

Willful Ignorance



<i>choice</i>	<i>you</i>	<i>other</i>
A	6	?
B	5	?



<i>choice</i>	<i>you</i>	<i>other</i>	
A	6	1	5
B	5	5	1



<i>choice</i>	<i>you</i>	<i>other</i>	
A	6	1	5
B	5	5	1



<i>choice</i>	<i>you</i>	<i>other</i>
A	6	?
B	5	?

“Make a choice, or check unusualwill.com.”



Setting 2

<i>choice</i>	<i>you</i>	<i>other</i>
A	6	1
B	5	5



Results

Setting 1

38% fair, 62% unfair



Results

Setting 1

38% fair, 62% unfair

50% doesn't click on the link!



Results

Setting 1

38% fair, 62% unfair

50% doesn't click on the link!

Setting 2

74% fair, 26% unfair



“many subjects behave consistently with a desire to remain ignorant to the consequences of a self-interested choice”



1. Willful ignorance blocks moral progress.
2. Willful ignorance does *not* excuse.



Consumers

<i>choice</i>	<i>consumer</i>	<i>product</i>
A	cheap	unfair
B	more expensive	fair



Fashion Revolution:

“The 2 Euro T-Shirt - A Social Experiment”



Fashion Revolution:

“People care when they know”



Why do you do this?

Self-interest

Self-image



Good will

Cares about fairness

38%

Impure indifference

Cares about fairness, but more about money and self-image

36%

Pure indifference

Cares only about money

13%

Ill will

Does care, yet about unfairness

13%



“The main obstacle to moral progress in social practices is the tendency to widespread affected ignorance of what can and should already be known.”



Everyone does it!

Is everyone accountable and to be blamed?



<i>choice</i>	<i>consumer</i>	<i>product</i>
A	cheap	unfair
B	more expensive	fair

observer

<i>choice</i>	<i>consumer</i>	<i>product</i>
A	cheap	?
B	more expensive	?



Blame – take 1

Blaming is considering someone a bad person.



Good will

Cares about fairness

38%

Impure indifference

Cares about fairness, but more about money and self-image

36%

Pure indifference

Cares only about money

13%

Ill will

Does care, yet about unfairness

13%



Blame – take 2

Blaming is expecting someone to have done better.



Good will

Cares about fairness

38%

Impure indifference

Cares about fairness, but more about money and self-image

36%

Pure indifference

Cares only about money

13%

Ill will

Does care, yet about unfairness

13%



1. This is what blocks moral progress.
2. This is how to react to it.

