

Cover Letter and Pretest

[Effect of Moral Conviction on Current and Past Issues]

Key Information About the Study:

You are being asked to participate in a research study. The purpose of the research study is to examine moral conviction and how that affects assessment of issues and decision-making around those issues. You are being asked for this study to read a few short essays and pamphlets detailing positions in favor or opposition for various topics. Possible benefits include an improved understanding of how moral conviction can change over time, as well as how this can interact with perceptions of each of these topics. Some possible risks may include discomfort from the participant if they feel strongly about and agree or disagree with the arguments either opposing or favoring the three topics we will cover.

Please read this form carefully and take your time. Let us know if you have any questions before participating. The research team can explain words or information that you do not understand. Research is voluntary and you can choose not to participate. If you do not want to participate or choose to start then stop later, there will be no penalty or loss of benefits to which you are otherwise entitled.

Purpose of the Research

You are being asked to participate in this study because we believe that assessing how moral conviction and the saliency of that moral conviction can affect perception and decision-making has great value. The purpose of the study is to determine if we are able to directly affect the saliency of moral conviction, especially across various topics that are generally considered to have different moral weight. You are being asked to participate in

a online survey. Specifically, we will ask you to read several short essays and pamphlets. We will also assess individual differences, including moral beliefs, numeracy, and demographic information.

Your participation is expected to last less than 30 minutes.

What are the expected benefits of the study?

We believe the main direct benefit to an individual will be the educational benefit of having accurate understanding of how moral conviction affects decision making. Furthermore, we believe that there will be indirect benefits to society as a whole by gleaning a greater understanding of what level of inherent moral conviction our three topics contain.

What are the possible risks of participating in this study?

There are minimal risks expected when taking part in this study. The most likely risk will be discomfort if our participant strongly disagrees with the information on the three topics that we have presented. To help lower these possible risks, we will ensure that the information we portray on our topics is as accurate as possible. We will tell you about any new information we learn that may affect your decision to continue to participate in this study.

What other choices do I have if I don't want to be in this study?

You are not required to be in this study. You can simply choose not to participate. You can look for other research projects you may be interested in instead of this study. You can obtain any number of required Psychology 1000 research credits by instead writing an essay and submitting it to your primary instructor, for each research credit you would like to replace.

Will I receive compensation for taking part in this study?

You will be compensated for taking part in this study. For your time and effort, you will receive one research credit for participating in the study. If you choose not to participate in this study, you can still receive the credits by writing an essay on a pre-determined

selection of topics (please see your instructor for details).

Will information about me be kept private?

The research team is committed to respecting your privacy and keeping your personal information anonymous. We will make every effort to protect your information to the extent allowed by law. When the results of this research are shared, since there is no identifying information it will not be known who provided the information. Your information will be kept as secure as possible to prevent your identity from being disclosed. What we collected from you as part of this research will not be used or shared for future research studies. It will only be used for purposes of this study. We may share what we collected from you as part of this research, for future research without additional informed consent from you.

Who do I contact if I have questions or concerns?

If you have questions about this study or experience a research-related injury, you can contact the Primary Investigator at sxdff5@mail.missouri.edu, or at 573-882-6860. If you have questions about your rights as a research participant, please contact the University of Missouri Institutional Review Board (IRB) at 573-882-3181 or muresearchirb@missouri.edu. The IRB is a group of people who review research studies to make sure the rights and welfare of participants are protected. If you want to talk privately about any concerns or issues related to your participation, you may contact the Research Participant Advocacy at 888-280-5002 (a free call) or email muresearchrpa@missouri.edu.

Do I get a copy of this consent?

You can ask the researcher to provide you with a copy of this consent for your records, or you can save a copy of this consent if it has already been provided to you. We appreciate your consideration to participate in this study.

UHC BLOCK

Please read and answer the following questions carefully.

"Our government needs to implement Universal Health Care because basic population needs are not being met"

0 10 20 30 40 50 60 70 80 90 100

"My feelings about Universal Health Care are a reflection of my core moral beliefs and convictions"

0 10 20 30 40 50 60 70 80 90 100

Next, you will read an essay, please consider the material carefully

Z[Support for Universal Healthcare]

Some countries use a system for healthcare that guarantees certain minimum standards and availabilities of care to all citizens, regardless of their ability to pay. This is generally called Universal Health Care (UHC). However, simply guaranteeing UHC through law does nothing to ensure that citizens receive adequate care. Therefore, the important question arises – who will pay for UHC?

