

The Probe into The Effects of Moral Intensity and Locus of Control on Ethical Decision-Making - Take Campus Bullying...

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ABSTRACT

Campus bullying occurs frequently in recent years, and its situation is getting worse and worse. Until the bullying was disclosed through the media, bullying problems are drawing the concerns of the public. When the ethical issues are within the campus bullying, students' ethical decision-making process and related factors is the theme of this research to investigate. In this research, we applied the Rest (1986) and Jones' (1991) model of ethical decision theory for the theoretical foundation to develop the ethical decision-making model structure of students, and explore the impact of students' ethical decision-making factors from the dimensions of the moral issues (moral intensity) and personal characteristics (locus of control). This research develops moral scenarios of campus bullying and associated assumptions, and then collects 317 effective samples to empirically detect and analyze. The results indicate: 1. The moral perception, moral judgment and moral intention stages of students' ethical decision-making process have the positive correlation. 2. Moral intensity has the positive and significant impact on ethical decision-making process. 3. External control abilities have the negative significant impact on moral intention of students' ethical decision-making process, but the internal control abilities have no significant impact on this three-stage. The results of this research is expected to provide reference of education-related institution, in order to facilitate them to propose educational plan and prevent the problem of bullying from worsening.

Keywords : locus of control、 campus bullying、 ethical decision-making process、 moral intensity

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