

## Cultural assessment story for the Analects

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In the Analects, Confucius states that people should not pursue for profit but personal moral cultivation and puts pursuing profit and behaving morally in opposite position. Culturally, this judgement may convey the information that pursuing profit itself is immoral. The designed social experiment focus on whether people influenced by ancient Chinese culture show more tendency to avoid talking about profits. The predicted result is based on the unique influence of ancient Chinese culture on contemporary Chinese people.

In the Analects 4.16, Confucius states that "The gentleman understands what is right, whereas the petty man understands profit". In Analects, Confucius generally claims that people should behave like "the gentleman". "The petty man" is regarded as the opposite side of "the gentleman". This sentence conveys that people should behave morally rather than pursuing profit and pursuing profit will hurt behaving morally. There are many examples of people doing some immoral things to pursue profit, but pursuing profit itself seems to have no necessary relationship with morality originally. The opposite relationship in the sentence constructs a stronger connection between pursuing profit and immoral behavior.

The experiment is designed to see whether eastern people have more tendency of concealing their pursuit of profit than western people. Participants are asked to choose a job from a job list provided. Among all the jobs, there are two classifications. Some



pursuing profit as immoral and thus tend to avoid choosing economic-beneficial jobs

when being asked by researches.

Overall, this is  
excellent work!  
exactly what you  
were supposed to  
do!