THE ACCEPTABILITY OF LYING AS FUNCTION OF PERCEIVERS' MOTIVE TO LIE, RELATIVE IMPORTANCE OF THE SITUATION, AND CLOSENESS TO THE PERSON

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2012

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A thesis submitted to the

Dr. Muhammad Ajmal

National Institute of Psychology

Centre of excellence

Quaid-i-Azam University, Islamabad

In partial fulfillment of the requirements for the degree of

MASTERS OF PHILOSOPHY

IN

PSYCHOLOGY

2012

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Prof. Dr. Anila Kamal
Supervisor

Dedication

Dedicated to My Beloved Parents and Husband

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Acknowledgements

All praises be to Allah Almighty the most Beneficent and the most Merciful, for blessing me with the strength, health, persistence, and wonderful life partner who helped me to complete this research work.

I feel deeply indebted to my supervisor Prof. Dr. Anila Kamal for her unsurpassed guidance, positive criticism, and valuable feedback throughout the period of M.Phil. Her patience, encouragement, motivation and kind attitude helped me out to complete this research work. I would also like to thank Dr. Anis-ur-Rahman and other psychologists of the National Institute of Psychology for their guidance and cooperation.

I am particularly thankful to all the study participants for lending me their valuable time to complete the research questionnaires. This thesis would not have been completed without their cooperation. I am also thankful to the library management of National Institute of Psychology, Quaid-i-Azam University Islamabad, for their cooperation in providing relevant books and academic material.

I especially feel grateful to my loving and caring husband Dr. Mohyuddin for the special efforts and painstaking help during data collection in Saudi Arabia. He always encouraged me during the days of despair and kept me motivated. His love and support has enabled me to achieve this milestone.

I must extend the gratitude to my parents whose prayers undoubtedly paved the way to my success. I express my warm thanks to my brother Mr. Faisal Moin for the support and assistance in the time of need.

A special thanks to my friend Zainab Hassan who helped me in dealing with academic affairs and for always being there whenever I needed her support.

Faiza Moin

Abstract

The main objectives of the present research were to develop a reliable and valid perceived lie acceptability measure and to see its relation with motive to lie, relative importance of situation and closeness to the person. Furthermore, the present research was extended by conducting a comparative study of Pakistani and Saudi students in perceived lie acceptability. The research was based on three independent studies.

The study I was performed (N = 50) to develop a scenario based Perceived Lie Acceptability Measure (PLAM). Thirty two scenarios were generated followed by an empirical, systematic and structured approach. The internal consistency (α = .87) and construct validity of PLAM were determined.

The study II was carried out to explore the perceived lie acceptability as function of motive to lie, relative importance of the situation, and closeness to the person, in Pakistani students (N = 204). The alpha coefficient (α = .86) and construct validity of PLAM was further established. Our findings indicated a non significant interaction effect for the motive to lie, relative importance of situation, and closeness to the person while judging perceived lie acceptability. The results revealed significant main effect of the motive, situation, and closeness to the person. A moderate interaction effect between motive and situation was seen. Our findings also indicated that perceived lie acceptability was more in males than in females.

The study III explored the differences in perceived lie acceptability between Pakistani and Saudi students. Psychometric analyses on Saudi data (N = 72) revealed PLAM reliable (α = .82) and valid. Our findings indicated that Saudis rated perceived lie acceptability lower than the Pakistanis. The results also revealed that the combined effect of situation and closeness to the person is same for both the types of lie for the Saudi respondents while judging the perceived lie acceptability, like the Pakistanis. Similarly, it was also found in analyses that motive to lie, relative importance of the situation, and closeness to the person had significant main effect.

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Chapter I

Introduction

The acceptability of lying in everyday life is presumed to determine the extent to which lying in everyday life is regarded as normative behavior. Generally people develop their ideas about appropriate conduct from the formative years till the end of their lives. Lie acceptability is an important factor to dwell on because the acceptable communication behavior is determined by the subjective norms.

Numerous studies have shown that, on average, people tell lie more or less everyday (Camden, Motley, & Wilson, 1984; DePaulo, Kashy, Kirkendol, Wyer, & Epstein, 1996; Hample, 1980; Lippard, 1988; Turner, Edgley, & Olmstead, 1975). Lying and other forms of deception are not only omnipresent; Camden et al. (1984), Knapp, Hart, and Dennis (1974), and Nyberg (1993) describe them as "a form of communication skill" ; Kraus (1981), Kraut (1980), Millar and Tesser (1988), describe them as "a tool that can be adaptive and essential for the survival and maintenance of social relationships". Hample (1980) perceives the deception as the only option available in certain situations and Cole (2000) discusses that it might affect the relational satisfaction positively. Such research literature raises important concerns about the social implications of lying behavior, in particular for the situations in which lying is perceived as acceptable. Though lie acceptability has moral implications, we should not consider it similar to morality, which concerns with the distinction between good and evil or right and wrong conduct. In other words we can say that an appropriate behavior in a social situation might not be ethically right.

In our society, there is a need of trust and community standards for truth telling, but an ordinary society unlike the ideal scientific community must continually face the ambiguous dilemma of when to tell how much of what truth to whom. Telling the complete truth about everything to everybody all the times is almost impossible; but even if it was possible, it probably wouldn't be desirable.

Lying and other forms of deception are publically condemned but are privately practiced by most of the people in our society. Perhaps the reason for this hypocrisy is that both the public condemnation of lying and its private practice are indispensible to

the smooth running of social lives. It is even possible that lying could be an important aspect of moral decency since most people who are morally decent do in fact practice deception. In spite of the expectations, we need to be deceitful in dealing with everyday life events. As we all have encountered such situations which required not telling the complete truth about our feelings and thinking. Veraciousness is considered admirable in every culture, however in practical life all of us have to acknowledge the dire need for lying and deceptive motives.

Generally, it is a common observation that people lie to avoid or handle awkward and difficult situations to achieve personal and social goals in both close and casual relationships. Politicians tell half truths to present themselves as better candidates. For example, the Australian politician and ex-Senator Graham Richardson, a leading figure in the Hawke-Keating Government during the 1980s and 1990s, expressed his views as: “Whether one tells the truth is not, for the most part, what really matters, but whether one gets the job done, and in that respect, one simply has to do ‘whatever it takes,’ and if that involves an element of deceit or misdirection, then so be it” (Richardson, as cited in Malpas, 2008, p. 2). It can be observed in our daily lives that most of the times our media usually conveys subjective information - mostly news papers gain fame by overstating the facts. People avoid awkward situations by lying, and also in the business, lying is practiced commonly. In fact, lies and deception are so common that Rue described: ‘‘One cannot adequately understand history, nature, personality, and society without also understanding the nature and functions of deception’’ (Rue, 1994, p. 4).

In a survey conducted in ten West European countries in 1981, respondents were asked to rank the qualities they wished to pass on to their children. In nine countries out of ten, most of the respondents ranked honesty as first (Harding & Phillips 1986, pp. 19-21). But efforts by parents bring only limited success; most adults tell lies from time to time. Although proverbs like "Honesty is the best policy" implies such a culture that places importance on truthfulness and disregards deceptive tactics, the current research signifies that deception in interpersonal relationships is prevalent in our society.

Deception is an ‘‘act that is intended to foster in another person a belief or understanding which the deceiver considers false’’ (Zuckerman, Depaulo, & Rosenthal, 1981, p. 3). One specific type of deception is lying. According to the Merriam-Webster Online Dictionary (2011), a lie is ‘‘an untrue statement made with the intent to deceive’’ or “to create a false or misleading impression”. Therefore, we can say lie as a verbal form of deception. A lie is a message from a sender designed to influence a receiver in a certain way (Buller & Burgoon, 1994), and a lie thus should not be regarded as an end but as a means to achieve a certain goal (Miller & Stiff, 1993).

With more and more experience we discover that truth telling like every other moral principle has certain practical problems. Sometimes, we have to pass it over in our calculations for getting on as decent and successful human beings.

Lying is present in every society, only reactions toward it differ. Perhaps the reason for this is that it provides advantage in carrying out one’s intentions and because it offers a chance to escape confrontations without having to fight. We (humans) are active creative mammals who can represent what exists as if it did not, and what doesn’t exist as if it did. And we do this easily and routinely. Concealment, obliqueness, silence, outright lying- all help to hold Nemesis at bay; all help us abide too large helpings of reality. T.S. Elliot was right when he reminded us that “humankind cannot bear very much reality” (Elliot, 1952, p.118). In civilization no less than in the wilderness, survival at the water hole does not favor the fully exposed and unguarded self. Deception, it seems, is a vital part of practical intelligence (Nyberg, 1994, p. 12).

Journalists and students of the mass media have shown the prevalence of lying in selected domains of social life (e.g. Glasgow University Media Group 1976, 1980) but it is anthropologists who have effectively shown that in some cultures lying is ubiquitous. Gilsenan (1976, p. 191) described how, in the community he studied in the Lebanon, lying was 'a fundamental element not only of specific situations and individual actions, but of the cultural universe as a whole'. Likewise, Friedl reported that in rural Greece parents deliberately lie to their young children as a way of

teaching them that other people's actions and words should not necessarily be taken 'at face value' (as cited in Barnes, 1994, p. 2).

People not just communicate by using words; there are various means through which they can communicate. As we are unable to read what is in other individuals mind and thus there is no ideal interpersonal communication. Due to this limitation, our communication might become distorted, either intentionally or by chance. While, different situations offer different probabilities for deceit. Researchers have found that people intentionally lie in their interpersonal conversations, as to attain their aims and objectives with a range of motives and in a variety of situations (DePaulo, Ansfield, Kirkendol, & Boden, 2004; Kashy & DePaulo, 1996).

Self-oriented lies are told to gain personal benefits and to protect one's own interests. And hence are generally considered antisocial lies (Bok, 1978). Researchers have found that these kinds of lies can be harmful in our personal relations (DePaulo et al., 2004). Other-oriented lies are told to benefit others and to protect other people's interests, generally labeled as pro-social lies. The other oriented lies appear to promote and sustain cordial relationships (DePaulo & Jordan, 1992), and hence people usually perceive pro-social lies as more acceptable than anti social lies. However, there is a need to explore the variability of perceived lie acceptability across situations.

Lying is morally wrong and negatively effects our relations with others (e.g. Bok, 1978; Kant, 1964; Sartre, 1956). These effects can be devastating, not just for the individual who is being lied to, but also for the liar. Due to such reasons various researches have been conducted to determine the means for lie detection (Depaulo, Stone, & Lassiter, 1985; Ekman, O'Sullivan, Friesen, & Scherer, 1991; Forrest & Feldman, 2000; Vrij, Edward, Roberts, & Bull, 2000; Zuckerman, Spiegel, Depaulo, & Rosenthal, 1982).

While, some philosophers regard certain type of lies as acceptable. For example Sidgwick (1907) "lies which create a hedonistic satisfaction for both the self and others may be generally beneficial". Similar to this context Plato (1935) used the term of ''the noble lie'', and referred it as "calibers of metal in the blood determined one's

rank in life". In its defense, he argued that it was necessary to maintain the social structure. In fact, the more pragmatic philosophers state that "lying is only wrong when the lie causes more harm than good". They further state that lies may even be considered an essential, and even valuable, part of daily life and social interactions (Solomon, 1998; Zuckerman et al., 1981).

Various researchers have explored lying behavior (e.g., Buller & Burgoon, 1994; DePaulo, Epstein, & Wyer, 1993; Keating & Heltman, 1994; Miller & Stiff, 1993), however empirical foundation of theories on lie behavior is still lacking. Their investigations were based on the categories defined in the ethical philosophical literature on lying (Lindskold & Han, 1986; Lindskold & Walters, 1983), while others have examined the lying behavior empirically (Maier & Lavrakas, 1976; Pope & Forsyth, 1986).

Perceived Lie Acceptability

Several researchers have explored individual differences in lying and deception, but majority examined lie detection or successful lying (Aamod & Custer, 2006; Bond, Malloy, & Arias, 2005; Ekman, 2001; Johnson et al., 2004; Porter, Campbell, Stapleton, & Birt, 2002; Riggio & Friedman, 1984; Vrij, 2000; Watson & Sinha, 1993). Only few researchers have investigated perceived lie acceptability.

Linskold and Walters (1983) provided the typology for lie acceptability, from the most to the least acceptable. For instance, protecting others from harm, disgrace and humiliation, to protect oneself and others from punishment, to make one-self and others look better.

Hopper and Bell (1984) revealed that benign lies were judged more positively than exploitive lies. Maier and Lavrakas (1976) discovered that those lies were rated as more negative that caused the recipient to lose some resource than those lies that did not. Linskold and Walters (1983) determined that altruistic lies were perceived to be less reprehensible than self-oriented lies, and self-oriented lies were evaluated as less negative than exploitive ones.

McCornack and Levine (1990) developed a lie acceptability scale. Findings of their study revealed that more than two-thirds of their participants broke their bond because of a discovered lie. In certain situations we are left with only deceptive tactics to communicate with (Hample, 1980) and might have a positive impact on our relational contentment (Cole, 2000).

Backbier, Hoogstraten, and Terwogt-Kouwenhoven (1997) revealed that the lie acceptability is determined by the motive, the situation and relation with the person. Their findings indicated that Social lies were rated as more acceptable than individualistic and egoistic lies. Moreover, the individualistic lies were rated as more acceptable than egoistic lies.

Motives Underlying Perceived Lie Acceptability

Motives are defined here as "underlying reasons for lying, often brought by situational constraints". There are certain motivations behind telling a lie, such as "to maintain balance in relationships, to avoid uncomfortable situation, and to achieve intimacy" (Cole, 2001). People may lie to keep away from humiliation and mockery (Green &Farber, 2000). Motives have a considerable impact on lying. And it would be worthwhile to identify the extent of acceptability for different types of motives for lying. By exploring individuals' perceptions of lie acceptability for different motives we may become fully aware of the ways to detect and enact lying.

According to Lindskold and Walters (1983) the motivations underlying lying behavior ranged from altruistic to exploitative ones. While other researchers have considered target of lie as part of their typologies, and described the types of self, other, and relationally oriented lies (DePaulo et al., 1996; Metts, 1989; O'Hair & Cody, 1994). Camden et al., (1984) stated categories of telling a lie as "to benefit another, to protect privacy, to avoid conflict, to protect oneself, to benefit oneself with no harm intended to others, and to benefit oneself with harm intended to others". Various researchers have investigated these lie categories in similar context (DePaulo & Bell, 1996; Hodgins, Liebeskind, & Schwartz, 1996; Lee, Cameron, Xu, Fu, & Board, 1997; Lindskold & Han, 1985; Seiter, Bruschke, & Bai, 2002).

The variation between typologies is large but they share some generalities as well. Particularly, the types of lie vary in their motive to lie for self or others (Hopper & Bell, 1984; Lindskold & Walters, 1983; Lippard, 1988). This variability in lies extends from well intended to wicked ones (Lindskold & Walters, 1983). Some lies have neutral or negative effect for self or others whereas others have positive consequences.

McLeod and Genereux (2008) found that other oriented lies were judged as the most acceptable and likely while self-oriented lies were the least acceptable and likely overall. Similarly, Ning and Crossman (2007) revealed through a study that altruistic lies were perceived as more acceptable than self gain lies. Sexual lies told in close and casual relationships among undergraduates tended to be relatively more other-oriented than self-oriented (Williams, 2001). Depaulo et al. (1996) revealed that people tell more antisocial lies than other-oriented lies, except in dyads involving only women, in which both the types of lie were equally common.

Lie acceptability is linked to factors motivating the lie (e.g., Backbier et al., 1997; Lindskold & Walters, 1983; Seiter et al., 2002; Turner et al., 1975). For instance, Backbier et al., (1997), revealed that lie acceptability is determined by the combined effect of the motive to lie and the importance of the situation. While Seiter et al., (2002) discovered the motive as strongest determinant of lie acceptability and lie acceptability increases as harm, malice and egoism of the lie decreases. In sum, altruistic lies are generally perceived as more favorable than the antisocial lies (Lindskold & Walters, 1983), while people perceive those lies less negative which are not harmful in comparison to the antisocial lies (Maier & Lavrakas, 1976). Finally, exploitative are least acceptable (Hopper & Bell, 1984; Lindskold & Walters, 1983). Hence we can conclude that motive to lie has a strong impact on the acceptability of lies.

From the derivations of literature review, it was assumed that perceived lie acceptability is a function of motive to lie and consequences. And other-oriented lies are generally perceived more acceptable than self- oriented lies.

Perceived Lie Acceptability across Close and Casual Relationships

It is a common observation that in our daily lives we interact more often with those individuals who have a social and emotional attachment with us. As friends are more strongly attached with us than acquaintances so it will be more acceptable to lie to acquaintances than to friends (Lindskold & Walters, 1983). Moreover, most of us try to be truthful to friends. So lying to a friend is generally considered as less acceptable than to an acquaintance (Metts, 1989).

Existing literature proposes that the nature of relationship should influence the enactment and perception of deception (Buller & Burgoon, 1996). Type of relationship has been shown to correlate with motive to lie (Seiter et al., 2002). For example, mostly lies are told in impersonal relations than in personal ones (Burgoon, Buller, Ebesu, White, & Rockwell, 1996). While it is acceptable to deceive the strangers and friends in order to protect one's own privacy, but in case of spouse it is perceived as completely unacceptable (Seiter et al., 2002). Similarly, Ning and Crossman (2007) revealed that it is less acceptable to tell a lie to a spouse than to a stranger.Whereas Maier and Lavrakas (1976) revealed that lying to friends were judged more negatively than lying to strangers.

Depaulo and Kashy (1998) investigated the lies in close and causal relationships in everyday life. Researchers revealed that in close relationships individuals told fewer lies and felt discomfort after doing so. In addition, lies told to friends were mostly other-oriented than self-oriented, while the opposite is true for acquaintances and strangers. Likewise, Williams (2001) investigated the extent and nature of lying about sexual matters in close and casual relationships among undergraduates. Results revealed that in close relationships participants tell fewer lies.

In close relations people usually maintain that they tell lies to protect their partner. Kaplar and Gordon (2004) assumed that lie receivers will judge liars' motives less altruistically. Results revealed that the same individuals, when occupying the role of lie teller as opposed to lie receiver, viewed their lies as "more altruistically motivated, guilt inducing, spontaneous, justified by features the situation, and provoked by the lie receiver".

Lies told to parents are perceived acceptable when aimed at their welfare. There is a difference between the lies told to acquaintances and those told to close friends in content and frequency (Ennis, Vrij, & Chance, 2008; DePaulo & Kashy, 1998). All of us have observed that the lies which are told in everyday life are not much significant and most of the times such lies are told to acquaintances than to close relations. While the lies we tell in close relations are other oriented in order to promote positive relations with them (Anderson, Ansfield, & DePaulo, 1999; Williams, 2001). In case of grave lies (e.g., regarding risky sexual matters), people generally avoid lying, but they seem to be more truthful in close relations than in impersonal ones (Williams, 2001; Williams & Payne, 2002).

In a research study, Whitty and Carville (2008) found that individuals are more likely to tell self-oriented lies to people not well-known to them. And self-oriented lies are told more in email, than by phone, and finally in face-to-face interaction. While other-oriented lies were told more in close relations.

