

Measuring Morality

Codebook

Jennifer Lin

New College of Florida

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1

Moral Relevance and Judgment - ProjectImplicit

1.1 Moral Relevance

Table 1.1: Moral Relevance Scale

Variable	Question	Codes
	Whether or not someone . . .	<i>Same for all</i>
violence1	used violence	1 = Not at all Relevant
suffered1	suffered emotionally	2 = Not very Relevant
harmed1	was harmed	3 = Slightly Relevant
differently1	were treated differently	4 = Somewhat Relevant
rights1	was denied their rights	5 = Very Relevant
unfairly1	acted unfairly	6 = Extremely Relevant
betray1	did something to betray group	
friend1	action was done by a friend	
loyalty1	showed a lack of loyalty	
rank1	people involved were same rank	
duties1	failed to fulfill their duties	
respect1	showed lack of respect for legitimate authority	
disgust1	did something disgusting	
purity1	violated the standards of purity	
unnatural1	did something unnatural	

Source: Project Implicit dataset from Graham et al Study 1

Table 1.2: Moral Relevance Scale

Variable	Question	Codes
	Whether or not someone . . .	<i>Same for all</i>
Harmed	was harmed	1 = Not at all Relevant
Violence	used violence	2 = Not very Relevant
Emotionally	suffered emotionally	3 = Slightly Relevant
Weak	cared for weak/vulnerable	4 = Somewhat Relevant
Treated	were treated differently	5 = Very Relevant
Rights	was denied their rights	6 = Extremely Relevant
Unfair	acted unfairly	
Profiting	profiting more than others	
Betray	did something to betray group	
Friend	action was done by a friend	
Loyalty	showed a lack of loyalty	
Group	action affected group	
Rank	people involved were same rank	
Duties	failed to fulfill their duties	
Respect	showed lack of respect for legitimate authority	
Author	in authority failed to protect subordinates	
Traditions	respected traditions of society	
Unnat	did something disgusting	
Decency	violated the standards of purity	
Uplifting	acted in virtuous way	
Desires	was able to control desires	

Source: Project Implicit dataset from Graham et al Study 2

The Moral Relevance Scale of Study 2 in Graham et al differs from the its counterpart from Study 1 in a few ways:

1. **Added questions to each foundation:** In Study 1, each foundation had an average of 3 questions whereas those in Study 2 had an average of 4 questions.
2. **Different codes:** The variable names were coded differently between the datasets

It is also important to note that the scales in these variables ranged from 1 to 6 but the data, as reported in publication ranges from 0-5. In replications of the findings, each response on each variable would need to be subtracted by 1.

1.2 Moral Judgment

Each variable in this set are coded from a 1 (strongly disagree) to 6 (strongly agree) scale. The foundations are separated by horizontal lines and each foundation contains 4 items. The questions are located in Table 1.3.

The exact codes for each of the variables are as follows:

1. Strongly Disagree
2. Moderately Disagree
3. Slightly Disagree
4. Slightly Agree
5. Moderately Agree
6. Strongly Agree

1.3 Demographics

Table 1.4: Demographic Variables

Variable Name	Description	Codes
politics	Self-Identified Political Ideology	-3 = Very Liberal -2 = Moderately Liberal -1 = Slightly Liberal 0 = Neutral 1 = Slightly Conservative 2 = Moderately Conservative 3 = Very Conservative
Age	Respondent age	6-99 (continuous)
income2	Respondent Income	1-5 (categorical)
education	Highest level of education	1-14 (categorical)
gender	Self-Identified gender	-1 = Male, 1 = Female

Table 1.3: Moral Judgment scale

Variable	Question
Slap	If I saw a mother slapping her child, I would be outraged.
Kill	It can never be right to kill a human being.
Compassion	Compassion for those who are suffering is the most crucial virtue.
Govharm	The government must first and foremost protect all people from harm.
Line	If a friend wanted to cut in with me on a long line, I would feel uncomfortable because it wouldn't be fair to those behind me.
TerrorRev	In the fight against terrorism, some people's rights will have to be violated*
Justice	Justice, fairness and equality are the most important requirements for a society.
Fairly	When the government makes laws,the number one principle should be ensuring that everyone is treated fairly.
BrotherRev	If I knew that my brother had committed a murder, and the police were looking for him, I would turn him in. *
Romantic	When it comes to close friendships and romantic relationships,it is okay for people to seek out only members of their own ethnic or religious group.
Grouploy	Loyalty to one's group is more important than one's individual concerns.
Wellbeing	The government should strive to improve the well-being of people in our nation, even if it sometimes happens at the expense of people in other nations.
Sexroles	Men and women each have different roles to play in society.
Soldier	If I were a soldier and disagreed with my commanding officer's orders, I would obey anyway because that is my duty.
Kidrespect	Respect for authority is something all children need to learn.
Heritage	When the government makes laws, those laws should always respect the traditions and heritage of the country.
Revolting	People should not do things that are revolting to others, even if no one is harmed.
Wrongdisgust	I would call some acts wrong on the grounds that they are unnatural or disgusting.
Chastity	Chastity is still an important virtue for teenagers today, even if many don't think it is.
Sin	The government should try to help people live virtuously and avoid sin.

Source: Project Implicit dataset from Graham et al Study 2

Notes: * Indicates reverse coding

2

Moral Foundations Questionnaire - YourMorals, Duke CCES 2012, and TAPS Wave 10

With the exception of the data from YourMorals.org, each of the variables in the MFQ are coded from a 1 to 6 scale. For the moral relevance items, the scale ranges from a 1 (not at all relevant) to 6 (extremely relevant). The moral judgment scale ranges from a 1 (strongly disagree) to 6 (strongly agree). For the variables from YourMorals.org, the authors of the original paper already modified the codes to be congruent with their reporting such that each sub-scale ranges from 0 to 5, but preserves the original coding.

