Morals are ground rules that allow us to get along.

Ethics is the means to resolve moral dilemmas.

**Normative Ethics**

- **Consequence-based ethics**
  - Hedonism or Egoism: do what maximizes the benefits to yourself.
  - Utilitarianism: do what maximizes the benefits to everyone involved.

- **Duty-based ethics**
  - Kantianism: do what is supported by a rule that can be applied in all similar situations (universalizability).

- **Virtue-based ethics**
  - Aristotle: one should live a virtuous life; virtue will drive one to always do the right thing.

**Act Utilitarianism**

Jeremy Bentham (1748-1832) and John Stuart Mill (1806-1873)

**Principle of Utility (Greatest Happiness Principle)**

An action is right (or wrong) to the extent that it increases (or decreases) the total happiness of the affected parties.

For some being \( I \) affected by an action: 

\[ h_i > 0: \text{happiness} \]
\[ h_i < 0: \text{pain} \]

Quantity \( h_i \) before the action and \( h_i' \) after the action.

Estimate the consequences as: 

\[ C = \frac{h_i' - h_i}{\forall i} \]

If \( C > 0 \), the action is good. If \( C < 0 \), the action is bad.

**Rule Utilitarianism**

Adopt those moral rules which, if followed by everyone, will lead to the greatest increase in total happiness.

(The Principle of Utility is applied to moral rules.)

**Kantianism**

Immanuel Kant (1724-1804)

People’s actions should be guided by moral laws, which are universal. Moral laws are derived through a rational process. But… what makes a rule appropriate?

- **Categorical Imperative (1)**
  Act only from moral rules that you can will to be universal moral laws.

- **Categorical Imperative (2)**
  Act so that you always treat yourself and other people as ends in themselves, and never only as means to an end.