The clear answer is the U.S. government. The U.S. government has long promised Americans life, liberty, and the pursuit of happiness. It is impossible to reach these guaranteed rights however, unless one is in good health.

Additionally, while individual health is the responsibility of every citizen, it is almost an inevitability that most normal Americans will experience an injury or illness that cannot be

self-solved, whether due to a lack of knowledge and skill, or due to incapacitation resulting from the injury or illness itself.

Good health is also unique in that it has no equivalent, if you break your iPhone, you can choose to not replace it, but generally there is no alternative to fixing a broken arm or receiving chemotherapy for cancer.

Furthermore, healthcare today is so complex and expensive that even hard-working Americans, with full-time jobs and good savings, not just poor people, can be excluded from access to necessary healthcare. Significant healthcare costs beyond what the average American can pay could happen to anyone, at any time. Considering that America is seen by many as the land of opportunity, American citizens should demand UHC from their government. That way, everyone has access to a sufficient level of healthcare, helping to enable all Americans to pursue life, liberty, and happiness.

Please type "AAT" in the box below, to confirm that you have read the material.

ZZ[Support for Universal Healthcare]

Some countries use a system for healthcare that guarantees certain minimum standards and availabilities of care to all citizens, regardless of their ability to pay. This is generally called Universal Health Care (UHC). However, simply guaranteeing UHC through law does nothing to ensure that citizens receive adequate care. Therefore, the important question arises – who will pay for UHC? The clear answer is the U.S. government.

It is obvious that this is the case given that the primary responsibility of the U.S. government is taking care of its citizens. The U.S. government runs the risk of being seen as immoral if it cannot fulfil this basic obligation.

There is huge inequality and suffering with regards to healthcare as well – Citizens with good paying jobs have much easier access to healthcare, as compared to retirees, those that are unemployed, or dependents (children or the disabled).

However, even hard working Americans can have a health emergency that goes far

beyond what the average person has the ability to pay. America is the land of equality and freedom! How cruel is it that something such as healthcare, which is a basic requirement for life, can be so impossible for normal American citizens to get access to.

Giving American citizens access to UHC is far from a handout – ‘going without’ material goods like cars, cell phones, etc. means you perhaps have less fun than you would like, but ‘going without’ needed healthcare leads to increased pain and suffering; If the U.S. government can alleviate this pain and suffering, it is morally obligated to do so.

If the U.S. government wants to be seen as a morally upright force for good in the world, they are ethically obliged to ensure that all Americans have access to UHC.

Please type "BAT" in the box below, to confirm that you have read the material.

ZZZ[Support for Universal Healthcare]

Some countries use a system for healthcare that guarantees certain minimum standards and availabilities of care to all citizens, regardless of their ability to pay. This is generally called Universal Health Care (UHC). However, simply guaranteeing UHC through law does nothing to ensure that citizens receive adequate care. Therefore, the important question arises – who will pay for UHC? The clear answer is the U.S. government.

The U.S. government already spends a significant amount of GDP on healthcare, totaling more than 18.3% in 2022. This is in comparison to some of our peers with UHC, such as Canada (12.2%) and Japan (11%). Surprisingly, our estimated lifespans are shorter (78.5 years, vs 82.6 and 84.45, for Canada and Japan)!

Increased coverage of healthcare services allows for all American citizens to benefit from population-level impact changes on many current healthcare crisis today. UHC has been shown to reduce catastrophic healthcare costs, lower maternal and infant mortality, and reduce health disparities across regional and socioeconomic barriers.

The effects of a small-scale increase of healthcare access, through statewide Medicaid expansion have already been seen. Those who have benefited from Medicaid expansion

had eliminated catastrophic medical costs, lowered medical debt, reduced depression, and improved perception of their own health status, compared to those who did not benefit from Medicaid expansion.

Considering that America has been spending more money to get worse outcomes, American citizens should demand UHC from their government. That way, everyone can benefit from an increased life-span, and an increased quality of life.

Please type "CAT" in the box below, to confirm that you have read the material.

ZZZZ[Support for Universal Healthcare]

Some countries use a system for healthcare that guarantees certain minimum standards and availabilities of care to all citizens, regardless of their ability to pay. This is generally called Universal Health Care (UHC).

Contemporary UHC began in Germany in 1883.

