

Moral accountability

How the desire to be moral affects psycho-physiological responses and goal orientation in motivated behavior

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Morality in individual behavior

- Moral values guiding principle cross-nationally
(e.g., Schwarz, 1992)
- Moral beliefs elicit intense emotions
(e.g., Mullen & Skitka, 2006)
- Diagnosticity of morality in person perception
(e.g., De Bruin & Van Lange, 1999; Skowronski & Carlston, 1987)
- Avoidance of moral stigma overrules self-interest
(e.g., Young, Nussbaum, & Monin, 2007)
- Moral obligation predicts motivated behavior
(e.g., Manstead, 2000)

Morality in group life

Group Morality (vs. competence, sociability) predicts

- * group pride
- * identification

across group types, contexts

(e.g., Leach, Ellemers, & Barreto, JPSP, 2007)

Organizational Morality predicts

- * job satisfaction
- * organizational citizenship behavior
- * turnover intentions

(e.g., Ellemers, Barreto, Kingma & van der Burgt, JOMP, 2010)

Moral Accountability

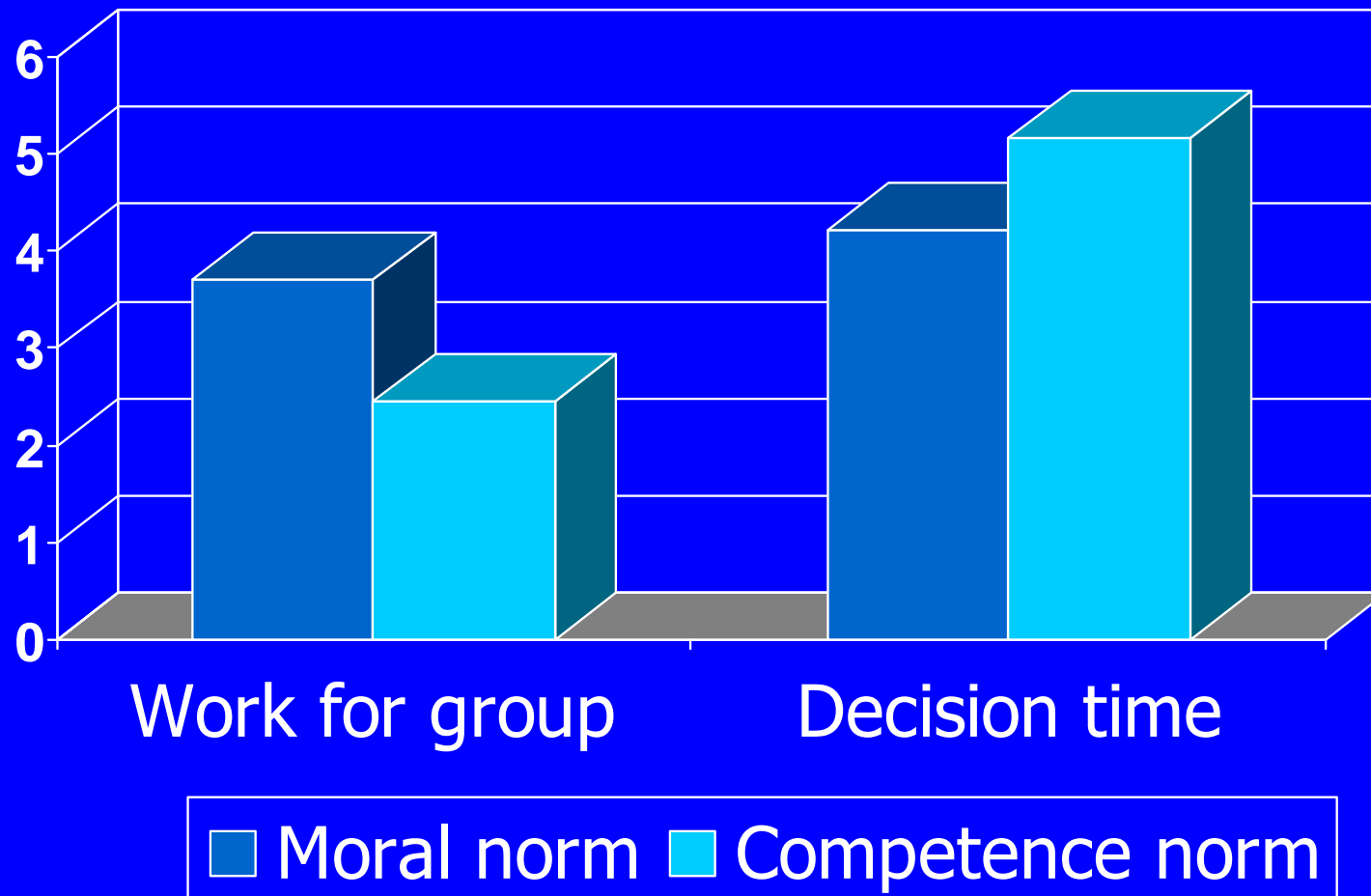
If morality refers to universal guiding principles or group-defining values
(Haidt, 2001; Turiel, 2006)

