

.....
"A POWERFUL ACTIVIST AND ESSAYIST IN THE SERVICE OF REASON." —STEPHEN JAY GOULD

MICHAEL SHERMER

NATIONAL BESTSELLER

AUTHOR OF
WHY PEOPLE BELIEVE WEIRD THINGS

THE SCIENCE OF GOOD AND EVIL



WHY PEOPLE CHEAT, GOSSIP CARE, SHARE
AND FOLLOW THE GOLDEN RULE

.....
"A POWERFUL ACTIVIST AND ESSAYIST IN THE SERVICE OF REASON." —STEPHEN JAY GOULD

MICHAEL SHERMER

NATIONAL BESTSELLER

AUTHOR OF
WHY PEOPLE BELIEVE WEIRD THINGS

HOW BIOLOGY AND PSYCHOLOGY
SHAPE OUR ECONOMIC LIVES



THE MIND OF THE MARKET

.....
"WONDERFUL COCKTAIL PARTY
MATERIAL... FASCINATING."
—LOS ANGELES TIMES BOOK REVIEW

The Myth of Pure Good & Evil

Pure Good and Pure Evil do not exist
as metaphysical entities

“Good” and “Evil” are
adjectives, not nouns

No “evil” homunculus
in brains



The Myth of Pure Evil



To say “Osama bin Laden is evil”
explains nothing



To say “Hitler and the Holocaust are evil” prevents understanding

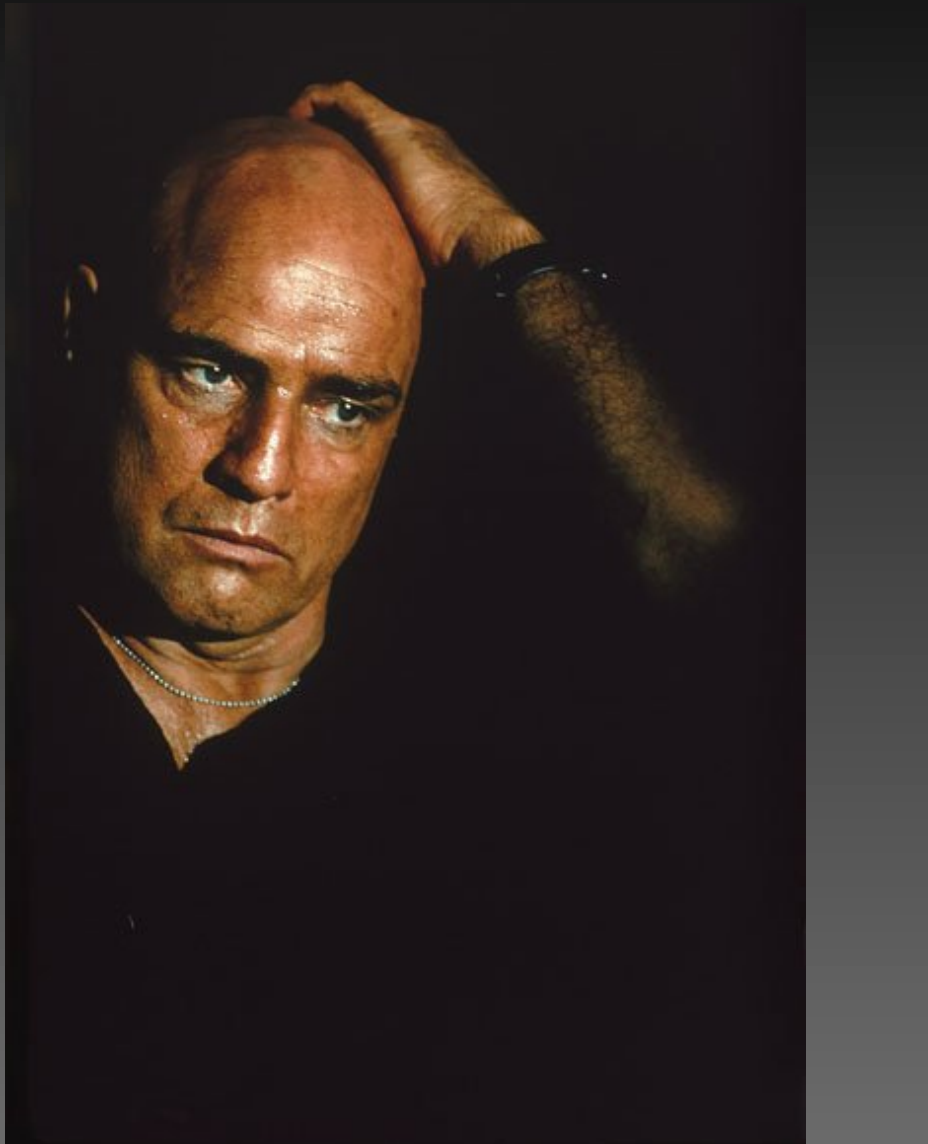
We Need to Examine the Nature of Human Moral Nature



Will you choose to be
Oscar Schindler or
Amon Goethe?

