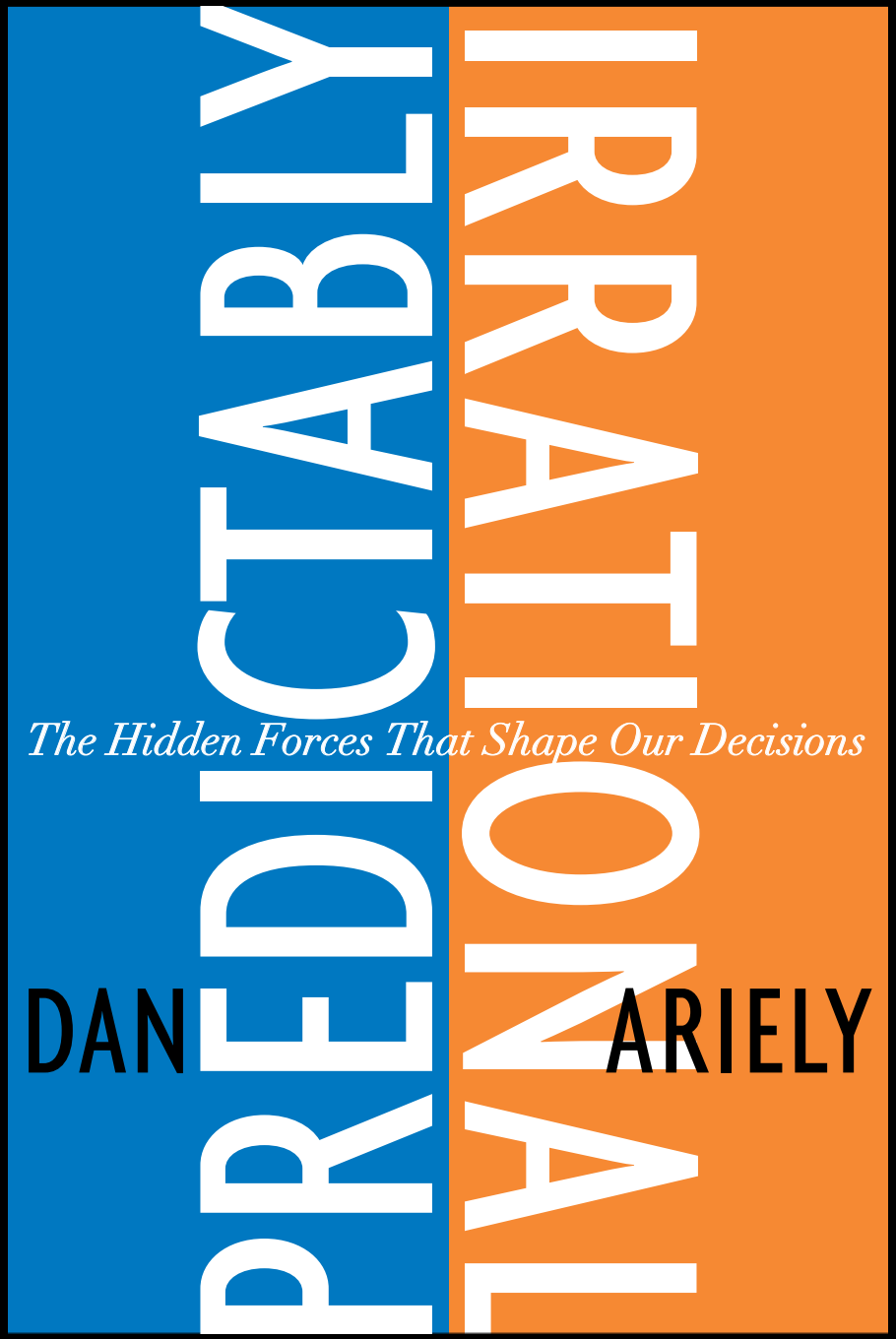
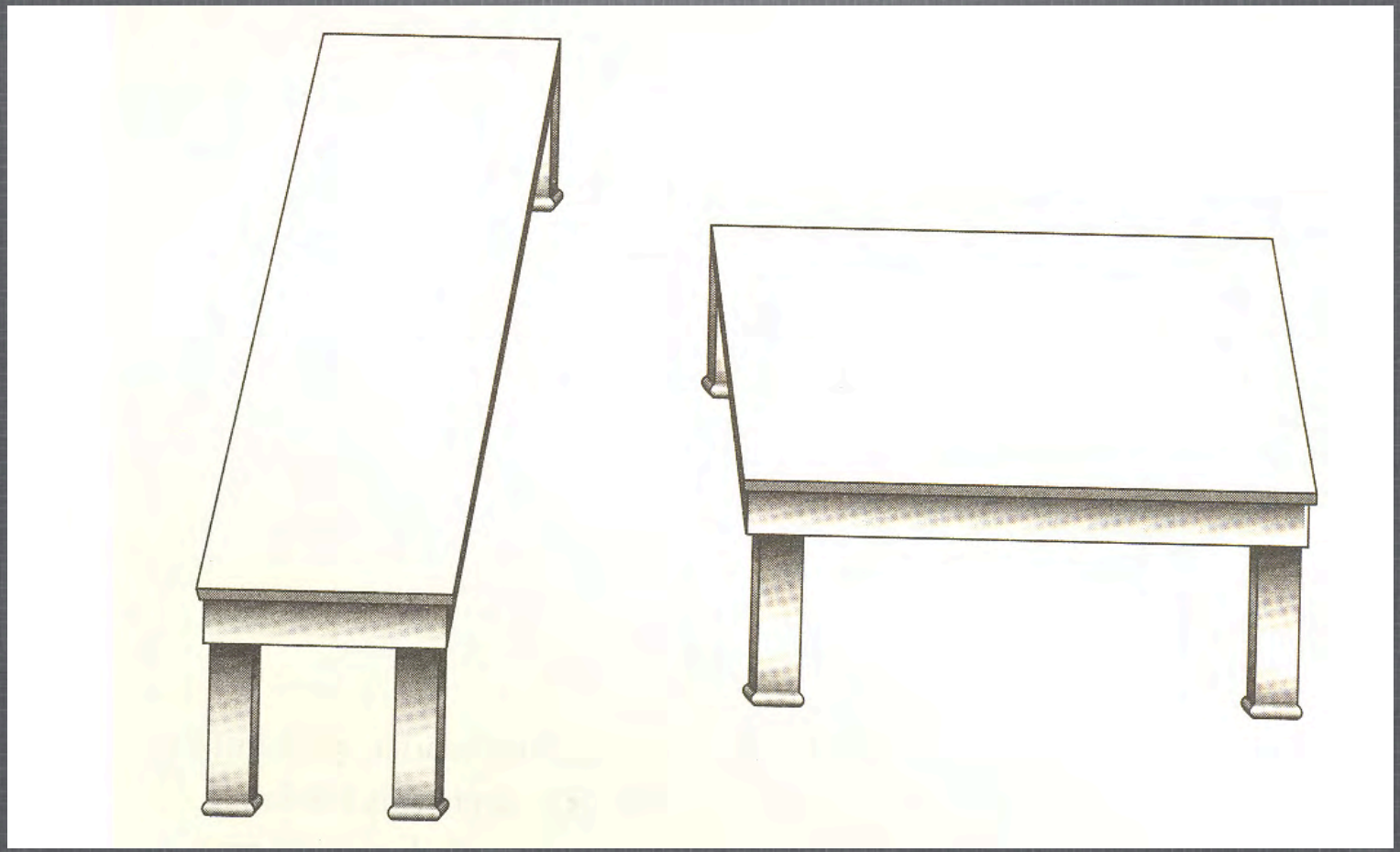
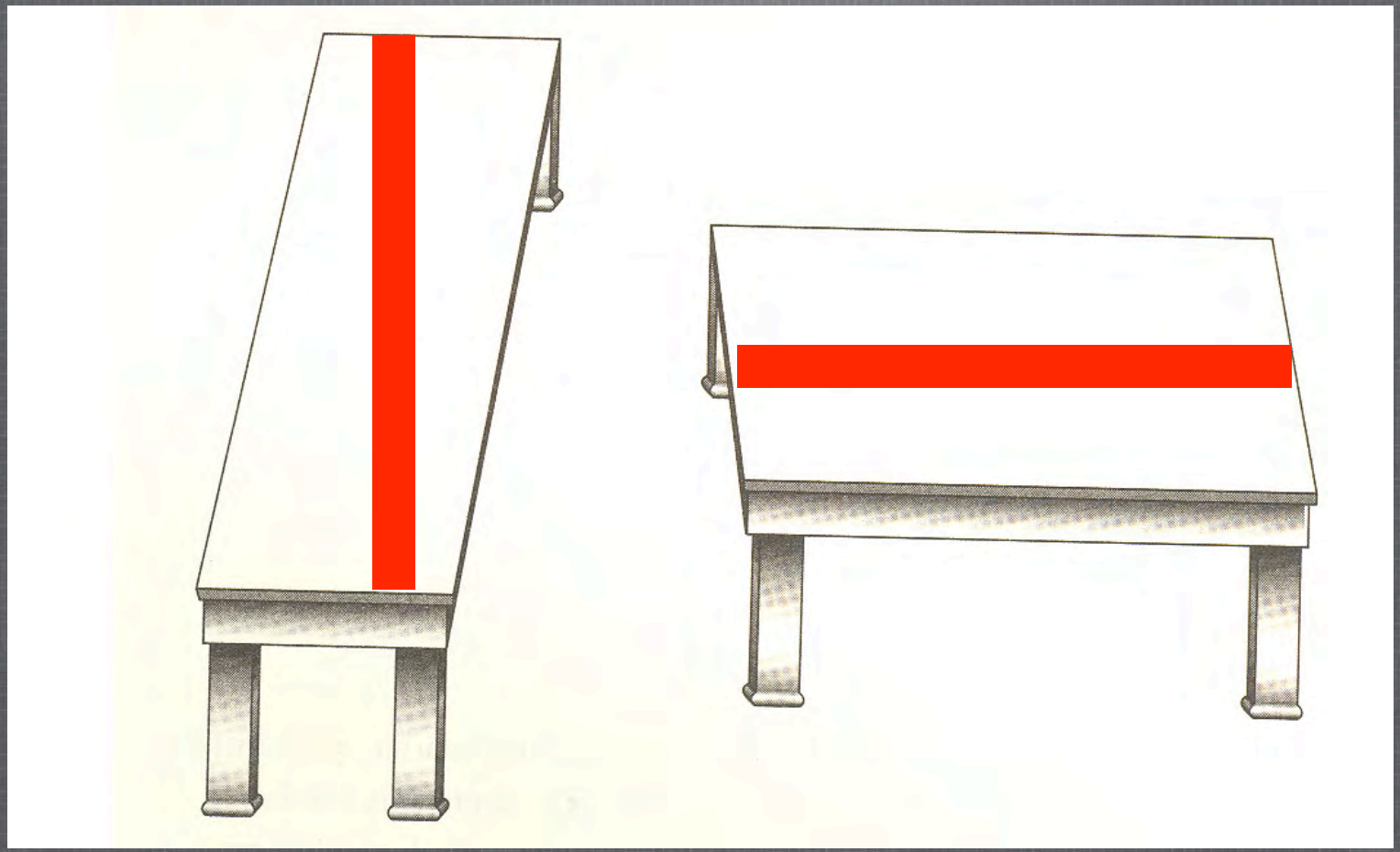
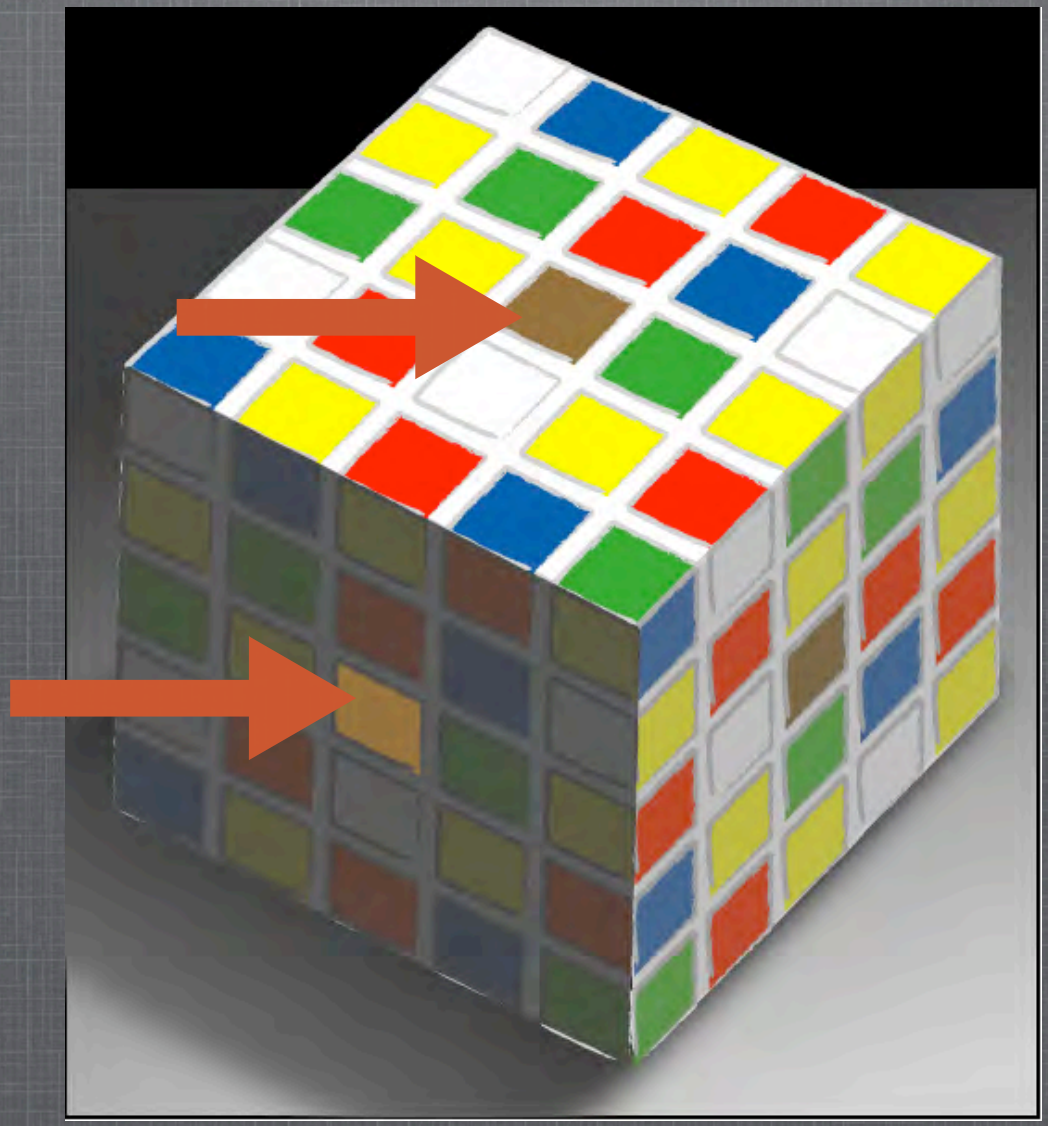

PREDICTABLY
IRRATIONAL
The Hidden Forces That Shape Our Decisions
DAN ARIELY

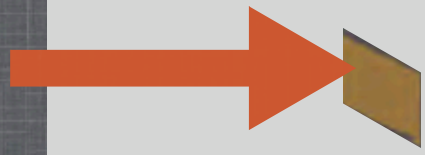
REALITY
VS.
SUBJECTIVE REALITY





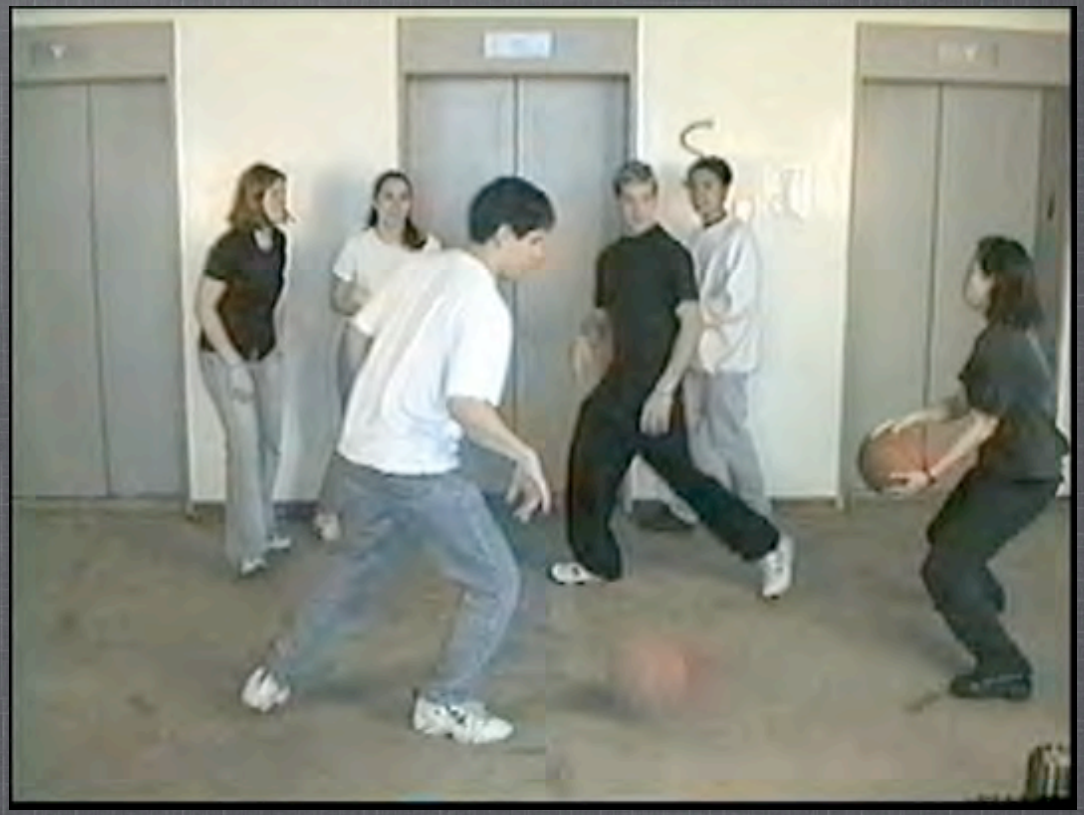


Reality???



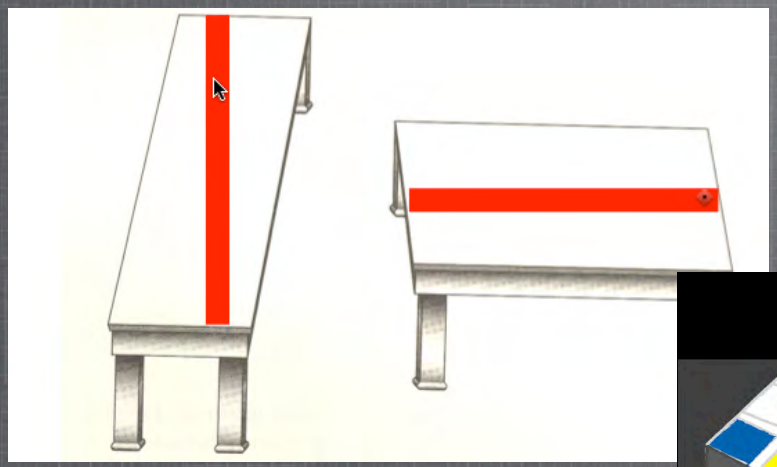
BASKETBALL

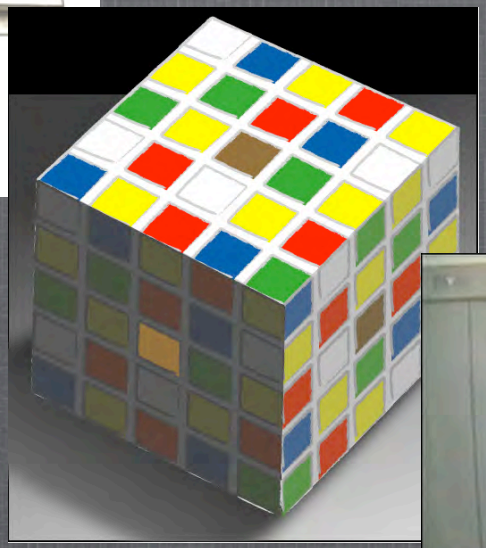
Count the # of times that the players in white pass the ball to each other

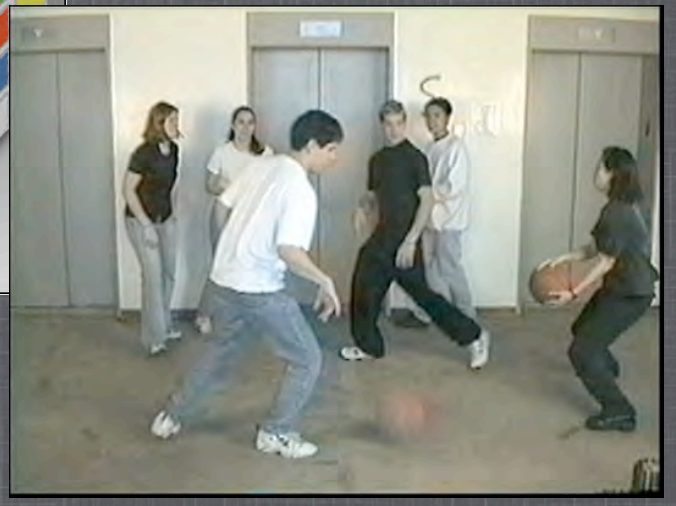



S

ILLUSIONS AS A METAPHOR

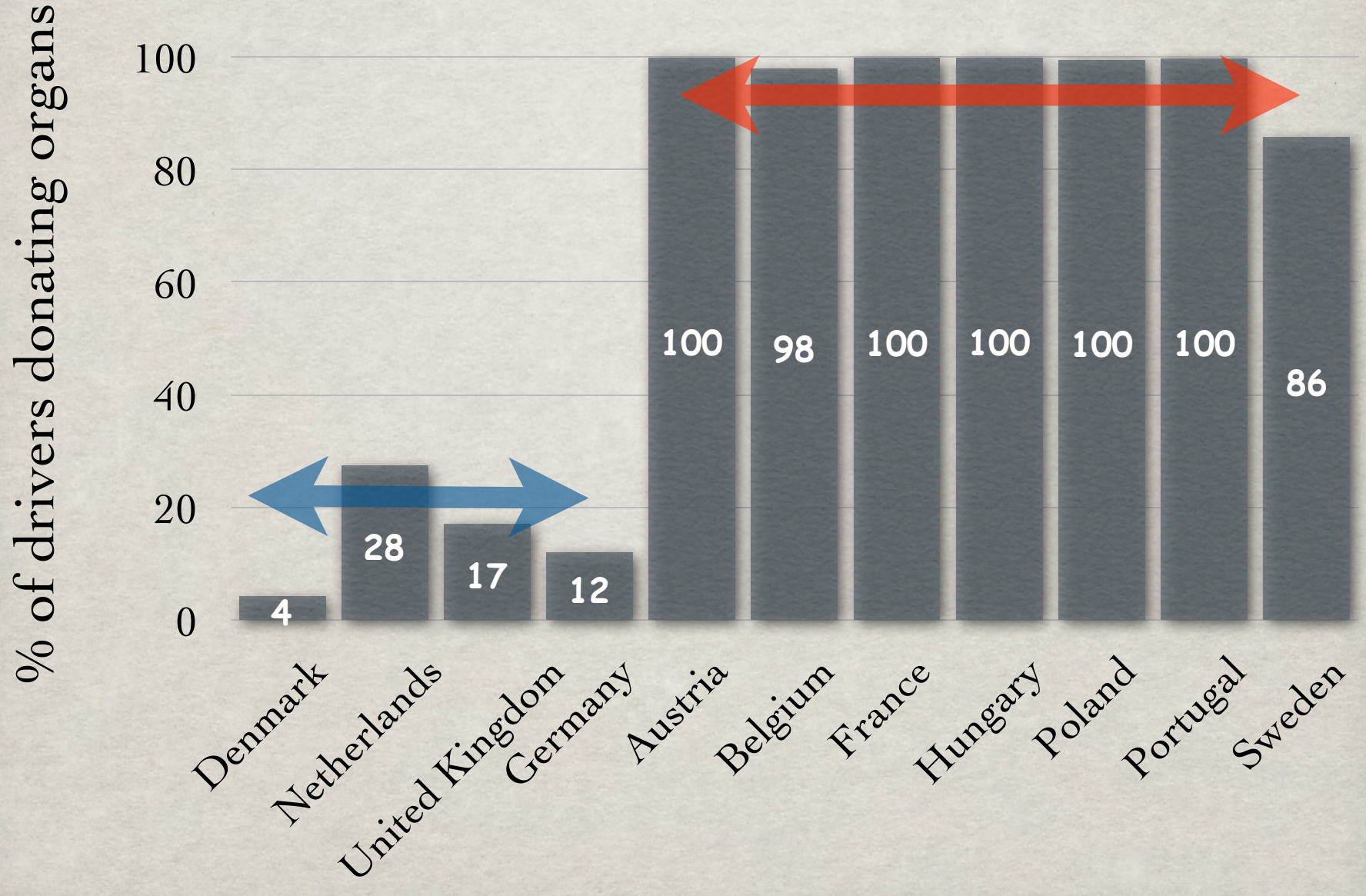






A FEW EXAMPLES OF "DECISION ILLUSIONS"

Organ donations?