...then the desire to be moral should be visible in motivated behavior

Motivated behavior

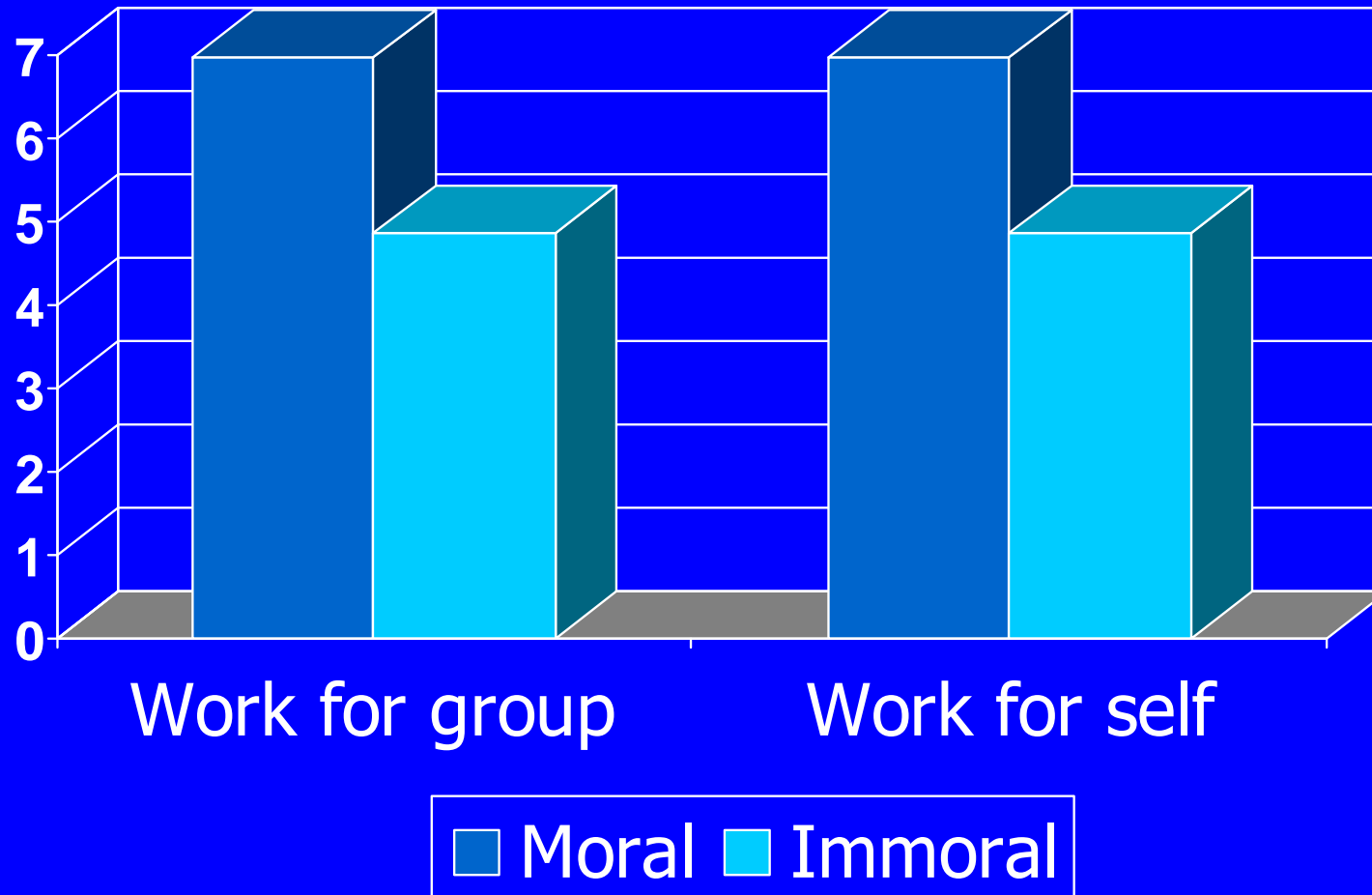
- Behavioral responses
(task performance, behavioral decisions)
- Psycho-physiological responses
(Cardio-vascular threat vs. challenge, brain activity)
- Goal orientation
(promotion vs. prevention emotions, do's vs. don'ts)

How to be a good group member



Ellemers, Pagliaro, Barreto, & Leach, JPSP, 2008

Regardless of norm content



Pagliari, Ellemers, & Barreto, PSPB, accepted pending minor revision

Sharing moral values



The motivation to be moral

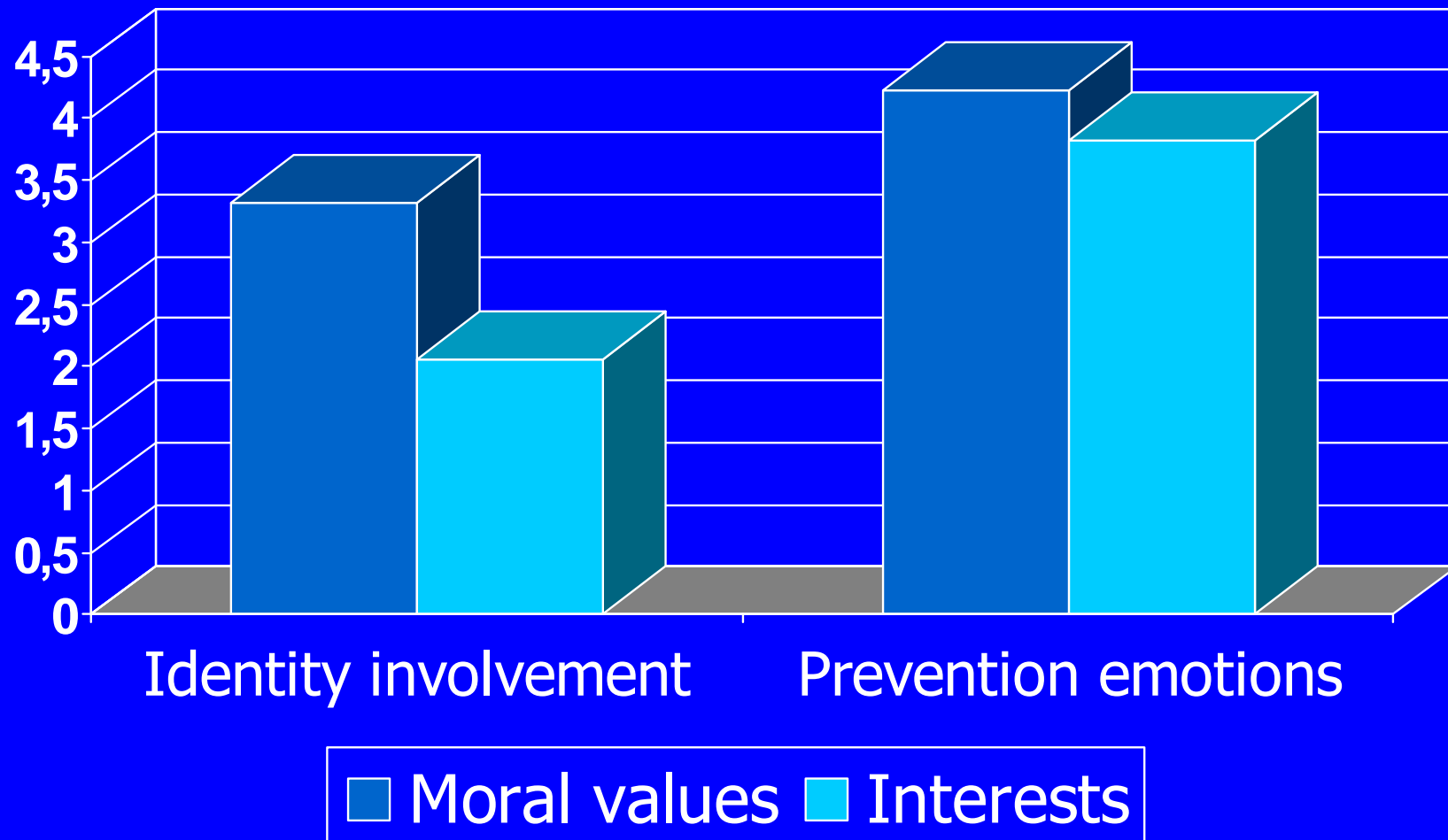
People want to:

- Belong to moral groups
- Behave in line with group morals

So:

