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Human's positive attitudes to the plant world and moral motives

People have always been attracted to plants because the vegetable world supplied them with food, material for housing and heating. This attachment is however not only of the consumer interest: studies show that interaction with plants also makes a great contribution to the preservation of physical and mental health, the maintenance of psychological well-being, and the experience of aesthetic pleasure (Capaldi et al., 2017; Chistopol'skaya et al., 2017; Elings, 2006; Howell et al., 2012; Huss et al., 2018; Kaplan & Kaplan, 1989; Sharafadina, 2011). At the same time, the contribution of attitudes to plants to moral seems to be contradictory: thus, environmental identity impacts empathy with nature more strongly than to social empathy (Clayton et al., 2019). The current study is aimed at investigation into connection between attitudes to plants and moral motives. We assumed that the more positive the attitude to plants. the higher the level of moral motives. The survey was conducted on the Russian sample; 257 participants (students from Moscow universities, 199 female, $M_{age} = 21.1$, $SD_{age} = 2.5$), were recruited. The following tools were used: a questionnaire "People and Plants" (Muhortova, Nartova-Bochaver, 2015) consisting of 32 items and five sub-scales (Joy, Esthetics, Experience of interaction with plants, Closeness to nature, and Ecology) and Moral Motives Model scale (Janoff-Bulman & Carnes, 2013) including 30 items and six sub-scales (Self-restraint, Not harming, Social order, Self-reliance (industriousness), Helping / fairness, and Social justice). As expected, all parameters of positive attitudes to plants, except Experience, were strongly positively connected with moral motives. Moreover, multi-regression analysis allowed developing some (however not very strong) models. Thus, Self-restraint motive is predicted by Ecology variable, Helping / fairness by Ecology, Social justice by Esthetics and negatively by Closeness to nature, Not harming by Esthetics, Social order – by Esthetics and Experience. Two last connections are also stronger in female respondents. The obtained results are discussed referring to the Reverence for Life ethics by Schweitzer, Universalism value by Schwarz, and Psychology of Moral Expansiveness by Crimston et al. (2016).