

How research on honesty turned out dishonest

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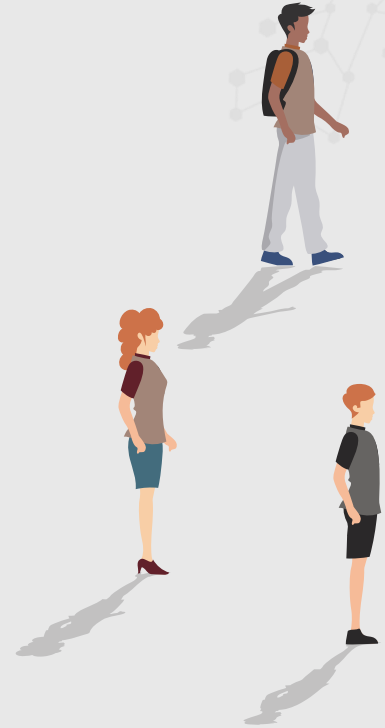


Quick overview

01 The original article

02 Data colada and the controversy

03 Discussion



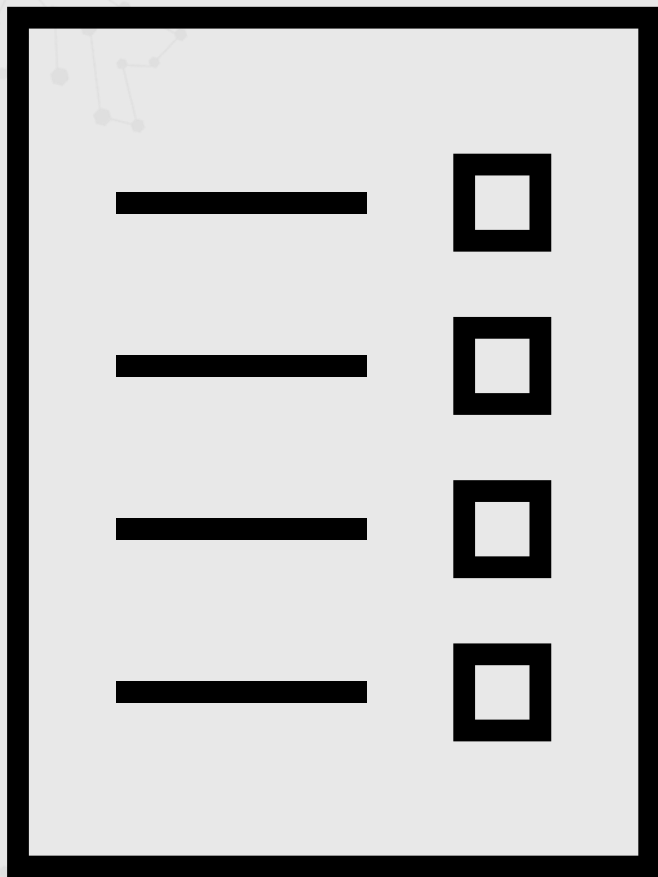
The original article

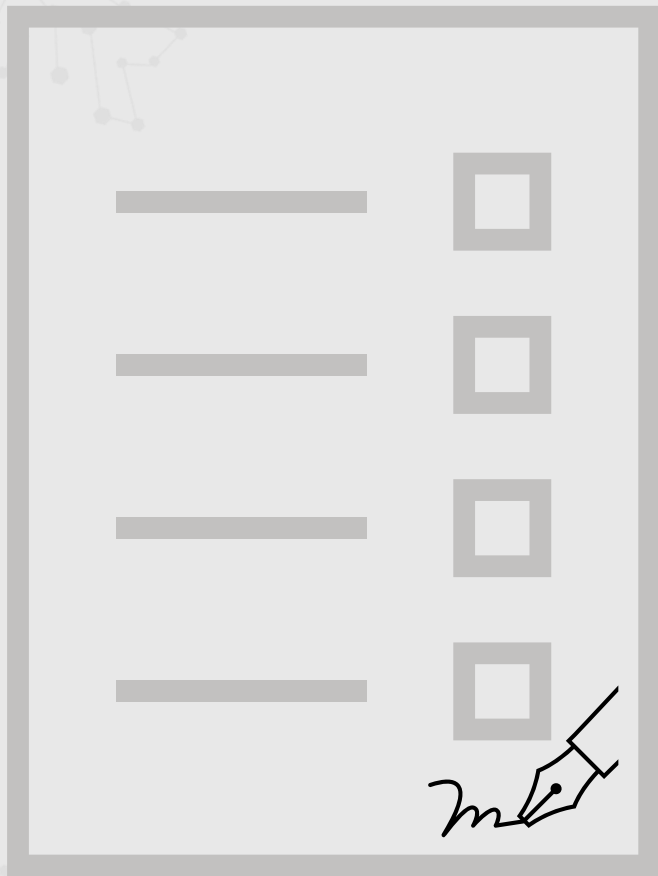
Signing at the beginning makes ethics salient and decreases dishonest self-reports in comparison to signing at the end

Lisa L. Shu^a, Nina Mazar^{b,1}, Francesca Gino^c, Dan Ariely^d, and Max H. Bazerman^c

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Edited* by Daniel Kahneman, Princeton University, Princeton, NJ, and approved July 23, 2012 (received for review June 11, 2012)





More dishonest

A diagram of a form with four rows. Each row consists of a horizontal line on the left and a square checkbox on the right. A pen icon is positioned at the top left of the first row. A long arrow points from the text 'Less dishonest' to the first row.