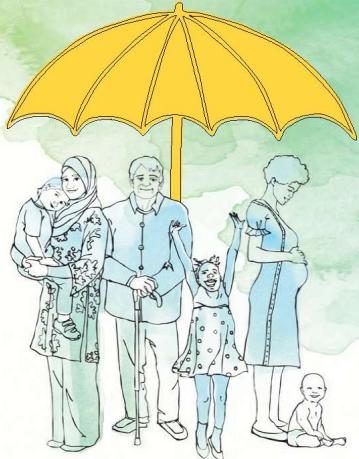
72 countries have universal healthcare, including Canada, Australia, Switzerland, and Sweden.

While quality primary healthcare access is necessary in UHC, mental health is also an important element of UHC.

Please type "DAT" in the box below, to confirm that you have read the material.

Next, you will read a brief pamphlet, please consider the material carefully

TRACKING UNIVERSAL HEALTH COVERAGE: 2017 GLOBAL MONITORING REPORT



World Health Organization

WORLD BANK GROUP



Universal Health Coverage (UHC)

means that **ALL PEOPLE** can obtain the quality health services they need without suffering financial hardship.

DESPITE SOME PROGRESS, THERE IS STILL A LONG WAY TO GO TO ACHIEVING UHC BY 2030 —OUR COMMON GLOBAL COMMITMENT UNDER THE SUSTAINABLE DEVELOPMENT GOALS (SDGS).



AT LEAST

HALF THE WORLD'S POPULATION
STILL LACKS ACCESS
TO ESSENTIAL
HEALTH SERVICES.

HOW DO GAPS IN HEALTH SERVICES AFFECT PEOPLE?



MORE THAN
1 BILLION
PEOPLE
live with uncontrolled hypertension;



MORE THAN
200 MILLION
WOMEN
lack adequate access to family planning services;



NEARLY
20 MILLION
INFANTS
don't receive three essential immunizations.



ABOUT
100 MILLION
PEOPLE FALL INTO
EXTREME POVERTY



(LIVING ON
\$1.90
OR LESS A DAY)

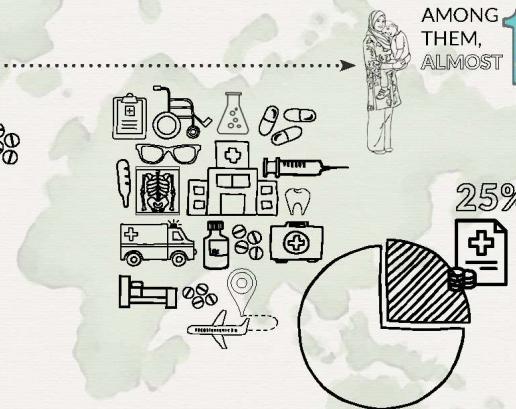
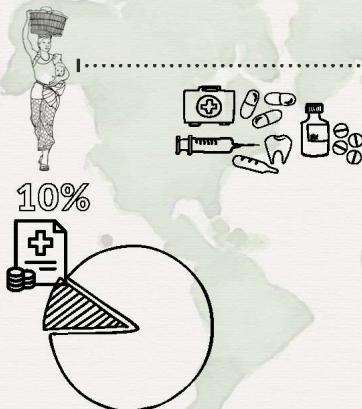
HEALTH EXPENSES

ARE AN IMPORTANT REASON
FAMILIES AROUND THE WORLD ARE
PUSHED INTO POVERTY.



UNLESS A DAY
BECAUSE OF
OUT-OF-POCKET
HEALTH EXPENSES.

OVER
800 MILLION
PEOPLE
SPENT AT LEAST
10 PERCENT
OF THEIR
HOUSEHOLD
BUDGETS PAYING
FOR HEALTH CARE.
THIS NUMBER HAS
GROWN BY OVER
3 PERCENT ↑
PER YEAR
GLOBALLY.



AMONG
THEM,
ALMOST
180 MILLION
PEOPLE
SPEND A
QUARTER
OR MORE OF
THEIR HOUSEHOLD
BUDGETS ON
HEALTH EXPENSES
—AND THEIR
NUMBERS
HAVE INCREASED
BY ALMOST
↑5 PERCENT
PER YEAR GLOBALLY.

IF WE DON'T ENSURE
QUALITY,
AFFORDABLE
HEALTH
SERVICES,

IT WILL BE HARD TO ATTAIN **SDG1**
—the common global goal
of ending poverty.

