	Care	Fairness	Loyalty	Authority	Liberty	Sanctity
Why? (Evolu. Adv.)	• protect offspring from predators	• Solving commitment problems • mutually beneficial cooperation	• **recognize members of the own group** • collectively **defend one´s group against outsiders** • for survival, territory, and power over other groups	• made groups with a respected and legitimate authority function better	• protecting own reproduction against overly controlling people	• "behavioral immune system" • detect signs of disease and foulness
How? (Description)	• Protection of vulnerable & weak • linked to attachment system • approve of people that prevent or alleviate harm • disapprove of people who cause pain and suffering	• Detect cooperation or cheating in interactions • mutual respect for justice, and individual rights • **reciprocal altruism (tit for tat)**	• bind individuals into stable social groups • group favoritism toward ingroups • **diversity is not a desirable goal** • focus on rituals that strengthen group **solidarity**	• socially beneficial leadership • not about power and oppression • voluntary subordination • authority is perceived as legitimate because they **fulfill the duties of their (social) position** • functions of leader: protection, resolving conflicts • keeps the group structured which may allow more efficiency since every member is aware of their role • conforming to social traditions	• social detachment • preference for individualism and selfdirection • **autonomy is a moralized end in itself** • two patterns: Political transition/ reverse dominance and autonomy, i.e. a general rejection of dominance • related to personal rights and **negative liberty**	• biological contaminants • social contaminats • spiritual/ religious • avoid the polluted • protect the sacred, • **avoid proximity** to potential threats of diseases (e.g. feces, certain animals, people that are different, belong to stigmatised groups or occupations, people **deviant from the perceived norm)** • protect (keep **pure**) the sacred and divine • **signals a groups cultural boundaries**
Who? Towards whom	• (own) **children** • people (even strangers) threatened by violance • (innocent) **victims**	• **unrelated individuals** • **same hierarchical level** • **social justice**, e.g. exloitation by the powerful of the people at the bottom (equity? "somebody should help")	• approve of team players • **heroes that sacrifice** for their group, contribute to the groups well-being • reject and exclude traitors • motivates attachment and obligation to the groups we identify with	• E.g. religious leaders, police officers, established scientists • those who disrespect or do not live up to their duties, are disapproved, punished and even ostracized from the group	• Political reversion seeks equality → catered to victims and powerless (let me live) • against any control over one personally or their group	• e.g. freeing "nature of industrial capitalism and pollution", protecting a "group´s sacred practises" or rejecting immigration from ones country
What? Emotions	• compassion, sympathy • (emotional) empathy • Guilt • anger towards perpetrators	• pleasure, liking, friendship, gratitude • guilt, anger, contempt, disgust	• social emotions that help individuals to recognize, **trust**, and cooperate with members of their own group • being distrustful and cautious with regard to members of other groups	• feelings of respect and admiration	• Strong emotional reaction to limits to personal freedom and autonomy	• disgust
Where? Cultures	• E.g. Buddhist cultures	• in all human cultures • less in traditional cultures)	• e.g. family, country, church, sports club, sports fandom, company branding or patriotism	• modern institutions that require leadership or represent an authority, e.g. corporations, law courts, or police departments	• people who reject government involvement and prefer to be left alone to live their personal and economic life as they please	• e.g. people with a preference for eating healthy, or to controlling ones animalistic impluses and carnal passions such as lust, selfishness or material greed