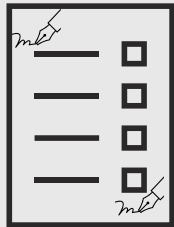
Less dishonest

Less
fraud = good

3 experiments

Experiment 1

Tested in the lab



3 experiments

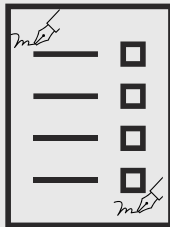
Experiment 1

Tested in the lab



Experiment 2

Tested in the lab



__ R A L

3 experiments

Experiment 1

Tested in the lab



Experiment 2

Tested in the lab



MO R A L

3 experiments

Experiment 1

Tested in the lab



Experiment 2

Tested in the lab



Experiment 3

Naturalistic setting



MORA L

Experiment 3 13,488 policies



Measure 1:
10.000 miles



Measure 2:
15.000 miles



5.000 miles



Higher number

Lower number

“the **costs extend** beyond the insurer to its **entire customer base**— including the honest policyholders— who **bear the ultimate burden of paying for others’ dishonesty.**”

(Shu et al., 2012:15200)

“does not impose on **the freedom of individuals**, it does **not require the passage of new legislation.** [...] the **cost of implementing** our intervention is **minimal.**”(Shu et al., 2012:15198)

2020 replication

Signing at the beginning versus at the end does not decrease dishonesty

Ariella S. Kristal^a, Ashley V. Whillans^a, Max H. Bazerman^a, Francesca Gino^{a,1}, Lisa L. Shu^b, Nina Mazar^c, and Dan Ariely^d

Lisa L. Shu^a, Nina Mazar^{b,1}, Francesca Gino^c, Dan Ariely^d, and Max H. Bazerman^c

“Whillans worked with a local government, they spent **\$15,000** [...] and **6 months** trying to implement this **simple change**”

(Kristal et al., 2020:7106)

2020 replication

“Honest reporting is
essential for society to
function well.” (Kristal et al.,

2020:7103)

2020 replication



Reducing Dishonesty - Replication(s)

Metadata

Files

Wiki

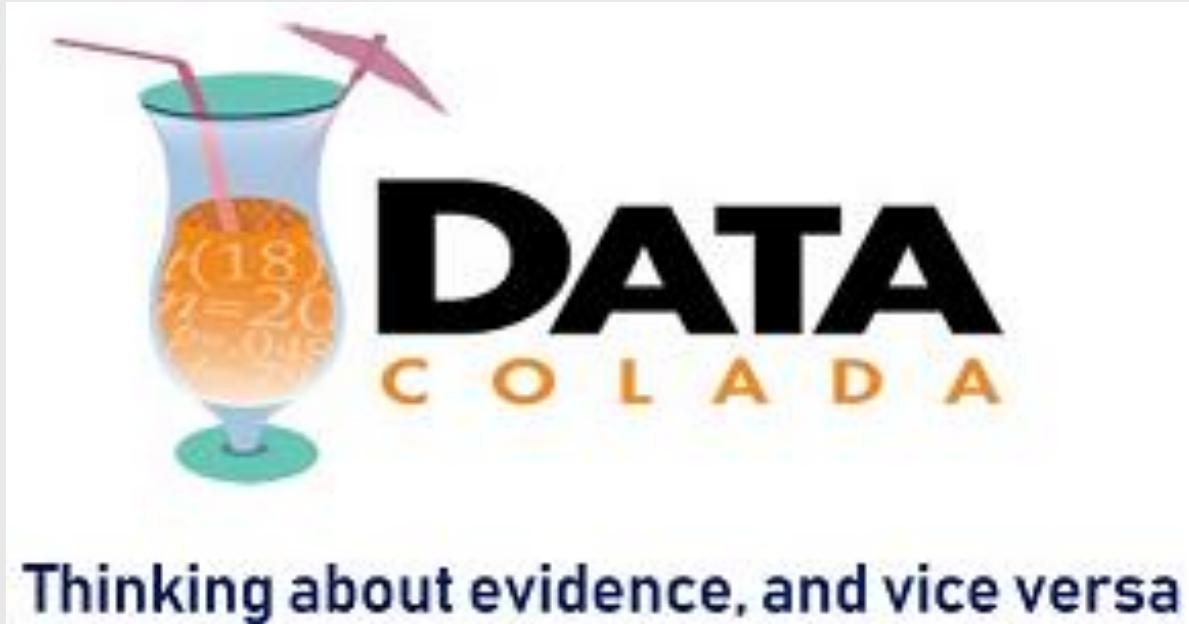
Reducing Dishonesty - Replication(s)