Let's collectively
commit to better
health and a world
free of poverty.

**LET'S INVEST
IN UHC.**



#HealthforAll



www.who.int/universal_health_coverage/en



www.worldbank.org/health

Please read and answer the following questions carefully

"Our government needs to implement Universal Health Care because basic population needs are not being met"

0 10 20 30 40 50 60 70 80 90 100

"My feelings about Universal Health Care are a reflection of my core moral beliefs and convictions"

0 10 20 30 40 50 60 70 80 90 100

EXERCISE BLOCK

Please read and answer the following questions carefully.

"What is your level of desire or motivation to exercise?"

0 10 20 30 40 50 60 70 80 90 100

"My feelings about exercise are a reflection of my core moral beliefs and convictions"

0 10 20 30 40 50 60 70 80 90 100

Next, you will read an essay, please consider the material carefully

Z[Support for Exercise]

Physical fitness is a state of health and well-being, which includes the ability to perform occupations, daily activities, and sport. Body activities meant to specifically enhance physical fitness are known as exercise. However, the Center for Disease Control states that over 45% of American adults do not have sufficient exercise. Considering this, should Americans take steps to increase the amount of exercise they do?

One simple argument in favor of exercise is the perspective that engaging in fitness activities improves one's moral character. In many ways, health is an opportunity to reaffirm shared values with the culture that you live in. Taken to its logical conclusion, exercise is a way of expressing oneself as a moral person.

America is such a diverse country, it can be hard to find things that we can all agree on. Taking care of your body is one that we can all appreciate. When you exercise, you are not just improving health, but living a more ethical life.

Simply put, those who do not exercise burden both themselves, as well as the society they live in. Ignoring your own health and wellbeing is, in many ways, immoral, as you aren't fulfilling an obligation to your own self and the people around you.

Wellness is a virtue, and the pursuit of health and fitness is good and moral in and of itself. Americans should indeed take steps to increase their exercise, as individual health is fundamental to a morally correct society.

Please type "AOT" in the box below, to confirm that you have read the material.

ZZ[Support for Exercise]

Physical fitness is a state of health and well-being, which includes the ability to perform occupations, daily activities, and sport. Body activities meant to specifically enhance physical fitness are known as exercise. However, the Center for Disease Control states that over 45% of American adults do not have sufficient exercise. Considering this,

should Americans take steps to increase the amount of exercise they do?

One simple argument in favor of exercise is the perspective that engaging in fitness activities directly benefits oneself. In many ways exercise can be more effective than many pharmaceutical drugs. Taken to its logical conclusion, exercise is one of the most practical forms of self improvement.

America is such a diverse country, it can be hard to find things that we can all agree on. Living longer is one thing we can all appreciate. When you exercise regularly, your relative risk of death per year reduces about 20-35%.

Simply put, those who don't exercise have a near 30% higher rate of diabetes, and a 50% higher rate of hypertension. Ignoring your own health and wellbeing is, in many ways, impractical, as you are both shortening your life and reducing its quality.

Wellness is sensible, and the pursuit of health and fitness just makes sense from a practical perspective. Americans should indeed take steps to increase their exercise, as individual health has many benefits for the self.

Please type "BOT" in the box below, to confirm that you have read the material.

ZZZ[Support for Exercise]

Physical fitness is a state of health and well-being, which includes the ability to perform occupations, daily activities, and sport. Body activities meant to specifically enhance physical fitness are known as exercise. There are five main components of fitness: the body's ability to use oxygen, muscular strength, endurance, flexibility, and body composition.

The Center for Disease Control states that over 45% of American adults do not have sufficient exercise. Additionally, 80 % of Americans who have a gym membership do not use the gym. However, those who work out with a partner are more likely to stick with their exercise.

Walking is the most popular form of individual exercise in America, while yoga is the most popular form of group exercise.

Please type "COT" in the box below, to confirm that you have read the material.

Next, you will read a brief pamphlet, please consider the material carefully

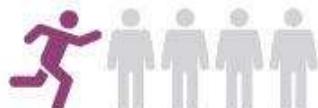


AT-A-GLANCE

Active People, Healthy Nation is a national initiative led by CDC to help 27 million Americans become more physically active by 2027. Increased physical activity can improve health, quality of life, and reduce healthcare costs.