Given this coding information, the analyses rearrange the data such that each of the MFQ items are coded uniformly in the method described as follows

Moral Relevance Items – Items 1 - 16

- 0 = Not at all relevant
- 1 = Not very Relevant
- 2 = Slightly Relevant
- 3 = Somewhat Relevant
- 4 = Very Relevant
- 5 = Extremely Relevant

Moral Judgment Items – Items 17-32

- 0 = Strongly Disagree
- 1 = Moderately Disagree
- 2 = Slightly Disagree
- 3 = Slightly Agree
- 4 = Moderately Agree
- 5 = Strongly Agree

Each dataset also contains unique distractor items to check the attention of participants. For the data in YourMorals, the distractor item was "Whether or not someone liked astrology". This item was replaced after the July, 2008 revision¹. The distractor items in the Duke CCES and TAPS set are "Whether or not someone is good at math" and "It is better to do good than to do bad". For the good at math item, participants were excluded if they used the upper end of the scale and for the do good item, they were excluded if they used the lower end of the scale.

2.1 YourMorals.org

2.1.1 MFQ

Table 2.1: Moral Foundations Questionnaire – Your-Morals.org

Variable	Question
Moral Relevance	
emotionally	Whether or not someone suffered emotionally
weak	Whether or not someone cared for someone weak or vulnerable
cruel	Whether or not someone was cruel
treated	Whether or not some people were treated differently than others
unfairly	Whether or not someone acted unfairly
rights	Whether or not someone was denied his or her rights
lovecountry	Whether or not someone's action showed love for his or her country
betray	Whether or not someone did something to betray his or her group
loyalty	Whether or not someone showed a lack of loyalty
respect	Whether or not someone showed a lack of respect for authority
traditions	Whether or not someone conformed to the traditions of society
chaos	Whether or not an action caused chaos or disorder
decency	Whether or not someone violated standards of purity and decency
disgusting	Whether or not someone did something disgusting
god	Whether or not someone acted in a way that God would approve of
Moral Judgment	
compassion	Compassion for those who are suffering is the most crucial virtue.
animal	One of the worst things a person could do is hurt a defenseless animal.
kill	It can never be right to kill a human being.
fairly	When the government makes laws, the number one principle should be ensuring that everyone is treated fairly.

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¹See <https://www.moralfoundations.org/questionnaires> for more information

Table 2.1 – Continued from previous page

Variable	Question
justice	Justice is the most important requirement for a society.
rich	I think it's morally wrong that rich children inherit a lot of money while poor children inherit nothing.
history	I am proud of my country's history.
family	People should be loyal to their family members, even when they have done something wrong.
team	It is more important to be a team player than to express oneself.
kidrespect	Respect for authority is something all children need to learn.
sexroles	Men and women each have different roles to play in society.
soldier	If I were a soldier and disagreed with my commanding officer's orders, I would obey anyway because that is my duty.
harmlessdg	People should not do things that are disgusting, even if no one is harmed.
unnatural	I would call some acts wrong on the grounds that they are unnatural.
chastity	hastity is an important and valuable virtue.

2.1.2 Demographics

Table 2.2: Demographic Variables

Variable	Question	Code
politics	7-category Political ideology	1 = Extremely Liberal 2 = Liberal 3 = Slightly Liberal 4 = Moderate 5 = Slightly Conservative 6 = Conservative 7 = Extremely Conservative <i>Match with <code>politics_new</code></i>
Age	Respondent age	Continuous
gender	Respondent self-identified Gender	0 = Female 1 = Male
education	Highest level of Education completed	Match with <code>educ_num</code> 1 = Some High School 2 = Currently in High School 3 = Completed High School 4 = Some College/University 5 = Currently in College

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Table 2.2 – *Continued from previous page*

Variable	Question	Code
		6 = Completed College/University 7 = Some Graduate/Professional school 8 = Completed Graduate/Professional Degree
religion__attend	Frequency of religious service attendance	Match with Religion_attend_num 0 = Never 1 = A few times a year 2 = A few times a month 3 = One or more times each week

2.2 Cooperative Congressional Elections Studies 2012 - Duke University

2.2.1 MFQ

Table 2.3: Moral Foundations Questionnaire – Duke CCES 2012

Variable	Question
Moral Relevance	
emote	Whether or not someone suffered emotionally
weak	Whether or not someone cared for someone weak or vulnerable
cruel	Whether or not someone was cruel
treatd	Whether or not some people were treated differently than others
unfair	Whether or not someone acted unfairly
rights	Whether or not someone was denied his or her rights
lovec	Whether or not someone's action showed love for his or her country
betray	Whether or not someone did something to betray his or her group
loyal	Whether or not someone showed a lack of loyalty
auth	Whether or not someone showed a lack of respect for authority
conform	Whether or not someone conformed to the traditions of society
chaos	Whether or not an action caused chaos or disorder
purity	Whether or not someone violated standards of purity and decency
disgust	Whether or not someone did something disgusting
goddis	Whether or not someone acted in a way that God would approve of
Moral Judgment	
compat	Compassion for those who are suffering is the most crucial virtue.
hurt	One of the worst things a person could do is hurt a defenseless animal.

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Table 2.3 – *Continued from previous page*

Variable	Question
kill	It can never be right to kill a human being.
treatf	When the government makes laws, the number one principle should be ensuring that everyone is treated fairly.
justice	Justice is the most important requirement for a society.
rich	I think it's morally wrong that rich children inherit a lot of money while poor children inherit nothing.
proudc	I am proud of my country's history.
loyalf	People should be loyal to their family members, even when they have done something wrong.
team	It is more important to be a team player than to express oneself.
authc	Respect for authority is something all children need to learn.
roles	Men and women each have different roles to play in society.
obey	If I were a soldier and disagreed with my commanding officer's orders, I would obey anyway because that is my duty.
nodisgust	People should not do things that are disgusting, even if no one is harmed.
notnat	I would call some acts wrong on the grounds that they are unnatural.
chaste	Chastity is an important and valuable virtue.

