**The Moral Virtue of Authenticity**

**How Inauthenticity Produces Feelings of Immorality and Impurity**

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**Experiment 1: Methods**

*Participants received the following instructions:*

Welcome to the Behavior Survey.

This survey consists of several questions that study individuals' decision making behavior in different cognitive and social contexts.

Please follow the instructions of each question and answer all questions in one sitting while you are NOT eating food, listening to music, or interrupted by other people.

In this study, we can tell whether research participants simply click through items. The study itself should take no more than 10 minutes, but it is imperative that you take your time and answer each question honestly and completely, as your answers are very important to us! Thank you for your cooperation!

*Participants then answered an attention check. Those who failed the attention check were automatically taken to a screen letting them know that, based on their answers, they did not qualify for the study. Thus, their data was not recorded. Participants were then asked to recall an event and write about it for 5-10 minutes. They received the following instructions:*

Welcome!

In this study, you will be asked to recall a certain event and then write about it for about 5-10 minutes. We are interested in how people remember and reflect on events from their past. You will then be asked to answer a few questions and to engage in a variety of short tasks.

*[Authenticity condition, unrelated to lying event-type]*

Please recall a time in your personal or professional life where you behaved in a way that made you feel true to yourself, that made you feel authentic. It is important that you choose a situation that is unrelated to telling the truth to others. It should just be a situation in which you felt authentic with your core self. Please describe the details about this situation that made you feel authentic. What was it like to be in this situation? What thoughts and feelings did you experience?

*[Inauthenticity condition, unrelated to lying event-type]*

Please recall a time in your personal or professional life where you behaved in a way that made you feel untrue to yourself, that made you feel inauthentic. It is important that you choose a situation that is unrelated to lying or deceiving others. It should just be a situation where you felt inauthentic with your core self. Please describe the details about this situation that made you feel inauthentic. What was it like to be in this situation? What thoughts and feelings did you experience?

*[Authenticity condition, general event-type]*

Please recall a time in your personal or professional life where you behaved in a way that made you feel true to yourself, that made you feel authentic. It should just be a situation in which you felt authentic with your core self. Please describe the details about this situation that made you feel authentic. What was it like to be in this situation? What thoughts and feelings did you experience?

*[Inauthenticity condition, general event-type]*

Please recall a time in your personal or professional life where you behaved in a way that made you feel untrue to yourself, that made you feel inauthentic. It should just be a situation where you felt inauthentic with your core self. Please describe the details about this situation that made you feel inauthentic. What was it like to be in this situation? What thoughts and feelings did you experience?

*Next, participants completed measures assessing moral self-regard and feelings of impurity. The order in which these two sets of questions were presented to each participant was randomly determined.*

To what extent did the experience you described make you feel each of the following? (7-point scale ranging from 1=Not at all to 7=To a great extent)

* Moral
* Generous
* Cooperative
* Helpful
* Loyal to others
* Dependable
* Trustworthy
* Reliable
* Caring
* Respectful

To what extent did the experience you described make you feel each of the following? (7-point scale ranging from 1=Not at all to 7=To a great extent)

* Impure
* Dirty
* Tainted

*Participants then completed manipulation checks and answered a few demographic questions.*

Now please answer the following questions about the event you wrote about at the beginning of the study by indicating the extent to which you agree with each statement. (7-point scale ranging from 1=Strongly disagree to 7=Strongly agree)

After experiencing the situation I described...

* …I did not know how I really felt inside
* …I felt as if I did not know myself very well
* …I felt out of touch with the ‘real me’
* …I felt alienated from myself

Think back to the writing task. Were you asked to write about...

* an event that made you feel authentic
* an event that made you feel inauthentic
* something neutral

Now please answer these last few questions about yourself.

1. Your age: \_\_\_\_\_
2. Your gender:
   * Male
   * Female

**Experiment 2: Methods**

*Participants received the following instructions:*

Welcome to the Behavior Survey.

This survey consists of several questions that study individuals' experiences and judgments.

Please follow the instructions of each question and answer all questions in one sitting while you are NOT eating food, listening to music, or interrupted by other people.

In this study, we can tell whether research participants simply click through items. The study itself should take no more than 10 minutes, but it is imperative that you take your time and answer each question honestly and completely, as your answers are very important to us! Thank you for your cooperation!

*Participants then answered two attention checks. Those who failed either attention check were automatically sent to a screen letting them know that, based on their answers, they did not qualify for the study. Thus, their data was not recorded. Participants were then asked to recall an event and write about it for 5-10 minutes. They received the following instructions:*

Welcome!

