

Project Summary

Does Good Drink Create Bad People?

The Impact of Alcohol on Moral Values, Emotions, and Behaviors

How Alcohol Affects Morality?

This project aims to explore how consuming a single alcoholic drink might impact human morality. Alcohol is a significant part of social life globally, often enjoyed during celebrations like birthdays and weddings. However, it also has a darker side. Alcohol consumption is associated with health risks, changes in behavior, and cognitive impairments, which may influence how people judge right and wrong.

Why Study Alcohol and Morality?

Alcohol consumption is widespread, with millions of people drinking regularly. Global consumption per person averaged 5.43 liters of pure alcohol. Despite its social acceptance, alcohol plays a role in dangerous behaviors. In fact, alcohol is linked to 2.6 million deaths per year, with many resulting from violence or accidents. Studies show that intoxicated individuals are more likely to engage in violent behavior and commit crimes, especially violent offenses. But why does alcohol cause aggression in some people and not others?

What Will the Research Explore?

During this project, we will conduct three five different studies. Each will look at a different aspect of morality:

1. Values: Does alcohol change which moral values people prioritize? For example, does it make people care less about fairness or honesty? This will be tested through surveys and physiological reactions.
2. Emotions: How does alcohol affect moral emotions like guilt or shame? This will be tested through surveys and physiological reactions.
3. Behavior: Will people behave less fairly or more aggressively in social situations after drinking alcohol? This will be tested through interactive games and physiological reactions.

What Will We Learn?

By exploring these different dimensions of morality, the project aims to understand how and why alcohol changes people. This research is essential for understanding, e.g., why some people become violent after drinking while others do not. The findings could help inform public health policies and interventions for reducing alcohol-related harm.

This project will provide valuable insights into the complex relationship between alcohol and morality.