2.2.2 Demographics

Table 2.4: Demographic Variables

Variable	Question	Code
pid3	3-Category Party ID	1 = Democrat 2 = Republican 3 = Independent
ideo5	5-category Political ideology	1 = Very Liberal 2 = Liberal 3 = Moderate 4 = Conservative 5 = Extremely Conservative

2.3 The American Panel Study - Wave 10

Moral Relevance Items – Items 1 - 16

1 = Not at all relevant

2 = Not very Relevant

3 = Slightly Relevant
 4 = Somewhat Relevant
 5 = Very Relevant

2.3.1 MFQ

Table 2.5: Moral Foundations Questionnaire – TAPS
 Wave 10

Variable	Question
Moral Relevance	
emote	Whether or not someone suffered emotionally
weak	Whether or not someone cared for someone weak or vulnerable
treatd	Whether or not some people were treated differently than others
unfair	Whether or not someone acted unfairly
lovec	Whether or not someone's action showed love for his or her country
betray	Whether or not someone did something to betray his or her group
auth	Whether or not someone showed a lack of respect for authority
conform	Whether or not someone conformed to the traditions of society
purity	Whether or not someone violated standards of purity and decency
disgust	Whether or not someone did something disgusting
Moral Judgment	
compat	Compassion for those who are suffering is the most crucial virtue.
hurt	One of the worst things a person could do is hurt a defenseless animal.
treatf	When the government makes laws, the number one principle should be ensuring that everyone is treated fairly.
justice	Justice is the most important requirement for a society.
proudc	I am proud of my country's history.
loyalf	People should be loyal to their family members, even when they have done something wrong.
authc	Respect for authority is something all children need to learn.
roles	Men and women each have different roles to play in society.
nodisgust	People should not do things that are disgusting, even if no one is harmed.
notnat	I would call some acts wrong on the grounds that they are unnatural.

2.3.2 Demographics

Table 2.6: Demographic Variables

Variable	Question	Code
ideo7	7-category Political ideology	1 = Extremely Liberal 2 = Liberal 3 = Slightly Liberal 4 = Moderate 5 = Slightly Conservative 6 = Conservative 7 = Extremely Conservative

3

Moral Foundations Sacredness Scale - YourMorals and Measuring Morality

The Moral Tradeoffs scale was created as a way to ascertain whether people would be willing to get hypothetical money in exchange for them to complete an act that violates a specific moral foundation.

The scale for each of the items was as follows

1 = \$0 (I'd do it for free)

2 = \$10

3 = \$100

4 = \$1,000

5 = \$10,000

6 = \$100,000

7 = a million dollars

8 = never for any amount of money

3.1 Moral Tradeoffs Questions

Table 3.1: Moral Tradeoffs in Study 2 of Graham et al

Variable	Question
dogkick	Kick a dog in the head, hard
endangered	Shoot and kill an animal that is a member of an endangered species
overweight	Make cruel remarks to an overweight person about his or her appearance

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Table 3.1 – *Continued from previous page*

Variable	Question
anthill	Step on an ant hill, killing thousands of ants
palm	Stick a pin into the palm of a child you don't know
cards	Cheat in a game of cards played for money with some people you don't know well
stealpoor	Steal from a poor person and use the money to buy a gift for a rich person
apartment	Say no to a friend's request to help him move into a new apartment, after he helped you move the month before
ballots	Throw out a box of ballots, during an election, to help your favored candidate win
racepledge	Sign a secret-but-binding pledge to only hire people of your race in your company
sportsbet	Publicly bet against your favorite sports team (so that lots of people know)
flagburn	Burn your country's flag, in private (nobody else sees you)
talkradio	Say something bad about your nation (which you don't believe to be true) while calling in, anonymously, to a talk-radio show in a foreign nation
familyshun	Break off all communications with your immediate and extended family for 1 year
citizenrenounce	Renounce your citizenship and become a citizen of another country
leaveclub	Leave the social group, club, or team that you most value
parentcurse	Curse your parents, to their face (you can apologize and explain 1 year later)
founderscurse	Curse the founders or early heroes of your country (in private, nobody hears you)
handgesture	Make a disrespectful hand gesture to your boss, teacher, or professor
rottentomato	Throw a rotten tomato at a political leader you dislike (remember, you will not get caught)
fatherslap	Slap your father in the face (with his permission) as part of a comedy skit
soulsell	Sign a piece of paper that says "I hereby sell my soul, after my death, to whoever has this piece of paper"
eatdog	Cook and eat your dog, after it dies of natural causes
tail	Get plastic surgery that adds a 2-inch tail on to the end of your spine
molesterblood	Get a blood transfusion of 1 pint of disease-free, compatible blood

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Table 3.1 – Continued from previous page

Variable	Question
stageanimal	from a convicted child molester Attend a performance art piece in which all participants (including you) have to act like animals for 30 minutes, including crawling around naked and urinating on stage

3.2 Demographics

Table 3.2: Demographic Variables

Variable	Question	Code
politics	7-category Political ideology	1 = Extremely Liberal 2 = Liberal 3 = Slightly Liberal 4 = Moderate 5 = Slightly Conservative 6 = Conservative 7 = Extremely Conservative <i>Match with politics_new</i>
Age	Respondent age	Continuous
gender	Respondent self-identified Gender	0 = Female 1 = Male
education	Highest level of Education completed	Match with educ_num 1 = Some High School 2 = Currently in High School 3 = Completed High School 4 = Some College/University 5 = Currently in College 6 = Completed College/University 7 = Some Graduate/Professional school 8 = Completed Graduate/Professional Degree
religion__attend	Frequency of religious service attendance	Match with Religion_attend_num 0 = Never 1 = A few times a year 2 = A few times a month 3 = One or more times each week