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

☐ Chec… if you **want** to …in the organ donor program

people don't checks the box

Opt-out

☐ Ch… …w if you **don't want** …pate in the organ donor program

people don't checks 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 ...

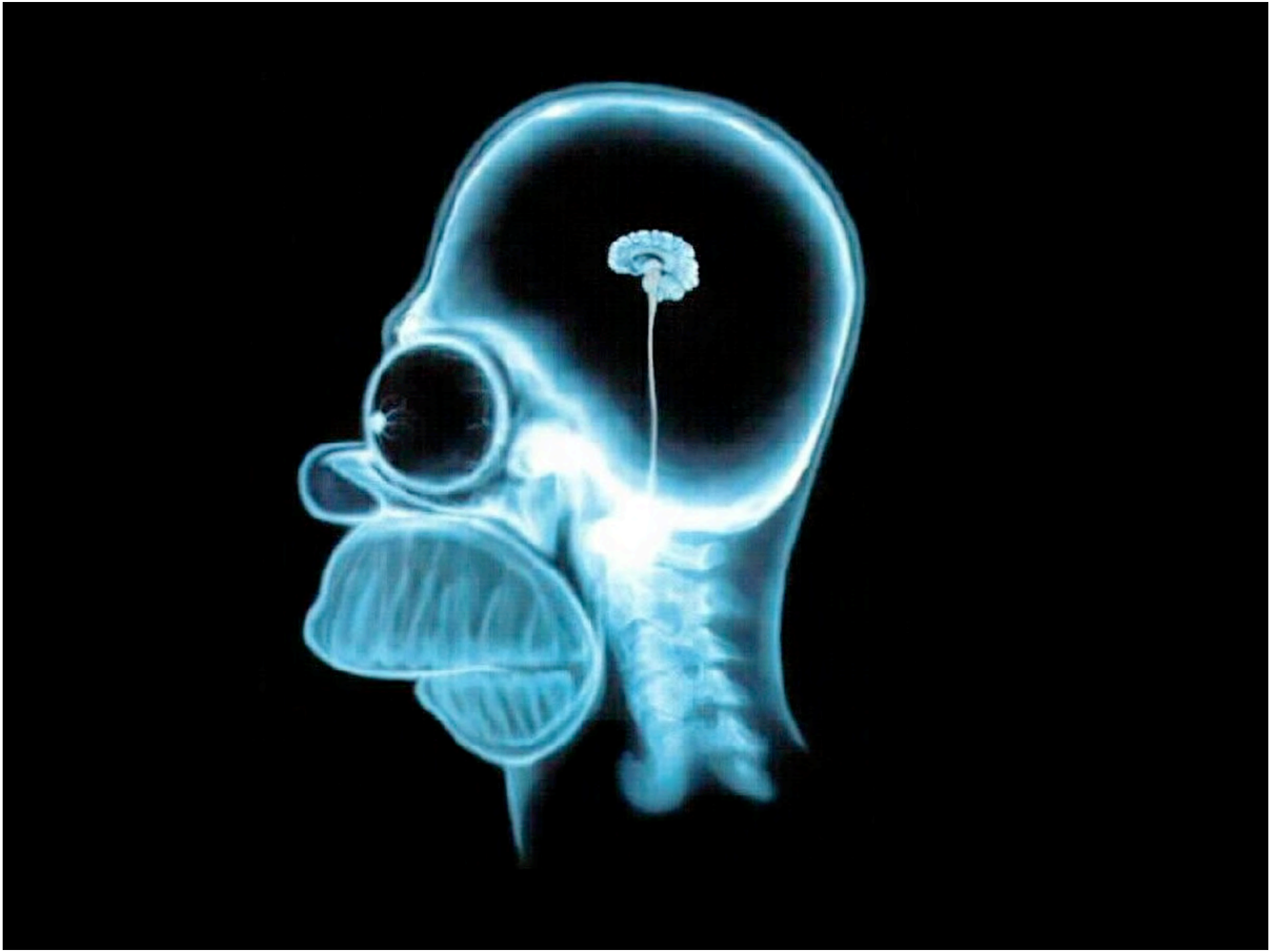
What a piece of work is a man! how noble in reason!
how infinite in faculty! in form and moving how
express and admirable! in action how like an angel!
in apprehension how like a god!

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

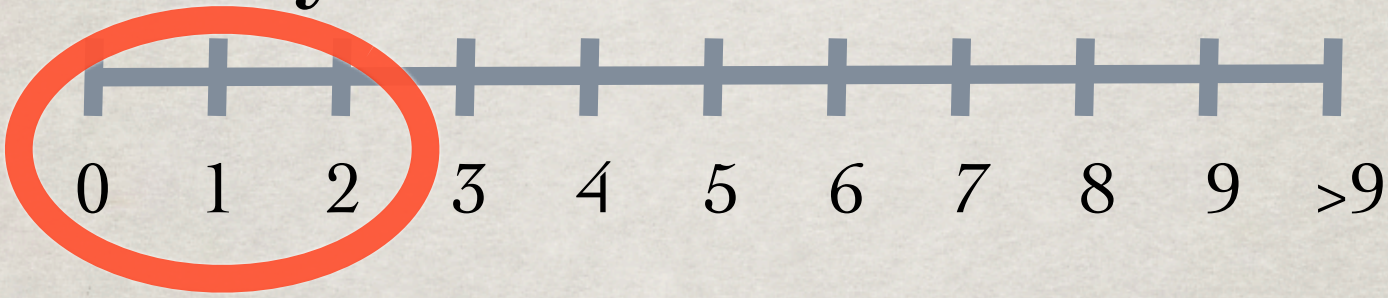
measurement
Choice construction

Answer the following:

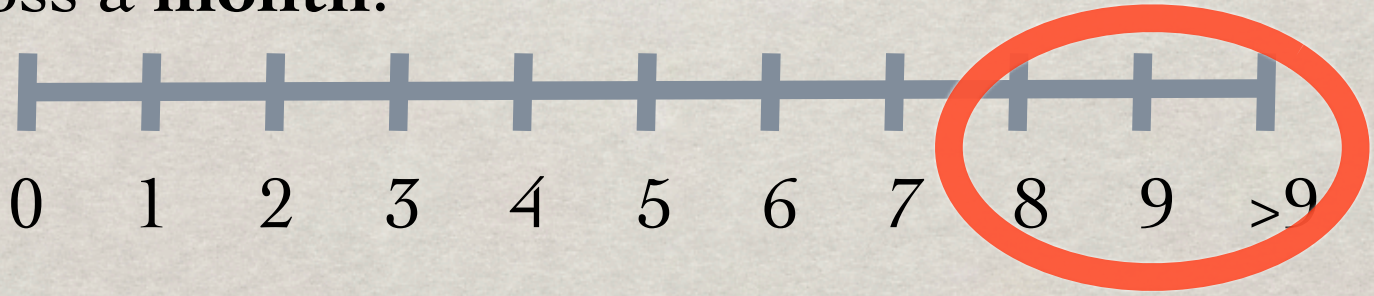
Please write 3 reasons why you love your significant other	Please write 10 reasons why you love your significant other
Please write 3 reasons to buy a BMW	Please write 10 reasons to buy a BMW

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

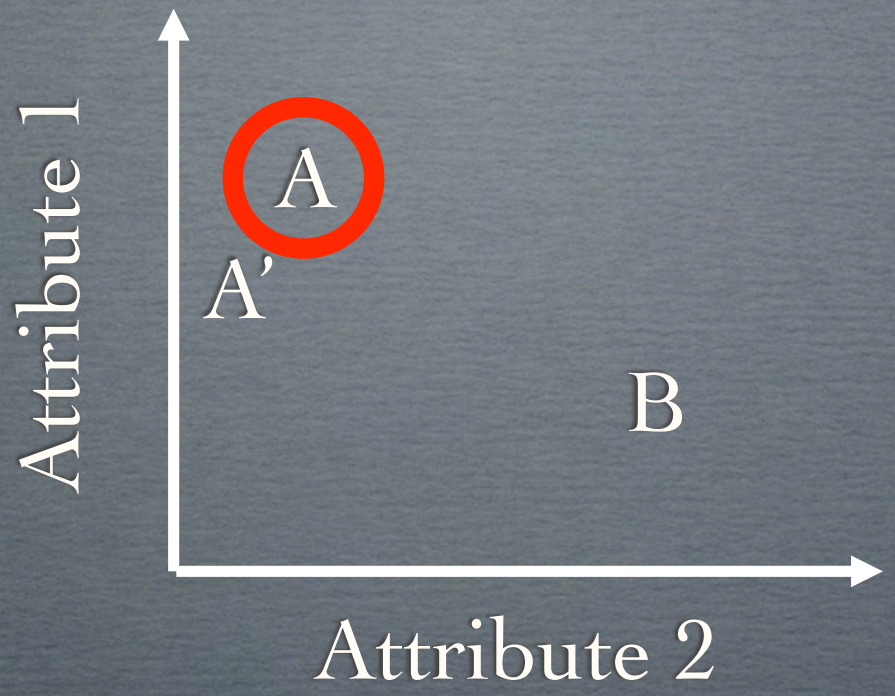
- Even preferences (opinions) about aspects of our life that we should be very familiar with can be modified!
  - For example, based on answering a question
- A related point: market research: measuring, or forming opinions?

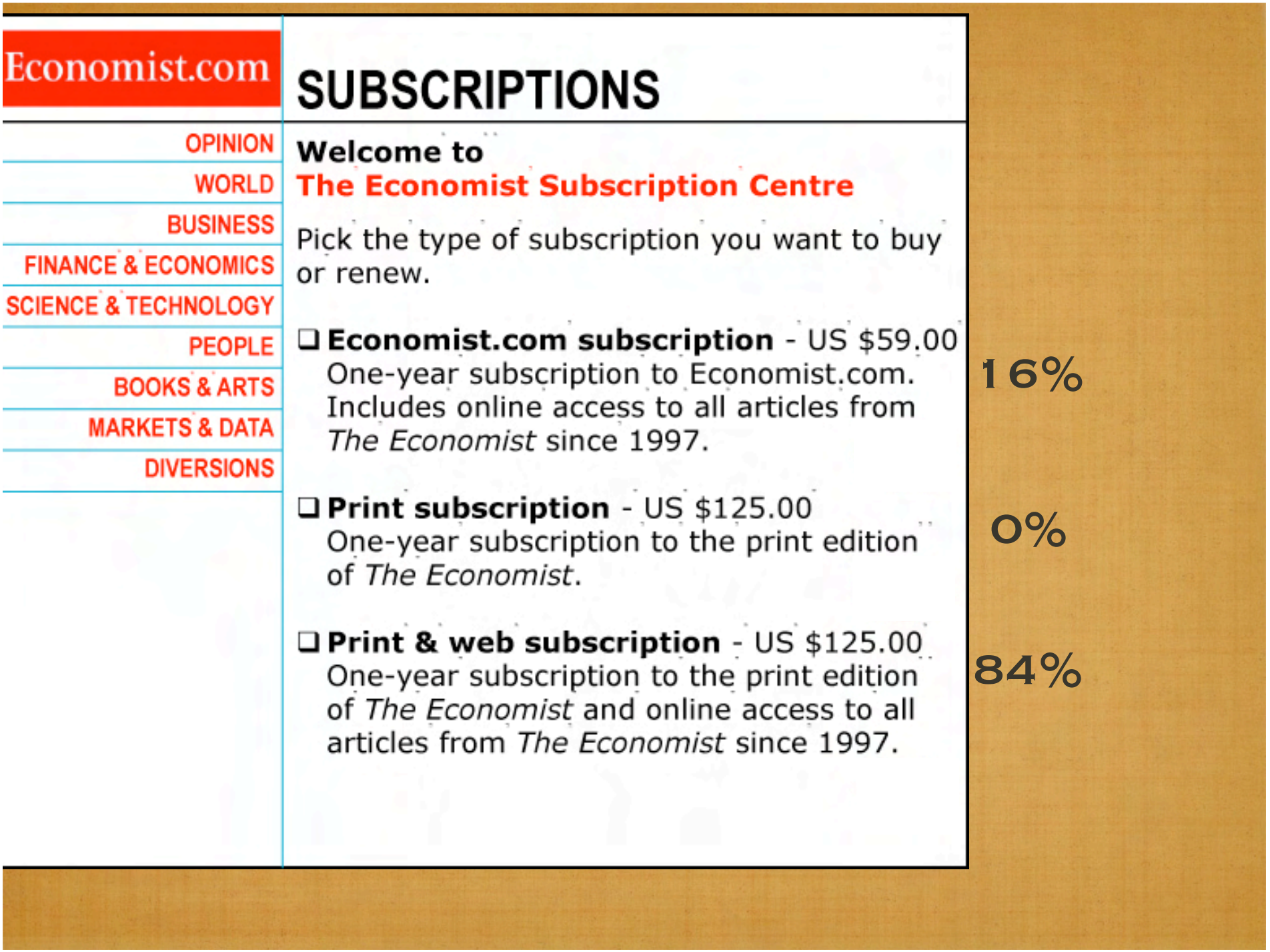
People don't know Their preferences

measurement

Choice construction

Asymmetric dominance

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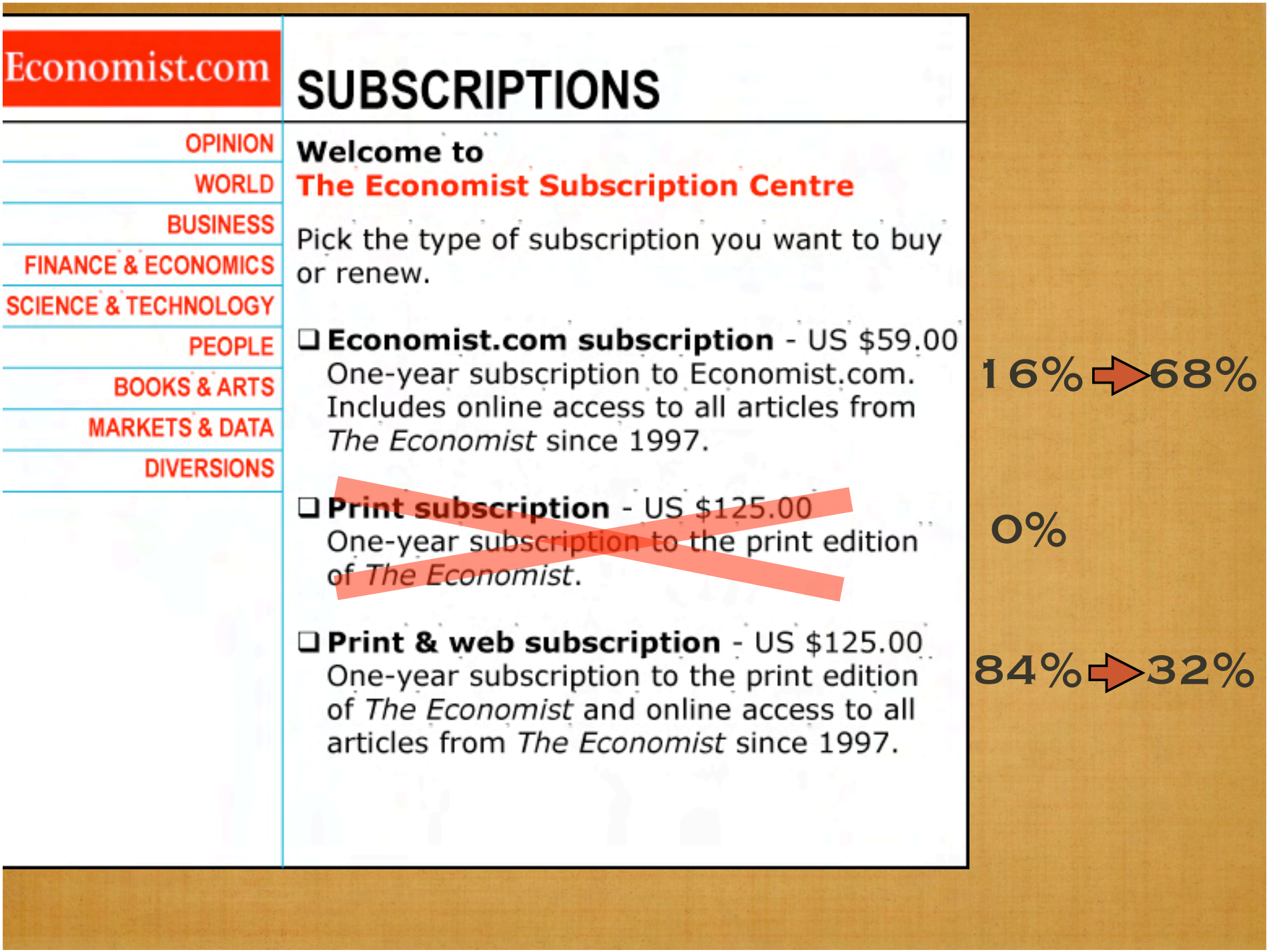
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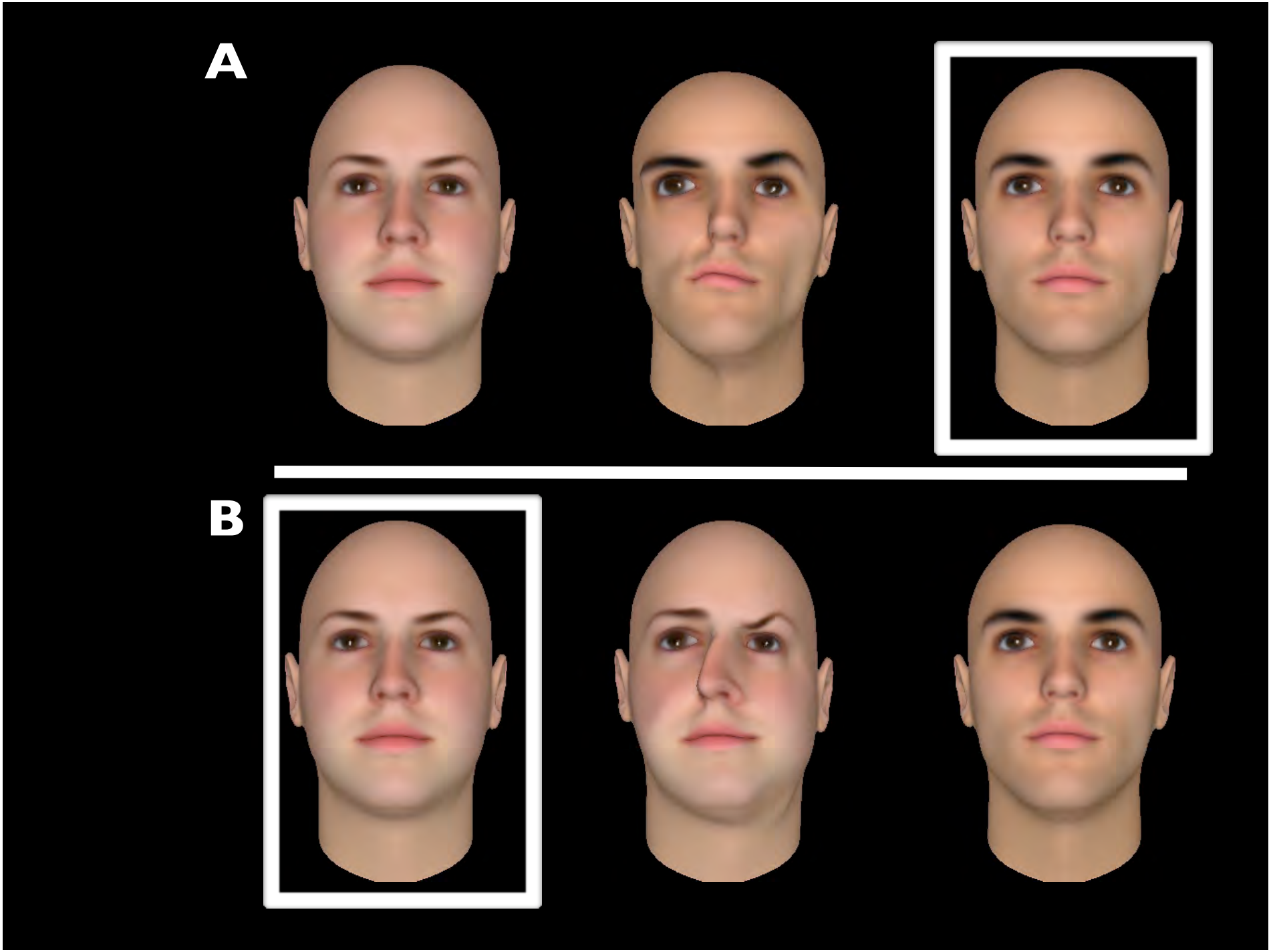

A
B

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

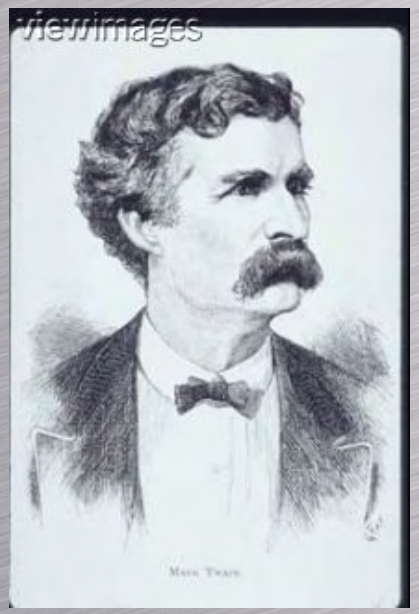
The value of 1st decisions

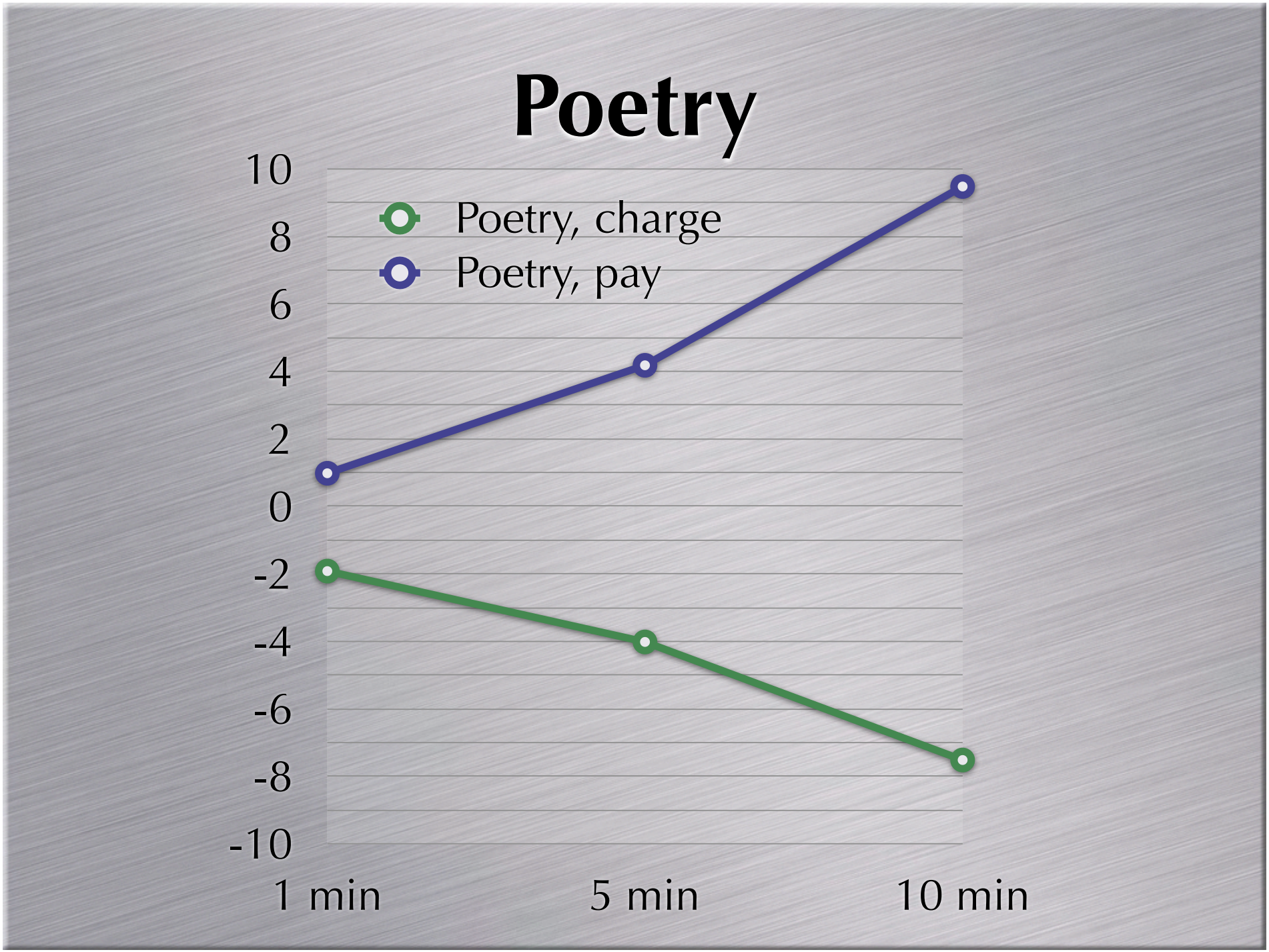
Auctions of real products

	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
10
8
6
4
2
0
-2
-4
-6
-8
-10
Poetry, charge
Poetry, pay
1 min
5 min
10 min

How should people decide about buying a cup of coffee?