Understand Our Inner Colonel Kurtz

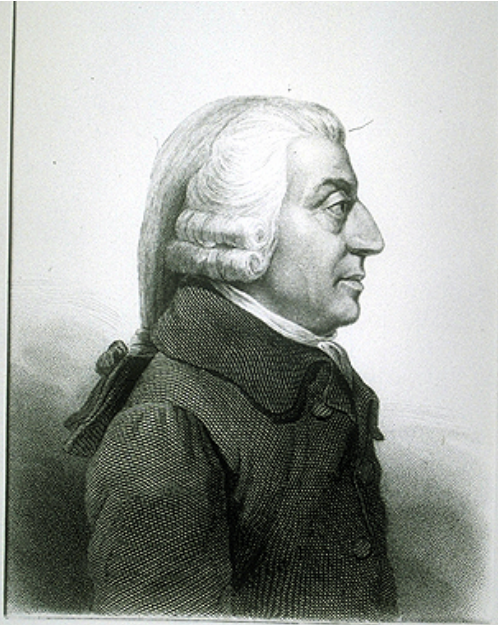
Explore Our Inner Captain Willard



Look Inside Our Inner Captain Kirk

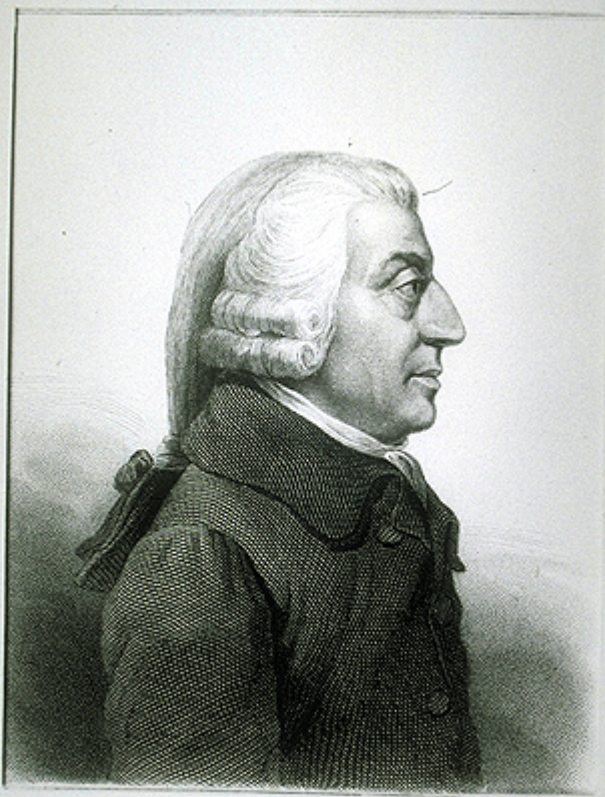
“The Enemy Within”: Rational Kirk to Emotional Kirk: “I can’t survive without him. I don’t want to take him back. He’s like an animal—a thoughtless, brutal animal. And yet it’s me.”





Adam Smith was anything but blindly pro-business. Throughout *The Wealth of Nations*, he criticized “factions”: groups of politically connected businessmen, bankers, tradesmen, and industrialists who turned to the government to do their bidding—their formation constituted a power bloc that would serve the special interests of producers rather than the general interests of consumers:

“People of the same trade seldom meet together, even for merriment and diversion, but the conversation ends in a conspiracy against the public, or in some contrivance to raise prices.”



“How selfish soever man may be supposed, there are evidently some principles in his nature, which interest him in the fortune of others, and render their happiness necessary to him, though he derives nothing from it except the pleasure of seeing it. Of this kind is pity or compassion, the emotion which we feel for the misery of others, when we either see it, or are made to conceive it in a very lively manner.”

Adam Smith, *Theory of Moral Sentiments*, 1759

Aleksandr Solzhenitsyn, *The Gulag Archipelago*, said it trenchantly...



“If only there were evil people somewhere insidiously committing evil deeds, and it were necessary only to separate them from the rest of us and destroy them. But the line dividing good and evil cuts through the heart of every human being. And who is willing to destroy a piece of his own heart?”

—Aleksandr Solzhenitsyn,
The Gulag Archipelago

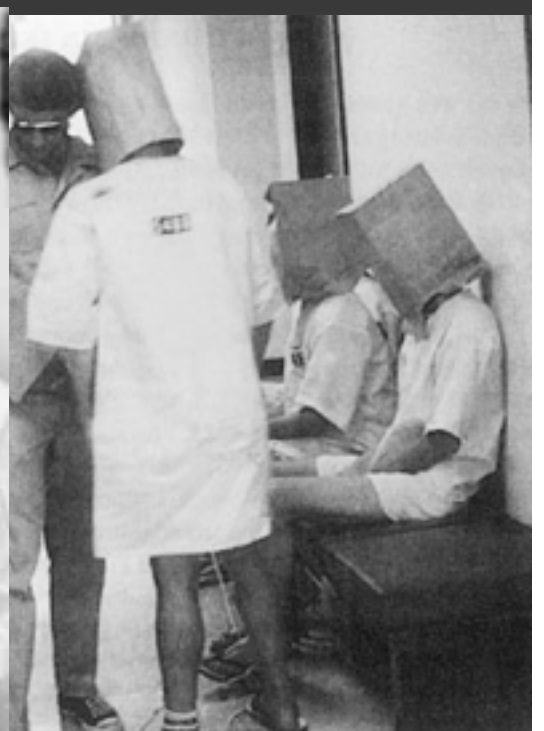
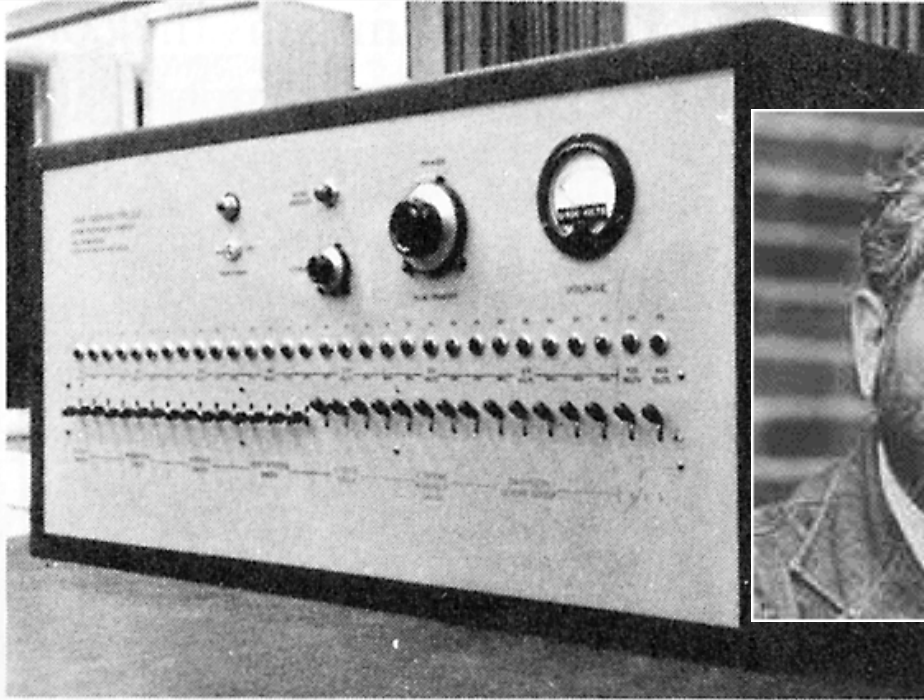
Understand The Enemy Within