3.3 Moral Foundations Sacredness Scale Items – Measuring Morality

Table 3.3: Moral Tradeoffs in Study 2 of Graham et al

Variable	Question
dogkick	Kick a dog in the head, hard
overweight	Make cruel remarks to an overweight person about his or her appearance
palm	Stick a pin into the palm of a child you don't know
cards	Cheat in a game of cards played for money with some people you don't know well
ballots	Throw out a box of ballots, during an election, to help your favored candidate win
racepledge	Sign a secret-but-binding pledge to only hire people of your race in your company
flagburn	Burn your country's flag, in private (nobody else sees you)
talkradio	Say something bad about your nation (which you don't believe to be true) while calling in, anonymously, to a talk-radio show in a foreign nation
familyshun	Break off all communications with your immediate and extended family for 1 year
parentcurse	Curse your parents, to their face (you can apologize and explain 1 year later)
handgesture	Make a disrespectful hand gesture to your boss, teacher, or professor
rottentomato	Throw a rotten tomato at a political leader you dislike (remember, you will not get caught)
soulsell	Sign a piece of paper that says "I hereby sell my soul, after my death, to whoever has this piece of paper"
molesterblood	Get a blood transfusion of 1 pint of disease-free, compatible blood from a convicted child molester
stageanimal	Attend a performance art piece in which all participants (including you) have to act like animals for 30 minutes, including crawling around naked and urinating on stage

4

Moral Foundations Dictionary

The words included in the Moral Foundations Dictionary were originally developed by Graham, Haidt and Nosek in their 2009 paper. The words were later modified and expanded to their current version. The words attached in this section reflect the MFD 2.0 that is included with the `quanteda.dictionaries` R package.

4.1 Harm

Virtue				
alleviate	caringly	consolingly	healers	hospitality
alleviated	charitable	empathised	healing	hospitalization
alleviates	charity	empathises	heals	hospitalize
alleviating	child	empathising	health	hospitalized
alleviation	childbearing	empathize	healthcare	hospitalizes
altruism	childbirth	empathized	healthier	hospitalizing
altruist	childcare	empathizers	healthiness	hug
beneficence	childhood	empathizes	healthy	hugged
beneficiary	clothe	empathizing	help	hugger
benefit	comfort	empathy	helped	hugging
benefits	comforted	feed	helper	hugs
benefitted	comforting	feeder	helpers	humane
benefitting	compassion	feeding	helpful	kindness
benevolence	compassionate	feeds	helpfulness	love
benevolent	compassionately	generosity	helping	loved
care	condolence	generous	helps	lover
cared	condolences	generously	hospitable	loves
caregiver	console	gentleness	hospital	loving
cares	consoled	heal	hospitalise	lovingly
caring	consoles	healed	hospitalises	merciful
	consoling	healer	hospitalising	mercy

mommy	relieved	abusers	attack	destruction
mother	reliever	abuses	attacked	die
mothered	relievers	abusing	attacker	discomfort
motherhood	relieves	ache	attackers	discomforted
mothering	relieving	ached	attacks	discomforting
motherly	rescue	aches	brutalisation	discomforts
mothers	rescued	aching	brutalise	distress
nurse	rescuer	achingly	brutalises	distressed
nursed	rescuers	afflict	brutality	distresses
nursemaid	rescues	afflicted	brutalization	distressing
nursery	rescuing	affliction	brutalize	distressingly
nurses	safe	afflictions	brutalized	duress
nursing	safeguard	afflicts	brutalizes	endanger
nurturance	safekeeping	agonize	brutalizing	endangered
nurture	safely	agonized	bullied	endangering
nurtured	safeness	agonizing	bullies	endangers
nurturer	safety	agonizingly	bully	exploit
nurturers	share	agony	bullyboy	exploitation
nurtures	shared	anguish	bullying	exploited
nurturing	sharer	anguished	carnage	exploiter
parenting	shares	anguishes	casualties	exploiters
patient	sharing	anguishing	casualty	exploiting
patients	solace	annihilate	coldhearted	exploits
pitied	sympathize	annihilated	cried	fatalities
pities	sympathizer	annihilates	crier	fatality
pity	sympathizers	annihilation	cries	fight
pitying	sympathizing	annihilator	cruel	fighter
pityingly	sympathy	assassin	cruelness	fighters
protect	unharmed	assassinate	cruelty	fighting
protected	unharmful	assassinated	crying	fight
protector	vulnerability	assassinates	damage	genocidal
protectors	vulnerable	assassinating	damaged	genocide
protecting	warmhearted	assassination	damager	genocides
protection	wound	assassinations	damages	harass
protective	wounded	assassins	damaging	harassed
protectiveness	wounding	assault	destroy	harasser
protector	wounds	assaulted	destroyed	harassers
protectorate		assaulter	destroyer	harasses
protects	Vice	assaulters	destroyers	harassing
relief	abused	assaulting	destroying	harassment
relieve	abuser	assaults	destroys	harm

harmed	killer	neediness	sorrow	torturing
harmful	killers	needy	sorrowful	torturous
harmfulness	killing	pain	sorrows	tribulation
harming	kills	pained	stabbed	tribulations
harms	malevolence	painfulness	stabber	uncaring
harsh	malevolent	paining	stabbers	uncaringly
harsher	maltreat	pains	stabbing	uncharitable
harshness	maltreated	persecute	stabs	uncompassionate
hunger	maltreating	persecuted	suffer	ungenerous
hungered	maltreatment	persecutes	suffered	unhelpful
hungering	manhandle	persecuting	sufferer	unhelpfulness
hungers	manhandles	persecution	sufferers	unkind
hurt	mistreat	punch	suffering	unkindness
hurtful	mistreated	punched	suffers	unmerciful
hurting	mistreating	puncher	threat	victim
hurts	mistreatment	punchers	threaten	victimises
inflict	mistreats	punches	threatened	victimization
inflicted	molest	punching	threatening	victimize
inflicting	molestation	rape	threateningly	victimizer
inflicts	molested	raped	threatens	victimizers
inhospitable	molester	rapes	threats	victimizes
inhospitality	molesters	raping	torment	victimizing
inhuman	molesting	rapist	tormented	victims
inhumanity	molests	rapists	tormenter	violence
injured	murder	ravage	tormenters	violent
injurer	murdered	ravaged	tormenting	vulnerability
injurers	murderer	ravages	tormentor	vulnerable
injures	murderers	ravaging	torments	wound
injuring	murderess	smite	torture	wounded
injurious	murdering	smother	tortured	wounding
injury	murderous	smothered	torturer	wounds
kill	murders	smothering	torturers	
killed	needier	smothers	tortures	

4.2 Fairness

Virtue	avengers	being objective	compensated	do unto others
avenge	avenges	civil right	compensates	due process
avenged	avenging	civil rights	compensating	due processes
avenger	been objective	compensate	compensation	due processing

dues	level playing field	square dealers	biasing	defraud
egalitarian	level playing	square dealing	bigot	defrauded
egalitarians	fields	square deals	bigoted	defrauder
equal	level the playing	tit for tat	bigots	defrauders
equalities	field	tribunal	bilk	defrauding
equality	levels the playing	tribunals	bilked	defrauds
equalize	field	trust	bilking	did rob
equalizer	objectiveness	trusted	bilks	disadvantaged
equalizers	parity	trusting	blackmail	discriminate
equals	pay back	trusts	blackmailed	discriminated
equitable	payback	trustworthiness	blackmailer	discriminates
equities	proportional	trustworthy	blackmailers	discriminating
equity	proportionality	unbias	blackmailing	discrimination
eye for an eye	reciprocal	unbiased	blackmails	dishonest
fair	reciprocity	unprejudiced	chauvinists	dishonesty
fairminded	referee	vengeance	cheat	disparity
fairness	refereed	will share	cheated	disproportion
fairplay	refereeing		cheater	disproportionate
golden rule	referees	Vice	cheaters	disproportionately
honest	repaid	am partial	cheating	disproportioned
honesty	reparation	bamboozle	cheats	disproportions
impartial	reparations	bamboozled	con artist	distrust
impartiality	repay	bamboozles	con artists	distrusted
integrity	repaying	bamboozling	connive	distrustful
justice	repayment	be partial	connived	distrusting
justices	repayments	been partial	conniver	distrusts
justification	repays	behind their	connivers	double cross
justified	restitution	back	connives	double crossed
justifies	retaliate	behind their	conniving	double crosser
justify	retaliated	backs	crook	double crossers
justifying	retaliates	being partial	crooked	double crosses
justness	retaliating	betray	crooks	double crossing
karma	retaliation	betrayal	deceit	dupe
law	retribution	betrayed	deceive	dupes
lawful	retributions	betrayers	deceived	duping
lawfully	revenge	betrayers	deceiver	duplicitous
laws	revenger	betraying	deceivers	economic
lawyer	rights	betrays	deceives	disparity
lawyered	sportsmanship	bias	deceiving	exploit
lawyering	square deal	biased	deceivingly	exploitation
lawyers	square dealer	biases	deception	exploited

exploiter	hoodwink	mooch	robbers	stolen
exploiters	hoodwinked	mooched	robbing	suckered
exploiting	hoodwinking	moocher	robs	swindle
exploits	hoodwinks	moochers	scam	swindled
false advertise	hypocrisy	mooches	scammed	swindler
false advertised	hypocrite	mooching	scammer	swindlers
false	hypocrites	oppress	scammers	swindles
advertisement	imbalance	oppression	scamming	swindling
false advertiser	imbalanced	partiality	scams	taking
false advertisers	imbalances	pickpocket	segregate	advantage
false advertises	imposter	pickpocketed	segregated	theft
false advertising	imposters	pickpocketing	segregates	thief
false impression	inequalities	pickpockets	segregating	thieves
false impressions	inequality	plagiarism	segregation	thieving
false witness	inequities	plagiaristic	sexism	tricked
favoritism	inequity	prejudice	sexist	tricking
fleeced	injustice	prejudiced	sexists	trickster
fleeing	injustices	prejudicing	shyster	unequal
fraud	liar	racism	shysters	unequaled
frauds	liars	racist	stacked deck	unfair
fraudulent	lied	racists	stacked the deck	unfairness
free rider	lying	ripoff	stacking the	unjust
free riders	mislead	ripoffs	deck	untrustworthiness
freeload	misleader	ripped off	stacks the deck	untrustworthy
freeloader	misleaders	ripping off	steal	was partial
freeloaders	misleading	rips off	stealing	will rob
freeloading	misleadingly	robbed	steals	
go back on	misleads	robber	stole	

4.3 Ingroup

Virtue	belonged	coalition	communion	comrade
all for one	belonging	coalitions	communities	comradery
allegiance	belongs	cohort	community	comrades
allegiances	bowed	cohorts	companies	congregate
allegiant	brothers in arms	collective	companion	congregates
allied	clan	collectively	companions	congregating
allies	clans	collectives	companionship	congregation
ally	clique	commune	companionships	congregations
belong	cliques	communes	company	corps

countries	herd	pledged	uniter	deserters
country	herded	pledger	uniters	deserting
cult	herder	pledgers	unites	desertion
cults	herders	pledges	uniting	disloyal
death do us part	herding	pledging	unity	enemies
enlist	herds	sacrifice	us against them	enemy
enlisted	homeland	sacrificed	war	heresies
enlisting	homelands	sacrifices	wife	heresy
enlistment	horde	sacrificial		heretic
enlists	hordes	sacrificing	Vice	heretics
faction	indivisible	sect	against us	infidel
factions	ingroup	sects	apostate	infidelity
familiar	insider	solidarities	apostates	infidels
familiarities	insiders	solidarity	backstab	outgroup
familiarity	joining	team player	backstabbed	outgroups
families	kin	together	backstabber	outsider
family	kinship	tribal	backstabbers	outsiders
fellow	loyal	tribalism	backstabbing	rebel
fellows	loyalties	tribe	backstabs	rebellion
fellowship	loyalty	tribes	betray	rebellions
fellowships	nation	troop	betrayed	rebels
fidelity	nations	trooper	betrayers	traitor
follower	old glory	troopers	betraying	traitors
followers	one for all	troops	betrays	treacherous
group	organization	troupe	cheat on	treachery
grouped	organizations	troupes	cheated on	treason
grouping	patriot	undivided	cheating on	unfaithful
groups	patriots	union jack	cheats on	unfaithfulness
hazing	player	unite	deserter	unpatriotic
hazings	pledge	united		

