Tools for applied ethics: 4 in Western history

1. Deontological ethics (Kant +)
   Means justify the ends

2. Consequentialist ethics (Bentham/Mill +)
   Ends Justify the means

3. Virtue ethics (Aristotle +)
   Living well as a developed skill

4. Culturalist ethics (Nietzsche +)
   Culture and perspective define ethics (Postmodernism)

Definition consequentialist ethics

1. ChatGPT
   What is the consequentialist ethics?

2. Consequentialism theory
   Ethics When Ends Justify Means
   Ethics = Only consequences,
   not acts matter

"Illustrate the idea of consequentialist ethics with photograph"

Definition consequentialist ethics

3. What kind of consequences can/should I want?
   - Utilitarian
   - Altruist
   - Egoist

Outline

What is consequentialism / consequentialist ethics?
    Ends justify the means, consequences

Utilitarianism

Altruism

Egoism

Enlightened egoism & invisible hand

Utilitarianism definition

1. Chat GPT
   What is utilitarianism?

2. Definition
   Bring the greatest good to the greatest number
   Increases net happiness—or decrease net unhappiness—when everyone is taken into account, projected into the future

Example (v Kant): A madman claims to hate people names “Jane.” He corners you and demands your name, which happens to be Jane. Now what?

Utilitarianism definition

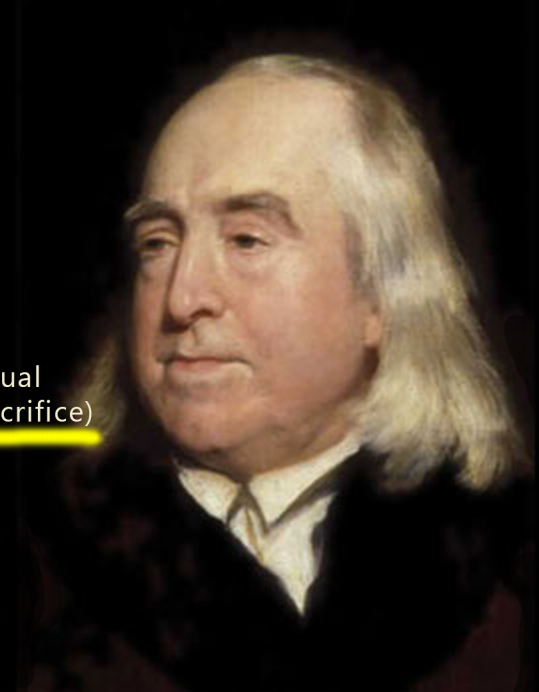
3. Happiness calculation:

$HP_1 + HP_2... - SP_1 - SP_2... > 0$?

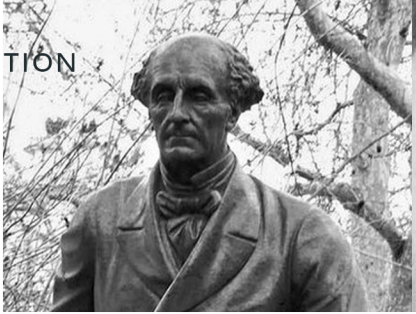
*Objectivity of numbers

Privilege of collective over individual

3 people arrive in ER… (utility sacrifice)



Utilitarianism definition



How calculate utilitarian happiness?

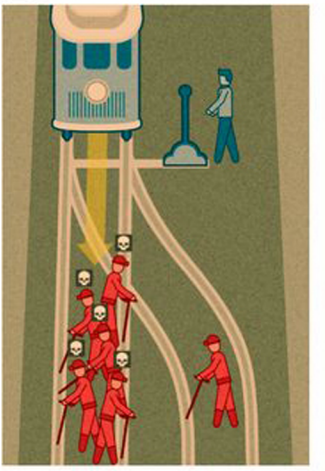
Idealistic: Maximize sensations of happiness as intellectual life and culture (Mill)

Hedonistic: Maximize sensations of happiness as carnal pleasure (Bentham)

Monetized: Reduction of happiness / sadness to monetary values

Case: Utilitarianism

Trolley problem
(and the problem
of moral distance…)

