Decision Processes Colloquia Distinguished Lecture 2012

Wednesday, April 18, 2012

Where: JMHH F95

When: 12:00 noon to 1:20 PM

Dan Ariely

James B. Duke Professor of Behavioral Economics

The Fuqua School of Business, Duke University

Free Beer: Some Experiments in Human Dishonesty

The cost benefit model of human dishonesty is very appealing, but is it accurate? In this discussion, I will present some experiments that demonstrate that dishonesty is often not rooted in a cost benefit analysis, and some of the many forces that influence day-to-day dishonesty.