

Aug 16, 2021

First, I appreciate the efforts to bring to light this analysis about the data that was used in the experiment that I led more than ten years ago. I agree with the conclusions and I also fully agree that posting data sooner would help to improve data quality and scientific accuracy.

Here is my perspective and view of this situation:

- The work was conducted over ten years ago by an insurance company with whom I partnered on this study. The data were collected, entered, merged and anonymized by the company and then sent to me. This was the data file that was used for the analysis and then shared publicly.
- I was not involved in the data collection, data entry, or merging data with information from the insurance database for privacy reasons.
- I was the only author in contact with the insurance company. None of my co-authors were involved.

In situations like this it is Duke's policy is to immediately engage the Office of Research Integrity, which reviewed the available information, the process that was used to gather and verify the data, and its subsequent dissemination. I fully supported this effort and am grateful for their guidance in developing appropriate regulatory oversight, data management and document retention procedures for the future.

To be clear:

- I did not suspect any problems with the data.
- I also did not test the data for irregularities, which after this painful lesson, I will start doing regularly.
- I am committed to ensuring the integrity and validity of our research, and we are developing new policies to ensure that our data collection and analysis meets the highest standards.

Dan Ariely