got it ☐

0.13	0.24	0.41
2.81	1.86	1.2
3.33	3.46	4.07
5.67	5.46	5.18

Got it ☐

0.81	1.31	2.09
4.55	3.75	3.19
5.62	9.41	6.81
7.02	8.48	8.51

Got it ☐

0.17	2.46	2.44
6.02	5.6	2.63
6.05	6.21	6.6
8.22	8.19	7.54

Got it ☐

0.46	1.98	2.38
0.48	1.79	2.48
0.58	1.69	2.59
1.65	0.98	2.94

Got it ☐

0.06	5.07	5.39
1.71	0.03	8.98
2.1	4.96	9.42
4.53	4.65	9.92

Got it ☐

0.85	1.62	1.63
6.06	5.63	1.69
6.25	5.01	1.78
6.36	3.16	1.91

Got it ☐

0.15	0.95	1.31
4.98	2.9	2.88
6.66	6.73	7.67
9.75	9.85	8.17

Got it ☐

0.63	0.65	1.02
2.64	2.34	2.12
2.89	5.98	8.89
9.49	9.37	9.33

Got it ☐

0.14	0.15	0.32
5.51	5.68	0.52
5.48	6.15	0.84
5.28	3.31	1.17

Got it ☐

0.84	1.54	7.28
4.42	3.54	7.18
5.54	4.78	5.55
6.99	6.93	6.76

Got it ☐

0.77	1.47	1.69
3.38	3.18	2.28
3.62	3.01	2.48
3.68	2.93	2.53

Got it ☐

0.63	0.74	2.23
8.05	7.68	3.71
8.31	7.06	4.51
8.45	6.44	5.29

Got it ☐

0.12	0.71	0.74
4.27	3.07	2.27
5.09	5.73	5.82
9.27	7.03	6.79

Got it ☐

0.74	1.93	2.76
7.24	5.03	3.14
7.71	6.38	3.8
8.28	9.18	9.48

Got it ☐

0.14	0.67	2.22
5.96	5.58	5.22
7.04	7.59	9.33
9.77	9.5	8.52

Got it ☐

0.2	2.54	2.8
1.05	2.39	2.96
1.44	2.28	3
1.73	2.19	3.85

Got it ☐

2 x 2 Design

Task 1

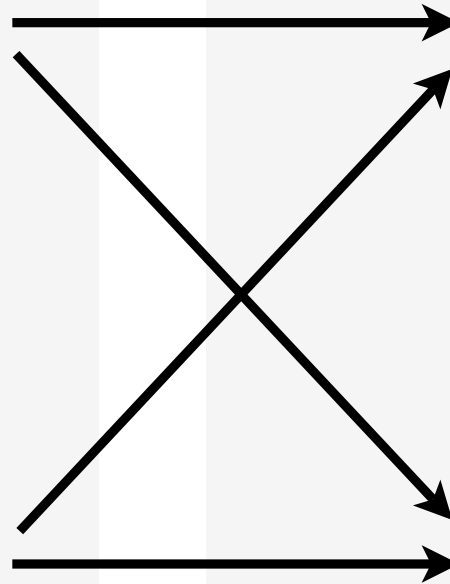
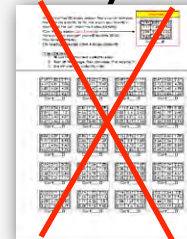


