

# Media & Morality Meeting @ UC Davis

## Details

Dates: April 29 – May 1, 2022

Location: 1212 Teaching and Learning Complex, UC Davis

- [482 Hutchison Dr, Davis, CA 95616](#)

Parking: Pavilion Structure

- [2 Dairy Rd, Davis, CA 95616](#)
- Parking Rate (Friday): \$3 (for 3 hours) or \$12 (for all day)
- Parking Rate (Saturday): FREE!
- Pay Via the ParkMobile App or permit dispensers
- More details on parking: <https://taps.ucdavis.edu/visitor>

Questions: email [info@moralmedia.org](mailto:info@moralmedia.org). Registration is free. Breakfast and lunch will be provided on the day of the conference. Vegan + Vegetarian + Gluten Free options will be provided. Transportation to Saturday's reception and Sunday's wine tasting is provided. Travel funding is not provided.

## Agenda At A Glance

### April 29

#### Mohrmann Lecture

- 3:30pm: [René Weber](#), University of California, Santa Barbara
- 5:00pm: No-Host Reception – [Three Mile Brewing](#)\*

\*Show up when you can. We'll be there! Three Mile allows you to bring in your own food. There are plenty of nearby options. Indoor and outdoor seating available.

### April 30

#### Moral Media Meeting

- 9:00am: Coffee + Continental Breakfast
- 9:30am: Welcome
- 10:00am: Presentation Session #1 – Morality in Entertainment Media
- 11:00am: Presentation Session #2 – Robots, Avatars, and Interactive Media
- 12:00pm: Lunch
- 1:00pm: Keynote: [Marie Louise Mares](#), University of Wisconsin-Madison
- 2:00pm: Coffee Break
- 2:15pm: Poster Session
- 3:00pm: Presentation Session #3 – Morality and The Third Rail(s) of Public Discourse
- 4:00pm: Closing Remarks
- 5:00pm: No-Host Reception – [Ruhstaller Farm](#)\*

\*Food trucks, live music, beer and wine. Plan for outdoor seating. Transportation Provided.

### May 1

#### Wine Tasting in Napa - Transportation Provided

- 10:00am: Depart Davis
- 11:00am: No-Host Lunch at [Oxbow Public Market](#)
- 1:30pm: No-Host Wine Tasting at [Brasswood Vineyards](#)
- 3:30pm: Depart for Davis
- 5:00pm: Return to Davis

# Covid-19 Precautions

We will strictly follow the [UC Davis Campus Ready Guidelines](#) including the specific guidance for [campus visitors](#) as well as [on-campus events](#).

## Access Screening Requirements

Vaccination or proof of a recent negative COVID-19 test is required for all indoor events. Attendees age 12 and older should bring a photo ID to confirm vaccination/test for the person entering.

Verification records will NOT be retained. ALL Visitors MUST complete the [Daily Symptom Survey](#).

### The entrance requirement can be met in one of the following ways:

- UC Davis campus employees or students are required to show their valid [Daily Symptom Survey](#) compliance email.
- UC Davis Health employees can display their ID bearing an orange sticker confirming vaccination status or show their Daily Symptom Survey output with proof of a negative COVID-19 test result from the last 72-hours.
- Non-affiliate attendees can show:
  - Their CDC Vaccine Card (phone image acceptable) or digital vaccine record from the State of California OR
  - A negative COVID-19 test result from the last 72-hours (must be a lab/PCR test; home tests/antigen tests are not valid).

The details listed in this document are current as of Friday, April 18, 2022. Please check the links listed above as guidance is subject to change.