What is the self herding version of these decisions?

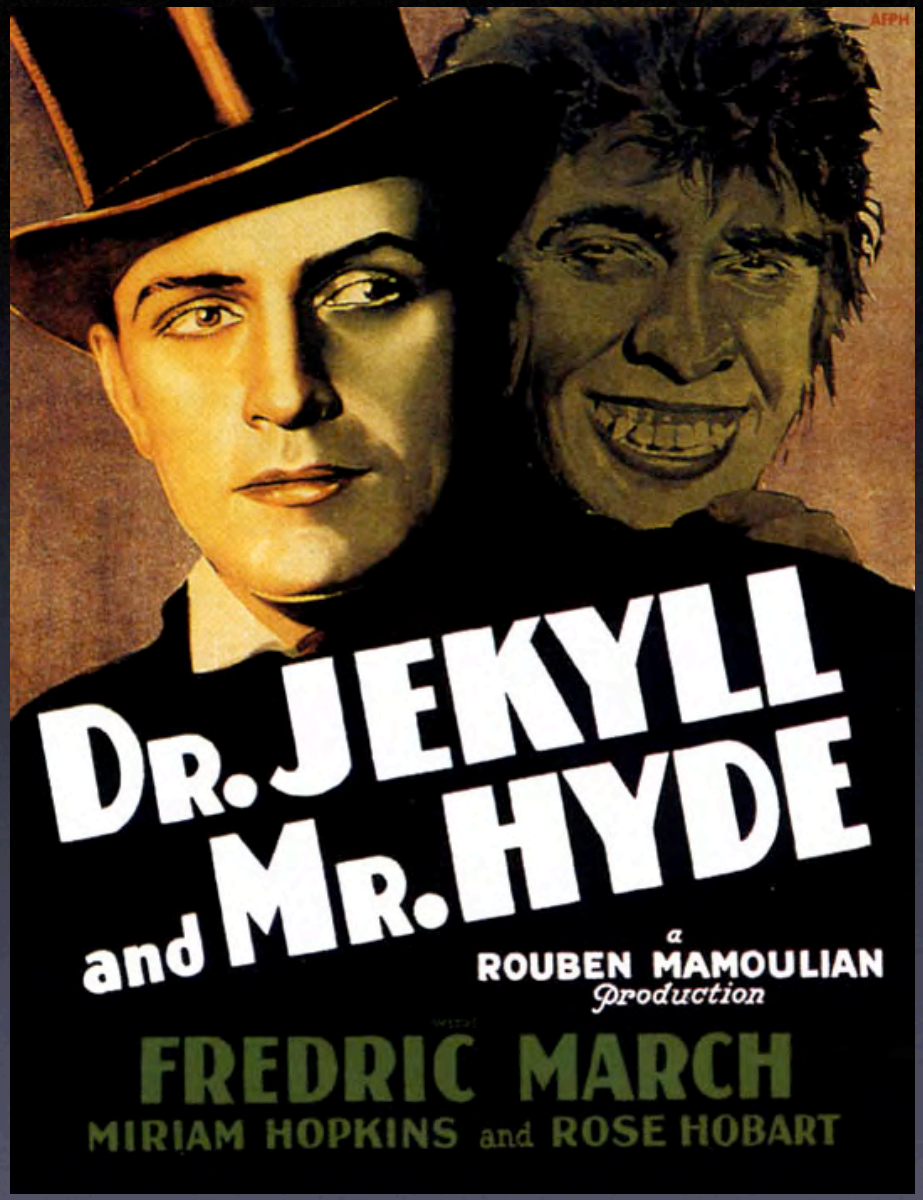

STARBUCKS
COFFEE
®


DUNKIN'
DONUTS
AMERICA RUNS ON DUNKIN'

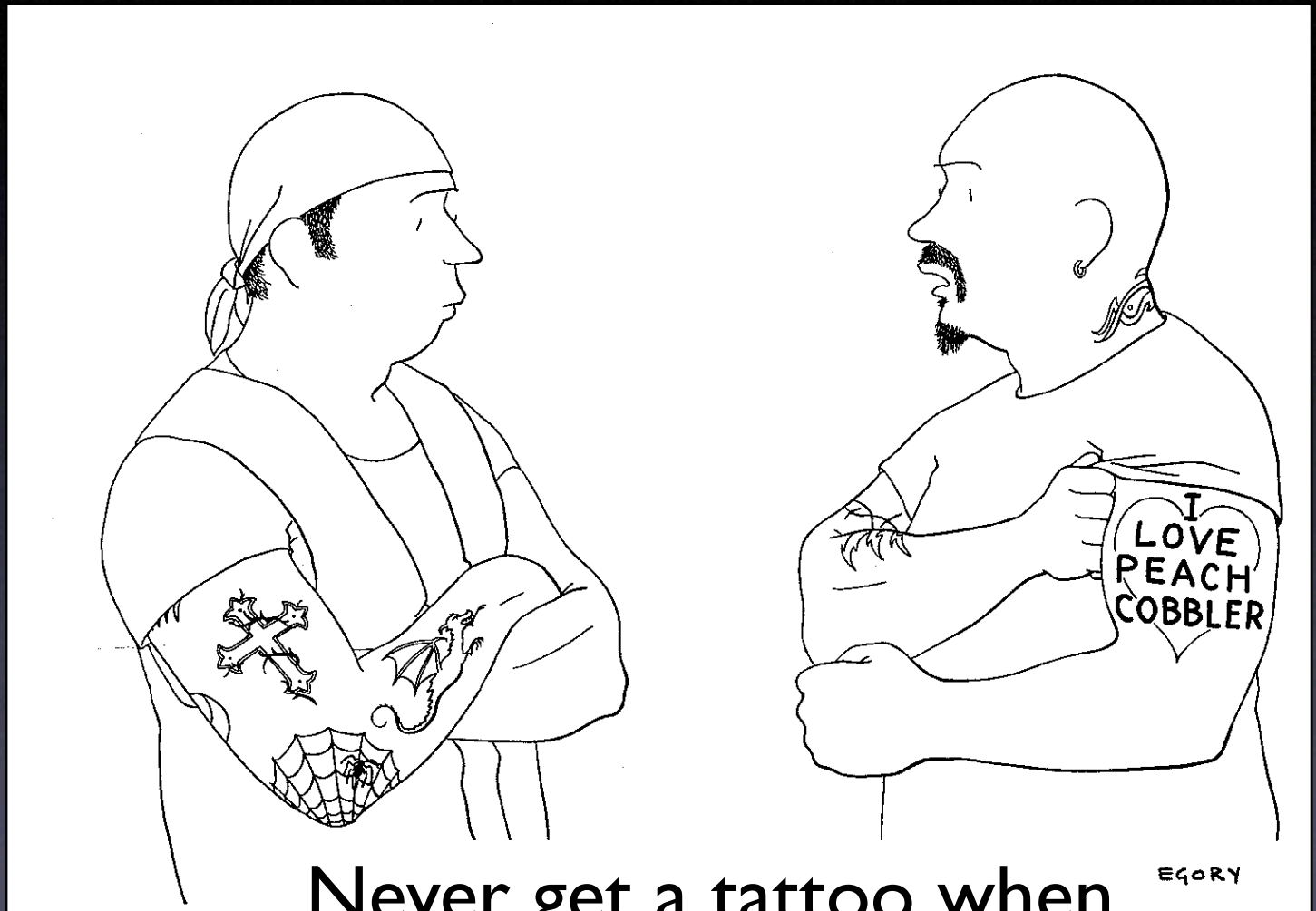
Arbitrary Coherence ...

- 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

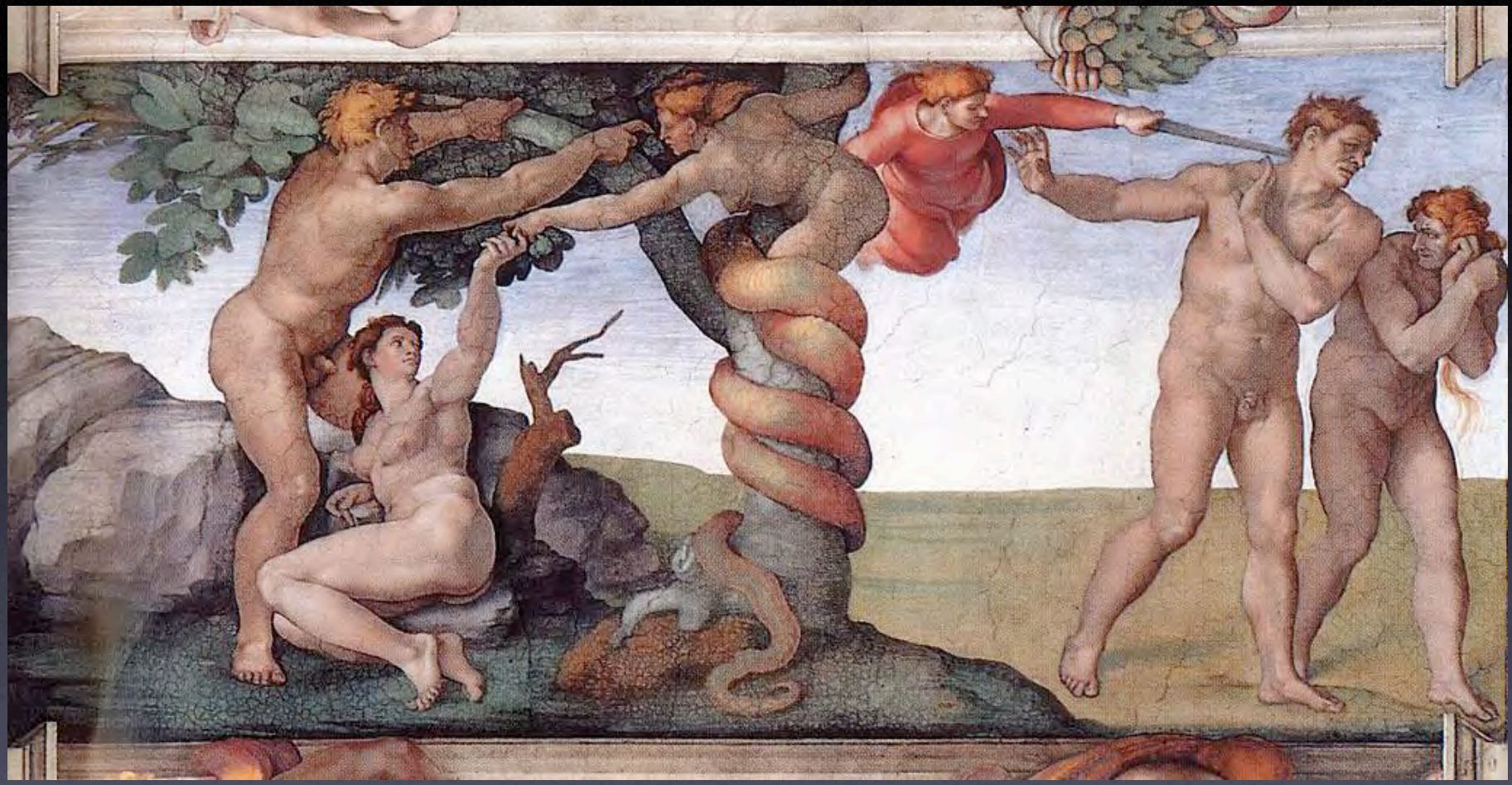
We are inherently & fundamentally emotional!


AFPH
DR. JEKYLL
and MR. HYDE
a
ROUBEN MAMOULIAN
Production
FREDRIC MARCH
MIRIAM HOPKINS and ROSE HOBART

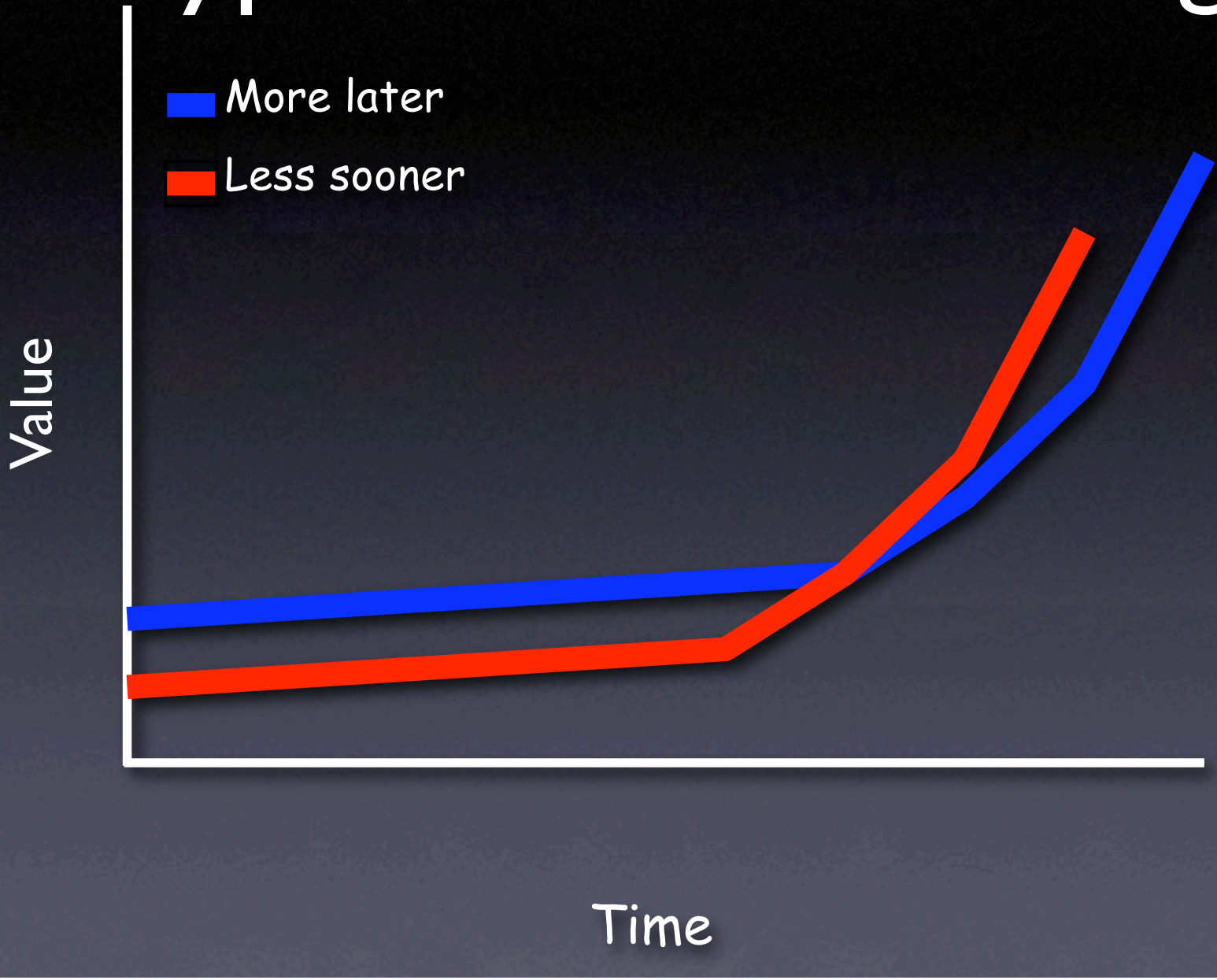
Hot & cold states



Never get a tattoo when you're drunk and hungry



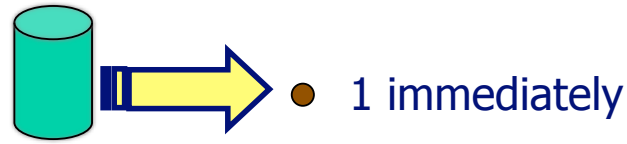
Hyperbolic discounting

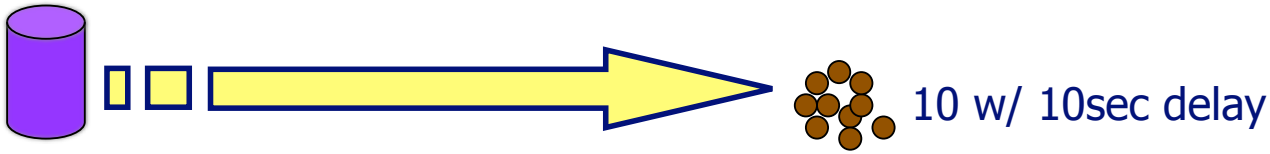



Would you encorage a date to drink ...
Possibly
No
Yes


NO MEANS NO!

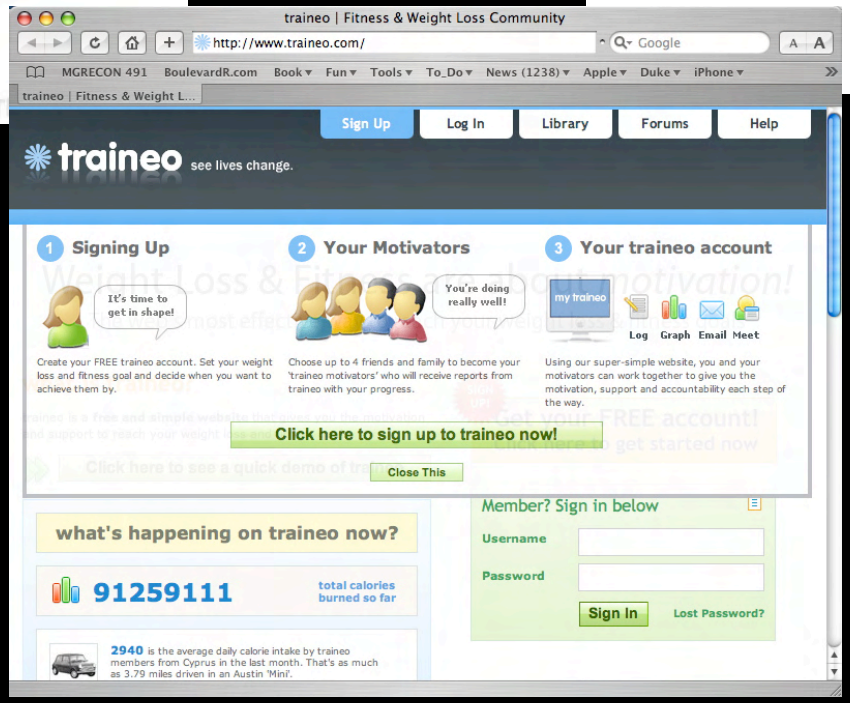
Delayed gratification & commitment

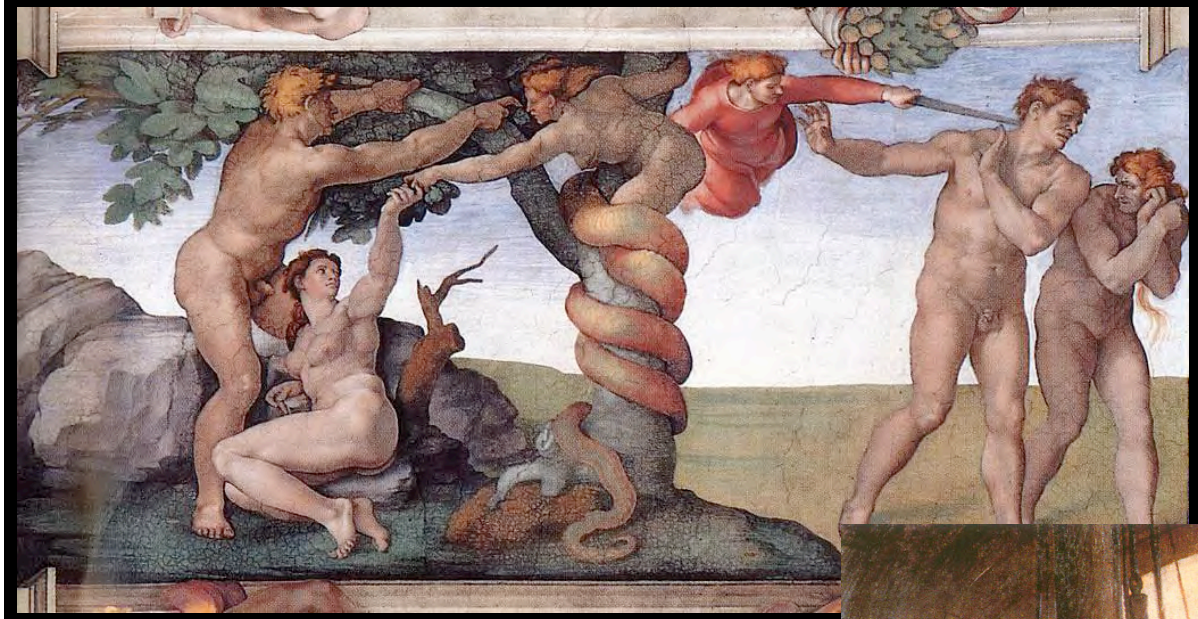




Ainslie & Herrnstein 1974

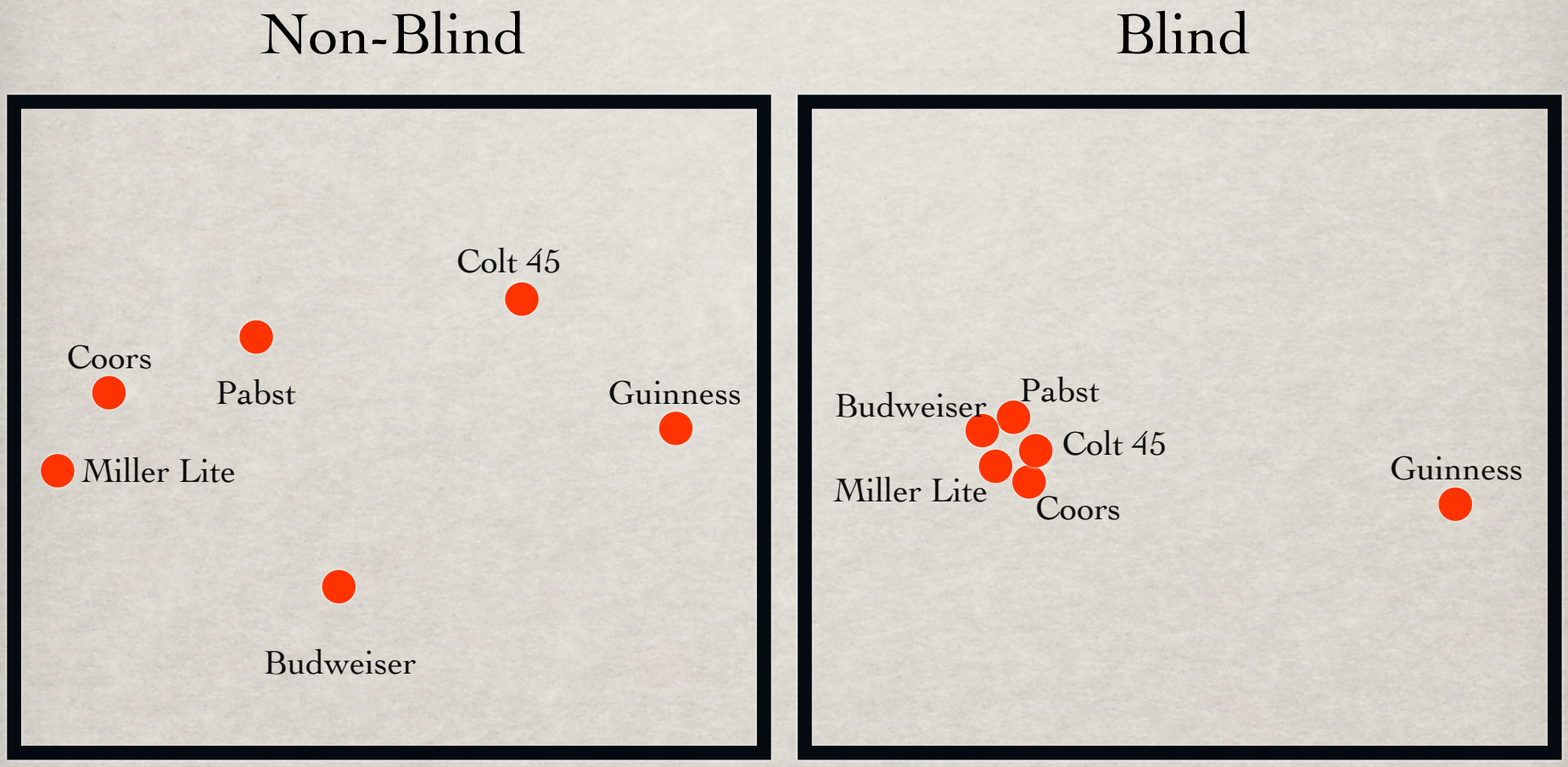
Free lunches !





