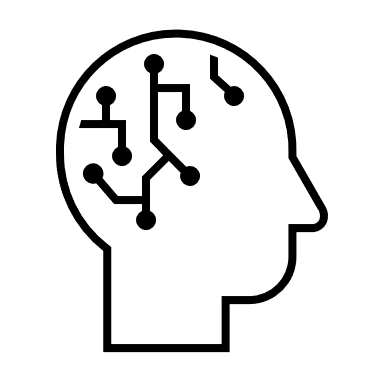
Expansions on Moral Decision Research BRAINSTORM 

* We know (??) A-priori there is more support for Social Security than UHC
  + From an obvious perspective, we see that we have SS but no UHC
* Do people view Social Security benefits as something they have due to ‘deontological’ or ‘utilitarian’ reasons?
  + E.g. in a Deontological sense – it is something they have that they are ‘owed’?
* Is it possible to elicit the ‘Irrationality’ behind these choices?
  + E.g. can we set up a trolley problem with the name (stereotypical white or black)?
  + In theory, the idea that a conservative (or anyone that scores highly on a racial bias measure of some sort?) is more likely to value UTILITY when it’s at the cost of a black person (e.g. they don’t deserve health care if it isn’t EARNED) as compared to the opposite, (e.g. for a white person, they deserve health regardless of their status or ability to work)
    - Additionally, can this belief be modified by social pressure/consensus?
    - A-priori, if we assume that conservatives are more open to listening to social consensus/pressure, then it would be an interesting interaction to see social consensus being effective here at getting people to believe one thing
    - If we see the REVERSE, conservatives fighting against social pressure/consensus, this could possibly repudiate (or at least show in context) similar beliefs in other literature?
  + We could directly ask about race in healthcare, and see if/what people think regarding if race matters
    - Then we can contrast this with utilitarian/deontological arguments the people themselves give with regards to why they think a given (white or black person, based on a stereotypical name) should get healthcare?

Can we do structural comparison of Utility/Deontological arguments for something you believe in for BOTH dems and republicans?

* E.g. Pro Second amendment rights, and deontological/utilitarian arguments for them.
  + Can we get people to be cognizant of the utility/deontological tradeoff? (e.g. people knowing that guns are dangerous, and still making the specific choice [due to values/rights] to carry/own them anyways.
* Do people give utilitarian reasons to ‘disguise’ (smokescreen) their deontological beliefs?
* Utility is easier to prioritize because you can describe utility more easily, but ‘beliefs’ and ‘values’ are hard to communicate.
  + E.g. Incest between boy/girl could be okay, but between boy/boy?

Additional Concern

* Does the baseline number (initial estimate of support) affected by deon/util orientation?
  + Interestingly enough… original baseline numbers of support for UHC are actually STRONGLY influenced by initial orientation towards utility
  + This is the exact opposite of what we saw in the difference scores after exposure to the condition?!
* How do we interpret this interaction?
  + If baseline utilitarianism = higher sup for UHC…?
  + In the high social consensus situation, more utilitarianism = less affected by social pressure
  + This does NOT bear out for higher levels of deontological orientation
* HOWEVER, deontological orientation does lead to greater values of deontological orientation naturally leading to greater support for UHC

THUS… is there an interaction between political orientation and deontological/utilitarian thinking?

* E.g. The right and left use deontological/utilitarian arguments differently. Thus, it is plausible that there is an interaction here somehow?

Is this a mediational effect – e.g. does the high or low social consensus condition result in greater or lesser perceptions of utilitarianism/deontological orientation?

* Can we DIRECTLY manipulate deontological/utilitarian orientation instead of using a ‘social consensus task’ to ‘override’ those elements?

Why did social consensus only work in the UHC condition?

* Perhaps the amount of impact that deont/util orientation has for these issues is different?
  + How would we measure this?!?
* Can we directly ask if people support UHC due to deontological or utilitarian reasons?
  + How would we do this… structure and creation of a new scale?

If we’re working under the assumption that the difference of effect from social consensus condition was due to the relative deont/util strengths of beliefs for these things then…

* E.g. if you have no/low deont/util reasons, it’s easier to manipulate thru social consensus.
  + Also, perhaps it’s a ‘raw strength of opinion thing’
    - Ik we can assess this with strongly agree/disagree, but perhaps we need an additional measure.
* Then therefore, for things that ARE based highly on deont/util reasons, if we directly manipulate deont/util orientation, we can artificially increase or decrease perceptions on these types of issues.

LITERATURE TO FIND?

* Does changing deontological or utilitarian orientation change how people perceive certain subjects/topics?
  + If so… what topics/subjects, and how related to these issues are they in the first place?
* Social consensus can interact with ‘moral intensity’ which is theorized by Jones 1991
  + We chose social consensus as a way to modify belief, as we were unsure whether or not UHC was linked more strongly to utilitarian or deontological leanings/beliefs
  + Note, since we saw changes in one of these things, we did NOT see changes in others, with regards to this manipulation
  + Allowing issues to vary in ‘Moral Intensity” is perhaps the reason why social consensus had effect?
    - E.g. people feel more morally strong about climate change, and the death penalty, than the availability of universal health care.