

# Morality Cross-Culturally



- Morality has to do with conduct or behavior between individuals, an individual's behavior, and an individual's relationship between him or herself and the group.
- Culture have detailed specifications regarding moral versus immoral behavior.
- Despite this diversity, moral behavior following a variety of theorists can be grouped into a limited set of categories.

# Haidt's Approach to Morality



- **Moral domains cross-culturally**

- Harm (Western)
  - Fairness (Western)
  - Authority
  - In-group loyalty
  - Purity
  - Liberty/oppression
- } Individual protection
- } Group strengthening

- Philosophers and psychologists in the West largely focus on the first two while most non-Westerners, as demonstrated by anthropologists, believe that the last four are important too.

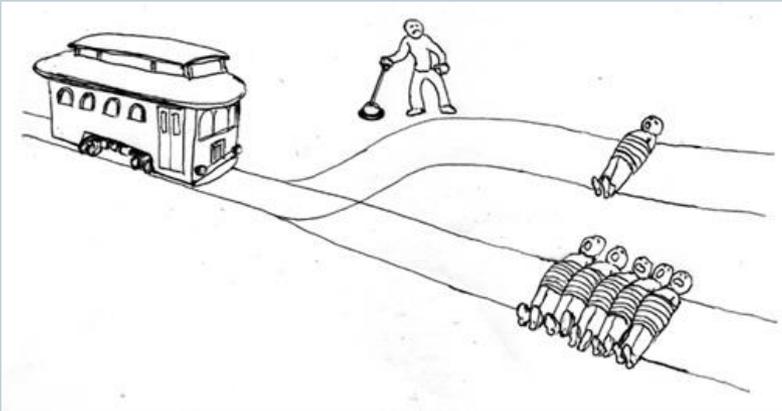
# Psychological Research Reveals the Following



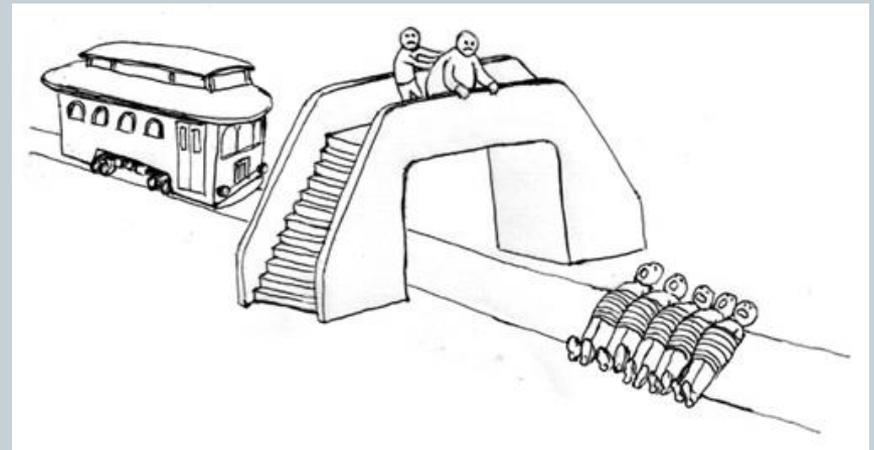
- When we quickly judge an action we rely on:
  - **Moral intuitions** (rapid and emotional).
    - ✦ Insect eating regarded as disgusting (purity domain)
- However, when we are asked to think about a situation more deeply we engage in:
  - Moral judgments (longer reflection)
    - ✦ Insects are safe foods.
  - A battle looms between intuitions and judgments. We just can't get over the *yuck* factor
- Moral dumbfounding (trolley problem and insects above)
  - Oftentimes we cannot devise a rational explanation for a moral reaction.
  - See, for example, [this story](#). Most would regard it as immoral even though there is no objective harm in it.
  - And see next in the Trolley problem.