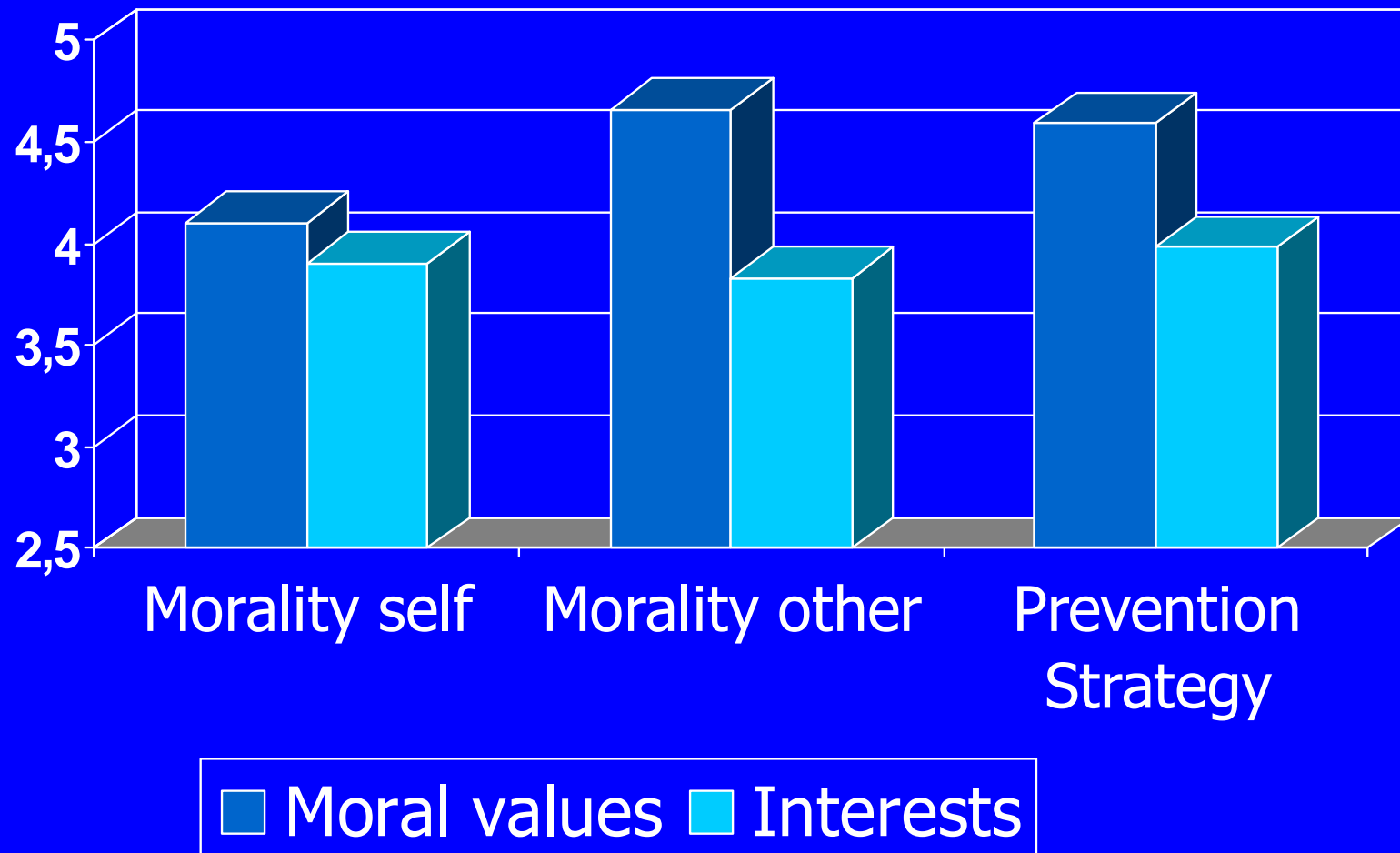
How is motivated behavior affected when they are confronted with different morals?

Morality implicates identity



Kouzakova, Ellemers, Harinck, en Scheepers, Study 2

Defending one's moral identity



Kouzakova, Ellemers, Harinck, en Scheepers, Study 3

Cardiovascular Responses

Biopsychosocial model (Blascovich & Tomaka, 1996)

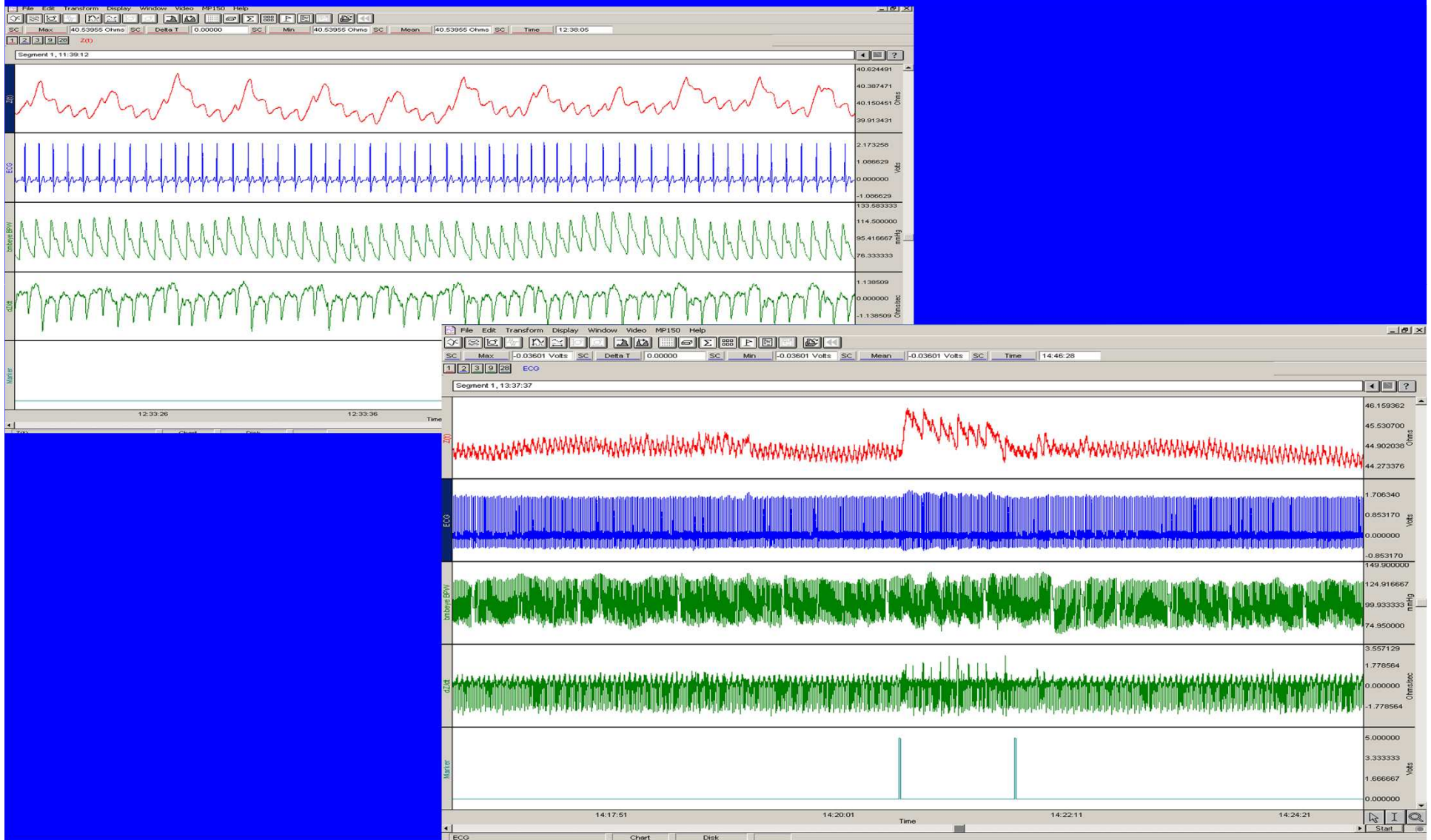
Task engagement:

- Heart Rate (HR)
- Ventricular Contractility (VC)

Threat vs. challenge appraisal:

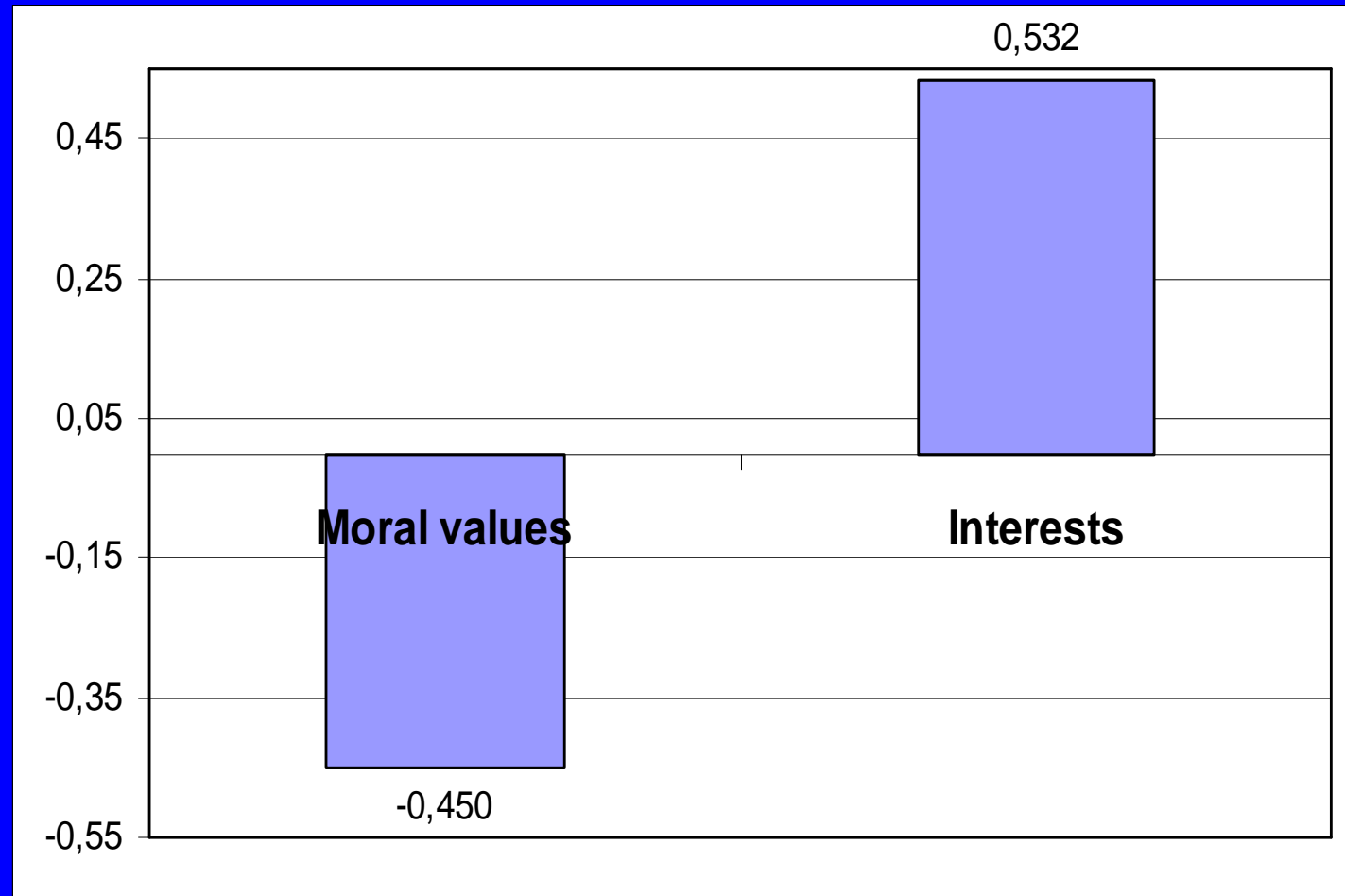
- Cardiac Output (CO)
- Total Peripheral Resistance (TPR)

Reactivity compared to baseline



Threat vs. Challenge appraisals

Challenge



Threat

Kouzakova, Ellemers, Harinck, en Scheepers, Study 3

Confronting people's morals

- Moral identity is at stake
- Defensiveness (prevention)
- Cardiovascular threat

How does morality impact on motivated behavior?

Implications of moral behavior

Implicit Association Test



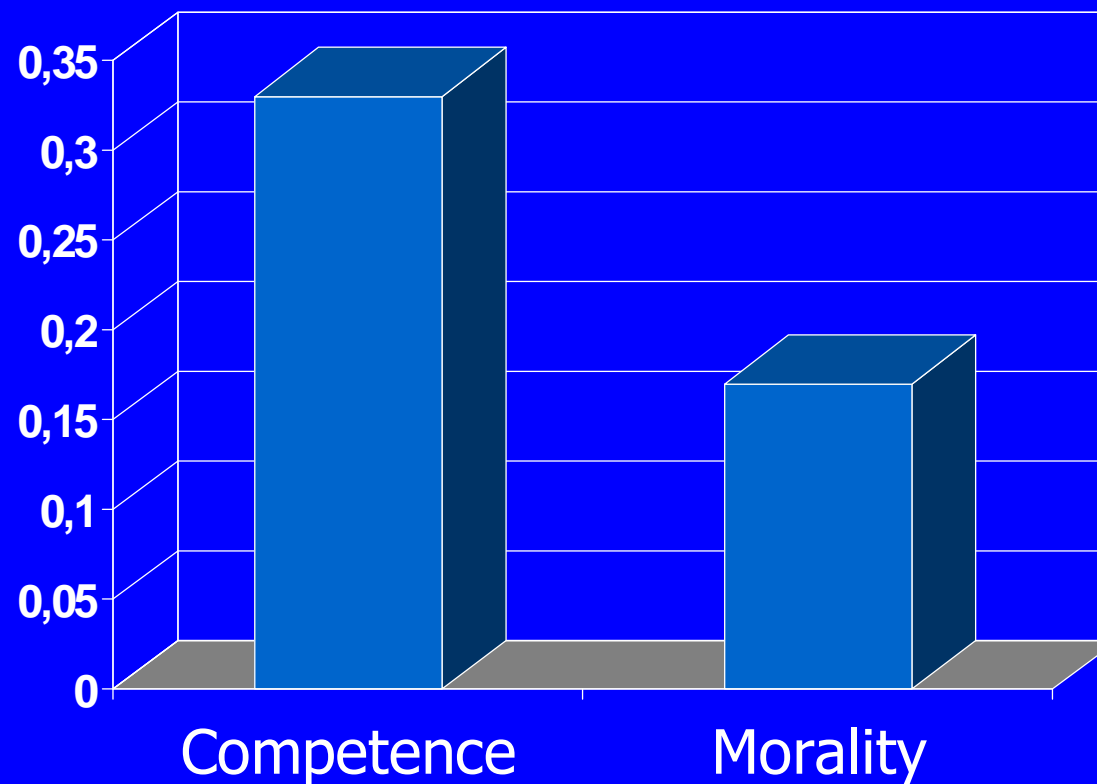
- Competence (ability to respond correctly)
- Morality (importance of equal treatment)

Van Nunspeet, Ellemers, & Derks, in prep.

