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## Market failures shift juror psychology

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Recent market failures are causing jurors to be more skeptical and less trustworthy, according one trial consultant.

Dr. Noelle Nelson, a California trial consultant, clinical psychologist and author of the booklet, "101 Winning Tips: How to Give a Good Deposition & Testify Well in Court" [connects recent shifts in jury psychology to the declining market.](#)

"Jurors who may have once rationalized, 'What the heck, everybody does it,' are now holding lawyers and their corporate clients to a higher standard," Nelson says.

Nelson argues that jurors tend to favor lawyers who argue their client's case in a sincere and genuine way.

Additionally, she contends that jurors are less convinced by lawyers who appeal to the "letter of the law" and more persuaded by arguments that incorporate the "spirit of the law."

-Aaron Krivitzky

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