

Dan Ariely

Quotes

*People, Thinking, Motivation, Decision, Mistake, Long, Pain, Opportunity,
Inspiration, Saving, Simple, Debt, Reality, Giving, Vacation, Cost, Cheating,
Ideas, Retirement, Believe*

Big Data is like teenage sex: everyone talks about it, nobody really knows how to do it, everyone thinks everyone else is doing it, so everyone claims they are doing it.

~Dan Ariely

One of the big lessons from behavioral economics is that we make decisions as a function of the environment that we're in.

~Dan Ariely

Even the most analytical thinkers are predictably irrational; the really smart ones acknowledge and address their irrationalities.

~Dan Ariely

The idea that you will make the right decision every time is very unlikely.

~Dan Ariely

Giving up on our long-term goals for immediate gratification, my friends, is procrastination.

~Dan Ariely

Your immediate environment is comprised of coffee shops, supermarkets, websites, apps and all kinds of things - none of which have an interest in your long-term or short-term financial well-being.

~Dan Ariely

Companies, however unintentionally, choke the motivation out of their employees.

~Dan Ariely

Honesty is a complex and tricky thing, and we don't want to be honest all the time.

~Dan Ariely

The most difficult thing is to recognize that sometimes we too are blinded by our own incentives. Because we don't see how our conflicts of interest work on us.

~Dan Ariely

Thinking is difficult and sometimes unpleasant.

~Dan Ariely

Brands communicate in two directions: they help us tell other people something about ourselves, but they also help us form ideas about who we are.

~Dan Ariely

There's something about [cyclically] doing something over and over and over that seems to be particularly demotivating.

~Dan Ariely

The major thing that holds you back when you're trying to change a bad habit like eating, smoking, or drinking too much is your belief you are out of control.

~Dan Ariely

The experiments show quite clearly that, as you resist more and more temptation, you're actually more and more likely to fail.

~Dan Ariely

We need to believe that we're good people, and we'll do just about anything to maintain that perception.

~Dan Ariely

A very simple bad decision is to get into debt. And that is very expensive.

~Dan Ariely

People are willing to work free, and they are willing to work for a reasonable wage; but offer them just a small payment and they will walk away.

~Dan Ariely

People are irrational - and predictably so.

~Dan Ariely

We should teach the students, as well as executives, how to conduct experiments, how to examine data, and how to use these tools to make better decisions.

~Dan Ariely

But because human being tend to focus on short-term benefits and our own immediate needs, such tragedies of the commons occur frequently

.

~Dan Ariely

With everything you do, in fact, you should train yourself to question your repeated behaviors.

~Dan Ariely

Disasters are usually a good time to re-examine what we've done so far, what mistakes we've made, and what improvements should come next.

~Dan Ariely

When you're in pain, tomorrow doesn't exist - just the pain - and the only thing that you want in the world is for it to go away.

~Dan Ariely

The retail industry has its own headache: it loses \$16 billion a year to customers who buy clothes, wear them with the tags tucked in, and return these secondhand clothes for a full refund.

~Dan Ariely

The problem with opportunity cost is that opportunity cost is divided among many, many things.

~Dan Ariely

I don't know what exactly the translation is but when we do consume something now, something else has to give at some point.

~Dan Ariely

In life we encounter many people who, in some way or another, try to tattoo our faces.

~Dan Ariely

Money is all about opportunity cost. Every time you spend on something, that's something you can't spend on something else.

~Dan Ariely

Once you break the social norm and create a new social norm, all of a sudden it can stay with us for a long time.

~Dan Ariely

The real issue is, how much goodwill do you invest in the work? And goodwill is not something that we can buy with money. It's very hard to buy goodwill with money.

~Dan Ariely

But suppose we are nothing more than the sum of our first, naive, random behaviors. What then?

~Dan Ariely

None of us always make the best financial decisions.

~Dan Ariely

Marketing is all about providing information that will heighten someone's anticipated and real pleasure.

~Dan Ariely

When you get a checking account, you should have a savings account, and the number for the savings account should be one off of your checking account.

~Dan Ariely

When people are in severe pain, there's an expression, you're a "pain person," and what that means is that nothing else matters.

~Dan Ariely

Individuals are honest only to the extent that suits them (including their desire to please others)

~Dan Ariely

That's a lesson we can all learn: the more we have, the more we want. And the only cure is to break the cycle of relativity.

~Dan Ariely

I always found the appeal to the market gods a bit odd. Why would the market fix mistakes instead of aggravating them?

~Dan Ariely

If you ever go bar hopping, who do you want to take with you? You want a slightly uglier version of yourself. Similar ... but slightly uglier.

~Dan Ariely

I think we could get people to both be more productive and happier. We're less productive as individuals. We're less productive as companies, and we're more miserable.

~Dan Ariely

It was shocking to realize how many low-income Americans don't have savings accounts.

~Dan Ariely

The problem is that people basically dangle debt in front of us. And the cost for the poor of course is much higher than for the wealthy.

~Dan Ariely

What reminds you in your environment about saving? Nothing.

~Dan Ariely

The people who need to overcome temptation to the highest degree have the hardest time doing it.

~Dan Ariely

The more cashless our society becomes, the more our moral compass slips.

~Dan Ariely

Motivation, basically getting people to be happy at work, everybody - everybody benefits.

~Dan Ariely

Why would you take money out of your paycheck at the beginning of the month when you don't know how much money you'll need?

~Dan Ariely

Once we start thinking of ourselves as polluted, there is not much incentive to behave well, and the trip down the slippery slope is likely.

~Dan Ariely

When parents have college savings accounts for their kids, their kids show higher social and cognitive performance.

~Dan Ariely

that when given the opportunity, many honest people will cheat.

~Dan Ariely

What you should do is wait until the end of each month, and then say, "OK, how much money do I have? How much do I need? Let me send the rest to retirement."

~Dan Ariely

What people do is they pay the small loans first. Why? Because they enjoy making the number of loans smaller. But of course it is a very ineffective way to pay debt down.

~Dan Ariely

Not all debt is bad. From time to time we should get into debt when there's a good reason for that.

~Dan Ariely

Rainy day savings are incredibly important, because from time to time, bad things happen. And if you're not prepared for that, it's going to be really terrible.

~Dan Ariely

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