Humans are, by nature, moral & immoral, good and evil, altruistic and selfish, cooperative and competitive, peaceful and bellicose, virtuous and non-virtuous.



Humans are Naughty & Nice



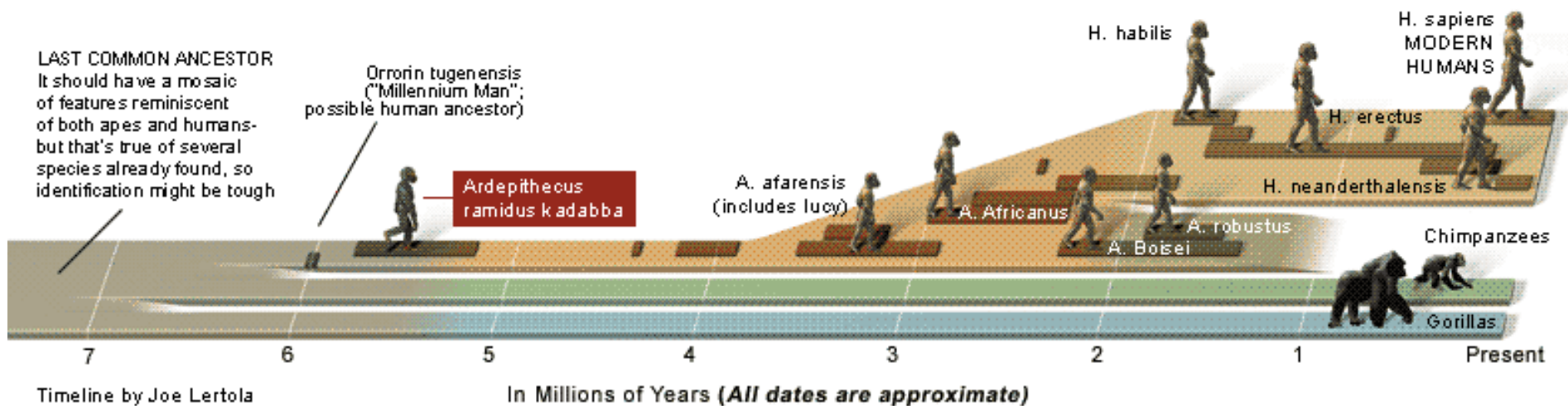


The Evolution of Moral Emotions

99% of our history was spent in the Paleolithic, living in tiny bands & tribes of 10-200 people

A WALK THROUGH HUMAN EVOLUTION

The newest fossils have brought scientists tantalizingly close to the time when humans first walked upright—splitting off from the chimpanzees. Their best guess now is that it happened at least 6 million years ago [Click here to read the cover story >>](#)

