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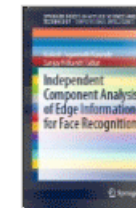
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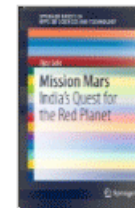
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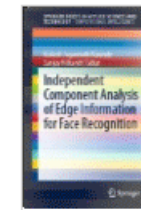
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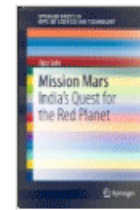
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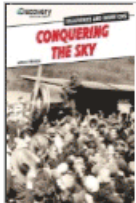
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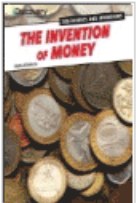
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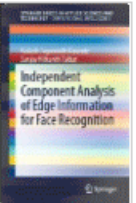
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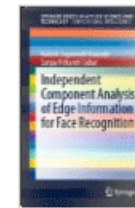
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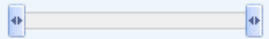
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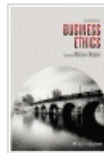
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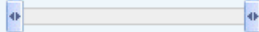
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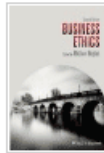
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How to Construct Your Own Model

our prescriptions in terms that can actually be used by policy makers. Beautiful visions that can never be should be transferred to artists and poets.

How to Construct Your Own Model

The first step in creating your own model for which you are responsible is to go through personal introspection concerning the four steps in the personal worldview imperative. The first two are global analyses in which an individual thinks about who he or she is right now in terms of consistency and completeness. These criteria are amenable to the prudential model. They are instrumental to making whatever worldview one chooses to be the most *effective* possible. This is a prudential standard of excellence. What constitutes the moral turn is the connection to a theory of the good: ethics.

Thus the third step is to consider the principal moral theories and make a choice as to which theory best represents your own considered position. To assist readers in this task, I provide a brief gloss here of the major theories of ethics.

Theories of ethics

There are various ways to parse theories of ethics. I will parse theories of ethics according to what they see as the ontological status of their objects. There are two principal categories: (a) the realist theories that assert that theories of ethics speak to actual realities that exist,³ and (b) the anti-realist, that assert that theories of ethics are merely conventional and do not speak about ontological objects.

Realist theories

Utilitarianism is a theory that suggests that an action is morally right when that action produces more total utility for the group as a consequence than any other alternative. Sometimes this has been shortened to the slogan, "The greatest good for the greatest number." This emphasis upon calculating quantitatively the general population's projected consequential utility among competing alternatives, appeals to many of the same principles that underlie democracy and capitalism (which is why this theory has always been very popular in the USA and other Western capitalistic democracies). Because the measurement device is natural (people's expected pleasures as outcomes of some decision or policy), it is a realist theory. The normative connection to aggregate happiness and the good is a factual claim. Utilitarianism's advocates point to the definite outcomes it can produce by an external and transparent mechanism. Critics cite the fact that the interests of minorities may be overridden.

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