

Propositions

1. People are more prone to lies on social media in countries with worse economic conditions and more traditional values. (Chapters 2 and 4)
2. Consumers find it unfair when their information is passed to third parties by social media platforms, even when this information is not particularly sensitive. (Chapter 3)
3. Higher levels of gender equality in society can make men's and women's behavior more different, not similar. (Chapter 2)
4. Consumers will honestly report their lies if you create the right conditions. (Chapters 2 and 4)
5. People who believe they had a wealthy childhood, are more likely to put deceptive consumption posts on social media platforms, compared to people who felt materially deprived as children. (Chapter 4)
6. Statistics is a skill. Interpreting the results of statistics is an art.
7. You cannot be curious and frustrated at the same time, but you can always choose between the two. (Adapted from Seth Godin)
8. Culture might dictate how much a marketer can adapt the form before the content stops getting across.
9. Establishing common thesaurus and practices across the social sciences would stimulate the information exchange between disciplines within the social sciences.
10. Some mistakes are worth repeating. This might improve learning, as well as have other beneficial side effects.
11. It is worth contemplating how technology can be used to make academic education more individually tailored, as opposed to more standardized.