

Corbin Graham

According to Paul Camenisch, the way to evaluate products begins with the assessment of whether the product will enhance or detract from the human condition; if a business does not enhance the human condition, then it is morally questionable even if the business takes morally appropriate measures to producing this product. If a business is dedicated to a product, the product will be better, then profit will follow, but if they are dedicated to profit, there is no guarantee the product will be good, even if it is more profitable. Companies must have a distinct understanding of where they will place their focus to make a product that will benefit the human condition.

Using Camenisch's principle of product assessment, one example of a good product would be a coffee cup. Using Kraut's conception, the coffee cup affects the sensory and physical human powers the most. Physically, the coffee cup is designed to protect a user's hand from the hot beverage inside the cup. The material used to make it can always contain and withstand very high temperatures. Without coffee cups, it would be nearly impossible to drink a warm beverage without causing physical distress to yourself. The cup is often designed with warm shapes and patterns positively benefiting our visual senses. Together, all of the elements of the coffee cup help us to enjoy life in a greater way, most humans in today's society regularly rely on the design of the coffee cup for energy and a boost in productivity.

A lottery ticket is not often thought of to be a dangerous product. Everybody loves to win. The body responds very positively to winning, similarly to how it responds to drugs. Constant supplies of the dopamine received from a win is what quickly draws lottery ticket buyers to big buyers. Anything you purchase where you don't receive a product, but instead the opportunity to get a product is gambling. Gambling is currently legal in every state... to an extent. The purchase of a lottery ticket can quickly lead to more serious forms of gambling. Generally, it is that someone must be of a certain age before they can partake, but also there are beginning to be less and less restrictions on what can be gambled on and where. Gambling has similarly addictive tendencies to alcohol and tobacco but since it is completely mentally addicting and not physically, it is still legal. Gambling can seriously damage the cognitive abilities of a person: it can make them less productive when they are away from gambling. It also has serious social risks like the withdraw from communication and losses of assets that people rely on. If someone ends up blowing all of their money on gambling, they very often also lose all of those around them, which in every way is negative to their human well-being.

Waide defines associate advertisement as something that will make us morally worse people, discouraging the development of human virtues through corrupting the advertiser by making them worse humans, or by corrupting the target by making them worse humans. In George Orwell's Nineteen Eighty-Four, humans have lost all which makes them individual. Apple's advertisement encourages individuality and connects the Macintosh computer to the ability to have individuality. The advertisement successfully makes a person feel that without an Apple computer, they will miss out on their own individuality and freedom. Individuality is what separates us from the person besides us. Freedom is us having the ability to decide what

we need to flourish. Nobody wants to be under the control of someone else, and nobody wants to be told what they must do in life. It is our own decision that makes us who we are as people.

Sandel argues that we must separate ourselves from a market economy and a market society. A market economy is a tool for organizing productive activity for the betterment of society. A market society is a way of life in which market values decide every aspect of our lives. He makes two arguments for why we must keep ourselves separated. First, there is inequality: life becomes harder for those with less money. Second, there is corruption which is what could occur when we put a price on humanity. An example of corruption Sandel provides is when parents pay their kids to read. It diminishes the barrier between reading being a chore and reading being an intrinsic satisfaction. This turns the good things in life to commodities. For a person to be a citizen, they intake a country's entire culture. A person benefits from all that the country stands for, and all that it provides. To have a society full of citizens creates the many variations and things that make up the country's culture and is what benefits each person who falls under the blanket. A private military contractor does not represent a nation's beliefs or culture. It represents war, and that alone. The use of a private military contractor diminishes the entire reason for being at war at all which is to defend and protect what a country stands for.

Goodpaster's claim about violent video games is that it threatens our morals, and it is too mature for the eyes of a child. He believes if we take a more comprehensive approach to violent video games, creators would consider their effects and research further what they can be, and who can be affected. He states that human well-being can be negatively affected, especially at a young age. To take a more comprehensive approach would be to look beyond the expressed interests and desires of the stakeholder groups.