Description: Preference falsification, according to the economist Timur Kuran, is the act of misrepresenting one's wants under perceived social pressures. It happens frequently in everyday life, such as when we tell the host of a dinner party that we are enjoying the food when we actually find it bland. In Private Truths, Public Lies Kuran argues convincingly that the phenomenon not only is ubiquitous but has huge social and political consequences. Drawing on diverse intellectual traditions, including those rooted in economics, psychology, sociology, and political science, Kuran provides a unified theory of how preference falsification shapes collective decisions, orients structural change, sustains social stability, distorts human knowledge, and conceals political possibilities.

A common effect of preference falsification is the preservation of widely disliked structures. Another is the conferment of an aura of stability on structures vulnerable to sudden collapse. When the support of a policy, tradition, or regime is largely contrived, a minor event may activate a bandwagon that generates massive yet unanticipated change.

In distorting public opinion, preference falsification also corrupts public discourse and, hence, human knowledge. So structures held in place by preference falsification may, if the condition lasts long enough, achieve increasingly genuine acceptance. The book demonstrates how human knowledge and social structures co-evolve in complex and imperfectly predictable ways, without any guarantee of social efficiency.

Private Truths, Public Lies uses its theoretical argument to illuminate an array of puzzling social phenomena. They include the unexpected fall of communism, the paucity, until recently, of open opposition to affirmative action in the United States, and the durability of the beliefs that have sustained India's caste system.

Contents:

Preface

Living a Lie

The Significance of Preference Falsification

Private and Public Preferences

Private Opinion, Public Opinion

The Dynamics of Public Opinion

Institutional Sources of Preference Falsification

Inhibiting Change

Collective Conservatism

The Obstinance of Communism

The Ominous Perseverance of the Caste System

The Unwanted Spread of Affirmative Action

Distorting Knowledge

Public Discourse and Private Knowledge

The Unthinkable and the Unthought
The Caste Ethic of Submission
The Blind Spots of Communism
The Unfading Specter of White Racism
Generating Surprise
Unforeseen Political Revolutions
The Fall of Communism and Other Sudden Overturns
The Hidden Complexities of Social Evolution
From Slavery to Affirmative Action
Preference Falsification and Social Analysis
Notes
Index

Ordering:
Order Online - http://www.researchandmarkets.com/reports/2158273/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

| Product Name: | Private Truths, Public Lies. The Social Consequences of Preference Falsification |
| Web Address: | http://www.researchandmarkets.com/reports/2158273/ |
| Office Code: | SC6UI31 |

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Hard Copy (Paper back):</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>USD 34 + USD 29 Shipping/Handling</td>
</tr>
<tr>
<td></td>
<td>USD 27 + USD 29 Shipping/Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: | Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: | Last Name: |
Email Address: * | |
Job Title: | |
Organisation: | |
Address: | |
City: | |
Postal / Zip Code: | |
Country: | |
Phone Number: | |
Fax Number: | |

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB9853083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp