Previous research investigates intentional unethical behavior, defined as actions knowingly violating moral norms. It explores influencing factors and psychological processes before and after such behavior occurs. Key factors include moral self-concept, cognitive style, personality traits, physiological influences, and unconscious biases. The psychological processes before unethical behavior involve experiencing conflicts, token preferences, self-interest and altruism, and moral permits. After unethical behavior, individuals may undergo moral imbalance, leading to defensive strategies like moral cleanliness, moral evasion, and moral hypocrisy. The paper proposes future research directions, emphasizing the need to explore mechanisms strengthening unethical behavior, understand it from a psychological motivation perspective, consider the concept of comfort zones, address unconscious biases, and expand research methods and contexts.

Besides, other research delves into the factors influencing the civilized use behavior of shared bicycles from the perspective of user experience. It covers positive relationships between user experience, perceived value, and civilized behavior, emphasizing the need for insights to improve user behavior and contribute to the sustainable operation of shared bicycle systems.