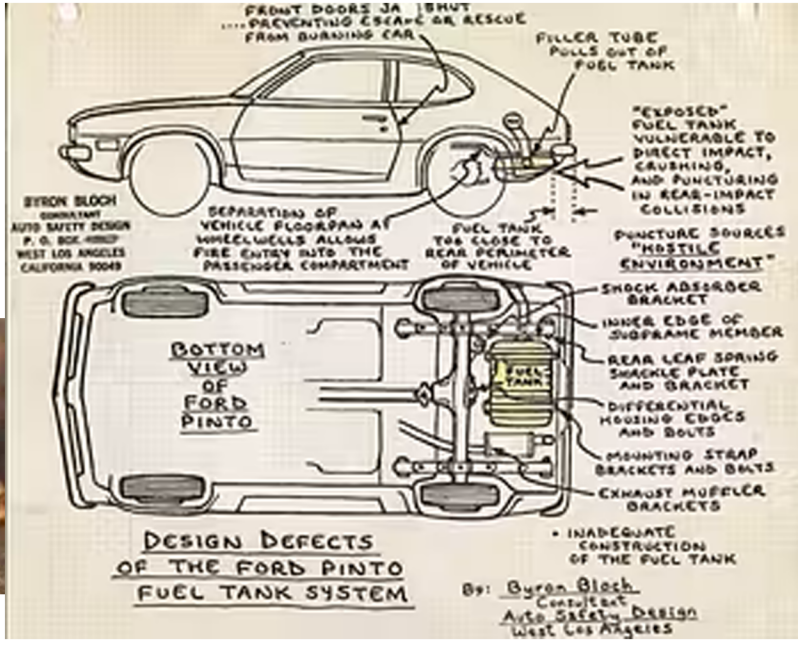


Switch

Footbridge

Case: Utilitarianism

Ford Pinto dilemma and monetized social wellbeing



Case: Utilitarianism

Ford Pinto dilemma and monetized social wellbeing

Benefit to society

180 deaths avoided per year x $200,000 per death (discounted future earnings) = $36,000,000/year

180 injuries avoided per year x $67,000 per injury = $12,060,000/year

2,100 destroyed vehicles avoided per year x $700 per vehicle = $1,470,000/year

Total = $49,530,000/year

Costs to society (if ALL cars with this problem were fixed/re-engineered)

12,500,000 vehicles per year subject to the new standard x $11 per vehicle = $137,500,000/year

Ford calculated that the rollover standard would cost society almost three times more to implement than it would benefit society.

Case: Utilitarianism

(How) can the value of a human life be measured by money?

“Depict artistically how can the value of a human life can be measured by money.”

Versions of Utilitarian Regulation

Soft utilitarianism
Act recommendable if increases net happiness (or decreases net unhappiness) when everyone taken into account

Hard utilitarianism
Act recommendable if it increases net happiness (or decreases net unhappiness) when everyone is taken into account, more than any other possible act

Act utilitarianism
Act is recommendable if it increases net happiness (or decreases net unhappiness) when everyone is taken into account

Rule utilitarianism
A rule for action is recommended if collective obedience to the rule increases net happiness when everyone is taken into account

Objections

Subjectivity
What makes happiness
for specific individuals?

Quantification
How measure happiness?

Apparent injustices/unfairness
Utilitarian monster
Utilitarian sacrifice

Wittgenstein, Elizabeth Taylor, Bertrand Russell, Thomas Merton, Yogi Berra, Allen Ginsberg, Harry Wolfson, Thoreau, Casey Stengel,
The Lubavitcher Rebbe, Picasso, Moses, Einstein, Hugh Hefner, Socrates, Henry Ford,
Lenny Bruce, Baba Ram Dass, Gandhi, Sir Edmund Hillary, Raymond Lubitz,
Buddha, Frank Sinatra, Columbus, Freud, Norman Mailer, Ayn Rand,
Baron Rothschild, Ted Williams, Thomas Edison, H.L. Mencken,
Thomas Jefferson, Ralph Ellison, Bobby Fischer,
Emma Goldman, Peter Kropotkin,
you, and your parents.

Is there really one kind of life which is best for each of these people?

Robert Nozick

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What is consequentialism / consequentialist ethics?
    Ends justify the means, consequences

Utilitarianism

Altruism

Egoism

Enlightened egoism & invisible hand

Altruism definition

1. Chat GPT
   What is altruism?

2. Definition
   Action's consequences increase net happiness (or decrease net unhappiness) when everything is taken into account ***except the actor's increased or diminished happiness***

Good/happiness/pleasure versus suffering/unhappiness
Inverse relation

Happiness calculation

Rules of Altruism

Personal altruism
Practicing an altruistic ethics without regard for what others are doing or should do

Impersonal altruism
The belief that everyone should practice an altruistic ethics

"Define altruism with a 35mm picture, and with no words and no letters"

Objections to altruism

Is it *possible* to be altruistic…?