Motivated to be moral

D-score

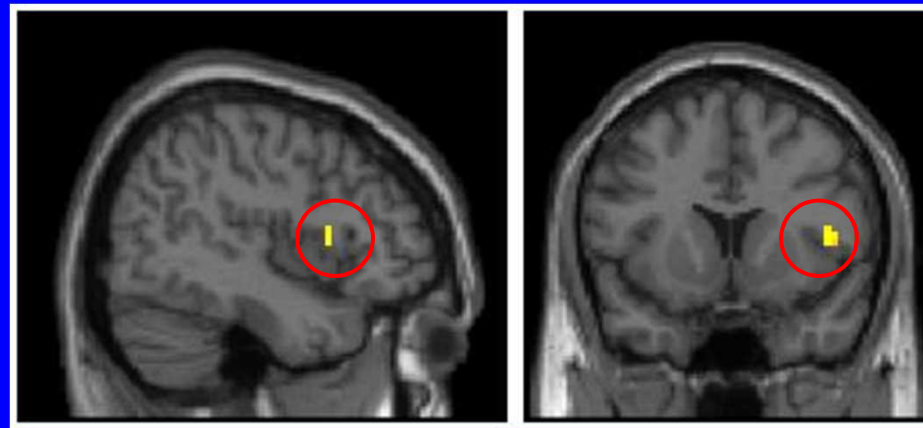
decision latency (incongruent vs. congruent)



Van Nunspeet, Ellemers, & Derks, in prep.

Differential brain activity

Overall IAT:
Incongruent trials > Congruent trials



$p < .001$; min. 5 voxels

Superior anterior Insula

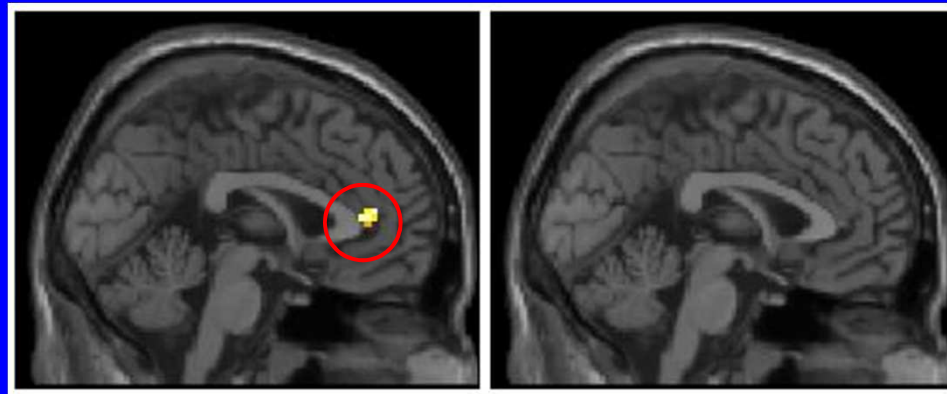
- associated with personal and social norm violation

*** N=25 - Work in progress ***

Van Nunspeet, Ellemers, Derks, Rombouts, & Crone, in prep.

Avoiding immoral behavior

Outgroup faces > Ingroup faces



$p < .001$; min. 10 voxels

Morality

Competence

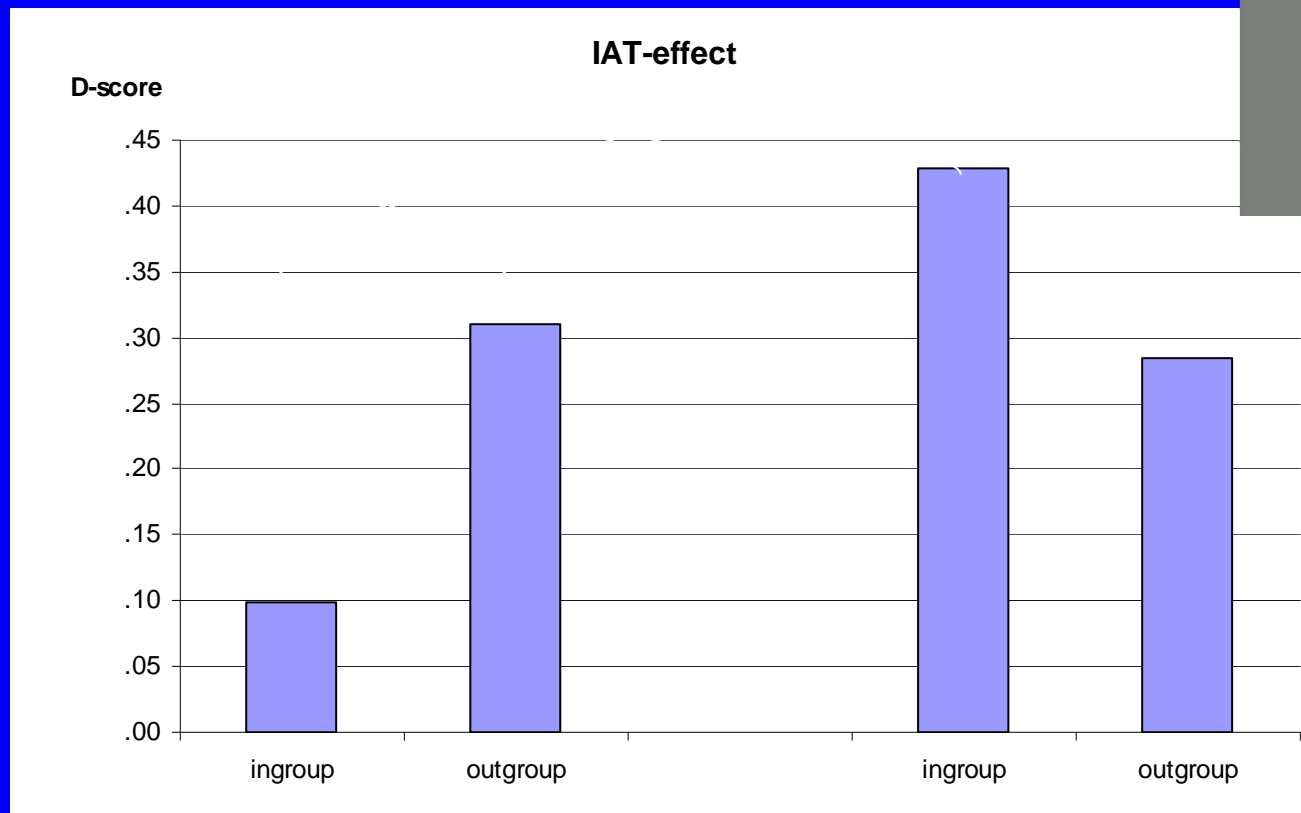
Anterior Cingulate Cortex (ACC)

- Associated with conflict monitoring

*** N=25 - Work in progress ***

Van Nunspeet, Ellemers, Derks, Rombouts, & Crone, in prep.

