

ZULF SPECULATES ABOUT UNIVERSAL MESSAGE RECEPTION IN HUMAN RACE

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1. UNIVERSAL HUMAN MORAL NATURE EXISTS

Ethnicity effects on Human Moral Values is between 6.5% to 9.5% I have established already on strong data from World Values Survey. We can conclude that Universal Human Moral Nature exists. This is a great conclusion and a fundamental advance for the human race and will forever change the future trajectory of the human race.

That is a solid milestone in our knowledge about Human Nature. Now I am interested in building on this solid foundation to further understanding. Now I am interested in understanding whether there is a Universal Human Message Judgment that is possible to quantify, i.e. I am seeking a *parsimonious scientific theory* that will tell us the conditions under which a given message M will be accepted and taken seriously by almost all people on Earth.

A priori, this is an impossibly difficult problem but I am optimistic that

- There is an objective solution to the problem
- Certain messages will have a high likelihood of being accepted by the entire human race

These are extremely nontrivial problems in general but we want to consider the problem since it is interesting to us.

2. MAIN SPECULATIVE HYPOTHESIS

The acceptability of a given message to almost all human beings on Earth is primarily dependent on the judgment of virtuous moral character of the sender, as judged by the receiver. I want to keep my speculative hypothesis focused and simple.

3. MARKETING THEORIES ARE INADEQUATE

I really don't like Marketing theories of communication. Their version will be 'what message M will lead people to buy my product'. I don't like the problem because I don't really care. Furthermore, I don't understand how this problem can be solved without solving the more general problem I have outlined, i.e., what messages are acceptable *at all* at the human race scale.

4. THE PROBLEM NEEDS TO MATURE

This is a great and highly nontrivial problem, and so I will let the problem mature.

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