Workable Ethical Theories based on Quinn's discussion in "Ethics for the Information Age"

	Kantianism	Act Utilitarianism	Rule Utilitarianism	Social Contract
Motivation	O People should be guided by universal moral laws of good will and duty. O Categorical Imperative (2nd Formulation): Treat yourself and others as an end in themselves, never as the means to an end.	 O An action is good if it benefits someone. Causes greatest benefit for the greatest amount of people. O An action is bad if it harms someone. Minimizes harm to the most people. O Produces happiness or prevents unhappiness for an individual or a community. O Greatest Happiness Principle (74). O Benefits and harms can be calculated by these factors: Intensity, duration, certainty, propinquity, fecundity, purity, extent. Allows direct comparison of different actions to see if the benefits outweight the harms. 	O See Act Utilitarianism. O Provides a set of rules, which when followed, lead to the greatest increase in total happiness. O Individuals and groups choose to follow the rules because it produces the greatest good. O Applies the Principle of Utility to individual actions and moral rules. O Evaluates the consequences of an action.	O Members have rights but no one is above the rules. O We implicitly accept a social contract (rules) when we become part of a group (such as a country). O Government can enforce the rules. O Rawls's Principles of Justice (p. 85) O Difference Principle: strives for the greatest benefit to the least-advantaged members. (p. 85)
Criteria are	Based on rules derived by the reasoning process.	Based on actions.	Based on rules of a majority of the culture, religion, gov't.	Based on rules of gov't.
Focus audience is	the individual.	everyone.	everyone; majority of society.	individuals.
Cases for	O It is rational. O Produces universal moral guidelines. O Treats everyone as moral equals	O Comprehensive in evaluation of actions. O Does not distinguish between individuals; works for everyone. O Practical and easy to understand. O Focuses on happiness	O Simpler to evaluate/calculate harms/benefits because it focuses on long term outcomes rather than individual actions. O Rules are set, so not every action needs to be evaluated; consequences are already understood. O Rules survive exceptional situations. O Does not rely on moral luck. O Appeals to the majority of a society.	O Based on rights O Explains why people act in self-interest without common agreement. O Provides clear analysis of certain citizen/gov't problems.
Cases against	 Sometimes no rule adequately characterizes an action. Doesn't have a way to resolve a conflict between rules. Doesn't allow exceptions to moral laws. 	 Unclear who to include in calculations; who are the moral beings involved in the decision. Calculations are too much work. Intent of the action is not considered; ignores our innate sense of duty. Hard to see where the lines are drawn. Doesn't handle the problem of moral luck. Individual rules work poorly in larger context/community. 	 O Ignores a potentially unjust distribution of good consequences (may ignore minority groups). O Single scale does not apply in every situation. O Some situations may be just, regardless of the rules. O No objective measure of amount of happiness. 	 No one signed the contract. Some actions have multiple characterizations. Problems with conflicting rights. May unjustly treat people who cannot uphold the contact.