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## How money can change moral rulings made in haste

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People make moral judgments quicker than practical ones, researchers have found.

; However, a university study found that judgments based on morality can be readily shifted.

; The study co-author, Jay Van Bavel, an assistant professor in New York University's department of psychology, said: "Little work has been done on how attaching morality to a particular judgment or decision may affect that outcome.

; "Our findings show that we make and see decisions quite differently if they are made with a morality frame.

; "Despite these differences, there is evidence that we can shift judgments so they are based on practical, rather than moral, considerations - and vice versa."

; A co-author, Dominic Packer, an assistant professor at Lehigh University, said: "People may act in ways that violate their moral values when they make decisions in terms of pragmatic concerns - dollars and cents - rather than in a moral frame."

; The results showed decisions based on morality were more extreme than those made on a practical basis. The study, which gauged decisions ranging from voting to saving for retirement, was published in the journal PLOS ONE.

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