Task 2

Control

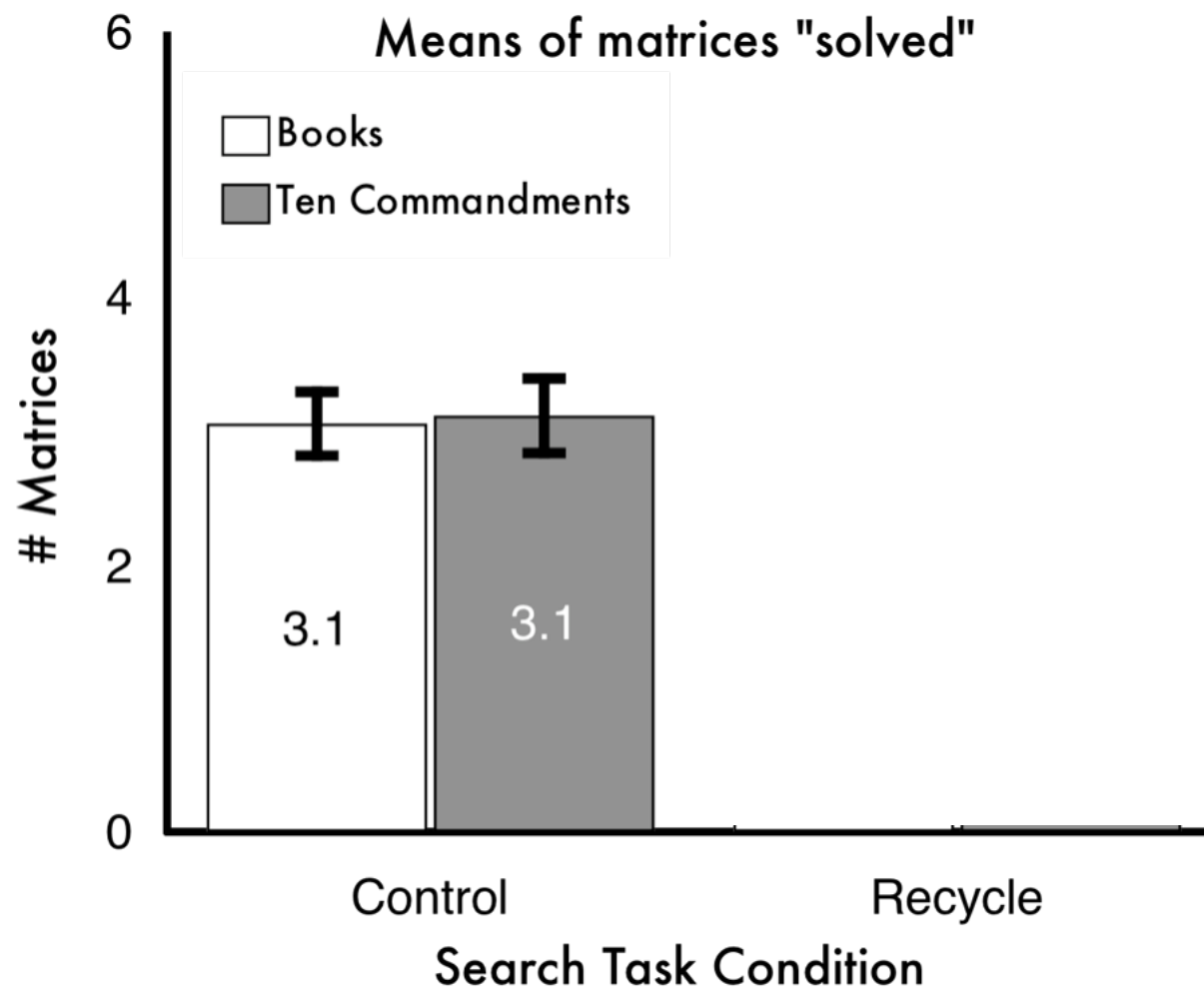


Recycle

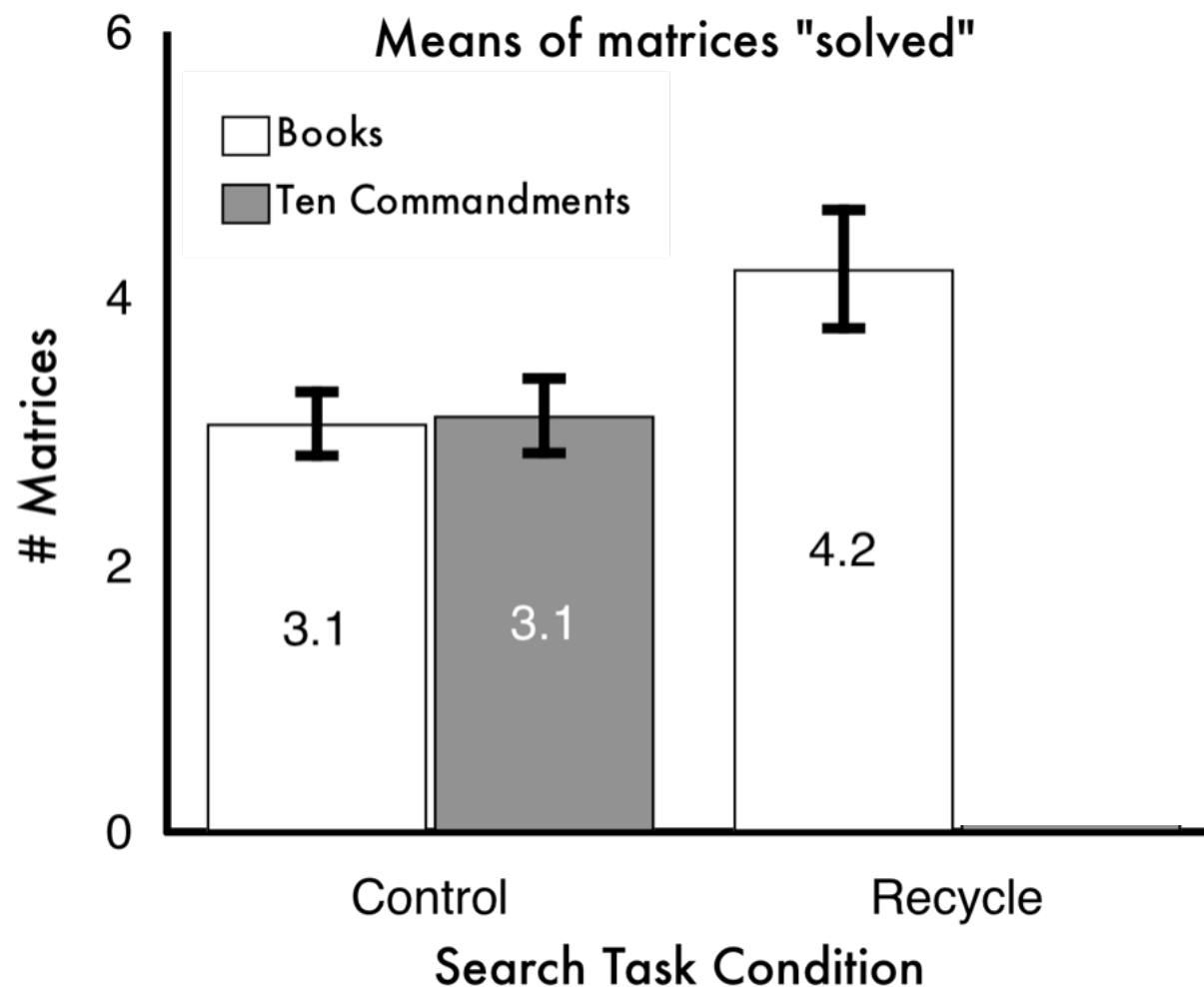


