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Behind the Scenes of Faking:

Investigating Faking Strategies on Self-reports in Questionnaires at Different Stages of the Cognitive Process in Faking

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Theory

- Research has focused on modeling, detecting, or preventing faking but not on faking strategies
- We used empirical data and the general response process model (GRPM) to suggest a taxonomy of faking strategies

Method

- We reanalyzed data from two studies (faking low and high scores on extraversion and need for cognition; $N = 305$ and $N = 251$)
- Participants explained what they did to fake
- Responses ($N = 553$) were analyzed with qualitative content analyses

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Results

- Taxonomy: 22 global and 13 specific faking strategies (four clusters) along the four stages (comprehension, retrieval, judgment, and response) of the GRPM (Figure 1)
- ***Generalizability of the taxonomy***
 - a. The taxonomy was developed with one data set and tested with an independent set (Data Set 1 or 2)
 - b. The strategies held irrespective of faking direction (high or low)
 - a. The strategies held irrespective of the construct (extraversion or need for cognition)

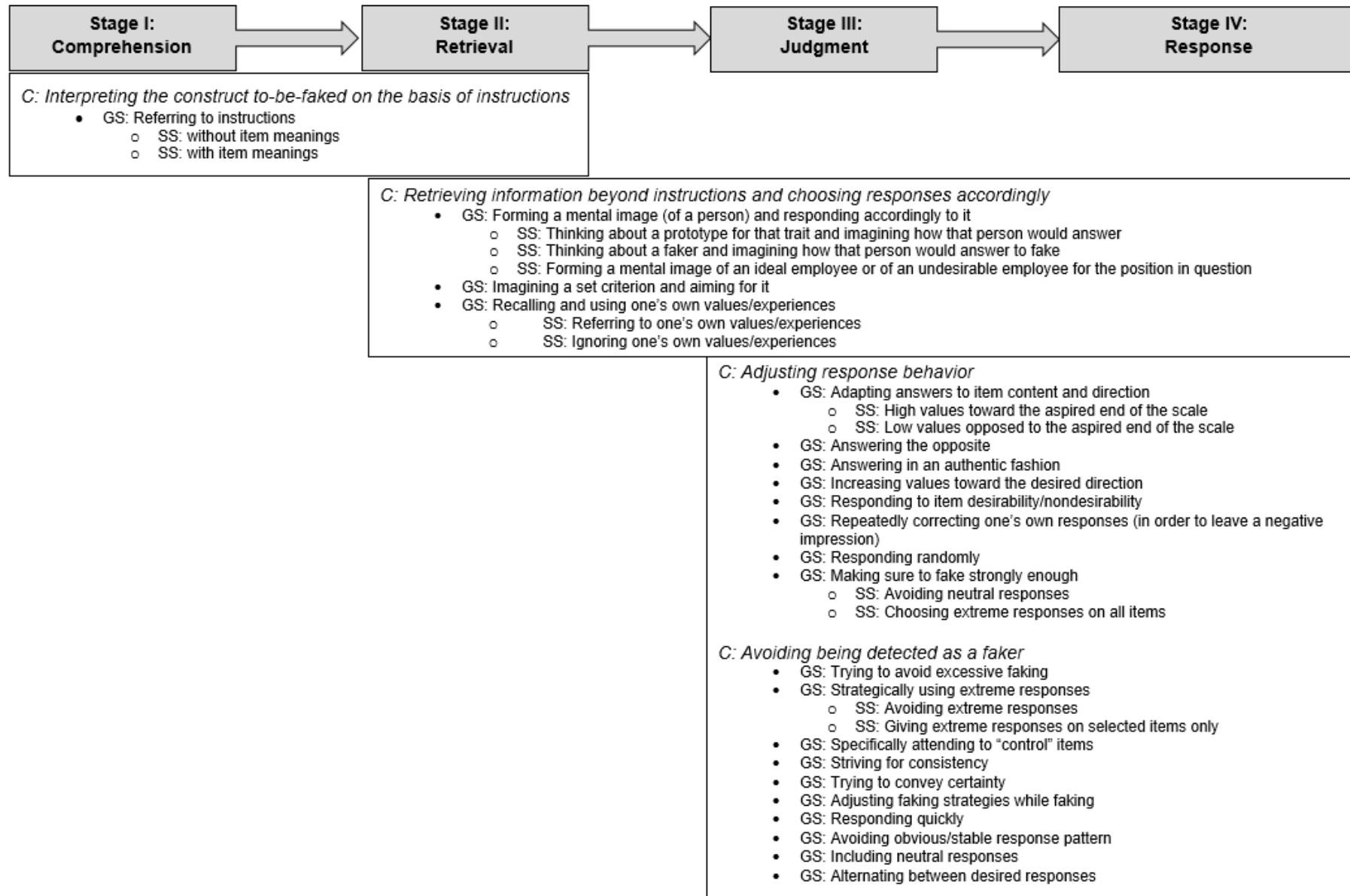
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Implications

- Respondents used a variety of strategies (e.g., role-playing strategies and strategies to avoid being detected)
- They combined them in multiple ways
- The findings provide insights into the process of faking
- They explain why faking detection and prevention is so complex and difficult
- The results may be a starting point for more success in detecting and preventing faking

Figure 1

Taxonomy of Faking Strategies on Self-Reports in Questionnaires Based on the Four Stages of the GRPM



Note. The four stages of the GRPM (e.g., Krosnick, 1999; Tourangeau & Rasinski, 1988) are represented in the upper grey-shadowed boxes in bold typeface. Clusters (i.e., C) associated with these stages are represented in the lower white boxes in italics. Global strategies (i.e., GS) are represented in the lower white boxes in normal typeface and begin with a black bullet point. Specific strategies (i.e., SS) are listed below the strategies and begin with a white bullet point.

Thank you very much for your attention.

Feel free to contact us:

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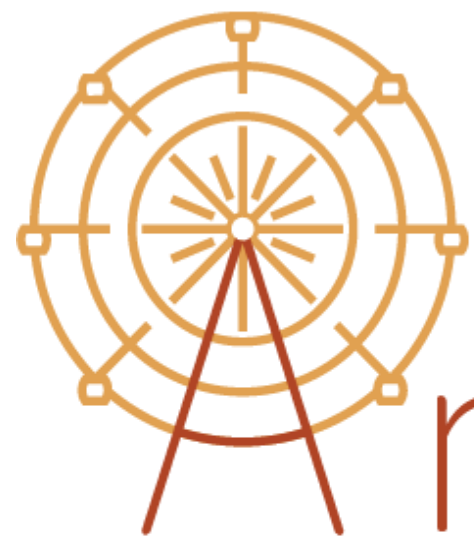
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