

FIGURE 7.3. A current trigger for the Care/harm foundation.

try, or a baby seal. But Darwin doesn't have to explain why you shed any *particular* tear. He just has to explain why you have tear ducts in the first place, and why those ducts can sometimes be activated by suffering that is not your own.⁸ Darwin must explain the original triggers of each module. The current triggers can change rapidly. We care about violence toward many more classes of victims today than our grandparents did in their time.⁹

Political parties and interest groups strive to make their concerns become current triggers of your moral modules. To get your vote, your money, or your time, they must activate at least one of your moral foundations.¹⁰ For example, figure 7.4 shows two cars I photographed in Charlottesville. What can you guess about the drivers' politics?

Bumper stickers are often tribal badges; they advertise the teams we support, including sports teams, universities, and

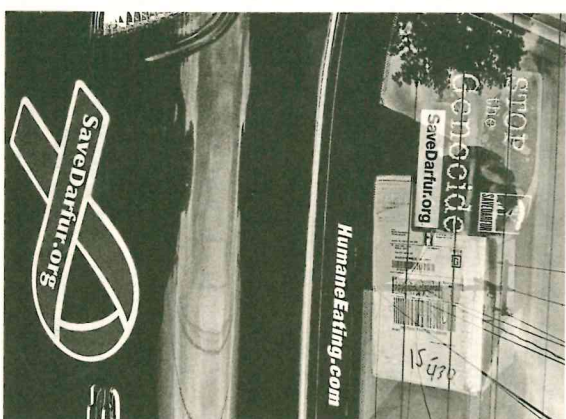


FIGURE 7.4. Liberal and conservative carting.

rock bands. The driver of the “Save Darfur” car is announcing that he or she is on the liberal team. You know that intuitively, but I can give a more formal reason: The moral matrix of liberals, in America and elsewhere, rests more heavily on the Care foundation than do the matrices of conservatives, and this driver has selected three bumper stickers urging people to protect innocent victims.¹¹ The driver has no relationship to these victims. The driver is trying to get you to connect your thinking about Darfur and meat-eating to the intuitions generated by your Care foundation.

It was harder to find bumper stickers related to compas-