The power of expectations

TASTE TESTS


Non-Blind
Colt 45
Coors
Pabst
Guinness
Miller Lite
Budweiser
Blind
Budweiser
Pabst
Colt 45
Miller Lite
Coors
Guinness

Coffee "with" add-ons

- anise, nutmeg, clove, cardamom, etc

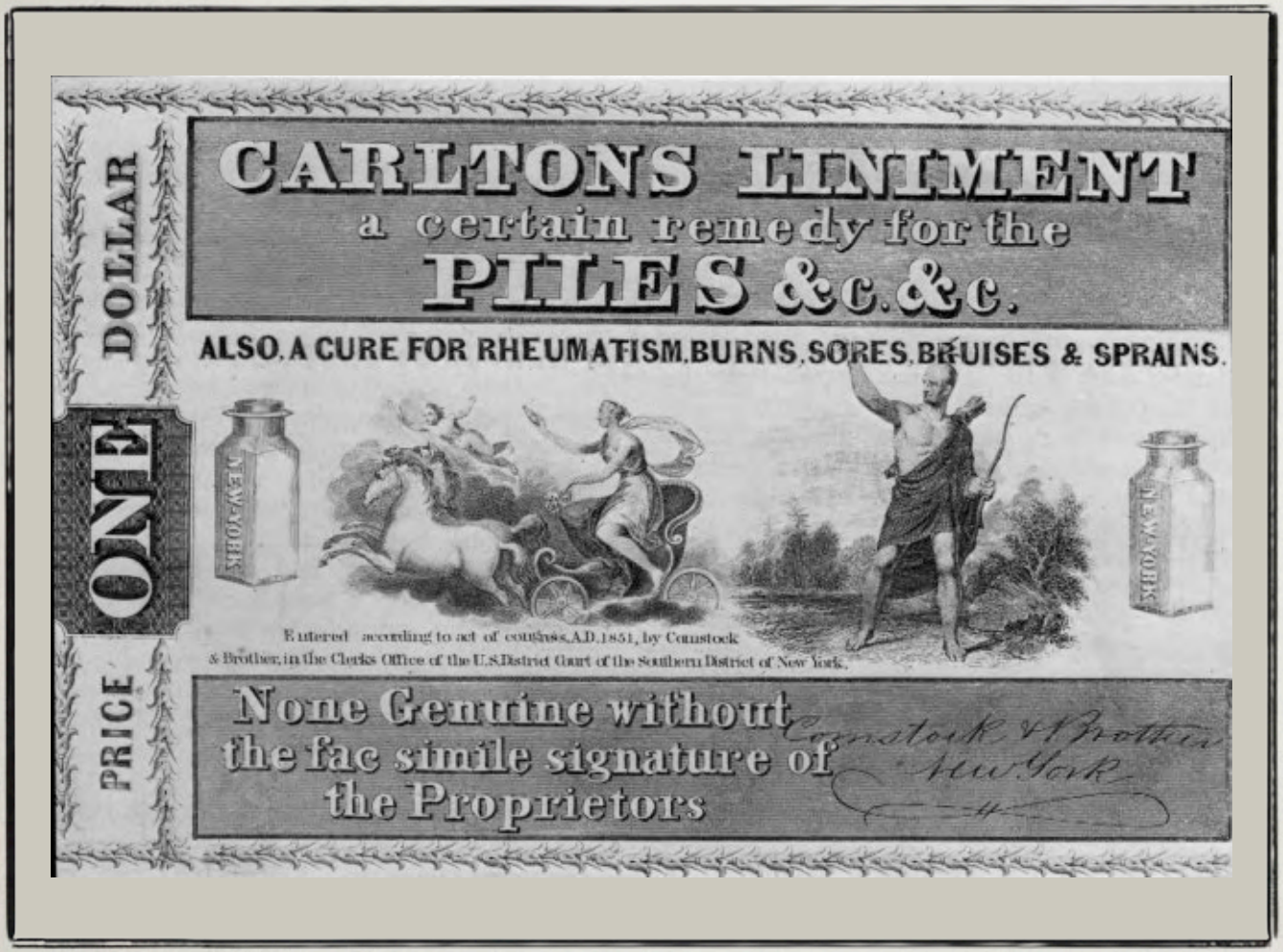
Expectations & beer: procedure

"Blind"  ?

"Before" B / +V  ?

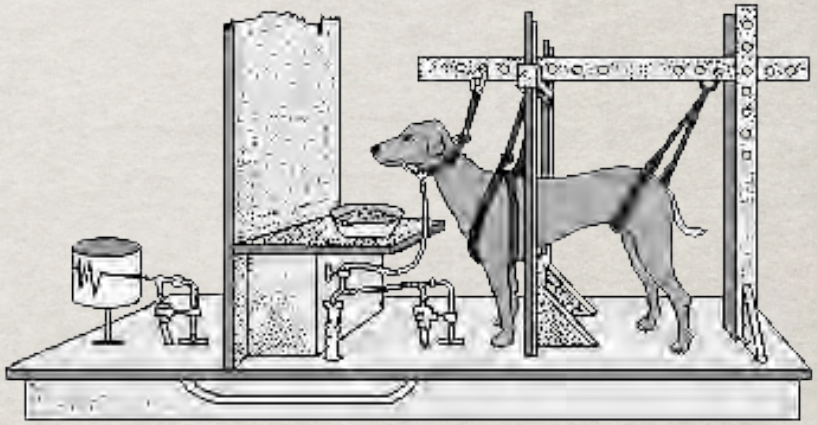
"After"  B / +V ?

Price placebo effect



The history of medicine is the history of placebo

Placebo & Classical conditioning



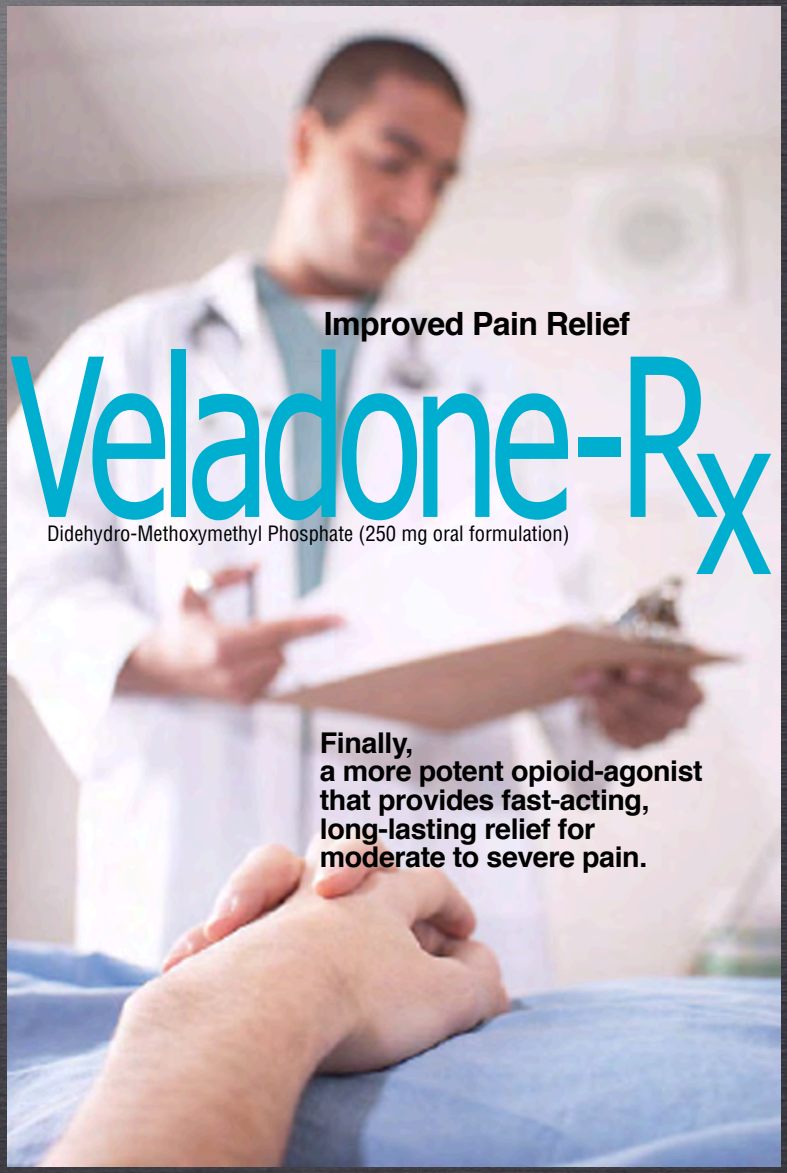
	CS	UCS	UCR
Learning Trial:			Salivation 
Test Trial:			Salivation 
	CS		CR

Endogenous opioids

"***God's Own Medicine***"

Sir William Osler

A new exciting medication



Overview of procedure

"drug rep" introduces medication

Experimenter calibrates stimuli

First set of shocks

Participant ingests pill

Second set of shocks

Questionnaire administered

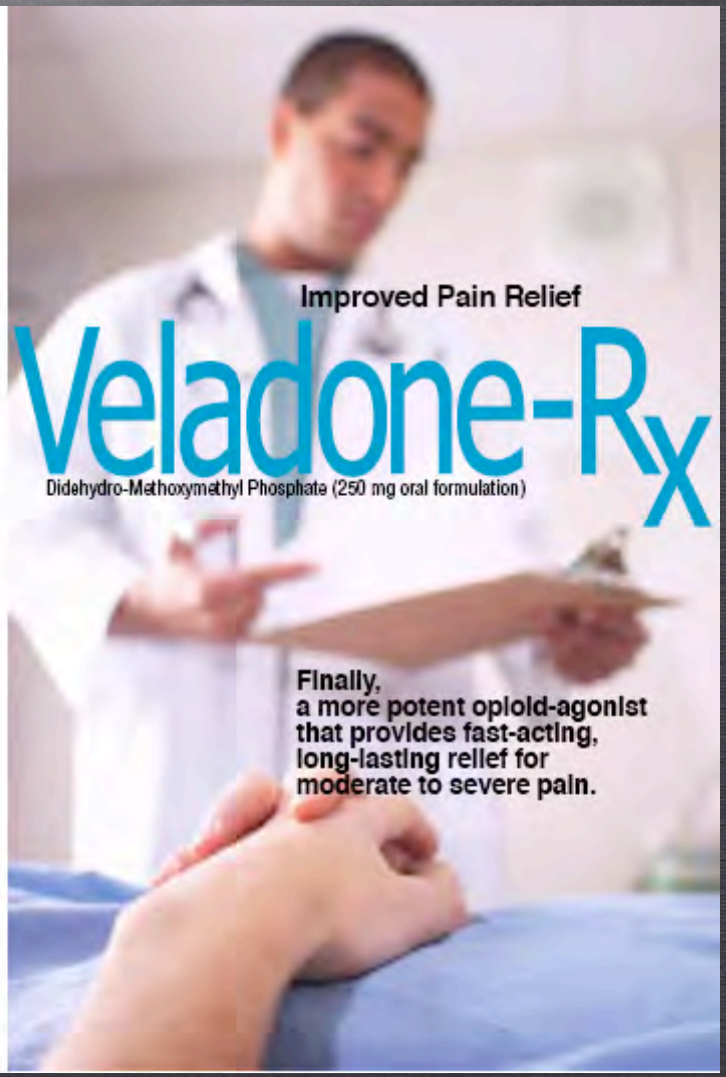
Debriefing

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



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).

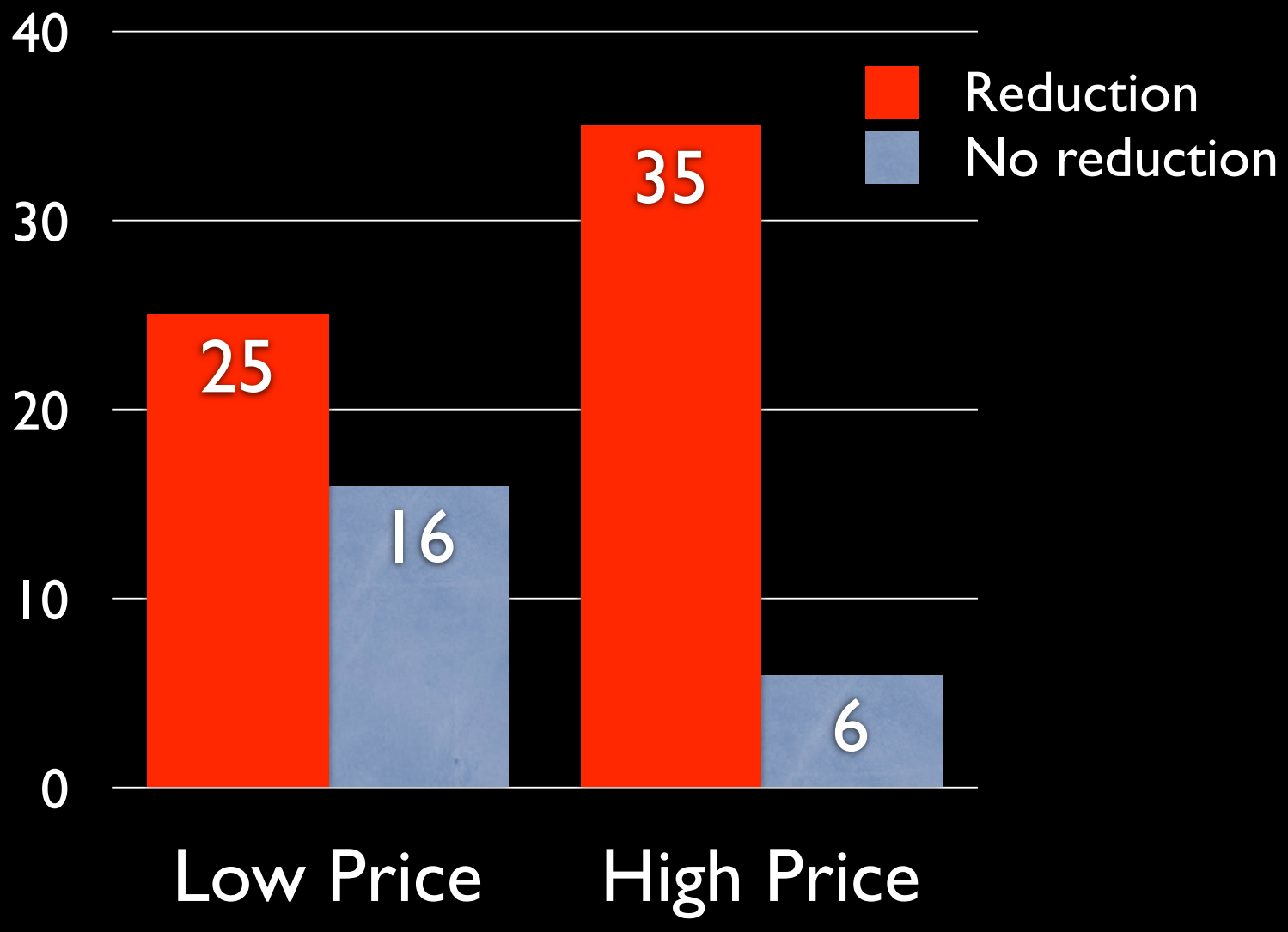
	Cost
1 Capsule	$ 2.50 (+ $1.25 shipping)
6 Capsules	$13.50 (10% discount of the single capsule price + $1.25 shipping)
12 Capsules	$24.00 (20% discount of the single capsule price + $1.25 shipping)
24 Capsules	$42.00 (30% discount of the single capsule price + $1.25 shipping)

