

# Why Good Deeds Can Cause Moral Backsliding

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## *LiveScience:*

Doing a good deed can lead some people to more kind acts while spurring others to backslide. But how people respond depends on their moral outlook, according to a new study.

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The findings were published in the journal *Psychological Science*.

Some studies show that people maintain a kind of moral equilibrium, meaning that giving money to charity may lead them to skimp on the tip at dinner, whereas partying too much may inspire a volunteer day at the soup kitchen.

But other studies found just the opposite: Behaving ethically leads people to more good deeds later, said study co-author, Gert Cornelissen, a psychologist at the University Pompeu Fabra in Spain.

Read the whole story: [LiveScience](#)