
COGNITIVE AND EXPERIMENTAL PSYCHOLOGY

UNIVERSALITY AND CULTURAL DIVERSITY IN MORAL SYSTEMS AMONG WEIRD AND NON-WEIRD SOCIETIES: A CASE STUDY OF FRANCE AND MOROCCO

Lina Bentahila, Roger Fontaine, & Valérie Pennequin

Laboratory PAVeA, EA 2114, Department of Psychology, University of Tours (France)

Abstract

Background: Morality plays a fundamental role in the functioning of any human society by regulating social interactions and behaviors. Moral Foundations Theory (MFT) (Haidt & Joseph, 2004) led to a major change by proposing pluralist “moralities” with a common ground in all cultures composed of five main moral principles (Care, Fairness, Loyalty, Authority, Purity). These principles thought to be universal and rooted in the evolutionary past establish the moral system. Nevertheless, the prioritization of moral values stemming from these principles is different across cultures. We thus tested the moral endorsement of these principles in a cross-cultural dataset among a WEIRD society (France), and a non-WEIRD society (Morocco). Method: 150 French (mean age; 28.81±12.70 years) and 152 Moroccans (mean age; 29.94±13.90 years) were recruited online. They first completed the 14 ethnic identity questions of the Quebec version of the Ethnic Identity Measure (MIE). They also completed the Moral Foundations Questionnaire (MFQ). Results: The effect of culture on subjects' level of endorsement to moral principles is significant. Moroccans score higher on the moral principles of Loyalty, Authority, and Purity, while French score higher on the moral principles of Care and Fairness. The importance accorded to these principles influences the structure of the moral system of both societies. Discussion: The principles of Care and Fairness correspond to the individualizing foundation because these are all linked to individual rights and that the individual is at the center of moral values. France's moral system draws on more liberal social rules, founded upon individual rights, justice, and the principle of avoiding harm. The principles of Loyalty, Authority, and Purity correspond to the binding foundation. It restricts the liberty of individuals in favor of promoting the interests of the group. Morocco's moral system supports the regulation of individuals' egoism by encouraging them to adopt behaviors that facilitate cooperation.

Keywords: *Universal moral, moral foundations, moral principles, cross-cultural research, WEIRD and non-WEIRD societies.*

INVESTIGATING THE RELATIONSHIP BETWEEN ATTENTIONAL FILTERING AND MEMORY PERFORMANCE IN VIRTUAL REALITY ENVIRONMENT

Marlen Schmicker¹, Sophia Mattke¹, & Inga Menze^{1,2}

¹*German Center for Neurodegenerative Diseases, Magdeburg (Germany)*

²*Institute for Cognitive Neurology and Dementia Research, Otto von Guericke University, Magdeburg (Germany)*

Abstract

Experimental research on cognition needs more realistic paradigms to achieve ecological validity as well as to transfer and eventually generalize the results to clinical practice. Selective attention was found to be highly related to memory and training of attentional filtering enhanced memory performance. Moreover, a real memory room might provide a more interesting environment for cognitive training, even though it is very demanding for the examiner to arrange the set-up. Therefore, we developed a change detection task using a virtual reality (VR) environment and compared it with one in a real environment (RE) room. Data of healthy younger and older adults were analyzed regarding their memory and distractor inhibition performance. The results indicate that both test set-ups reveal age effects but only RE in younger adults produces a distractor effect. For younger adults, VR was found to be more challenging as compared to the real room whereas OA performed similar in VR and RE. Technical development like VR becomes more and more attractive to create interesting experimental test settings but their additional value needs to be further investigated.

Keywords: *Distractor inhibition, memory, virtual reality, aging, selective attention.*