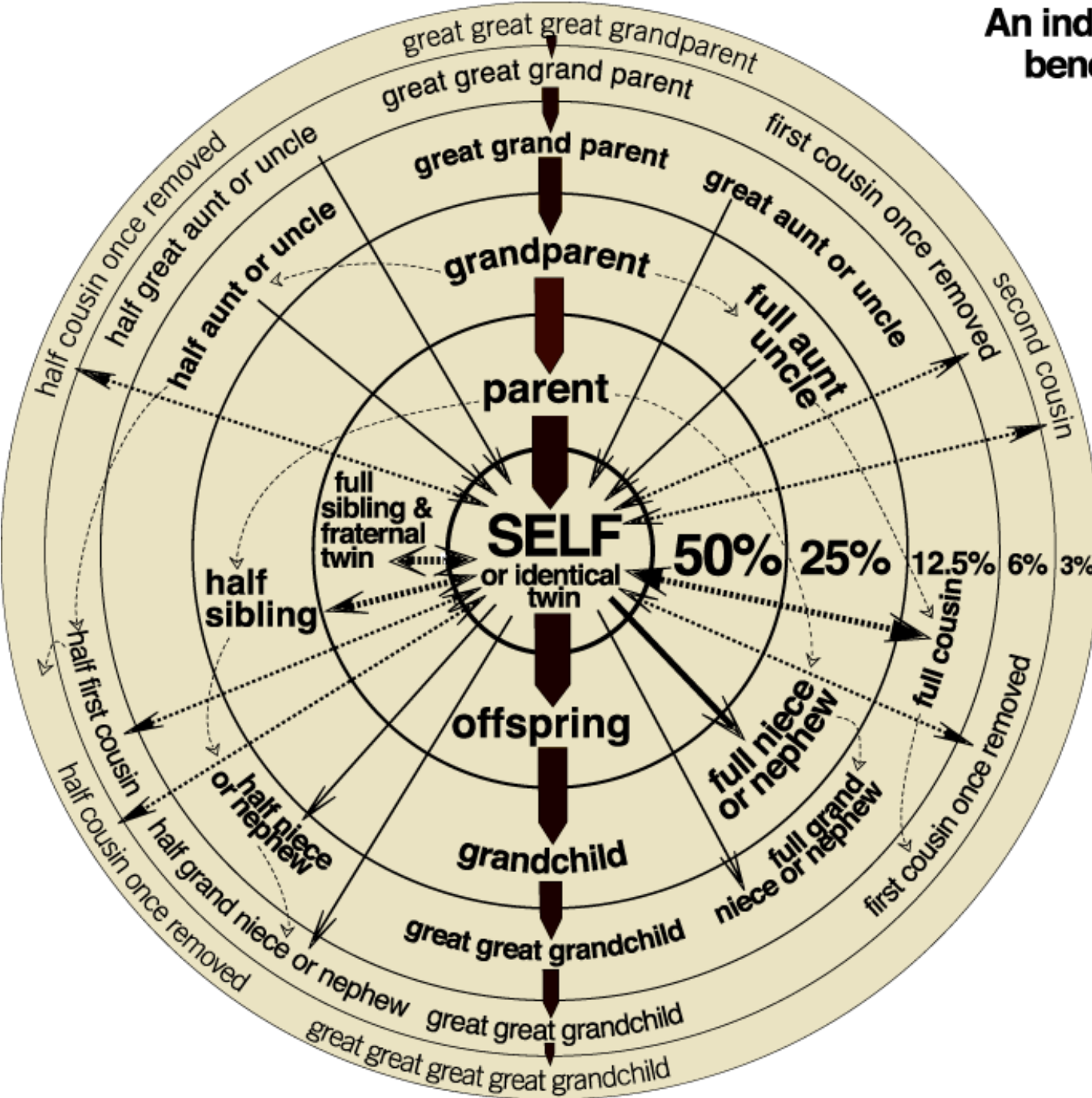


1st Moral Principle





Help your kin & kind



An individual is most likely to benefit from close relatives



The thicker the arrow the more likely a benefit is to occur

-  Likely benefit flows
-  Likely benefit flows
-  less certain flow of benefits (largely based on uncertainty of age relationships.)
-  Relationships other than to the self