WHY OUR WORK IS IMPORTANT

Too few Americans get the recommended amount of physical activity.



Only **1 in 5** adults and **1 in 5** high school students fully meet physical activity guidelines for aerobic and muscle-strengthening activities.

31 MILLION

About **31 million** adults aged 50 or older are inactive, meaning they get no physical activity beyond that of daily living.

PHYSICAL INACTIVITY COSTS LIVES & DOLLARS



Inactivity contributes to **1 in 10** premature deaths.

\$117 BILLION



Inadequate levels of physical activity are associated with **\$117 billion** in annual health care costs.

MANY AMERICANS DO NOT HAVE SAFE OR CONVENIENT PLACES TO BE ACTIVE



Only **39%** of the US population lives within half a mile of a park.



Only **40%** of school-aged youth who live a mile or less from school report that they usually walk to school.



MAY 2017



PHYSICAL ACTIVITY BENEFITS ALL AMERICANS



Benefits for Children

- Improves aerobic fitness
- Improves muscular fitness
- Improves bone health
- Promotes favorable body composition
- Improves attention and some measures of academic performance (with school physical activity programs)



Benefits for Adults

- Lowers risk of high blood pressure
- Lowers risk of stroke
- Improves aerobic fitness
- Improves mental health
- Improves cognitive function
- Reduces arthritis symptoms
- Prevents weight gain



Benefits for Healthy Aging

- Reduces risk of falling
- Improves balance
- Improves joint mobility
- Extends years of active life
- Helps prevent weak bones and muscle loss
- Delays onset of cognitive decline

PHYSICAL ACTIVITY BENEFITS COMMUNITIES



Economic

Building active and walkable communities can help:

- Increase levels of retail economic activity and employment
- Increase property values
- Support neighborhood revitalization
- Reduce health care costs



Safety

Walkable communities can improve safety for people who walk or roll in wheelchairs, ride bicycles, and drive.



Workforce

Physically active people tend to take fewer sick days.

Please read and answer the following questions carefully

"What is your level of desire or motivation to exercise?"

0 10 20 30 40 50 60 70 80 90 100

"My feelings about exercise are a reflection of my core moral beliefs and convictions"

0 10 20 30 40 50 60 70 80 90 100

DEATH BLOCK

Please read and answer the following questions carefully.

"Capital Punishment (The Death Penalty) is necessary in America"

0 10 20 30 40 50 60 70 80 90 100

"My feelings about Capital Punishment (The Death Penalty) are a reflection of my core moral beliefs and convictions"

0 10 20 30 40 50 60 70 80 90 100

Next, you will read an essay, please consider the material carefully

Z[Support for Capital Punishment]

In many countries, the legally authorized killing of someone is used as punishment for a crime. This is known as capital punishment, or alternatively, the death penalty. However, should capital punishment continue to be used in current day America?

Many believe that the only concern should be whether capital punishment is moral, and if it is not, then it should no longer be used.

There is a great deal of evidence indicating that capital punishment in America is indeed immoral and unfair. First, juries have been known to make mistakes, inflicting the death penalty on innocent people. To many people, executing an innocent is seen as extremely immoral, and the 'justice' achieved by correctly executing the guilty is not a worthwhile enough benefit for the huge ethical risk of killing an innocent.

Additionally, there is an enormous risk of racial bias when looking at sentencing and placement on death row. Studies show that 42% of prisoners on death row are African American, yet only 12.5% of our population is black. Furthermore killers of Whites are sentenced to death at higher rates than killers of Blacks.

The data is convincing, the death penalty is not a practical means of achieving justice. Society bears significant moral costs in doing so. The state-sanctioned murder of innocents and the clear racial bias in sentencing and execution is ethically unacceptable. America needs to move past the usage of capital punishment.

Please type "AIN" in the box below, to confirm that you have read the material.

ZZ[Support for Capital Punishment]

In many countries, the legally authorized killing of someone is used as punishment for a crime. This is known as capital punishment, or alternatively, the death penalty. However, should capital punishment continue to be used in current day America?

Many believe that the only concern should be whether capital punishment makes economic sense, and if it is not, then it should no longer be used.

There is a great deal of evidence indicating that capital punishment in America is indeed overly expensive and a waste of money. First, the total burden on our courts is grossly inflated, capital punishment cases result in over twice the number of hearings and court filings (20 and 65, as opposed to 10 and 29). Sentencing also takes significantly longer, with capital punishment cases taking almost 200 days more than comparable other cases. Our overloaded justice system cannot handle the artificially inflated burden of addressing these capital punishment cases.