On the other hand people also admit that the big lies they have ever told were in the close relations (DePaulo et al., 2004; DePaulo & Bell, 1996). In such instances the liars motive to lie is to protect and maintain their relationships. Additionally, some researchers have revealed that lying is more common in close relationships than in casual (e.g., Hample, 1980; Lippard, 1988; Millar & Tesser, 1988). At the same time, some have shown deception as more common in impersonal relations than in personal ones (DePaulo & Kashy, 1998).

Seiter et al. (2002) discovered that US participants rated lying to parents more acceptable than Chinese participants did, as Chinese considered it more acceptable to lie to spouses for the privacy protection. Different people have different opinions regarding the lie acceptability. In a study conducted by Boon and McLeod's (2001) on romantic couples, it was found that the partners had little trouble identifying acceptable conditions for lying when they believed in honesty in a relationship. In the similar context, Cole (2001) states that ''without a doubt, complete disclosure fails to depict the nature of communication between romantic partners''. The contradictory nature of deception is also visible in the tension between civil laws and day to day practices. Nyberg (1993) discusses the need of truth (e.g., giving court testimony) and

having an exception (e.g., protecting one's privacy) on the basis of civil codes. Kalbfleisch (2001) in her research discussed that lie telling for the good of the partner apparently, might be the biggest deceit of the relationship (p. 228).

Lying to friends is considered more reprehensible in comparison to acquaintances or strangers (Maier & Lavrakas, 1976). The literature in this regard is somewhat inconsistent. Some researchers have found deception more frequent in close relations than in acquaintances (Hample, 1980; Lippard, 1988; Millar & Tesser, 1988), while others found the opposite (DePaulo & Kashy, 1998). Recent efforts are at very early phase in exploring lying behavior across different relationships and we need to investigate it into more detail in prospective research (Blair, Nelson, & Coleman, 2001).

Therefore, we can conclude that the literature on lying and deception across close and casual relationship is mixed. On the other hand we have found a consistency in perceptions of lying behavior. That is, lies told to acquaintances are perceived as more acceptable than in close relations (Backbier et al., 1997; Williams & Payne, 2002).

However, some researchers have revealed perceived lie acceptability as function of the combined effect of closeness to the person and motive to lie (Seiter et al. 2002). Thus, the closeness between the liar and the individual who is lied to is assumed as an important factor in determining the perceived lie acceptability. Additionally, in our study we assume that the lies told to acquaintances will be judged more acceptable than lies told to close friends.

Relative Importance of Situation in Perceived Lie Acceptability

We all have observed that people tell lies in various situations and for multiple reasons. Several researchers have demonstrated the typologies to describe this variability (Camden et al., 1984; Hample, 1980; Hodgins et al., 1996; Hopper & Bell, 1984; Lindskold & Walters, 1983; Lippard, 1988; Metts, 1989). For example Turner and his colleagues (1975) have discovered lies told for "conflict avoidance, saving face, for achieving power, and to promote social relations with others"; while Van

Dongen (2002) identified lies told “to run away from the realities of life or to deal with power inequity issues”.

In a research study by Hample’s (1980) the three-quarters of the participants identified certain situations impossible to tell the truth, and lying about relatively unimportant matters was found to be more acceptable than lying about relatively important matters (Backbier et al., 1997). Likewise, Williams (2001) explored the extent and nature of lying about sexual matters in close and casual relationships, and found a consistency in propensity to lie about sexual matters across situations.

Bell and DePaulo (1996) analyzed the challenging situations involving people’s emotional attachments. To deal with these uncontrollable situations, people might lie and deceive, as they cannot handle them by being completely honest.

In the extensive literature review, we found that there are rare studies which focus on the relative importance of situation in perceived lie acceptability. Only few researchers have studied the relative importance of the situation in relation to lying. In our study we assume that perceived lie acceptability will be less in relatively important situations than in relatively unimportant situations.

Gender Differences in Perceived Lie Acceptability

Existing literature indicates that the rate of telling lies for the male and female is the same, but differences exist in their content and motives underlying deceptive behavior (Costa, Terracciano, & McCrae, 2001). Ning and Crossman (2007) found that male participants of their study rated both the antisocial and pro-social lies as less acceptable than did females.

In a research study, Tyler and Feldman (2004) assumed that nature and frequency of lying is related to the individuals’ gender and expectation of future interaction. Seventy eight percentage of participants lied. Only women lied more when expecting future interaction. Also females told more self-oriented lies in comparison to males. While, in case of other-oriented lies no gender differences were found.

Feldman, Forrest, and Happ (2002) explored the impact of self-presentation goals on the amount and type of verbal deception used by participants in same-gender and mixed-gender dyads. When the respondents' goal was to appear competent they lied more in comparison to the respondents in the control group, and the content of the lies varied with self-presentation goal. Additionally, males and females lied at about the same rate but they varied in content. The findings revealed that female told both the self and other oriented lies at about the same rate within each goal category, but male told more self-oriented lies in comparison to other-oriented lies, particularly when male respondents had the goal to appear competent or were in the control group.

DePaulo and her colleagues (I996) found that women tell more other-oriented lies and men tell more self-oriented lies. Unlike DePaulo, Zimbler (2009) found that in online dating women told more self-oriented and subtle lies than men. Gender differences in lying thus might have resulted due to the diverse cultural differences. Levine, McCornack, and Avery (1992) revealed that men rated lying as more acceptable than women did. The females also reported negative emotional reactions to lying and perceived it more significant than males.

It was found in the literature that multiple views exist about the gender differences in perceived lie acceptability, but based on the majority of research studies, such as DePaulo et al., (1996), Feldman, Forrest, and Happ (2002), Levine, McCornack, and Avery (1992), we assume that perceived lie acceptability will be more in males than in females, and males will perceive self-oriented lies as more acceptable than women in relation to other-oriented lies.

Age Differences in Perceived Lie Acceptability

The empirical literature indicates age differences in perceived lie acceptability, for instance in understanding deceptive behavior (Lee & Ross, 1997; Strichartz & Burton, 1990; Wimmer, Gruber, & Perner, 1984) and perception of lie acceptability (Bussey, 1999; Peterson, Peterson, & Seeto, 1983) changes during the development. The children's understanding of lying behavior and the motive to lie evolves with their growth. Their understanding becomes more refined and indicates a positive signal for the cognitive, social, and motivational aspects of liars, for example the liar's

intent and knowledge of the truth. This indicates that the perceived lie acceptability is quite situation-dependent for the young children (Bussey, 1999; Lee et al., 1997; Lee & Ross, 1997; Peterson et al., 1983; Sweetser, 1987). Researchers have found that the age of children is inversely related to their evaluation of others' lying in politeness situations and they were more prone to tell lies in such circumstances (Xu, Bao, Fu, Talwar, & Lee, 2010).

But we do not know clearly whether such variations continue to occur within adulthood or not in perceived lie acceptability. Though through a research study Linskold and Walters (1983) revealed that lie acceptability is more in older people than in students on the issues of tax, lying to a partner and to religious officials. While, students' lie acceptability was more for playing sick to avoid work or exams. Also, life experiences might be linked to the evolving beliefs about lie acceptability. In fact as we age, we may experience change in our relationships and develop more intimacy in relations (Hodgins et al., 1996). With age growing intimacy in relationships might be linked with lowered perceptions of lie acceptability, for some types of lies (self-oriented lies), and perhaps greater acceptability for other lies (other-oriented lies; Williams & Payne, 2002).

Religion and Lying

Lying and deceptive behaviors are denounced by all the religions and in all religious teachings. Some state it in a subtle way that we should abstain ourselves from doing such deeds as lying is morally wrong and will lead to despair and demise.

In every society lying and cheating are considered disgraceful characteristics. The Quran and the Sunnah have many texts describing the meaning that lying and cheating is strictly forbidden. Islam holds the view that lying is a serious vice. Allah says in the Qur'an: "And do not say that of which you have no knowledge" (Qur'an 17:36).

The Prophet (PBUH) preached the importance of honesty and stressed on the devastating consequences of lying. Honesty gives rise to goodness and goodness paves the path to the heaven. Our holy Prophet (PBUH) declared lying as the root

cause of all evils. Lying directs our path to deviant behavior and deviant behavior in turn will take us to hell. Truth is to state what corresponds with reality, how things are, and is the opposite of lying. The malice of lying is tied to hypocrisy as described by the Prophet Muhammad (PBUH), "If anyone has four characteristics, he is a pure hypocrite, and if anyone has one of them, he has an aspect of hypocrisy until he gives it up: whenever he is trusted, he betrays his trust; whenever he speaks, he lies; when he makes an agreement, he breaks it; and when he quarrels, he deviates from the truth by speaking falsely" (Saheeh Al-Bukhari, Saheeh Muslim).

The Prophet's (PBUH) has always taught us that we should keep ourselves away from hypocrisy. And we should remain honest with others; keep our promises, and always tell the truth. If we follow the teachings of Islam we will become honest and will avoid evil deeds like lying, deception and infidelity.

Islamic society is established on pure feelings of love, and sincerity towards every human being, and to be truthful with every Muslim or non-Muslim. For a true Muslim cheating and lying are alien characters. Muslim society does not tolerate cheaters, liars, and traitors. Islam considers those guilty of such deeds to be hypocrites. Hence, a true Muslim stays away from lying, cheating, betrayal, and trickery.

Cultural Influences on Perceived Lie Acceptability

It is easy to assume, within the confines of one's own cultural perspective, that we know what is true and what is false. However different cultures' parameters of truth and of reality vary widely. Each society comes up with its own consensus and formulations regarding some of the most basic questions of life. A culture's judgments and values are shaped by a shared worldview, based upon group members' experiences having grown up in a particular socio-cultural milieu. Beliefs may sometimes be cloaked in absolute certainty as fundamental truths, and they may be worshipped, defended, and mythologized. Cultural formulations shape the cognitive and affective dimensions of what is considered to be observable or self-evident reality and immutable truth. Culture determines which deceptive behaviors or acts are

socially acceptable and constructive, and which are to be considered misleading falsehoods that are condemned as lying. At times we all sidestep the truth and misrepresent certain facts to ourselves and/or to others, both consciously and unconsciously. Internally, we selectively negate and seek to hide dystonic truths, for example when we deny, repress, dissociate, split, project, or idealize. We may alter, reverse, displace, or pretend; and, in so doing, fabricate something entirely new within our inner world of fantasy. Lying occurs at the interface between the intrapsychic and the interpersonal level. In lying, one consciously seeks to mislead others by negating what is real and attributing truth to a pretense or a construct derived from the interplay of primary and secondary processes in one's inner world of illusion and fantasy (as cited in Akhtar & Parens, 2009, pp. 111-112).

Great value has been placed on skillful lying and deception in various cultures (Condon & Yousef 1975). Literature also indicates that perceptions of deception and lying may have cultural roots (Aune & Waters, 1994; Yeung, Levine, & Nishiyama, 1999). For instance, in studying the moral reasoning Lefebvre (1982) found that individuals of former Soviet Union believed finding the middle ground of morally admirable and vice is good, while the people from United States believed that such a compromise is evil. Although such researches are worthwhile in increasing our knowledge but majority have explored a limited number of motives underlying lying behavior, using moral dilemmas not solely relating to deceptive motives.

In 1900, the French anthropologist Topinard maintained that "the various 'races' differed in their propensity to lie. He identified regions in France prone to lying, and also wrote of 'the cheating Italian, the hypocritical Englishman, the Greek without good faith, the Turk incapable of keeping his word" (as cited in Barnes, 1994, p. 65).

Regardless of meager empirical literature, there are some underlying theoretical bases to expect that cultures differ in their acceptability of lying behavior. First, according to Hofstede (1980, 1982) collectivism versus individualism is the most salient dimension across which cultures differ. In individualistic cultures people look for personal goals and place their private benefits above group interests, while individuals of collectivistic cultures place more importance on group goals and

wellbeing than those of the individual (Gudykunst & Kim, 1997). So, chances are there that individuals from collectivistic cultures might rate lying behavior that aimed at promoting others interests as more acceptable in comparison to the people of individualistic cultures. Likewise, it is probable that people of individualistic cultures might have more acceptability for lies aimed at promoting self interest compared to the people of collectivistic cultures.

Second, lying is perceived to attain private goals for individuals with instrumental orientation. For such individuals deception may not be reprehensible in achieving personal benefits as opposed to a person with expressive orientation. Since people with an expressive orientation view social relations as means to an end, hence place a high value in social interactions, and might employ deceptive tactics to advantage others more than those belonged to instrumental cultures (Gudykunst, &Kim, 1997).

Third, according to Ting-Toomey (1988), people of individualistic societies are more inclined to save face for their own selves than for others, whereas in collectivistic societies people are more prone to preserve both the others and their own self in relations. Robinson (1996) have found that people of Chinese cultures may use deceptive tactics for avoiding conflict (thus they maintain harmony by providing advantage their own self and others), and to save face for others

Finally, according to Gudykunst and Kim (1997) the collectivistic cultures gain privacy psychologically instead of with physical barriers. Individuals from such cultures perceive deception more acceptable in maintaining the privacy. Also individuals belonged to collectivistic cultures use evasive communication to signal the need for privacy.

The differences in perceived lie acceptability made the researchers to investigate the cultural elements related to it. Aune and Waters (1994) compared the collectivistic Samoan culture with the individualistic American culture. They explored the relation of deception acceptability with the moral development as a product of culture using lie scenarios. Results of the study revealed that lie acceptability was significantly related to the values of each culture. For instance, for Samoans lying for

families was more acceptable while Americans rated self oriented lies as more acceptable.

Seiter et al. (2002) also explored perceived lie acceptability as a function of culture among Americans and Chinese using lie scenarios. Perceived lie acceptability was more among Chinese respondents in comparison to Americans because in Chinese culture more emphasis is placed on social harmony and expectation rather on personal well being.

Similarly Mealy, Stephan, and Urrutia (2007) showed the differences between two groups - Ecuadorian and Euro-American college students for demonstrating the perceived acceptability of lies. Six lie domains which were examined included flattery, impression management, conflict avoidance, enhancement of others' self-esteem, self-aggrandizement, and instrumental lies. It was analyzed that the Euro-Americans rated lies as more acceptable than Ecuadorians. In both of these cultures, lies motivated by a desire to benefit others were considered more acceptable than lies that primarily benefited the self. Moreover, lying to out-group was perceived as being more acceptable than lying to in-group

Lying and growing up in one's culture.

In the first year of life, an infant starts to look outward, beyond the intimacy of the symbiotic resonance with mother, trying to contact and explore an enigmatic as-yet-unknown surround. The child tries to grasp and to recognize meaningful patterns and gestalts, begins to differentiate what 'is' or 'is not,' and starts to generate hypotheses concerning what seems to be reliable or untrustworthy. In the second and third years, culturally-shaped concepts embodied in parental responses, words, and stories contribute to the toddler's efforts to conceptualize, categorize, and respond to the complexities of the outer world. A child tries to figure out and separate what is 'true' from what is 'false.' His efforts to understand and to bridge gaps between contrasting polarities are enriched and continue to evolve in the interplay between his inner transitional symbolic world of imagination and fantasy (Winnicott, 1971), and an outer world of reality, attachments, and interactions. In their inner world of

magical illusion where concerns about truth and reality are temporarily suspended, toddlers try to creatively juxtapose, mould, and shape contrasting images, concepts, and hypotheses. Through pretense and make-believe play enactments, they try out possible solutions. Gradually, with the progressively increasing prominence of secondary process thinking, challenges posed by parental prohibitions, cultural ideals, and the child's need to maintain self-esteem and approval in the eyes of others, contribute to the emergence of superego and ego ideal precursors and subsequent stages of maturation.

As Freeman (2009) describes, there are differences among cultures with regard to what is believed and valued as true or devalued as false. Sometimes expressing the 'whole' truth is culturally unacceptable, and one is expected to lie or to consciously conceal what one knows, thinks, or feels. In some instances, pretense and role-playing are culturally acceptable and valued. In others, they are condemned as fraud and inauthentic or as misrepresenting the truth. Sometimes it is deemed culturally essential and constructive for parents to lie to children, in order to protect them or to stimulate and foster what is considered to be their optimal development. 'White lies' are an example of a culturally sanctioned form of lying. People feel that if falsification occurs for a good reason and if it is for the benefit of others, it can be justified or essential, and should not be considered a lie. Sometimes, it is difficult to be completely honest as well as loyal, considerate, or empathic. Out of consideration for the well-being of a loved one, a member of one's group, or a friend, one may altruistically decide to look the other way, or to falsify or modify the truth. Also, there sometimes are situations when it may be tactful to avoid saying anything about a personally sensitive and/or culturally sensitive topic. One may, in idealization, even lie to oneself about what another person is like, closing one's eyes to their failings. Cultural mores and personal feelings affect these decisions. People often seek a middle ground, attempting to compromise between cultural mores, personal loyalty, compassion, and discretion.

All cultures establish a balance between hiding and revealing. Parental denial and falsification can be useful in helping children to maintain an inner sense of safety and narcissistic balance until they are old enough for active mastery to become possible. Cultural mores may seek to protectively misrepresent, falsify, or conceal

potentially upsetting realities, such as anatomical differences, sexuality, childbirth, and death, in order to prevent the child from possibly becoming traumatized and overwhelmed. Cultural uses of untruths and lying that at first glance may seem to be pathogenic turn out to be beneficial and to have unexpected authenticity and value when understanding them by examining their contexts more closely (Freeman, as cited in Akhtar & Parens, 2009, pp. 113-124).

Similarly, it is our common observation that in Pakistani culture, lying and other forms of deception have become part of our everyday life communication. Due to the potential benefits, lying has prevailed in our society. Through the present research, an effort has been made to explore the perceived lie acceptability among university students in achieving their personal and social goals. In addition, research has also shown that some forms of lying foster harmony in the social relationships. Lying has several forms and utility in handling daily life circumstances, and it cannot be ignored. Individuals who see lying as acceptable would consider it as a viable tactic in accomplishing personal and social goals. Such individuals will lie more often than others. They will be less critical and have more understanding of other people's lie, in general. On the other hand, people who rate lying as unacceptable would discourage and avoid telling a lie.

Generally, it can be observed that people in Pakistani society lie to avoid and handle uncomfortable situations while achieving their personal and social goals in both the close and casual relationships. Also, it is a common sense viewpoint that more acceptable a person rates lying, the more would he / she be prone to tell a lie in daily life interactions. But, still further research is needed in this context.

Rationale of the Present Research

The rationale of the study was based upon the assumptions and claims of the related meager empirical literature on perceived lie acceptability. In recent years, considerable attention has been devoted to the study of the motives underlying lying behavior, its prevalence, acceptance, and impact across close and casual relationships and in different situations. But, the perceived lie acceptability as function of

perceivers motive to lie, relative importance of situation, and closeness to the person has not been the focus of empirical research in Pakistan.

The main objective of the present research work was to explore perceived lie acceptability by developing an indigenous scale. As, no measure tapping perceived lie acceptability have been constructed in Pakistan. Thus, the primary objective of this research work was to develop a reliable and valid perceived lie acceptability measure. The second major focus of the present research was to study the factors that might effect individuals' perceived lie acceptability. Backbier, Hoogstraten, and Terwogt-Kouwenhoven (1997) indicated that there are certain situational factors that influence one's perceived lie acceptability. These variables are motive to lie, relative importance of situation, and closeness to the person.