Monitored by ingroup vs. outgroup



Morality

Competence



3

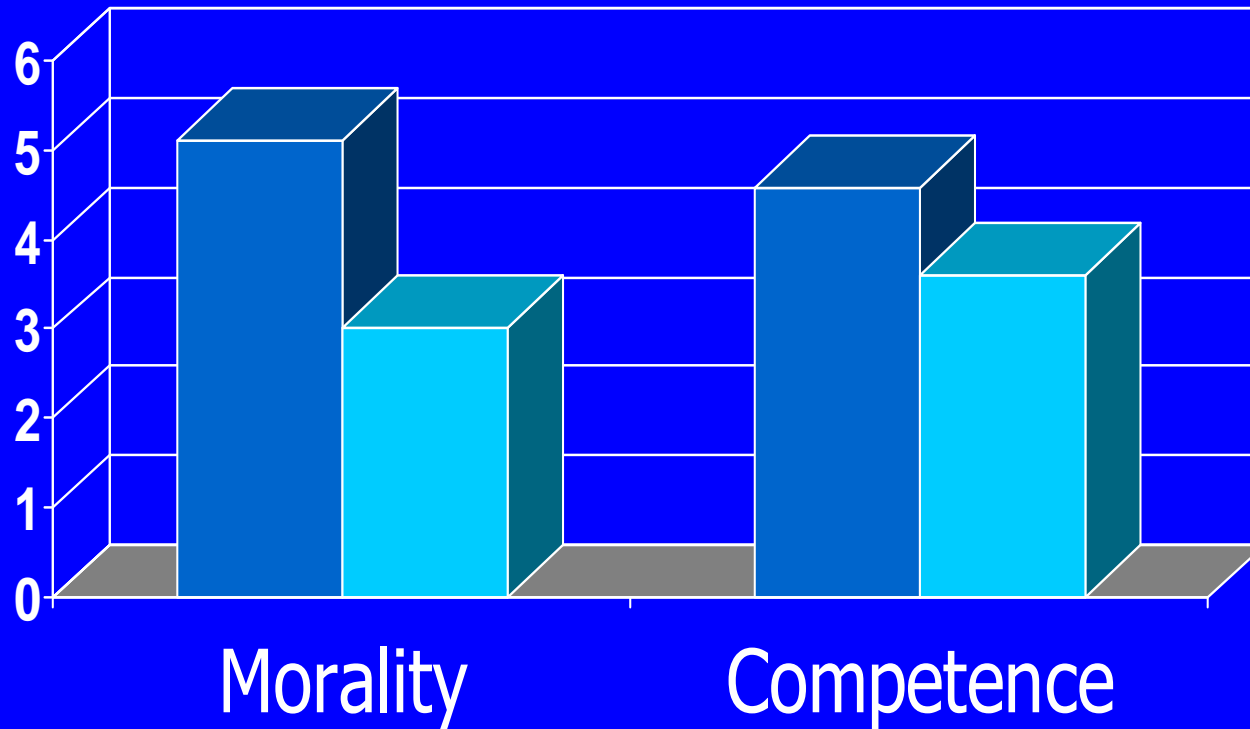
Jouw groep: 2 en 3

Moral accountability

Motivated to avoid immoral behavior
(especially when accountable to ingroup)

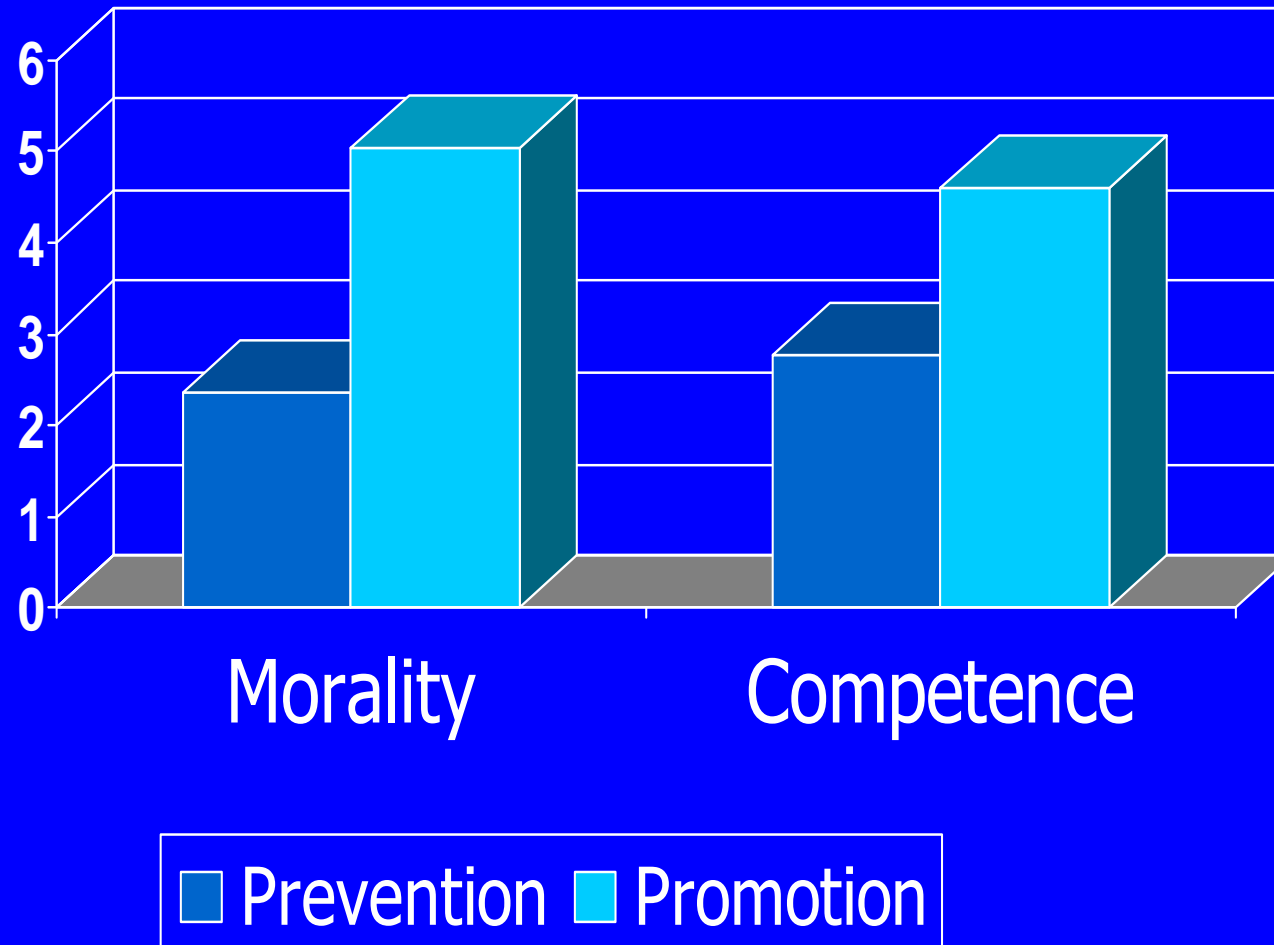
What about challenging people to display
moral behavior?