This increase in court burden also results in significantly greater direct costs to taxpayers, at an estimated \$800,000 – \$1,000,000 more per offender, as compared to the costs of life imprisonment. Additionally, the average cost of pursuing the death penalty continues to increase significantly, from approximately \$1,100,000 in the 90's, to over \$1,700,000 today. It can be expected for this price to continue to rise, and significantly faster than the cost of life imprisonment, making capital punishment even more inefficient going forward.

The data is convincing, the death penalty is not a practical means of achieving justice. Society bears significant economic costs in doing so. The significant increase in burden on both the courts and American taxpayers is economically unacceptable. America needs to move past the usage of capital punishment.

Please type "BIN" in the box below, to confirm that you have read the material.

ZZZ[Support for Capital Punishment]

In many countries, the legally authorized killing of someone is used as punishment for a crime. This is known as capital punishment, or alternatively, the death penalty. However, should capital punishment continue to be used in current day America?

24 states currently have the death penalty, while 23 states and DC have abolished the death penalty. Furthermore, 3 states have a current moratorium on the death penalty,

and Attorney General Merrick Garland announced a current federal moratorium on the death penalty.

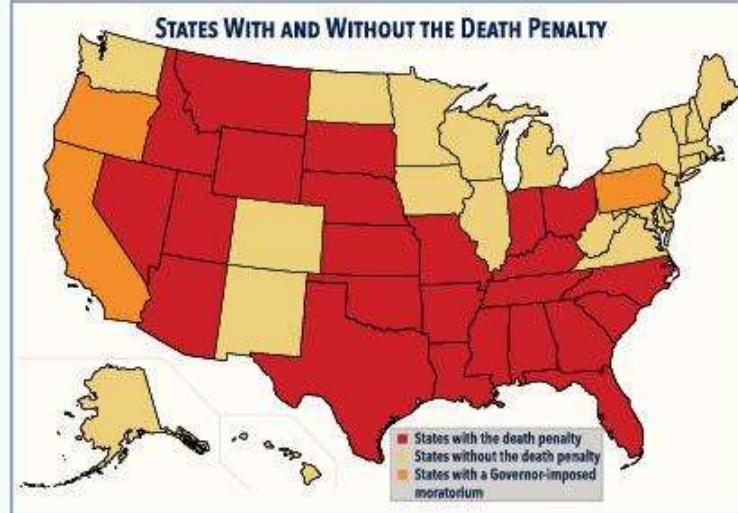
Since 1976, more than 8,700 defendants have been sentenced to death, with more than 1,550 having been executed. Approximately 2,500 convicts are currently on death row today.

Please type "CIN" in the box below, to confirm that you have read the material.

