

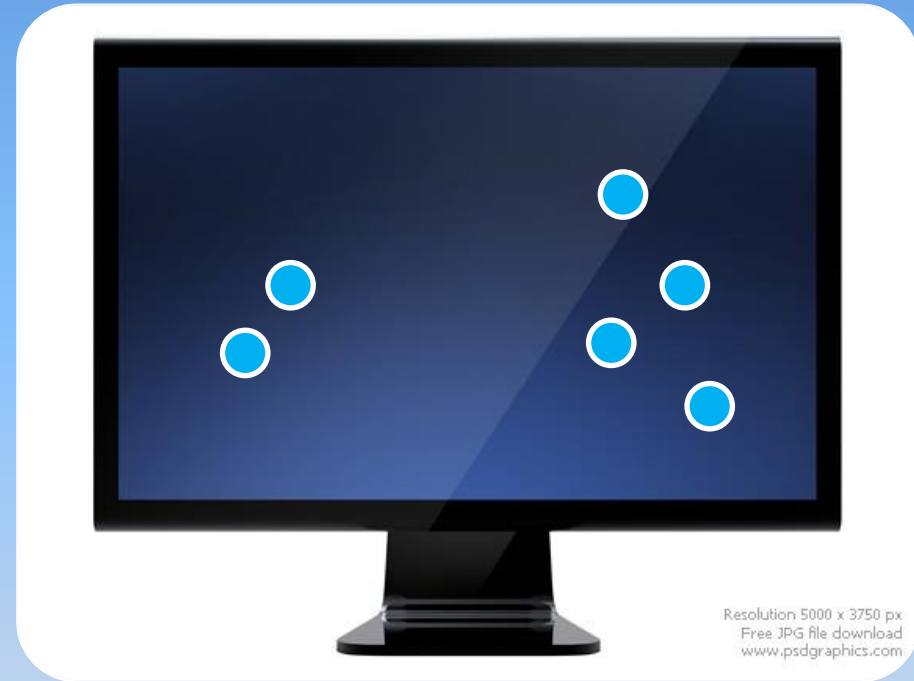
A vibrant sunset scene with a field of sunflowers in the foreground. The sun is low on the horizon, casting a warm, golden glow across the sky and the field. The sky is filled with colorful clouds in shades of orange, yellow, and blue. The sunflowers are in full bloom, their dark centers and bright petals clearly visible.

# Morning Morality Effect

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# The experiment



Where is more dots?

**10 x more \$\$\$ for the RIGHT SIDE**

# The experiment

*TEST 1st*



8:00 - 12:00

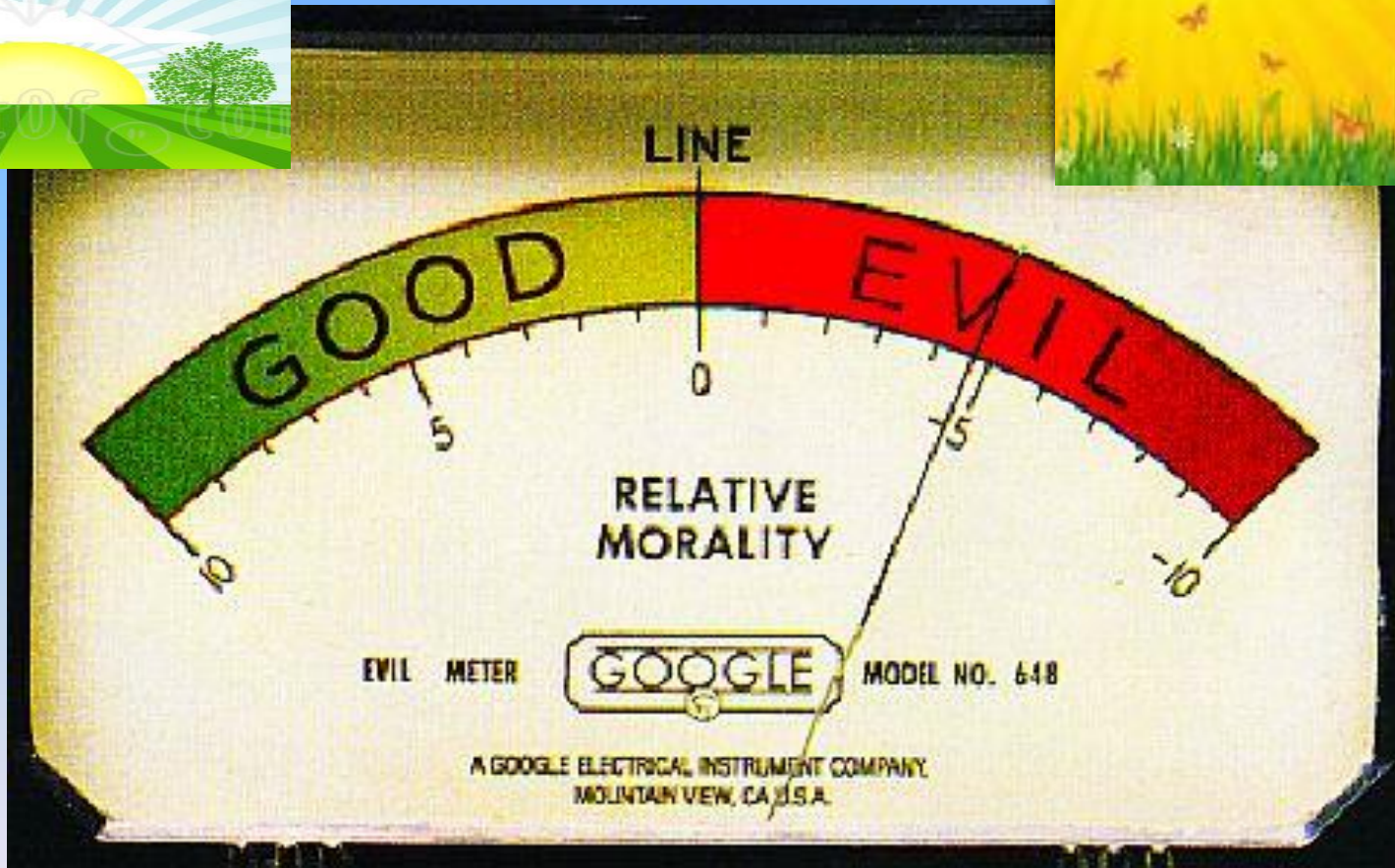
*TEST 2nd*



12:00 - 18:00



# The result



# Word testing

\_\_ \_\_ RAL

E \_ \_ \_ C \_ \_



Moral - Ethical



Coral - effects

**„mere time of day leads to  
a failure of good people to  
act morally“**

**OR**

**Want An Honest Answer?  
Don't Ask In The Afternoon**

# Source

Maryam Kouchaki and Isaac H. Smith , 'The Morning Morality Effect: The Influence of Time of Day on Unethical Behavior', Psychological Science, 0956797613498099, October 28, 2013 DOI: 10.1177/0956797613498099