In this study, you will be asked to recall a certain event and then write about it for about 5-10 minutes. We are interested in how people remember and reflect on events from their past. You will then be asked to answer a few questions and to engage in a variety of short tasks.

*[Authenticity condition, unrelated to lying event-type]*

Please recall a time in your personal or professional life where you behaved in a way that made you feel true to yourself, that made you feel authentic. It is important that you choose a situation that is unrelated to telling the truth to others. It should just be a situation in which you felt authentic with your core self. Please describe the details about this situation that made you feel authentic. What was it like to be in this situation? What thoughts and feelings did you experience?

*[Inauthenticity condition, unrelated to lying event-type]*

Please recall a time in your personal or professional life where you behaved in a way that made you feel untrue to yourself, that made you feel inauthentic. It is important that you choose a situation that is unrelated to lying or deceiving others. It should just be a situation where you felt inauthentic with your core self. Please describe the details about this situation that made you feel inauthentic. What was it like to be in this situation? What thoughts and feelings did you experience?

*[Authenticity condition, general event-type]*

Please recall a time in your personal or professional life where you behaved in a way that made you feel true to yourself, that made you feel authentic. It should just be a situation in which you felt authentic with your core self. Please describe the details about this situation that made you feel authentic. What was it like to be in this situation? What thoughts and feelings did you experience?

*[Inauthenticity condition, general event-type]*

Please recall a time in your personal or professional life where you behaved in a way that made you feel untrue to yourself, that made you feel inauthentic. It should just be a situation where you felt inauthentic with your core self. Please describe the details about this situation that made you feel inauthentic. What was it like to be in this situation? What thoughts and feelings did you experience?

*Next, participants completed measures assessing accessibility to cleansing-related words, desire for cleansing behaviors, and desire to use cleansing-related products. The order in which these three sets of questions were presented to each participant was randomly determined.*

You will now be presented with a word completion task. You will be given a list of words with letters missing. Your task is to fill in the blanks to make complete words. Please use the first word that comes to mind.

1. W \_ \_ H
2. F \_ O \_
3. S H \_ \_ E R
4. B \_ \_ K
5. S \_ \_ P
6. P A \_ \_ R

You will now be presented with a list of products. Please indicate how desirable you find them right now. (7-point scale ranging from 1=Completely undesirable to 7=Completely desirable)

* Dove shower soap
* Post-It Notes
* Nantucket Nectar juice
* Crest toothpaste
* Windex cleaner
* Energizer batteries
* Tide detergent
* Sony CD cases
* Snickers bars
* Lysol disinfectant

You will now be presented with a list of behaviors. Please indicate how desirable you find them right now. (7-point scale ranging from 1=Completely undesirable to 7=Completely desirable)

* Taking a shower
* Taking a walk
* Having something to eat 4. Washing hands
* Brushing teeth
* Listening to music
* Taking a bath
* Watching TV

*Participants then completed manipulation checks and answered a few demographic questions.*

Now please answer the following questions about the event you wrote about at the beginning of the study by indicating the extent to which you agree with each statement. (7-point scale ranging from 1=Strongly disagree to 7=Strongly agree)

After experiencing the situation I described...

* …I did not know how I really felt inside
* …I felt as if I did not know myself very well
* …I felt out of touch with the ‘real me’
* …I felt alienated from myself

Think back to the writing task. Were you asked to write about...

* an event that made you feel authentic
* an event that made you feel inauthentic
* something neutral

Now please answer these last few questions about yourself.

1. Your age: \_\_\_\_\_

2. Your gender:

* + Male
  + Female

**Experiment 3: Methods**

*Participants first received some general instructions welcoming them to the study:*

In this study, you will be asked to recall and write about an event you experienced in the past. You will then be asked a few questions about the event and to answer a few questions about current and future choices. At the end of the study we will collect demographic data which we will use to describe the general characteristics of respondents.

Please follow the instructions of each question. The study itself should take no more than 10-15 minutes, but it is imperative that you take your time and answer each question honestly and completely, as your answers are very important to us. Thank you for your cooperation!

*Participants then answered an attention check. If they successfully responded to it, they moved onto the writing task. They received the following instructions:*

Welcome!

In this study, you will be asked to recall a certain event and then write about it for about 5-10 minutes. We are interested in how people remember and reflect on events from their past. You will then be asked to answer a few questions and to engage in a variety of short tasks.

*[Inauthenticity condition]*

Please recall a time in your personal or professional life when you behaved in a way that made you feel *untrue* to yourself, that made you feel *inauthentic*. It should just be a situation in which you felt inauthentic with your core self.

