

POSTER

DO ATTRACTIVE PEOPLE LIVE IN SOCIAL GOLDEN CAGES OF WHITE LIES? CLAIMS AND DECLARATIONS WE MAKE TO THEIR FACES

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ABSTRACT

In this study I examined how the presence of an attractive female influences moral decision-making. Drawing on theories of self-presentation, the research explored whether individuals adjust their moral responses when they are being questioned by another person, particularly in contexts that may suggest mating relevance. The study involved 285 participants (49% female) who responded to a series of moral dilemmas based on the CNI model, which distinguishes sensitivity to social norms, sensitivity to consequences, and a general preference for action versus inaction. Participants were randomly assigned to one of three conditions: completing the task alone, responding aloud in an empty room to a recording device, or in the presence of a highly attractive female experimenter who read the dilemmas aloud and recorded their responses. Results showed that participants accompanied by the attractive female demonstrated a reduced tendency to adhere to moral norms, suggesting a shift away from deontological reasoning. This gives a new perspective on the social environment physically attractive people live in, and the biased information on others they are presented with.