Furthermore, the study was also conducted to identify the differences in perceived lie acceptability between Pakistani and Saudi students. According to Geert Hofstede (1991) cultures vary in their degree of "individualism/collectivism, power distance, uncertainty avoidance, masculinity femininity, and long/short term time orientation". In the above mentioned factors, recent research has shown that individuals in collectivistic cultures might consider certain kinds of lies acceptable (Solomon, as cited in Mealy et al., 2007). Both the Pakistani and Saudi cultures are collectivistic in nature where we expect people to protect other people's feelings, express agreement, and show support. In collectivistic cultures group defines the identity of their members. Most of the times they remain thoughtful regarding the impact of their deeds on their ingroup members and the sharing of resources is also present among them (Hui & Triandis, 1986). Members of collectivistic societies might perceive certain lies as acceptable as their culture values social harmony in relations. Indeed, in certain situations lying might be judged a desirable quality. In countries, like Japan and Western Samoa, people tend to seek social harmony and perceive lies that are other-oriented to be a vital element of the social order (Solomon, 1998). But, individualistic cultures perceive such lies more acceptable which can promote one's own well-being. Since both the Pakistani and Saudi cultures are collectivistic in nature, so it was assumed that in both the societies' individuals might rate certain type of lie as more acceptable than others.

On Hofstede cultural dimension, Pakistan registered lowest individualism score of 14 while Saudi Arabia ranked a much higher score of 38 (Hofstede's research didn't provide a score for Saudi Arabia but provided a score for overall Arabic countries, and had used this score as the proxy of the score of Saudi Arabia). According to the definition, lower individualism scores indicate higher collectivism scores (Hofstede, 2001). Hence, Pakistan ranked higher on collectivism in comparison to Saudi Arabia. So, it was assumed that Pakistani students will rate the perceived lie acceptability higher in comparison to Saudi students.

The present study will be a valuable addition of the current efforts in understanding the perceived lie acceptability as function of motive to lie, relative importance of situation and closeness to the person. As it is essential to completely identify the means in which lying is enacted and detected.

In our daily lives, we see different form of lies, and lies can be observed in different ways and in different scenarios. According to the needs or situation, people can lie or mould the truth. It can be observed in routine life that sometimes public figures seem to lie and government use the words which can be seen as lying. Nowadays people try to be persuasive by using the help of lying. Most of the people just twist the reality a bit and think that they never lie or had a goal to deceive but the others perceive them liars. In other words, we can say that some forms of lying are socially acceptable in our culture. Or we can say that day by day it's becoming a normative behavior. Recent research has shown that some types of lying have positive social and moral implications. These are commonly labeled as other-oriented lies. Other-oriented lies are told to benefit others and to protect other people's interests, generally known as prosocial lies. The other oriented lies appear to promote and sustain cordial relationships (DePaulo & Jordan, 1992). On the other hand, self-oriented lies are told to gain personal benefits and to protect one's own interests. And hence are generally considered antisocial lies (Bok, 1978). Researchers have found that these kind of lies can be harmful in our personal relations (DePaulo et al., 2004). Hence people usually perceive prosocial lies as more acceptable than anti social lies. So, it was expected that the participants of present study will rate self-oriented lies as less acceptable than other-oriented lies.

Numerous researchers have investigated individual differences in deception but mainly their objectives were to lie successfully and lie detection (Aamod & Custer, 2006; Bond et al., 2005; Ekman, 2001; Johnson et al., 2004; Porter et al., 2002; Riggio & Friedman, 1984; Vrij, 2000; Watson & Sinha, 1993). Only some researchers have explored the perceived acceptability of lying as a function of situational determinants.

The subject matter is not something merely peripheral to our lives. The question concerning the role and significance of truth and truth-telling lies at the heart of our understanding of ourselves—how we think about truth makes a huge difference to the sort of life we understand ourselves as living, the sort of society we take ourselves to be part of, the sort of relationship we have to the world.

Since, in Pakistan no published work is being reported on the perceived lie acceptability, such an investigation was required to better understand the phenomenon in question. Thus, this research will be useful by providing the required investigation and knowledge concerning acceptability of lying. Moreover, the present research was extended to comparative multi-cultural study by conducting the data collection, analysis and evaluation in Saudi Arabia. This comparative study provided a new dimension to the research through multi-cultural views. This strengthened the authenticity of the research and made it more global and versatile.

Chapter II

Research Design

The aims and objectives of the present research study were accomplished in three independent studies. Following are the details of each study.

Study I: Development of the Scenario Based Perceived Lie Acceptability Measure

Scientific investigation needs reliable and valid indigenous instruments to measure any unobserved construct. In Pakistan, no published work was being reported on the perceived lie acceptability. While, scenario based measures were developed and used in the West to explore the perceived lie acceptability. The collectivistic cultures of Pakistan and Saudi Arabia are quite different from the individualistic culture of western society. And problems may arise if we use such measures in the present context. So, there was a dire need to develop culturally relevant scenarios to achieve the goals and objectives of the present research study. The first study of the present research dealt with the development of the perceived lie acceptability measure.

Objectives of the Study

The study I aimed to meet the following objectives:

1. To construct an indigenous self report Perceived Lie Acceptability Measure (PLAM).
2. To assess and establish the psychometric properties of PLAM.

The above mentioned objectives were achieved in the following two phases:

Phase I: Item generation for the development of the scenario based Perceived Lie Acceptability Measure (PLAM)

Phase II: Psychometric analyses of PLAM

(For detailed description on development of the instrument see Chapter III on page 29)

Study II: Perceived Lie Acceptability across Motive to Lie, Relative Importance of Situation, and Closeness to the Person

This part of the research was comprised of main study. The main study was conducted to examine potential impact of motive to lie, relative importance of situation, and closeness to the person on the perceived lie acceptability. At first, reliability and validity of the questionnaire developed in study I were further established on the main study data. Moreover, the study aimed to explore the perceived lie acceptability across various demographics like gender, age, etc.

Objectives of the Study

Following were the objectives of the main study:

1. To further establish the reliability and validity of the developed perceived lie acceptability measure with comparatively larger sample.
2. To find the interaction among the motive to lie, relative importance the of situation in which lie occurred, and closeness to the person that tells the lie and the person that is lied to while judging the perceived lie acceptability.
3. To investigate the extent of perceived lie acceptability between self-oriented and other-oriented lies, close friend and university fellow; important and unimportant situations.
4. To study the gender differences in perceived lie acceptability in general.
5. To explore the gender differences across the perceived lie acceptability of self-oriented and other-oriented lies, close friend and university fellow; important and unimportant situations.
6. To explore the pattern of the perceived lie acceptability across the demographic variables (i.e. age and education).

Hypotheses

Following hypotheses have been formulated for the main study:

1. Perceived lie acceptability is determined by the motive to lie, relative importance of the situation, and closeness to the person.
2. Self-oriented lies will be perceived as less acceptable than other-oriented lies.
3. Perceived lie acceptability will be less for close friend than for university fellow.
4. Perceived lie acceptability will be less for important matters as compared to the unimportant matters.
5. Perceived lie acceptability will be more in males than in females.
6. Men will perceive self-oriented lies as more acceptable than women in relation to other-oriented lies.
7. There will be a negative relationship between perceived lie acceptability and respondents' age.
8. There will be a negative relationship between perceived lie acceptability and respondents' education.

Conceptual and Operational Definitions of the Variables

Motive to lie.

Motive to lie was measured across two dimensions of self-oriented lie and other-oriented lie.

Self-oriented lie.

Self-oriented lie was measured in terms of the lies told to enhance the liars psychologically, and to advantage or protect the liars' interests (Depaulo et al, 1996).

Other-oriented lie.

Other-oriented lie was measured in terms of the lies told to enhance other persons psychologically, and to advantage or protect the interests of others (Depaulo et al, 1996).

Relative importance of the situation.

Relative importance of the situation, in which the lie was occurred, was manipulated across two levels i.e. important situation vs. unimportant situation with respect to the person that is lied to. These levels are defined below:

Relatively important situation.

Relatively important situation refers to such a situation which is comparatively important to the interests and benefits of the person that is lied to.

Relatively unimportant situation.

Relatively unimportant situation refers to such a situation which is comparatively not much important to the interests and benefits of the person that is lied to.

Closeness to the person.

Closeness of the relation between the person that tells the lie and the person that is lied to was manipulated across two levels of close friend/best friend vs. university fellow/acquaintance. The closeness to the person was manipulated by substituting only the word close friend with university fellow in the scenarios. The definition of this variable was made clear to the participants of the present study and also written within the instructions of the questionnaires given to them. These two levels were defined as follows:

Close friend / best friend.

Close friend was defined as a person(s) that we can trust and are very close with; a person(s) with whom we share extremely strong interpersonal ties with as a friend, who support us in good and bad moments. We can rely on such people and that is what makes us feel close with them. The close friends have really close bond to each other and many common interests.

University fellow / acquaintance.

University fellow was defined as an associate or class fellow/colleague; sharing of emotional ties isn't present. An example would be a co-worker with whom we enjoy eating lunch or having coffee, but would not look to for emotional support.

Many "friends" who appear on social networking sites are generally acquaintances in real life.

The perceived lie acceptability.

Lie acceptability is defined as an individual's global evaluation of the deceptive behaviour (Oliveira & Levine, 2008). The perceived lie acceptability was operationalized as scores on the scenario based Perceived Lie Acceptability Measure (PLAM). PLAM was a scenario based 5-point likert type rating scale, developed in the present study by crossing the three independent variables i.e. motive to lie, relative importance of the situation and closeness to the person.

Study III: A Comparison of Pakistani and Saudi Students in Perceived Lie Acceptability across Motive to Lie, Relative Importance of Situation, and Closeness to the Person

This study was aimed at exploring the probable differences in perceived lie acceptability between Pakistani and Saudi students. The perceived lie acceptability was investigated as function of motive to lie, relative importance of the situation, and closeness to the person among Saudi students. Moreover, the study aimed to explore the gender differences in perceived lie acceptability.

Objectives of the Study

The present study was designed with the following objectives:

1. To determine the reliability and validity of the developed perceived lie acceptability measure on Saudi sample.
2. To compare the perceived lie acceptability of Pakistani and Saudi students.
3. To find the interaction among the motive to lie, relative importance of the situation in which lie occurred, and closeness to the person that tells the lie and the person that is lied to while judging perceived lie acceptability among Saudi students.

4. To investigate the extent of perceived lie acceptability between self-oriented and other-oriented lies, close friend and university fellow; important and unimportant situations among Saudi students.
5. To study the gender differences in perceived lie acceptability in general across Saudi sample.
6. To explore the gender differences across the perceived lie acceptability of self-oriented and other-oriented lies, close friend and university fellow; important and unimportant situations.

Hypotheses

First six hypotheses presented for the study II on page 24 were again tested on the Saudi sample. Following additional hypothesis was devised for the study III:

1. Saudi students will score less on perceived lie acceptability measure in comparison to Pakistani students.

Chapter III

Study I

Development of the Scenario Based Perceived Lie Acceptability Measure

The unavailability of an instrument to measure the perceived lie acceptability among university students peculiar to Pakistani and Saudi cultural context provided a rationale for the development of the scenario based perceived lie acceptability measure. The study I entailed the description of questionnaire design and development.

Objectives of the Study

The present study aimed to meet the following objectives:

1. To construct an indigenous self report Perceived Lie Acceptability Measure (PLAM).
2. To assess and establish the psychometric properties of PLAM.

The perceived lie acceptability measure has gone through different stages in the course of its development. The above mentioned objectives were achieved in two phases. In Phase I, items for the scenario based perceived lie acceptability measure were empirically generated. While in phase II, the psychometric properties were determined.

Phase I: Item Generation for the Development of the Scenario Based Perceived Lie Acceptability Measure (PLAM)

The first phase of the study was accomplished in three stages. Each stage involved different systematic steps, which are given below. In stage-1, identification of different aspects in motive to lie, relative importance of situation, and closeness to the person was carried out to generate the item pool. Then on the basis of the identified facets a measure of lie was developed in stage-2. In stage-3, the items were evaluated by the judges.

Stage 1: Generation of item pool
Stage 2: Development of the perceived lie acceptability measure
Stage 3: Judges' opinion

Stage 1: Generation of item pool.

The generation of items during questionnaire development needed extensive pilot work to refine wording and content. To guarantee the face and content validity a combined inductive and deductive approach was employed including review of associated literature; brain storming, individual unstructured interviews, and consultation with experts in the field.

Literature review.

In order to develop a reliable and valid perceived lie acceptability measure identification of different aspects in motive to lie, relative importance of situation, and the closeness to the person was needed. So, in the first step literature was reviewed thoroughly to specify the domain of each construct. After comprehensive study of research articles two major dimensions of lying behavior, i.e., self oriented (to benefit the liar's interests) and other-oriented lying (to benefit others), were identified. In literature closeness to the person has been altered according to the research objectives and the target population. So, in the present research, the closeness to the person was manipulated across two dimensions of close friend and university fellow/acquaintance. Likewise, for the variable relative importance of situation, a thorough study was carried out to state what/ how is important and what/how is unimportant for the person who is lied to.

Brainstorming.

For item generation brainstorming was carried out in two groups, each comprising of three individuals. The participants were students of M.Phil. Psychology at National Institute of Psychology, and Department of Biological Sciences, Quaid-i-Azam University, Islamabad. The inclusion of psychology students proved beneficial, as they shed light on the psychological aspects of the phenomenon; and the biology

students provided a generalized view. The brainstorming proved to be quite useful in item generation and fulfilled the very purpose. Following information was obtained.

Participants reported that people generally lie:

1. To Protect one-self or others from
    a. Embarrassment
    b. Looking bad
    c. Disapproval
    d. Being hurt
    e. Worry
    f. Conflict
    g. Unpleasantness
    h. Violation of privacy
    i. Loss

2. To regulate one's own or others
    a. Feelings
    b. Emotions
    c. Moods

3. To enhance self-esteem
4. To promote positive self image
5. To fit in with others
6. To promote positive relations with others
7. To appear better or different
8. To gain educational success
9. About achievements, knowledge and accomplishments

Interviews.

To further explore the phenomena and to identify the circumstances and incidents in which the students lie in university setting, multiple unstructured interviews were conducted. Unstructured interviews were conducted with fifteen

students studying at Quaid-i-Azam University to identify and to gain insights regarding different incidents of lying and their perceptions of lying behavior in university setting. Interviews were conducted with those individuals only who showed interest and who were willing to participate in fulfilling the objectives of this phase of the study.

Sample.

The sample was composed of ten female and five male students of Masters, M.Phil., and Ph.D. with age range of 21 to 32 years.

Procedure.

The interviews were arranged as informal settings in class rooms, cafeterias and in bus while going back and forth to university. Even though the interviews were unstructured but some relevant questions were in the mind of the researcher that ought to be focused. The interviews were consisted of a series of open ended questions related to student's lying at university setting in different situations with close friends and university fellows. Interviewees were explored, probed, and encouraged to talk about their own experiences or they had others being faced. Furthermore, the researcher noted down the main points highlighted by the interviewees with their consent during the interviews. Overall, the interviewees revealed various instances in which students lie to their mates in everyday life at university. During sessions the researcher revisited the research questions frequently to ensure relevancy and appropriateness in order to achieve the objectives of this phase. The information disclosed by the interviewees laid down the foundation for the measure of lie acceptability by providing the raw scenarios.

Results.

Following information was obtained from the interviews.

Students generally lie

a. About their studies with fellow students

b. While giving feedback after a presentation delivered by their class fellow
c. In providing help regarding educational matters
d. To maintain desired impression on others
e. About current job opportunities
f. To protect one's own and others self confidence
g. About their possessions
h. By not giving true opinion about others/ things/ objects to appear good
i. To protect the privacy
j. To promote positive relations with others
k. To avoid interpersonal conflicts
l. In order to make others feel better about themselves
m. To avoid making others look bad
n. To attain their goals using flattery
o. To protect the feelings of oneself and others

Expert opinion.

Experts (n = 4) in the field of psychometrics, from the National Institute of Psychology, were approached individually in order to evaluate the content and face validity of the developed scenarios. The rationale, objectives of the present study, and the operational definitions were explained to them. Their opinion regarding the structure and format of the scenarios was taken. These experts provided verbal feedback on all items. Also the issues of scoring and scale validation were discussed with the experts.

Stage 2: Development of the measure of lie.

Stage-1 laid down the foundation of PLAM by providing the raw scenarios. In stage-2 the scenarios were formulated and refined on the basis of the identified aspects in stage-1. Since, all the three independent variables had two levels. A 2 x 2 x 2 (motive × situation × closeness) factorial design was employed. The motive to lie had two levels of self-oriented and other-oriented lie; the relative importance of the situation that the lie is about had two levels: important matter vs. unimportant matter; and the closeness to the person was varied on two levels of close friend and

university fellow. By crossing the three independent variables, each having two levels (i.e 2 x 2 x 2), following 8 different categories were distinguished.

1. self-oriented lie/unimportant situation/ university fellow
2. self-oriented lie/unimportant situation/close friend
3. self-oriented lie/important situation/ university fellow
4. self-oriented lie/important situation/close friend
5. other-oriented lie/unimportant situation/ university fellow.
6. other-oriented lie/unimportant situation/close friend
7. other-oriented lie/important situation/ university fellow
8. other-oriented lie/important situation/close friend

In order to ensure and increase the authenticity of the results, four scenarios were developed for each motive by situation category. So, in sum 16 scenarios were written. Since the independent variable, i.e. the closeness to the person was manipulated by only replacing the word close friend with university fellow in the scenarios. Hence it doubled the total number of scenarios i.e., 32. The 32 scenarios were presented in randomized order to avoid response bias.

The scenarios were narrated through addressee's point of view by using second-person pronoun "you/your", in present continuous tense. It was stated in the scenarios that 'you have lied', and the participants have to imagine the scenarios and to rate the acceptability on a 5-point Likert type rating scale, which best describes their thinking and behavior if they were in such circumstances. The five response categories included completely acceptable, acceptable, undecided, unacceptable, and completely unacceptable. The numerical scores for the response categories were 5, 4, 3, 2, & 1 respectively. The minimum possible score was 32 and the maximum score on the scale could be 160. The higher scores indicate higher levels of perceived lie acceptability.

Stage 3: Judges' opinion.

After constructing the scenarios expert opinion was taken individually, from the psychologists and Ph.D. scholars (n = 10) of National Institute of Psychology, Quaid-i-Azam University, Islamabad, on the criteria of language appropriateness, comprehension, conciseness and precision. Furthermore, they were requested to monitor each item carefully for content validity, face validity and construct relevance. On the basis of consensus among the judges, no item was dropped; only certain amendments were made to avoid confounding and to make the scenarios more clear. The language of some scenarios was revised during the independent evaluation by judges so that the participants could comprehend it more easily. After taking the expert opinion it was decided to have separate sections for scenarios with close friends and with university fellows, before, their items were jumbled up and might cause confusion for the respondents. So, a split was made in the questionnaire, part I measured the perceived lie acceptability for close friend, while part II dealt with university fellow. In addition the judges pointed out the terms best friend and university fellow vague. In order to standardize the terms their respective definitions were provided in written right after instructions in the questionnaire.

