

Justice

Utilitarianism

3. Utilitarianism: Jeremy Bentham

Moral dilemma in quantitating people's life cost to estimate pollution harm

Cost/benefit analysis

Phillip Morris study in Czech republic

- Costs
  - Increased healthcare cost
- Benefits
  - Tax revenue
  - Health care savings (from early deaths)
  - Pension savings
  - Savings in housing costs for elderly
- 😊 Net gain If people smoke = 147\$mln, or 1227\$ from each person who dies prematurely
- problem is they didn't consider cost of happiness of live of the people

Ford Pinto case

REPAIRING THE FORD PINTO	
COSTS	BENEFITS
\$11 per part x 12.5 million cars	180 deaths x \$200,000 + 180 injuries x \$67,000 + 2000 vehicles x \$700
= \$137 million (to improve safety)	= \$49.5 million

And they didn't repair the problem!

4. Objections to Utilitarianism and improvements by John Stuart Mill

Objections to Utilitarianism

🚫 1. Fails to respect individual / minority rights

- Effect on minorities
  - Example: in Rome minority of Christians thrown to lions for happiness of many Romans watching the show
- Example: Can you torture suspect in terrorism to discover and prevent big terror act?

🚫 2. Not possible to aggregate all values and preferences into \$\$

- Thorndike's study in 1930s
  - How much \$\$ you have to be paid for ...
    - Live in Kansas = 300k\$
    - Eat a worm = 100k\$
    - Pull a tooth = 4.5k\$
  - Q: in long run cost is not a constant - it will vary and depending on there time window you will have different results. Whoever selected time window will win?
- Example: women college with rule of no men guests overnight
  - Considerations
    - More spending on hot water
    - More spending on mattresses change
  - Solution
    - no more than 3 guests per week and guest should pay 50 pence
  - Result
    - 😊 "St. Anne's girls - 50 pence a night" in a newspaper
- Using single measure like \$\$
- Case: Opera and Dogfights

👍 Weighting all preferences shouldn't we distinguish between HIGHER and LOWER PLEASURES?

🚫 One cannot judge who is better Mozart or Madonna, Ballet or Bowling

👍 But all together can't we decide what is higher?

🚫 But we have example with Romans

John Stuart Mill tried to humanize Utilitarianism

👍 Consider individual rights

justice is the most sacred part  
So, if we do justice and respect individual rights on a long term period society as a whole will have huge benefits

👍 And distinction between HIGHER and LOWER pleasures

Our de facto actual empirical desires are the only basis for moral judgment

"Of two pleasures, if there be one to which all or almost all who have experience of both give a decided preference, irrespective of any feeling of moral obligation to prefer it, then that is the more desirable pleasure."

John Stuart Mill

If one experienced both pleasures and prefer one over another - that one is higher

⚠️ Experiment that contradicts with it

- Three shows
  - Shakespeare
  - Fear Factor
  - The Simpsons
- Most people like The Simpsons
- The highest experience or pleasure is Shakespeare

🚫 Q: Cultural pressure!?