**Key Terms**

*Ethical Choices*, Third Edition

Richard Burnor and Yvonne Raley

Chapter 5: Psychology and Morality

**altruism** A concern for the well-being of others as a value in itself, independent of any self-interest.

**choice architecture** Attempts to guide what people choose by designing how their choices are presented to them, often by simplifying options.

**coherent picture** System 1 works hard to give System 2 a coherent picture of a situation, place, person, etc., but doesn’t evaluate that picture. Once a coherent picture is established, it becomes hard to dislodge.

**fallacy** Incorrect reasoning habit.

**framing** A susceptibility of System 1 in which our interpretation of something depends on how it’s stated.

**halo effect** A susceptibility of System 1 that especially influences what people think and believe about others. Our first or stronger impressions of someone causes us to have similar impressions about other things regarding that person.

**laziness** The tendency of System 2 to take the easy route, to expend less rather than more energy, to not concentrate with care or think something through. Laziness is especially likely when one is mentally fatigued.

**mental fatigue** A condition in which the brain is tired—lacking adequate glucose—and makes System 2 more likely to make mistakes, selfish choices, etc.

**moral character** The personal nature of a person; of special importance to virtue theory

**moral psychology** An empirical field that investigates psychological aspects of moral motivation and behavior.

**nudge** The use of choice architecture, priming, framing, or any other psychological influence to prod someone into thinking or acting a certain way. Also the title of a book by R. Thaler and C. R. Sunstein.

**priming** The tendency of System 1 to link associations between words and concepts, motor activities, and emotions; for example, seeing a certain word may create a certain emotion or a certain kind of behavior.

**psychological situationism** Maintains that various non-moral aspects of a person’s situation can strongly influence how a person thinks and behaves.

**psychological susceptibilities** People are psychologically prone to making many kinds of mistakes and poor judgments as we are influenced by situational factors and by the various vulnerabilities of both System 1and System 2.

**System 1** A “useful fiction”—also called fast thinking—for talking about the part of our minds that works instantaneously, automatically, and unconsciously.

**System 2** A “useful fiction”—also called slow thinking—for talking about the part of our minds that comprehends, solves problems, and deliberates.