Phase II: Psychometric Analyses of PLAM

In Phase II, a pilot testing was carried out to assess the reliability and construct validity of the developed perceived lie acceptability measure. Moreover, alpha cronbach reliability coefficient was also determined for the Revised Lie Acceptability Scale and Religious Commitment Inventory-10, as they were used for the validation of the developed instrument.

Participants.

The sample for this phase of the study consisted of 50 individuals (male = 13, female = 37), recruited through purposive sampling technique. The participants were taken from M.Sc. (n = 30) and M.Phil. (n = 20), studying at Quaid – i – Azam University Islamabad with age range 19-38 years (M = 23.38 , SD = 2.73).

Instruments.

The following instruments were used in the study.

1. Consent and demographic form
2. Scenario based Perceived Lie Acceptability Measure (PLAM)
3. Revised Lie Acceptability Scale (Oliveira & Levine, 2008)
4. Religious Commitment Inventory-10 (Worthington, et al., 2003)

Consent and demographic form.

The ethical principles for conducting research were closely followed due to the participation of human beings in the research process. Respondents' consent was taken with the help of an informed consent form (see Appendix A) explaining the purpose of the research. Also, it was made clear to all of the participants, both verbally and in writing that: "your participation is entirely voluntary and that you are free to withdraw consent for your completed questionnaire at any time, and for whatever reason." Information about subject variables was collected with the help of a demographic form (see Appendix A). Demographic form comprised student's gender, age, religion, nationality, educational level, and marital status. The gender, age, and education level of the respondents were controlled. Previous studies have indicated to control these variables due to their relation with lying behavior (Cornwell & Lundgren, 2001; Whitty, 2002).

Scenario based perceived lie acceptability measure.

A scenario based Perceived Lie Acceptability Measure (PLAM) was developed by the researcher in order to attain the objectives of the present study. The questionnaire was based on a 2 x 2 x 2 (motive × situation × closeness) factorial design, since, all the three independent variables had two levels. Four scenarios were developed for each motive by situation category. So, in sum 16 scenarios were written. While the independent variable, i.e. closeness to the person was manipulated by replacing only a single word close friend with university fellow in the scenarios,

so, it doubled the total number of scenarios i.e., 32 (see Appendix F for category wise items). In order to make the questionnaire more understandable and to avoid confusion for the respondents, the questionnaire was divided into two parts. Part I measured the perceived lie acceptability for close friend, while part II dealt with university fellow (see Appendix B & C).

This scenario based perceived lie acceptability measure was a 5-point Likert scale. It was stated in the scenarios that 'you' have lied and the participants of the study have to rate how acceptable it was for them to lie if they were in such circumstances. The five response categories included completely acceptable, acceptable, undecided, unacceptable, and completely unacceptable. The numerical scores for the response categories were 5, 4, 3, 2, & 1 respectively. Higher scores indicate higher levels of perceived lie acceptability. The least achievable score was 32 and the highest score on the scale could be 160.

The revised lie acceptability scale.

In order to establish the convergent validity of the developed instrument, the Revised Lie Acceptability Scale (Oliveira & Levine, 2008; Appendix D) was utilized. It consists of 8 Likert-type items and has 7-point response format ranged from strongly agree to strongly disagree (see Appendix D). Higher scores reflect higher levels of perceived lie acceptability. Total scores ranges from 8 to 56. The scale has four negatively worded items with reversed scoring (i.e., item no.1, 3, 4 and 6). Levine and Oliveira (2008) revealed the revised lie acceptability scale as unidimensional through confirmatory factor analysis, also reported it as a valid and reliable ($\alpha = .83$) measure and showed a negative correlation ($r_{(301)} = -.32$, $p < .001$) with the religious commitment inventory-10.

The religious commitment inventory-10.

The Religious Commitment Inventory-10 (RCI-10) was employed to determine the discriminant validity of the developed instrument in the present study. The inventory was developed on Worthington's (1988) theory of religious values. The religious commitment is defined as "the degree to which a person adheres to his or her

religious values, beliefs, and practices and uses them in daily life". It is a 5-point Likert-type scale and has ten items (see Appendix E) developed by Worthington and colleagues (Worthington, et al., 2003). The response options range from 1 = not at all true of me to 5 = totally true of me and the total score may vary from 10 to 50. They showed a full scale alpha coefficient of .95 on a religiously diverse sample (N = 468) and .88 for a sample of 150 Christian college students. It is internally consistent, and has 3-week and 5-month test–retest reliability, construct validity, and discriminant validity (Worthington, 2003).

Procedure.

Scenario based Perceived Lie Acceptability Measure (PLAM), developed in the first phase of the study along with the Revised Lie Acceptability Scale and the Religious Commitment Inventory-10 were given to the participants individually with their consent. At first the respondents were briefed about the nature and purpose of the present study. Each one was explained how to fill the questionnaire. In addition participants were asked to comment on the comprehensibility of the scenarios in PLAM and to mark any ambiguity they noticed in the scenarios or in the PLAM questionnaire structure. Likewise face validity was assured.

Results.

Reliability estimates.

To check the internal consistency of the instruments, Cronbach's alpha (α) has been calculated. It seemed satisfactory for the Scenario Based Perceived Lie Acceptability Measure (α = .87) and for the Religious Commitment Inventory-10 (α = .84). While for the Revised Lie Acceptability Scale alpha coefficient came out to be .50. See the table below:

Table 1

Alpha Reliability of the Scenario Based Perceived Lie Acceptability Measure, the Revised Lie Acceptability Scale and the Religious Commitment Inventory-10 (N =50)

Sr. no.	Instruments	No. of items	Alpha Coefficients
1.	Scenario Based Perceived Lie Acceptability Measure	32	.87
2.	The Revised Lie Acceptability Scale	8	.50
3.	The Religious Commitment Inventory-10	10	.84

Validation of the scenario based perceived lie acceptability measure.

Furthermore, the study also aimed at establishing the construct validity of the indigenously developed scenario based perceived lie acceptability measure. Campbell (1960) remarked that in determining construct validity, a test must correlate highly with other variables and also it should not correlate significantly with variables from which it should differ (Anastasi & Urbina, 2006). In order to attain this objective convergent and discriminant validity were explored.

Convergent Validity.

The convergent validity of the scale was explored by finding out the relationship between the developed scenario based Perceived Lie Acceptability Measure (PLAM) and the Revised Lie Acceptability Scale (Oliveira & Levine, 2008). It was hypothesized that: there will be a positive correlation between the scores on scenario based perceived lie acceptability measure and the revised lie acceptability scale.

Analysis revealed a positive correlation coefficient between the scores on scenario based perceived lie acceptability measure and the revised lie acceptability scale, $r_{(48)} = .45$, $p < .01$. It indicates a significantly positive relationship between the scores on both the scales and provided the evidence of the convergent validity of the indigenously developed scenario based Perceived Lie Acceptability Measure (PLAM).

Discriminant Validity.

Discriminant validity would be evidenced by a negative or insignificant correlation between the questionnaire and the measures of constructs that are not theoretically related to perceived lie acceptability. The discriminant validity of the developed scale was assessed by examining the relationship between the scenario based Perceived Lie Acceptability Measure (PLAM) scores and on the Religious Commitment Inventory-10 (Worthington, et al., 2003). Since religious commitment is a dissimilar construct and is not theoretically related to perceived lie acceptability. It was hypothesized that: scores on the scenario based perceived lie acceptability measure will be negatively correlated with the scores on the religious commitment inventory.

The result revealed a non significant correlation coefficient, $r_{(48)} = .05$, $p > .05$, indicating that there is no relationship between perceived lie acceptability and religious commitment. It provided the evidence for the discriminant validity of PLAM, as the scores on perceived lie acceptability measure did not correlate positively with the scores on religious commitment inventory.

Before undertaking the main study, a pilot study had been carried out to assess the reliability and construct validity of the developed scale PLAM. Results revealed the scales internally consistent and determined that the constituent items are measuring the same domain. The feedback from the participants identified the items of the developed scale relevant, appropriate, and comprehensible. The findings provided excellent support for the convergent and discriminant validity of the Scenario Based Perceived Lie Acceptability Measure (PLAM).

Discussion

The core purpose of study I was to develop a reliable and valid instrument to attain the objectives of the main study. Since, till date, scenario based measures were being developed in West to explore the perceived lie acceptability. So, culturally relevant scenarios were developed to achieve the goals and objectives of the present

research study. In study I a scenario based Perceived Lie Acceptability Measure (PLAM) was devised followed by a logical, systematic and structured approach.

The aims and objectives of study 1 were achieved in two phases. In Phase I, items for the scenario based perceived lie acceptability measure were empirically generated and in phase II its reliability and validity were explored.

The first step was to generate a pool of items using both the inductive and deductive approaches including review of associated literature; brain storming, individual unstructured interviews, and consultation with experts in the field.

The domain of each construct was specified through reviewing the existing literature. After comprehensive study of research articles two major dimensions of lying behavior, i.e., self oriented and other-oriented lying were identified. In literature closeness to the person has been altered according to the research objectives and the target population. So, in the present research, the closeness to the person was manipulated across two dimensions of close friend and university fellow/acquaintance. Likewise, for the variable relative importance of situation, a thorough study was carried out to state what/ how is important and what/how is unimportant for the person who is lied to.

Brainstorming can be an effective way to generate lots of ideas on a specific issue and then determine which idea – or ideas – is the best solution. Osborn (1963) proposed that teams could double their creative output with brainstorming. The item pool was also generated through brainstorming. It proved to be quite beneficial in item generation and fulfilled the very purpose.

Fowler (2002) revealed the significance of performing focused discussions with individuals from the target population prior to writing questionnaire items. Thus, unstructured interviews were carried out to explore the phenomena further and to identify the circumstances and incidents in which the students lie in university setting. Overall, the interviewees revealed various instances in which students lie to their mates in everyday life at university. The information disclosed by the interviewees laid down the foundation for the measure of lie acceptability by providing the raw

scenarios. The expert opinion regarding the structure and format of the scenarios was taken from the experts in the field of psychometry.

Stage 1 provided the raw scenarios. In Stage 2- the scenarios were formulated and refined by the researcher. The questionnaire was based on a 2 x 2 x 2 (motive × situation × closeness) factorial design. Since, all the three independent variables of the present study had two levels. After constructing the scenarios expert opinion was taken On the basis of consensus among the judges, no item was dropped; only certain amendments were made to avoid confounding and to make scenarios more clear. Then pilot testing was carried out on a small sample of the target population.

Reliability and validity are the essential properties of any psychological test. So, coefficient alpha was computed and it appeared that the scale had high internal consistency as coefficient for the total scale was $\alpha = .86$. The convergent and discriminant validity were established by evaluating the correlation of PLAM with Revised Lie Acceptability Scale (Oliveira & Levine, 2008) and with religious commitment inventory (Worthington, et al., 2003) respectively. In the light of the findings of the pilot study the use of PLAM in the main study was empirically justified.

Chapter IV

Study II

Perceived Lie Acceptability across Motive to Lie, Relative Importance of Situation, and Closeness to the Person

This chapter details the description of main study. At first reliability and construct validity, of the questionnaire developed in study I, were further established on the main study data. The main study was conducted to examine potential impact of motive to lie, relative importance of situation, and closeness to the person on the perceived lie acceptability. Moreover, the study aimed to explore the perceived lie acceptability across various demographics like gender, age etc.

Objectives of the Study

The objectives of the study II were presented earlier in Chapter II on page 24.

Hypotheses

The hypotheses formulated for this study were presented previously in Chapter II on page 24.

Participants

The sample was comprised of 204 students (male = 99, female = 105) of Quaid-i-Azam University, Islamabad, who were selected using purposive sampling technique. The participants were in the age range of 20-38 years (M = 22.87 years, SD = 2.63 years). They were taken with varied levels of M.Sc. (n = 148), M.Phil. (n = 50), and Ph.D. (n = 6).

Instruments

The following instruments were used in the study.

1. Consent and demographic form
2. Scenario based Perceived Lie Acceptability Measure
3. Revised Lie Acceptability Scale (Oliveira & Levine, 2008)
4. Religious Commitment Inventory-10 (Worthington, et al., 2003)

(For detailed description of the above mentioned instruments see Chapter III on page 36)

Procedure

The main study data was collected from Quaid-i-Azam University, Islamabad, Pakistan. A sample of 99 males and 105 females was taken. At first the consent of respondents about their willingness to participate in the current study was taken by using informed consent form. This form comprises the nature and purpose of the present study and assurance that their data will only be used for research purposes. A set of instruments was then distributed among the participants along with the written instructions. The set comprised of four parts, part-I measured perceived lie acceptability with close friends and part II measured the perceived lie acceptability with university fellows. The remaining two parts were incorporated to validate the scenario based perceived lie acceptability measure. Part III was a revised lie acceptability scale (Oliveira & Levine, 2008) that was believed to provide the evidence for convergent validity while part IV: the religious commitment inventory-10 (Worthington, et al., 2003) aimed at establishing the discriminant validity for the developed instrument. The filled questionnaires were collected and inspected for missing data, then obtained scores of all 204 individuals were transferred into the computer system i.e. Statistical Package for Social Sciences (SPSS) for statistical analyses.

Results

To test the study hypotheses various statistical analyses were performed. All of the analyses have been conducted using Statistical Package for Social Sciences (SPSS: version 17). The analyses aimed to examine the potential main effect and interaction effect of motive to lie, relative importance of situation, and closeness to

the person while judging the perceivsed lie acceptability. Furthermore, the study aimed to explore the perceived lie acceptability across various demographics like gender, age etc.

At first internal consistency of all the instruments used in the study was determined using Cronbach's alpha (α). Item total correlation was also computed on the scores of the developed perceived lie acceptability measure. Convergent validity was established by correlating the scores on scenario based measure of lie acceptability with the Revised Lie Acceptability Scale (Oliveira & Levine, 2008). The discriminant validity of the developed scale was assessed by examining the relationship between the scores on scenario based perceived lie acceptability measure and on the measure of religious commitment (Worthington, et al., 2003).

Reliability of the instruments.

To check the internal consistency of the scenario based Perceived Lie Acceptability Measure, Revised Lie Acceptability Scale, and Religious Commitment Inventory-10, Alpha coefficients were calculated on the data of the main study.

Table 2

Alpha Reliability of the Scenario Based Perceived Lie Acceptability Measure, the Revised Lie Acceptability Scale and the Religious Commitment Inventory-10 (N = 204)

Sr. no.	Instruments	No. of items	Alpha Coefficients
1.	Scenario Based Perceived Lie Acceptability Measure	32	.86
2.	The Revised Lie Acceptability Scale	8	.50
3.	The Religious Commitment Inventory-10	10	.80

Table 2 shows a highly significant reliability for the Scenario Based Perceived Lie Acceptability Measure (α = .86) and for the Religious Commitment Inventory-10 (α = .80). While for the Revised Lie Acceptability Scale alpha coefficient came out to be .50.

Moreover, to validate and to further establish the internal consistency of the 32 items of scenario based Perceived Lie Acceptability Measure, the correlation of these items with total score has been computed. The item analysis shown in Table 3 revealed that all the 32 items correlated positively with the total score and the correlations ranged from .24 to .61 ($p < .001$). Significant item total correlation for the 32-item scenario based Perceived Lie Acceptability Measure promises its reliability, content validity and internal consistency.

Table 3

Item Total Correlation for the 32-item Scenario Based Perceived Lie Acceptability Measure (N = 204)

Item No.	*r*
1	.45**
2	.26**
3	.35**
4	.45**
5	.51**
6	.54**
7	.50**
8	.30**
9	.51**
10	.50**
11	.41**
12	.52**
13	.36**
14	.48**
15	.24**
16	.53**
17	.61**
18	.43**
19	.33**
20	.47**
21	.55**
22	.33**
23	.32**
24	.24**
25	.50**
26	.50**
27	.51**
28	.27**
29	.54**
30	.57**
31	.33**
32	.34**

**$p < .001$

Validation of the scenario based perceived lie acceptability measure.

Furthermore, the study also aimed at establishing the construct validity of the indigenously developed scenario based perceived lie acceptability measure. In order to attain this objective convergent and discriminant validity were explored.

Convergent Validity.

The convergent validity of the scale was explored by finding out the relationship between the developed scenario based Perceived Lie Acceptability Measure (PLAM) and the Revised Lie Acceptability Scale (Oliveira & Levine, 2008).

Hypothesis.

1. There will be a positive correlation between the scores on scenario based Perceived Lie Acceptability Measure and the Revised Lie Acceptability Scale.

Result.

The analysis revealed a significant correlation between the scores on scenario based perceived lie acceptability measure and the revised lie acceptability scale, $r_{(202)} = .24$, $p < .01$. It indicates a positive relationship between the scores on both the scales and provided the evidence of the convergent validity of the indigenously developed scenario based Perceived Lie Acceptability Measure (PLAM).

Discriminant Validity.

Discriminant validity would be evidenced by a negative or insignificant correlation between the questionnaire and the measures of constructs that are not theoretically related to perceived lie acceptability. The discriminant validity of the developed scale was assessed by examining the relationship between the scenario based Perceived Lie Acceptability Measure (PLAM) scores and on the Religious Commitment Inventory-10 (Worthington, et al., 2003). Since religious commitment is a dissimilar construct and is not theoretically related to perceived lie acceptability.

Hypothesis.

1. Scores on the scenario based perceived lie acceptability measure will be negatively correlated with the scores on the religious commitment inventory.

   Result.

The result revealed a non significant correlation coefficient, $r_{(202)}$ = -.06, $p > .05$, indicating that there is no relationship between perceived lie acceptability and religious commitment. It provided the evidence for the discriminant validity of PLAM, as the scores on perceived lie acceptability did not correlate positively with the scores on religious commitment inventory.

Main and interaction effects for motive, situation and closeness to the person in relation to perceived lie acceptability.

The factorial repeated measure ANOVA was utilized to find out the interaction among the motive to lie, relative importance of the situation in which lie occurred, and closeness of the relation between the person that tells the lie and the person that is lied to. Table 4 presents the obtained results.

Table 4

Main and interaction effects for Motive, Situation and Closeness to the Person in relation to Perceived Lie Acceptability (N = 204)

Effect	*MS*	*df*	*F*	*p*	η^2
Motive	367.081	1	36.197	.000	.151
Situation	243.199	1	38.903	.000	.161
Closeness	193.532	1	29.612	.000	.127
Motive × Situation	605.414	1	106.838	.000	.345
Motive ×Closeness	105.022	1	21.584	.000	.096
Situation × Closeness	42.061	1	11.955	.001	.056
Motive × Situation ×Closeness	4.120	1	1.402	.238	.007
Error	2.939	203			

Table 4 shows the results of ANOVA. By looking at the significance values it is clear that there is significant main effect of the motive, F (1, 203) = 36.197, p = .000, η^2 = .151, situation: F (1, 203) = 38.903, p =.000, η^2 = .161, and closeness to the person: F (1, 203) = 29.612, p = .000, η^2 = .127. These effects tell us that if we

ignore all other variables, participants still rated the perceived lie acceptability significantly differently on these variables.

Likewise, a significant two way interaction effect was seen between all these three variables. This effect tells us that the type of motive and closeness to the person had a different effect on the perceived lie acceptability depending upon the relative importance of situation and vice versa.

