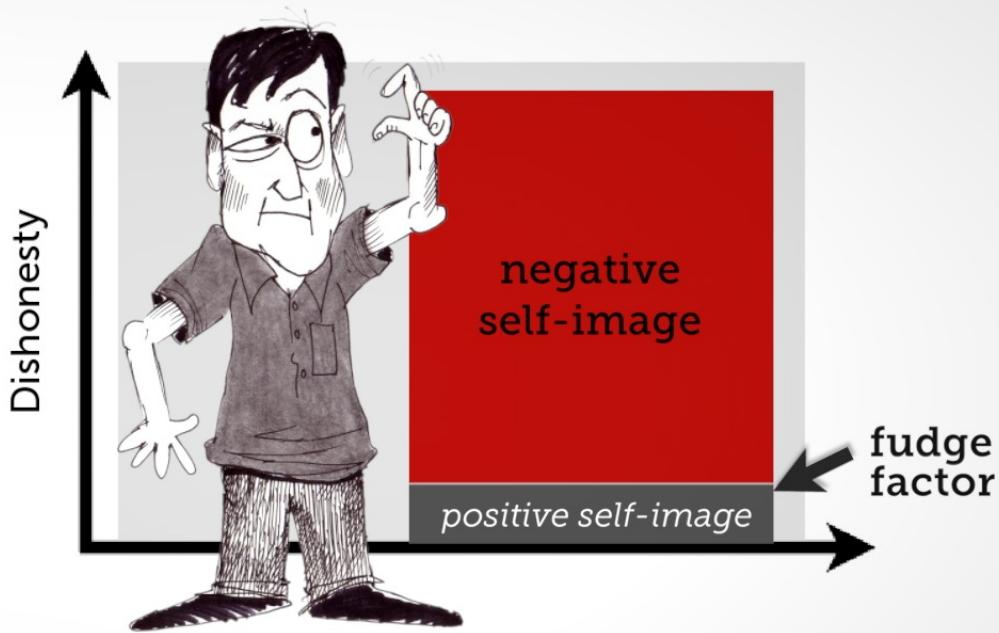
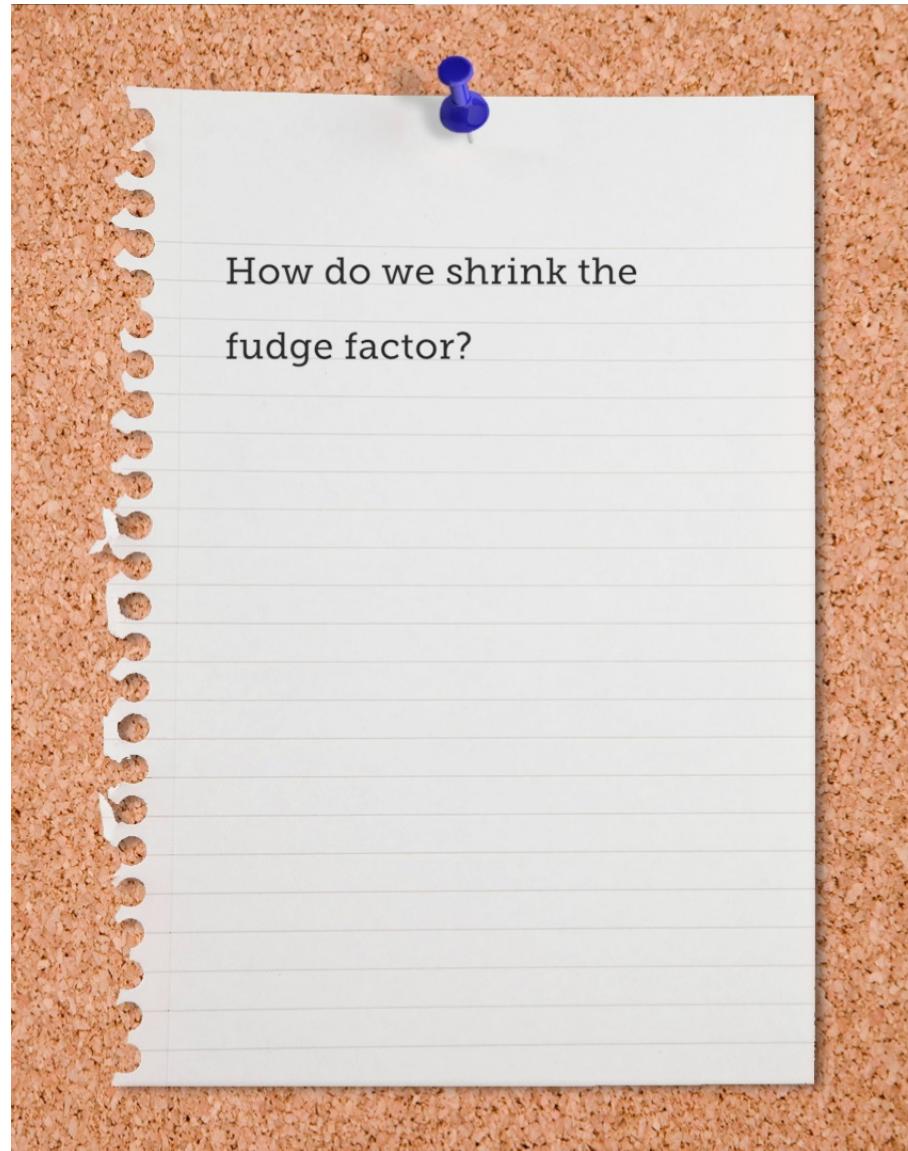


