

# Coding Moral Value

## Codes

Each of the 5 moral foundations can be considered in terms of 2 dimensions, virtue and vice.

The following codes apply to all the 10 dimensions.

1 - the tweet content involves the moral judgment of a particular moral dimension.

0 - the tweet content does not involve any moral judgment of a particular moral dimension.

## Inclusion criteria

### I. Care/Harm

#### What is a Care/Harm judgment?

Care/Harm is a moral intuition that people may use to judge whether a person/thing is good or bad. People tend to see a caring person/thing as morally good/preferable and harmful one as morally bad/undesirable.

The intuition involves the concepts of *care for others*, *generosity*, *compassion*, *ability to feel the pain of others*, *sensitivity to the suffering of others*, and *prohibiting actions that harm others*.

#### Specifically,

1. **Virtue**: A tweet involves a **Care judgment** if a person/thing is judged to be good (or suggested as preferable) because the person/thing is caring.

The expression may involve:

- Something is caring (e.g., of empathy, sympathy, compassion, generosity.) or being cared (e.g., protected, secured.); someone who acts to care for others (e.g., protect, pray for the victims, advocate solutions to prevent harm or increase safety, call for leaders or the public to act for preventing harm.).

- Something (e.g., an action/solution/policy) that can prevent or stop harm (e.g., a bill aims at disarming hate, prevent violence, enhance safety net by a background check)

2. **Vice:** A tweet involves a **Harm judgment** if a thing/person is judged to be bad (or suggested as undesirable) because the person/thing is harmful:

The expression may involve:

- Something (e.g., weapons, gun violence, shooting, mass shooting, hate) or someone (e.g., bad guys, thugs, terrorists, shooter, persons under FBI watch list) that does or may do harm to someone (e.g., victim)
- Something (an action/solution/policy) that does not help in preventing or stopping harm.

## II. Fairness/Cheating

### What is Fairness/Cheating judgment?

Fairness/Cheating is a moral intuition that people may use to judge whether a person/thing is good or bad. Its core principle is about reciprocal altruism. In brief, reciprocal altruism is considered as a virtue. When altruism is violated, people tend to view the violating behavior, the person who violates it, the happenings, and the consequences as immoral. Reciprocal altruism is about everyone concerning the well-being of others rather than putting an emphasis on self-interest. Such intuition evolves and manifests itself in various concepts. The intuition involves the concepts of *fairness, justice, reciprocity, reciprocal altruism, rights, autonomy, equality, proportionality, and prohibiting cheating*.

**Specifically,**

1. **Virtue:** A tweet involves a **Fairness judgment** if a person/thing is judged to be good (or suggested as preferable) because the person/thing is fair.

The expression may involve:

- Approve or advocate people/things that follow fair rules such as no favoritism or discrimination, e.g., fair share; fair arguments; unbiased view, no racism

- Argue or approve a need of fair rules (legislation, law reform, law enforcement, just legal procedure or policies) to address grievances, to provide fair conditions . To prevent bad consequences
- Equal protection of rights, e.g., asserting that rights are universal and not negotiable, and should be protected
- Challenging or objecting unfair or unjust legal decisions or policy consequences (e.g., appealing a court decision)
- Promoting equality or proportionality, and opposing unequal and disproportionate treatments or consequences
- Proportionality: Argue whether a measure is a just means for an aim

2. A tweet involves a **Cheating judgment** if a person/thing is judged to be good (or suggested as preferable) because the person/thing is cheating:

The expression may involve:

- Violate the fair rules (e.g., break the laws that everyone should follow)
- Some rules (e.g., laws, regulations, policies) are undesirable and will not work because people cheat and disobey the laws
- Argue something that is biased, violates the general rule of fairness, strategically cheating to get someone wants regardless

### III. Loyalty/Betrayal

#### What is Loyalty/Betrayal judgment?

Loyalty/Betrayal is a moral intuition that people may use to judge whether a person/thing is good or bad. "This foundation is related to our long history as tribal creatures able to form shifting coalitions. It underlies virtues of patriotism and self-sacrifice for the group. It is active anytime people feel that it's "one for all and all for one."