Please describe the details about this situation that made you feel *inauthentic*. What was it like to be in this situation? What thoughts and feelings did you experience?

*[Failure condition]*

Please recall a time in your personal or professional life when you *failed* in an activity, test, or project in a way that made you feel disappointed.

Please describe the details about this situation in which you *did not succeed* on a task. What was it like to be in this situation? What thoughts and feelings did you experience?

*[Control condition]*

Please recall what happened yesterday, throughout the day.

Please describe the details about this situation. What was it like to be in this situation? What thoughts and feelings did you experience?

*After the recall and writing task, participants completed a short questionnaire with a few measures of interest and two manipulation check questions, and then indicated their willingness to help the experimenter with another survey that would take 15 minutes of their time.*

To what extent did the experience you wrote about in the essay make you feel each of the following? (7-point scale ranging from 1=Not at all to 7=To a great extent)

* Impure
* Dirty
* Tainted

To what extent did the experience you wrote about in the essay make you feel each of the following? (7-point scale ranging from 1=Not at all to 7=To a great extent)

* Uncomfortable
* Uneasy
* Bothered
* Angry toward myself
* Disgusted with myself
* Annoyed at myself
* Happy
* Good
* Energetic
* Embarrassed
* Ashamed

Now please answer the following questions about the event you wrote about at the beginning of the study by indicating the extent to which you agree with each statement. (7-point scale ranging from 1=Strongly disagree to 7=Strongly agree)

After experiencing the situation I described...

* …I did not know how I really felt inside
* …I felt as if I did not know myself very well
* …I felt out of touch with the ‘real me’
* …I felt alienated from myself

Think back to the writing task. Were you asked to write about...

* an event that made you feel inauthentic
* what you did yesterday
* a time where you did not succeed

Now please answer these last few questions about yourself.

1. Your age: \_\_\_\_\_

2. Your gender:

* + Male
  + Female

You have now completed the study.

Our research team is interested in understanding how people make choices across various domains (health care, work, food purchases). We have prepared a 15-minute survey. We would love your help. If you can help us out, please click yes below and you will be redirected to the survey. Otherwise, please press No. Note that this survey is not part of the study you just took part of and you will receive no extra payment for completing it.

* Yes, I would like to help
* No, I prefer not to help

**Experiment 4: Methods**

*Participants first received some general instructions:*

Welcome!

This is an online survey that will take about 10-15 minutes. You will receive a $10 Amazon gift card for completing this survey. You will be able to complete the survey and receive payment only if you are currently an undergraduate at Harvard and have a valid Harvard ID card.

When ready, please press >>

*Participants were then asked to confirm they were college students at Harvard.*

Please indicate your email address (necessary in order for you to receive payment): \_\_\_

Please indicate your Harvard ID: \_\_\_\_\_\_\_\_\_\_

Welcome. In today's session, you'll complete a variety of tasks. Please read the instructions to each task carefully.

Before you start working on your first task, we would like to ask you to answer a few questions.

1. Are you a college student at Harvard?

* Yes
* No

2. We are interested in your opinion regarding the issue of whether or not difficulty ratings should be a part of the Q guide (where students can view ratings/reviews for all Harvard courses by the past students who have taken them). Are you in support of the inclusion of difficulty ratings in the Q guide?

* Yes, I am in SUPPORT of the inclusion of difficulty ratings in the Q guide
* No, I am AGAINST the inclusion of difficulty ratings in the Q guide

3. How strongly do you hold this opinion? (i.e., the opinion you indicated in your answer #2) (from 1 “not at all” to 7 “very much so”)

4. Your age: \_\_\_\_\_\_\_

5. Your gender

* Male
* Female
* Other (please indicate)

6. Year in School: \_\_\_\_\_\_\_\_

Your first task is to write an essay on a current topic. Please follow the instructions carefully and take 5-10 minutes to complete this task.

*All participants were told*, “We are interested in the effectiveness of writing on current topics of interest to students.”

*The rest of the instructions varied by condition.*

*[Low-choice counterattitudinal* *condition*]

We are randomly assigning people to write either a short essay that indicates they are in favor of including difficulty ratings in the Q guide or a short essay that indicates that they are against it. You have been assigned to write a list of arguments in favor of/against [depending on their initial opinion] including difficulty ratings in the Q guide. Therefore, you must argue in support of/against including difficulty ratings in the Q guide.

*[High-choice* *counterattitudinal condition*]

We are asking people to write a short essay about including difficulty ratings in the Q guide. While we would like to stress the voluntary nature of your decision regarding which side of the issue to write on, we would like you to list arguments in favor of/against including difficulty ratings in the Q guide. Although you are under no obligation to write this, it would be very helpful for us.