Part 2:
Shrinking and Expanding
the Fudge Factor

The Fudge Factor Range





How do we shrink the
fudge factor?



How much
would people cheat
after trying to
recall the
Ten Commandments?

Not at all.

And it didn't matter
how many they
could recall.

The Matrix Test

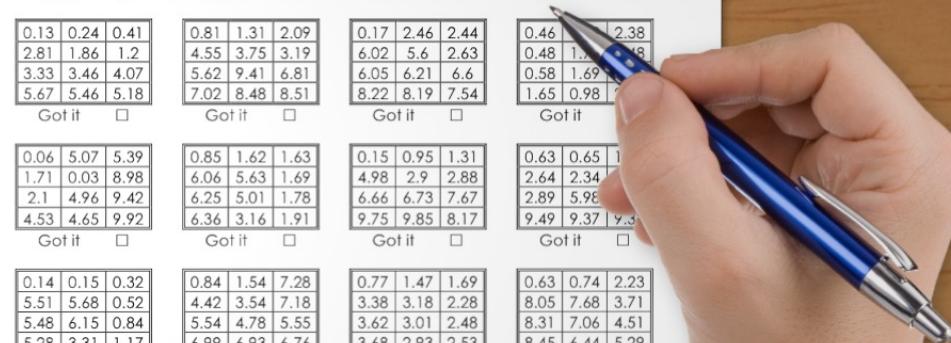
In each of the 20 boxes below, find a set of numbers that sum up exactly to 10. For each box, in which you found the set, circle the numbers and mark the corresponding 'Got It' box below. **See Example** →
For each box you get, you will receive \$0.50.
You have 5 minutes.
On average people solve 4 boxes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

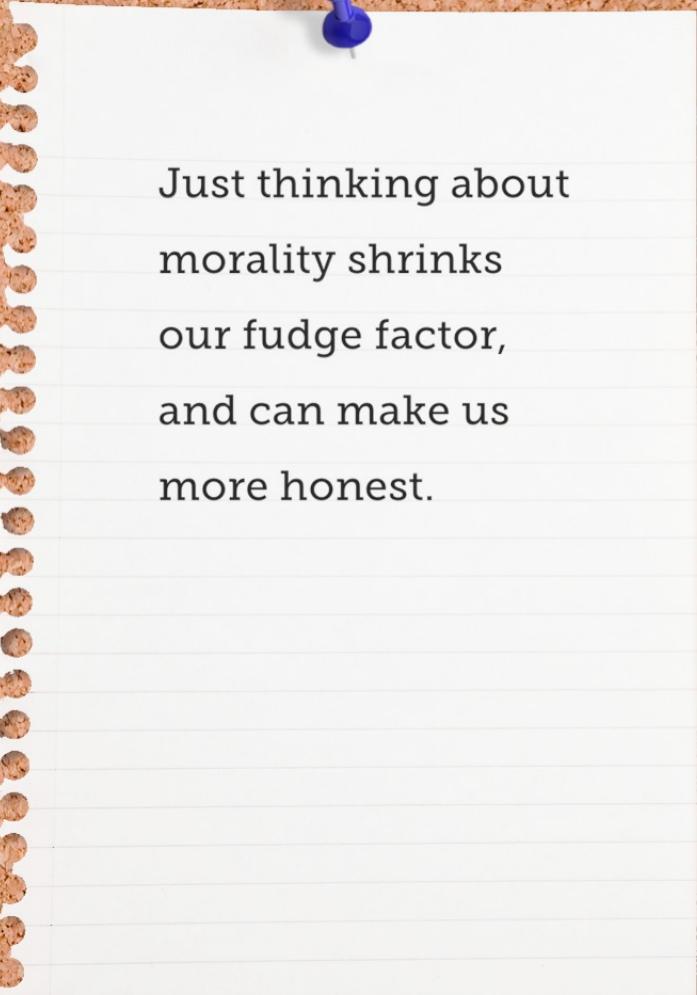
Example		
3.91	0.82	3.75
1.11	1.69	7.94
3.28	2.52	6.25
9.81	6.09	2.46
Got it		<input checked="" type="checkbox"/>