4.4 Authority

Virtue	adhered	allegiances	authority	bishops
acquiesce	adherence	allegiant	authorize	boss
acquiesced	adheres	arrest	authorized	bossed
acquiescent	adhering	arrested	authorizer	bosses
acquiesces	admiral	arresting	authorizes	bossing
acquiescing	admirals	arrests	authorizing	bow before
adhere	allegiance	authorities	bishop	bow down

bowed	controlling	fathered	managerial	police
bowing	controls	fathering	managers	policing
bullied	corporate ladder	fathers	master	polite
bullies	corporate	filial piety	matriarch	politeness
bully	ladders	forbade	matriarchal	pope
bullying	covenant	forbid	matriarchs	preside over
bullys	covenants	forbidding	matriarchy	president
by the book	dean	forbiddingly	mentor	presidential
captain	decree	forbids	mentored	presidents
captained	decreeing	govern	mentoring	prime minister
captaining	decrees	governed	mentors	prime ministerial
captains	deference	governess	monarch	prime ministers
caste	deferential	governing	monarchical	principal
castes	deferentially	governor	monarchies	principals
ceo	dictate	governors	monarchs	proper
chief	dictated	governs	monarchy	protect
chiefs	dictates	guide	nobility	protected
chieftain	dictating	guides	noble	protecting
coerce	dictation	guiding	nobles	protection
coerced	dictator	head honcho	obedience	protector
coerces	dictators	hierarchical	obedient	protectors
coercing	divine right	hierarchies	obediently	protects
coersion	do as one says	hierarchy	obey	punish
command	dominant	honor	obeyed	punished
commandant	dominate	honorable	obeying	punisher
commanded	dominated	honored	obeys	punishers
commander	dominates	honoring	oligarch	punishes
commanders	dominating	honors	oligarchies	punishing
commanding	dominion	in charge	oligarchs	punishingly
commandingly	dominions	institution	oligarchy	punishment
commandment	duties	institutional	oppress	punishments
commandments	dutiful	institutions	order	punitive
commands	duty	lead by example	ordered	queen
compliance	elder	leader	ordering	queens
compliant	elderly	leaders	patriarch	rank
compliantly	elders	leadership	patriarchs	ranked
comply	emperor	lionize	patriarchy	ranking
control	emperors	lionizes	pecking order	ranks
controlled	empire	lionizing	permission	regulation
controller	empires	lorded over	permit	regulations
controllers	father	manager	permits	respect

respected	supervises	dishonorable	lawless	refused
respectful	supervising	dishonored	lawlessness	refuser
respectfully	supervision	dishonoring	misrule	refusers
respecting	take orders	dishonors	misruled	refuses
respects	take up arms	dishonouring	misruling	refusing
revere	toe the line	dishonours	mutinied	renegade
revered	top dog	disobedience	mutinies	renegades
reverence	top gun	disobedient	mutinous	riot
reverential	tradition	disobey	mutiny	rioted
reveres	traditional	disorder	nonconforming	rioter
ringleader	traitor	disordered	nonconformist	rioters
ringleaders	traitors	disordering	nonconformists	rioting
ruling	underling	disrespect	nonconformity	riots
servant	underlings	disrespected	orders	rock the boat
servants	venerate	disrespecting	overpower	sedition
slave	venerated	disrespects	overpowered	subversion
slaved	venerates	dissent	overpowering	subvert
slaves	venerating	dissented	overpowers	subverted
slaving	veneration	dissenter	overthrew	subverting
slavishly	vice president	dissenters	overthrow	subverts
social order	wear the crown	dissenting	overthrowing	traditions
stature	willing	dissention	overthrown	transgress
submission	worship	dissents	overthrows	transgressed
submissions	worships	dissident	pandemonium	transgresses
submit		dissidents	permissive	transgressing
submits	Vice	heresies	permissiveness	transgression
submitted	anarchist	heresy	rabble rouser	treacherous
submitter	anarchistic	heretic	rabble rousers	treachery
submitters	anarchists	heretical	rabble rousing	treason
submitting	anarchy	heretics	raise hell	trouble maker
subordinate	apostate	illegal	raises hell	tumult
subordinated	apostates	illegality	raising hell	tumultuous
subordinates	bedlam	illegals	rebel	unathorized
subordinating	chaos	impolite	rebelled	unlawful
subordination	chaotic	insubordinate	rebellig	unlawfully
supervise	chaotically	insurrection	rebellion	unlawfulness
supervised	disarray	insurrectional	rebellions	unruly
supervisor	disarrayed	insurrectionist	rebels	uprising
supervisors	dishonor	insurrections	refuse	uprisings