While, it is quite evident from the *p* value that there is non significant three way interaction effect for motive, situation and Closeness to the person, F (1, 203) = 1.402, $p = .238$, $\eta^2 = .007$. It implies that the combined effect of situation and closeness to the person is same for both the types of lie.

Pair wise comparisons were made while controlling the Type I error using Bonferroni correction. It is the most popular (and easiest) way of controlling family wise error rate and ensures that the cumulative Type I error is below .05 (Field, 2005). Table 5 presents the pairwise comparisons for the main effect of motive, situation, and closeness corrected using Bonferroni adjustment.

Table 5

Bonferroni Pair wise Comparisons for the Motive to Lie, Relative Importance of the Situation and Closeness to the Person

Comparisons	Mean Difference	Std. Error	95% CI	
			LL	UL
Motive: SOL vs. OOL	-.949*	.158	-1.259	-.638
Situation: UIS vs. IS	.772*	.124	5.28	1.016
Closeness: UF vs. CF	.689*	.127	.439	.938

Note. SOL = self-oriented lie; OOL = other-oriented lie; UIS= unimportant situation; IS= important situation; UF = university fellow; CF = close friend; CI = confidence interval; LL = lower limit; UL = upper limit.
* $p < 0.05$

The Table 5 indicates that the significant main effect reflects significant differences between levels 1 and 2 of all the three independent variables. Bonferroni Pair wise Comparisons for the motive to lie, relative importance of the situation and

closeness to the person revealed that the respondents rated each level of the independent variable differently.

By looking at the direction of mean difference we can conclude that the other-oriented lies were perceived as more acceptable than the self-oriented lies, lying to university fellows as more acceptable in comparison to close friends, and the perceived lie acceptability in relatively unimportant situation was greater than in the relatively important situations.

Gender differences in perceived lie acceptability.

To explore the gender differences in perceived lie acceptability independent sample *t*-test was applied on the total score and on the category wise scores of self oriented lie, other-oriented lie, close friend, university fellow, across important and unimportant matters. Table 6 shows the obtained results from the analysis.

Table 6

Gender Differences in Perceived Lie Acceptability for total score, and on the scores of Self Oriented Lie, Other-Oriented Lie, Close Friend, University Fellow, across Important and Unimportant matters (N = 204)

Perceived Lie Acceptability	Male (*n* = 99)		Female (*n* = 105)		*t*	*p*	95% CI		*Cohen's d*
	M	*SD*	*M*	*SD*			LL	UL	
Total	99.45	17.61	92.42	13.99	3.17	.002	2.66	11.41	0.44
Self oriented lie	48.60	11.30	43.59	8.22	3.60	.000	2.26	7.75	0.51
Other-oriented lie	50.86	8.77	48.83	7.78	1.75	.081	0.26	4.32	0.24
Close Friend	49.26	9.43	43.97	8.07	4.31	.000	2.87	7.71	0.60
University fellow	50.19	9.26	48.45	7.89	1.45	.148	0.63	4.11	0.20
Important situation	48.00	10.49	44.84	7.99	2.41	.017	0.57	5.75	0.34
Unimportant situation	51.45	8.78	47.58	7.25	3.44	.001	1.66	6.09	0.48

df = 202 (For self oriented lie *df* = 178.347; For important matter *df* = 182.907)

Table 6 revealed that there is significant difference between the scores of male and female on total perceived lie acceptability, self oriented lie, close friend, important situation and unimportant situation for the sample of the present study. The perceived lie acceptability is more in male than in female participants in the above mentioned categories as indicated by the mean values. While the gender differences across other-oriented lie and university fellow were not statistically significant, i.e., both the male and female participants rated the perceived lie acceptability in the manner.

Relationship between demographics and the perceived lie acceptability.

Pearson product correlation analysis was carried out to examine the relationship between the perceived lie acceptability with respondent's age and education. The results are given below in Table 7.

Table 7

Showing Pearson Product Correlations between Demographics and Perceived Lie Acceptability (N=204)

Demographic Variables	Perceived Lie Acceptability
Age	-.11
Education	-.19**

**$P < 0.01$

Table 7 indicates that the relationship between respondent's age and the perceived lie acceptability is not statistically significant. While, there is a significant negative correlation between respondent's education and the perceived lie acceptability, i.e. higher the years of education lower will be the perceived lie acceptability and vice versa.

Discussion

The present study was carried out to explore the perceived lie acceptability as function of motive to lie, relative importance of the situation in which lie occurred, and closeness of the relation between the person that tells the lie and the person that is lied to. Moreover, the main and interaction effect were also explored. The research

also aimed to explore the perceived lie acceptability across the levels of the three I.Vs i.e., motive to lie, relative importance of the situation and closeness to the person. The relationship of perceived lie acceptability and the three I.Vs were investigated across the respondents' demographic variables.

A scenario based Perceived Lie Acceptability Measure (PLAM) was developed by the researcher during the study I to achieve the aims and objectives of the research. At first alpha coefficients were calculated on the data of the main study for the developed measure and the supplementary scales used for its validation. "Cronbach's alpha is a test reliability technique that requires only a single test administration to provide a unique estimate of the reliability for a given test. It is the average value of the reliability coefficients one would obtained for all possible combinations of items when split into two half-tests" (Gliem & Gliem, 2003). Although any coefficient may be significant with a smaller value e.g. .3, .4, or .5 in a larger sample, yet a coefficient as high as .7, .8, or .9 is desirable in psychological testing for determining the reliability and validity of a scale (Kaplan & Succuzzo, 1982). Table 2 lists the values of coeffient alpha for the Scenario Based Perceived lie acceptability measure, Revised Lie Acceptability Scale, and Religious Commitment Inventory-10. All the scales were internally consistent and reliable.

Furthermore item total correlation was performed to check whether any item is not consistent with the rest of the scale and thus can be discarded. The results were provided in Table 3 where all the items show significant correlation with the total score at $p < .001$. It provided the empirical evidence that all the 32 items are measuring the same construct and the scale is internally consistent.

Construct validity of PLAM was demonstrated by exploring its convergent and discriminant validity. For establishing the convergent validity of the Scenario Based Perceived Lie Acceptability Measure (PLAM) correlation between PLAM and the Revised Lie Acceptability Scale (Oliveira & Levine, 2008) was calculated. A significant positive correlation was found between the two measures ($r_{(202)} = .241$, $p < .01$), providing sufficient evidence for the convergent validity. Discriminant validity was examined by finding the relationship between of PLAM with religious commitment inventory (Worthington, et al., 2003). The result revealed a non

significant correlation coefficient ($r_{(202)}$ = -.06, p > .05), indicating that there is no relationship between perceived lie acceptability and religious commitment, consistent with what was hypothesized by the researcher. It provided the evidence for the discriminant validity of PLAM, as the scores on perceived lie acceptability did not correlate positively with the scores on religious commitment inventory.

It was hypothesized that perceived lie acceptability is determined by the motive to lie, relative importance of situation, and closeness to the person. Hypothesis was tested with the help of the factorial repeated measure ANOVA. Findings indicated a non significant interaction effect between all these three variables, F (1, 203) = 1.402, p < .238, η^2 = .007. This effect tells us that the type of motive and closeness to the person did not have a different effect on the perceived lie acceptability depending upon the relative importance of situation and vice versa.

Results indicated significant main effect of the motive, F (1, 203) = 36.197, p < .000, η^2 = .151, situation: F (1, 203) = 38.903, p < .000, η^2 = .161, and closeness to the person: F (1, 203) = 29.612, p < .000, η^2 = .127. These effects tell us that if we ignore all other variables, participants still rated the perceived acceptability of lying significantly differently on these variables. These results are consistent with the existing literature (e.g., Backbier et al., 1997; Lindskold & Walters, 1983; Seiter et al., 2002; Turner et al., 1975). The individual proportion of total variation attributable to the motive, situation and closeness to the person is almost the same and low in its strength as indicated by their eta squared values.

There was a moderate interaction between motive and situation (η^2 = .34), the factor that most determines (34 %) the perceived lie acceptability (see figure 1 on page 91). The results indicates that while judging the perceived lie acceptability respondents considered the role of motive to lie in combination with the relative importance of the situation. In relatively unimportant situations participants rated other-oriented lies as more acceptable than the self-oriented lies. While in relatively important situations participants rated self-oriented lies as more acceptable than other-oriented lies. While the association between motive & closeness (η^2 = .09) and situation & closeness (η^2 = .06) was weak as the effect sizes were not impressive. These results are depicted in figure 2 and 3 on page 92 and 93 respectively.

Secondly, it was hypothesized that self oriented lies will be perceived as less acceptable than the other oriented lies. The analysis fully supports the hypothesis. These findings are consistent with the existing literature revealing that pro-social lies are perceived more positively than the antisocial ones (Lindskold & Walters, 1983).Despite some cultures' tendency to frown on deception; this finding indicates that not all lies are evaluated negatively. Our participants rated several lies as quite acceptable. In fact, lies told to affiliate, benefit others, and protect privacy received high acceptability ratings. Like some scholars (Bullet & Burgoon, 1994), the average person may also consider some acts of deception to be a form of competent communication. It should be an advantage to deception researchers to understand that not all motivations for deception are perceived equally. For instance, the fact that some lies are perceived as acceptable might explain why previous research has found that deception is so common (Camden et al., 1984; DePaulo et al., 1996; Hample, 1980; Lippard, 1988; Turner et al., 1975).

Also it was expected that perceived lie acceptability will be less for close friends than for university fellow. The results revealed that participants of the present study rated lying to university fellows as more acceptable in comparison to close friends. Generally, it seems to be more acceptable to tell a lie to university fellows to develop ones positive image compared to the best friend. This finding was also consistent with the existing literature (Lindskold &Walters 1983). The reason might be that as friends are more strongly attached with us than acquaintances so it will be more acceptable to lie to acquaintances than to friends (Lindskold & Walters, 1983). Moreover, most of us try to be truthful to friends. So lying to a friend is generally considered as less acceptable than to an acquaintance (Metts, 1989).

Furthermore, it appeared in results that perceived lie acceptability in relatively unimportant situation is greater than in the relatively important situations. Our results are in line with the previous research that the perceived lie acceptability is less for relatively important matters as compared to relatively unimportant matters (Backbier, Hoogstraten & Terwogt-Kouwenhoven, 1997; Hample, 1980). Since telling the truth about everything to everybody in all situations is almost impossible, but even if it was possible, it probably wouldn’t be desirable.

Gender differences were also explored. Results revealed that there is significant difference between the scores of male and female on total perceived lie acceptability, self oriented lie, close friend, important matter, and unimportant matters for the sample of the present study. The perceived lie acceptability is more in male than in female participants in the above mentioned categories. Similarly, Levine et al. (1992) found the same, females rated lying as less acceptable than males. While the gender differences across other-oriented lie and university fellow were not statistically significant, i.e., both the male and female participants rated the lie acceptability in the same way. Recent efforts are at very early phase in exploring lying behavior across different relationships and we need to investigate it into more detail in prospective research (Blair et al., 2001).

Correlations among demographic variables and the perceived lie acceptability were calculated. Results showed that the relationship between respondent's age and the perceived lie acceptability is not statistically significant. Since the all the main study participants belonged to the same age group. Age differences would have existed if the sample included young children and adults as well. Hence, in future we should take a broad age bracket to clearly understand whether differences exist in perceived lie acceptability with age or not. While, we found significantly negative relationship between respondent's education and the perceived lie acceptability, i.e. higher the years of education lower will be the perceived lie acceptability and vice versa. The finding may partly be explained by the fact that as the level of education increase their social and cognitive understanding becomes more sophisticated, hence it might have lowered the ratings of perceived of lie acceptability.

In sum, we can conclude that some forms of lies were perceived as more acceptable than others in certain situations. Lying becomes acceptable when the said act will be done for the welfare of other person or to maintain the other's emotional and psychological well being. To most of us, there is nothing wrong about lying when it is done with good intentions such as shielding a person. The pattern of results might suggest that lies told to affiliate, benefit others, and protect privacy received high acceptability ratings. Lying to close ones is comparatively less acceptable than lying to acquaintances. In general, we have seen that most of us try to be truthful to friends. Likewise, the participants of our study regarded lying to a friend as less acceptable

than lying to university fellow. Also we have found that perceived lie acceptability was more in males than in females.

Limitations and Recommendations

The current study followed a systematic approach still there were certain limitations in the design. The limitations and suggestions for the follow up studies are as follows:

a) Non-random purposive sampling was used as a sampling technique due to practical constraints, so it was not truly representative to generalize the findings. Thus, generalizability of the present results is limited to the groups falling under specific age and education. These findings may not be applicable to the groups or individuals not falling under the specific sample criteria. Stratified sampling technique should be used to get a representative sample.

b) In the present study the sample size was small due to limited resources and shortage of time, so it's external validity is low. We can conclude that the generalization of our results to the overall Pakistani students may be limited. So, more representative sample should be selected in future studies.

c) A Likert-type scale was developed in the present study which uses fixed choice response format. It might refrained the respondents of the main study to expand upon answers and provide more in-depth responses. So, open ended questions or free text response must have incorporated into the questionnaire. It can identify the poorly constructed scenarios and might help the future questionnaire developers.

d) Only single method was utilized for data collection. So, in order to supplement the findings other methods for data collection be utilized in the future research projects.

e) There are also chances that subjects would have given socially acceptable responses while answering the questions. So, this would also have affected the results of the study.

f) In studying the construct of perceived lie acceptability the personal/individual factors were ignored, only the situational aspects were focused. So, further research would benefit from exploring the individual factors in relation to perceived lie acceptability.

g) Sample was another limitation for this study. Questionnaire addressed only student population, so perceived lie acceptability should be studied in general society as well.

h) The developed questionnaire included only positively worded items as to limit the number of questions. Since scale length influences the quality of data, as in filling lengthy scales participants become tired, get bored, or distracted by other extraneous factors. In addition responses also depend on the direction of the wording i.e., whether stated positively or negatively. So, a mixture of both positively and negatively worded items should be used as to minimize the danger of response bias.

i) The findings of the convergent validity of PLAM should be interpreted with caution as the reliability of the Revised Lie Acceptability Scale on the sample of the present study came out to be a bit low ($\alpha = .50$).

Chapter V

Study III

A Comparison of Pakistani and Saudi Students in Perceived Lie Acceptability across Motive to Lie, Relative Importance of Situation, and Closeness to the Person

The present study aimed at exploring the probable differences in perceived lie acceptability between Pakistani and Saudi students. The findings from this study will prove beneficial by providing a better understanding of perceived lie acceptability as function of motive to lie, relative importance of situation, and closeness to the person among Saudi students. Moreover, the study aimed to explore the gender differences in perceived lie acceptability.

Objectives of the Study

The objectives of study III were presented earlier in Chapter II on page 27.

Hypotheses

The hypotheses formulated for study III were presented previously in Chapter II on page 28.

Participants

The sample was comprised of 72 medical students (male = 29, female = 43) of King Saud bin Abdulaziz University for Health Sciences, Riyadh, Saudi Arabia. The participants were selected using purposive sampling technique, having the age range of 19-26 years (M = 21.81 years, SD = 1.658 years).

Table 8 presents the comparison of Pakistani and Saudi students in terms of sample size, gender and marital status.

Table 8
Comparison of Pakistani and Saudi Students

	Pakistani (*N* = 204)	Saudi (*N* = 72)
Variables	*f* (%)	*f* (%)
Gender		
Male	99 (48.5)	29 (40.3)
Female	105 (51.5)	43 (59.7)
Marital Status		
Married	9 (4.4)	8 (11.1)
Single	195 (95.6)	64 (88.9)

Instruments

The following instruments were used in the study.

1. Consent and demographic form
2. Scenario based Perceived Lie Acceptability Measure
3. Revised Lie Acceptability Scale (Oliveira & Levine, 2008)
4. Religious Commitment Inventory-10 (Worthington, et al., 2003)

(For detailed description of the above mentioned instruments see Chapter III on page 36)

Procedure

The similar approach (as used for Pakistani student population) was followed to collect the data sample from the Saudi student population. In addition to that, at first, five Saudi graduate students (3 male and 2 female) were approached and asked to check the applicability and sensibility of the scenarios in the Saudi culture. The students revealed the scenarios appropriate and plausible among Saudi student population. The data collection was conducted in King Saud bin Abdulaziz University for Health Sciences, Riyadh, Saudi Arabia. This university is amongst the best universities in Saudi Arabia and represents the students from various parts of the country, such as western and eastern regions of Saudi Arabia. The questionnaires were distributed among medical students (male and female) in the university with the consent of the academic and student affairs department of the university. Different administrative assistants and student representatives, who deal with different university classes and sections, were involved in the questionnaire distribution and collection process. The questionnaire distribution was performed in the classes and

university premises. The students were given ample days (according to their convenience) to fill up and return the questionnaires back. Similar to the study conducted in Pakistan, the informed consent and their willingness to participate in the study was one of the initial steps in the data collection process. In order to get the good response, lot of students from various batches of the university were approached. One of the worth mentioning observation and output in the data collection process was the very low response rate (especially from the male students). Most of the students were not interested in participation, either did not return the questionnaires or returned blank or partially filled. But, apart from that, the received filled questionnaires provided vital information about the Saudi student's approach toward acceptability of lying. This data collection provided very interesting individual results about Saudi student sample. Hence it was used for an informative comparative analysis and played a pivotal role in the study.

Results

A range of statistical analyses were computed to test the study hypotheses. All of the analyses have been carried out with the help of Statistical Package for Social Sciences (SPSS: version 17). The analyses aimed to examine the differences in perceived lie acceptability between Pakistani and Saudi students. In Saudi sample the potential main effect and interaction effect of motive to lie, relative importance of situation, and closeness to the person while judging the perceived lie acceptability were explored. Furthermore, the study aimed to examine the perceived lie acceptability across various demographics like gender, age etc.

At first internal consistency of all the instruments used in the study was determined on Saudi sample using Cronbach's alpha (α). Convergent validity was established by correlating the scores on Perceived Lie Acceptability Measure (PLAM) with the Revised Lie Acceptability Scale (Oliveira & Levine, 2008). The discriminant validity of the developed scale was assessed by examining the relationship between the scores on PLAM and on the Religious Commitment Inventory (Worthington, et al., 2003).

Reliability of the instruments.

To check the internal consistency of the scenario based Perceived lie Acceptability Measure, Revised Lie Acceptability Scale, and Religious Commitment Inventory-10, alpha coefficients were calculated on the Saudi data. The results are shown below in table 9.

Table 9

Alpha Reliability of the Scenario Based Perceived Lie Acceptability Measure, the Revised Lie Acceptability Scale and the Religious Commitment Inventory-10 (N = 72)

Sr. no.	Instruments	No. of items	Alpha Coefficients
1.	Scenario Based Perceived Lie Acceptability Measure	32	.82
2.	The Revised Lie Acceptability Scale	8	.58
3.	The Religious Commitment Inventory-10	10	.82

Table 9 showed a highly significant reliability for the Scenario Based Perceived Lie Acceptability Measure (α = .82) and for the Religious Commitment Inventory-10 (α = .82). While for the Revised Lie Acceptability Scale alpha coefficient came out to be .58.

Validation of the scenario based perceived lie acceptability measure.