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	0.46	0.53	1.88	0.49	0.74	1.17	0.47	4.58	2.57
4.67	4.81	3.05	6.13	5.11	3.42	3.72	2	1.22	3.15	3.82	4.38
5.82	5.06	4.28	7.05	5.43	4.15	3.75	5.22	5.67	4.94	5.42	5.98
6.36	5.19	4.57	7.15	5.76	4.77	8.83	8.23	7.7	2.95	4.86	7.54
Got it <input type="checkbox"/>			Got it <input type="checkbox"/>			Got it <input type="checkbox"/>			Got it <input type="checkbox"/>		
0.13	0.24	0.41	0.81	1.31	2.09	0.17	2.46	2.44	0.46	2.38	2.38
2.81	1.86	1.2	4.55	3.75	3.19	6.02	5.6	2.63	0.48	1.27	4.48
3.33	3.46	4.07	5.62	9.41	6.81	6.05	6.21	6.6	0.58	1.69	7.08
5.67	5.46	5.18	7.02	8.48	8.51	8.22	8.19	7.54	1.65	0.98	7.54
Got it <input type="checkbox"/>			Got it <input type="checkbox"/>			Got it <input type="checkbox"/>			Got it <input type="checkbox"/>		
0.06	5.07	5.39	0.85	1.62	1.63	0.15	0.95	1.31	0.63	0.65	1.1
1.71	0.03	8.98	6.06	5.63	1.69	4.98	2.9	2.88	2.64	2.34	2.34
2.1	4.96	9.42	6.25	5.01	1.78	6.66	6.73	7.67	2.89	5.98	5.98
4.53	4.65	9.92	6.36	3.16	1.91	9.75	9.85	8.17	9.49	9.37	9.37
Got it <input type="checkbox"/>			Got it <input type="checkbox"/>			Got it <input type="checkbox"/>			Got it <input type="checkbox"/>		
0.14	0.15	0.32	0.84	1.54	7.28	0.77	1.47	1.69	0.63	0.74	2.23
5.51	5.68	0.52	4.42	3.54	7.18	3.38	3.18	2.28	8.05	7.68	3.71
5.48	6.15	0.84	5.54	4.78	5.55	3.62	3.01	2.48	8.31	7.06	4.51
5.28	3.31	1.17	6.99	6.93	6.76	3.68	2.93	2.53	8.45	6.44	5.29
Got it <input type="checkbox"/>			Got it <input type="checkbox"/>			Got it <input type="checkbox"/>			Got it <input type="checkbox"/>		
0.12	0.71	0.74	0.74	1.93	2.76	0.14	0.67	2.22	0.2	2.54	2.8
4.27	3.07	2.27	7.24	5.03	3.14	5.96	5.58	5.22	1.05	2.39	2.96
5.09	5.73	5.82	7.71	6.38	3.8	7.04	7.59	9.33	1.44	2.28	3
9.27	7.03	6.79	8.28	9.18	9.48	9.77	9.5	8.52	1.73	2.19	3.85
Got it <input type="checkbox"/>			Got it <input type="checkbox"/>			Got it <input type="checkbox"/>			Got it <input type="checkbox"/>		





Just thinking about
morality shrinks
our fudge factor,
and can make us
more honest.



We saw no cheating
at all, despite the fact
that neither school
has an honor code.



