



PRESENTS



**A documentary by Yael Melamede**

**Now IN THEATERS and on VOD**

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**TRT:** 90 Mins. **Rating:** Unrated

**Website:** [www.thedishonestyproject.com](http://www.thedishonestyproject.com)

**Facebook:** [www.facebook.com/dishonestyproject](http://www.facebook.com/dishonestyproject)

**Twitter:** @dishonestyproj

**YouTube:** [www.youtube.com/user/thedishonestyproject](http://www.youtube.com/user/thedishonestyproject)

# SYNOPSIS

It's human nature to lie; we all do it! From scandalous headlines to little white lies, ***(Dis)Honesty – The Truth About Lies*** explores the complex impact dishonesty has on our lives and everyday society. Interweaving groundbreaking experiments from celebrated behavioral economist Dan Ariely with personal stories from individuals affected by the unraveling of their lies, Ariely and a team of scientists uncover our propensity to be dishonest—sometimes even unknowingly. What's revealed is a fascinating look at the forces behind our collective behavior and the many truths behind lies.

## THE (DIS)HONESTY PROJECT

***(Dis)Honesty - The Truth About Lies*** is one element of the overall (Dis)Honesty Project - a partnership between bestselling author and behavioral scientist Dan Ariely and SALTY Features. The Project's initiatives include:

- ***(Dis)Honesty - The Truth About Lies***, a documentary feature film
- THE TRUTH BOX, a traveling installation that invites people to share the truth about a lie
- [www.TheDisHonestyProject.com](http://www.TheDisHonestyProject.com), an online forum and place to explore (dis)honesty

The (Dis)Honesty Project hopes to create a safe space where we can explore the complicated truth(s) of the matter and improve our own behavior and that of the world around us.

# DIRECTOR'S STATEMENT

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This film began as a research project as Dan Ariely was finishing his third book, *The Honest Truth About Dishonesty*. Dan and I had been working together on developing a television series when he suggested we interview regular people about dishonesty. We invited a variety of people from different walks of life to share their stories. This group included a judge, an actor, a writer, an entrepreneur, lawyers, a stock trader, and a number of business executives.

The first weekend of filming had a profound impact on the entire filmmaking team. We were particularly taken aback by the stories of the people whose lives had fallen apart as a result of "dishonesty". We found these people to be unexpectedly and unusually - almost brutally - honest and open about the unraveling of their lies and the enduring impact of their actions. Their stories were much more complex and nuanced than we had expected. They made you think, "If I had been in their situation, would I have acted better?"

The process inspired us to continue filming. Where Dan and his collaborators spent years in a lab environment designing original experiments that analyze and quantify people's predilections to be dishonest, these accounts were emotional, endlessly varied and surprisingly relatable. The stories we heard suggested that the leap from small lies to big lies is not as great as we think. Dan's work combined with people's personal stories provides a radically different lens through which to view dishonesty. It is open minded, accessible, and hopeful about the potential for us all to act better.

The space in which to film our characters was incredibly important to me from early on. I wanted it to be special but also modest; relatable but also abstract; a place that was respectful of our characters and non judgmental. With the help of cinematographer Tom Hurwitz and gaffer Ned Hallick, we created a minimalist setting in a studio space that is a very literal translation of the moral "grey" space we all inhabit. We could easily replicate the space for further interviews and it made all our subjects "equal" before the camera. We used the interrottron that Errol Morris made famous which allowed our subjects to look directly into the camera and see Dan or myself and allowed us to sit across the room looking in a monitor, seemingly directly at them. This direct eye contact lends an intimacy to the confessional nature of the conversations and makes the viewing experience very personal.

Almost all the documentary films I have produced have been highly character driven and told through the language of cinema verite. This film could not be more different, which was both daunting and exciting for my first time in the director's seat. This is the most "constructed" film I have worked on with a tremendously varied collage of materials: a lecture, science experiments, interviews, expert opinions, animations, graphics and archival materials. This collage was the result of trying to bring as many stories and examples to the experience. Dishonesty is universal and the more we can recognize it in others and in ourselves, the better prepared we can be to do something about it.

# ABOUT THE FILMMAKERS

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## **Yael Melamede (Director)**

Yael Melamede is the co-founder of SALTY Features - an independent production company based in NYC whose goal is to create media that is entertaining and enhances the world. Melamede's film INOCENTE, directed by Sean and Andrea Fine, won the 2013 Academy Award for Best Documentary Short. Her last film DESERT RUNNERS, directed by Jennifer Steinman, won multiple awards in the US and around the world. Other producing credits include: WHEN I WALK, BRIEF INTERVIEWS WITH HIDEOUS MEN, THE INNER LIFE OF MARTIN FROST, and MY ARCHITECT. Melamede was trained as an architect before becoming a filmmaker.

