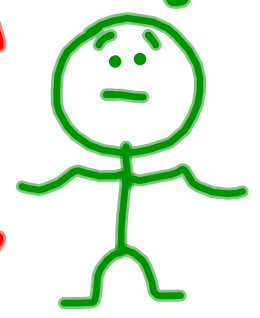


ETHICS: An Introduction

CHARACTER

TRAIT
TRAIT
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TRAIT

What should I do?



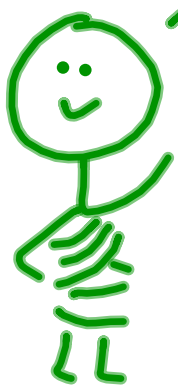
INTENT

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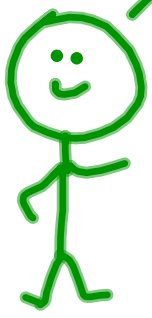


OUTCOME
OUTCOME
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OUTCOME

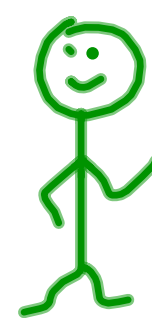
CONSEQUENCES



I am Aristotle. If you have good character, you will make good choices. Follow the Doctrine of the mean: good character traits are the average between extremes.



I am Immanuel Kant. The only truly good thing is a good will. Intentions matter. Follow the Categorical Imperative. What if everyone followed this maxim? Don't use people.



I am John Stuart Mill. I am a utilitarian. Consequences matter. Follow the Greatest Happiness Principle. Act to promote the greatest happiness for the greatest number.