The study also aimed at exploring the construct validity of the scenario based perceived lie acceptability measure for the Saudi sample. The convergent and discriminant validity were explored.

Convergent Validity.

The convergent validity of the scale was determined by finding out the relationship between the developed scenario based Perceived Lie Acceptability Measure (PLAM) and the Revised Lie Acceptability Scale (Oliveira & Levine, 2008). It was expected that the two scales would show a positive correlation. Analysis

revealed a significant positive correlation coefficient ($r_{(70)}$ = .380; p < .01). It determined the convergent validity of the scale.

Discriminant Validity.

The discriminant validity of the developed scale was assessed by examining the relationship between the scores on PLAM and on the Religious Commitment Inventory (Worthington, et al., 2003). It was hypothesized that the scores on PLAM will be negatively correlated with the scores on the Religious Commitment Inventory. The correlation coefficient ($r_{(70)}$ = -.317; p < .01) indicated a significant negative relationship between the scores on both the scales and provided the evidence of the discriminant validity of the scenario based Perceived Lie Acceptability Measure.

In sum, the instrument developed in the study I possesses excellent construct validity on Saudi sample.

Comparison of Pakistani and Saudi students in perceived lie acceptability.

Independent sample *t*-test was applied on the perceived lie acceptability scores of Pakistani and Saudi students. Table 10 shows the obtained results from the analysis.

Table 10

Mean Differences in Perceived Lie Acceptability among Pakistani and Saudi Students

Perceived Lie Acceptability	Saudi (*N* = 72)		Pakistani (*N* = 204)		*t*	*p*	95% CI		*Cohen's d*
	M	*SD*	*M*	*SD*			LL	UL	
Total	89.36	12.99	95.83	16.20	3.06	.002	2.31	10.64	0.44
Self oriented lie	41.81	7.74	46.02	10.13	3.21	.001	1.63	6.80	0.47
Other-oriented lie	47.56	7.49	49.81	8.32	2.03	.043	.07	4.45	0.28
Close friend	42.11	8.08	46.54	9.13	3.64	.000	2.03	6.82	0.51
University fellow	47.25	7.46	49.29	8.60	1.79	.074	.20	4.30	0.25
Important situation	41.71	7.75	46.37	9.40	3.78	.000	2.23	7.09	0.54
Unimportant situation	47.65	6.95	49.46	8.24	1.66	.097	.33	3.95	0.24

df = 274

Table 10 revealed that there was a significant mean difference in the total perceived lie acceptability across Saudi and Pakistani students of the present study. The total perceived lie acceptability was more in Pakistani than in Saudi students as indicated by the mean values i.e., 95.83and 89.36 respectively (see figure 7 on page 97). Our findings indicated that the mean differences were also significant, across self oriented lie, other oriented lie, close friend, and important situation while judging perceived lie acceptability, between Pakistani and Saudi students. While the mean differences across university fellow and unimportant situation were not statistically significant, i.e., both the Saudi and Pakistani participants rated the perceived lie acceptability in the manner.

Main and interaction effects for motive, situation and closeness to the person in relation to perceived lie acceptability.

It was assumed that the perceived lie acceptability is determined by the motive to lie, relative importance of situation, and closeness to the person. To test the hypothesis factorial repeated measure ANOVA was utilized to find out the interaction among the motive to lie, relative importance of the situation in which lie occurred,

and closeness of the relation between the person that tells the lie and the person that is lied to. Table 11 presents the obtained results.

Table 11

Main and Interaction Effects for Motive, Situation and Closeness to the Person in relation to Perceived Lie Acceptability (N = 72)

Effect	*MS*	*df*	*F*	*P*	η^2
Motive	297.56	1	37.53	.000	.346
Situation	318.028	1	52.70	.000	.426
Closeness	237.674	1	25.97	.000	.268
Motive × Situation	406.694	1	70.03	.000	.497
Motive ×Closeness	47.840	1	21.34	.000	.231
Situation × Closeness	8.028	1	3.43	.068	.046
Motive × Situation ×Closeness	1.778	1	1.18	.280	.016
Error	1.503	71			

Table 11 shows the results of ANOVA. By looking at the significance values it is clear that there is significant main effect of the motive, F (1, 71) = 37.53, p = .000, η^2 = .346, situation: F (1, 71) = 52.70, p =.000, η^2 = .426, and closeness to the person: F (1, 71) = 25.97, p = .000, η^2 = .268. These effects tell us that if we ignore all other variables, participants still rated the perceived lie acceptability significantly differently on all these variables.

Likewise, a significant two way interaction effect was seen between motive & situation and motive & closeness to the person. This effect tells us that the type of motive had a different effect on the perceived lie acceptability depending upon the relative importance of situation or closeness to the person. While, the interaction effect of situation & closeness came out to be non-significant. The results are presented in figures 4-6 on page 94-96 respectively.

While, it is quite evident from the p value that there is non-significant three way interaction effect for Motive, Situation and Closeness to the person, F (1, 71) = 1.18, p = .280, η^2 =.016. It implies that the combined effect of situation and closeness to the person is same for both the types of lie.

Pair wise comparisons were made while controlling the Type I error using Bonferroni correction. It is the most popular (and easiest) way of controlling family

wise error rate and ensures that the cumulative Type I error is below .05 (Field, 2005). Table 12 presents the pairwise comparisons for the main effect of motive, situation, and closeness corrected using Bonferroni adjustment.

Table 12

Bonferroni Pair wise Comparisons for the Motive to Lie, Relative Importance of the Situation and Closeness to the Person

Comparisons	Mean Difference	Std. Error	95% CI	
			LL	UL
Motive: SOL vs. OOL	-1.438*	.235	-1.905	-.970
Situation: UIS vs. IS	1.486*	.205	1.078	1.894
Closeness: UF vs. CF	1.285*	.252	.782	1.787

Note. SOL = self-oriented lie; OOL = other-oriented lie; UIS= unimportant situation; IS= important situation; UF = university fellow; CF = close friend; CI = confidence interval; LL = lower limit; UL = upper limit.
* $p < 0.05$

The Table 12 indicates significant mean differences between levels 1 and 2 of all the three independent variables. Bonferroni Pair wise Comparisons for the motive to lie, relative importance of situation and closeness to the person revealed that the respondents rated each level of the independent variable differently.

The direction of mean difference revealed that the other-oriented lies were perceived as more acceptable than the self-oriented lies, lying to university fellows as more acceptable in comparison to close friends, and the perceived lie acceptability in relatively unimportant situation was greater than in the relatively important situations.

Gender differences in perceived lie acceptability.

To explore the gender differences in perceived lie acceptability independent sample *t*-test was applied on the total score and on the category wise scores of self oriented lie, other-oriented lie, close friend, university fellow, across important and unimportant situations. Table13 shows the obtained results from the analysis.

Table 13

Gender Differences in Perceived Lie Acceptability for Total Score, and on the Scores of Self Oriented Lie, Other-Oriented Lie, Close Friend, University Fellow, across Important and Unimportant Situations (N = 72)

	Male (*n* = 29)		Female (*n* = 43)				95% CI		
Perceived Lie Acceptability	*M*	*SD*	*M*	*SD*	*t*	*p*	LL	UL	*Cohen's d*
Total	87.69	10.33	90.49	14.53	0.89	.37	9.03	3.44	-0.22
Self oriented lie	41.45	6.52	42.05	8.53	0.32	.75	4.33	3.14	-0.08
Other-oriented lie	46.24	6.82	48.44	7.87	1.23	.22	5.78	1.38	-0.29
Close friend	42.41	6.06	41.91	9.26	0.28	.78	3.09	4.11	0.06
University fellow	45.28	6.74	48.53	7.70	1.87	.06	6.82	0.21	-0.45
Important situation	40.10	6.77	42.79	8.25	1.45	.15	6.37	1.00	-0.36
Unimportant situation	47.59	5.94	47.70	7.64	0.07	.95	3.47	3.25	-0.02

df = 70 (For close friend *df* = 69.96)

Table 13 revealed non-significant gender differences on the scores of total perceived lie acceptability, self oriented lie, other-oriented lie, close friend, university fellow, important situation, and unimportant situation for the sample of the present study. Both the male and female respondents rated the perceived lie acceptability in the same manner.

Discussion

The study was aimed at investigating the differences in perceived lie acceptability between Pakistani and Saudi students. Moreover, among Saudi students, the potential impact of perceiver's motive to lie, relative importance of situation, and closeness to the person on the perceived lie acceptability were examined. The study also aimed to explore the gender differences in perceived lie acceptability.

Initially, alpha coefficient was calculated on the Saudi sample for the developed measure and the supplementary scales used for its validation. Analyses

revealed all the scales internally consistent and reliable. Also the construct validity was determined on the Saudi sample. The convergent validity of the scenario based Perceived Lie Acceptability Measure (PLAM) was explored by evaluating the correlation between PLAM and the Revised Lie Acceptability Scale (Oliveira & Levine, 2008). High positive correlation was found between the two measures ($r_{(70)}$ = .380; p < .01), providing sufficient evidence for the convergent validity. Discriminant validity was examined by finding the relationship between of PLAM with religious commitment inventory (Worthington, et al., 2003). The result of the study revealed the significant negative relationship ($r_{(70)}$ = -.317; p < .01) between PLAM and religious commitment inventory. The findings provided excellent support for the convergent and discriminant validity of the Scenario Based Perceived lie acceptability measure (PLAM).

Hypotheses 1 was supported by our data. Results revealed that Saudis rated the total perceived lie acceptability lower than the Pakistanis. On Hofstede cultural dimension Pakistan registered lowest individualism score of 14 while Saudi Arabia ranked a much higher score of 38. According to the definition, lower individualism scores indicate higher collectivism scores (Hofstede, 2001). Hence, Pakistan ranked higher on collectivism in comparison to Saudi Arabia. So, the difference in the perceived lie acceptability across Saudi and Pakistani students might be attributed to the disparity along collectivism axis. Since Pakistan is rated as more collectivistic than Saudi Arabia.

In addition, contrary to what was expected, our findings revealed that both the self oriented and other oriented lies were judged as more acceptable by Pakistani participants in comparison to Saudis. Since both the Pakistani and Saudi culture is collectivistic in nature and members of collectivistic societies perceive other oriented lies to be more acceptable than self oriented lies as their culture values social harmony in relations (Solomon, 1998). But, individualistic cultures, unlike collectivistic cultures, perceive such lies more acceptable which can promote one's own well-being. This apparent discrepancy leads us to the conclusion that other cultural variables may have a more significant impact on ratings of the perceived lie acceptability than collectivism.

Hypothesis 2 was non-significant, it was hypothesized that perceived lie acceptability is determined by the motive to lie, relative importance of situation, and closeness to the person. Hypothesis was tested with the help of the factorial repeated measures ANOVA. Results revealed a non-significant three way interaction effect for motive, situation and Closeness to the person, F (1, 71) = 1.18, p = .238, η^2 = .016. It implies that the combined effect of situation and closeness to the person is same for both the types of lie for the respondents while judging the perceived lie acceptability.

While, results indicated significant main effect of the motive, F (1, 71) = 37.53, p = .000, η^2 = .346, situation: F (1, 71) = 52.70, p < .000, η^2 = .426, and closeness to the person: F (1, 71) = 25.97, p = .000, η^2 =.268. These effects tell us that if we ignore all other variables, participants still rated the perceived acceptability of lying significantly differently on these variables. These results are consistent with the existing literature (e.g., Backbier et al., 1997; Lindskold & Walters, 1983; Seiter et al., 2002; Turner et al., 1975). These findings are not only significant but substantive too as indicated by eta squared values. Starting with motive, the value of .346 indicates that 34.6 % of the variance is accounted for by motive. Whereas situation accounts for a larger 42.6 % and closeness merely accounts for merely 26.8 %.

The Motive × Situation interaction is accounted for a quite larger 49.7% of the variance, indicating that this interaction effect is much more important than either of the individual main effects for motive, situation, or closeness (see figure 4 on page 94). The results do suggest that while rating perceived lie acceptability participants considered the combined effect of motive to lie and relative importance of the situation. In relatively unimportant situations participants rated other oriented lies as more acceptable than the self oriented lies. While in relatively important situations participants rated self oriented lies as more acceptable than other oriented lies. Only 23.1 % variance is accounted for the Motive × Closeness interaction. Likewise, motive to lie is related to relationship type (Seiter et al., 2002). While Situation × Closeness and the three way interaction of Motive × Situation ×Closeness were not statistically significant.

Results from hypothesis testing also found that in Saudi sample self oriented lies are perceived as less acceptable than the other oriented lies. Thus, consistent with existing literature, pro-social lies are perceived more positively than the antisocial ones (McLeod & Genereux, 2008; Ning &Crossman, 2007). The Saudi respondents rated other oriented lies more acceptable than the self oriented lies, i.e., lying to promote positive relations, to protect privacy, and to advantage others were judged more acceptable. Since, Saudi Arabia is primarily a collectivist culture. Family and clan are the most important unit of society and a primary source of identity. People often yield to their own desires for the sake of the community. The probable reason could be that, like some scholars the participants of our study might have considered some form of lying to be a form of competent communication.

Also it was expected that perceived lie acceptability will be less for close friends than for university fellow. The results revealed that participants of the present study rated lying to university fellows as more acceptable in comparison to close friends. It seems to be more acceptable to tell a lie to university fellows to develop ones positive image compared to the close friend. This finding is also consistent with the existing literature (Lindskold &Walters 1983). The reason might be that as friends are more strongly attached with us than acquaintances so it will be more acceptable to lie to acquaintances than to friends. Moreover, most of us try to be truthful to friends. So lying to a friend is generally considered as less acceptable than to an acquaintance (Metts, 1989).

Furthermore, it was expected that the perceived lie acceptability will be less for relatively important matters as compared to unimportant matters. It appeared in results that acceptability in relatively unimportant situation is greater than in the relatively important situations. Previous researches have supported that lying about relatively important matters was less acceptable than lying about relatively unimportant matters (Backbier,et al., 1997; Hample, 1980).

Results revealed that gender differences are not statistically significant across total perceived lie acceptability; self oriented lie, other-oriented lie, close friend, university fellow, important matter, and unimportant matters for the Saudi sample. Both the male and female respondents rated the perceived lie acceptability in the same

way. The literature for gender differences in lie acceptability is somewhat mixed. Some researchers have found gender differences while others claim that male and female ratings of lie acceptability are similar in nature. For instance Oliveira and Levina (2008) found no statistically significant gender differences in lie acceptability. One of the reasons for non significant relationship between gender and perceived lie acceptability could be the small sample size (N = 72) in the present study. So, further research is needed in this arena to explore the exact pattern of perceived lie acceptability with a large sample size.

Limitations and Suggestions

Following are some limitations of this study along with the suggestions for future studies:

a) Purposive sampling was used as a sampling technique due to practical constraints, so it may not be truly representative to generalize the findings. Stratified sampling technique should be used to get a representative sample.

b) In the present study the Saudi sample size was small because the response rate was very low with respect to the number of questionnaires distributed. Hence its external validity might be low. So in the future, a large sample can be taken so that it can be nationally representative and results can be more generalized.

c) Some of the male Saudi students filled the questionnaire with a quite non serious attitude, which might possibly have influenced our results also. So, the findings should be interpreted with this aspect in the mind.

Chapter VI

General Discussion and Conclusion

The present research has endowed us with a new instrument for our understanding of perceived lie acceptability among students. The rationale behind constructing a scale was the unavailability of perceived lie acceptability measure in Pakistan, since no published work has been reported in our country on this specific construct. On the wider scale, a number of studies have been conducted worldwide using their own indigenously constructed scales. But the researchers have shown that perceived lie acceptability vary across cultures specifically across the dimension of collectivism versus individualism (Seiter et al., 2002; Aune &Waters, 1994).

Furthermore, in developing the questionnaire the present research aimed at overcoming the limitations of the previously conducted studies. For instance, Backbier et al. (1997) conducted the interviews in person and scenarios were presented and read out loud by the interviewer. This could have encouraged the interviewees to behave in an honest way. Also, only females were approached to control for gender as confounding variable. The interviews were conducted in a shopping center which may have diverted the interviewees' attention and in turn could have reduced the effect sizes in Backbier's study. In another study, Ning and Crossman (2007) employed only a single scenario for each motive by relation category. So in order to gain more insight and to strengthen the findings we should use more than one scenario. Therefore, in our study, sample was taken from both the genders and four scenarios were written for each motive by situation category, while the closeness to the person was manipulated by only replacing the word close friend with university fellow in the scenarios.

In the study I of the present research, culturally relevant scenario based Perceived Lie Acceptability Measure (PLAM) was developed. During the first step, items were generated using different sources including literature review, brain storming, and individual unstructured interviews. Then the initial pool of scenarios were presented to the subject matter experts for the evaluation of the content and face validity. Then pilot testing was carried out on a small sample (N = 50) of the target

population. Results of the psychometric analyses revealed the scale internally consistent (α = .87), valid and determined that the constituent items were measuring the same domain. While the feedback from the participants identified the items of the developed measure as: relevant, appropriate, and comprehensible.

The next part of the research labeled study II was comprised of the main study conducted in Pakistan. At first, the new measure PLAM and the supplementary scales used for its validation were evaluated in terms of internal consistency on the main study data (N = 204). Thus the empirical data indicated that the scales has sufficient reliability and hence can be used for research purpose. The item total correlation revealed that all the 32 items of PLAM were measuring the same construct and the scale as internally consistent. Furthermore, the findings provided excellent support for convergent and discriminant validity.

The hypothesis testing revealed a non significant three way interaction of motive to lie, relative importance of situation, and closeness to the person. The results have shown significant main effect of the fore mentioned variables. These results are consistent with the existing literature (e.g., Backbier et al., 1997; Lindskold & Walters, 1983; Seiter et al., 2002; Turner et al., 1975). It indicated that the participants of the current study rated perceived lie acceptability significantly different on these variables. There was a moderate interaction between motive and situation (η^2 = .34), the factor that most determines (34 %) the perceived lie acceptability. In relatively unimportant situations, participants rated other oriented lies as more acceptable than the self oriented lies. While in relatively important situations participants rated self oriented lies as more acceptable than other oriented lies. The association between motive & closeness (η^2 = .09) and situation & closeness (η^2 = .06) was weak as the effect sizes were not impressive.

Furthermore the findings indicated that self oriented lies were perceived as less acceptable than the other oriented lies. Our findings are consistent with existing literature signifying that pro-social lies are perceived generally more positively than the antisocial ones (Lindskold & Walters, 1983). The results revealed that participants of the present study rated lying to university fellows as more acceptable in comparison to close friends. This finding is also consistent with the existing literature

as lying to a friend is considered as less acceptable than lying to an acquaintance (Metts, 1989). It appeared in results that perceived lie acceptability in relatively unimportant situation is greater than in the relatively important situations. Previous research indicated the same (Backbier et al., 1997; Hample, 1980). Also it was found that the perceived lie acceptability is more in male than in female participants, similarly, Levine, McCornack, and Avery (1992) found the same that women judged lying as less acceptable than men did. While, there was a significant negative correlation between respondent's education and the perceived lie acceptability, i.e. higher the years of education, lower will be the perceived lie acceptability and vice versa. This finding may partly be explained by the fact that as the level of education increase, individual's social and cognitive understanding becomes more sophisticated, hence it could be associated with the lowered perceptions of lie acceptability.

