Results

The present study is aimed to examine the moral judgment vignettes in Taiwanese young adults by adopting the study done by Knutson et al. (2010).

• Participants: 52 mentally and physically healthy Taiwanese college students

• Procedure:
  1. Read a vignette.
  2. Rate the seven-points rating scales for each of the following elements:
     1) Emotional Intensity
     2) Emotional Aversion
     3) Harm To The Others
     4) Self-benefit
     5) Other-benefit
     6) Pre-mediation
     7) Legality
     8) Social Norms Violation
     9) Socialness

• The original vignettes test is translated into Chinese for Taiwanese participants.

Methods

The neurological findings mentioned above suggest that Eastern and Western cultures are mainly different in the sensitivity to different features of behavior (Sasaki and Kim, 2017). Differences in the sensitivity of traits could result in differences in the behavioral judgements.

Hypotheses

Certain social norm components of behavioral judgements are different for people in collectivist cultures versus individualist cultures and they would reflect the cultural values and self-concepts.

References


The Cultural Difference in Emotional Aversion

The components of the Taiwanese data are almost identical to that of the American data. The Cultural Difference in Emotional Aversion

The result illustrates that Taiwanese people tend to dislike those who violate the rules of the group, whereas American people tend to dislike those who evoke their negative emotions.

Discussion

The results are consistent with the notions that collectivists put more attention on the group and valuing social norms, whereas Individualists put more attention on themselves (Triandis et al., 1990).

The overall results of factor analysis

The component of behavioral observation in cross-sectional studies would be helpful for understanding the globalization of cultural values in the future.

Table 1. Results of the factor analyses of American and Taiwanese cultures (eliminating loadings < 0.50)

<table>
<thead>
<tr>
<th>Elements</th>
<th>American culture</th>
<th>Taiwanese culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morally Appropriate</td>
<td>0.777</td>
<td>0.752</td>
</tr>
<tr>
<td>Social Norm Violation</td>
<td>0.860</td>
<td>0.853</td>
</tr>
<tr>
<td>Other Benefit</td>
<td>-0.354</td>
<td>-0.874</td>
</tr>
<tr>
<td>Harm</td>
<td>0.810</td>
<td>0.803</td>
</tr>
<tr>
<td>Negativity</td>
<td>0.725</td>
<td>0.790</td>
</tr>
<tr>
<td>Emotional Aversion</td>
<td>0.635</td>
<td>0.724</td>
</tr>
<tr>
<td>Emotional Intensity</td>
<td>0.688</td>
<td>0.604</td>
</tr>
<tr>
<td>Socialness</td>
<td>0.611</td>
<td>0.810</td>
</tr>
<tr>
<td>Self-Benefit</td>
<td>0.862</td>
<td>0.882</td>
</tr>
<tr>
<td>Promotivated</td>
<td>0.864</td>
<td>0.883</td>
</tr>
</tbody>
</table>

The results are more relevant to the social affect component for the American data and the original study, while it is more relevant to the norm violation components for the Taiwanese results.

The Overall Results of Factor analysis