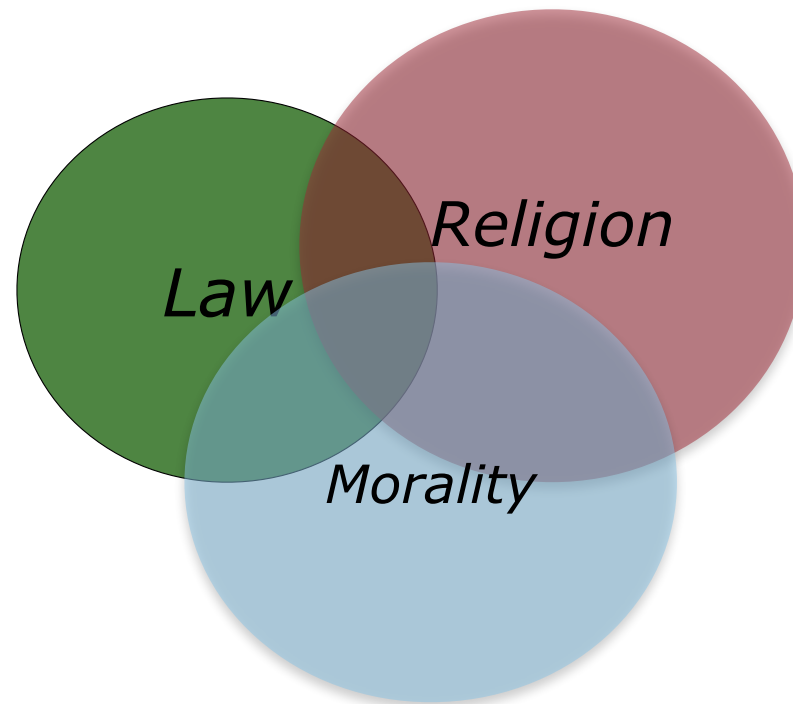
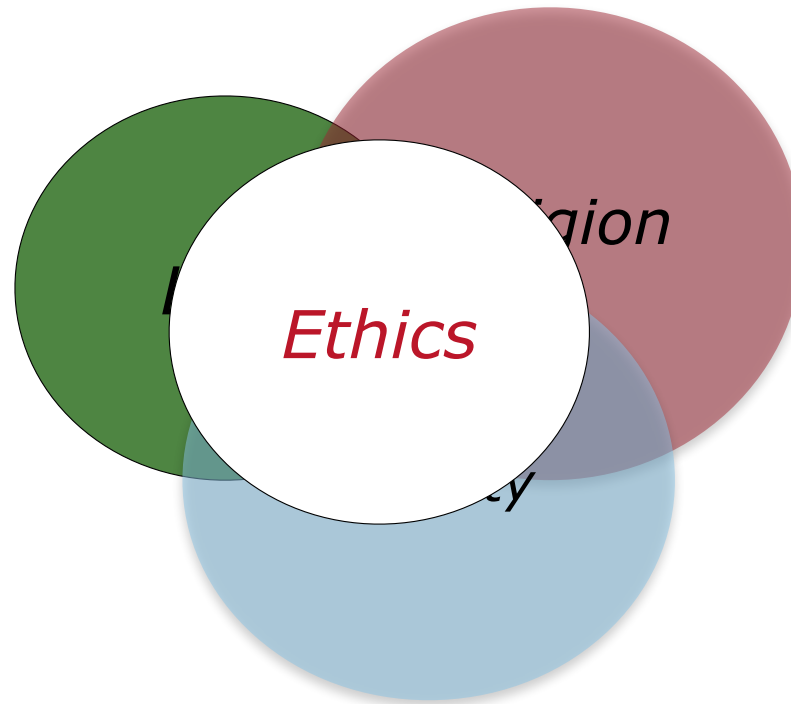

Utilitarianism

Ethical principles



Ethical principles

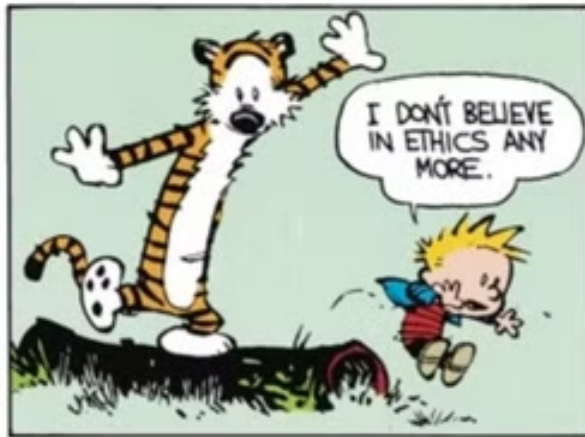


Morals vs Ethics

- **Morals** – Principles or habits relating to right or wrong conduct, based on an individual's own compass of right and wrong.
- **Ethics** – Rules of conduct in a particular culture or group recognized by an external source or social system. For example, a medical code of ethics that medical professionals must follow.
-