Lastly, study III was carried out in Saudi Arabia in order to explore the potential differences in perceived lie acceptability between Pakistani and Saudi students. Reliability analysis on Saudi data (N = 72) revealed all the scales internally consistent and reliable. Also, the Perceived Lie Acceptability Measure (PLAM) exhibited satisfactory convergent and discriminant validity. Results indicated that Saudis rated total perceived lie acceptability lower than the Pakistanis. Since, Pakistan ranked higher on collectivism in comparison to Saudi Arabia (Hofstede, as cited in Mealy et al., 2007), and the researchers have shown that perceived lie acceptability vary across cultures specifically across the dimension of collectivism versus individualism (Seiter et al., 2002; Aune &Waters, 1994). So, the difference in the perceived lie acceptability across Saudi and Pakistani students might be attributed to the disparity along collectivism axis. In addition, the discrepancy in our findings might be resulted due the fact that we have not calculated the collectivism scores on the sample of the present research, since it was not the aim of the current study. Also, contrary to what was expected, our findings revealed that both the self oriented and other oriented lies were judged as more acceptable by Pakistani participants in comparison to Saudis. Since both the Pakistani and Saudi culture is collectivistic in nature and members of collectivistic societies perceive other oriented lies to be more acceptable than self oriented lies as their culture values social harmony in relations (Solomon, 1998). While, individualistic cultures, unlike collectivistic cultures, perceive such lies more acceptable which can promote one's own well-being. This

apparent discrepancy leads us to the conclusion that other cultural variables may have a more significant impact on ratings of the perceived lie acceptability than collectivism.

The results indicated that the combined effect of situation and closeness to the person is same for both the types of lie for the Saudi respondents while judging the perceived lie acceptability, like the Pakistanis. Similarly, it was also found in analyses that motive to lie, relative importance of the situation, and closeness to the person had significant main effects. These effects tell us that if we ignore all other variables, participants still rated the perceived acceptability of lying significantly differently on these variables. These results are consistent with the existing literature (e.g., Backbier at al., 1997; Lindskold & Walters, 1983; Seiter et al., 2002; Turner et al., 1975). These findings are not only significant but substantive too as indicated by eta squared values. The results signify that in rating perceived lie acceptability respondents considered the role of the motive to lie in combination with the relative importance of the situation, as 49.7% of variance is accounted for motive and situation interaction. In relatively unimportant situations participants rated other oriented lies as more acceptable than the self oriented lies. While in relatively important situations participants rated self oriented lies as more acceptable than other oriented lies.

Furthermore, the findings indicated that within Saudi sample self oriented lies were perceived as less acceptable than the other oriented lies, and are consistent with existing literature that pro-social lies are perceived more positively than the antisocial ones (Lindskold & Walters, 1983). The results revealed that participants of the present study rated lying to university fellows as more acceptable in comparison to close friends. This finding is also consistent with the existing literature as lying to a friend is viewed as less acceptable than lying to an acquaintance (Metts, 1989). It appeared in results that perceived lie acceptability in relatively unimportant situation is greater than in the relatively important situations. Previous research indicated the same (Backbier et al., 1997; Hample, 1980). Results revealed that gender differences are not statistically significant. Similarly Oliveira and Levina (2008) found no statistically significant gender differences in lie acceptability. One of the reasons for non significant relationship between gender and perceived lie acceptability could be the

small sample size (N = 72) in the present study or perhaps some moderator variables might exist.

Conclusion

The overall pattern of results showed that the newly developed scenario based Perceived Lie Acceptability Measure (PLAM) is a reliable and valid scale. Secondly, the results revealed that the main factor in determining perceived lie acceptability was the combined effect of motive to lie and relative importance of situation. Thirdly, the results indicated that the combined effect of situation and closeness to the person is same for both the types of lie while rating the perceived lie acceptability. Moreover, our findings revealed that Saudis rated perceived lie acceptability lower than the Pakistanis. It was also found in analyses that motive to lie, relative importance of the situation, and closeness to the person had significant main effects. Furthermore the findings signified that: self oriented lies were perceived as less acceptable than the other oriented lies; lying to university fellows was rated as more acceptable in comparison to close friends and perceived lie acceptability in relatively unimportant situation is greater than in the relatively important situations.

Considerations for Future Research

Areas for the prospective research should include the investigation of perceived lie acceptability with a broad age range of participants across various educational and occupational levels. By exploring these variables, we will be in a better situation to understand the construct perceived lie acceptability.

The remarks of respondents highlighted certain aspects that we should consider in future in exploring perceived lie acceptability. The first fact is that for some individuals lying is unacceptable in all situations, while for others it’s acceptable in almost all situations. Secondly the identical score does not imply the identically similar interpretation. For instance, some lies were rated completely unacceptable because for respondents the very situation or issue was insignificant to

tell a lie, whereas other individuals judged the lie completely unacceptable because for them the situation or issue was too much significant to tell a lie.

One limitation of this research is that it only focused on student's perceived lie acceptability. It would have been interesting to include more scenarios focusing on different situations and then investigate how perceived lie acceptability could change as a result of situational factors.

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Figures

Figure 1. Mean perceived lie acceptability illustrating the interaction between motive to lie and relative importance of the situation on Pakistani sample (*N* = 204)

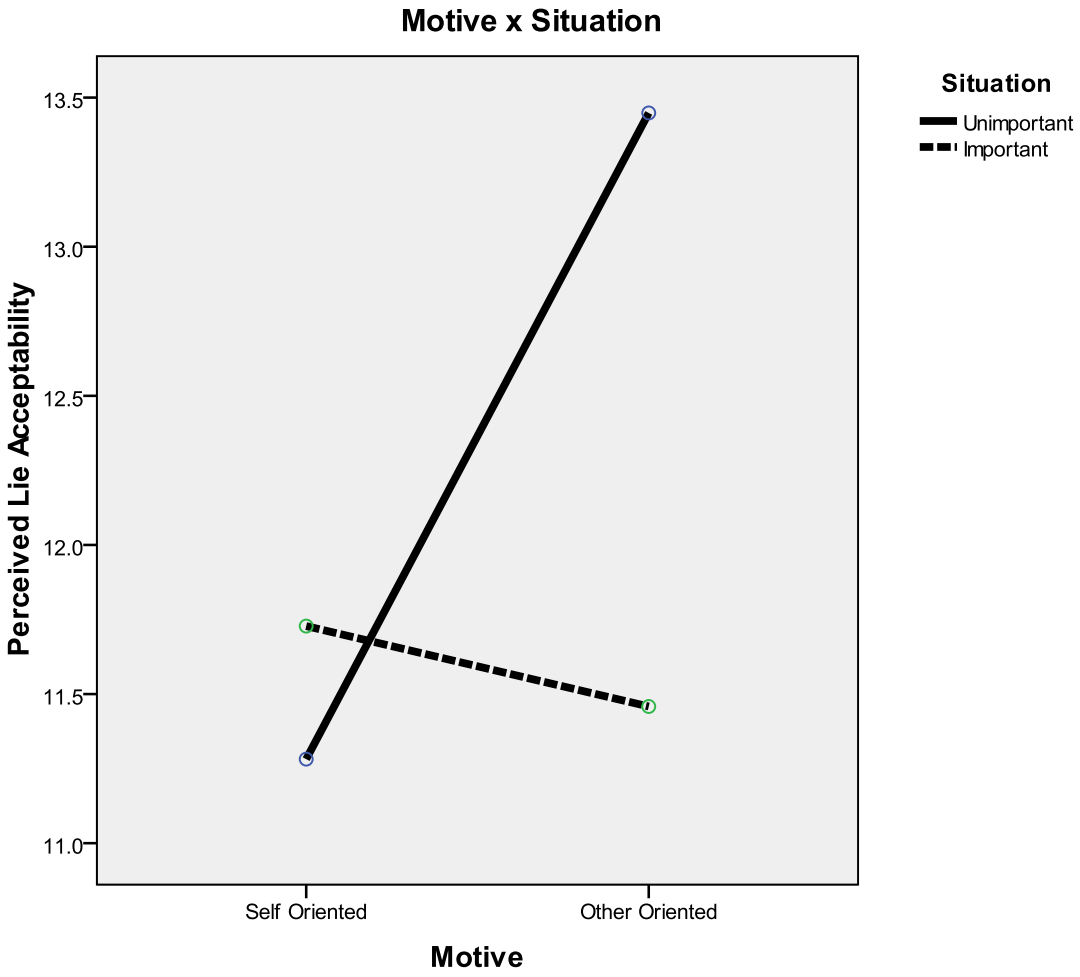


Figure 2. Mean perceived lie acceptability illustrating the interaction between motive to lie and closeness to the person on Pakistani sample (*N* = 204)

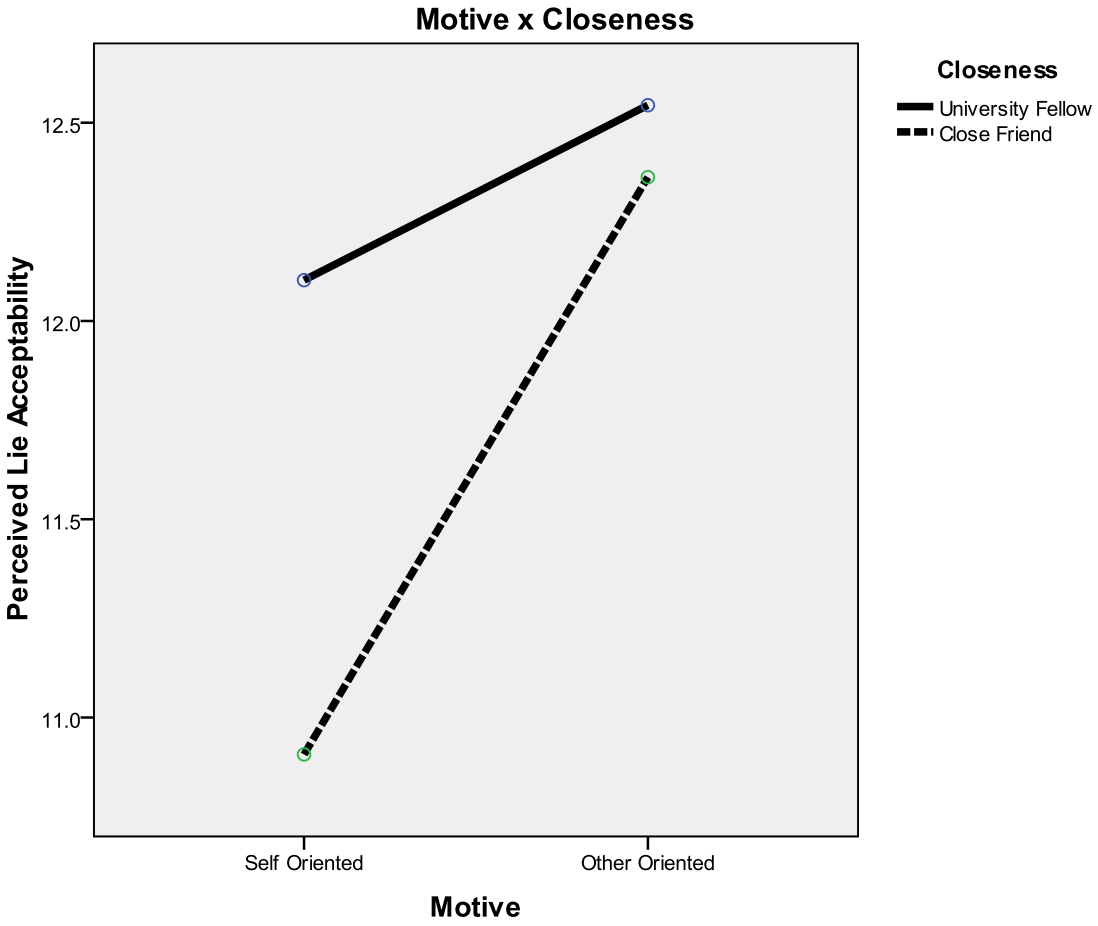


Figure 3. Mean perceived lie acceptability illustrating the interaction between relative importance of situation and closeness to the person on Pakistani sample (*N* = 204)

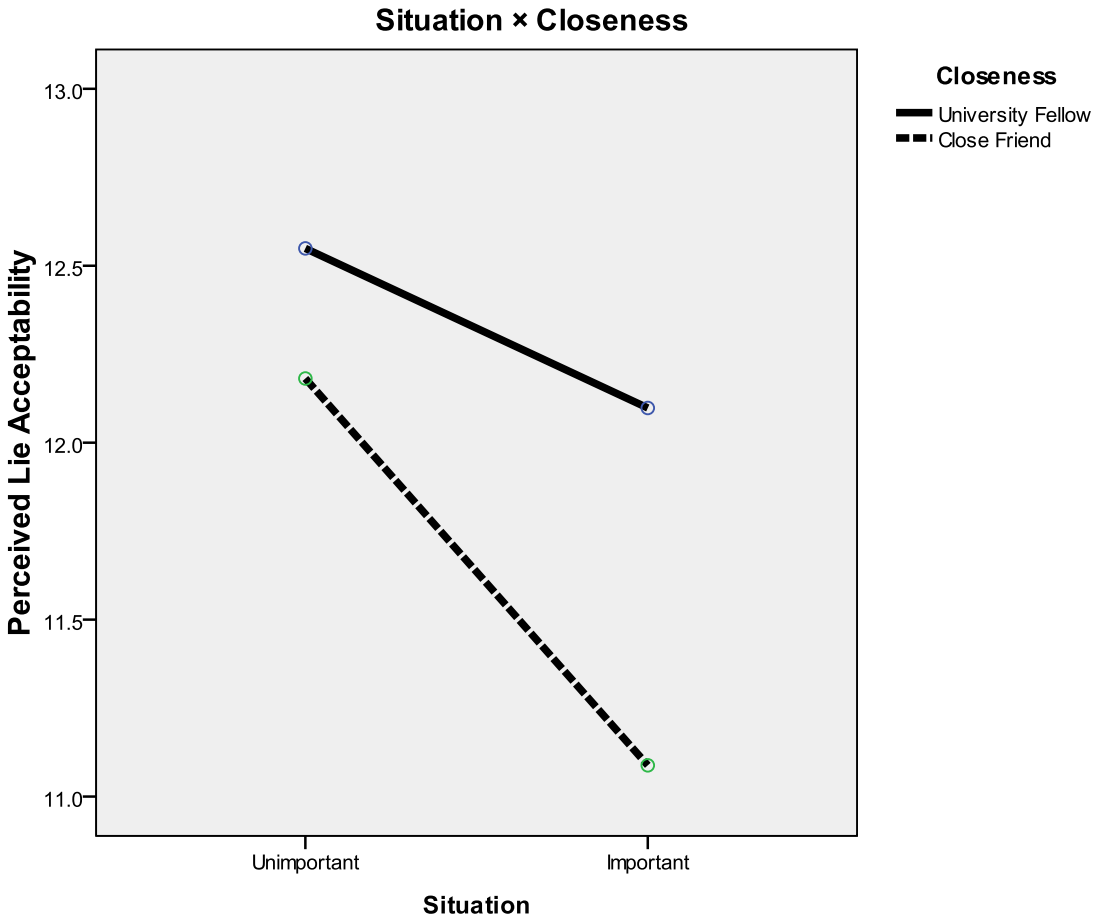


Figure 4. Mean perceived lie acceptability illustrating the interaction between motive to lie and relative importance of situation on Saudi sample (*N* = 72)

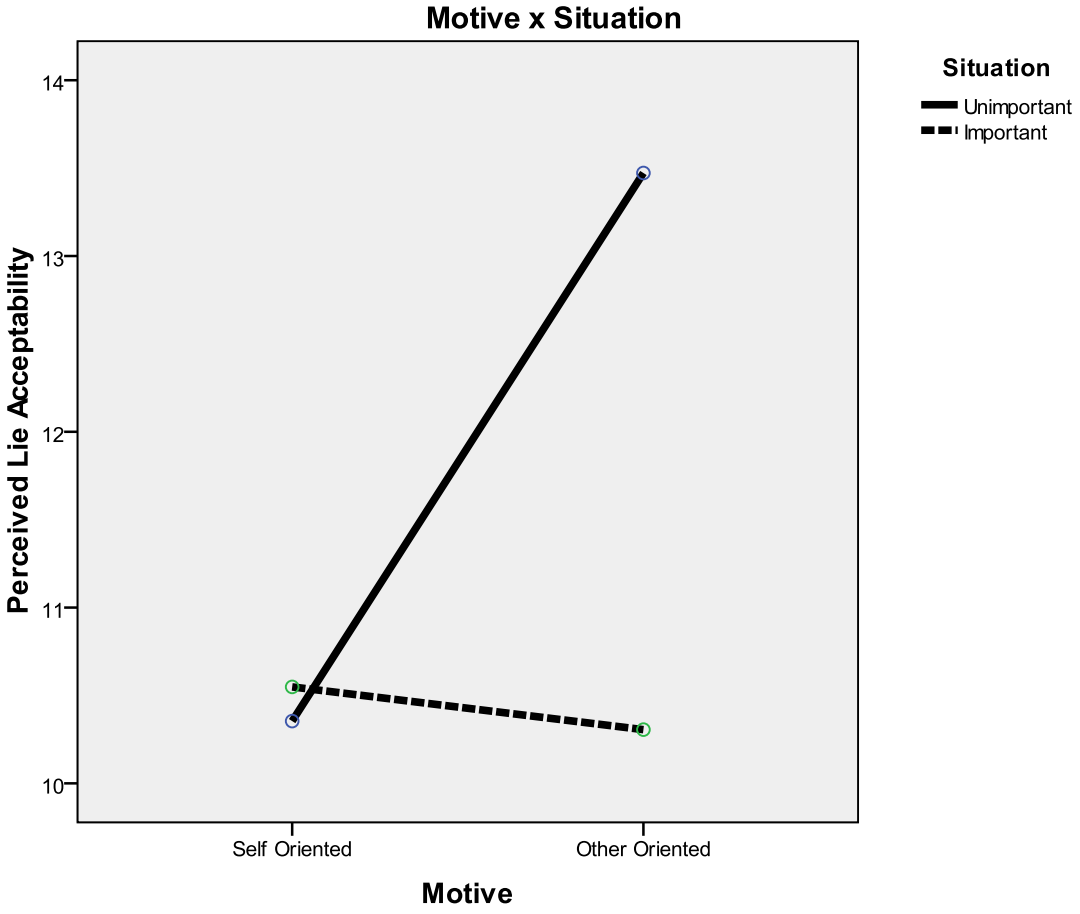


Figure 5. Mean perceived lie acceptability illustrating the interaction between motive to lie and closeness to the person on Saudi sample (*N* = 72)