The intuition involves the concepts of *group affiliation and solidarity*, *virtues of patriotism*, *self-sacrifice for the group*, and *prohibiting betrayal of one's group*.

**Specifically,**

1. **Virtue:** A tweet involves a **Loyalty judgment** if a person/thing is judged to be good (or suggested as preferable) because the person/thing is loyal.

The expression may involve:

- Group affiliation & Solidarity, including (1) unity of action/feeling among ingroup members, (2) enlarge or strengthen an ingroup, (3) campaign for or call politicians to be loyal to what they represent or serve
- Brotherhood: The feeling of kinship with and closeness to a group of people or all people. E.g., Pray for others - taking others or all people as your human fellows as an in-group; express concerns, care, or solidarity to a particular group (LGBT, Black, etc.)
- Feel bad about that ingroup/subgroup is under attack

2. A tweet involves a **Betrayal judgment** if a person/thing is judged to be bad (or suggested as undesirable) because the person/thing is betraying.

The expression may involve:

- Betray of belonged ingroup for personal interests (e.g., the coalition with certain interest groups, which hurt other groups or a larger in-group as a whole)

#### IV. Authority/Subversion

##### What is Authority/Subversion judgment?

Authority/Subversion is a moral intuition that people may use to judge whether a person/thing is good or bad. "This foundation was shaped by our long primate history of hierarchical social interactions. It underlies virtues of leadership and followership, including deference to legitimate authority and respect for traditions." People may see a person/thing that respects authority or follow leadership and social hierarchy as morally good/preferable and challenge authority or leadership as morally bad/undesirable.

The intuition involves the concepts of *fulfilling social roles*, *submitting to authority*, *respect for social hierarchy/tradition*, *leadership*, and *prohibiting rebellion against authority*.

**Specially,**

1. **Virtue:** A tweet involves an **Authority judgment** if a person/thing is judged to be good (or suggested as preferable) because the person/thing respects an authority or follows leadership.

The expression may involve:

- Endorse leaders' saying or doing and approve their leadership for accomplishing something
- Demand, request, advocate, or anticipate that the leaders should do something to lead as the role should be for something
- Leaders showing leadership and it is considered moral thing to do
- uphold or follow the authority, including law, traditions, old ways, etc.

2. **Vice:** A tweet involves a **Subversion judgment** if a person/thing is judged to be bad (or suggested as undesirable) because the person/thing does not respect authority or follow leadership.

The expression may involve:

- Disapprove leaders' saying or doing
- Questions to leaders, make what they do public for people to judge, or ask leaders to justify
- Change/challenge the authority's ways, including laws, traditions; advocate to reform or abolish the law (Note: This may consider by the tweet authors as moral; we code it as Vice to indicate that it endorses not follow authority)

## **V. Sanctity/Degradation**

### **What is Sanctity/Degradation judgment?**

Sanctity/Degradation is a moral intuition that people may use to judge whether a person/thing is good or bad. "This foundation was shaped by the psychology of disgust and contamination. It underlies religious notions of striving to live in an elevated, less carnal, more noble way. It underlies the widespread idea that the body is a temple which can be desecrated by immoral activities and contaminants (an idea not unique to religious traditions)."

The intuition involves the concepts of *associations with the sacred and holy, disgust, contamination, religious notions that guide how to live and prohibiting violating the sacred.*

**Specially,**

1. **Virtue:** A tweet involves a **Sanctity judgment** if a person/thing is judged to be good (or suggested as preferable) because the person/thing is sacred:

The expression may involve:

- Endorse and advocate religious spirits and rules
- Stop or no to those things in the vice, including homophobia

2. **Vice:** A tweet involves a **Degradation judgment** if a person/thing is judged to be bad (or suggested as undesirable) because the person/thing violates the sacred.

The expression may involve:

- Disgust, contamination, sickening
- Things viewed unnatural/not pure or sacred and so felt uncomfortable and harmful - Homophobia
- Disease as a metaphor for things bad: an epidemic of hate
- Evil, demon
- Disagree with religious reasons
- Certain extreme ideas and actions that may have a religious root, considered bad (e.g., radical Islam terrorist)
- Praying (thoughts and prayers) are not working