Even though Princeton
has a very strong honor
code, students from
Princeton cheated just
as much as those from
MIT and Yale – even
just two weeks after their
crash course on morality.



Bad news:
morality training has
no measurable
long-term effect

Good news:
reminding people of
morality just before
being tempted to cheat
does make a difference



Honor code at the beginning:

cheating

Honor code at the end:

cheating



Insurance

lots of people exaggerate

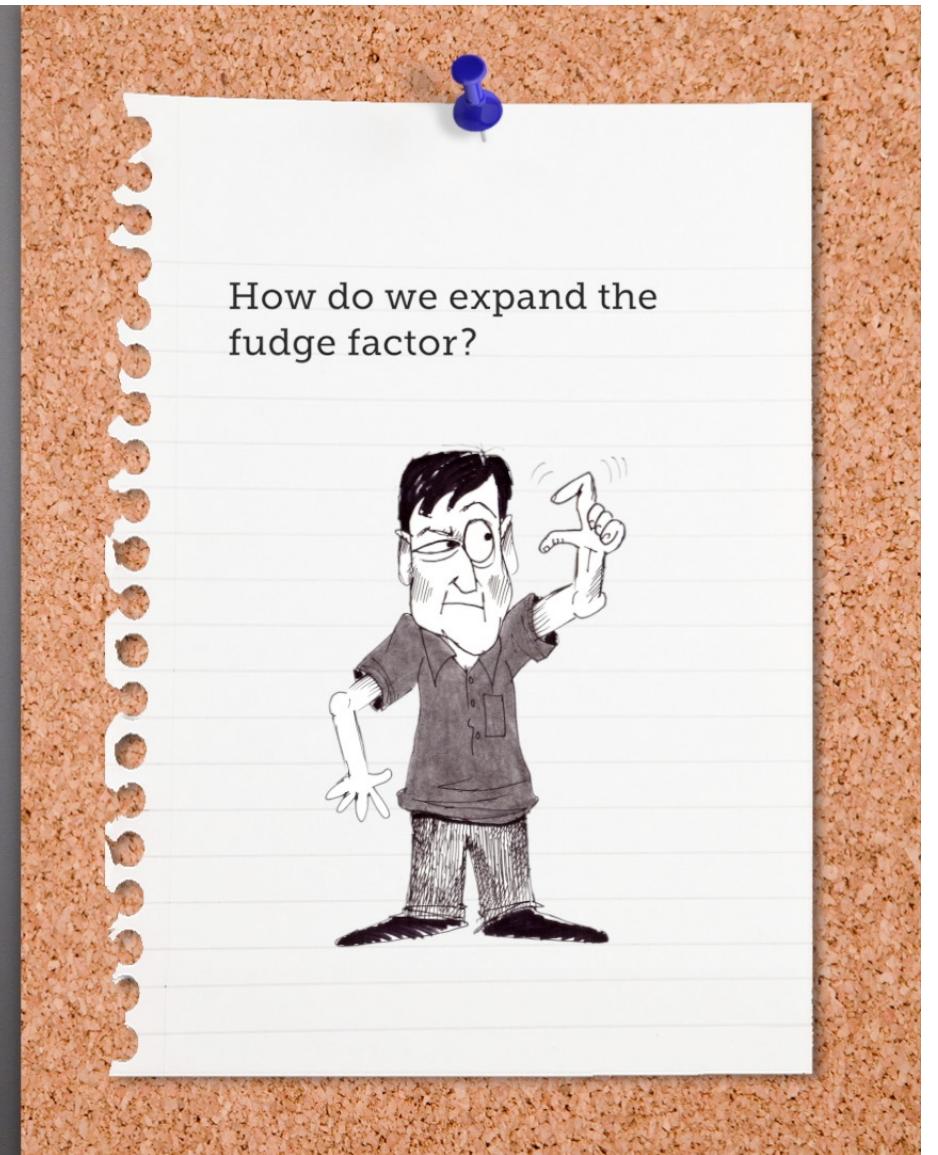
(by about 10–15%)