4.5 Purity

Virtue				
abstinence	chastity	enshrined	heavenly	nunneries
abstinence	christ	enshrines	heavens	nunnery
allah	christian	enshrining	higher power	nuns
almighty	christians	eternal	holiness	organic
angel	church	eternally	holy	organically
apostle	churches	exalt	holy cross	organics
apostles	clean	exalted	holy crosses	orthodox
atone	cleaned	exalting	imam	orthodoxies
atoned	cleaner	exalts	imams	orthodoxy
atonement	cleaners	exterminate	immaculate	pastor
atones	cleaning	exterminated	immaculately	piety
atoning	cleanliness	exterminates	immune	pious
beatification	cleans	exterminating	immunities	pope
beatify	communion	extermination	immunity	pray
beatifying	consecrate	exterminator	jesus	prayed
bible	consecrated	exterminators	koran	prayer
bibles	consecrates	faith	koranic	prayers
biblical	consecrating	faithful	lord	praying
bless	consecration	faithfully	lords	prays
blessed	decency	faiths	marriage	priest
blesses	deification	food	married	priestly
blessing	deify	foods	marries	priests
blessings	deism	glories	marring	pristine
blood	deist	glorious	marry	prophet
bloodiness	deists	gloriously	marrying	prophetic
bloody	deities	glory	mary	prophetically
body	deity	god	modesty	prophets
buddha	devout	godess	monasteries	prude
buddhas	dignified	godesses	monastery	pure
buddhist	dignifies	godliness	monastic	pureness
cathedral	dignify	godly	monasticism	purification
cathedrals	dignifying	gods	monk	purified
catholic	dignities	gospel	monks	purifier
catholicism	dignity	gospels	mosque	purifiers
catholics	divine	hallow	mosques	purifies
celibacy	divinities	hallowed	nobility	purify
celibate	divinity	hallowing	noble	purifying
chaste	elevating	hallows	nobles	purities
	enshrine	heaven	nun	purity

rabbi	spirituality	abhors	corpses	deformities
rabbinical	spotless	addict	corrupt	deformity
rabbis	spotlessly	addicted	corrupted	deforms
raw	spotlessness	addicting	corrupting	degradation
refine	stainless	addiction	corruption	degrade
refined	sterile	addictions	corrupts	degraded
refinement	sterility	addicts	crappy	degraders
refines	supernatural	adulterer	cum	degrades
refining	synagogue	adulterers	cunt	degrading
religion	synagogues	adulterous	cunts	degradingly
religions	tabernacle	adultery	curse	deprave
religiosity	talmudic	alcoholic	cursed	depraved
religious	temperance	alcoholics	curses	depravities
religiously	temple	alcoholism	cursing	depravity
repent	temples	apostate	damn	desecrate
repented	theological	apostates	damnation	desecrated
repenting	theology	barf	damned	desecrates
repents	torah	barfed	damning	desecrating
reverend	torahs	barfing	damns	desecration
righteous	unadulterated	barfs	debase	desecrations
righteously	unchaste	befoul	debased	deviant
righteousness	undefiled	befouled	debases	deviants
sacred	unspoiled	befouling	debasing	devil
sacredness	unsullied	befouls	debaucherous	dirt
sacrosanct	untainted	bm	debauchery	dirtied
saint	untouched	cock	decay	dirtyes
saintliness	virgin	cockroach	decayed	dirty
saintly	virginal	cockroaches	decaying	dirtying
saints	virginity	cocksucker	decays	disease
sanctified	virgins	cocksuckers	defile	diseased
sanctifies	wholesome	contagion	defiled	diseases
sanctify	wholesomely	contagious	defiler	disgust
sanctifying	wholesomeness	contagiously	defilers	disgusted
sanctity	worship	contaminant	defiles	disgusting
scripture	worships	contaminants	defiling	disgustingly
scriptures	yogi	contaminate	deflower	disgusts
shrine	yogis	contaminated	deflowered	divorce
soul		contaminates	deflowering	divorced
soulful	Vice	contaminating	deform	divorces
souls	abhor	contamination	deformed	divorcing
spiritual	abhorred	corpse	deforming	douchebag

douchebags	gonorrhea	infestation	perverts	rubbish
drug	gross	infested	pestilence	satan
drugged	grossness	infesting	phlegm	satanic
drugging	harlot	infests	phlegmatic	satanically
drugs	harlots	leper	phlegmatically	scabies
dung	hedonism	lepers	pigsty	scatalogical
epidemic	hedonist	leprosy	plague	scum
epidemics	hedonistic	lewd	plagued	scummy
excrement	hedonists	lewdness	plagues	scuzz
excrete	hell	lice	plaguing	scuzzy
excreted	heresies	manure	profane	sexual
excretes	heresy	mar	profanities	sexuality
excreting	heretic	marred	profanity	shat
fecal	heretical	moldy	promiscuity	shit
feces	heretics	muck	promiscuous	shite
fester	hooker	mucking	prostitute	shits
festered	hookers	mucky	prostituted	shitter
festering	horrific	mud	prostitutes	shittier
festers	horrifying	nausea	prostituting	shitting
filth	horror	nauseated	prostitution	shitty
filthy	horrors	nauseating	puke	sin
flesh	impiety	nauseatingly	puked	sinful
fornicate	impious	nauseous	pukes	sinfully
fornicated	impure	necrophilia	puking	sinfulness
fornicating	impurity	necrophiliac	pus	sinned
fornication	impurities	necrophiliacs	putrid	sinner
fornicator	incest	obscene	rat	sinners
fornicators	incestuous	obscenity	rats	sinning
foul	incestuously	pandemic	repugnance	sins
fuck	indecencies	pandemics	repugnant	skank
fucked	indecency	parasite	repugnantly	skanked
fucker	indecent	parasites	repulsed	skanking
fuckers	indecently	parasitic	repulses	skanks
fucking	infect	parasitically	repulsing	skanky
fucks	infected	pathogen	repulsive	sleaze
gangrene	infecting	pathogenic	repulsiveness	sleaziness
gangrenous	infection	pathogens	revolting	sleazy
garbage	infections	perverse	risque	slime
germ	infectiousness	perversely	rot	slimy
germs	infects	pervert	rotten	slut
godless	infest	perverted	rottenness	sluts

sluttiness	stains	tarnish	untouchable	waster
slutting	sullied	tarnished	untouchables	wasters
slutty	sullies	tarnishes	vermin	wastes
sodomy	sully	tarnishing	viral	wasting
soiled	swear	tarnishment	virus	whore
spoil	swearing	trash	viruses	whored
spoiled	swears	trashed	vomit	whorehouse
spoiling	swore	trashiness	vomits	whorehouses
spreading	taint	trashing	vomitted	whores
stain	tainted	trashy	vomitting	whoring
stained	tainting	unclean	waste	
staining	taints	uncleanliness	wasted	

5

Moral Traditionalism - ANES

The variable names used in this section reflect recoded names used in the actual analysis. The original variable names are located in the respective management R script for the dataset. In this case, the original variable names for each variable are located in the ANES2012 folder in the `CleanANES.R` file.

