On the Association between Sociodemographics & Moralization in Everyday Life during pandemic

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Introduction

• The COVID-19 pandemic has changed our everyday life to a great extent, but also created a unique environment to study how people make moral decisions in this context\(^{[1]}\). Research shows that moralization is affected by many exogenous factors\(^{[2,3]}\).

In our study, we
1. Measure the moralization score
2. Inspect the impact of sociodemographics on moralization.

Method

Moralization of Everyday Life Scale (MELS) was designed to measure variations in people’s assignment of moral weight to everyday behaviors. The scale was further adapted in the beginning of the COVID-19 to measure pandemic related everyday behaviours.

"How morally wrong is this behaviour in your opinion?"

Results

1. Measuring moralization scores with the adapted MELS questionnaire

Table 2: Factor loadings estimated with IRT Analysis

<table>
<thead>
<tr>
<th>Questionnaire</th>
<th>URT</th>
<th>FDG</th>
<th>SB</th>
<th>HH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anna throws a house party and invites many friends over without asking them to do a COVID-19 Screening test.</td>
<td>0.736</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Daniela sees a friend while out on a walk and greets them by kissing her on the cheek / shaking their hand.</td>
<td>0.613</td>
<td></td>
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</tr>
<tr>
<td>Yami is not offering to collect an elderly person’s medical prescription.</td>
<td>0.894</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mathias is not offering to pick up groceries for a neighbour who is self-isolating after showing symptoms.</td>
<td>0.896</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>During the lockdown, Iman is buying toilet rolls and other household items in bulk.</td>
<td>0.936</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>During the lockdown, Niklas is buying perishable groceries that he does not need/cannot use before they expire.</td>
<td>0.654</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dimitris is not washing his hands when he comes home.</td>
<td>0.754</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Michelle is coughing without covering her mouth in a public space.</td>
<td>0.659</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Moralization Dimensions

URT : unnecessary-risk taking
FDG : failing to do good
SB : selfish behaviour
HH : health and hygiene

2. Association between sociodemographics and moralization scores

Q1. Is there a gender difference in moralization?

Q2. Is income change during the pandemic associated with moralization?

Q3. Does country of living and nationality matter when it comes to pandemic related behaviours?

Q4. Is wellbeing during infection associated with moralization?

Conclusion

• We found four distinct Everyday MELS dimensions they are - Unnecessary Risk Taking, Failing to Do Good, Selfish Behaviour, Health and Hygiene.
• We investigate whether sociodemographics are associated with moralization. With this preliminary analysis we may concluded that there is no significant association.

Outlook

• We will explore the association of moralization with current practicing behaviours.
• We also plan to analyse the impact of personality differences, emotional regulation, risk perception and pandemic fatigue on moralization dimensions.

REFERENCES