## **DAN ARIELY (Producer, Collaborator)**

Dan Ariely, James B. Duke Professor of Psychology & Behavioral Economics at Duke University, is dedicated to exploring questions about human behavior in order to help people live more sensible - if not rational - lives. His interests span a wide range of behaviors, and his creative experiments are consistently interesting, amusing and informative, demonstrating profound ideas that fly in the face of common wisdom. Dan is the founding member of the Center for Advanced Hindsight, and the author of the New York Times bestsellers *Predictably Irrational*, *The Upside of Irrationality* and *The Honest Truth About Dishonesty*.

# **ABOUT THE CHARACTERS**

## **GARRETT BAUER and MATTHEW KLUGER:**

Garrett Bauer was a professional New York City stock trader. Mathew Kluger was a corporate lawyer at a number of prestigious NY law firms. Beginning in 1995, Matt began giving information on pending corporate deals to a mutual friend, which this friend passed on to Garrett. Garrett used this information to trade over the next 17 years. They were caught and convicted for insider trading. Matt was sentenced to twelve years in prison and Garrett was sentenced to nine years.

## **KELLEY WILLIAMS BOLAR:**

Kelley Williams Bolar lives in Akron, Ohio with her two daughters. When her daughters were young, she used her parents' home address as her own in order to enroll her daughters in a better school district. She was ultimately prosecuted and sentenced to jail time as a result. She currently works with students with behavioral issues at a local high school.

## **TIM DONAGHY:**

Tim Donaghy is a former NBA referee who was prosecuted for betting on NBA games, some of which he officiated. Tim runs his own website which advises on picks for handicappers in a variety of sports.

## **RYAN HOLIDAY:**

Ryan Holiday is a media strategist and writer. He dropped out of college at nineteen to work for writers he admired, including Tucker Max, and then became the director of marketing at American Apparel. Ryan currently lives in Austin, Texas with his dog and pet goats.

## **MARILEE JONES:**

Marilee Jones was the Dean of Admissions at the Massachusetts Institute of Technology and is an expert on the college admissions process. She resigned from MIT after it was discovered that she had misrepresented her academic credentials. Marilee currently lives in NYC where she works as a consultant for families and organizations.

## **ERIKA NELSON:**

Erika Nelson lives in Jacksonville, Florida with her six children and her husband Kenny. She signed up for Ashley Madison, a dating website for people who want to have affairs, during a low point in her marriage. Erika currently runs a children's clothing store business and she and Kenny are actively engaged in strengthening their marriage.

**JOE PAPP:**

Joe Papp is a former US professional cyclist. Joe was banned from competitive cycling after testing positive for doping. He subsequently became an anti-doping advocate and currently lives and works in Pittsburgh, PA.

**WALTER PAVLO:**

Walter Pavlo worked as Senior Manager at MCI in the collections department. Together with a friend, Walt funneled millions of dollars from MCI but was ultimately caught and went to prison. Walt has become an expert on white-collar crime and created a website to help people prepare for the prison experience. He is a contributor to [Forbes.com](https://www.forbes.com) and is regularly invited to speak at corporations and universities.

# **ABOUT THE SCIENTISTS**

## **MURALI DORAISWAMY (Duke University)**

Dr. Murali Doraiswamy is a leading brain scientist at Duke University and the Duke Institute for Brain Sciences where he is the director of the neurocognitive disorders program. Murali is a Fellow of the American Neurological Association and serves on the World Economic Forum's Global Agenda Council for Brain Research. His lab uses state of the art neuroimaging technologies, such as functional connectivity MRI and molecular imaging to map brain-behavior links.

## **FRANCESCA GINO (Harvard Business School)**

Francesca Gino is a professor at Harvard Business School and a faculty affiliate of the Behavioral Insights Group at the Harvard Kennedy School. Her research focuses on judgment and decision-making, negotiation, ethics, motivation, productivity, and creativity. Her work has been published in academic journals in both psychology and management. She is the author of *Sidetracked: Why Our Decisions Get Derailed*, and *How We Can Stick to the Plan*.

## **NINA MAZAR (Rotman School of Business in Toronto)**

Nina Mazar is an Associate Professor at the Rotman School of Management University of Toronto, a member of Rotman's Behavioral Economics in Action research cluster, a co-founder of the behavioural insights-driven consulting company BEworks, and a member of the underground economy advisory committee to the Minister of National Revenue in Canada. In 2014 Poets & Quants named her one of "The 40 Most Outstanding B-School Profs Under 40 In The World".

## **MICHAEL NORTON (Harvard Business School)**

Michael I. Norton is a Professor at the Harvard Business School and a member of the Harvard Behavioral Insights Group. He is the co-author - with Elizabeth Dunn - of the book, *Happy Money: The Science of Smarter Spending*. In 2012, he was selected for Wired Magazine's Smart List as one of "50 People Who Will Change the World" and his TEDx talk, "How to Buy Happiness," has been viewed more than 2.5 million times.