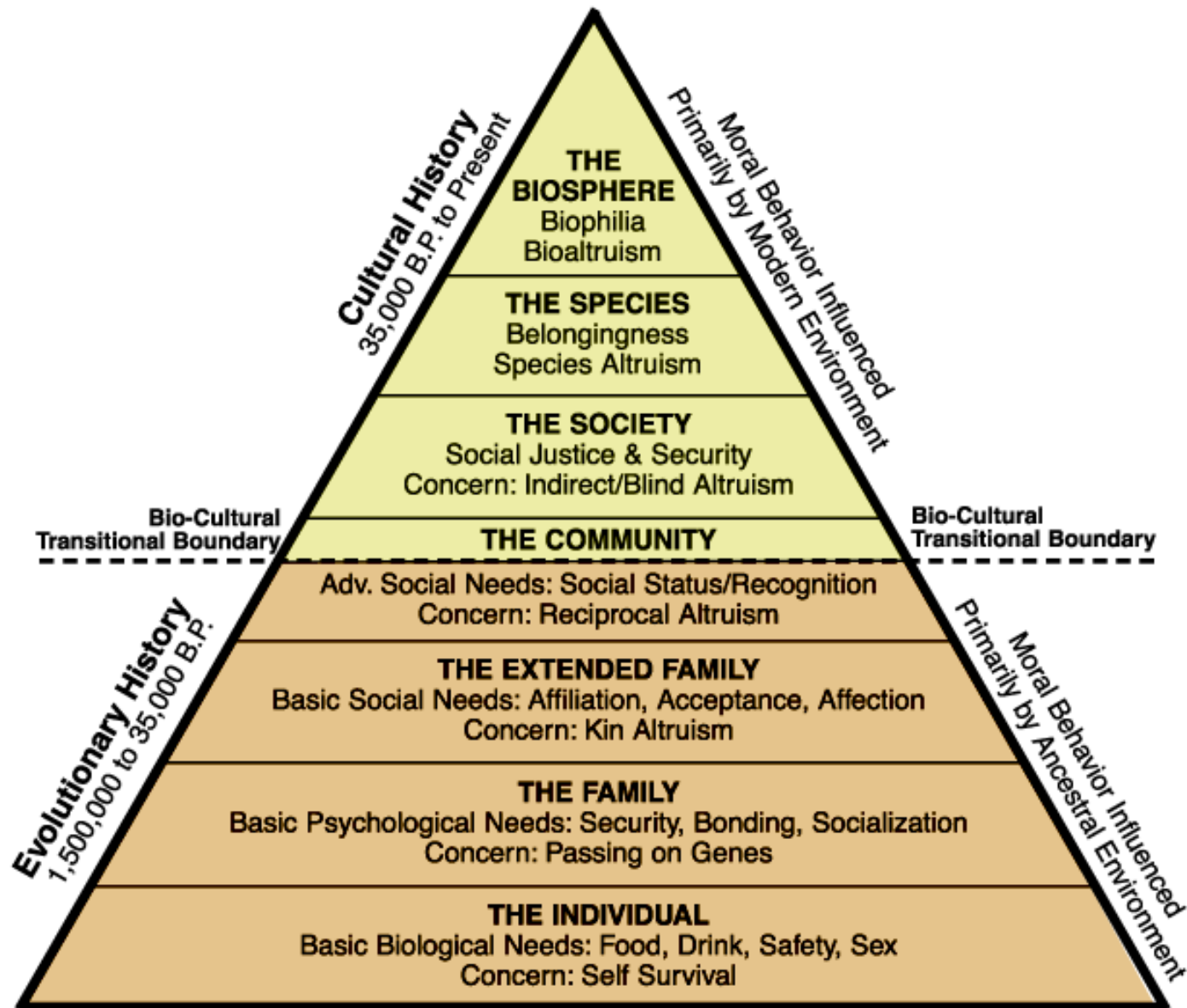
0% unrelated persons



2nd Moral Principle: Reciprocity

“I’ ll scratch your back if you’ ll scratch mine”





BIO-CULTURAL EVOLUTIONARY PYRAMID

A MODEL OF THE ORIGIN AND DEVELOPMENT OF ETHICAL BEHAVIOR

3rd Moral Principle:

The Golden Rule

“Do unto others
as you would
have them do unto you”

Zero Sum v. Nonzero Evolution

Herbert Spencer: Survival of the fittest

Tennyson: Nature red in tooth and claw

Huxley: Gladitorial view describing nature “whereby the strongest, the swiftest, and the cunningest live to fight another day.”

Kropotkin: “If we...ask Nature: ‘who are the fittest: those who are continually at war with each other, or those who support one another?’ we at once see that those animals which acquire habits of mutual aid are undoubtedly the fittest. They have more chances to survive, and they attain, in their respective classes, the highest development of intelligence and bodily organization”



Evolution's Non-Zero Win-Win Games

Evolution of Our Tribal Human Groupings

Time Before Present	Group	Number of Individuals
100,000-10,000 years	Bands	10s-100s
10,000-5,000 years	Tribes	100s-1000s
5,000-3,000 years	Chiefdoms	1000s-10,000s
3,000-1,000 years	States	10,000s-100,000s
1,000-present	Empires	100,000s-1,000,000s



The Evolution of Emotions

When our body is depleted of energy we do not compute caloric input/output ratios; we simply *feel* hungry and seek out food.

When we pass on our genes into the next generation, we do not calculate the genetic potential of our sexual partner, we just *feel* aroused and seek out sexual intimacy.



Evolution of Moral Emotions

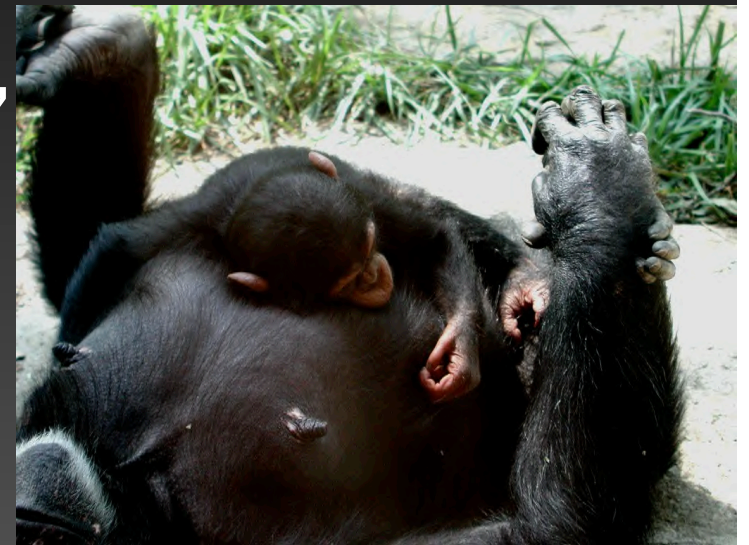
Asking “Why should we be moral?” is like asking:

“Why should we be hungry?”

“Why should we be aroused?”

“Why should we be jealous?”

“Why should we be in love?”



Proximate “how” level (psychology)

v.

Ultimate “why” level (evolutionary theory)

Tipping & Morality

Why bother to tip a restaurant server we will never see again?

Ethical egoism: We tip because it makes us feel good. It is selfish.



But what does it mean to *feel good* about an act, whether it is selfish or altruistic? The *sense of feeling good* is an evolved moral sense with a deep ultimate evolutionary explanation.

Deception & Deception Detection

Humans are better liars than lie detectors, but deceivers get caught often enough that it is risky behavior.



