

people into voting against their economic self-interest. (That was the thesis of the popular 2004 book *What's the Matter with Kansas?*)⁶¹ But from the perspective of Moral Foundations Theory, rural and working-class voters were in fact voting for their *moral* interests. They don't want to eat at The True Taste restaurant, and they don't want their nation to devote itself primarily to the care of victims and the pursuit of social justice. Until Democrats understand the Durkheimian vision of society and the difference between a six-foundation morality and a three-foundation morality, they will not understand what makes people vote Republican.

In Part I of this book I presented the first principle of moral psychology: *Intuitions come first, strategic reasoning second*. In Part II, I described those intuitions in detail while presenting the second principle: *There's more to morality than harm and fairness*. Now we're ready to examine how moral diversity can so easily divide good people into hostile groups that do not want to understand each other. We're ready to move on to the third principle: *Morality binds and blinds*.

PART III

Morality Binds and Blinds

Central Metaphor

We Are 90 Percent Chimp and 10 Percent Bee.