Google shared AI knowledge with the world — until ChatGPT caught up

For years the tech giant published scientific research that helped jump-start its competitors. But now it's lurched into defensive mode.

By Nitasha Tiku and Gerrit De Vynck

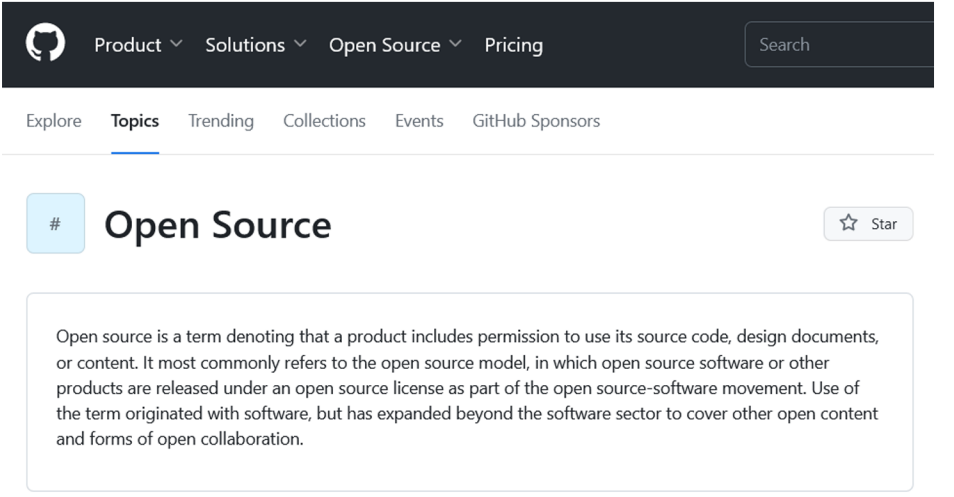
Updated May 4, 2023 at 5:42 p.m. EDT | Published May 4, 2023 at 7:00 a.m. EDT

But the launch of OpenAI's groundbreaking ChatGPT three months earlier had changed things. The San Francisco start-up kept up with Google by reading the team's scientific papers, Dean said at the quarterly meeting for the company's research division. Indeed, transformers — a foundational part of the latest AI tech and the T in ChatGPT — originated in a Google study.

Things had to change. Google would take advantage of its own AI discoveries, sharing papers only after the lab work had been turned into products, Dean said, according to two people with knowledge of the meeting, who spoke on the condition of anonymity to share private information.

Objections to altruism

Is open source altruistic…?



Objections to altruism?

Humiliates yourself?

Humiliates others?

"Image that represents the concept of altruism"

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Egoism definition

1. Chat GPT
   What is egoism?

2. Definition: Mirrors altruism
   Action's consequences increase net happiness (or decrease net unhappiness) when everything is taken into account ***exclusively for the actor's increased or diminished happiness***

Happiness calculation & consequentialism:
Lying, cheating, stealing not count in happiness calculation, only results

"Image to figuratively represent the concept of egoism"

Rules of egoism (Personal/Impersonal)

Personal egoism
Practicing an ethics of egoism without regard for what others are doing or should do

Impersonal egoism
The belief that everyone should practice ethical of egoism (Invisible hand argument)

Rules of egoism (Rational/Psychological)

Rational egoism
Subscribe to egoism because reasonable ethical theory: what a perfectly rational person would choose (v Kant)

- If don't look out for myself, no one will.
- "O te chingas, o te chingan"
- Doing well for me helps others too.

Psychological egoism
Belief that we're all necessarily egoists; it's an inescapable part of what it means to be human

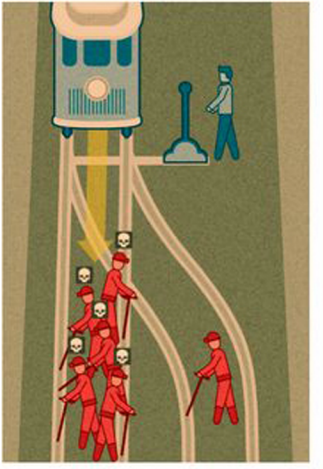
- Mother Teresa sees reward - heaven.

Is this true?

"35mm photo without words or letters that contrast the concepts of rational and psychological egoism."

Case: Egoism

What is the egoist reading?



Switch

Footbridge

Case: Egoism

True?

"An image with no words and with no letters. It presents a case study of ethical egoism."