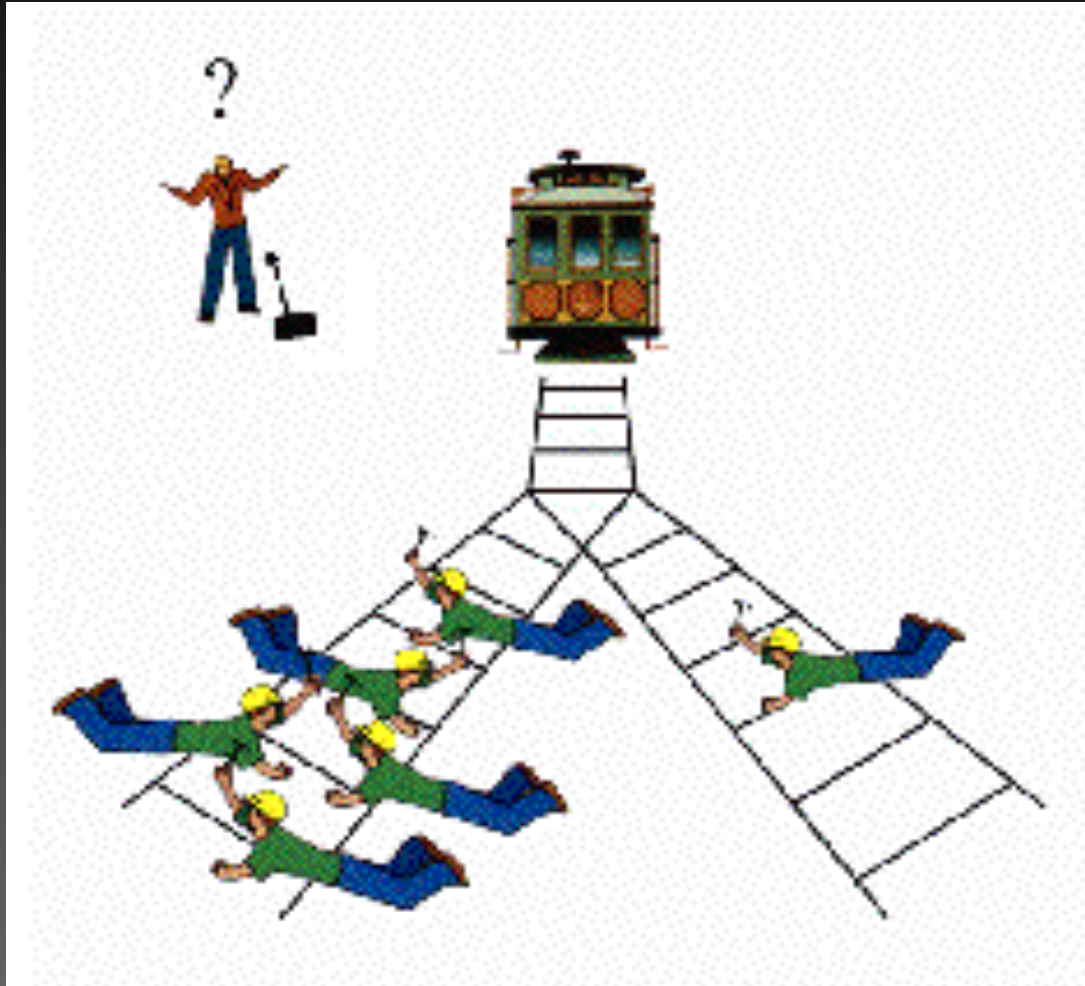
The cues we give off when we are attempting to deceive others are less likely to be expressed if you believe the deception.

It is not enough to fake doing the right thing in order to fool our fellow group members, because over time consistent liars are caught.

We cannot fool all of the people all of the time, so we assess (through observation and gossip) who is trustworthy and who is not, so it is better to actually be a moral person because that way you believe it yourself.

The best way to convince others that you are a moral person is not to fake being a moral person but to *be a moral person*.

The Trolley Car Problem



Evolutionary Ethics

Switches and people are categorically different. Evolution designed us to care more for humans v. nonhumans, kin v. nonkin, friends v. strangers, and direct v. indirect action, because these differences impacted survival and reproduction.

Our moral intuitions reflect a rational calculation conducted over evolutionary eons, and numerous permutations on the trolley car experiments conducted by psychologists supports this theory.