costs about \$24 billion/year



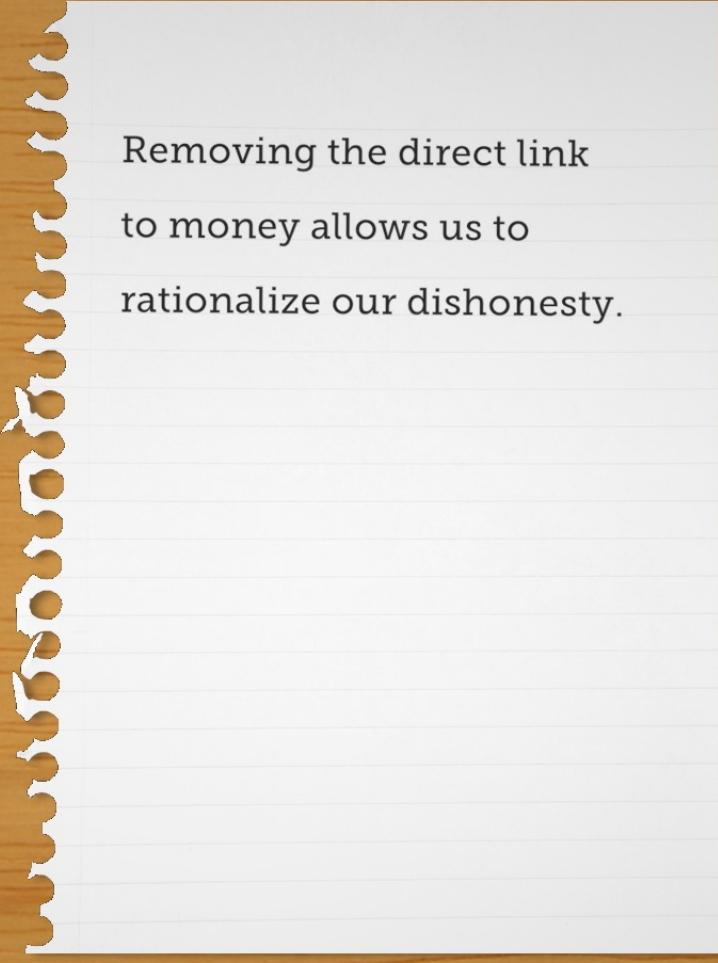


Cheating was
reduced when
people signed first.