Accounting for past behavior

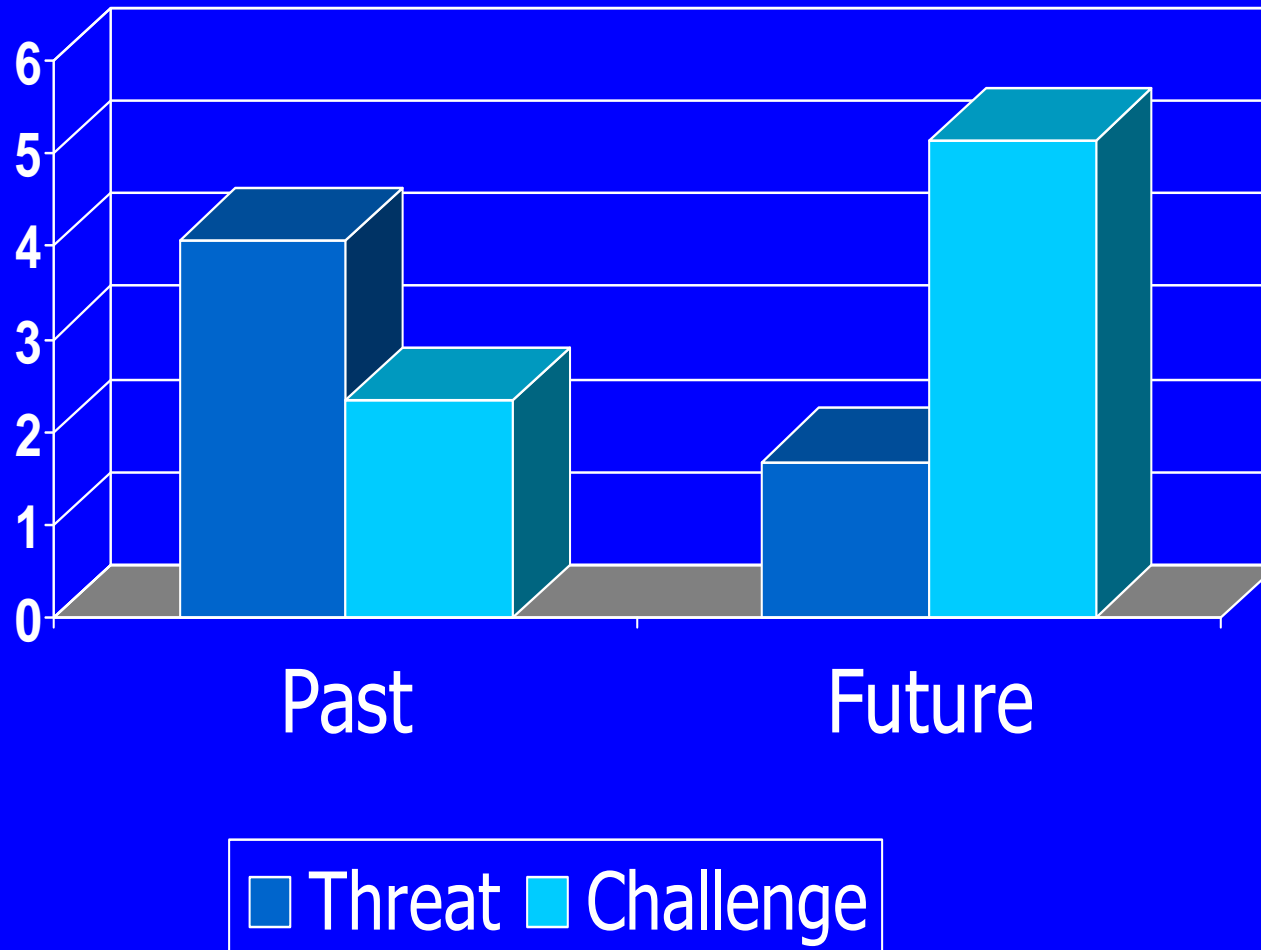


■ Prevention ■ Promotion

Future goal orientations



Perspectives on Morality



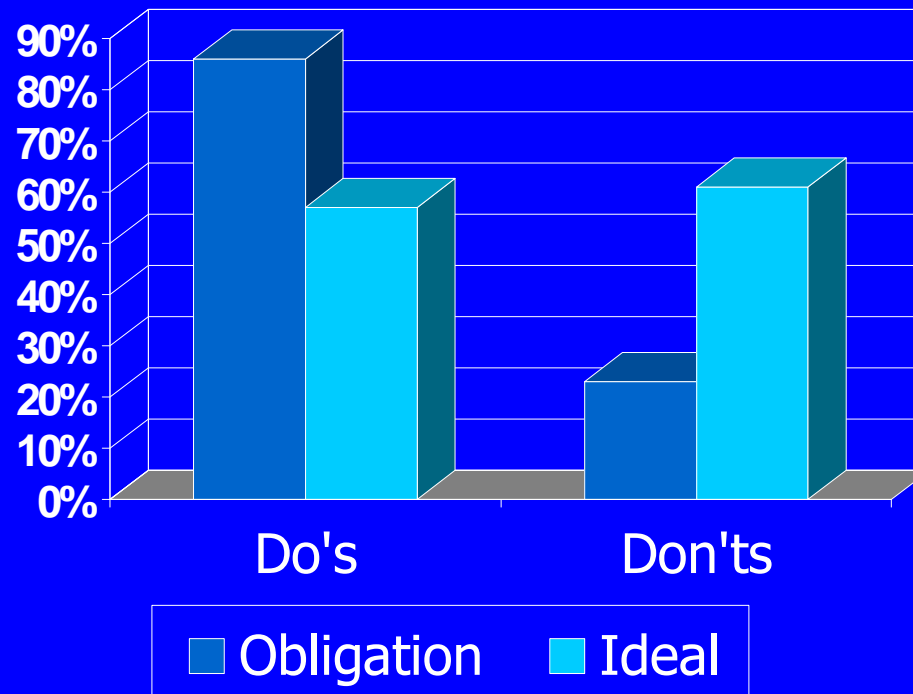
Moral goals

- Focus on past events
 - preventing immoral behavior
 - proscriptive morality
 - behavioral inhibition
- Focus on future opportunities
 - promoting moral behavior
 - prescriptive morality
 - behavioral activation

