

DO YOU THINK YOU WILL BEHAVE ETHICALLY?

“People predict that they will behave more ethically than they actually do.”

“They then believe they behave ethically when they didn’t.”

“It is no surprise, then, that most individuals erroneously believe they are more ethical than the majority of their peers.”

- Ann Ten Benschel, Harvard study, 2007.
Quoted in Sorkin, and mentioned in Brooks

Sources

David Brooks, “Let’s All Feel Superior, New York Times (nytimes.com) November 14, 2011
http://www.nytimes.com/2011/11/15/opinion/brooks-lets-all-feel-superior.html?_r=1&nl=opinion&emc=tyb1&ref=opinion&pagewanted=print

Sorkin, Andrew Ross. “On Wall Street, a Culture of Greed Won’t Let Go” nytimes.com DealBook Column July 15, 2013. A version of this article appears in print on 07/16/2013, on page B1. http://dealbook.nytimes.com/2013/07/15/on-wall-st-a-culture-of-greed-wont-let-go/?_r=0