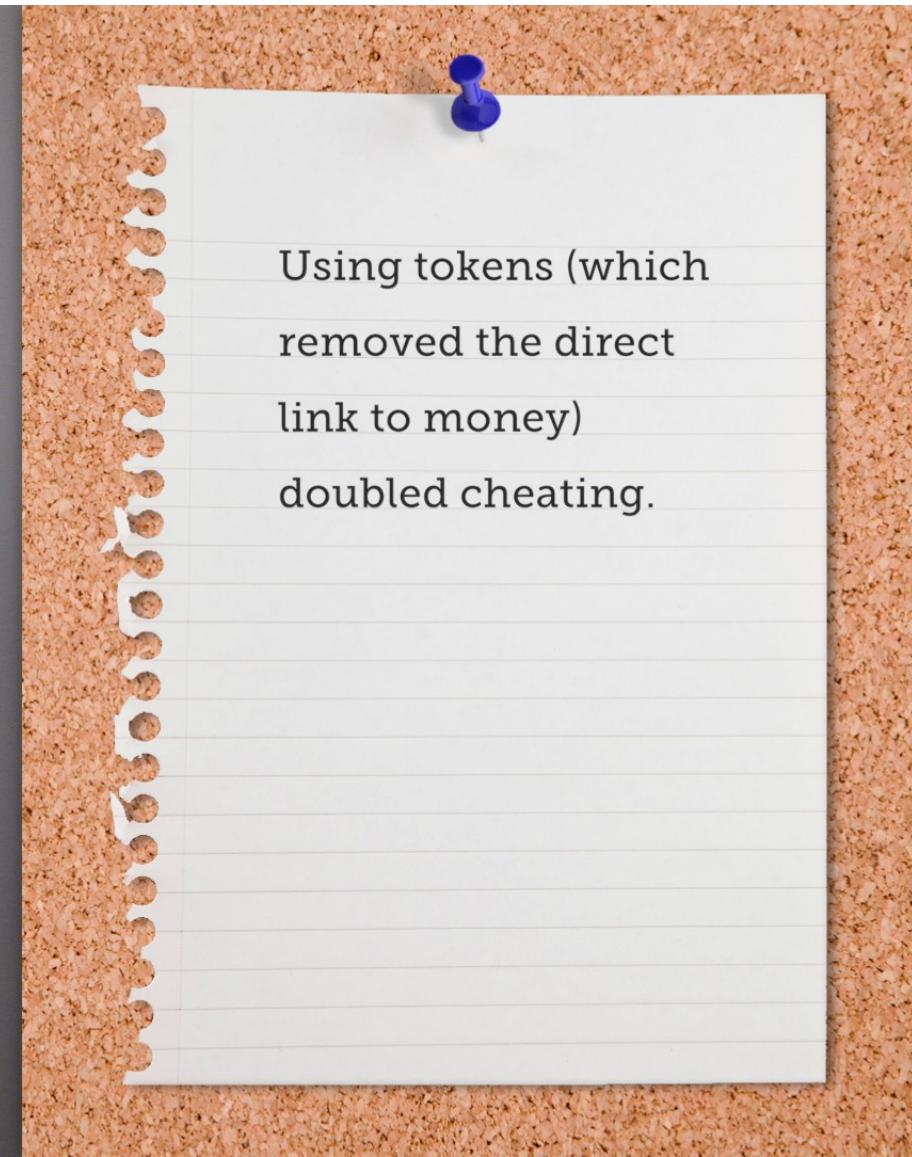


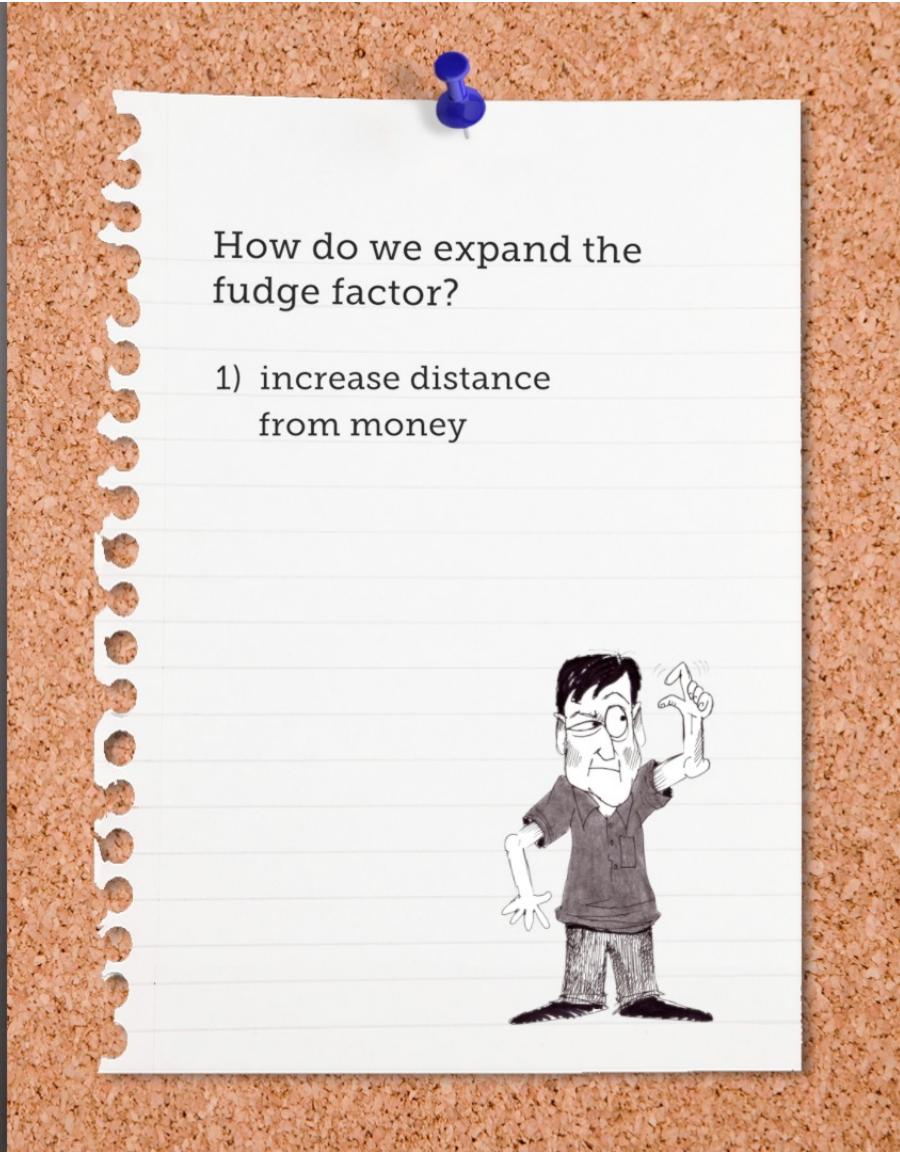
How do we expand the
fudge factor?