## **TALI SHAROT (MIT and London School of Economics)**

Dr. Tali Sharot is an Associate Professor in Cognitive Neuroscientist at the Department of Experimental Psychology, University College London, where she is the director of the Affective Brain Lab. Her research focuses on how emotion, motivation and social factors influence our expectations, decisions and memories. Dr. Sharot is the author of *The Optimism Bias*, *The Science of Optimism* and co-editor of *The Neuroscience of Preference and Choice*.

# **CREDITS**

**Film Presented by:** BOND/360, CNBC and The (Dis)Honesty Project

**Production Companies:** SALTY Features, CNBC, and Fourth & Twenty8Films

**A Film By:** Yael Melamede

**Associate Producers:** Dana Kalmey, Ashley D. Robinson

**Consulting Producer:** Trevor Davidoski

**Co-Producers:** Meghan Lisson, Holly Meehl, Ella Nuortila

**Original Music By:** John Dragonetti

**Production Sound:** Peter J. Miller

**Cinematography By:** Tom Hurwitz, Marco Mastrorilli

**Written by:** Chad Beck, Yael Melamede

**Edited by:** Erin Barnett, Chad Beck

**Executive Producers:** Marc Schiller, Christina Weiss Lurie

**Produced By:** Dan Ariely, Deborah Camiel, Yael Melamede, Mitch Weitzner

**Directed by:** Yael Melamede

**Gaffer:**  
Ned Hallick

**Additional Associate Producers:**  
Madison Newbound  
Dawn Schwartz

**Assistant Editor:**  
Elizabeth Kagen

**Additional Photography:**  
Dave Anderson  
Axel Baumann  
Christian Chapman  
Richard Chisolm



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Johann Perry  
David Vlasits  
Ian Vollmer  
Mark Wexler

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Caleb Heller  
Jenni Morello  
Lorian Reed-Drake  
David Smoler  
Erik Spink

**Additional Sound:**  
Ramsay Davila  
Brian Flood  
Ken Pexton  
Ian Maclagen  
Mark Mariaca  
Jacopo Messina  
Neil Munroe  
Geoff Pennington  
Dave Schumacher  
Gray Thomas-Sowers

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Devin Block  
Blair Hagata  
Jarrett Sullivan

**Hair and Makeup:**  
Jesse Butterfield  
Miriam Robstad

**Researchers:**  
Nadine Sebai  
Sarah Sherman

**POST PRODUCTION:**

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Gary Leib

**Graphics:**

BigStar

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Briana Supardi  
Alexis Suh

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**NBC News VP, Media Law:** David Sternlicht

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**Line Producer:** Bharat R Mirle  
**Sound:** Sathyamurthy  
**Translation:** Mala Ramesh

**EDITORIAL FACILITY:**

Full Circle Post NYC  
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**Facility Assistant Manager:** Dustin Blowes

**POST PRODUCTION SERVICES:**

Final Frame

**Colorist:** Will Cox

**Online Editors:** Sandy Patch, Drew Kilgore

**Post Producer:** Caitlin Tartaro

**POST PRODUCTION SOUND SERVICES**

Dig It Audio, NYC

**Supervising Sound Editors:** Tom Efinger and Abigail Savage

**Sound Designer:** Abigail Savage

**Dialogue Editor:** Claire Bell

**Foley Artist:** Shaun Brennan

**Foley Recordist:** Jeff Seelye

**Assistant Sound Editor:** Summer Ludlow

**Re-recording Mixer:** Tom Efinger

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**Music Consultant:** Linda Cohen

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**Intertron Rental:** American Movie Company

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AP Images  
Corbis  
Dan Ariely  
Ed Beck/MB Films  
Defne Batur/Noble Productions  
Phil Bellette  
Kelley Williams-Bolar  
Michael Chen  
Neil Cocklin  
Joerg Daiber/Spoon Films  
Duke University  
Vadim Gorolotov  
Getty Images  
Beat D. Hebeisen  
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Gary Hustwit  
Historic Films  
Nathan Kaso  
Dan Keinan  
Fernando Livschitz  
Jay Romney Martin  
Sammy Metwalli  
NBC Universal Archives  
Erika Nelson

Joe Papp  
Walter Pavlo  
Pond 5  
Shawn Rocco  
Shutterstock  
T3 Media

**Additional Archival Material:**

ABC News  
Ashley Madison  
AllState  
Hannah Barudin  
Bloomberg News  
Chicago Tribune  
CNN  
Cycling Magazine  
Darko Entertainment  
David S.  
The Economist  
Financial News Online  
Fox News  
Gothamist  
Headline News  
Timmy Henny  
Huffington Post  
Kinja  
Match.com  
Michael Gluckstadt  
National Collegiate Athletic Association  
National Basketball Association  
New York Magazine  
New York Times  
Newsweek  
New York Post  
Simplifilm  
Time  
Times of London  
Tucker Max  
Univest  
USA Today  
Village Voice  
Wackbag.com  
Wall Street Journal