Our Great Divide
Recognizing Moral Difference and the Importance of Compassionate Leadership

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“What were we spending so much time doing if not getting to know each other?”

-JONATHAN SAFRAN FOER
• Develop a framework for understanding moral differences.
• Recognize the importance of social compassion when working for change.
• Create a personal action plan for leading across moral differences.
Julie and Mark are brother and sister. They are travelling 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.
MORAL FOUNDATIONS

CARE
FAIRNESS
LOYALTY
AUTHORITY
PRUITY
MORAL FOUNDATIONS

CARE VS. HARM

PROTECTING THE MOST VULNERABLE
LOYALTY VS. BETRAYAL

FORMING COHESIVE GROUPS
MORAL FOUNDATIONS

AUTHORITY VS. SUBVERSION

FORGE BENEFICIAL RELATIONSHIPS WITHIN HIERARCHIES
MORAL FOUNDATIONS

PURITY VS. DEGRADATION

AVOIDING CONTAMINANTS
WHAT ABOUT YOU?

WHERE DO YOU FALL WITHIN THE MORAL FOUNDATIONS FRAMEWORK?
RESULTS

AVERAGE POLITICALLY MODERATE AMERICAN’S SCORES ARE:
TAMING THE MADVOCATE
NEXT STEPS
SOCIAL BAROMETER

WHERE DO OTHERS STAND ON YOUR ISSUE? Identify Individuals and Groups
WHAT ARE YOUR AIMS WITH EACH? ARE YOUR TACTICS CONSISTENT WITH THESE AIMS?

- INFORM
- WIN OVER
- BUILD RELATIONSHIP
- DON'T PROVOKE THEM INTO ACTION
- GIVE THEM OPPORTUNITIES TO CHANGE THEIR POSITION
- RECOGNIZE ACTUAL NEEDS AND FEARS
- AROUSE DOUBTS
- BUILD RELATIONSHIP
- SOFT ON PERSON — HARD ON PROBLEM
- REVEAL MOTIVES

LEADING ACTIVISTS
ACTIVE ALLIES
OBLIVIOUS NEUTRALS
PASSIVE OPPONENTS
ACTIVE OPPONENTS
LEADING OPPONENTS

AIMS

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Moral Foundations Questionnaire

Part 1. When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking? Please rate each statement using this scale:

[0] = not at all relevant (This consideration has nothing to do with my judgments of right and wrong)
[1] = not very relevant
[2] = slightly relevant
[3] = somewhat relevant
[4] = very relevant
[5] = extremely relevant (This is one of the most important factors when I judge right and wrong)

1. Whether or not someone suffered emotionally
2. Whether or not some people were treated differently than others
3. Whether or not someone’s action showed love for his or her country
4. Whether or not someone showed a lack of respect for authority
5. Whether or not someone violated standards of purity and decency
6. Whether or not someone was good at math
7. Whether or not someone cared for someone weak or vulnerable
8. Whether or not someone acted unfairly
9. Whether or not someone did something to betray his or her group
10. Whether or not someone conformed to the traditions of society
11. Whether or not someone did something disgusting
12. Whether or not someone was cruel
13. Whether or not someone was denied his or her rights
14. Whether or not someone showed a lack of loyalty
15. Whether or not an action caused chaos or disorder
16. Whether or not someone acted in a way that God would approve of

Part 2. Please read the following sentences and indicate your agreement or disagreement:

[0] [1] [2] [3] [4] [5]
Strongly disagree Moderately disagree Slightly disagree Slightly agree Moderately agree Strongly agree

17. Compassion for those who are suffering is the most crucial virtue.
18. When the government makes laws, the number one principle should be ensuring that everyone is treated fairly.
19. I am proud of my country’s history.
20. Respect for authority is something all children need to learn.
21. People should not do things that are disgusting, even if no one is harmed.
22. It is better to do good than to do bad.
23. One of the worst things a person could do is hurt a defenseless animal.
24. Justice is the most important requirement for a society.
25. People should be loyal to their family members, even when they have done something wrong.
26. Men and women each have different roles to play in society.
27. I would call some acts wrong on the grounds that they are unnatural.
28. It can never be right to kill a human being.
29. I think it’s morally wrong that rich children inherit a lot of money while poor children inherit nothing.
30. It is more important to be a team player than to express oneself.
31. If I were a soldier and disagreed with my commanding officer’s orders, I would obey anyway because that is my duty.
32. Chastity is an important and valuable virtue.

To score the MFQ yourself, you can copy your answers into the grid below. Then add up the 6 numbers in each of the five columns and write each total in the box at the bottom of the column. The box then shows your score on each of 5 psychological “foundations” of morality. Scores run from 0-30 for each foundation. (Questions 6 and 22 are just used to catch people who are not paying attention. They don't count toward your scores).

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The average politically moderate American’s scores are: _______ _____ _____ _____ _____
Liberals generally score a bit higher on _________ and _________, and much lower than that on the other three foundations.
Conservatives generally show the opposite pattern.

For more information about Moral Foundations Theory, scoring this form, or interpreting your scores, see: www.MoralFoundations.org. To take this scale online and see how you compare to others, go to www.YourMorals.org