Contributors: [Ariella Kristal](#), [AW](#), [Francesca Gino](#), [Nina Mazar](#), [Dan Ariely](#)

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Category:  Project

Data colada and the controversy

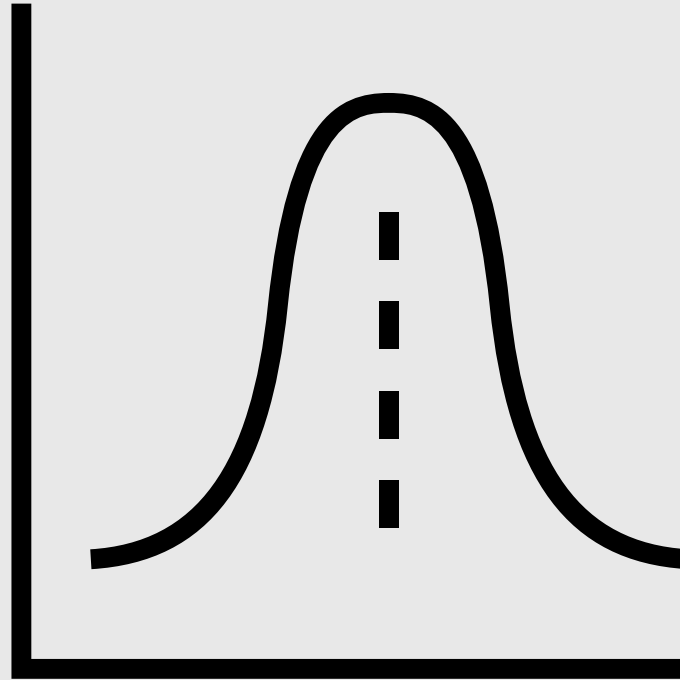


Data colada and the controversy

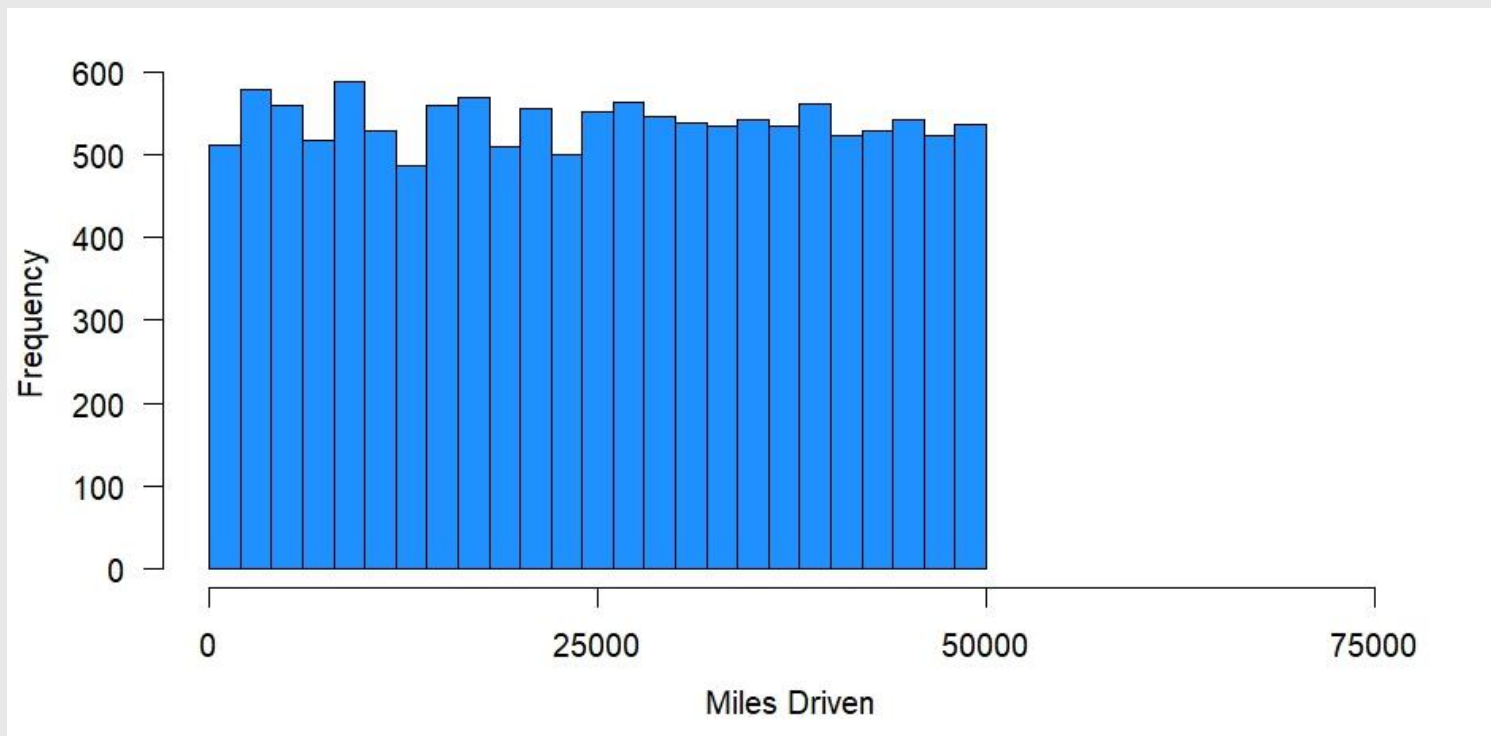
[98] Evidence of Fraud in an Influential Field Experiment About Dishonesty