Ten Commandments Results

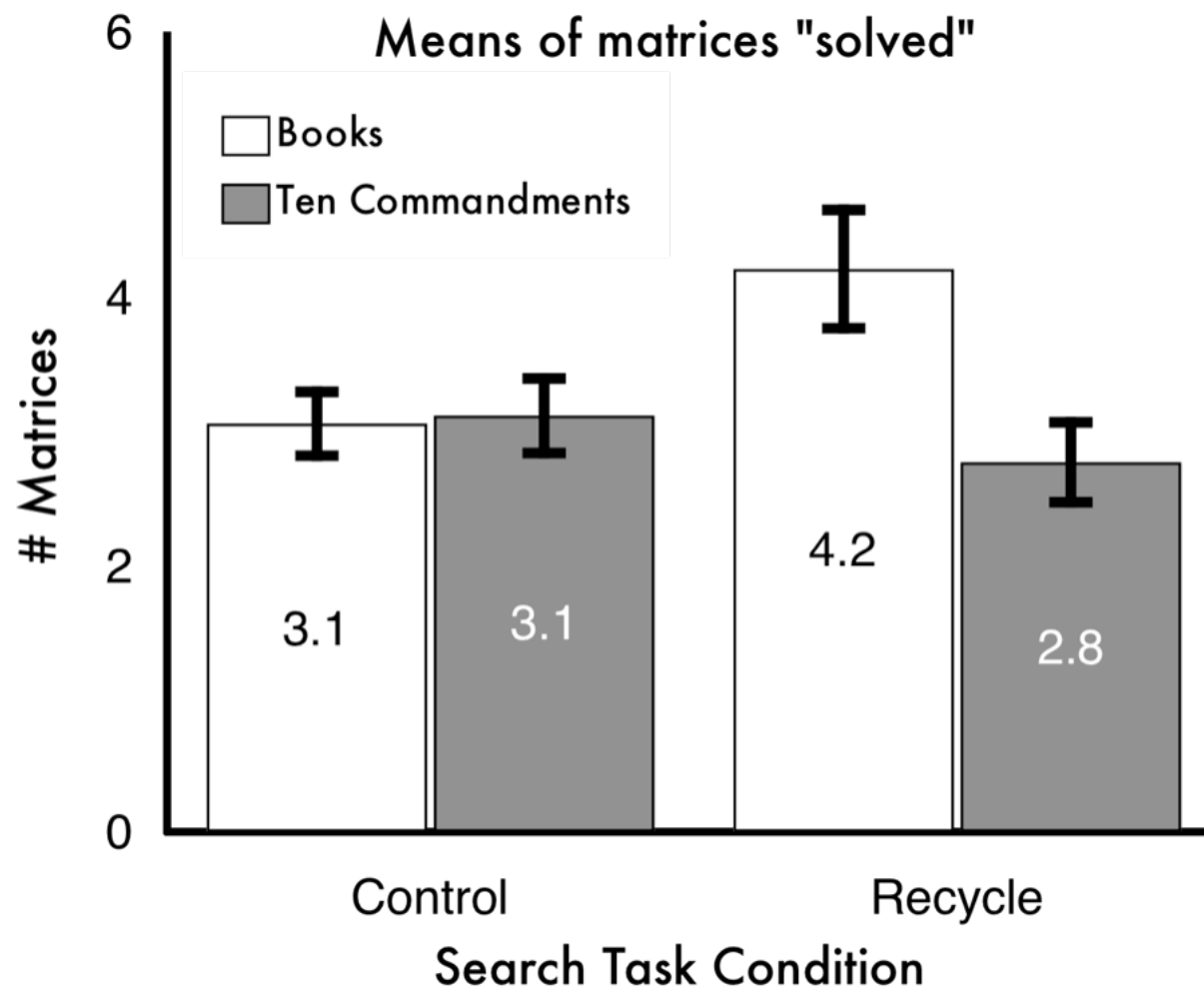
Ten Commandments Results



Ten Commandments Results



Ten Commandments Results



“Degrees of Freedom”

Would using a medium such as tokens
influence deception?