It is the business of ethics to tell us what are our duties, or by what test we may know them; but no system of ethics requires that the sole motive of all we do shall be a feeling of duty;

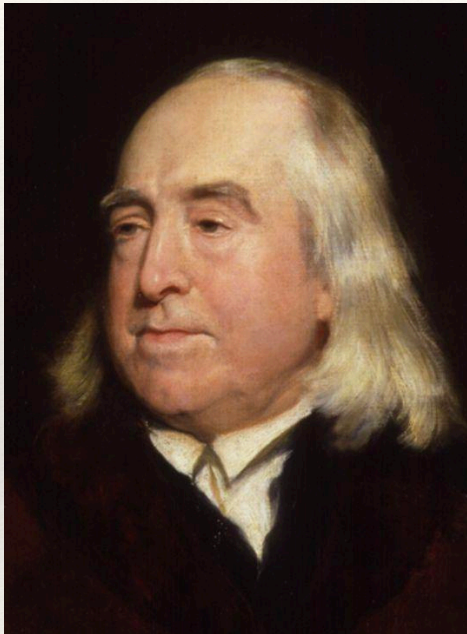
John Stuart Mill (Utilitarianism)



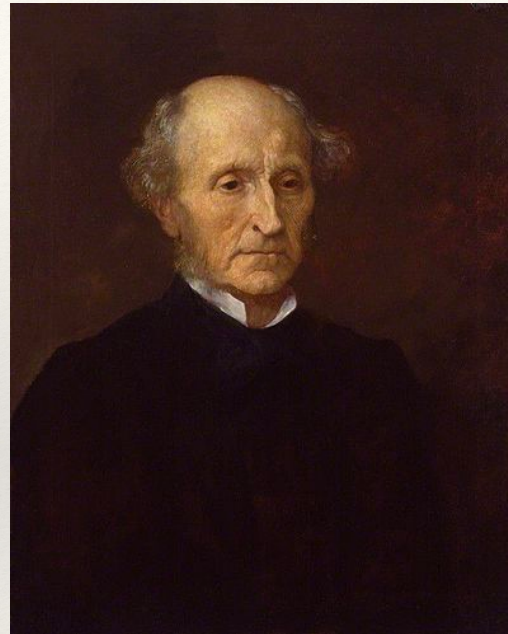
GET WHAT YOU CAN WHILE THE GETTING'S GOOD - THAT'S WHAT *I* SAY! MIGHT MAKES RIGHT! THE WINNERS WRITE THE HISTORY BOOKS!



Utilitarianism



Jeremy Bentham (1748-1832)



John Stuart Mill (1806-1873)

Utilitarianism

Intrinsic values

Valuable for its own sake

Instrumental values

What are its effects

Utilitarianism

Intrinsic values

Valuable for its own sake

Pain

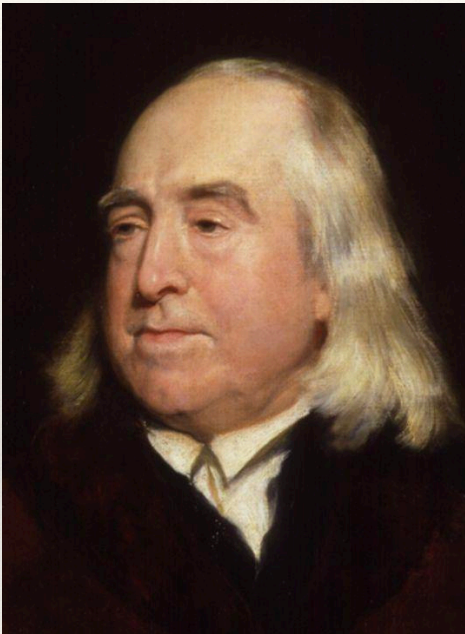
Pleasure

Instrumental values

What are its effects

Money

Bentham's utilitarianism



Pleasure is the only intrinsic good

Pain is the only intrinsic bad

Actions, therefore must be judged instrumentally

Bentham's utilitarianism

5. Sum up all the values of all the *pleasures* on the one side, and those of all the pains on the other. The balance, if it be on the side of pleasure, will give the *good* tendency of the act upon the whole, with respect to the interests of that *individual* person; if on the side of pain, the *bad* tendency of it upon the whole.

Bentham's utilitarianism

6. Take an account of the *number* of persons whose interests appear to be concerned; and repeat the above process with respect to each. *Sum*

Bentham's utilitarianism

Definition:

The doctrine that an action is right insofar as it promotes happiness, and that the greatest happiness of the greatest numbers should be the guiding principle of conduct

Cost-Benefit Analysis

- **Costs:** Anything that might cost money if you choose this option. For example, if you want to buy a car, the cost would include gas, insurance, maintenance and repairs.
- **Benefits:** Anything that might benefit you if you choose this option. For buying a car, the benefits could include convenient transportation to work or school and saving time.

