

Step 1: Moral Foundation Assessment

Please rate your agreement with each statement (0 = Strongly disagree, 5 = Strongly agree):

Part 1: When you decide whether something is right or wrong, to what extent are the following considerations relevant?

- Care: "Whether or not someone suffered emotionally"
- Fairness: "Whether or not some people were treated differently than others"
- Loyalty: "Whether or not someone's action showed love for his or her country"
- Authority: "Whether or not someone showed a lack of respect for authority"
- Purity: "Whether or not someone violated standards of purity and decency"

Part 2: Please indicate your agreement or disagreement with each statement:

- Care: "Compassion for those who are suffering is the most crucial virtue."
- Fairness: "When the government makes laws, the number one principle should be ensuring that everyone is treated fairly."
- Loyalty: "I am proud of my country's history."
- Authority: "Respect for authority is something all children need to learn."
- Purity: "People should not do things that are disgusting, even if no one is harmed."

Step 2: Personalized Moral Reframing

CARE / HARM	FAIRNESS / CHEATING	LOYALTY / BETRAYAL	AUTHORITY / SUBVERSION	PURITY / SANCTITY
<p>Hi there! I'd love to chat with you about transgender rights. Where do you stand on issues related to transgender people's rights?</p> <p>I don't care either way</p> <p>I appreciate your response. Many transgender individuals experience significant emotional distress due to discrimination. When we consider the suffering they often endure - including higher rates of depression, anxiety, and suicidal thoughts - how do you feel about protections that could reduce this suffering?</p> <p>It's a mental health issue</p> <p>You've touched on an important point about mental health. Research shows that supportive environments dramatically improve transgender people's well-being. When they receive acceptance and appropriate healthcare, their mental health outcomes improve significantly. Does the potential to reduce suffering through compassionate support influence your perspective?</p>	<p>Hi there! I'd love to chat with you about transgender rights. Where do you stand on issues related to transgender people's rights?</p> <p>Everyone should be treated equal</p> <p>I appreciate your commitment to equality. When we examine current laws, transgender people often face barriers to fair treatment in employment, housing, and healthcare. In many places, they can legally be denied services simply for being transgender. Given your value of equal treatment, how do you feel about policies that would ensure everyone has the same protections?</p> <p>Everyone should be treated equal under existing laws</p> <p>That's a valid perspective focused on equal application of the law. Currently, anti-discrimination protections vary widely by location, creating an uneven playing field. Would you support consistent application of anti-discrimination laws across all states to ensure truly equal treatment for everyone, regardless of gender identity?</p>	<p>Hi there! I'd love to chat with you about transgender rights. Where do you stand on issues related to transgender people's rights?</p> <p>Only if I personally knew someone who was transgender</p> <p>Personal connections definitely help us understand others' experiences better. Many families have discovered that someone they've loved for years is transgender. Parents, siblings, and friends often describe how their perspective shifted when they realized this was someone in their own circle who needed support. Would hearing from families who've stood by their transgender loved ones interest you?</p> <p>I'd listen to what they went through together</p> <p>Many families describe the journey as challenging but ultimately strengthening their bonds. One mother shared how supporting her transgender son brought them closer as she witnessed his courage. Military veterans who are transgender often speak about serving their country while being unable to be their authentic selves. How do these experiences of family solidarity resonate with you?</p>	<p>Hi there! I'd love to chat with you about transgender rights. Where do you stand on issues related to transgender people's rights?</p> <p>They deserve the same rights as everyone else, no more or less</p> <p>I appreciate your perspective on equal rights. Leading medical organizations including the American Medical Association, the American Academy of Pediatrics, and the World Health Organization have all established clinical guidelines supporting transgender healthcare based on decades of research. How does the medical consensus from these respected authorities influence your thinking?</p> <p>I respect medical expertise but wonder about social implications</p> <p>That's a thoughtful consideration. Research from respected institutions like Harvard and Johns Hopkins shows that in societies with strong protections for transgender individuals, overall social cohesion and order actually improve. Military leaders who initially expressed concerns have testified that inclusive policies maintain discipline and readiness. How does this evidence from established authorities affect your view?</p>	<p>Hi there! I'd love to chat with you about transgender rights. Where do you stand on issues related to transgender people's rights?</p> <p>If I was still a manager, I wouldn't hire one.</p> <p>I appreciate your candor. Many people value workplaces with clear moral principles and dignity for all. Numerous faith traditions emphasize the sanctity of all human life and the importance of treating others with respect. Many religious leaders teach that honoring the inherent dignity in each person creates a more virtuous society. How do you think principles of human dignity might apply to workplace decisions?</p> <p>I believe in traditional values and natural roles</p> <p>Traditional values like respect, integrity, and human dignity are indeed fundamental. Throughout history, many cultures have recognized individuals who don't fit binary gender categories, often giving them special roles as healers or spiritual guides. Some see transgender individuals as part of the natural human diversity created within a divine order. How might this perspective of natural human diversity relate to your traditional values?</p>

Step 3: Outcome Measures

Feeling Thermometer (0-100): "How warm or cold do you feel toward transgender people?"

Attitudinal Support: To what extent do you agree or disagree with the following statements:

- "Transgender people deserve the same rights and protections as other Americans"
- "Legal protections that apply to gay and lesbian people should also apply to transgender people"
- "Congress should pass laws to protect transgender people from job discrimination"

Behavioral Intentions: Please indicate how likely you are to engage in the following activities in support of transgender rights:

- "Sign a petition advocating for transgender rights"
- "Share information or advocacy messages about transgender rights on social media"
- "Discuss transgender rights issues with friends or family to raise awareness"