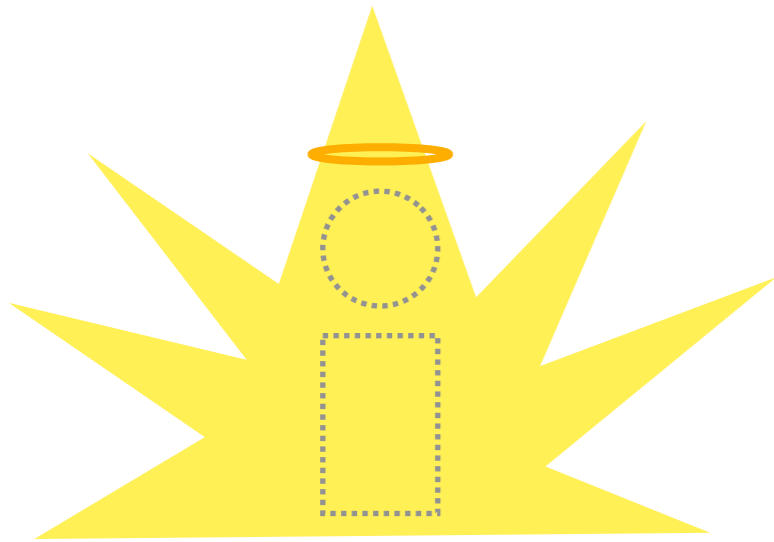
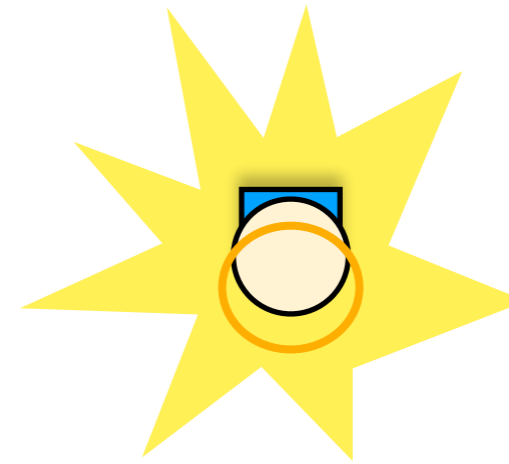


The halo effect: a dangerous illusion

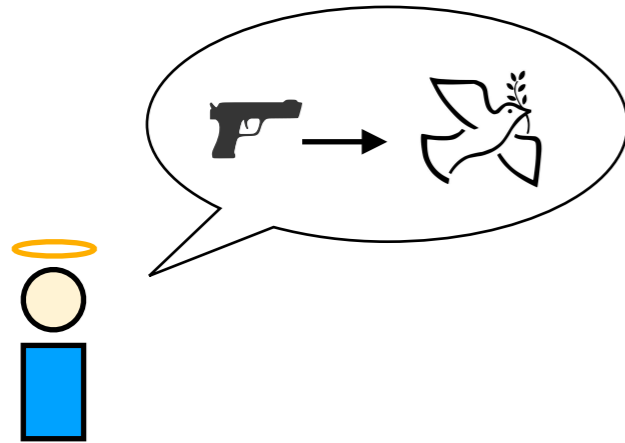


halo effect on public
blinded by light



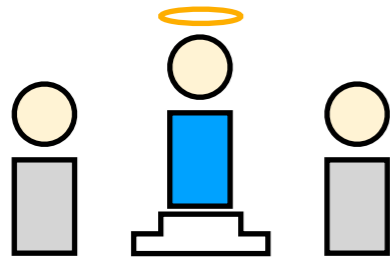
halo effect on yourself
not seeing your own shadow

Three associated moral risks



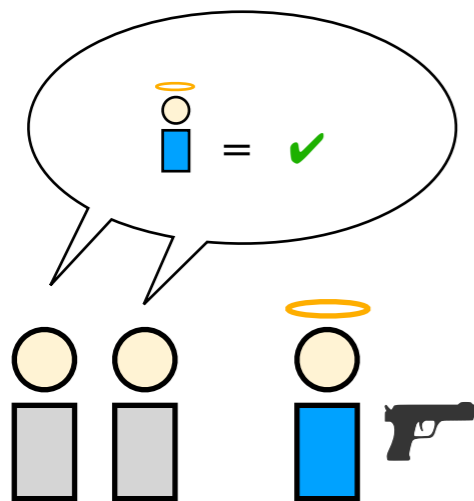
Moral justification

The ends justify the means.



Moral superiority

I am better / I know best.



Moral naivety

You are inherently good.



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