Ultimatum Game

\$100 Split between A & B

50/50, 60/40, 70/30, 80/20, 90/10

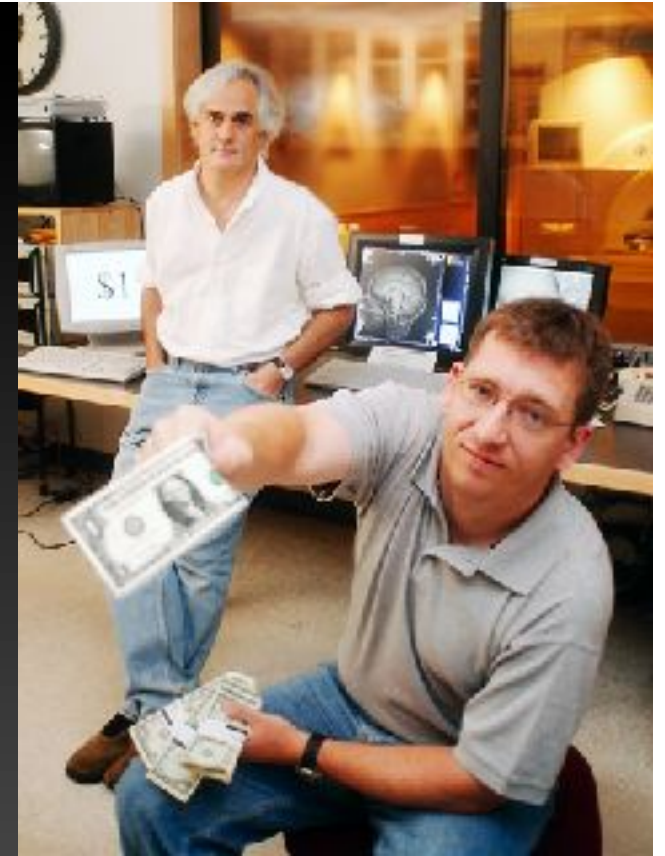
Offer accepted = players keep \$\$

Offer rejected = no \$\$ for anyone

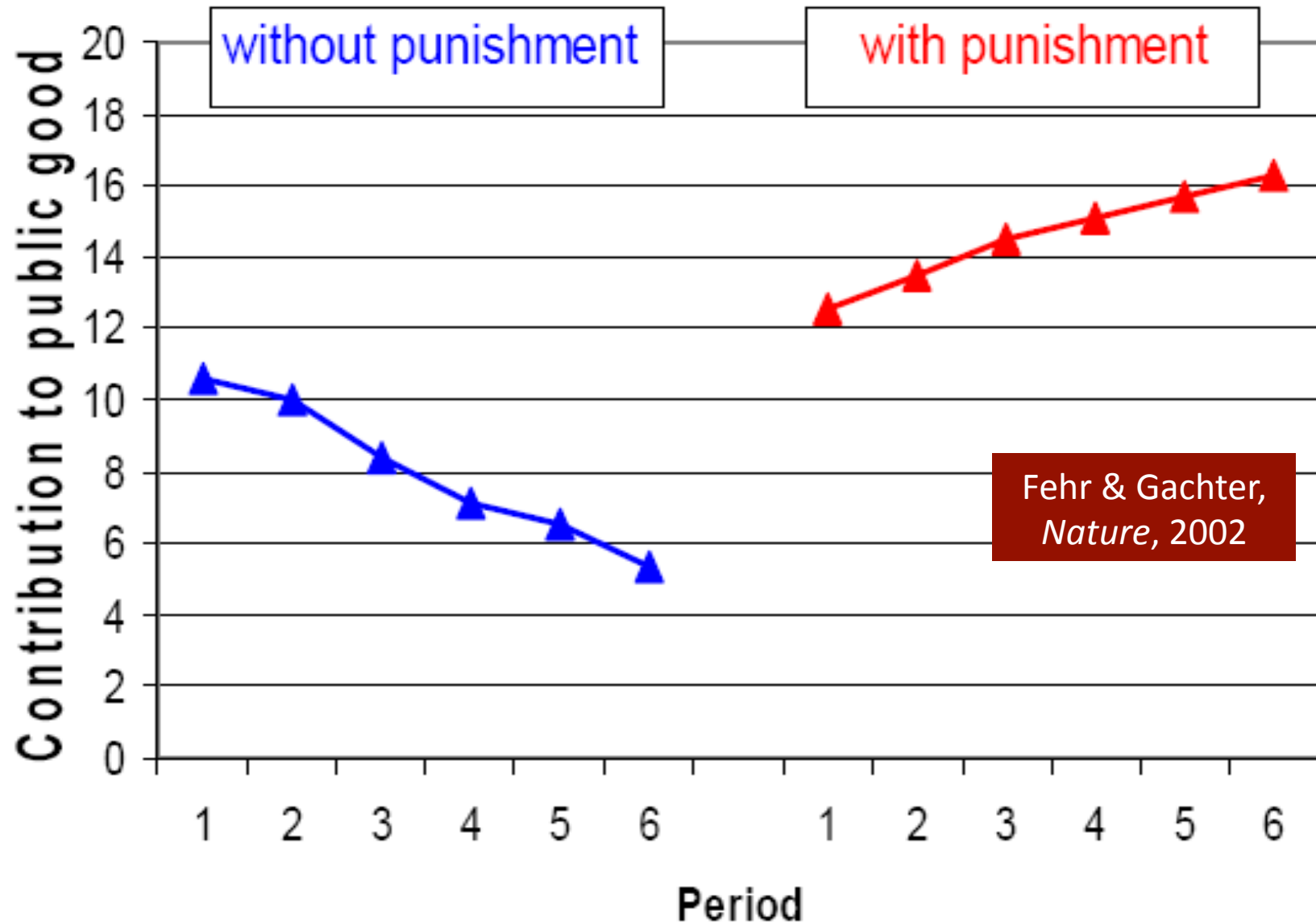
What would you offer?