Removing the direct link
to money allows us to
rationalize our dishonesty.







How do we expand the fudge factor?

- 1) increase distance from money
- 2) provide examples of others cheating

A cartoon illustration of a man with glasses and a mustache, wearing a grey shirt and striped pants. He is holding a large wrench in his right hand and pointing it towards the viewer. The drawing is pinned to a corkboard with a blue pushpin at the top left corner.

1st change:
Participants were given
\$20 before the test, and
asked to pay back money
they didn't deserve.

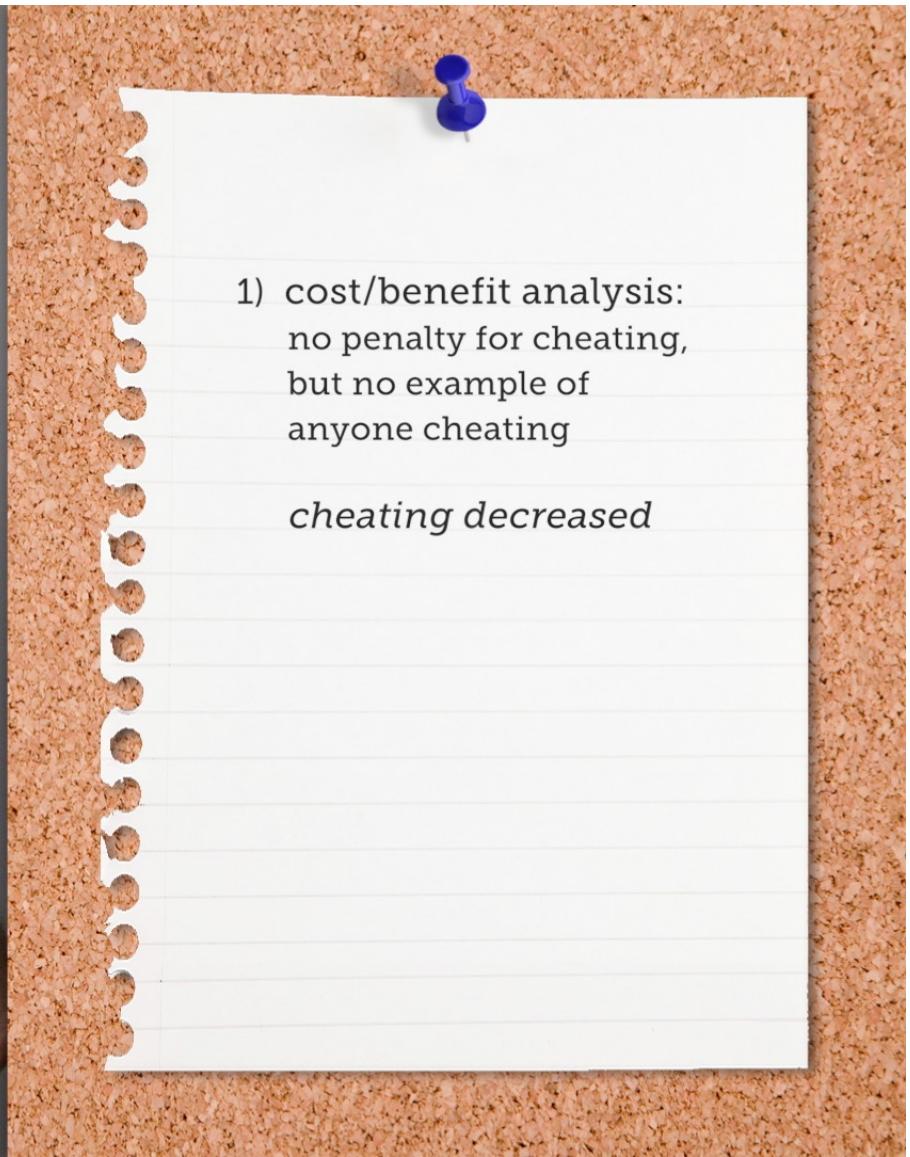




People cheat much
more when they see
someone else cheating.