# Friday, April 29

## **3:30pm: Mohrmann Lecture**

1212 Teaching and Learning Complex, UC Davis  
René Weber, University of California, Santa Barbara

## **5:00pm: No-Host Reception – Three Mile Brewing**

231 G St #3, Davis, CA 95616

# Saturday, April 30

1212 Teaching and Learning Complex, UC Davis

## **9:00am: Coffee + Continental Breakfast**

## **9:30am: Welcome**

## **10:00am: Presentation Session #1 - Morality in Entertainment Media**

### *Identifying Morally Relevant Moments in Film*

Allison Eden, Sara Grady, Carl Plantinga, Daniel Levin, & Murray Smith

### *Minding Children's Media Morals: Parents' Moral Foundation Salience Differentially Predicts Attitudes Toward Children's Media and Content Choices*

Allyson L. Snyder, Lauren B. Taylor, and Drew P. Cingel

### *Disorienting Dilemmas as Triggers for Moral Contemplation and Eudaimonia*

Nicholas David Bowman & Christian Roth

### *Disposition Formation, Anticipatory Responses, and Outcome Evaluation: A Comprehensive Test of Affective Disposition Theory*

Matthew Grizzard, C. Joseph Francemone, Rebecca Frazer, Christina Henry, Kaitlin Fitzgerald, & Charles K. Monge

## **11:00am: Presentation Session #2 - Robots, Avatars, and Interactive Media**

### *Shifting Moral Behavior: The Role of Narrative in Shaping In-Game Decisions*

Andrew Weaver, Nic Matthews, & Nicky Lewis

### *Exploring the role of virtual harm behaviour in a purpose made game from moral scenarios*

Sarah E. Hodge, Jacqui Taylor, & John McAlaney

### *Effects of Avatar Customization and Synthetic Partner Sentience in Extreme Virtual Social Encounters: A Test Using Milgram's Paradigm*

Jorge Peña, Matthew Lee Craig, & Hans Baumhardt

### *Toward a Moral-Mind Heuristic in the Judgment of Social Robot*

Jaime Banks

**12:00pm: Lunch**

**1:00pm: Keynote:** [Marie Louise Mares](#), University of Wisconsin-Madison

**2:00pm: Coffee Break**

**2:15pm: Poster Session**

*Mental Illness as Portrayed in Video Game Characters*  
Nina Freiburger, Stacey Jones, & Michael Gilbert

*Moral Themes in Lyrics of Popular Rap Songs in Comparison to Other Music Genres: An Application of the Model of Intuitive Morality and Exemplars*  
Sungbin Youk, Haochuan Wang, Musa Malik, & René Weber

*The Pursuit of Global Perspectives in Moral Science*  
Musa Malik, Sungbin Youk, René Weber, & Frederic Hopp

*VecOpt: Using word embeddings and optimization algorithms to measure moral appeals from texts*  
Zening Duan, Anqi Shao, Yicheng Hu, Kaiping Chen, & Sijia Yang

*Moral Distortion in Antihero Enjoyment: Moral Disengagement as a Subtype of Moral Judgment*  
Catherine A. Marple & Marina Krcmar

**3:00pm: Presentation Session #3 - Morality and The Third Rail(s) of Public Discourse**

*Online COVID-19 Death Stories and Moral Judgment Processes*  
Rebecca Frazer, Matthew Grizzard, & Charles K. Monge

*Moral Foundations and COVID-19 Vaccine Mandate Incivility*  
Jason Tin, Hannah R. Stevens, and Laramie D. Taylor

*The communication and constitution of moral opinions: Evidence from media use and abortion attitudes over 50 years*  
Yibei Chen, Giulia De Pasquale, Francesco Bullo, & René Weber

*Moralizing Effects of Pictorial Anti-Smoking Messages: Behavioral Consequences and Emotional Pathways*  
Sijia Yang & Yoo Ji Suh

**4:00pm: Closing Remarks**

**5:00pm: No-Host Reception – Ruhstaller Farm – Transportation Provided**  
6686 Sievers Rd, Dixon, CA 95620

# **Sunday, May 1**

**Wine Tasting in Napa – Transportation Provided**

**10:00am: Depart Davis**

**11:00am: No-Host Lunch at Oxbow Public Market**

**1:30pm: No-Host Wine Tasting at Brasswood Vineyard**

**3:30pm: Depart for Davis**

**5:00pm: Return to Davis**