Research Question
Is our moral view of the world affected by exposure to the moral reasoning of others?

Moral Foundations Theory
5 categories of moral concerns:
- Authority (comply; respect; protest)
- Fairness (reasonable; rights; prejudice)
- Harm (protection; safety; suffered)
- Loyalty (enemy; member; together)
- Purity (integrity; pervert; preserve)

Moral Foundations Questionnaire
(Graham et al., 2011)
- Designed to measure individual differences in the importance of moral concerns
- 2 parts with 15 questions each

Moral Foundations Dictionary
(Graham et al., 2009)
- A set of terms associated with each concern

Measure I: Moral Foundations Questionnaire
- 36 Ps rated agreement with 14 priming tweets (fairness or care)
- Completed Part B of the MFQ
- Analysis used their score on part A (pre-priming) as a covariate

Measure II: Ratings of Tweets
- 36 Ps rated 25 different tweets on the relevancy of all 5 concerns
- Analysis included the order in which tweets were rated (in blocks of 5)

Samples of primes
Fairness/Cheating
- “Liberal #Congress members claim that the law must apply equally to all...well, except them. #Obamacare #Dems #GOP”
- “Hey #GOP look up the 14th amendment If you love the Constitution Founding Fathers so much, then ADHERE to the law of the land. #JustVote”
- “Liberals progressives say that Robamacare is the law of the land, but they ignore illegals breaking the law of the land!”

Care/Harm
- “Refugees Waiting Overseas Are in Limbo as U.S. Shutdown Continues #refugees #shutdown #resettlement #newcomers #USA”
- “Outrageous not paying death benefits to families of our fallen servicemen! This SOB #Obama looking for a civil war to become dictator!”
- “Dr. Seuss’s #Congress Who Stole #SNAP: Kids  seniors face health risks due to #GovernmentShutdown. #PublicPolicy”

Results
- Observed a priming effect for fairness but not for care
- Possibly due to a ceiling effect?
- Priming affected both perceived importance and ratings of relevance
- Effect might be short-lived

Future Studies
- Replicate with other concerns
- Does agreement with the content matter?
- Can this type of priming affect long-term change?

References