Pragmatic Liberal
[moderate]

performance
of
empathy
serves
the
pursuit
of
self-interest

willing to
compromise
fairness

Ideal Liberal

NURTURANT PARENT MODEL

CHILD NATURE
GOD
MAN
WOMAN

believes in:
moral diversity

FAMILY

NURTURANT LOVE

Authority is earned
by interaction
(lifetime relationship
between parents
and children)

the world is
basically
good

respect + trust

protection + communication

Ideal Conservative

STRICT FATHER MODEL

GOD
MAN
WOMAN
CHILD
NATURE

believes in:
moral absolutes

FAMILY

TOUGH LOVE

Authority is based
on moral strength
(parent-child relationship
legitimate until
child matures)

reward + punishment

respect + fear

Pragmatic Conservative
[moderate]

performance
of
moral
strength
serves the
pursuit
of
self-interest

willing to
compromise the
moral order

the world is
basically
hostile

CHILD

POTENTIAL

openness

to be developed

self-examination

EMPATHY

[Community]
social conscience
fairness
responsibility
creativity
sensitivity

[Self]
self-consciousness
self-respect
self-reliance
self-discipline

independent-mindedness
inquisitiveness
cultivation of happiness

Deviances:
pollution
greed
more ...

CHILD

CHARACTER

self-defense

to be installed

self-discipline

MORAL STRENGTH

COURAGE
[WORLD]
us against them

SELF-CONTROL
[BODY]
ascetism

INDUSTRY
PERSEVERANCE

Deviances:
homosexuality
unwanted pregnancy
more ....

PURSUIT OF SELF-NURTURANCE

fulfillment
is moral

teach learning
encourage inquiry
show interdependence
promote cooperation

EDUCATION

teach skills
measure success
promote individualism
encourage competition

EDUCATION

PURSUIT OF SELF-RELIANCE

success
is moral

GOVERNMENT PROMOTES FAIRNESS

and helps those who cannot help themselves

GOVERNMENT UPHOLDS ORDER

and helps those who help themselves

CITIZENSHIP DEMANDS FEARLESS RESPONSIBILITY

CITIZENSHIP DEMANDS FIERCE PATRIOTISM

NATION

NATION

after: George Lakoff: "Moral Politics - how liberals and conservatives think" (University of Chicago Press. 2002)