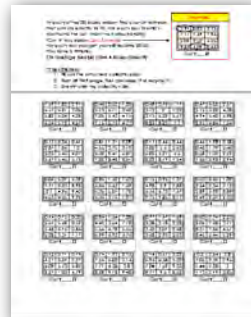






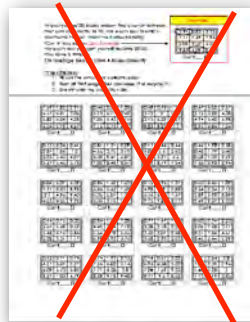
3 Conditions

Control



\$\$\$

Recycle



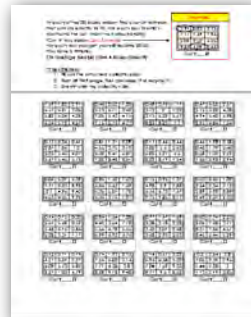
\$\$\$

Experimenter 1

Experimenter 2

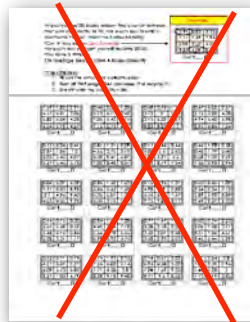
3 Conditions

Control



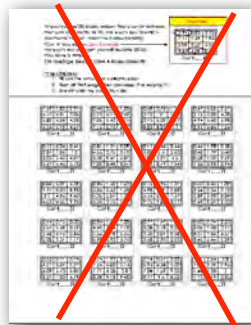
\$\$\$

Recycle



\$\$\$

Recycle
+Token

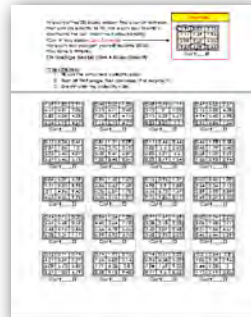


Experimenter 1

Experimenter 2

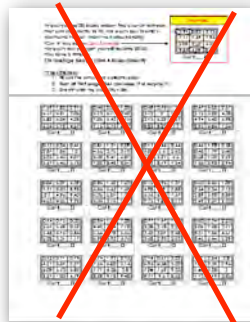
3 Conditions

Control



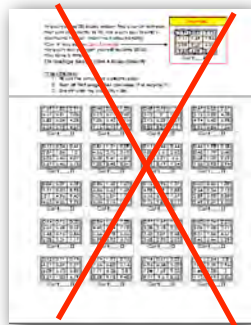
\$\$\$

