Reason:

Kant:

We are rational and autonomous

We should not allow the anticipated consequences of our actions to drive our decision-making.

Always telling the truth is right

Marcus Aurelius:

To remain unaffected by the world around him in order to perform his duty and act like a rational human being

Aristotle:

Acting virtuously requires finding the rationally defined mean between the vicious extremes of excess and deficiency of feeling or action in the way most appropriate to a particular situation.

Feeling:

Mill:

Actions are morally right to the extent that they tend to produce happiness and wrong to the extent that they tend to produce unhappiness

Hume:

Concluded that reason is not the only force to drive our morals, but we need a “moral sentiment” as well.

Based on observations

Confucius:

Pursing the Dao: a way of living life to become more human

Golden mean, overshooting is as bad as falling short

A lesser virtue can become a vice if employed incorrectly