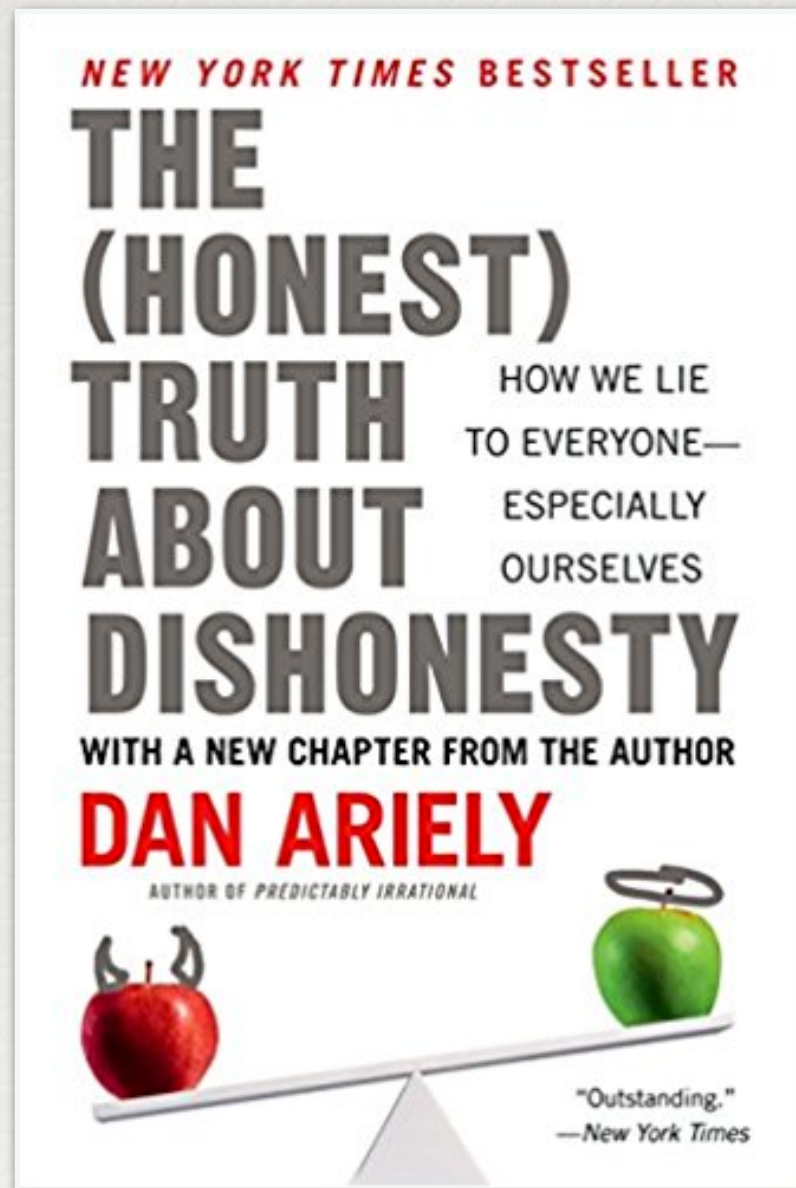


Do you wear fake products?



I'm reading this book written by Dan Ariely, just finished 25% but I love it!

They did many interesting experiments, and connect to real world situations to help you understand how people make dishonest decisions, sometimes in a way they could not realize. It also provides suggestions to avoid encouraging dishonesty.

Today, one of the stories made me think, and I want to write my thoughts down.

Do you wear fake products?

Dan got a real Prada bag after his presentation, and on his way to another meeting, he saw a woman bought a fake Prada.

This experience inspired him to do experiments to explore whether wearing fake products decrease people's morality level.

What they found was, wearing real products may not improve honesty, but wearing fake products make people more likely to cheat and make them more likely to think others are less honest.

Finally, Dan started to talk about illegal CD, Audio downloading.

Do you wear fake products?

An illegal book downloading business owner in Africa wrote him a letter after hearing the illegal free audio book written by Dan.

In the letter, he said, he was the only person hasn't been put into prison in his family, although he knew that within 5 years, he would be put into the prison. He tried to work on a legal job but finally returned back to his illegal business, because it gave him a strong sense of ownership.

Moreover, while he was owning his illegal downloading business, he made real friends with his customers and built stronger loyalty which could less likely be found in legal business.

Do you wear fake products?

I guess, what he wrote in the letter could connect to my experience this Monday in Redmond, so I give this illegal business owner more sympathy...

At the same time, as a Chinese, I could understand the customer loyalty he mentioned.

You can find many of those real products sold in US labeled with “made-in-china”. In China, we can find these products in a much cheaper price, because they were made by the same factories but with unknown or even fake brands, customers can just choose these unknown brands. Sometimes, these products are even much better than products we could find in US.

Do you wear fake products?

Many people have been forced to download free IELTS audio online, instead of purchasing it. Because the book they legally got had no CD in it (normal IELTS book should have CD), and the legal business owner does not sell individual CD, they sell CD with the book in a much higher unreasonable price and it's harder to find. You think they did this by accident? No, they are playing tricks, using the law as their weapon to make more money.

While this society prefer honest behaviors, but if the law can be utilized to benefit those immoral motivation, if the price is too high that knowledge could only be purchased by wealthy people and make them richer, you really think those illegal business owners should be the ONLY one to be blamed?

And....., every policy breaker should be treated in a cruel way.....?