

## Children's Media Skepticism and the Prospective Moral Self: A Pilot Study

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**Abstract :** The emergence of self-knowledge and personal representations of self in children has been subject to a variety of studies. The complex process of developing the moral self in childhood is one of the most interesting interplays of biological tendencies and socialization contexts. We were interested in exploring the potential interaction between children's media skepticism, altruism, self and others' moral representations in a series of tasks related to potential prospective moral licensing mechanisms. In our pilot study, the answers of 67 children aged 8 to 10 years (50 % females) to a series of moral perspectives and altruism tasks were subject to mixed analysis (both qualitative and quantitative). Results suggested no significant association between the moral valence of media information and children's altruism, self and others' moral future perspective. Results are discussed within the Construal Level, Assimilation and Contrast theories, and moral licensing mechanisms.

**Keywords :** children, altruism, moral licensing, media skepticism, moral valence

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