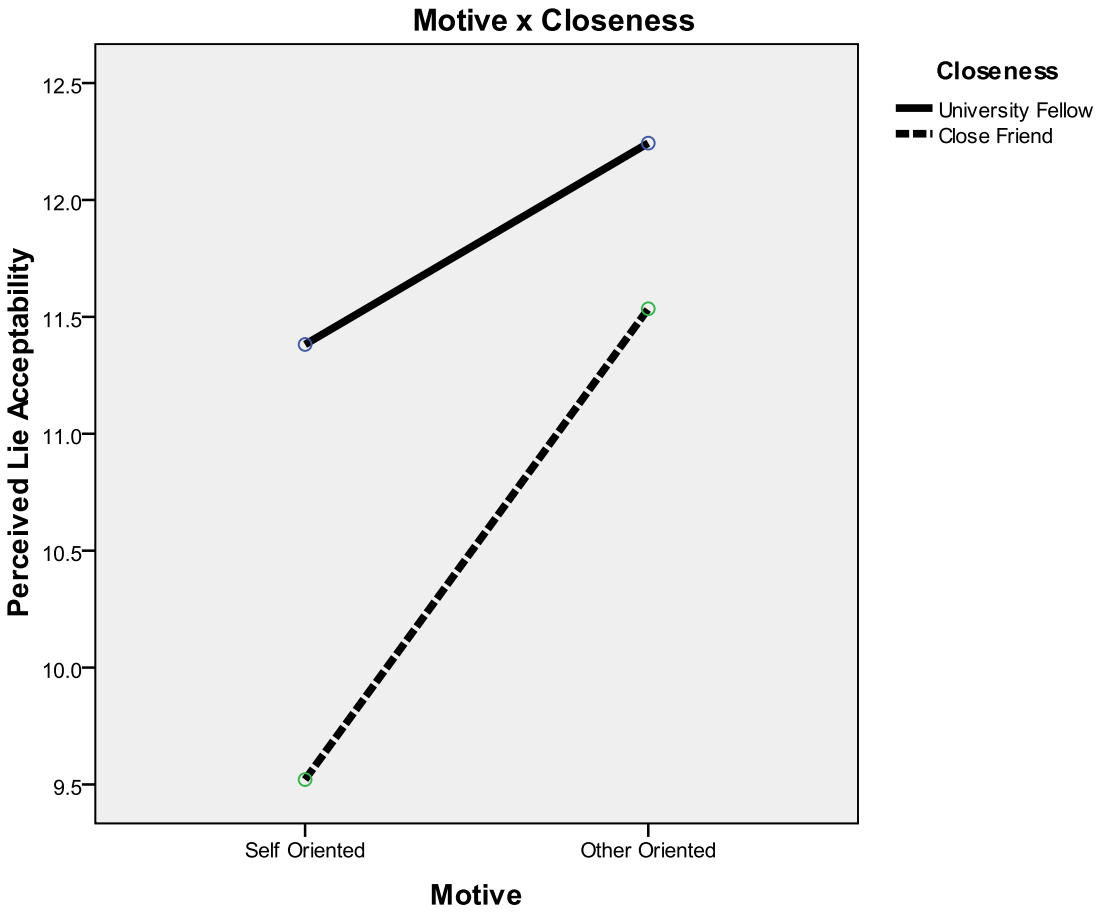


Figure 6. Mean perceived lie acceptability illustrating the interaction between relative importance of situation and closeness to the person on Saudi sample (*N* = 72)

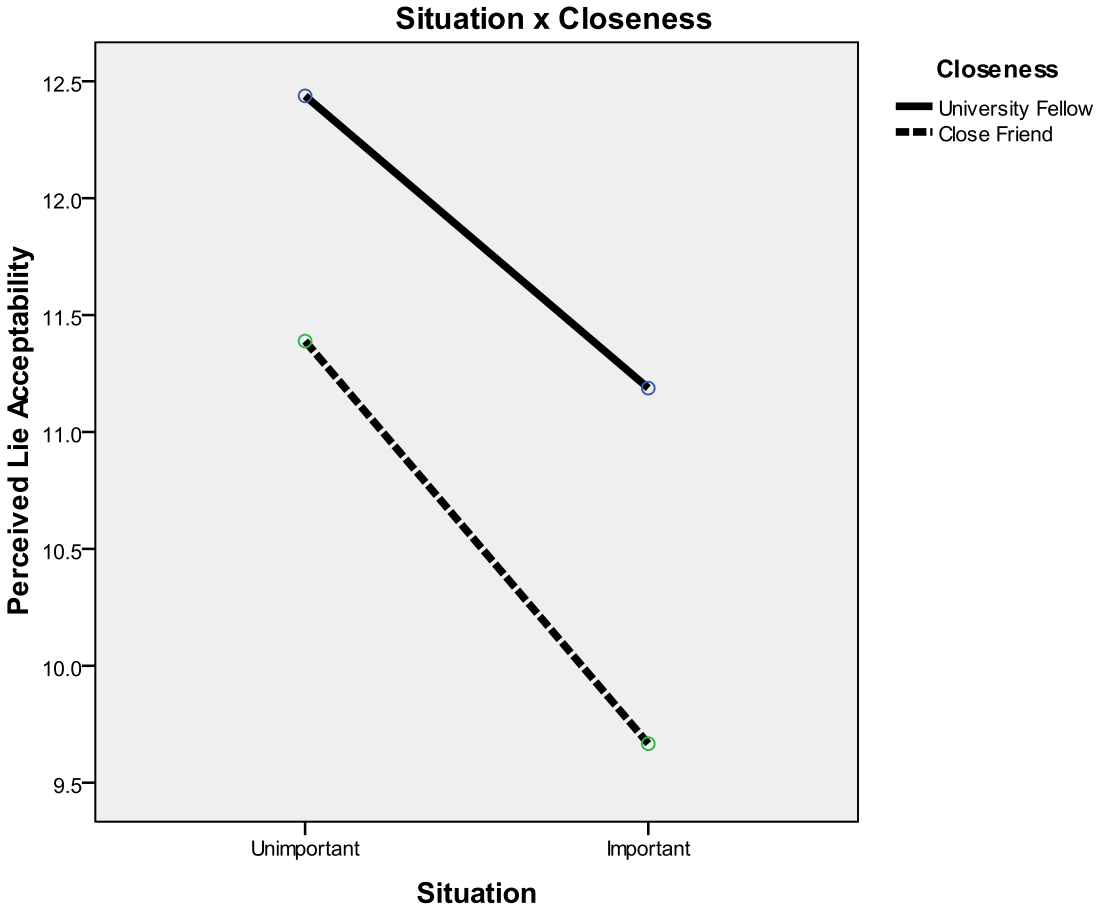
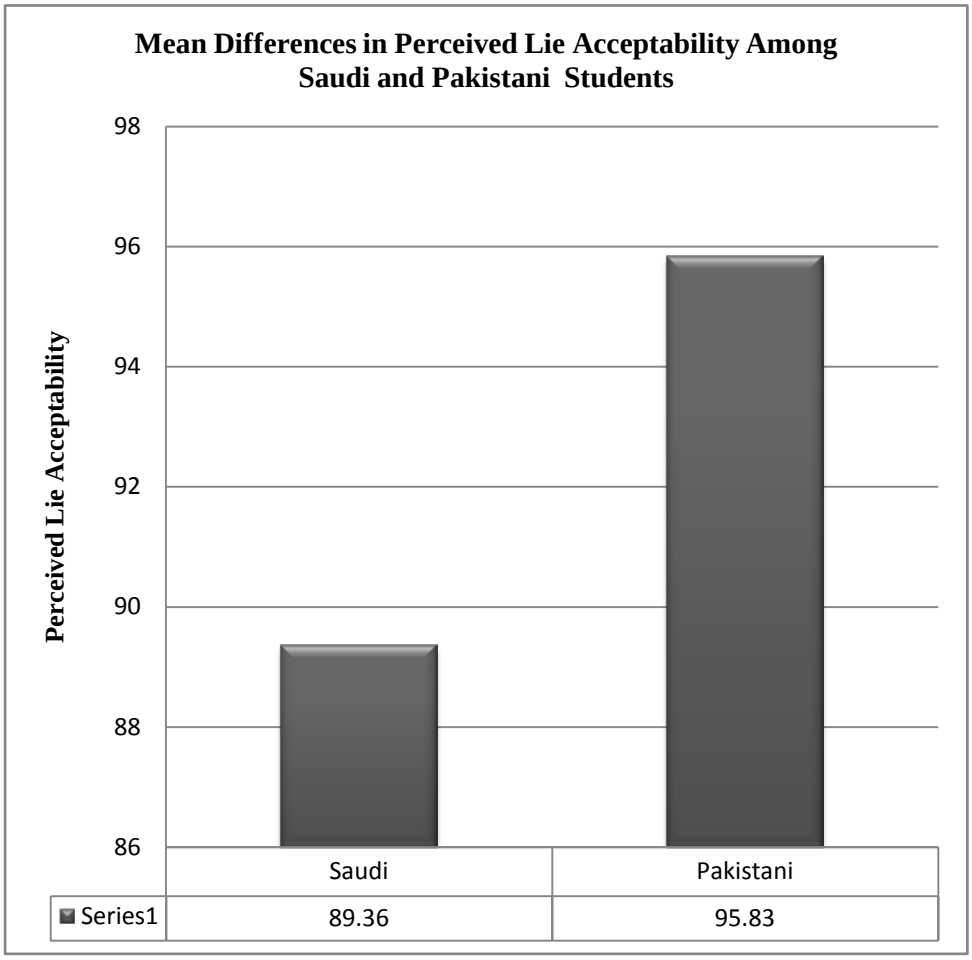


Figure 7. Comparison of Pakistani and Saudi students in perceived lie acceptability



Appendices

Appendix A

Consent form

I am an M.Phil. research student at National Institute of Psychology, Quaid-i-Azam University, Islamabad, Pakistan. I am conducting a research related to various aspects of students' university life and their interaction with close friends and university fellows.

Your participation in this study is voluntary. Information obtained from you will remain confidential and will be used only for research purpose. You may quit anytime during the activity if you feel hesitant, uncomfortable or bored. If you are willing to participate in the study, please sign this form.

_____

Signature

Name _____

Gender_____

Age_____

Religion _____

Nationality _____

Degree* _____

(*in which you are currently enrolled)

Marital Status _____

In case of any query, please contact:
Faiza Moin
National Institute of Psychology,
Quaid-i-Azam University,
Islamabad, Pakistan.

Appendix B

Part I

Instructions: *Following is a set of 16 scenarios. All these scenarios are related to various aspects of students' life and their interaction with Close Friends. Each scenario is followed by five response options. Please imagine these situations and mark the option which best describes your thinking and behavior if you were in such circumstances. Please remember there is no right or wrong answers in this task.*

Kindly keep the following definition in mind while answering the present questionnaire.

Close Friend (or best friend): A person(s) that you can trust and are very close with; a person(s) with whom you share extremely strong interpersonal ties with as friend(s), who support you in good and bad moments. You can rely on such people and that is what makes you feel close with them. The best friends have really close bond to each other and many common interests.

1. You are sitting with a group of close friends, and you are not enjoying their company; getting bored. So to get rid of the gathering you say that you have an urgent piece of work to do.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

2. One of your close friends could not prepare well for today's presentation. Presentation when delivered by him/her was not so impressive or he/she had shaky confidence or did not cover the subject matter properly. But after the presentation you gave a positive feedback to him/her in the gathering, even though you thought it was not a good one.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

3. You are feeling low, due to some personal reason (for instance had a fight with fiancé/girl-/boy-friend. When your close friend inquires, why you seem to be upset today, you reply that you are suffering with some sort of physical ailment (e.g. headache).

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

4. You are sitting with a group of close friends, and having casual discussion about birthday gifts. You say that your elder brother gave you some precious gift (for instance Apple Macintosh laptop), while in fact he hasn't.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

5. After graduation, in a shopping mall you accidently met your close friend. He/she asked if a cell number was your current number. You said yes when in fact it isn't because you wanted to make it hard for him/her to find you.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

6. Your close friend asks for your guidance for a certain job interview, seeing that you are very well informed about the setup of that organization. Nevertheless you guided poorly. Since you had also applied for the same post and don't want to lose the chance of getting the very job.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

7. Your close friend asks you to comment on his/ her new outfit for a job interview. You absolutely don't like it and the dress doesn't seem to suit him/her, but you say to him /her that the dress perfectly suits you.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

8. In a one dish party, your close friend asks you how the food tastes made by him/her. You don't like it much still you appreciate very positively.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

9. Your close friend asks you to help proof reading a speech right before appearing in front of the selection committee for inter-university speech competition. After reading you realize that the selection board might reject your close friend's speech as you found it ineffective and unsatisfactory. However you comment that the speech is very impressive so that he/she won't lose self-confidence.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

10. Your close friend asks you to help reviewing an article before submitting it in an international journal. As, you have got some expertise in the subject matter of the article. You tell your close friend that the article is very impressive, even though you had found certain loopholes in it. And chances are there that the publishing authorities would refuse to publish the very article in their journal because of those loopholes.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

11. After summer break one of your close friends asks you whether he/she has lost some weight. Since he/she has a chubby built and been trying to be slim and smart. In order to protect his/her feelings you say that you are looking smarter than earlier.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

12. You studied hard for the exams, nevertheless, performed very poorly on it. When comparing results with a close friend, you say that you were sick or had no time to study.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

13. Your close friend showed you a gift given by his/her fiancé. You didn't like the gift still you told him/her that the gift is the best ever.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

14. Your new friends are taking you out for a treat party. You are about to leave the university with them, at the very moment your close friend calls you for lunch. In order to avoid conflict you say him/her that you are busy making assignment with today's deadline.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

15. Today is your close friend's engagement ceremony, she/he is looking pale and dull, still you say that you are looking good and perfect. Not to add worry, since she/he had been suffering from jaundice last month.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

16. Today some of your close friends invite you to a party. You don’t like to go out with them but you say that you love to attend the party and the idea sounds great.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

Appendix C

Part II

Instructions: *Following is a set of 16 scenarios. All these scenarios are related to various aspects of students' life and their interaction with University Fellows. Each scenario is followed by five response options. Please imagine these situations and mark the option which best describes your thinking and behavior if you were in such circumstances. Please remember there is no right or wrong answers in this task.*

Kindly keep the following definition in mind while answering the present questionnaire.

University Fellow (or acquaintance): An associate or class fellow/colleague, sharing of emotional ties isn't present. An example would be a coworker with whom you enjoy eating lunch or having coffee, but would not look to for emotional support. Many "friends" that appear on social networking sites are generally acquaintances in real life.

17. Your university fellow asks for your guidance for a certain job interview, seeing that you are very well informed about the setup of that organization. Nevertheless you guided poorly. Since you had also applied for the same post and don't want to lose the chance of getting the very job.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

18. Your university fellow asks you to comment on his/ her new outfit for a job interview. You absolutely don't like it, and the dress doesn't seem to suit him/her, but you say to him /her that the dress perfectly suits you.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

19. In a one dish party, your university fellow asks you how the food tastes made by him/her. You don't like it much still you appreciate very positively.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

20. After graduation, in a shopping mall you accidently met your university fellow. He/she asked if a cell number was your current number. You said yes when in fact it isn't because you wanted to make it hard for him/her to find you.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

21. Your university fellow asks you to help proof reading a speech right before appearing in front of the selection committee for inter-university speech competition. After reading you realize that the selection board might reject your university fellow's speech as you found it ineffective and unsatisfactory. However you comment that the speech is very impressive so that he/she won't lose self-confidence.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

22. One of your university fellows could not prepare well for today's presentation. Presentation when delivered by him/her was not so impressive or he/she had shaky confidence or did not cover the subject matter properly. But after the presentation you gave a positive feedback to him/her in the gathering, even though you thought it was not a good one.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

23. You are feeling low, due to some personal reason (for instance had a fight with fiancé/girl-/boy-friend. When your university fellow inquires, why you seem to be upset today, you reply that you are suffering with some sort of physical ailment (e.g. headache).

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

24. You are sitting with a group of university fellows, and you are not enjoying their company; getting bored. So to get rid of the gathering you say that you have an urgent piece of work to do.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

25. You are sitting with a group of university fellows, and having casual discussion about birthday gifts. You say that your elder brother gave you some precious gift (for instance Apple Macintosh laptop), while in fact he hasn't.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

26. You studied hard for the exams, nevertheless, performed very poorly on it. When comparing results with a university fellow, you say that you were sick or had no time to study.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

27. Your new friends are taking you out for a treat party. You are about to leave the university with them, at the very moment your university fellow calls you for lunch. In order to avoid conflict you say him/her that you are busy making assignment with today's deadline.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

28. Today is your university fellow's engagement ceremony, she/he is looking pale and dull, still you say that you are looking good and perfect. Not to add worry, since she/he had been suffering from jaundice last month.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

29. Today some of your new university fellows invite you to a party. You don't like to go out with them but you say that you love to attend the party and the idea sounds great.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

30. Your university fellow asks you to help reviewing an article before submitting it in an international journal. As, you have got some expertise in the subject matter of the article. You tell your university fellow that the article is very impressive, even though you had found certain loopholes in it. And chances are there that the publishing authorities would refuse to publish the very article in their journal because of those loopholes.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

31. Your university fellow showed you a gift given by his/her fiancé. You didn't like the gift still you told him/her that the gift is the best ever.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

32. After summer break one of your university fellows asks you whether he/she has lost some weight. Since he/she has a chubby built and been trying to be slim and smart. In order to protect his/her feelings you say that you are looking smarter than earlier.

Completely acceptable	Acceptable	Undecided	Unacceptable	Completely unacceptable

Appendix D

Part III

Instructions: Read each item carefully and mark the option which best represents your thinking/behavior described by the item. Please remember there is no right or wrong answers in this task.

Sr. #	Items	Strongly Disagree	Disagree	Disagree Some What	Undecided	Agree Some What	Agree	Strongly Agree
1	Lying is immoral.							
2	It is ok to lie in order to achieve one's goals.							
3	There is no excuse for lying to someone else.							
4	Honesty is always the best policy.							
5	It is often better to lie than to hurt someone's feelings.							
6	Lying is just wrong.							
7	Lying is no big deal.							
8	There is nothing wrong with bending the truth now and then.							

Appendix E

Part IV

Instructions: Read each item carefully and mark the option which best represents your thinking/behavior described by the item. Please remember there is no right or wrong answers in this task.

Sr. #	Items	Not at all true of me	Some-what true of me	Moderately true of me	Mostly true of me	Totally true of me
1	I often read books and magazines about my faith.					
2	I make financial contributions to my religious organization.					
3	I spend time trying to grow in understanding of my faith.					
4	Religion is especially important to me because it answers many questions about the meaning of life.					
5	My religious beliefs lie behind my whole approach to life.					
6	I enjoy spending time with others of my religious affiliation.					
7	Religious beliefs influence all my dealings in life.					
8	It is important to me to spend periods of time in private religious thought and reflection.					
9	I enjoy working in the activities of my religious organization.					
10	I keep well informed about my local religious group and have some influence in its decisions.					

Appendix F

Category wise items

	Categories	Items
1.	self-oriented lie/unimportant situation/ university fellow	20, 24, 25, 29
2.	self-oriented lie/unimportant situation/close friend	1, 4, 5, 16
3.	self-oriented lie/important situation/ university fellow	17, 23, 26, 27
4.	self-oriented lie/important situation/close friend	3, 6, 12, 14
5.	other-oriented lie/unimportant situation/ university fellow.	19, 22, 31, 32
6.	other-oriented lie/unimportant situation/close friend	2, 8, 11, 13
7.	other-oriented lie/important situation/ university fellow	18, 21, 28, 30
8.	other-oriented lie/important situation/close friend	7, 9, 10,15