Recycle



\$\$\$

Recycle
+Token



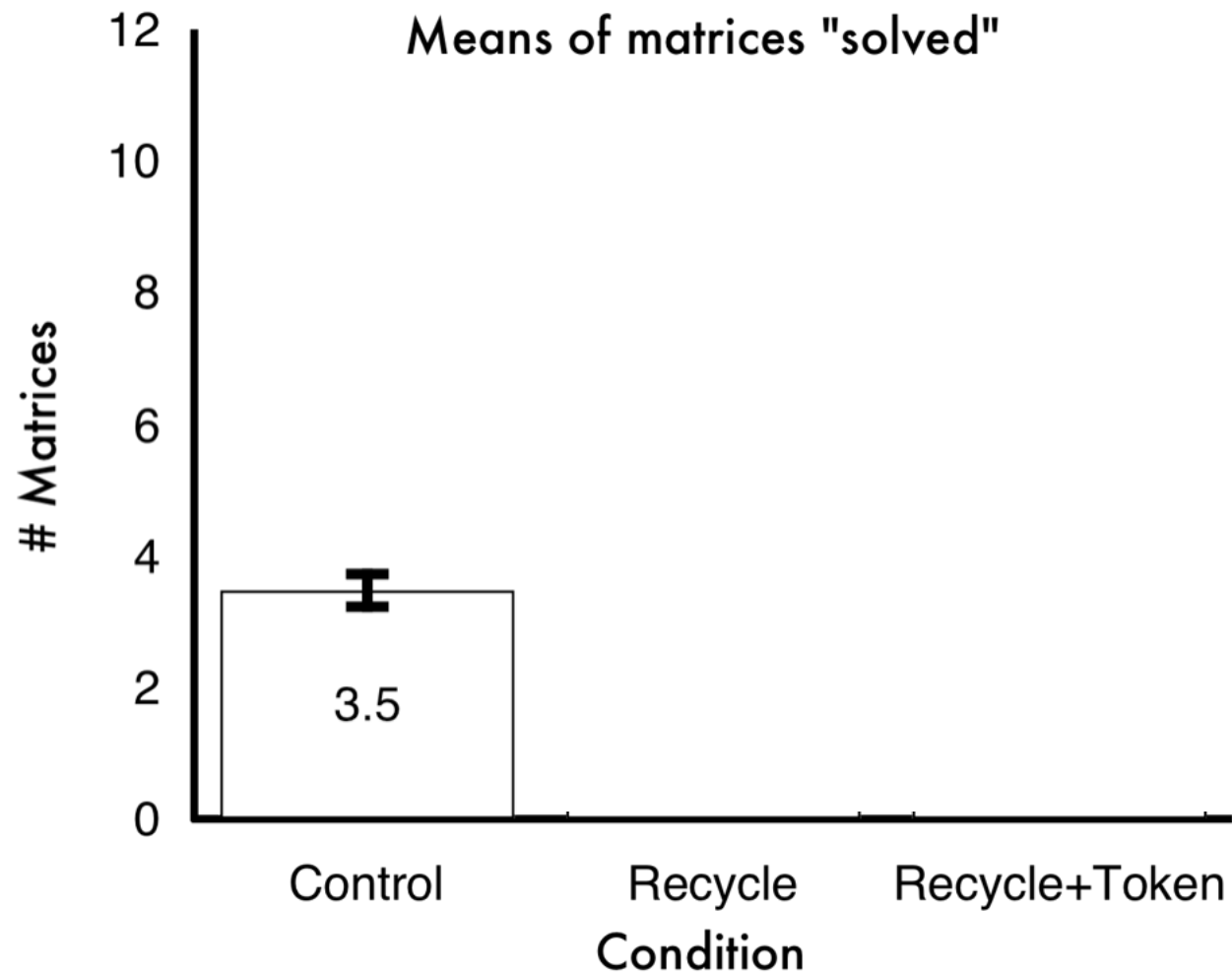
\$\$\$

Experimenter 1

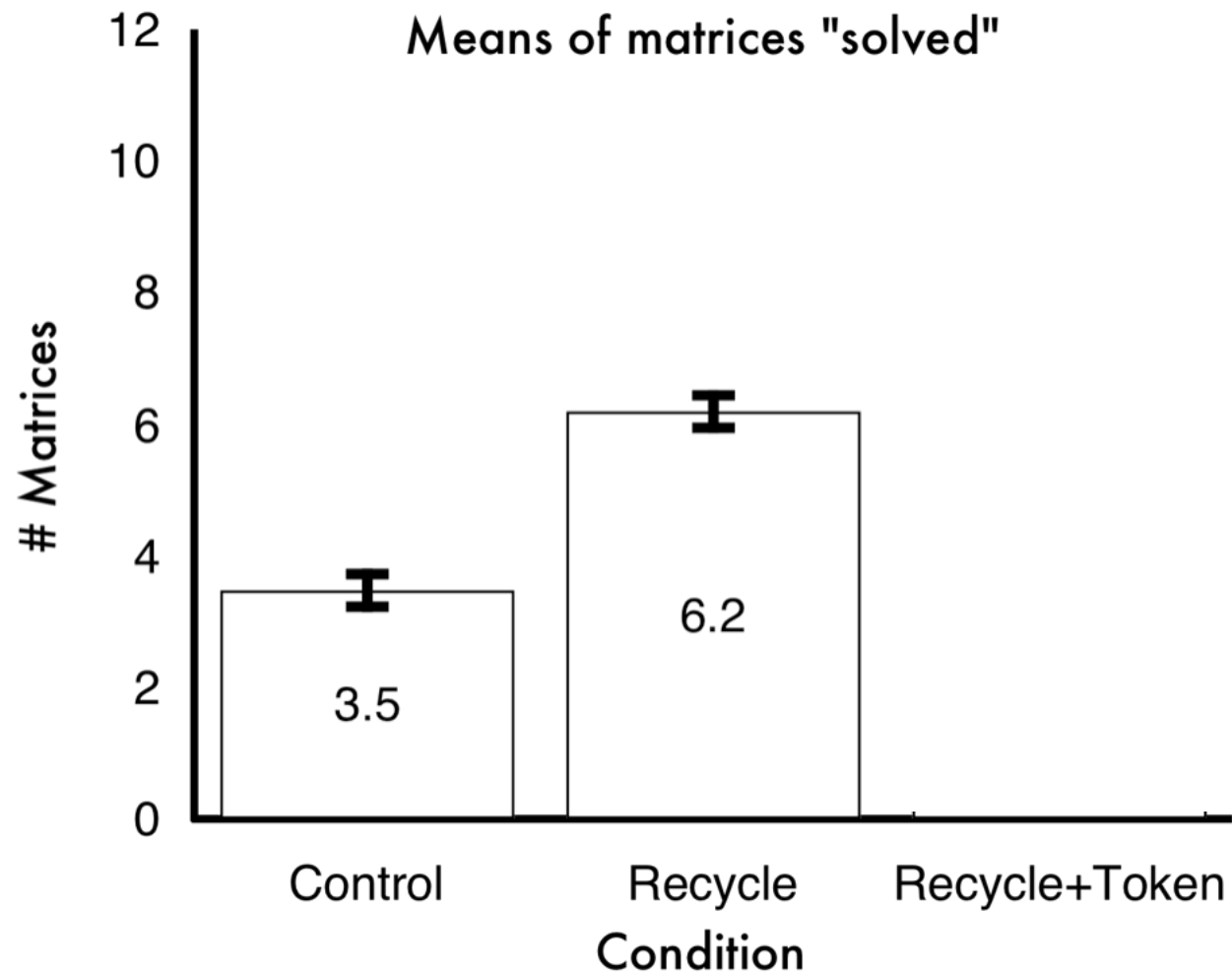
Experimenter 2

Results

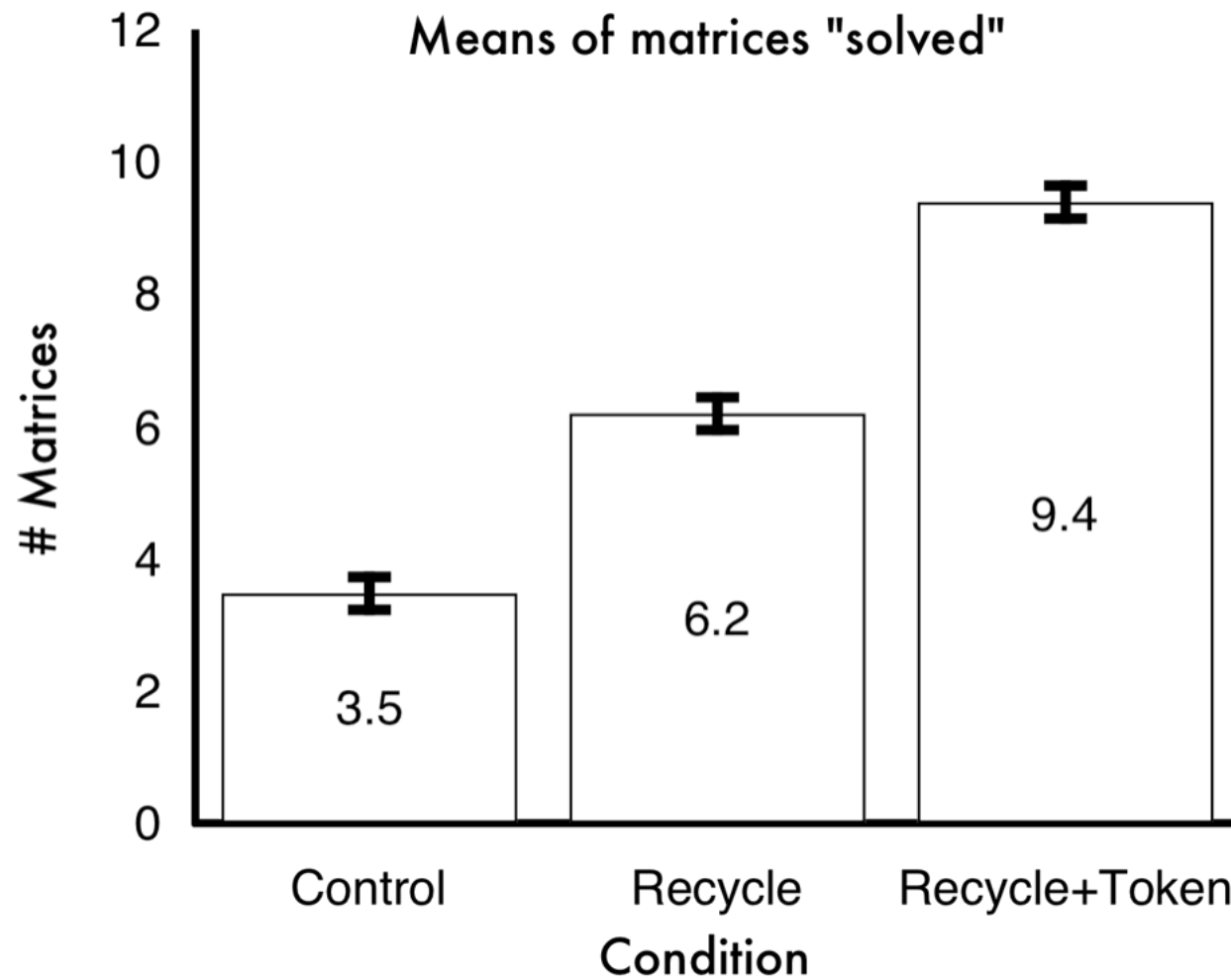
Results



Results



Results



(Dis)honesty conclusions

- Policy is largely based on the standard cost benefit model
- In our experiments people do not care much about external rewards
- A lot of people cheat a bit
- Awareness matters
- Medium (tokens) matters
- A “self image” model

Summary:

Fuzzy preferences

Environment

Unplanned inferences

Focalism

Emotions

Understanding ourselves is the first
step for free lunches

THANKS

dan@predictablyirrational.com

- Introduction: How did I start?
- Ch 1: The Truth about Relativity
- Ch 2: The Fallacy of Supply & Demand
- Ch 3: The Cost of Zero Cost
- Ch 4: The Cost of Social Norms
- Ch 5: The Influence of Arousal
- Ch 6: The Problem of
- Ch 7: The High Price of Ownership
- Ch 8: Keeping Doors Open
- Ch 9: The Effect of Expectations
- Ch 10: The Power of Price
- Ch 11 & 12 : The Context of Our Character
- Ch 13: Free Lunches

