

Dan Ariely On Why We're All A Little Dishonest - And What To Do About It

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Forbes:

In a fast-moving, complex society, you simply can't master every task. But when you pay people for advice – whether they're your doctor, your mechanic, or your financial adviser – you need to be able to trust what they're saying. “As we become more interdependent and more specialized,” says Dan Ariely, author of *The (Honest) Truth About Dishonesty*, “trust becomes more valuable.”

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“The good news is most people are not psychopaths,” says Ariely, a professor at Duke University's Fuqua School of Business (where I also teach). But the bad news is that “everyone has the capacity to behave badly.” It turns out that most people are perfectly willing to cheat a little, but very few will cheat a lot. “It's what we call the fudge factor – you'll add two extra receipts to your tax return [for deductions], but you can't do 20. There's a point at which it feels wrong.”

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