It has often been suggested that people's ordinary understanding of the world is a bit like a scientific theory -- not quite as rigorous or precise, perhaps, but still best understood as serving the same basic purpose. Yet a series of recent experimental studies have called this view into question. These studies show that people's ordinary understanding of the world can actually be influenced in surprising ways by moral considerations. I will be discussing this wave of new research and its implications, focusing especially on experiments that examine the way people ordinarily use the notions of intention, knowledge, innateness and valuing.