Why?

- 1) cost/benefit analysis X
- 2) social proof





1) cost/benefit analysis:
no penalty for cheating,
but no example of
anyone cheating

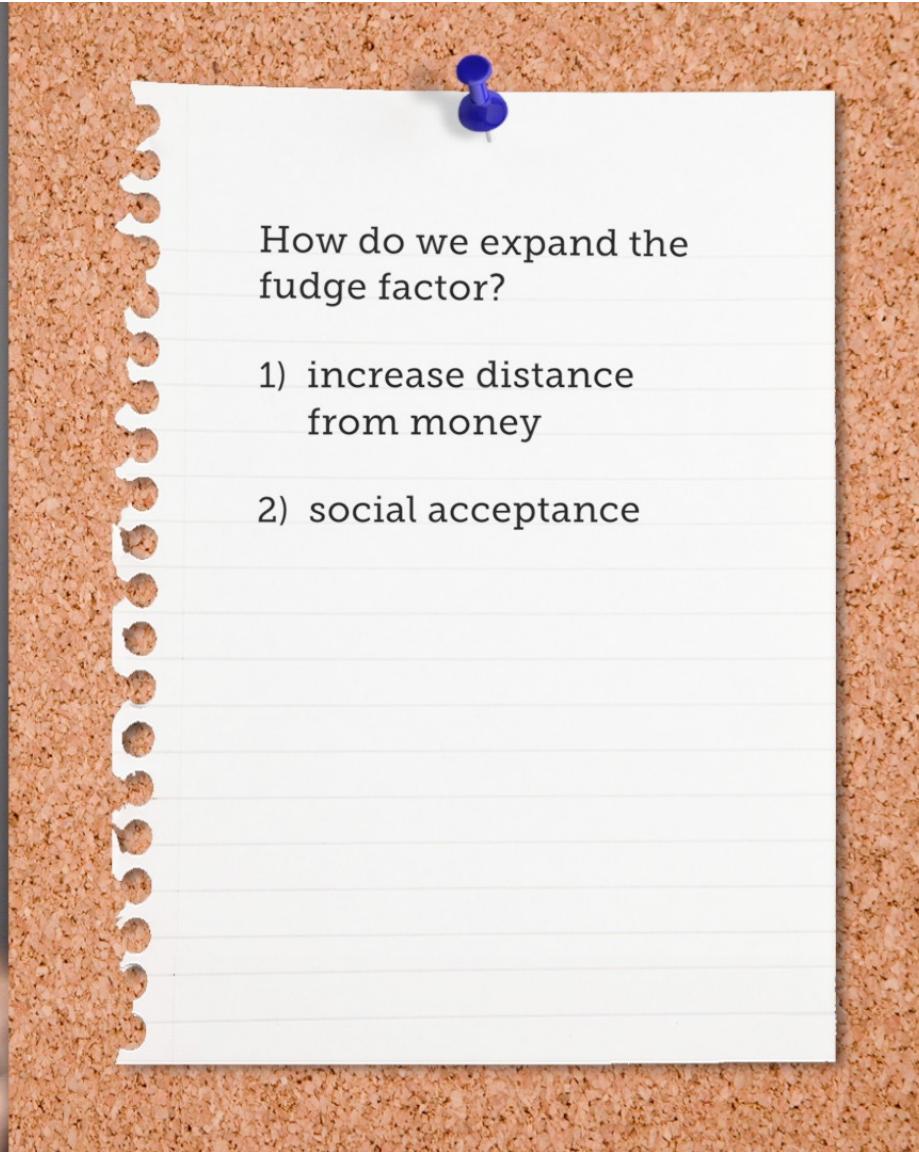
cheating decreased

- reminder of honesty

2) social proof:
cheater is from a
rival university

cheating decreased

- cheating by outgroup



Do certain personality
traits foster cheating
behavior?

Are creative people better
at rationalizing?



Do certain personality
traits foster cheating
behavior?

Are creative people
better at rationalizing?

Creative people cheat more



Cheating is about how
much we can rationalize.

We can rationalize to a
greater extent when there is:

- 1) greater distance
from money
- 2) social proof
- 3) creativity



Thinking about morality...

...shrinks the
fudge factor





multiple steps
from money
allow us to
rationalize cheating