# Trolley Problem: moral dumfounding

90% say this is permissible



95% say this is impermissible



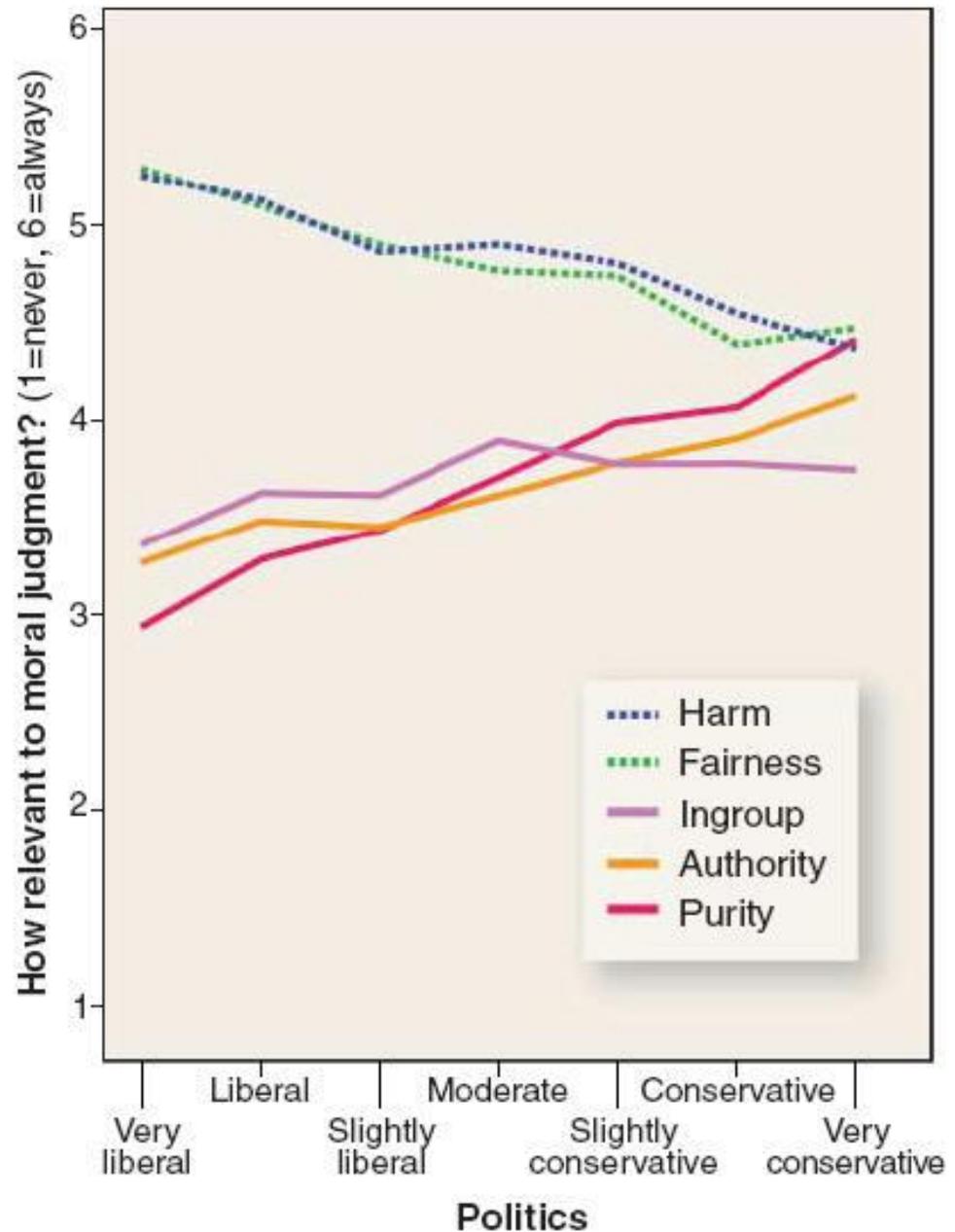
Research indicates that the first solution is permissible but the second is not. Yet, in both, one is sacrificed to save five. Across cultures, genders, and ages the result is essentially the same and has been replicated countless times.

# Liberals and Conservatives



- The next two slides focus on differences between liberals and conservatives.
- While there are differences all agree that any of the domains are at least slightly relevant
- And where the differences are large, the differences only range from slightly relevant to very relevant.
- Conclusion:
  - differences are not stark which opens the door for a non-hostile discussion of differences
  - It is not the case that liberals do care about authority, they just don't care as much. And conservatives do care about, but not as much as liberals.

# Conservatives, liberals, and moral domains



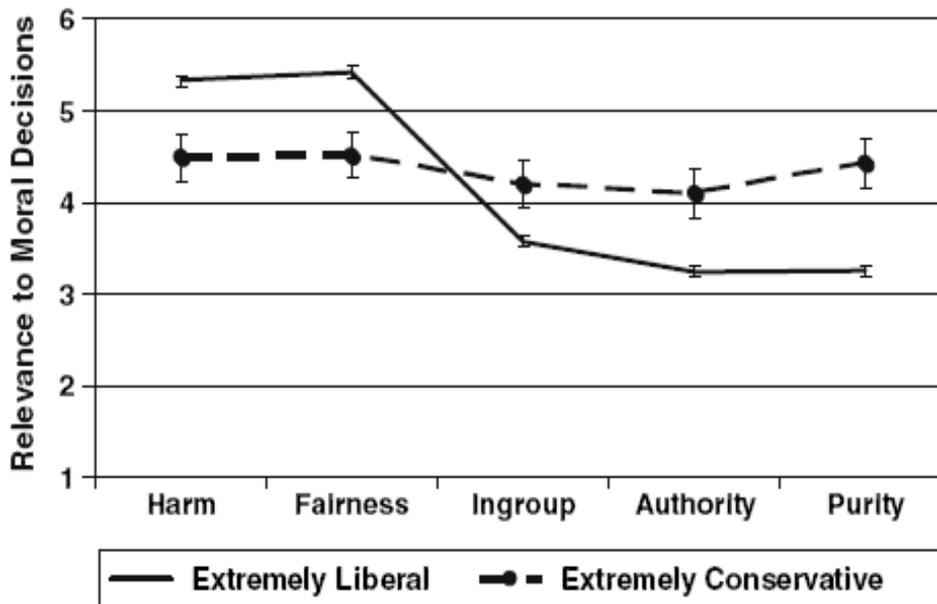


Fig. 1. Moral relevance by foundation for extreme liberals and conservatives. 1 = not relevant at all, 6 = always relevant.

- 1 not at all relevant (this consideration has nothing to do when I judge right and wrong)
- 2 not very relevant
- 3 slightly relevant
- 4 somewhat relevant
- 5 very relevant
- 6 extremely relevant (this is one of the most important factors when I judge right and wrong)

# Sibling Sex



- "Julie and Mark are brother and sister. They are traveling together in France on summer vacation from college. One night they are staying alone in a cabin near the beach. They decide that it would be interesting and fun if they tried making love. At the very least, it would be a new experience for each of them. Julie was already taking birth control pills, but Mark uses a condom too, just to be safe. They both enjoy making love, but they decide never to do it again. They keep that night as a special secret, which makes them feel even closer to each other. What do you think about that? Was it ok for them to make love?"
- One cannot argue that it is immoral because no reproduction will occur, yet we can't get over the *yuck* or disgust factor and invent illogical reasons for its immorality.

