HOW MORAL IS THIS?

LOOK AT THE BELOW SITUATIONS. RATE EACH ONE BASED ON HOW MUCH YOU THINK EACH SITUATION IS "MORALLY WRONG," FROM NOT VERY (1) TO EXTREMELY (10).

A MOTHER FORCING HER DAUGHTER TO ENROLL AS A PRE-MEDICAL STUDENT IN COLLEGE.

1	2	3	4	5	6	7	8	9	10

NOT VERY   EXTREMELY

A ZOO TRAINER HURTING A DOLPHIN TO GET IT TO ENTERTAIN HIS CUSTOMERS.

1	2	3	4	5	6	7	8	9	10

NOT VERY   EXTREMELY

A WOMAN DRINKING HER ENTIRE CUP OF COFFEE USING A SPOON.

1	2	3	4	5	6	7	8	9	10

NOT VERY   EXTREMELY

AN EMPLOYEE LYING ABOUT HOW MANY HOURS SHE WORKED DURING THE WEEK.

1	2	3	4	5	6	7	8	9	10

NOT VERY   EXTREMELY

A YOUNG ADULT DRINKING UNTIL HE OR SHE VOMITS IN PUBLIC AND FALLS ASLEEP.

1	2	3	4	5	6	7	8	9	10

NOT VERY   EXTREMELY

THE CLASS PRESIDENT SAYING ON TV THAT A RIVAL COLLEGE IS A BETTER SCHOOL.

1	2	3	4	5	6	7	8	9	10

NOT VERY   EXTREMELY

A GIRL IGNORING HER FATHER'S ORDERS BY USING THE FAMILY CAR WHEN HE TOLD HER NOT TO USE IT.

1	2	3	4	5	6	7	8	9	10

NOT VERY   EXTREMELY

These vignettes come from Clifford et al. (2015) Moral foundations vignettes: a standardized stimulus database of scenarios based on moral foundations theory. Behavior Research Methods, 47, pp. 1178–1198.

HOW MORAL IS THIS?

SEE THE ASSOCIATED MORAL FOUNDATIONS FOR EACH VIGNETTE BELOW.

A MOTHER FORCING HER DAUGHTER TO ENROLL AS A PRE-MEDICAL STUDENT IN COLLEGE.

LIBERTY

A ZOO TRAINER HURTING A DOLPHIN TO GET IT TO ENTERTAIN HIS CUSTOMERS.

CARE

A WOMAN DRINKING HER ENTIRE CUP OF COFFEE USING A SPOON.

NEUTRAL

AN EMPLOYEE LYING ABOUT HOW MANY HOURS SHE WORKED DURING THE WEEK.

FAIRNESS

A YOUNG ADULT DRINKING UNTIL HE OR SHE VOMITS IN PUBLIC AND FALLS ASLEEP.

SANCTITY

THE CLASS PRESIDENT SAYING ON TV THAT A RIVAL COLLEGE IS A BETTER SCHOOL.

LOYALTY

A GIRL IGNORING HER FATHER'S ORDERS BY USING THE FAMILY CAR WHEN HE TOLD HER NOT TO USE IT.

AUTHORITY

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