



UCDAVIS

ECS 88 – Winter 2026
[Week 3]

EGOISM

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Herd Morality

(value / pity)

Superiority

Self-Interests / -ish

Ego-ism

God is Dead

(no sin / nothing forbidden)

Subjective

(belief)

comply
(bodily)

justify

(rationalization)

Pleasure (reward)

desire (psychological)

Obligation

Self-less

Altru-ism

“other”

Necessity
Purpose
Will
Motivation

Ontological Theological Epistemic

Realism Divine Law Rationalist

Objective

(belief)

Why Vote?

Choice

honesty

good life

witnessing (martyr)

faith

judge

re-cognition

Commandments

Golden Rule (universal)

Do unto others as you would have them do unto you
Golden Rule

Matt, 7:12
[Theories of Ethics, page 29]

But from time to time grant me—assuming that there are divine benefactresses beyond good and evil—a glimpse, grant me just one glimpse of something perfect, completely finished, happy, powerful, triumphant, that still leaves something to fear! A glimpse of a man who justifies man himself, a stroke of luck, an instance of a man who makes up for and redeems man, and enables us to retain our faith in mankind!

Friedrich Nietzsche
[Theories of Ethics, page 31]

[A] strong, highly cultured human being, skilled in all physical accomplishments, who, keeping himself in check and having reverence for himself, *dares to allow himself the whole compass and wealth of naturalness*, who is strong enough for this freedom; a man of tolerance, not out of weakness but out of strength, because he knows how to employ to his advantage what would destroy an average nature; *a man to whom nothing is forbidden*, except it be weakness, whether that weakness be called vice or virtue... A spirit thus emancipated stands in the midst of the universe with a joyful and trusting fatalism.

Friedrich Nietzsche
[Theories of Ethics, page 32]