

# Values-based Communicating

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*How sophisticated is  
the progressive palate?*

# GreenFaith's Mission

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GreenFaith helps diverse religious communities put their beliefs into action for the Earth.

[www.greenfaith.org](http://www.greenfaith.org)



# Getting Started

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- ❑ Your context/our context
- ❑ Opposition as richer and/or “diseased”?
- ❑ Need for deeper understanding, deeper connection

# Jonathan Haidt

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- ❑ Moral Foundations Theory
- ❑ Moral emotion vs. moral reason
- ❑ Evolution-based
- ❑ Data-driven
- ❑ [www.yourmorals.org](http://www.yourmorals.org)

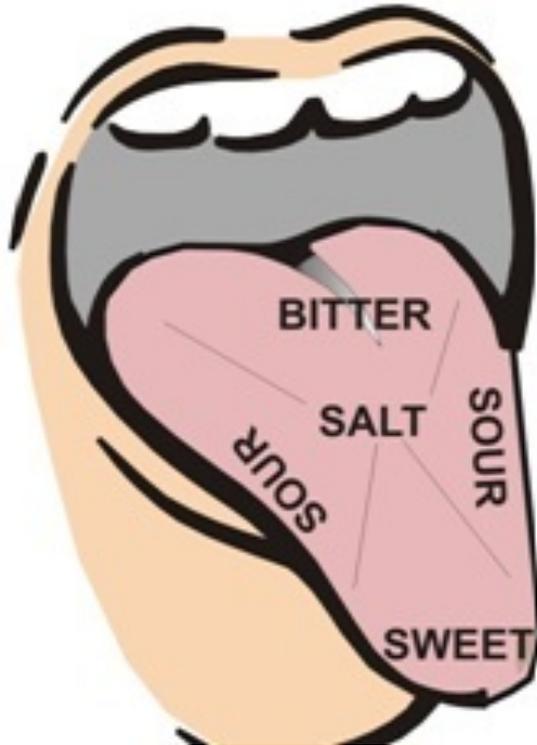
The Righteous  
Mind

Why Good People  
are Divided  
by Politics and  
Religion

Jonathan Haidt

# Moral Taste Receptors

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**Care / Harm**

**Liberty / Oppression**

**Fairness / Cheating**

**Loyalty / Betrayal**

**Authority / Subversion**

**Sanctity / Degradation**

# Care-Harm

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- ❑ Adaptive Challenge: Protect and care for children
- ❑ Original Triggers: Suffering, distress, neediness
- ❑ Current triggers: Baby seals, babies, Spongebob
- ❑ Characteristic Emotion: Compassion
- ❑ Virtues: Kindness, caring

# Fairness-Cheating

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- ❑ Adaptive Challenge: Reap benefits of social partnerships
  - ❑ Original Triggers: Cheating, cooperation, deception
  - ❑ Current Triggers: Marital fidelity, the “1%,” “welfare cheats”
  - ❑ Characteristic Emotions: Anger, gratitude, guilt
  - ❑ Relevant Virtues: Fairness, trustworthiness, equity (of opportunity or outcomes?)
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# Liberty-Oppression

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- ❑ Adaptive Challenge: Regulate exercise of power/control; dealing with bullies
- ❑ Original Triggers: Abuse of power, attempted domination
- ❑ Current Triggers: perceived violation of liberty (Tea Party)
- ❑ Characteristic Emotions: Outrage, gossip
- ❑ Relevant Virtues: Justice, equity

# Loyalty-Betrayal

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- ❑ Adaptive Challenge: Form cohesive coalitions
- ❑ Original Triggers: Threat/challenge to the group
- ❑ Current Trigger: Nations, sports teams
- ❑ Characteristic Emotion: Group pride, rage at traitors
- ❑ Relevant Virtues: Self-sacrifice, loyalty, patriotism

