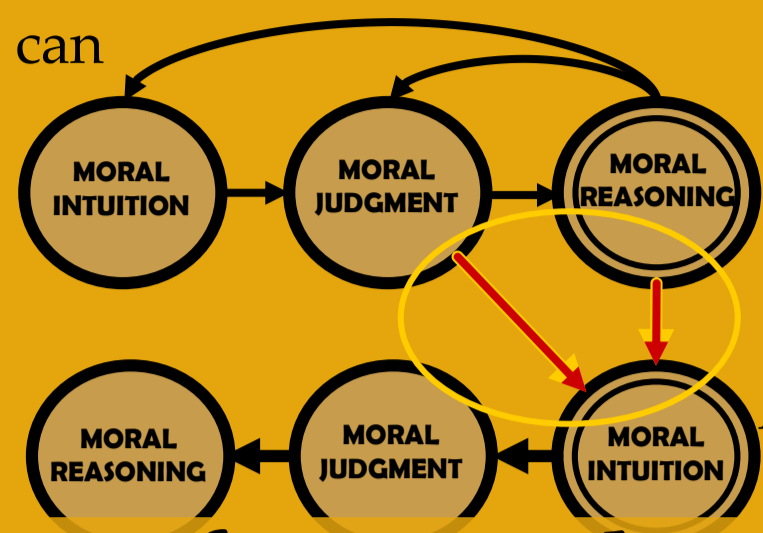


How do morals change?

Moral psychology postulates several ways in which moral change can take place – for example, Haidt's (2001) *social-intuitionist model*:

But it is rather skeptical about the power of more **formal moral education** to bring about a moral change. It rather emphasizes the importance of **informal moral education** through *art*. In this poster I want to shed some initial light on the question of

INTRODUCTION



As a case study, I will focus on one particular form of storytelling:

RAP MUSIC

I will assess it according to **three criteria**: **extent** **reach** **content**

Why storytelling?

- i) over 4 hours/day by an average American (Bloom, 2010, p. 155),
- ii) it evokes strong, life-like emotional responses – see *paradox of fiction*
- iii) universal, stable developmental trajectory (Boyd, 2009)

? ADAPTATION BY NATURAL SELECTION ?

function of which is to serve as a **storage of information about physical and social environment** (Sugiyama, 2005), e.g. *moral norms*

What is the role of narrative fiction in dissemination of morality?

RAPPERS AS "INFORMATION DISPATCHERS"

I) EXTENT What is the extent of a typical product of a given medium?

Compared to *singing*, the form of presentation in rap (i.e., *rapping*) causes the songs to be significantly longer (usually 500+ words).

assumption: **MORE TEXT** → **GREATER POSSIBILITY OF & MORE COMPLEX MORAL MESSAGE**

WARNING: Rather anecdotal evidence. Still thinking about the right way of comparison.

III) CONTENT How much "morality" is present in a given product?

SOME HISTORY

Starting with *Grandmaster Flash & the Furious Five's* song *The Message* (1982), moral issues become common theme in the rap lyrics continuing the tradition of social commentary one can find in such authors as *Bob Marley, James Brown, Nina Simone, Marvin Gaye* etc. (Sullivan, 2011).

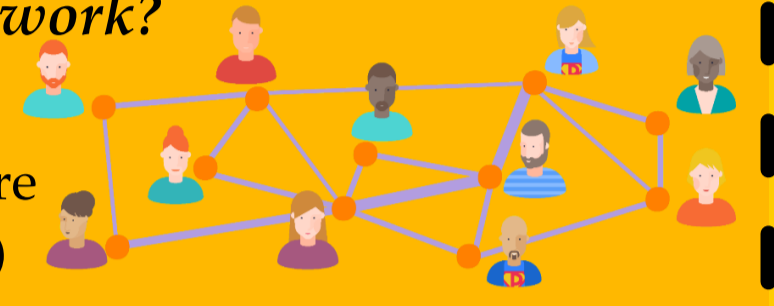
THEMES

Rap is usually used both to deal with moral issues of **global** (human rights, violence, racism etc.) and **local importance** (police brutality, legacy of slavery, mass incarceration etc. in the USA; rise of far-right, Roma people etc. in Czech Republic and Slovakia).

II) REACH How big is the social network?

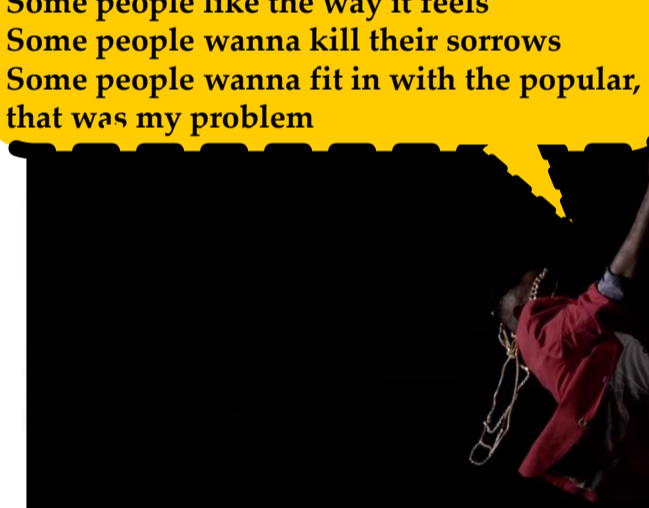
POPULAR ENTERTAINERS:

- extremely popular (vastly more so than the more traditional disseminators of moral information)
 - ↳ transmission boosted by *prestige bias* (Henrich & Gil-White, 2001)
- also, their content is consumed repeatedly over time (vs. typical one-time reading of a book/paper) and sometimes in emotionally saturated and quasi-communal setting (i.e., at a concert)




