

MUNI

Organizational Behavior

organizational lying, bullshitting, and deceiving

Tomáš Ondráček

ondracek.t@mail.muni.cz

Faculty of Economics and Administration, Masaryk University

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Snake Oil

(Anti-Cancer Club, 2016)

THE ORIGINAL CURE ALL

RELIEVES INSTANTANEOUSLY
And Cures: Headaches,
Næuralgia, Cough, Cold,
Sneezing, Hiccups,
Goat, Gonorrhœa, Dyptheria,
Dampfang, Mumps,
Measles, Whooping cough,
Tuberculosis, And even
Bowden's Malady.

MITCHELL'S
SNAKE OIL
CURE ALL
LINIMENT

Preceding the Finest in do-it-yourself health care since 2000

FOR BLINDNESS TRY OUR RATTLESNAKE OIL!

Cannabis Oil

(Horsley, 2013)



Examples

(Hiscott, 2017)

SKECHERS
Shape-ups
SHAPE UP WHILE YOU WALK

Hall of Fame Quarterback **JOE MONTANA** wears Shape-ups

GET IN SHAPE WITHOUT SETTING FOOT IN A GYM.

INTEGRATED ELECTROMYOGRAPHY

BACK	THIGH
100%	100%
100%	100%
100%	100%
100%	100%
100%	100%
100%	100%

NECK	HAIP
100%	100%
100%	100%
100%	100%
100%	100%
100%	100%
100%	100%

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Equally effective.[™]
Every day.

PERYOL

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Kellogg's
RICE KRISPIES

25% MORE FIBER SUPPORTS YOUR BODY'S IMMUNITY

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OLAY
DEFINITY

Because younger-looking eyes never go out of fashion.

OLAY

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New! **Kashi**
MIGHTY bites

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get 100% more
earn
BoxTops

VALUE PACK

FRUIT ROLL-UPS

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questions

- Are today's approaches to lying and bullshitting applicable to lying and bullshitting done by an organization?
- How can we distinguish between a lying organization and a lying member of an organization?
- What conditions have to be met to determine that an organization is lying?

Who is lying/deceiving?

Who is lying/deceiving?

- speaker
- management
- employee
- third person
- ...
- organization

Who is lied to?

Who is deceived?

Who is lied to?

Who is deceived?

- public
- state or other oversight organizations
- (potential) buyers
- employees
- ...
- organization

Who is lied to? Who is deceived? organization

(ACFE, 2019; Hart, 2019)

- \$3.5 trillion each year
- hidden loss
 - trust breach
 - climate
 - employee engagement

About what might organizations lie/deceive?

About what might organizations lie/deceive?

- products
- economic situation
- organizational settings
- organizational culture a climate
- ...

About what might organizations lie/deceive?

- advertising
- psychological contract
 - reasonable expectations
- ...

conditions of lying

(Mahon, 2008)

conditions of lying

(Mahon, 2008)

- Statement condition
 - a person make a statement
- Untruthfulness condition
 - a person make an untruthful statement,
which is a statement that the person believes to be false
- Addressee condition
 - a person make an untruthful statement to another person
- Intention to deceive addressee condition
 - a person make an untruthful statement to another person
with the intention that that other person believe that statement
to be true

statement condition

- advertising
- press release
- ...
 - the problem of ascription
 - a scapegoat problem
 - organizational reaction (Benoit, 2014)

untruthfulness condition

- organizational knowledge
 - the collective knowledge and abilities possessed by the people who belong to an organization
- stricter restrictions
 - presumption of general knowledge in the given field
 - presumption of general understanding of the target audience

E.g.: Subway

(Restaurant Marketing: Five Dollar Foot Longs, Not A Foot Long, 2013)



A Subway advertisement featuring a large, detailed image of a Foot Long sandwich filled with meats, cheeses, and vegetables. Overlaid on the sandwich is a large green graphic of a hand with five fingers spread, holding a '\$5' sign. The word 'REGULAR' is written vertically along the side of the hand. To the right, the word 'FOOTLONGS' is written in large, bold, green letters with a white outline, and '8 GREAT SUBS' is written in yellow below it. In the bottom left corner, there is a Subway logo with the text 'EVERY DAY VALUE' and 'ALL THE GOOD STUFF'.

\$5 REGULAR **FOOTLONGS**
EACH **8 GREAT SUBS**

Subway
EVERY DAY
VALUE
ALL THE GOOD STUFF

**Black Forest Ham • BLT • Spicy Italian
Cold Cut Combo • Meatball Marinara • Tuna
Veggie Delite® • Oven Roasted Chicken Breast**

addressee condition

- a plurality of audiences
 - eavesdropper problem
 - message targetting

conditions of lying

(Mahon, 2008)

- collective intentionality (Bratman (1992); Searle (1990))
 - lying by association, by admission
- reaffirming position
 - legal defense
 - attacking accuser
 - (full) apologizing

question

- Are today's approaches to lying and bullshitting applicable to lying and bullshitting done by an organization?
 - yes
 - different notion of intention
 - different notion of knowledge
 - difference between lying, deceiving and bullshitting
 - statement condition
 - reaction to criticism

question

- How can we distinguish between a lying organization and a lying member of an organization?
 - difference based on organizational reaction
 - scapegoating
 - reaffirming position
 - legal defense, attacking the accuser

question

- What conditions have to be met to determine that an organization is lying?
 - addressee condition
 - a person make an untruthful statement to another person
 - intention to deceive addressee condition
 - collective intentionality: lying by association
 - reaffirming position: legal defense, attacking the accuser

conclusion

- Determination of lying or deceiving or bullshitting of an organization can be done regarding its reaction to criticism.
 - reaffirming statement
 - accepting or changing the claim

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**M A S A R Y K
U N I V E R S I T Y**