# Authority-Subversion

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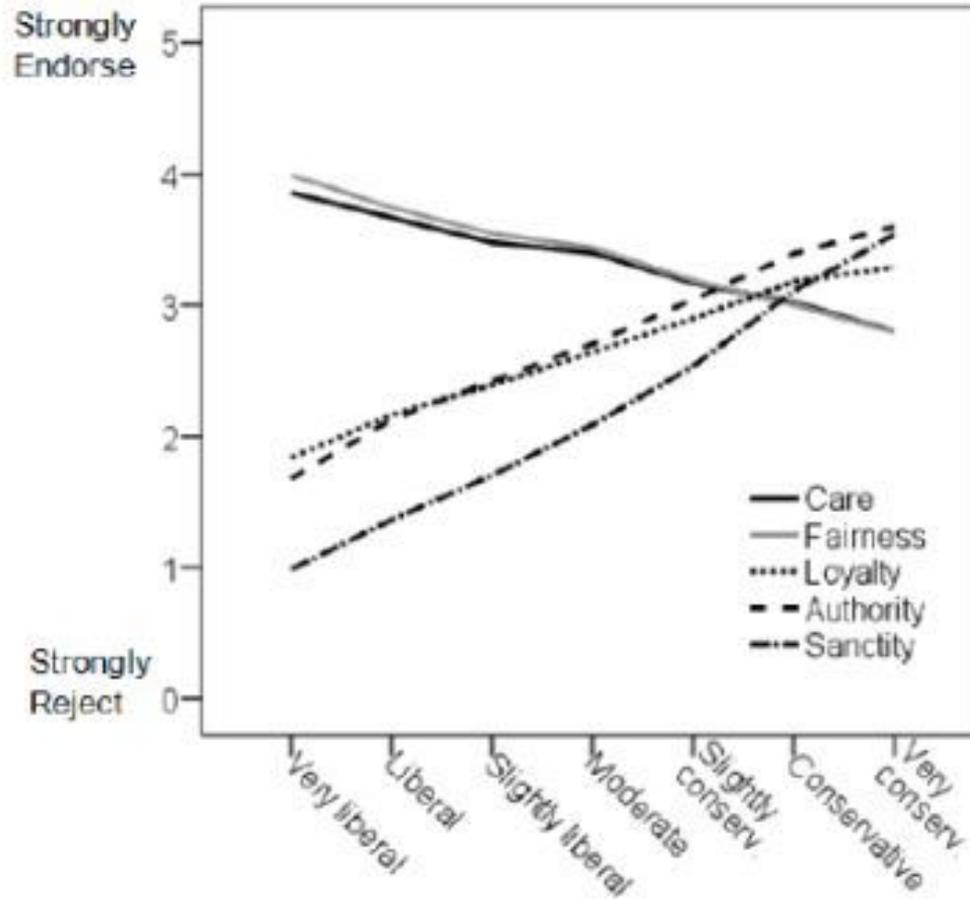
- ❑ Adaptive Challenge: Beneficial relationships within hierarchies
- ❑ Original Triggers: Dominance, submission
- ❑ Current Triggers: Bosses, authorities
- ❑ Characteristic Emotions: Respect, fear
- ❑ Relevant Virtues: Obedience, deference

# Sanctity-Degradation

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- ❑ Adaptive Challenge: Avoid contaminants
- ❑ Original Triggers: Waste, disease
- ❑ Current Triggers: (on the right) Socialist ideas, (on the left) GMO foods
- ❑ Characteristic Emotions: Disgust
- ❑ Relevant Virtues: Cleanliness, decency

# Who's More Moral?



# Advocating for Wind Energy

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- ❑ 12/31/12 scheduled expiration of tax credit for wind power
- ❑ Fiscal Cliff
- ❑ How to advocate?



# E-mail #1 – American Ingenuity

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“It's never a bad bet to invest in America. We built the trans-continental railroad and the inter-state highway system, sent a man to the moon and opened up access to every region of the world from our living rooms with a single click of a button.

We don't retreat from history - we make it by doubling down on American innovation and ingenuity.”



# E-mail #2 – Security

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“America has an energy crisis. To meet our needs we have become increasingly dependent on foreign oil, entangling us politically and militarily in dangerous and unstable regions of the world. Fortunately, there is a solution.

“We have abundant resources right here at home and the ingenuity to make ourselves energy independent. “

Rear Adm. Stuart Platt (Ret.)

# E-mail #3 – Protect the vulnerable

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“God has given us an abundance of natural resources and called us to be good stewards of them. We're also to care for and protect the vulnerable among us, including our children. Wind energy is clean and does not give off toxic emissions such as mercury, which causes brain damage in the unborn and young children.”

# Lessons and Questions

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- ❑ How many moral taste receptors can I use genuinely?
- ❑ What “receptors” do I use regularly? Too regularly? Not regularly enough?

# Contact Information

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