Xiopin, China
Cary, NC

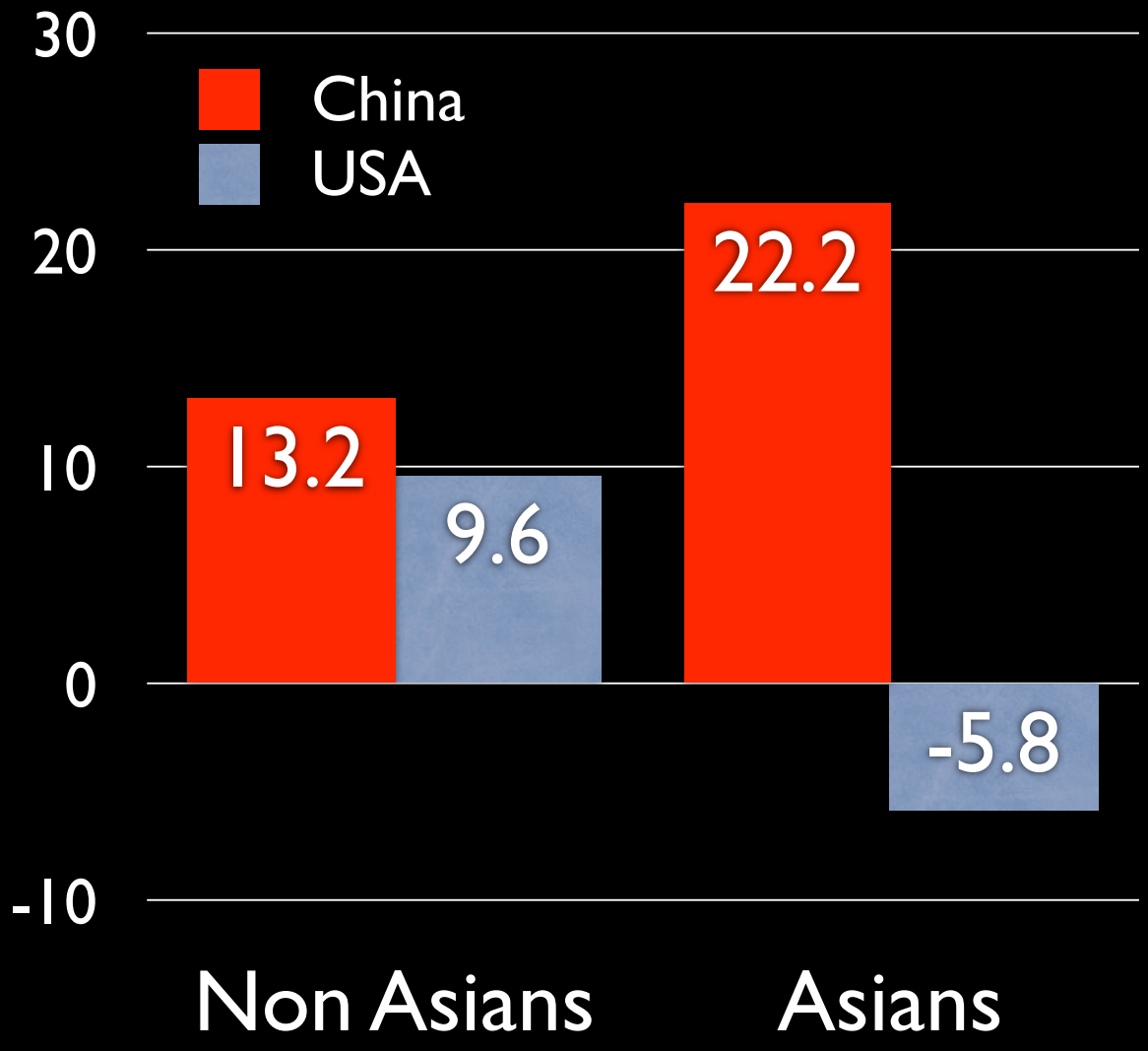
X

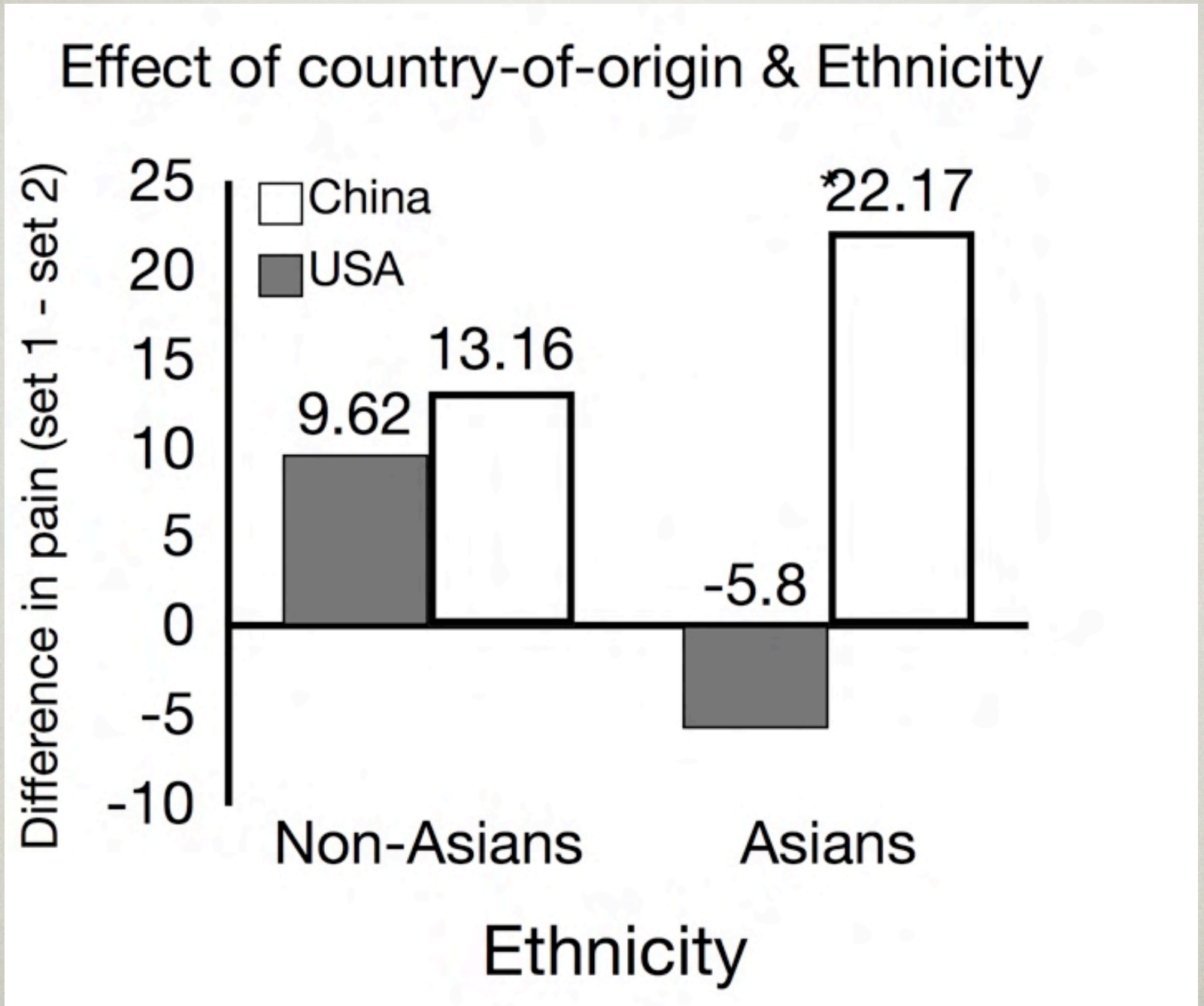
$2.50
~~$2.50~~ $0.1

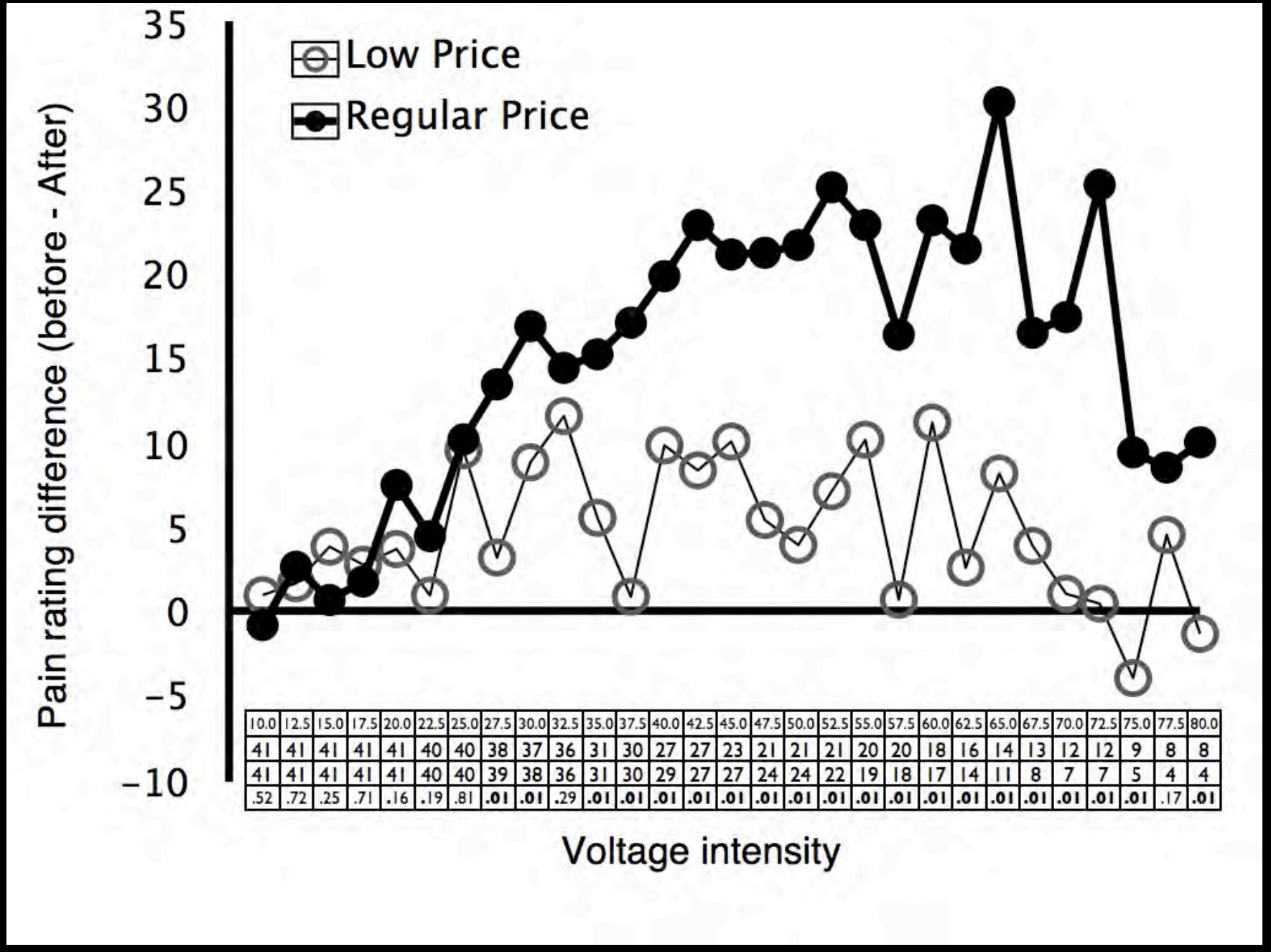
Pain reduction after the pill



Effects of country of origin




Effect of country-of-origin & Ethnicity
Difference in pain (set 1 - set 2)
25
20
15
10
5
0
-5
-10
China
USA
9.62
13.16
-5.8
*22.17
Non-Asians
Asians
Ethnicity



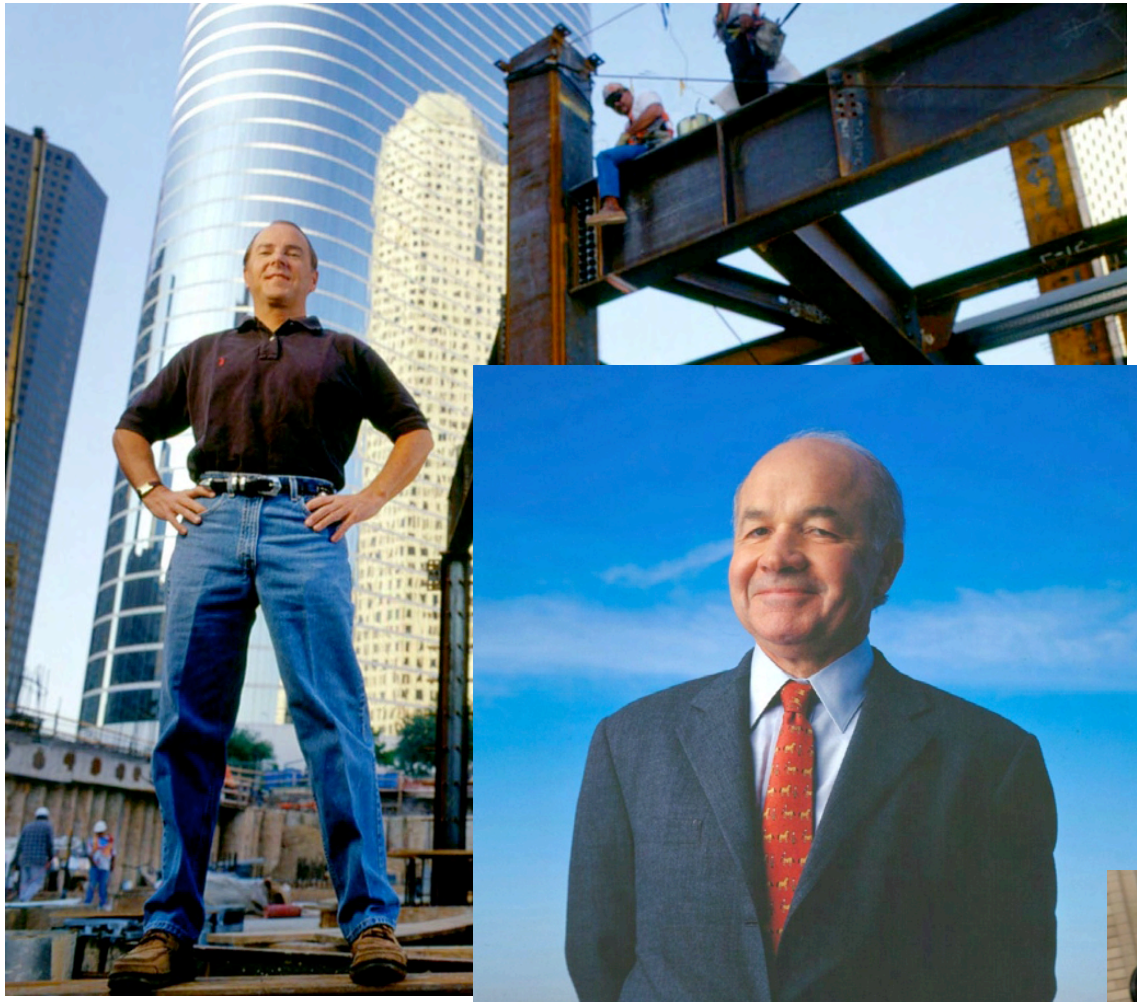
10.0	12.5	15.0	17.5	20.0	22.5	25.0	27.5	30.0	32.5	35.0	37.5	40.0	42.5	45.0	47.5	50.0	52.5	55.0	57.5	60.0	62.5	65.0	67.5	70.0	72.5	75.0	77.5	80.0
41	41	41	41	41	40	40	38	37	36	31	30	27	27	23	21	21	21	20	20	18	16	14	13	12	12	9	8	8
41	41	41	41	41	40	40	39	38	36	31	30	29	27	27	24	24	22	19	18	17	14	11	8	7	7	5	4	4
.52	.72	.25	.71	.16	.19	.81	**.01**	**.01**	.29	**.01**	**.01**	**.01**	**.01**	**.01**	**.01**	**.01**	**.01**	**.01**	**.01**	**.01**	**.01**	**.01**	**.01**	**.01**	**.01**	**.01**	.17	**.01**

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



ENRON

"'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 6^{th} 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

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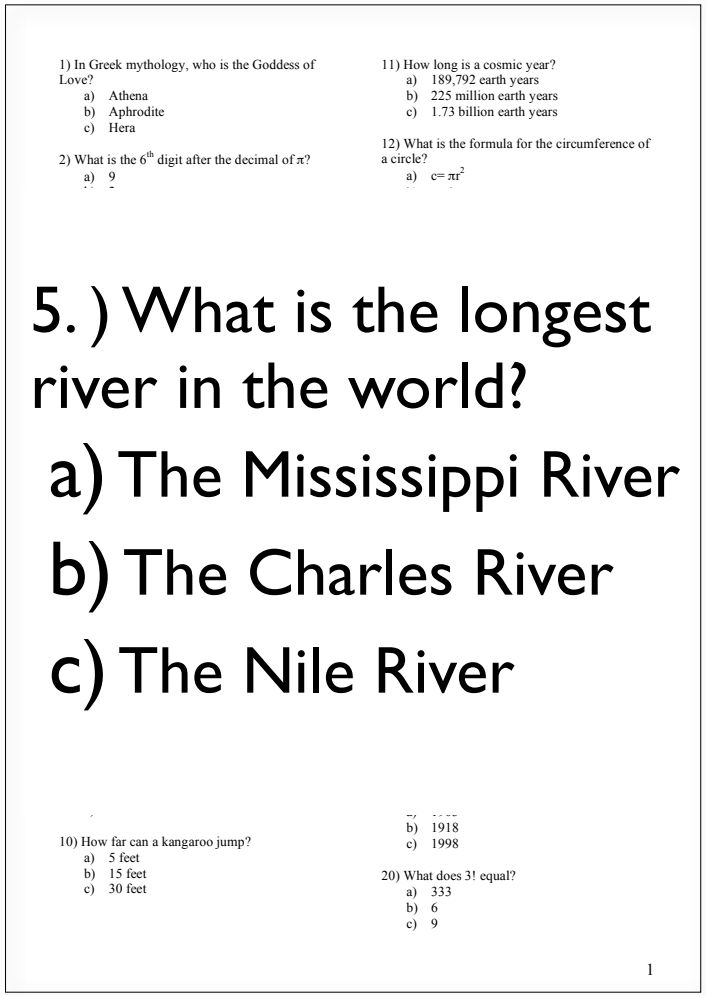

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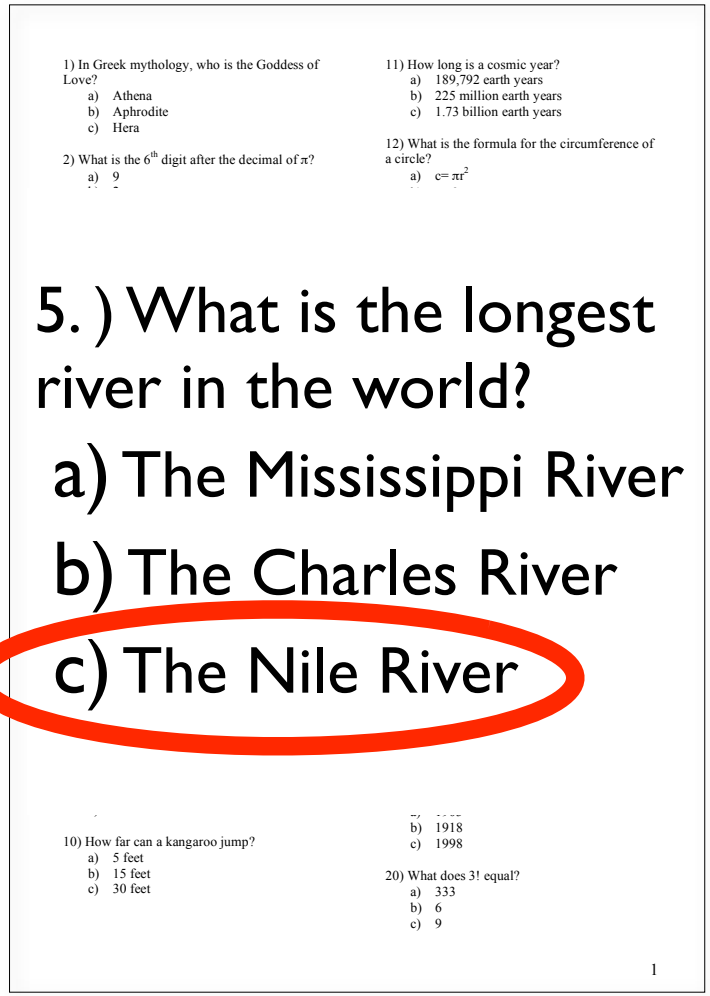

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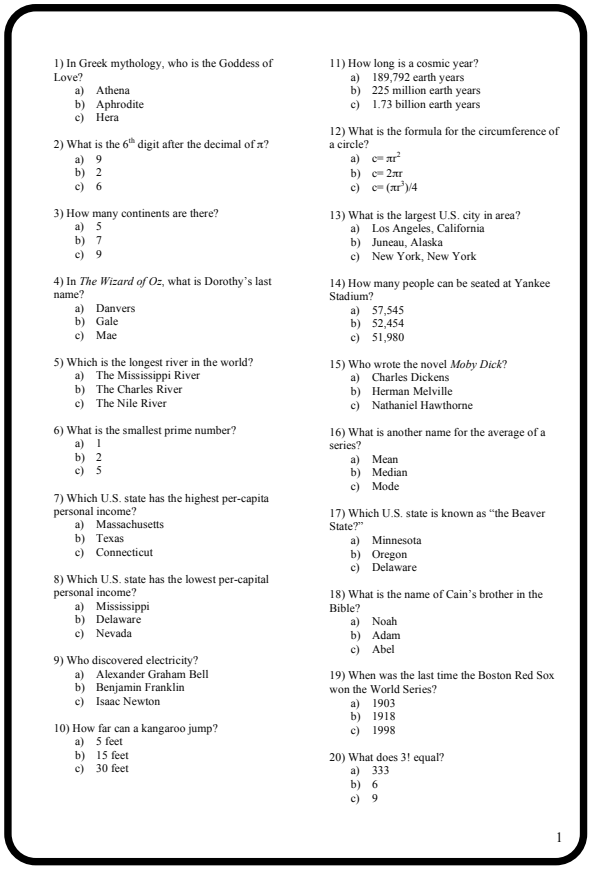

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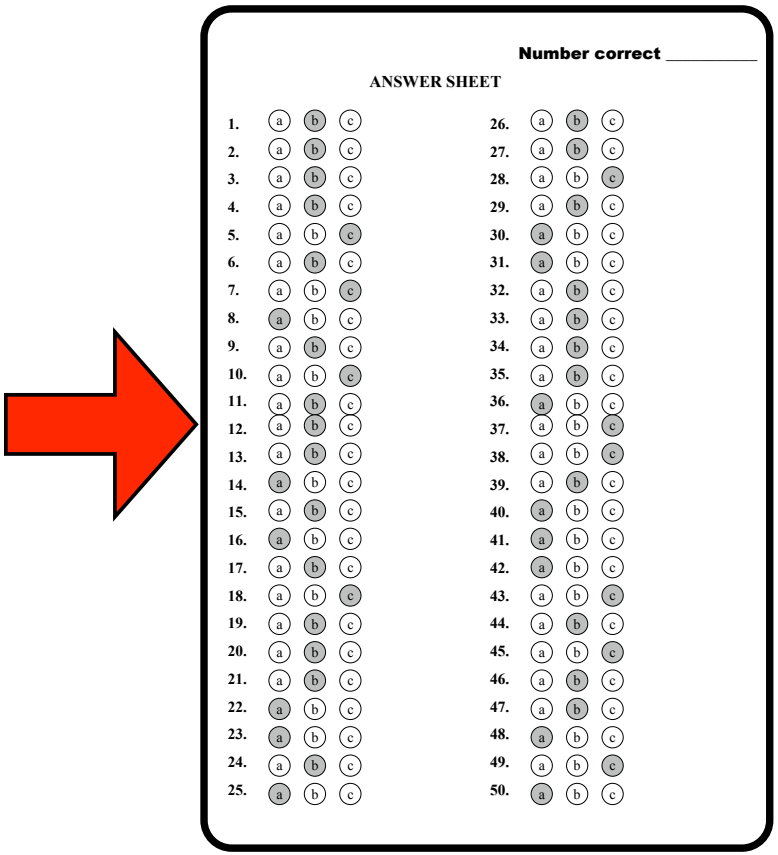

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Experimenter

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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 2

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

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-capital 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) $c = (\pi r^3)/4$

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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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

