

Part 4:
Cheating Over Time
and Across Cultures

What happens when
we give people
multiple chances to
cheat over time?



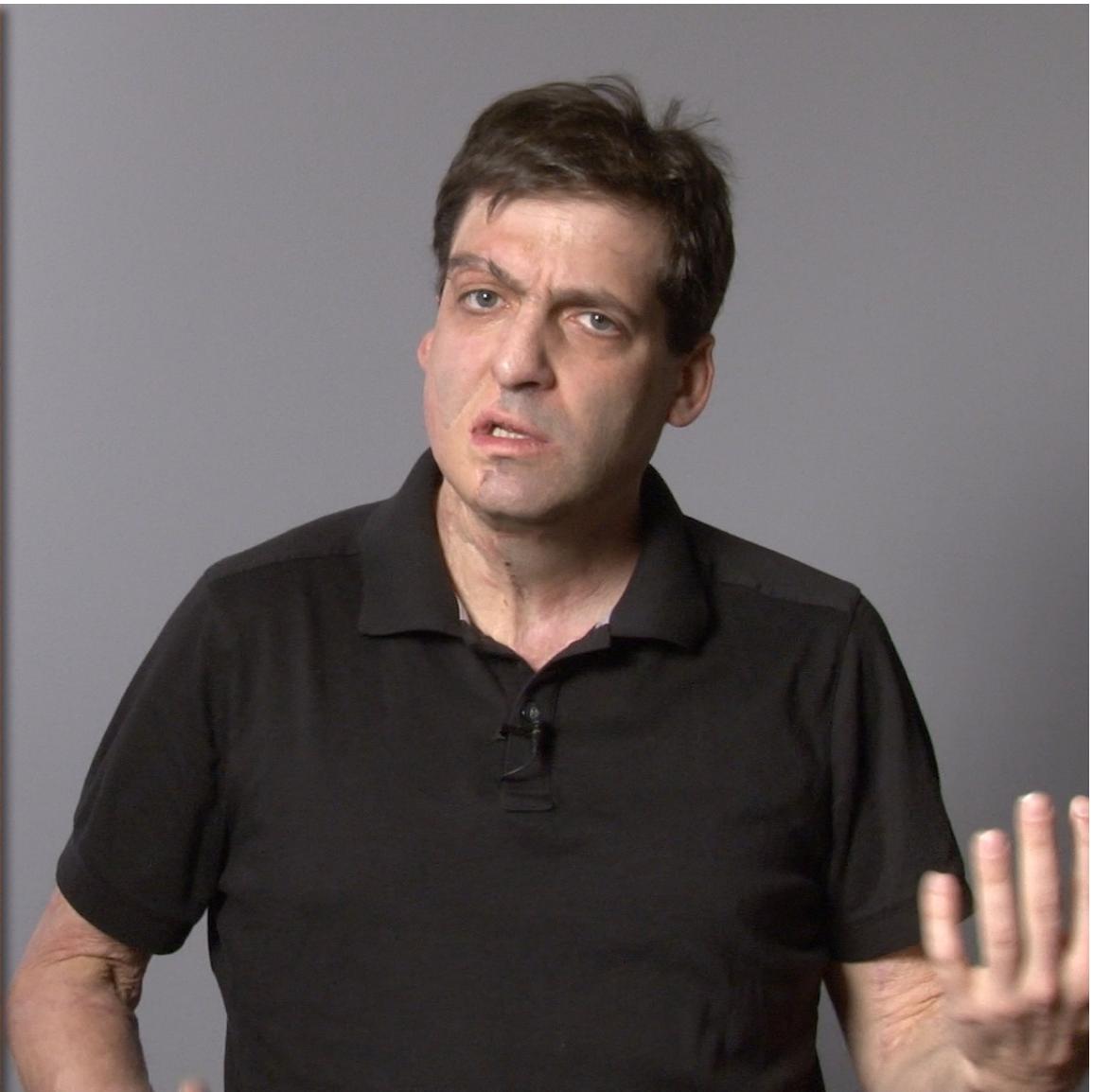
People started by
cheating just a little bit.
At some point, many
people switched
and started cheating
all of the time.



Why do people
suddenly switch from
cheating a little
to cheating a lot?



What would it take to
reset the fudge factor
and get people to
stop cheating?



What is the logic
behind the
Catholic confession?



Confession provides an opportunity to reset.



When people wrote down
their transgressions and
asked for forgiveness,
cheating decreased...

...at least temporarily.





What about
cultural
differences?



Do Israelis cheat
more or less
than Americans?

They cheat
the same amount.



No cultural differences
have been found.

How do we balance
this finding with
a strong conviction
in cultural differences?



No cultural differences
have been found.

Our experiments
have no
cultural context –
they test a basic
human capacity for
moral flexibility.



Culture influences
specific domains,
but doesn't change
the core of
our morality.





Culture can shrink
or expand the
fudge factor.

Four correct answers
equals one glass
of beer.



Which group
cheated more?

Bankers or politicians?

They cheated twice
as much.

