**Project Motivation**

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1. **Purpose**

Many social interactions are influenced by moral and racial attitudes, both conscious and subconscious. Our goal is to understand how these attitudes manifest and influence our behavior. Simply put, we want to see if people are more likely to be automatically drawn to situations they view as moral, and avoid those they see as immoral. We aim to do so by studying how quickly people approach or avoid various moral scenarios using a concept called approach-avoidance motivation. This is basically how our instincts drive us to move towards positive things and away from negative ones. We will then see how these behaviors relate to other known ways of measuring moral attitudes and also study if people's moral attitudes change based on the race of the people involved.

1. **Achieve**

We hope to achieve several things with this project:

1)To understand if people automatically move towards situations they view as moral and away from those they view as immoral.

2) To explore if there's a connection between these tendencies and the race of the individuals in these scenarios. Basically, we're asking if our automatic moral judgments, and subsequent behavior, change based on the race of the people involved.

3) To see how these automatic (or "implicit") moral attitudes compare to the moral beliefs people say they have (or "explicit" attitudes).

We hope these findings help us gain a deeper understanding of our moral instincts and biases. While one of our goals is to share our findings in academic journals, the real success will be in the insights we uncover.

1. **Pursuit and Impact**

Despite its potential importance in our daily lives, no research has been done to understand the role of approach-avoidance motivation in our moral choices. When we talk about approach-avoidance motivation, we're referring to our automatic tendency to move towards things we like and away from things we don't. This project aims to shed light on this relationship. The potential benefits of understanding this are vast, from everyday decision-making to complex societal issues. One of the key outcomes could be a new perspective on understanding the motivations of individuals with certain criminal tendencies, like psychopaths. To give an example, if we find that psychopaths don't show a typical approach-avoidance response to certain moral scenarios, it might offer a clue into their unique mindset.

1. **Similar Work**

Previous research has looked at the role of our implicit moral judgments. These are the automatic, unspoken beliefs we might hold without even realizing it. Strominger et al. pointed out the challenges in studying these hidden beliefs, especially when using surveys where people might not always be honest. They even used the study of psychopaths as an example of these challenges. Another study by Cameron et al. in 2017 introduced a new way to measure these implicit moral beliefs. In simple terms, they designed a task that could reveal our hidden moral judgments without directly asking us (i.e., gay marriage voting behavior). In the realm of non-moral approach-avoidance tendencies, Aubé and colleagues contributed by developing a tool that allows for online testing, making it easier to gather data from more people. Previous non-moral approach avoidance behaviors have been found across people of different ages (children, college students, adult) and across domains (cannabis, alcohol, animals, faces).

1. **Sources**

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