1

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 3

Ability to Cheat 3

4 Conditions

"cheating" conditions

Control → → Experimenter

No-Recycle → → Experimenter

Recycle → → Experimenter

Recycle+ → →

4 Conditions

"cheating" conditions

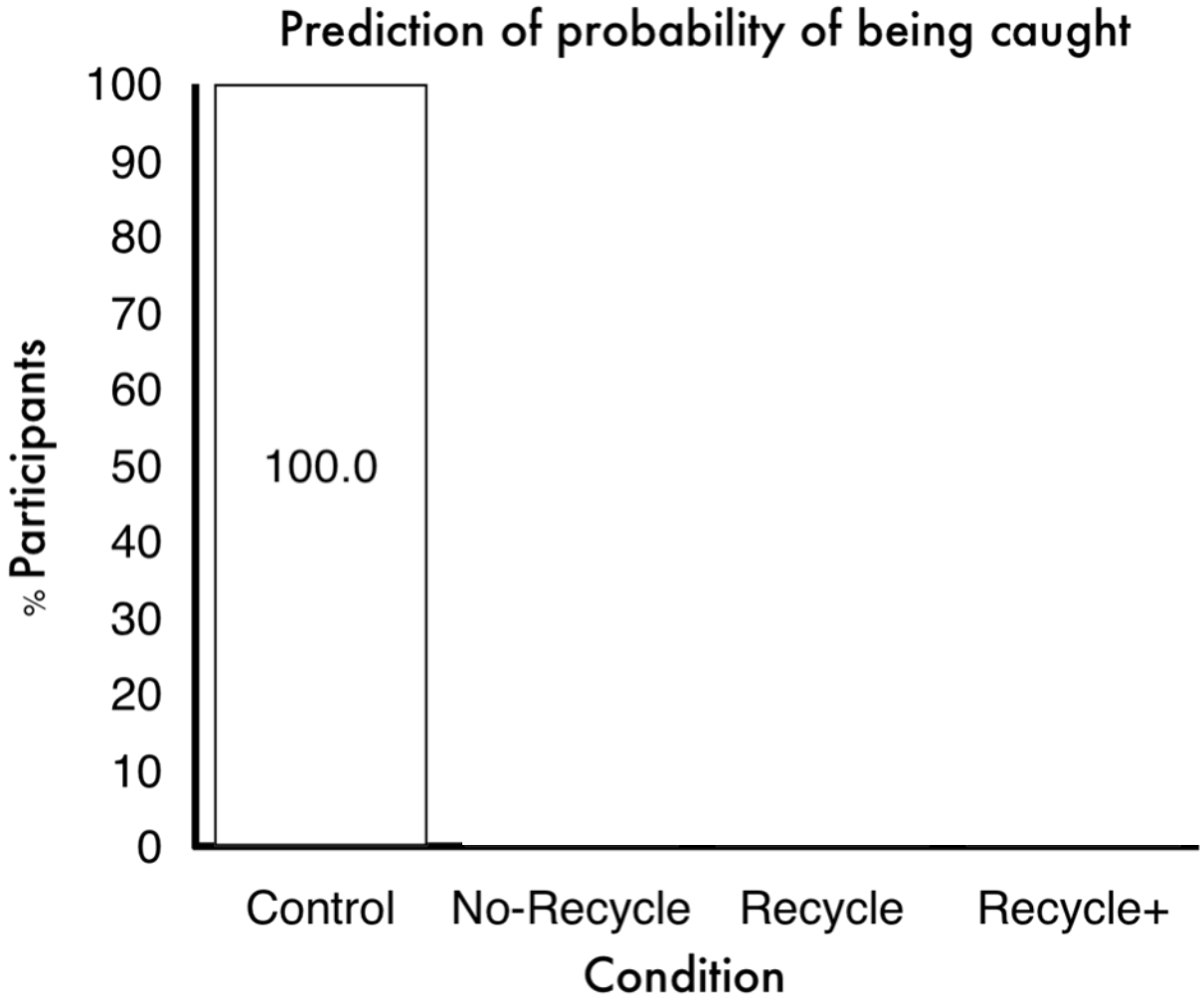
Control → → Experimenter

No-Recycle → → Experimenter

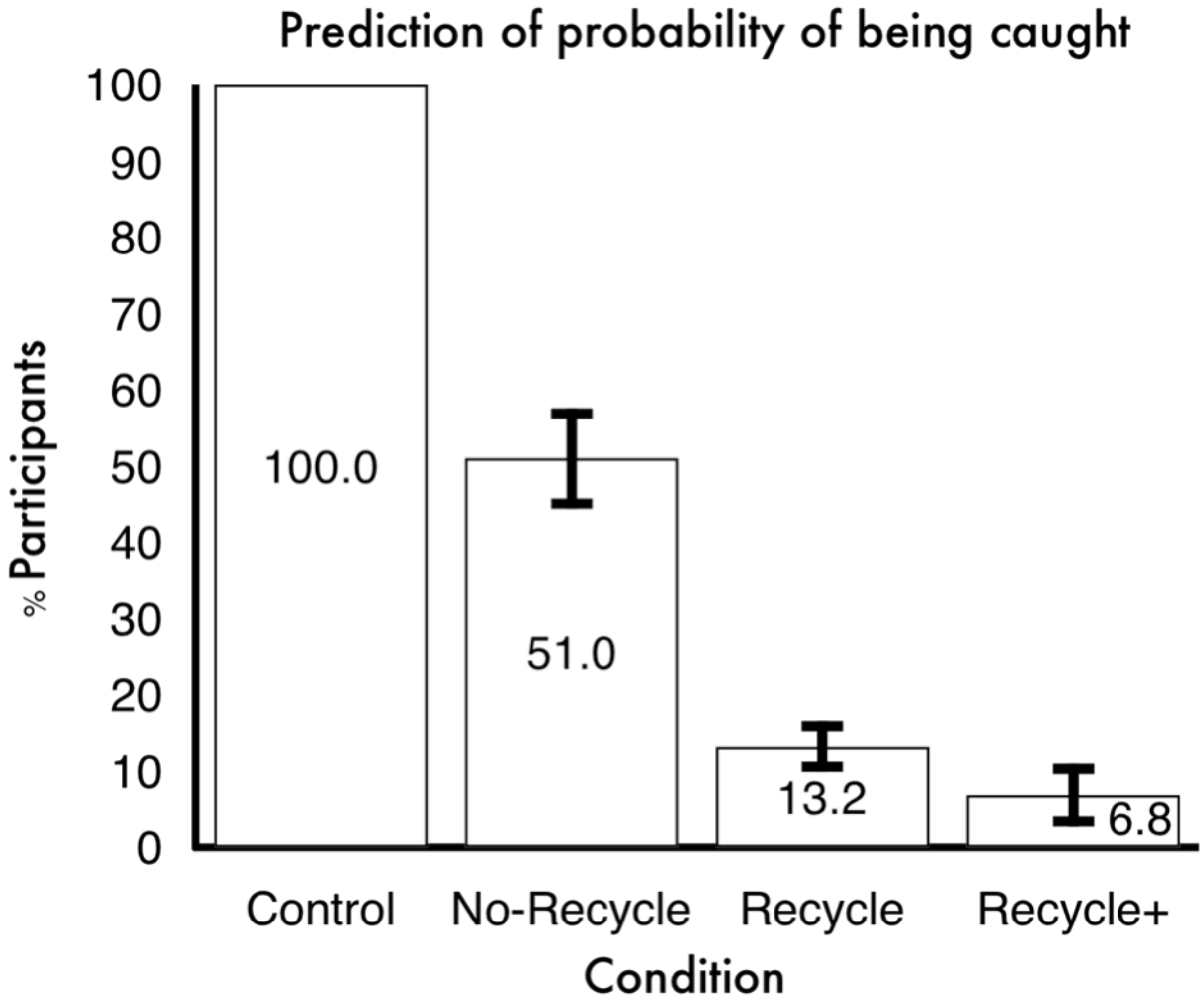
Recycle → → Experimenter

Recycle+ → → 

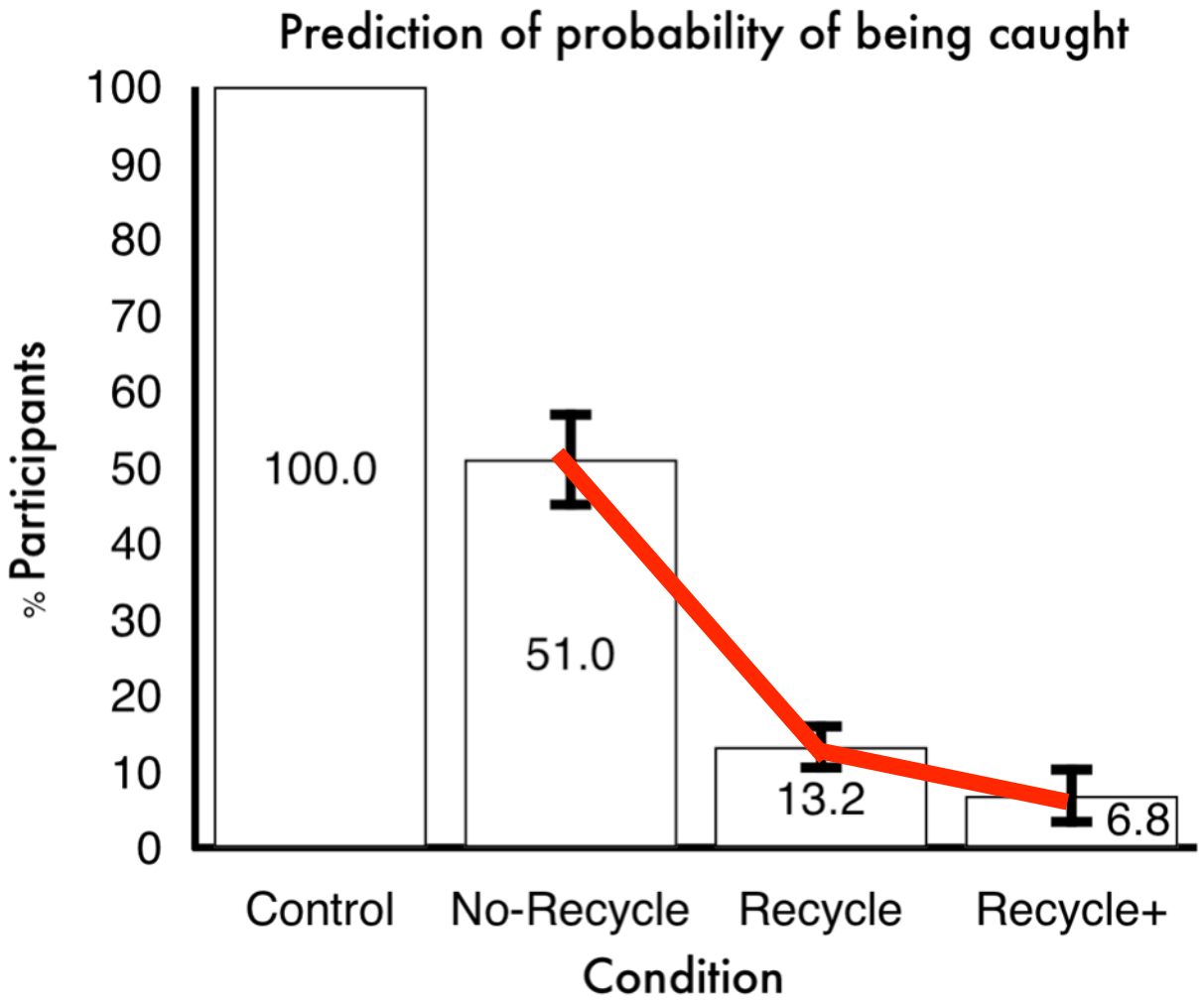
External Rewards
Probabilities of getting caught



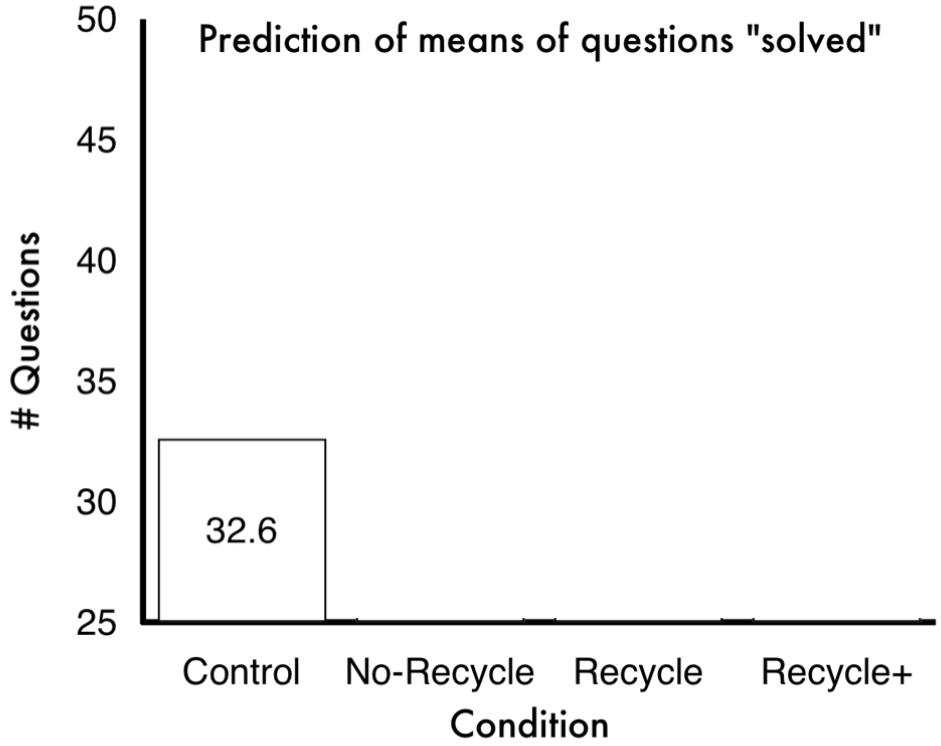
External Rewards
Probabilities of getting caught



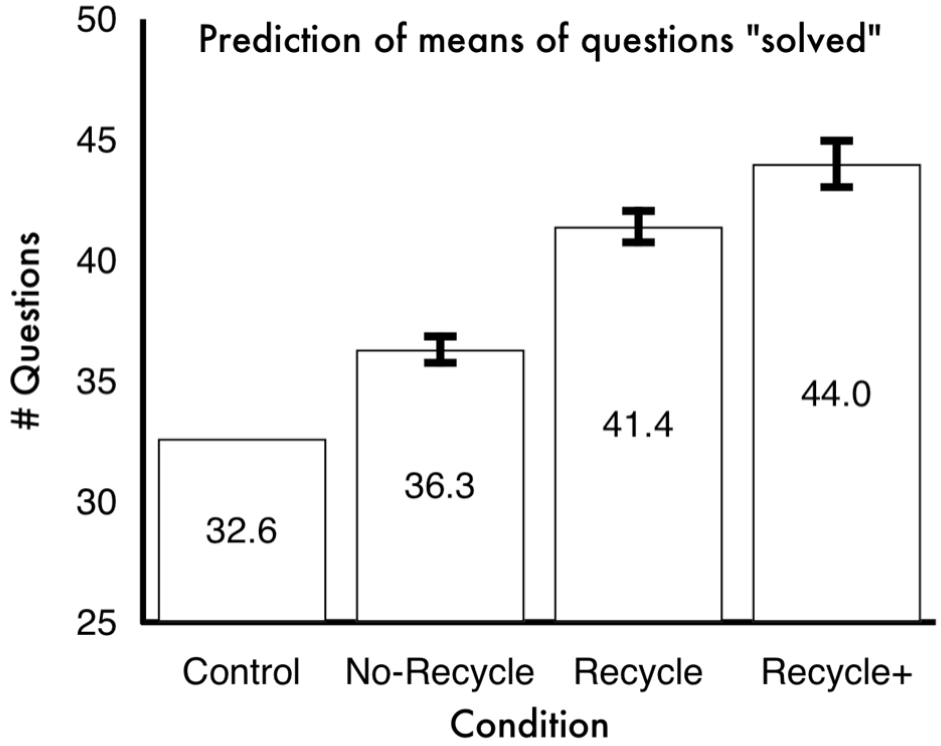
External Rewards
Probabilities of getting caught