*High-choice participants had to check a box to confirm their willingness to write the counter-attitudinal essay.*

*[High-choice* *pro-attitudinal essay condition]*

*The instructions were the same as in the high-choice counterattitudinal condition but participants were asked to write about the perspective they were in support of.*

*In all conditions, the last part of the instructions read,*

We will be using the essay you write to describe this issue to current undergraduates at Harvard. So it is important that you be as persuasive and convincing as possible to convey the message that difficulty ratings should be included in the Q guide.

*All essays used the same starting statement that we will provide:* “I believe that Harvard College should/should not include difficulty ratings in the Q guide because …”.

*After the writing task, participants received a list of products and indicated how desirable they found them to be.*

You will now be presented with a list of products. Please indicate how desirable you find them right now. (7-point scale ranging from 1=Completely undesirable to 7=Completely desirable)

* Dove shower soap
* Post-It Notes
* Nantucket Nectar juice
* Crest toothpaste
* Windex cleaner
* Energizer batteries
* Tide detergent
* Sony CD cases
* Snickers bars
* Lysol disinfectant

*Next, participants indicated the extent to which the writing task they had completed earlier made them feel inauthentic and reported how much choice they thought they had in writing the essay they wrote.*

Now please answer the following questions about your experience in completing the writing task earlier in this study by indicating the extent to which you agree with each statement. (7-point scale ranging from 1=Strongly disagree to 7=Strongly agree)

After writing the essay...

* …I did not know how I really felt inside
* …I felt as if I did not know myself very well
* …I felt out of touch with the ‘real me’
* …I felt alienated from myself

How much choice did you have in writing the essay you wrote? (1 = None at all; 7 = A lot)

**Experiment 5: Methods**

*Participants first received some general instructions, and were then randomly assigned to our authenticity manipulation:*

Welcome. In today's session, you'll complete a variety of tasks. Please read the instructions to each task carefully.

Click on >> when you are ready to start.

*[Authenticity condition]*

Your first task is to engage in a writing task.

Please recall a time in your personal or professional life when you behaved in a way that made you feel true to yourself, that made you feel authentic. It should just be a situation in which you felt authentic with your core self. Please describe the details about this situation that made you feel authentic.

What was it like to be in this situation? What thoughts and feelings did you experience?

*[Inauthenticity condition]*

Your first task is to engage in a writing task.

Please recall a time in your personal or professional life when you behaved in a way that made you feel untrue to yourself, that made you feel inauthentic. It should just be a situation in which you felt inauthentic with your core self. Please describe the details about this situation that made you feel inauthentic.

What was it like to be in this situation? What thoughts and feelings did you experience?

*Participants were told that the second part of the study consisted of evaluating a product that had been randomly chosen for them.*

Your second task in this study is to evaluate a product that has been randomly chosen for you. Please indicate which product is placed next to your computer.

* A hand sanitizer
* A pen

*[Control condition]*

Please place the pen in your hands for a few seconds and examine it carefully. You’ll be asked to answer a few questions about this program later on.

[next screen]

Please answer the following questions about your experience using this product.

1. I would definitely recommend this product to others.

2. I would definitely enjoy using this product on a regular basis.

3. How much would you be willing to pay for this product?

*[Cleansing condition]*

Please clean your hands carefully with the hand sanitizer placed next to your computer.

[next screen]

Please answer the following questions about your experience using this product.

1. I would definitely recommend this product to others.

2. I would definitely enjoy using this product on a regular basis.

3. How much would you be willing to pay for this product?

*Upon completion of the study, we informed participants they could donate money for a charity of their choosing.*

As part of today’s session, we are asking participants whether they are interested in making a donation to a charity of their choosing. If you decide to donate, the amount specified for the donation will be detracted from your $20 payment for your participation.

* Yes, I would like to make a donation
* No, I do not want to make a donation

IF YES: Please indicate the amount you would like to donate below. Please also record the amount on the donation slip in the envelope on your desk. On the donation slip, you will also be able to indicate the name of the charity you’d like to donate the money to.

*Before participants answered a few demographic questions asking for their gender and age, we asked them to indicate the extent to which the writing task they had completed earlier made them feel inauthentic.*

Now please answer the following questions about your experience in completing the writing task earlier in this study by indicating the extent to which you agree with each statement.

After writing the essay...

* …I did not know how I really felt inside
* …I felt as if I did not know myself very well
* …I felt out of touch with the ‘real me’
* …I felt alienated from myself

Now please answer these last few questions about yourself.

1. Your age: \_\_\_\_\_

2. Your gender:

* + Male
  + Female