Now I done grew up 'round some people livin' their life in bottles
Granddaddy had the golden flask
Backstroke every day in Chicago
Some people like the way it feels
Some people wanna kill their sorrows
Some people wanna fit in with the popular,
that was my problem

SWIMMING POOLS (DRANK)



KENDRICK LAMAR

1) S = Gold, A = Platinum; 2) S = #17 (29 weeks), A = #2 (259 weeks); 3) 91 457 643

LAND OF THE FREE



JOEY BADA\$\$

1) -; 2) A = #5 (8 weeks); 3) 7 251 426

Sorry America, but I will not be your soldier
Obama just wasn't enough, I just need some more closure
And Donald Trump is not equipped to take this country over
Let's face facts 'cause we know what's the real motives
In the land of the free, it's full of free loaders
Leave us dead in the street to be their organ donors
They disorganized my people, made us all loners
Still got the last names of our slave owners



J. COLE

1) A = Platinum; 2) S = #29 (1 week), A = #1 (47 weeks); 3) -

Artist	Track	Album	Lyrics	Reach	Moral Tags/Moral Foundations	Evaluation	Content
J. Cole	4 Your Eyes Only	4 Your Eyes Only	[Intro: J. Cole] Yeah (For your eyes) For your eyes only (For your eyes) For your eyes only, for your eyes only (For your eyes, for your eyes) For your eyes only	1) A = Platinum 2) S = #29 (1 week), A = #1 (44 weeks) 3) -	i) Race/Racism (C/H, F/C) ii) Violence (C/H, F/C) iii) Thug Life (H/C) iv) Police (H/C, F/C) v) Social Injustice (F/C, H/C) vi) Drugs (H/C) vii) Poverty (H/C, F/C) viii) Family (L/B, H/C, A/S, F/C) ix) Loyalty (L/B, F/C, C/H) x) Mass Incarceration (H/C, F/C) xi) Theft (F/C, H/C) xii) Female Sexual Behavior (C/H, F/C) xiii) Government (C/H, F/C) xiv) Moral Exemplars (C/H, F/C, L/B, A/S, P/D) xv) Cheating (F/C, C/H) xvi) Persuasiveness of Rap (MC) xvii) Revenge (F/C, C/H) xviii) Love (C/H, F/C, L/B, P/D) xix) Male Sexual Behavior (C/H, F/C, L/B, A/S, P/D)	i) R ii) R iii) R iv) R (of police brutality) v) R vi) R vii) R viii) S ix) E x) R xi) R xii) R (of bad mate selection choices) xiii) R xiv) E xv) R (of cops misusing their powers) xvi) R (of bad influences that it can bring about) xvii) R xviii) R (of insincere love) xix) S	This is hell and I don't mean that hyperbolic I try to find employment even if it's wiping toilets But these felonies be making life the hardest Resisting the temptation to run up and swipe a wallet (v, x, xi) Innocence disappeared by the age of eight years My Pops shot up, drug-related, mama addicted So Granny raised me in projects where thugs was hanging (vi, iii, viii, v) Took me two felonies to see the trap This crooked-ass system set for me And now I fear it's too late for me to ever be The one that set examples that was never set for me (x, xiii, v, xiv, viii) It's several ways I could've went out, too many to count Was it the trigger happy crackers that the badges give clout? (ii, iv, xv, i, v) I pray you find a nigga with goals and point of views Much broader than the corner, if not it's gon' corner you Into a box, where your son don't even know his pops And the cyclical nature of doing time continues (xii, iii, viii, x, v) I dedicate these words to you and all the other children Affected by the mass incarceration in this nation That sent your pops to prison when he needed education (viii, x, xiii, v) Sometimes I think that segregation would've done us better

DATABASE OF "MORAL RAP"

To have a better idea about the broad of moral concerns that can be found in rap songs, I have started to build a kind of database:

172 songs
ANALYZED UP TO DATE

73 moral "tags"
USED TO ANALYZE:

AIDS/STD, Animal Welfare, Barack Obama, Betrayal, Chastity, Charity/Prosociality, Cheating, Communism, Compassion, Conscience, Consumerism, Deception/Lies, Determinism, Donald Trump, Drugs, Empathy/Perspective Taking, Environment, Family, Far-Right, Female Sexual Behavior, Five-Percent Nation/Nation of Islam, Forgiveness, Freedom of Expression, Friendship, Government, Group Identity, Homophobia, Honor, Human Nature, Human Rights, Immigration, Inequalities, Intuitive Dualism, Jews, Liberty/Autonomy, Love, Loyalty, Male Sexual Behavior, Marijuana, Mass-Incarceration, Media, Moral Exemplars, Moral Hypocrisy, Moral Principles, Multiculturalism, Misogyny, Nationalism, Oppression, Persuasiveness of Rap, Police, Politics, Poverty, Prejudice, Race/Racism, Rastafari, Rebellion/Fighting the Oppression, Reciprocity, Religion, Respect for Authority, Revenge, Roma People, Same-sex Relations, Slavery, Social Injustice, Social Media, Suffering, Suicide, Theft, Thug Life, Tolerance, Unity, Violence, War.

1) RIAA certification
(S = single / A = album - Gold = 500 000, Platinum = 1 000 000, Multi-Platinum = 2 000 000, Diamond = 10 000 000)

2) Billboard charts
Billboard Hot 100 – peak position of a single (weeks on chart)
Billboard 200 – peak position of an album (weeks on chart)

3) Youtube views
(only if official source – VEVO – is available)

Link to the database:



E/R/A/S (generally meaning whether the subject matter is spoken about in **positive - E, negative - R** or **ambivalent - A** way or is just stated without accompanying judgment of some sort; sometimes specification is present in the parenthesis)