The charts here focus primarily on the ANES 2012 data. These questions are also available on the ANES Cumulative Data File since 1986. This data is also cleaned under the ANES folder.

5.1 Moral Traditionalism Scale

Table 5.1: Moral Traditionalism Scale

Variable	Question	Code
adjust	the world is changing and we should adjust	<i>Same for all items</i>
lifestyle	newer lifestyles are breaking down society	1 = Agree strongly
tolerant	be more tolerant of other moral standards	2 = Agree Somewhat
values	more emphasis on traditional family values	3 = Neither agree nor disagree
		4 = Disagree somewhat
		5 = Disagree strongly

Source: American National Elections Studies 2012

5.2 Demographics

Table 5.2: Demographic Variables in ANES

Variable	Description	Code
education	highest level of Education	1 = Less than 1st grade
		2 = 1st, 2nd, 3rd, and 4th grade
		3 = 5th or 6th grade
		4 = 7th or 8th grade
		5 = 9th grade
		6 = 10th grade
		7 = 11th grade
		8 = 12th grade with no diploma
		9 = high school graduate or equivalent (i.e. GED)
		10 = some college but no degree
		11 = Associate degree – occupational/vocational
		12 = Associate degree – academic
		13 = Bachelor's degree
		14 = Master's degree
		15 = Professional school degree (i.e. MD, JD, DDS ...)
		16 = Doctorate degree (i.e. Ph.D., Ed.D.)
income	Family Income	1 = Under \$5,000
		2 = \$5,000-\$9,999
		3 = \$10,000-\$12,499
		4 = \$12,500-\$14,999
		5 = \$15,000-\$17,499
		6 = \$17,500-\$19,999
		7 = \$20,000-\$22,499
		8 = \$22,500-\$24,999
		9 = \$25,000-\$27,499
		10 = \$27,500-\$29,999
		11 = \$30,000-\$34,999
		12 = \$35,000-\$39,999
		13 = \$40,000-\$44,999
		14 = \$45,000-\$49,999
		15 = \$50,000-\$54,999
		16 = \$55,000-\$59,999
		17 = \$60,000-\$64,999
		18 = \$65,000-\$69,999
		19 = \$70,000-\$74,999
		20 = \$75,000-\$79,999
		21 = \$80,000-\$89,999

Continued on next page

Table 5.2 – *Continued from previous page*

Variable	Description	Code
		22 = \$95,000-\$99,999
		23 = \$100,000-\$109,999
		24 = \$110,000-\$124,999
		25 = \$125,000-\$149,999
		26 = \$150,000-\$174,999
		27 = \$175,000-\$249,999
		28 = \$250,000 or more
gender	self-identified gender	1 = male 2 = female
age	age	17 - 90 (continuous)
ideology	Political ideology	1 = Extremely liberal 2 = Liberal 3 = Slightly liberal 4 = Moderate; Middle of the Road 5 = Slightly conservative 6 = Conservative 7 = Extremely conservative
pid7	7-category Party ID	1 = Strong Democrat 2 = Not very strong Democrat 3 = Independent - Democrat 4 = Independent 5 = Independent - Republican 6 = Not very strong Republican 7 = Strong Republican
pid3	3-category Party ID	1 = Democrat 2 = Republican 3 = Independent

6

Political Attitudes Questionnaire on Culture War Issues - TAPS Wave 20 and 28

6.1 Questions

For the questions on whether certain acts are moral, the questions appear in the exact same manner in both Wave 20 and 29 with slightly different variable codes in the original files. In the recoded versions, as cleaned in `CleanTAPS2013.R` for Wave 20 and `CleanTAPS28.R` for Wave 28, the recoded variables are identically renamed.

The variables are cleaned and recoded as follows:

- 1 = Morally Acceptable
- 2 = Depends on Situation
- 3 = Morally Wrong

Questions

For each behavior or activity listed below, please indicate whether you personally believe that in general it is morally acceptable or morally wrong.

Variable	Question
birthc	Birth Control
divorce	Divorce
baby	Having a baby outside of marriage
gamble	Gambling
sex	Sex between unmarried man and woman
dpenalty	Death Penalty
stemcell	Medical research from stem cells in human embryos
fur	Buying and wearing clothing made of animal fur

Variable	Question
gay	Gay or Lesbian relations
testanimal	Medical testing on animals
assistsuicide	Doctor assisted suicide
promise	A Candidate for public office is promising too much
clone	Cloning animals
teensex	Sex between teenagers
porn	Pornography
suicide	Suicide
polygamy	Polygamy
cloneh	Cloning humans
nofollow	An Elected official not following his/her campaign promises
abortion	Abortion
security	A President not telling the public to protect national security
affairs	Married man and woman having affairs

6.2 Demographic Variables

Variable	Description	Code
Party ID	3-category	1 = Democrat
	Party ID	2 = Independent
		3 = Republican
Ideology	7-category	1 = Very Liberal
	Self-Identified	2 = Liberal
	Political Ideology (Wave 20 only)	3 = Slightly Liberal
		4 = Moderate
		5 = Slightly Conservative
		6 = Conservative
		7 = Very Conservative