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The Effects of Priming on Moral Judgement

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Title: The Effects of Priming on Moral Judgement

Abstract:

Forming judgments and making decisions based on those judgments is an important and inescapable part of life. Moral decision-making often affects oneself and the people surrounding them. Previous literature has suggested that the act of making moral and ethical decisions can be separated and explained using various theoretical perspectives, two of the most prominent being utilitarianism and absolute deontology (Scott, 2012). Applying and categorizing decision-making into either of these categories has been shown and suggested to largely depend on the priming of a decision, with positive priming leading to more utilitarian decision-making (Broeders et al. 2011). It has further been found that when priming was utilized (with both positive and negative conditions) and participants were presented with moral dilemmas, priming subconsciously altered moral decision-making by activating moral standards (Welsh & Ordóñez, 2014). The purpose of the current study is to explore the relationship between priming moral judgment and decision-making, and how that could lead to more or less confidence in a decision. In this study, adults 18 and older (N=X) filled out a survey on Qualtrics that primed them positively or negatively, and then asked them to answer a of moral dilemmas and rate their confidence after each one. The results will be presented at SURS.

Keywords: priming, morality, judgement, dilemmas