4. "The opportunity to express moral outrage at corporate harm-doers" inflated participants perception of personal morality. Asked to rate their own moral character after reading the article blaming Americans for climate change, respondents saw themselves as having "significantly lower personal moral character" than those who read the blame-China article—that is, when they weren't given an out in the form of third-party blame. Respondents in the America-shaming group wound up with similar levels of moral pride as the China control group when they were first asked to rate the level of blame deserved by various corporate actors and their personal level of anger at these groups. In both this and a similar study using the labor-exploitation article, "the opportunity to express moral outrage at corporate harm-doing (vs. not) led to significantly higher personal moral character ratings," the authors found.