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**“Virtue Cultivation in Light of Situationism”**

Various themes have been discussed under the heading of ‘situationism’ in psychology over the past forty years. Much of this discussion has been extremely controversial, leading to deep divisions among psychologists and, more recently, among philosophers as well. In this paper, I will pick up on one of those themes having to do with the influence of particular unconscious dispositions such as fear of embarrassment. I will assume that these dispositions are widely possessed, and also that they disqualify the people who have them from counting as virtuous at that moment. The majority of the paper will then consider various strategies for trying to develop the virtues in the face of this particular obstacle. The strategies include building global virtues from local virtues, labeling people as virtuous even if they are not, carefully selecting which morally problematic situations to avoid, and educating people about the presence and influence of these unconscious dispositions. Only the last strategy ends up looking promising in my view.