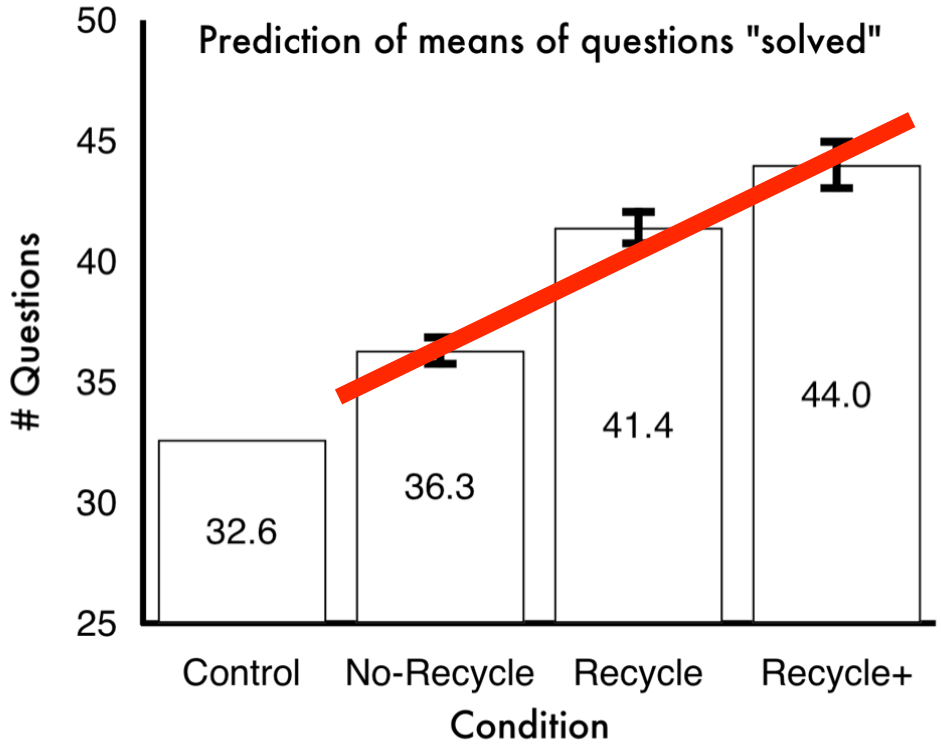
External Rewards Results 1



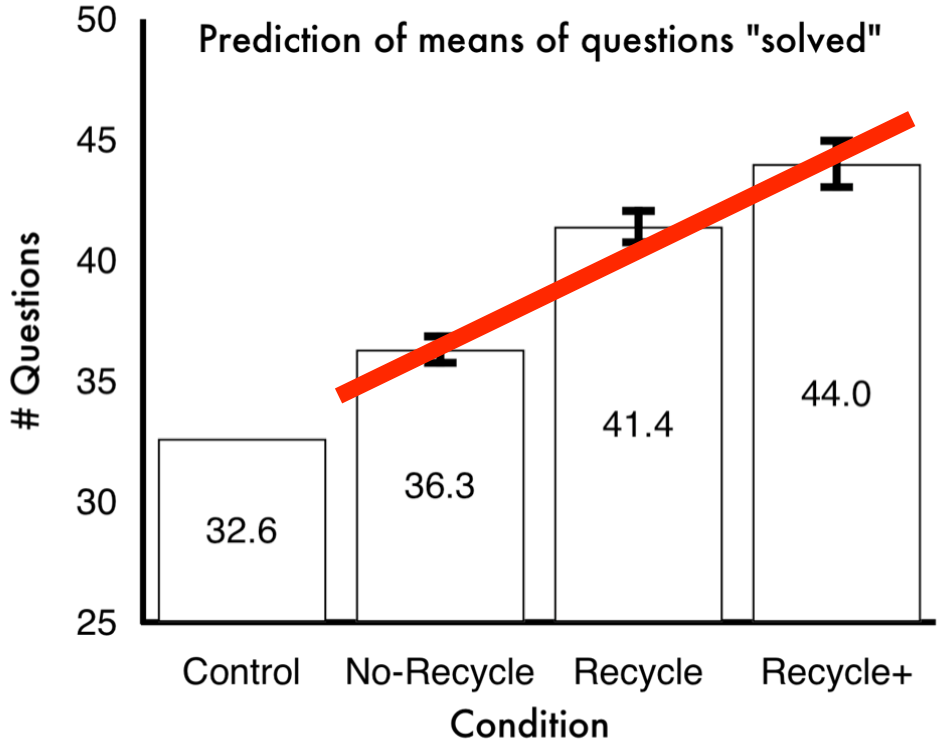
External Rewards Results 1

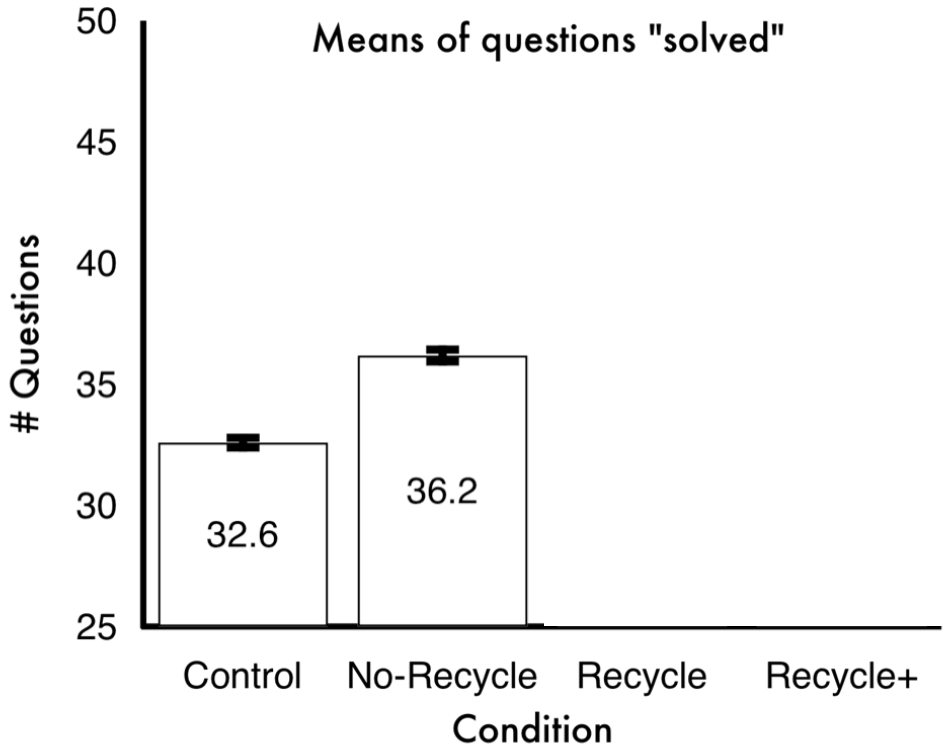


External Rewards Results 1

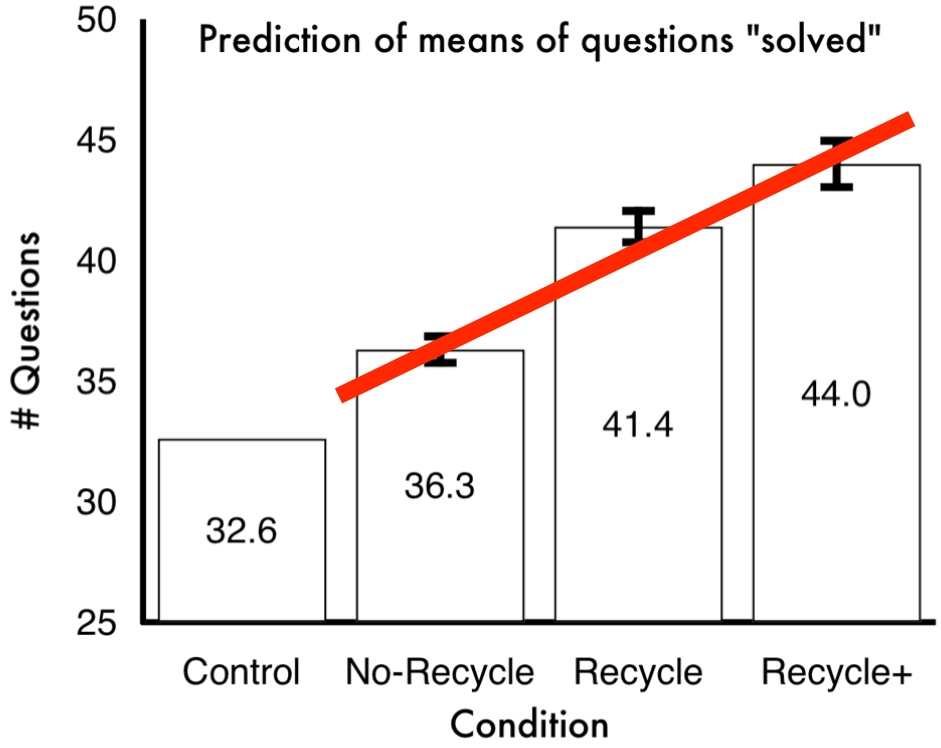


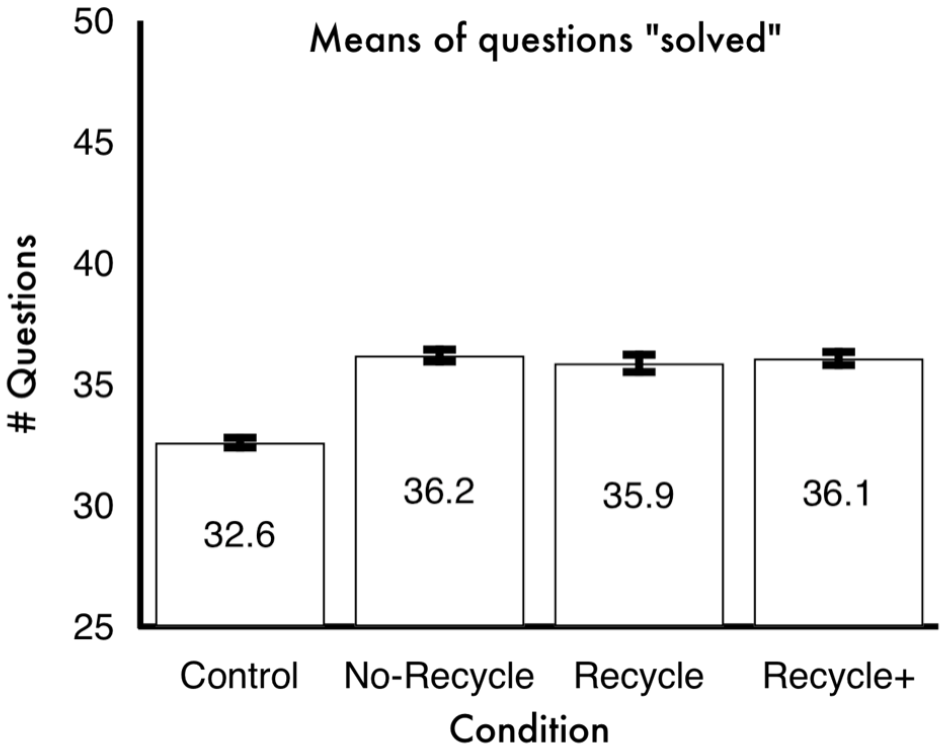
External Rewards Results 1



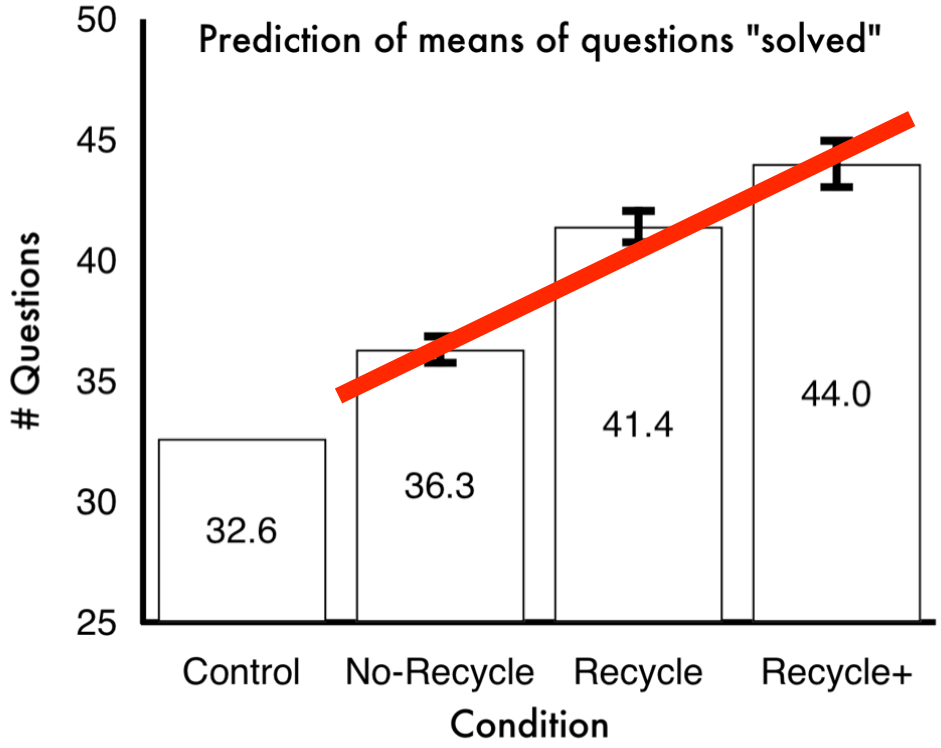


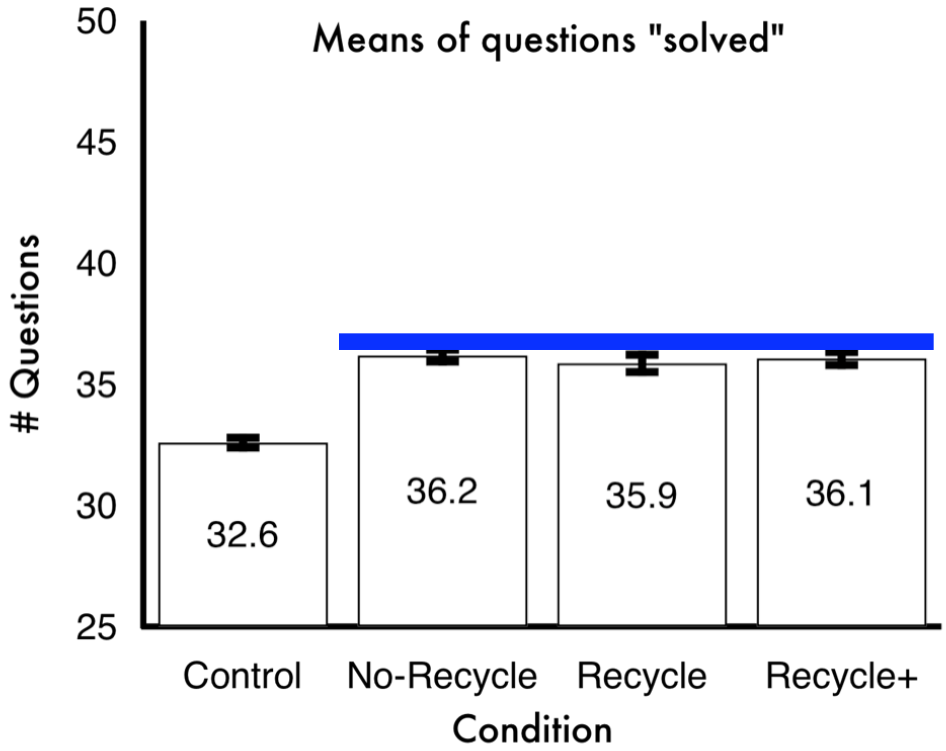
External Rewards Results 1



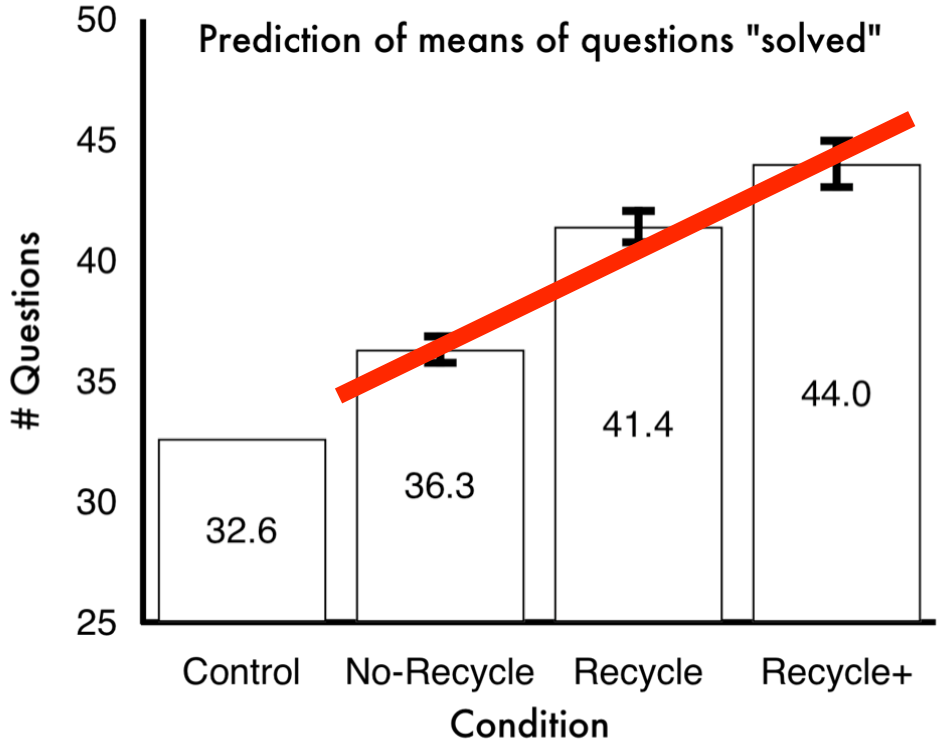


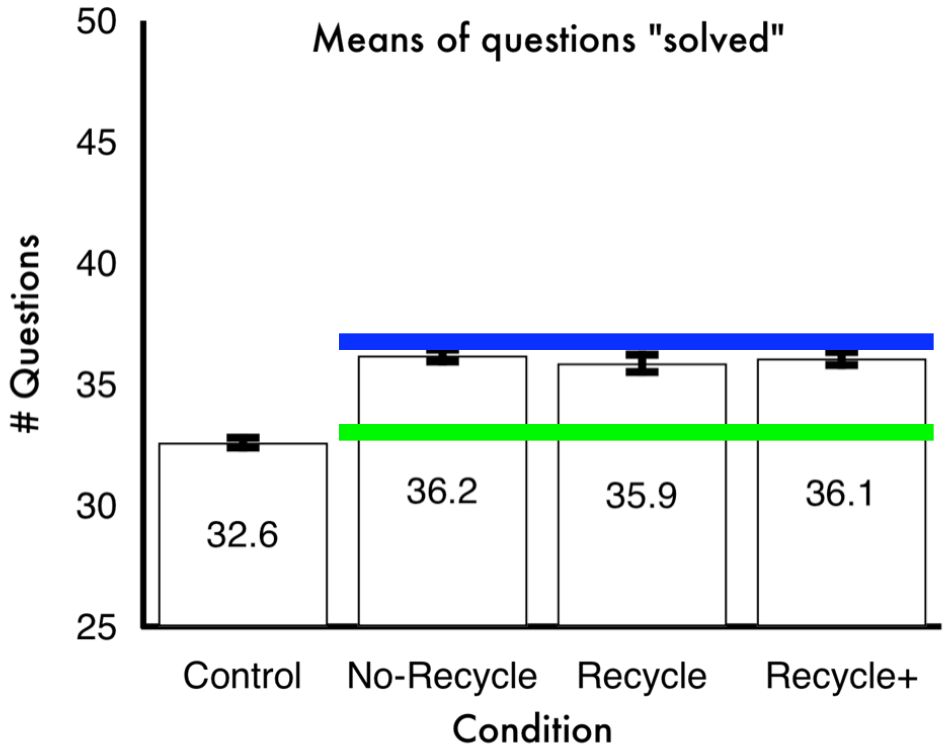
External Rewards Results 1



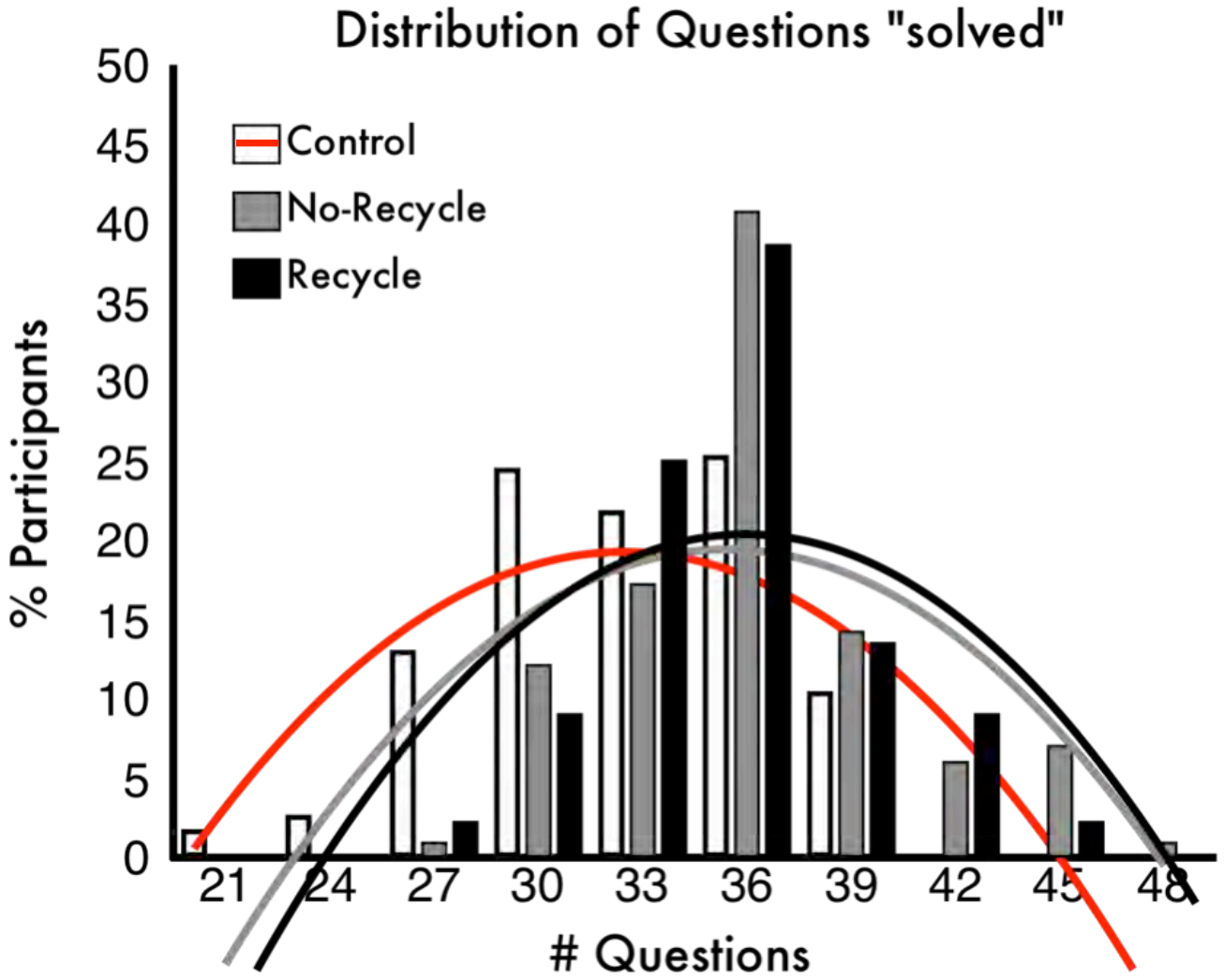


External Rewards Results 1





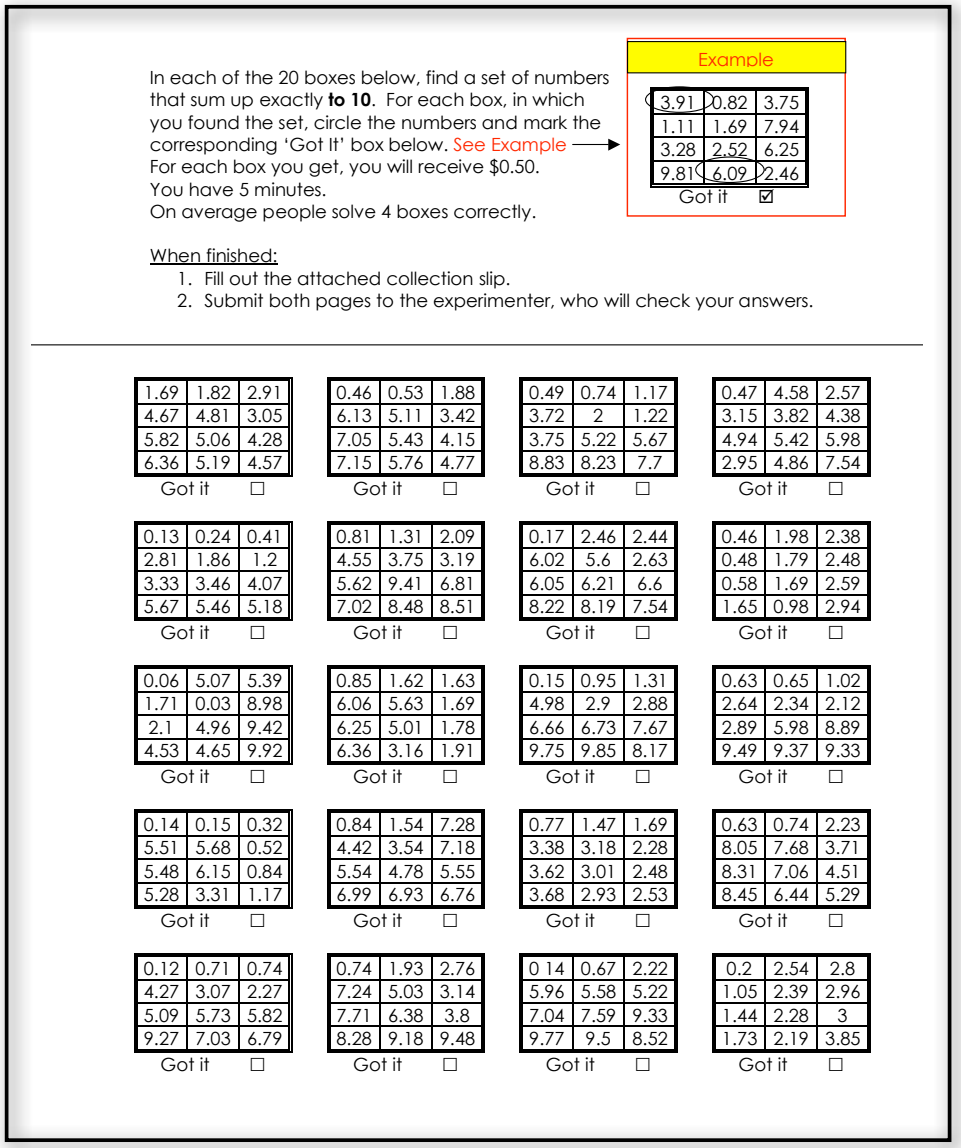
External Rewards Results II



Awareness 1

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 ☑

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 ☐

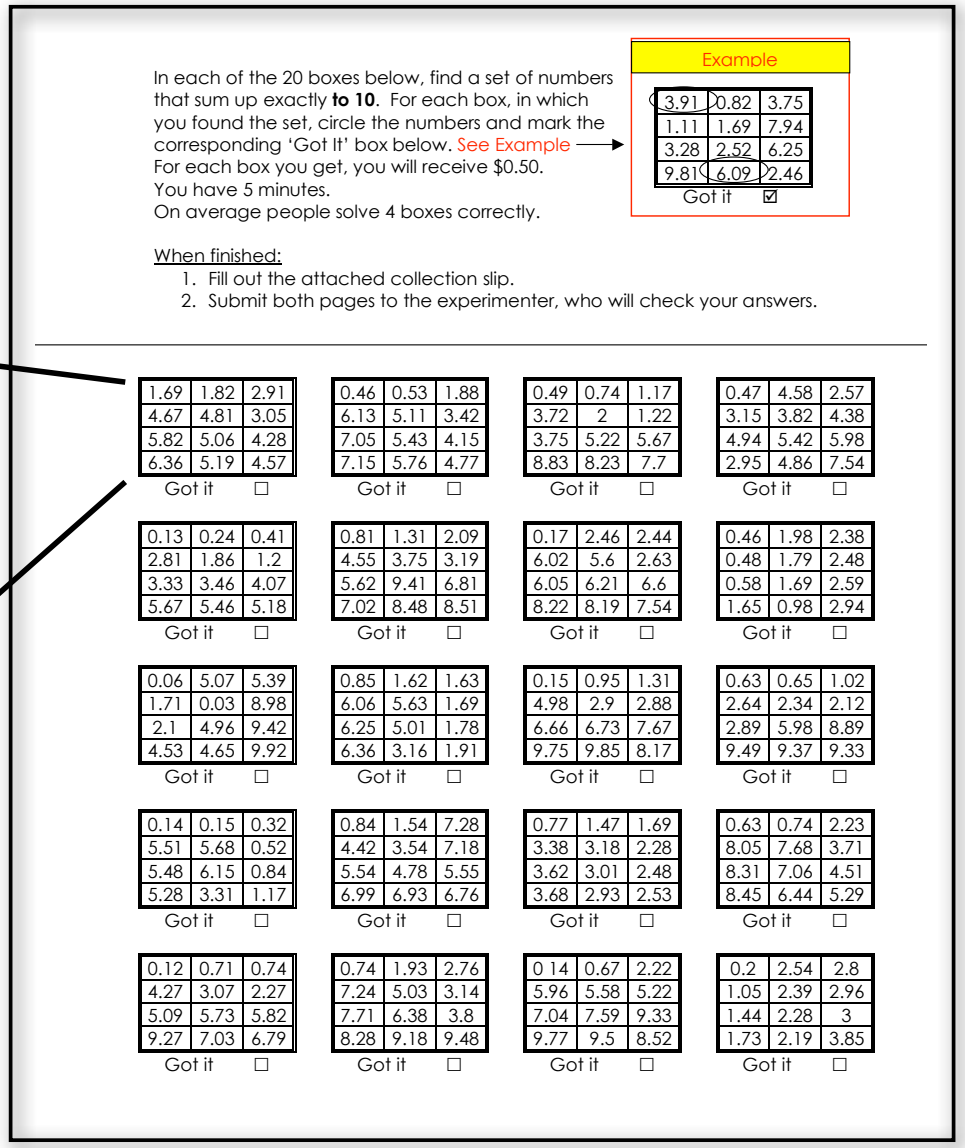
0.2	2.54	2.8
1.05	2.39	2.96
1.44	2.28	3
1.73	2.19	3.85

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 ☐



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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 ☑