GIVING A VALUE TO PAIN

How much would you have to be paid to ... (Thorndike, 1930s)

Have a front teeth pulled out	
Have the little toe of one foot cut off	
Eat a life earthworm six inches long	
Choke a cat to death with your bare hands	
Live the rest of your life on a farm in Kansas	

GIVING A VALUE TO PAIN

How much would you have to be paid to ... (Thorndike, 1930s)

Have a front teeth pulled out	\$4,500
Have the little toe of one foot cut off	\$57,000
Eat a live earthworm six inches long	\$100,000
Choke a cat to death with your bare hands	\$10,000
Live the rest of your life on a farm in Kansas	\$300,000

IMPACT OF SMOKING ON PUBLIC FINANCES

Philip Morris / Czech Republic (1991)

COSTS		BENEFITS	
Fire related costs	49 Million CSZ	Customs duty	354 Million CSZ
Lost income tax due to higher mortality	1367 Million CSZ	Corporate taxes	747 Million CSZ
Days out of work	1667 Million CSZ	Personal taxes (VAT,...)	19169 Million CSZ
ETS costs	1142 Million CSZ	Health care costs savings due to higher mortality	968 Million CSZ
Health care costs (first hand smoking)	11422 Million CSZ	Pension and social expenses costs savings	196 Million CSZ
		Savings on housing for elderly	28 Million CSZ
TOTAL	15647 Million CSZ	TOTAL	21463 Million CSZ

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NET BENEFIT: 5815 Million CSZ

FIXING A DEFECT OR NOT?

Ford Pinto (1970s)

Fixing: COSTS		Not fixing: BENEFITS	
11 million cars, \$11 / car	121 Million USD	180 deaths \$200,000 / death	36 Million USD
1.5 million light trucks, \$11 / truck	16.5 Million USD	180 serious burn injuries \$67,000 / injury	12.06 Million USD
		2100 burned vehicles \$700 / vehicle	1.47 Million USD
TOTAL	137.5 Million USD	TOTAL	49.53 Million USD



What defines pleasure?

- ❖ **Intensity** - How strong is the pleasure?
- ❖ **Duration** - How long does it last?
- ❖ **Certainty** - How likely is it to occur?
- ❖ **Propinquity (or Nearness)** - How soon will it occur?
- ❖ **Fecundity** - How likely is it to produce more pleasures?
- ❖ **Purity** - How free is it from pain or negative consequences?
- ❖ **Extent** - How many people are affected?

What defines pleasure?

“Prejudice apart, the game of push-pin is of equal value with the arts and sciences of music and poetry.”

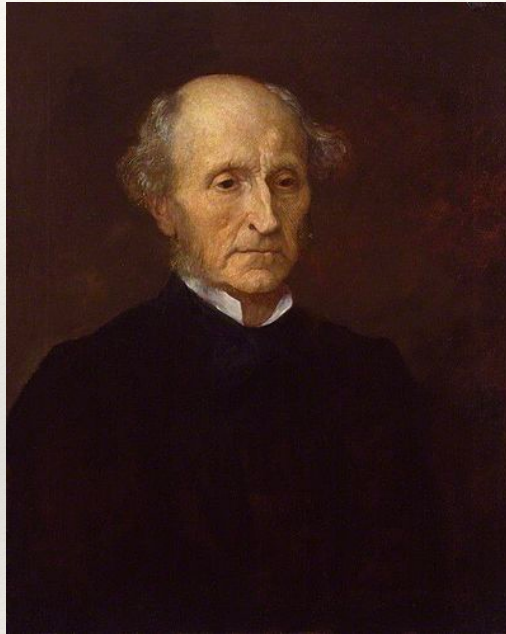
Jeremy Bentham

Utilitarianism

Objections:

- Fails to respect individual rights
- How do we measure happiness? The value of pain and pleasure

Utilitarianism



John Stuart Mill (1806-1873)

Utilitarianism

If I am asked, what I mean by difference of quality in pleasures, or what makes one pleasure more valuable than another, merely as a pleasure, except its being greater in amount, there is but one possible answer. Of two pleasures, if there be one which all or almost all who have experience of both give a decided preference, irrespective of any feeling of moral obligation to prefer it, that is the more desirable pleasure.

John Stuart Mill (Utilitarianism)

It is better to be a human being dissatisfied than a pig satisfied; better to be Socrates dissatisfied than a fool satisfied. And if the fool, or the pig, are of a different opinion, it is because they only know their own side of the question. The other party to the comparison knows both sides.

John Stuart Mill (Utilitarianism)

Utilitarianism

“Justice is a name for certain moral requirements, which, regarded collectively, stand higher in the scale of social utility and are therefore of more paramount obligation than any others.”

John Stuart Mill (Utilitarianism)

Act and Rule Utilitarianism

Act Utilitarianism: judges each act by whether it has the best consequences

Rule Utilitarianism: judges each act by whether it falls under a moral rule that would, if it were generally adopted, have the best consequences

Brad Hooker (ideal code, real world, 2000)

Jeremy Bentham