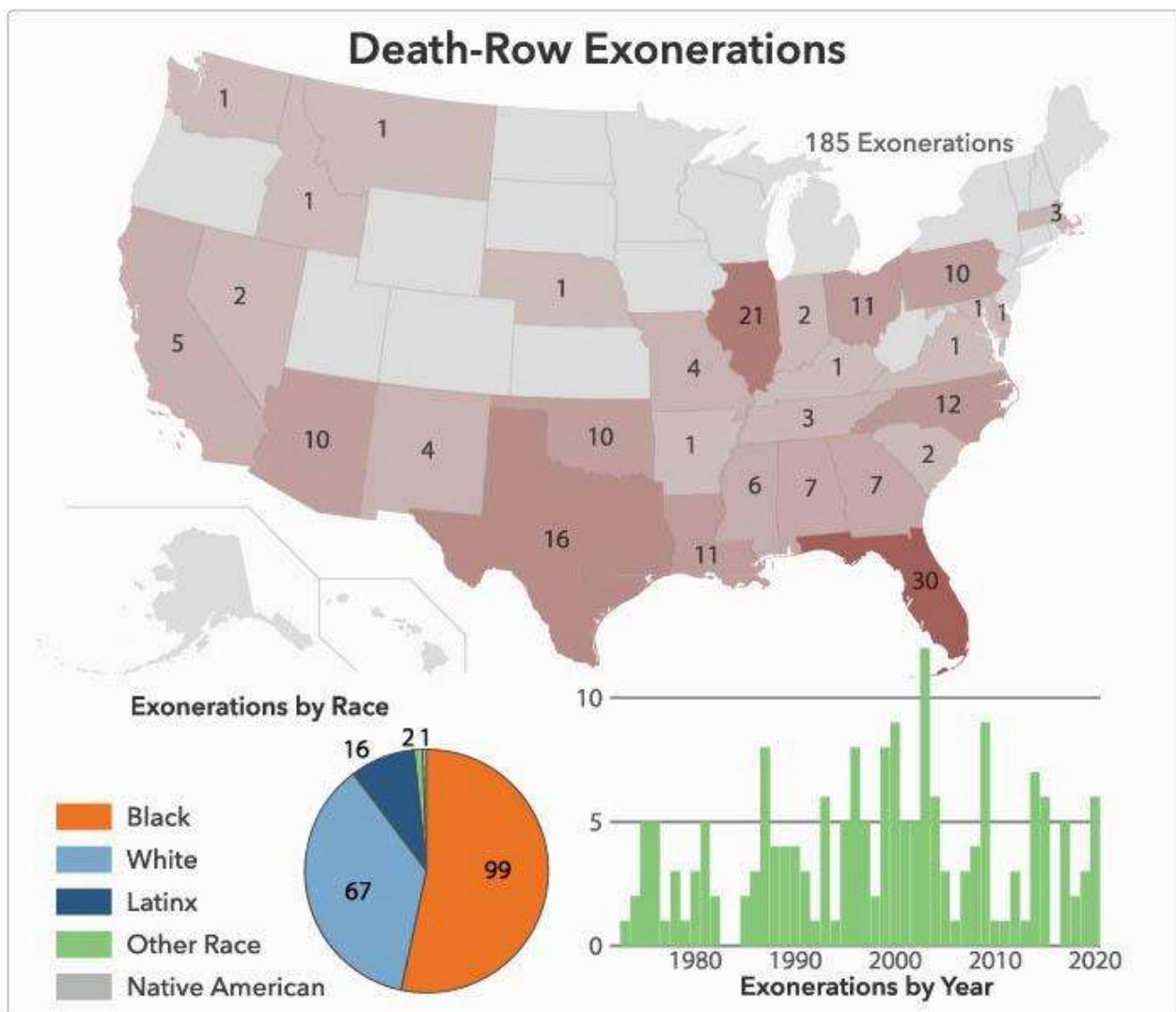
Next, you will read a brief pamphlet, please consider the material carefully

**D P
I C DEATH PENALTY
INFORMATION CENTER****THE DEATH PENALTY IN 2021: YEAR END REPORT****VIRGINIA'S HISTORIC ABOLITION HIGHLIGHTS
CONTINUING DECLINE OF DEATH PENALTY****EXECUTIONS CHARACTERIZED BY
BOTCHES AND OUTLIER PRACTICES****KEY FINDINGS**

- Virginia becomes 23rd state, and first in the South, to abolish the death penalty
- Seventh consecutive year with fewer than 30 executions and 50 new death sentences
- New study finds one exoneration for every 8.3 executions
- Federal execution spree ends, new administration halts all federal executions and announces policy review

**NOTE:**

Items marked with an asterisk are subject to change, depending on whether additional death sentences are imposed by the end of the year.

**DP
IC DEATH PENALTY
INFORMATION CENTER****DPIC SPECIAL REPORT: THE INNOCENCE EPIDEMIC****A DEATH PENALTY INFORMATION CENTER ANALYSIS OF 185
DEATH-ROW EXONERATIONS SHOWS MOST WRONGFUL
CONVICTIONS ARE NOT MERELY ACCIDENTAL****THE BIGGEST DANGERS ARE POLICE AND PROSECUTORIAL MISCONDUCT AND
KNOWINGLY FALSE TESTIMONY**

Please read and answer the following questions carefully

"Capital Punishment (The Death Penalty) is necessary in America"

0 10 20 30 40 50 60 70 80 90 100

"My feelings about Capital Punishment (The Death Penalty) are a reflection of my core moral beliefs and convictions"

0 10 20 30 40 50 60 70 80 90 100

Single Item Health Literacy Screener

Please answer the following question by selecting the choice that best reflects **how good you are at doing the following task**

	Never	Occasionally	Sometimes	Often	Always
How confident are you filling out medical forms by yourself?	<input type="radio"/>				

Subjective Numeracy Block

For each of the following questions, please choose the value that best reflects **how good you are at doing the following things**

How good are you at working with fractions?