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 ☐

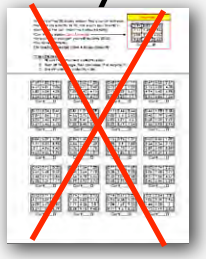
2 x 2 Design

Task 1

Task 2

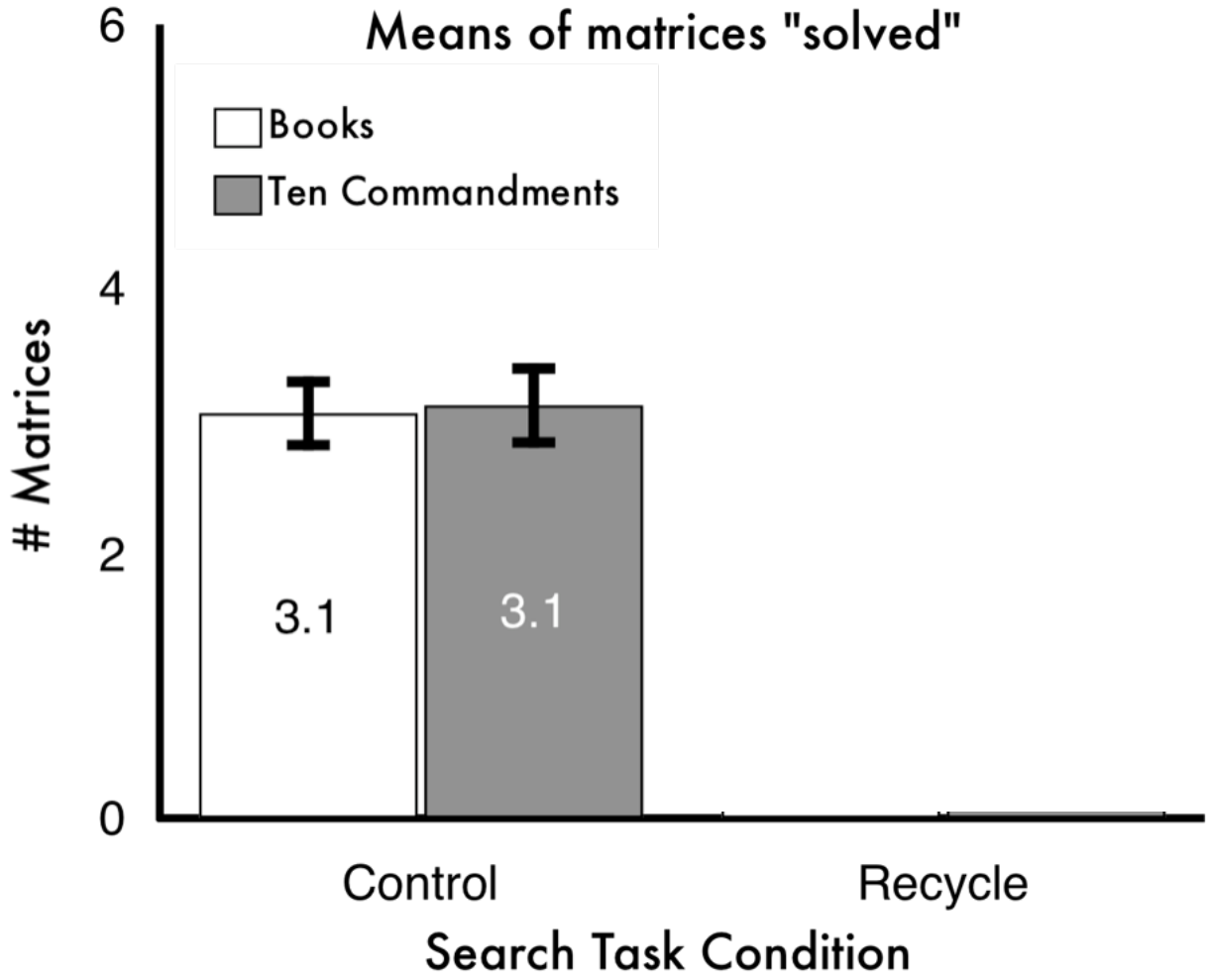
Control

Recycle

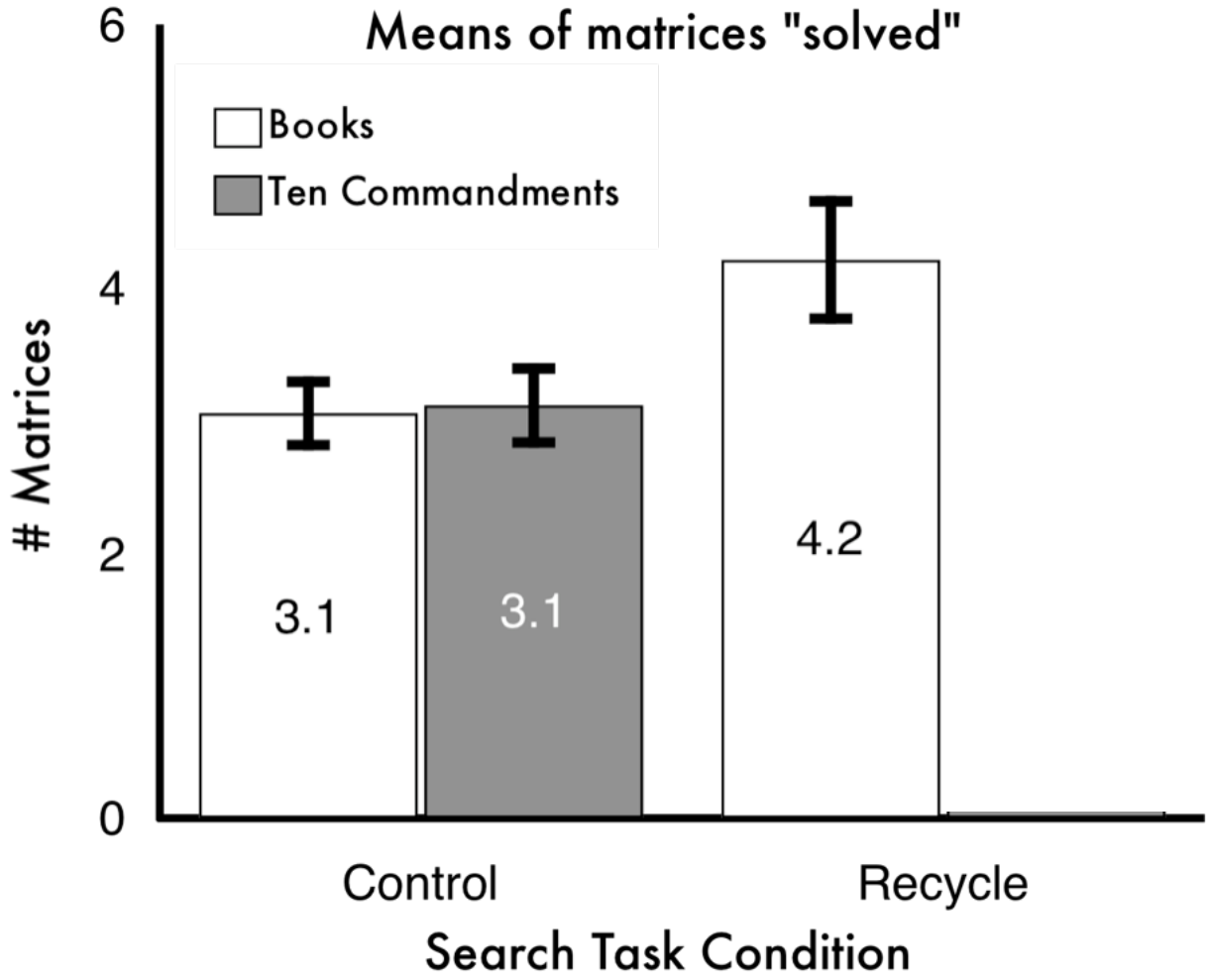


Ten Commandments Results

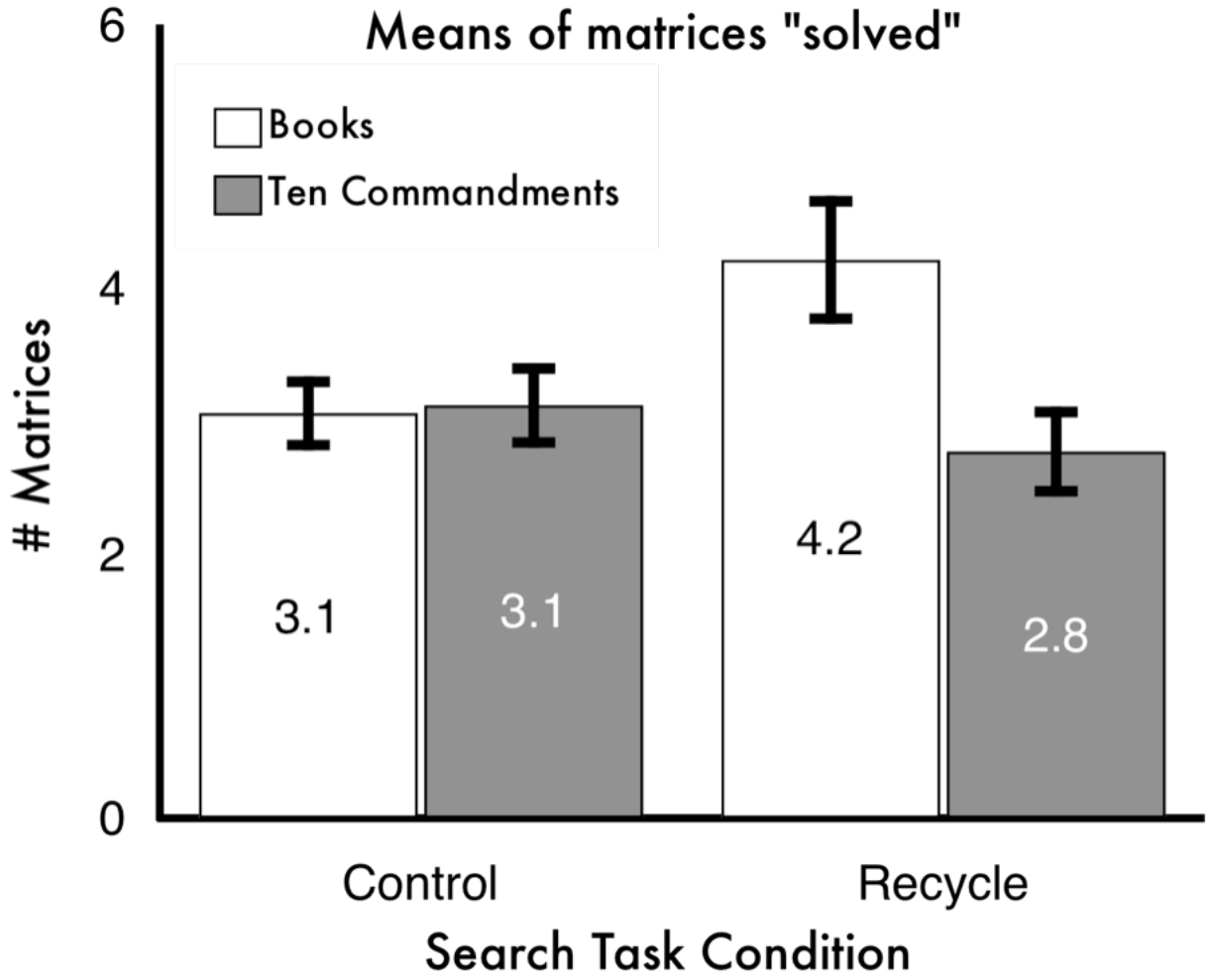
Ten Commandments Results



Ten Commandments Results



Ten Commandments Results



“Degrees of Freedom”

Would using a medium such as tokens influence deception?


Coca-Cola

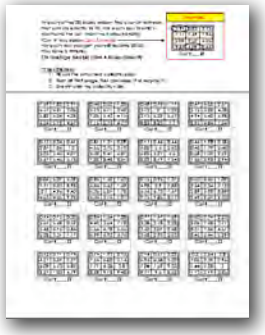

Coca-Cola
Coca-Cola
Coca-Cola


Coca-Cola


Coca-Cola

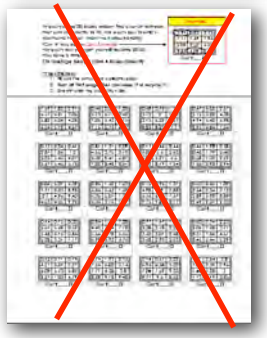
3 Conditions

Control



$$$

Recycle



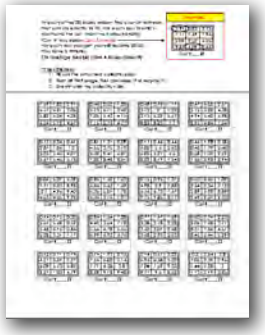
$$$

Experimenter 1

Experimenter 2

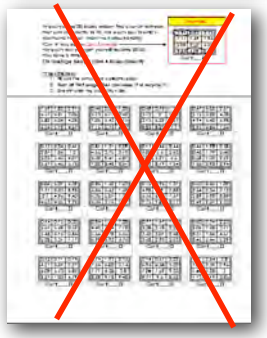
3 Conditions

Control



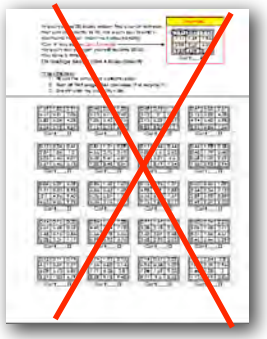
$$$

Recycle



$$$

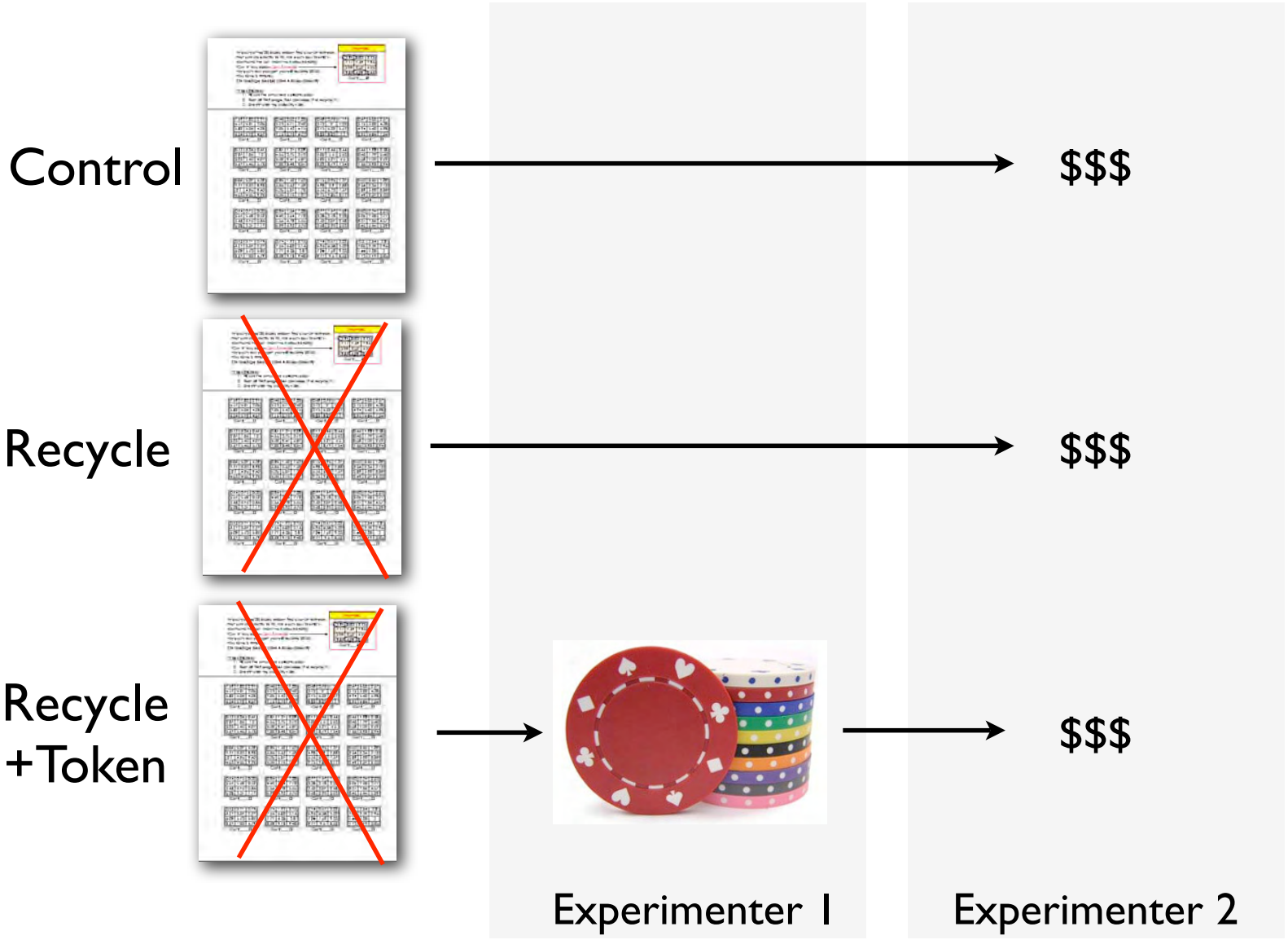
Recycle
+Token



Experimenter 1

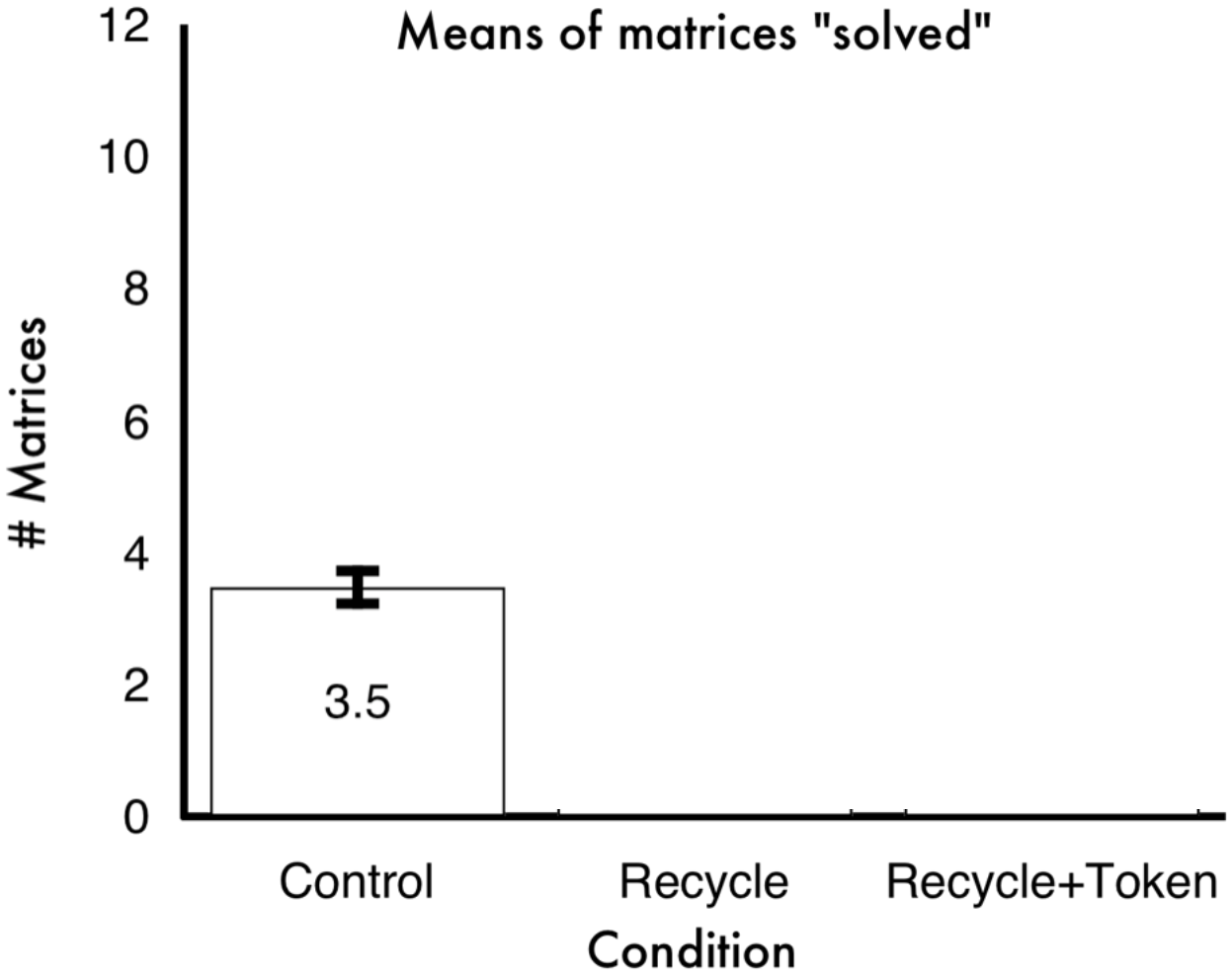
Experimenter 2

3 Conditions

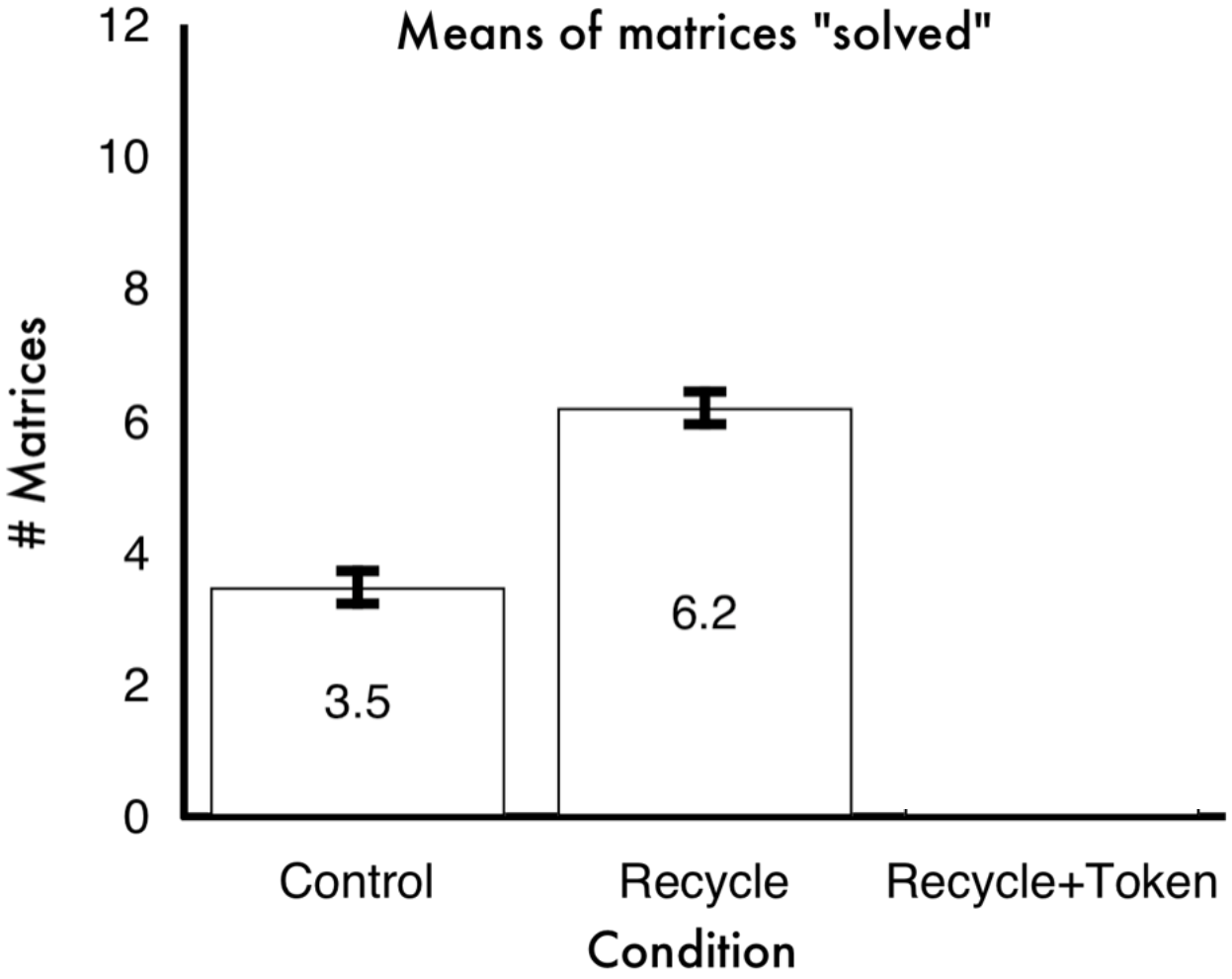


Results

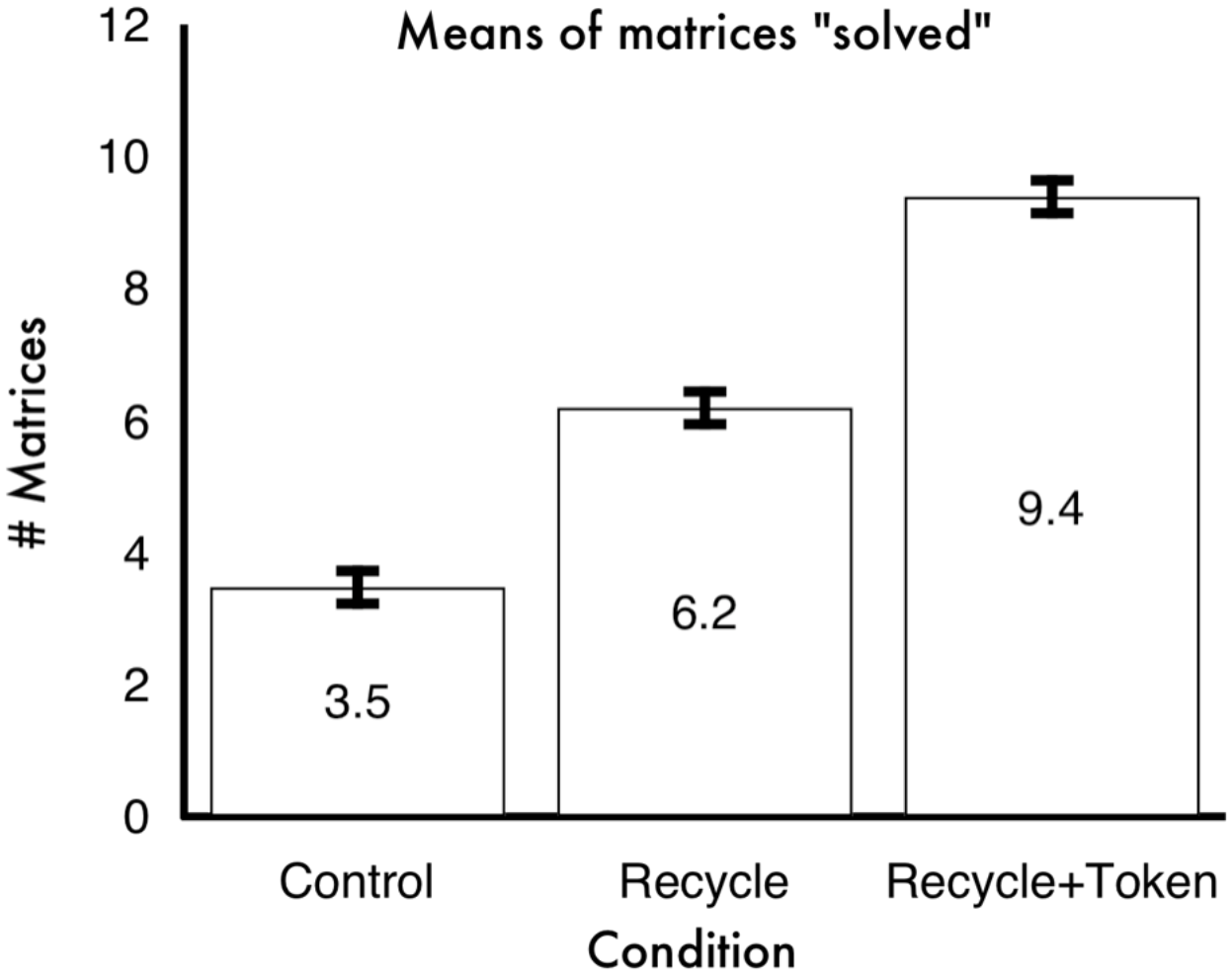
Results


Means of matrices "solved"
Matrices
12
10
8
6
4
2
0
3.5
Control
Recycle
Recycle+Token
Condition

Results


Means of matrices "solved"
Matrices
12
10
8
6
4
2
0
3.5
6.2
Control
Recycle
Recycle+Token
Condition

Results


Means of matrices "solved"
Matrices
12
10
8
6
4
2
0
3.5
6.2
9.4
Control
Recycle
Recycle+Token
Condition

(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