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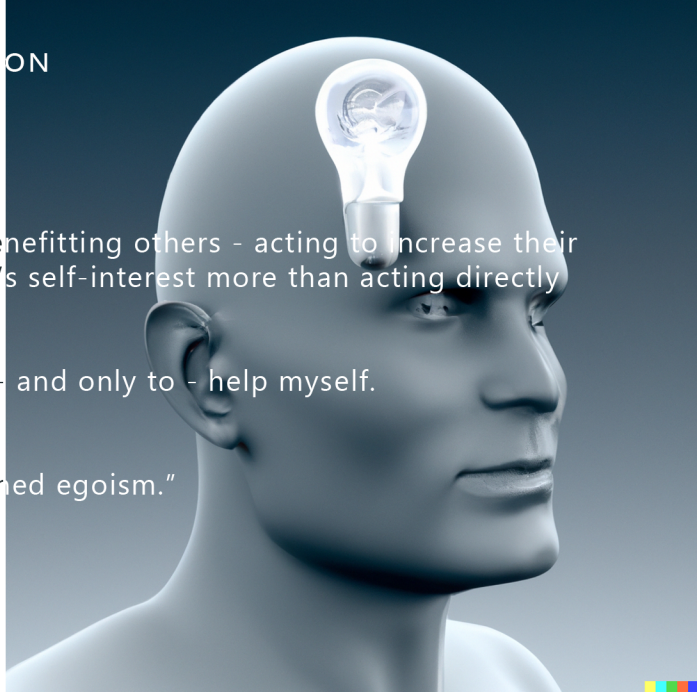
Enlightened egoism definition

1. Chat GPT

2. Definition
   Egoism after the premise that benefitting others - acting to increase their happiness - can serve the egoist's self-interest more than acting directly in favor of themself

   Help myself, and help others to - and only to - help myself.

"Illustrate the concept of enlightened egoism."



Enlightened egoism & invisible hand

Invisible hand: Force of marketplace competition encourages/requires individuals to help others by helping themselves

Example: Pizza restaurant

Adam Smith (1723–1790)
Scottish economist/philosopher

Enlightened egoism & invisible hand & utilitarianism

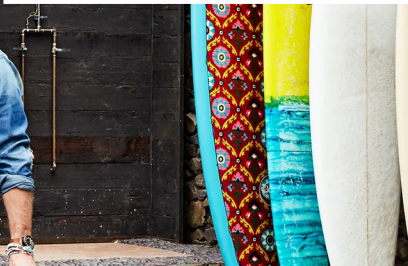
By pursuing own interest, enlightened egoists promote that of the society more effectively than when directly intending to promote it.

Conclusion

Those who believe the utilitarian/altruistic ideal should become egoists.

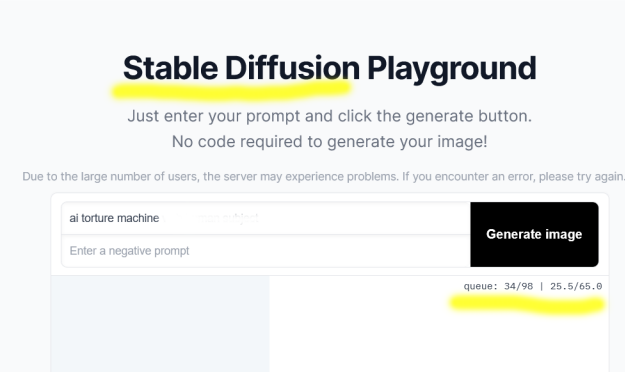
*The entrepreneur trying to do well promotes society's well-being more effectively than when directly intending to promote it.

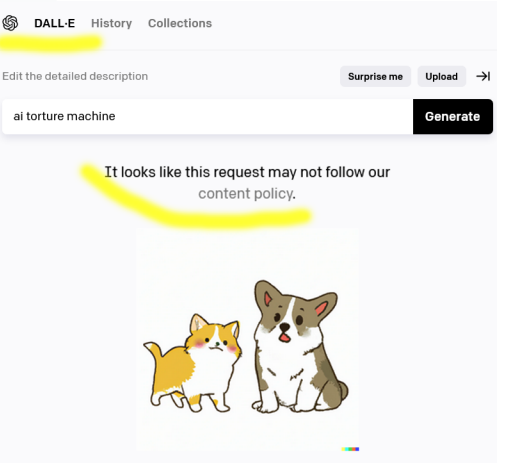
Case: Enlightened egoism? Altruism? Does it matter?



Case: Enlightened egoism?

Stable Diffusion produced the image, Dall-E refused for “community” reasons…





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