How good are you at working with percentages?



How good are you at calculating a 15% tip?



How good are you at figuring how much a shirt will cost if it is 25% off?



For each of the following questions, please choose the value that **best reflects your answer**

When reading the newspaper, how **helpful** do you find tables and graphs that are parts of a story?



When people tell you the chance of something happening, do you prefer that they use **words** ("it rarely happens") or **numbers** ("there's a 1% chance")?

Always Prefer Words			Always Prefer Numbers		
1	2	3	4	5	6

When you hear a weather forecast, do you prefer predictions using **percentages** (e.g., "there will be a 20% chance of rain today") or predictions using only **words** (e.g., "there is a small chance of rain today")?

Always Prefer Percentages			Always Prefer Words		
1	2	3	4	5	6

How **often** do you find numerical information to be useful?

Never			Very Often		
1	2	3	4	5	6

Demographics

Now that you have completed the exercise, we would like to ask you some follow-up questions. Please complete the following items

What are things you liked about the exercise you just completed?

What are challenges you had with the exercise you just completed?

Lastly, please answer the following demographic questions.

In politics people sometimes talk of 'left' and 'right'. Where would you place **yourself** on a scale from 1 to 11 where 1 means extreme left and 11 means extreme right?

Left Right

What is your age?

To which gender identity do you most identify?

- Male
- Female
- Gender Variant/Non-conforming

How would you best characterize your race/ethnicity? (check all that apply)

- Caucasian/White
- African-American/Black
- Asian/Pacific Islander
- American Indian/Alaska Native
- Hispanic/Latino(a)
- Other

What is your year in school?

- Freshman
- Sophomore
- Junior
- Senior
- Other

Debrief

Impact of Moral Conviction on Support for Universal Health Care

This concludes the experiment. Thank you for participating in this study. I would like to take a few additional moments to tell you a little bit more about the research and why it is being conducted.

This research investigates people's support for Universal Health Care and how it relates to intensity of moral conviction. Now, what does this actually mean? In a simple sense, many people can have various reasons for choosing to support one thing or another, but not all reasoning is made equal.

For example: some people would support abortion access simply because that's what the

law is where they live - they don't think about it beyond that, and if the law changed, their stance would change. Some other people would support abortion access because that's what their friends, family, and neighbors believe - if they moved somewhere else, or their social circle changed their mind, their stance could change as well! However, there are definitely some people who support abortion access because they feel deep in their hearts, that it is the 'right' thing to do and is worth fighting for.

Interestingly enough, this could go in both directions! There are people who would care to restrict abortion access that could feel that way for all three of these reasons.

Some topics are generally more 'morally loaded' than others, and certainly not everyone agrees as to what topics are even up for ethical debate.

We designed this experiment to examine if moral conviction is something that we could change, by providing either a highly moral argument, a non-moral argument, or a factual but mostly neutral 'control' statement. Furthermore, we chose three topics that we assessed were along the spectrum of what the majority of people would consider worth moral consideration. Our least 'moral' topic was exercise and our most 'moral' topic was capital punishment (the death penalty), UHC was included as a topic because we wished to know how much 'moral magnitude' people assigned to it.

Our initial assumption is that a non-moral argument would be more persuasive than a moral one in changing the mind of someone who has high moral conviction on a topic, and that a moral argument would lead to greater 'polarization' (people who support, support even more, and people who hate it, hate it even more!) for those who have high moral conviction on the topic.

We believe that understanding more deeply how moral conviction relates to perceptions of Universal Health Care will move us forward in our ability to provide UHC in the United States, as well as expanding our academic understanding of moral decision making more broadly.

We would like you to know that we really appreciate your time in helping with this research and are always happy to answer any questions that you might have about it. We think that one way to understand medical decisions is by learning more about what was investigated today. If you have any additional questions about the study, you can

reach me by email at sxdff5@mail.missouri.edu.

Thank you, specifically for your participation. Really, it helps out a ton! - Sean Duan

If you have questions about your rights as a research participant or want to report a complaint, please contact the Institutional Review Board at the University of Missouri at 573-882-3181, 310 Jesse Hall, Columbia, MO 65211, or at muresearchirb@missouri.edu

Powered by Qualtrics