Posted on August 17, 2021 by Uri, Joe, & Leif

Anomaly #1 – Implausible miles



Anomaly #1 – Implausible miles



Anomaly #2 – No rounded mileages at measure 2

Measure 1:

80,000 →

125,000 →

96,000 →

130,000 →

Measure 2:

91,432

156,988

106,206

137,606

Anomaly #3 –

	A	B	C	D
1	condition	id	baseline_car1	update_car1
14	Sign Bottom	13	93231	98047
15	Sign Bottom	14	83443	105094
16	Sign Bottom	15	22008	26486

Anomaly #3 –

C	D
baseline_car1	update_car1
93231	98047
83443	105094
22008	26486

Anomaly #3 – Different font

C	D
baseline_car1	update_car1
93231	Calibri 98047
83443	Cambria 105094
22008	26486

Anomaly #4 – No rounding in Cambria observations

Calibri

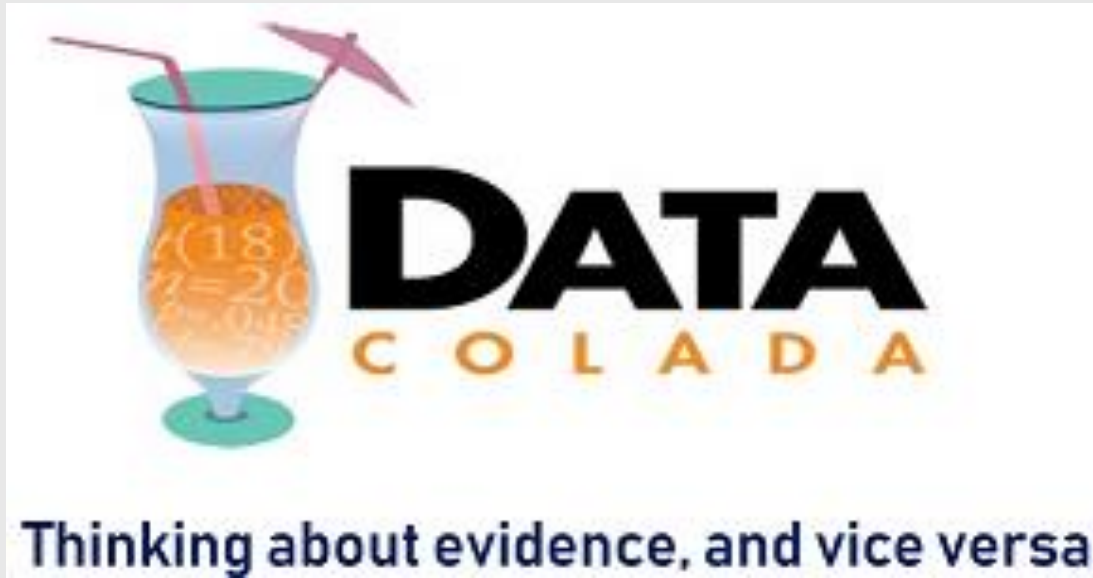
90,000



Cambria

91,432





Sued by one of the authors

To sum up

Shu et al. (2012) -> signing at the beginning decreases dishonesty

Kristal et al. (2020) -> no effect, share the data from 2012

Data Colada notices anomalies in the data:

- #1 A very unlikely distribution of miles driven

- #2 Strange lack of rounding in miles reported in measure 2

- #3 Different fonts

- #4 No rounding in the Cambria font data

Data Colada gets sued

Discussion

Is this connected to publish or perish
AND publication bias?

Have you noticed any changes in
academia when it comes to
publication bias?

Any opinions on the lawsuit?