

Living a Lie: We Deceive Ourselves to Better Deceive Others

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Scientific American:

People mislead themselves all day long. We tell ourselves we're smarter and better looking than our friends, that our political party can do no wrong, that we're too busy to help a colleague. In 1976, in the foreword to Richard Dawkins's *The Selfish Gene*, the biologist Robert Trivers floated a novel explanation for such self-serving biases: We dupe ourselves in order to deceive others, creating social advantage. Now after four decades Trivers and his colleagues have published the first research supporting his idea.

Read the whole story: [Scientific American](#)