

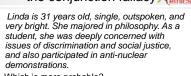
categories



- individual versus group
- group: Bandwagon Effect, Group Polarization or Risky Effect
- capacities, e.g. decision-making, social, behavioural, memory, motivation.

Slide 5

the conjunction fallacy



Which is more probable?

- a) Linda is a bank teller.
- b)Linda is a bank teller and is active in the feminist movement.

Slide 6

framing effect



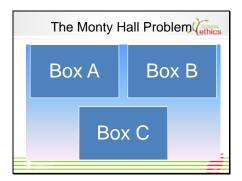
Imagine that you face the following pair of concurrent decisions. First examine both decisions, then indicate the options you prefer.

Slide 7 framing effect Decision (i) Choose between: A. a sure gain of \$240 B. 25% chance to gain \$1000 and 75% chance to gain nothing Decision (ii) Choose between: C. a sure loss of \$750 D. 75% chance to lose \$1000 and 25% chance to lose nothing Slide 8 framing effect Decision (i) Choose between: A. a sure gain of \$240 B. 25% chance to gain \$1000 and 75% chance to gain nothing (84% & 16%) Decision (ii) Choose between: C. a sure loss of \$750 D. 75% chance to lose \$1000 and 25% chance to lose nothing (13% & 87%) Slide 9 anchoring Question 1. Was Gandhi older or younger than 9 when he died? How old was Gandhi when he died?

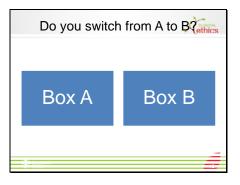
Slide 10 anchoring Question 2. Was Gandhi older or younger than 140 when he died? How old was Gandhi when he died? Slide 11 anchoring Average answers: Question 1. 50 yrs. Question 2. 67 yrs.

Slide 12 The Monty Hall Problem Monty asks you to choose between three boxes. One box contains a valuable prize, the other two boxes do not.

Slide 13

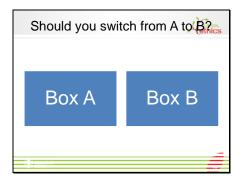


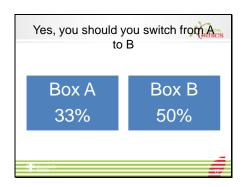
The Monty Hall Problem After you choose Box A, Monty reveals Box C as empty, and then asks you if you would like to switch your choice. Of the remaining two Box A and Box B, do you switch your choice?



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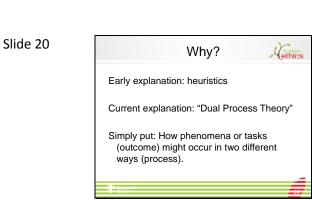
Slide 16

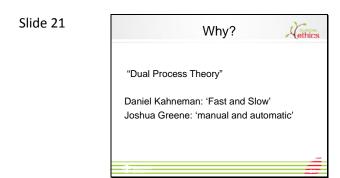






Slide 19 Why? Early explanation: heuristics





Slide 22	Why not moral biases?	-	
Slide 23	Why not moral biases? There ARE many already identified biases that have moral consequences both direct and indirect. (empathy gap, bandwagon effect, ostrich effect, etc.)	-	
Slide 24	Why not moral biases? Lethics • There ARE many already identified biases that have moral consequences both direct and indirect. (empathy gap, bandwagon effect, ostrich effect, etc.) • however, a bias requires both: – a empirical (observable), predictable, and systematic error in judgement or action – an established and accepted norm or rational optimal outcome by which a judgement is considered biased.	- - -	
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why not moral biases?

It would seem that philosophically and psychologically, moral failings have traditionally been accounted as either pathological (psycopathy) or stemming from individual character flaws (akrasia,etc.)

Slide 26

why not moral biases? (ethics

To make a claim for a moral bias, we would expect similar requirements:

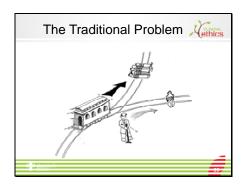
- observable
- predictable
- deficient comparable to an accepted and realizable standard
- empirically and psychologically accountable (dual process?)



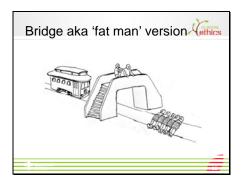
The Trolley Problem

Joshua D. Greene, "The secret joke of Kant's soul", in Moral Psychology, 2008, Vol. 3: The Neuroscience of Morality, W. Sinnott-Armstrong, Ed., (Cambridge, MA: MIT Press)

Slide 29



Slide 30





Slide 34 let's make a list Modern Examples: Singer's utilitarian example Slide 35 The bias of physical distance Slide 36 let's make a list Modern Examples: • Singer's utilitarian example • Failure of folk psychology

Slide 37 attribution of intentionality bias Lethics Knobe, J. (2003). "Intentional Action and Side Effects in Ordinary Language." Analysis, 63, 190-193. Slide 38 experiment 1 The vice-president of a company went to the chairman of the board and said, 'We are thinking of starting a new program. It will help us increase profits, but it will also harm the environment.' The chairman of the board answered, 'I don't care at all about harming the environment. I just want to make as much profit as I can. Let's start the new program.' They started the new program. Sure enough, the environment was Slide 39 questions • on a scale of 0 to 6, how much blame does the chairman deserve? • did the chairman intentionally harm the environment?

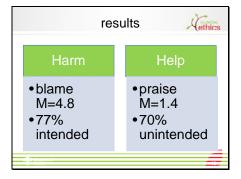
The vice-president of a company went to the chairman of the board and said, 'We are thinking of starting a new program. It will help us increase profits, but it will also help the environment.'

The chairman of the board answered, 'I don't care at all about harming the environment. I just want to make as much profit as I can. Let's start the new program.'

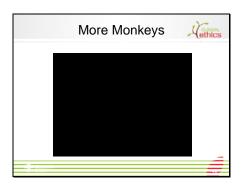
They started the new program. Sure enough, the environment was helped.

Slide 41

questions • on a scale of 0 to 6, how much praise does the chairman deserve? • did the chairman intentionally help the environment?



Slide 43







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