Moral ideals vs. obligations

Do's: e.g. get acquainted with stigmatized group

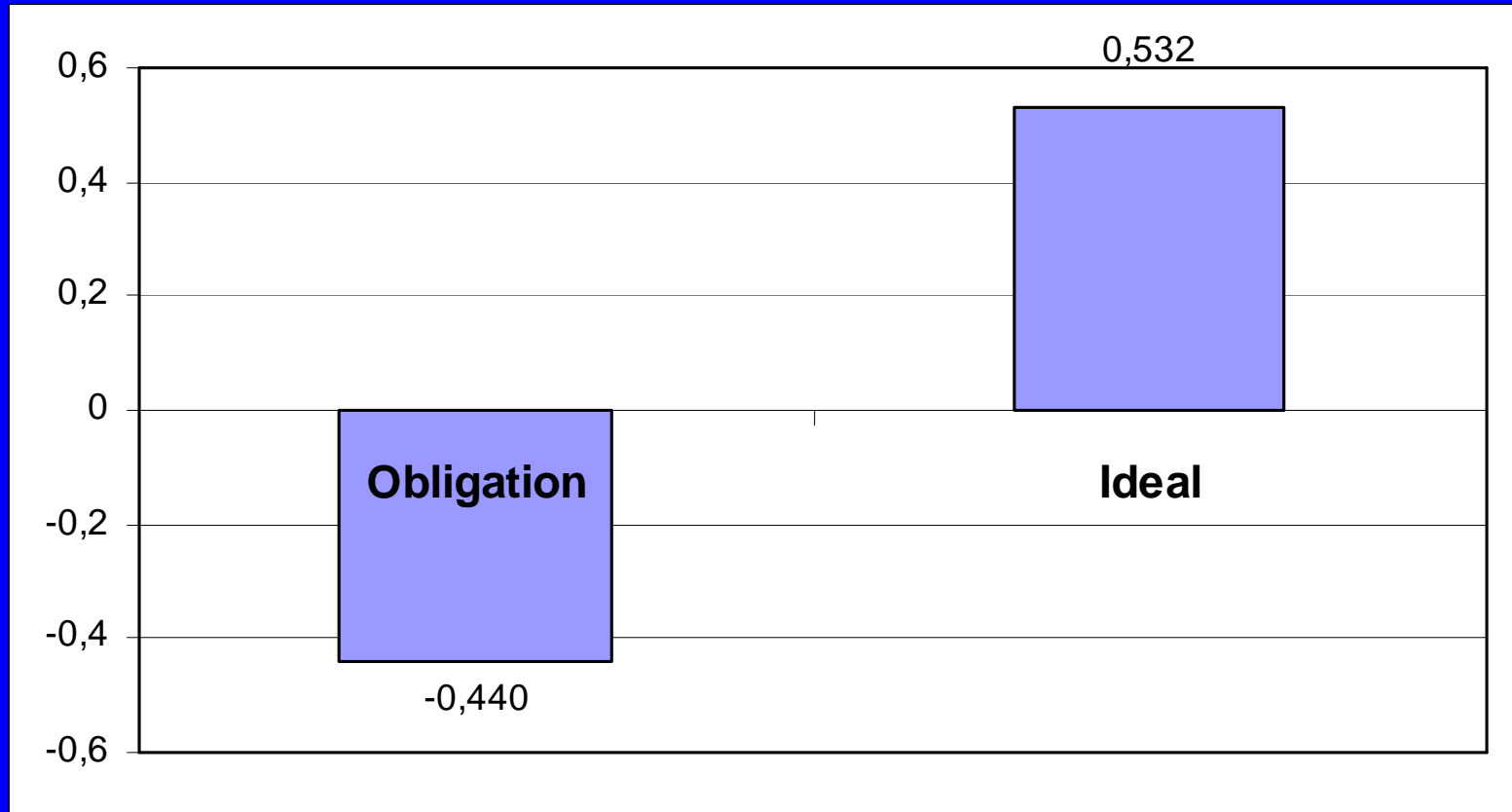
Don'ts: e.g. discriminate against stigmatized group



Does, Derks, & Ellemers, JESP, in press

Cardiovascular threat vs. challenge

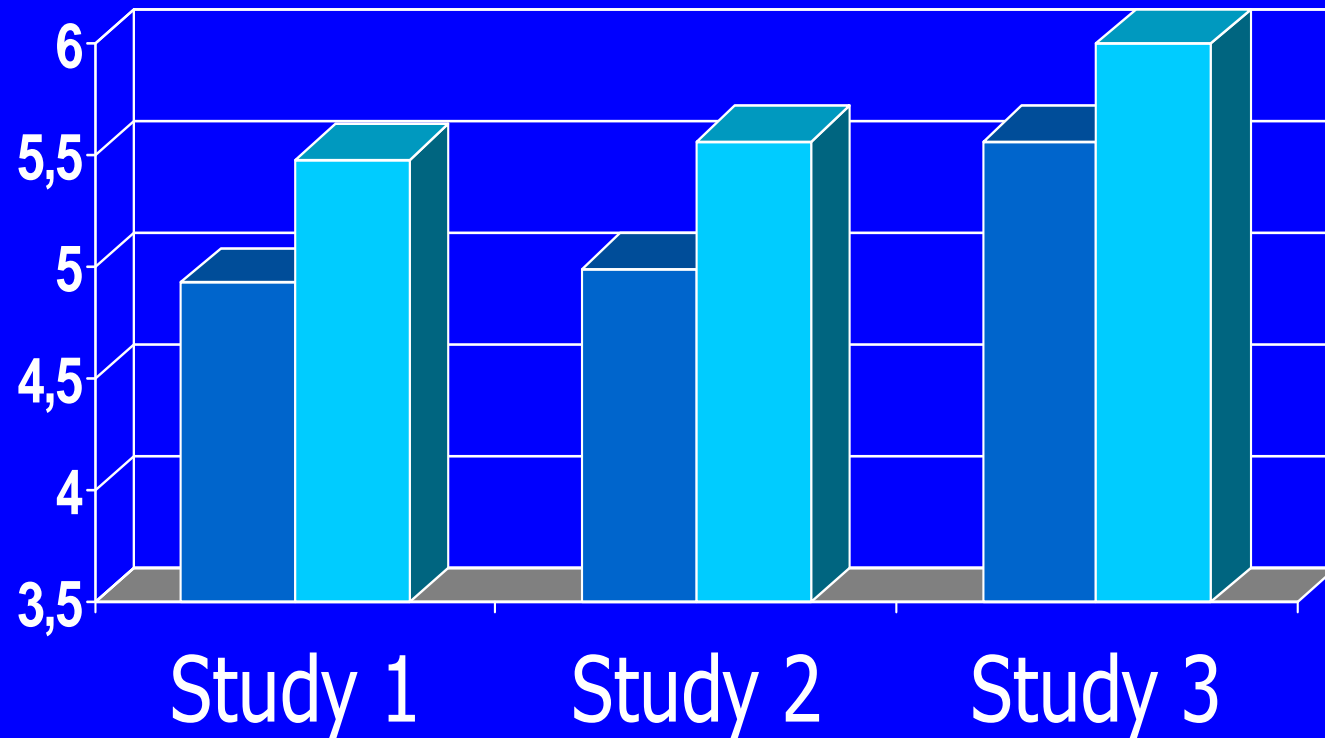
Challenge



Threat

Does, Derks, Ellemers, & Scheepers, in prep.

Intentions to change



■ Obligation ■ Ideal

Does, Derks, & Ellemers, JESP, in press

People want to be considered moral

Especially by ingroup

Confronting their morals,
Focus on past behavior,
Moral obligations

all raise:

- * threat
- * prevention goals
- * behavioral inhibition

Conclusions

- Moral accountability (especially to ingroup) motivates avoidance of immoral behavior
- Future perspectives and focus on ideals challenge people to display moral behavior