The Social Psychology program at the School of Psychology invites you to a Special Seminar with

Dr. Shahar Ayal
School of Psychology, the IDC Herzliya

On:

"Living with Ethical Dissonance: Turning Wrongs into Rights"

Wednesday, December 3rd 2014, at 09:00
Room PE103, Psychology-Economics building

The term Ethical Dissonance refers to the tension between people’s need to maintain a moral self-image and their desire to benefit from unethical behavior. In this talk, I identify two types of ethical dissonance. Anticipated dissonance threatens the moral self before unethical behavior, whereas experienced dissonance torments the moral self after the transgression. I then present experimental studies which demonstrate the main moral-regulation strategies that allow people to live with these dissonances. For instance, people transform wrongdoing into pro-social behavior by focusing on altruistic aspects of the misconduct and the ways it benefits others. Based on the insights from this line of research, I suggest principles that can help practitioners design interventions and public policies to curb dishonesty and encourage moral behavior.

You are invited!