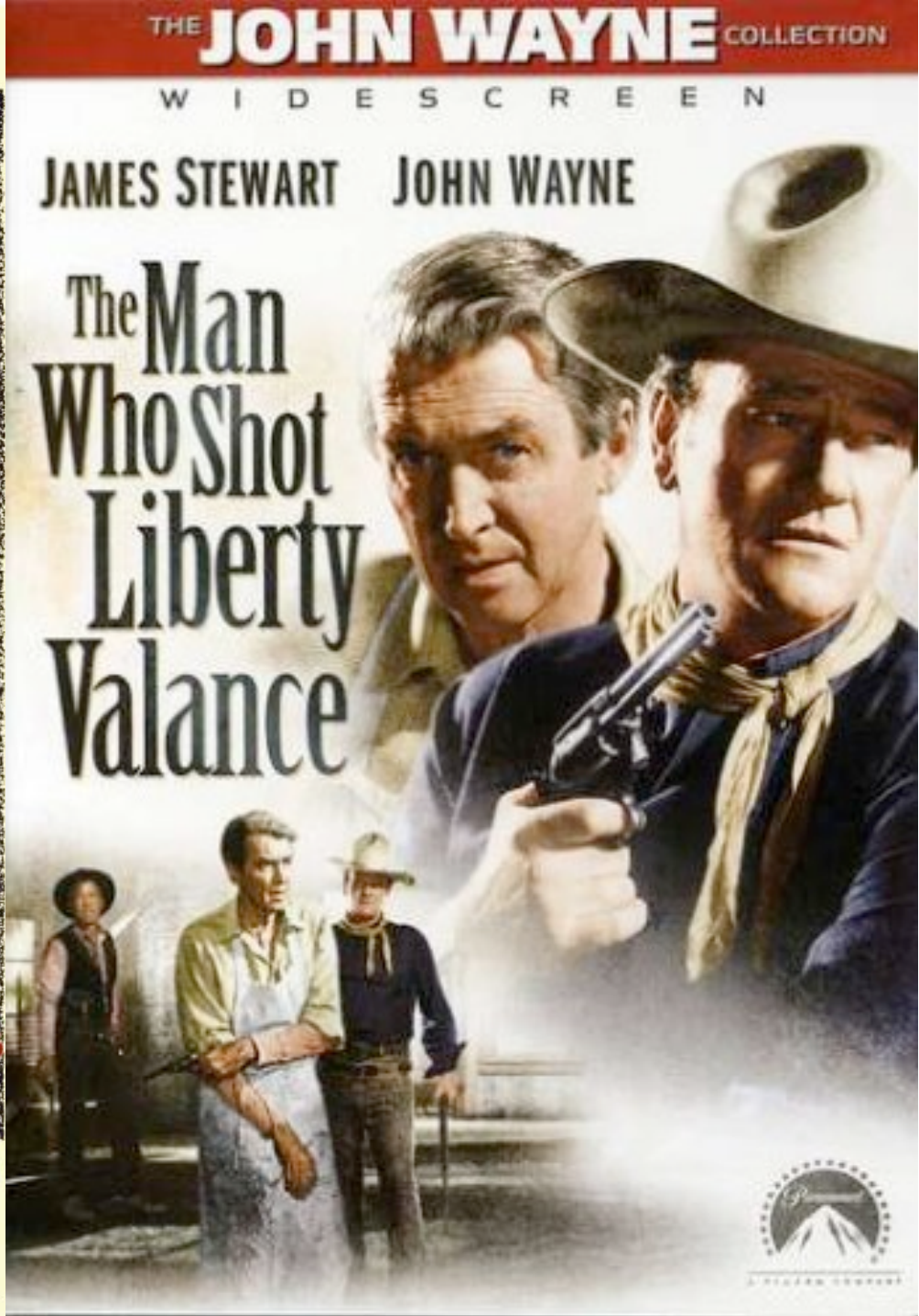
Jonathan Cohen, Princeton: fMRI of subjects in the Ultimatum Game

The more unfair the offer,
the more activity in the
anterior insula, associated
with disgust & other
negative emotions.



Cooperation decays without punishment





Domestication of Silver Foxes *Vulpes vulpes*

In 1959 the eminent Russian geneticist Dmitri Belyaev at the Institute of Cytology and Genetics in Siberia, bred silver foxes for friendliness toward humans

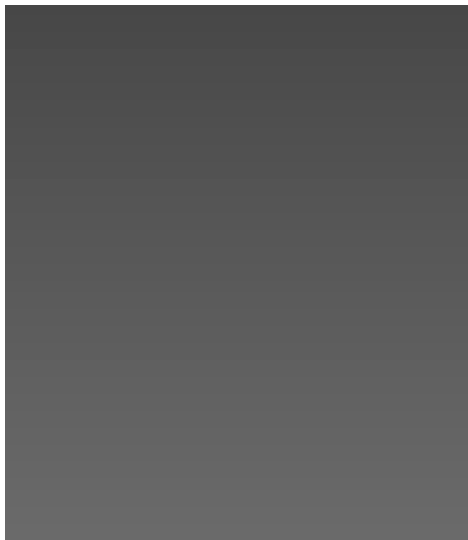


Domestication of Silver Foxes *Vulpes vulpes*

In only 35 generations (an eyeblink on an evolutionary time scale), the researchers were able to produce tail wagging, hand licking, peaceful foxes. What they also fashioned were foxes with smaller skulls, jaws, & teeth than their wild ancestors





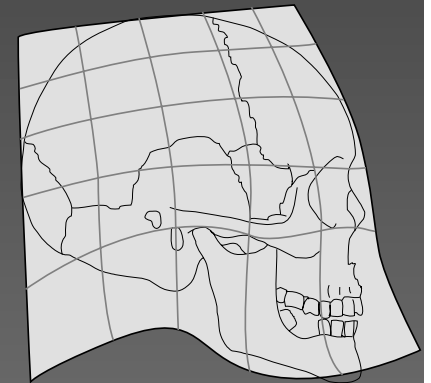
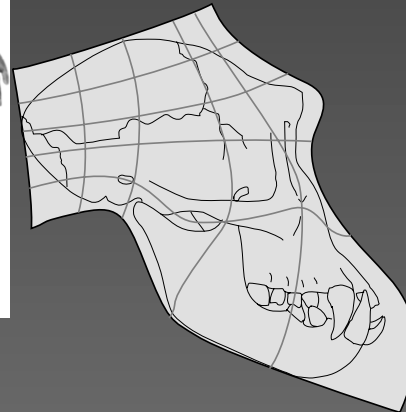
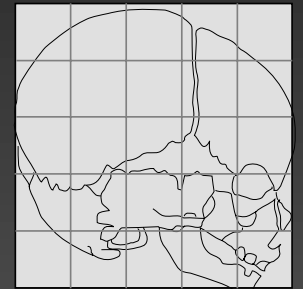
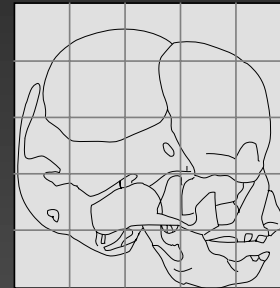
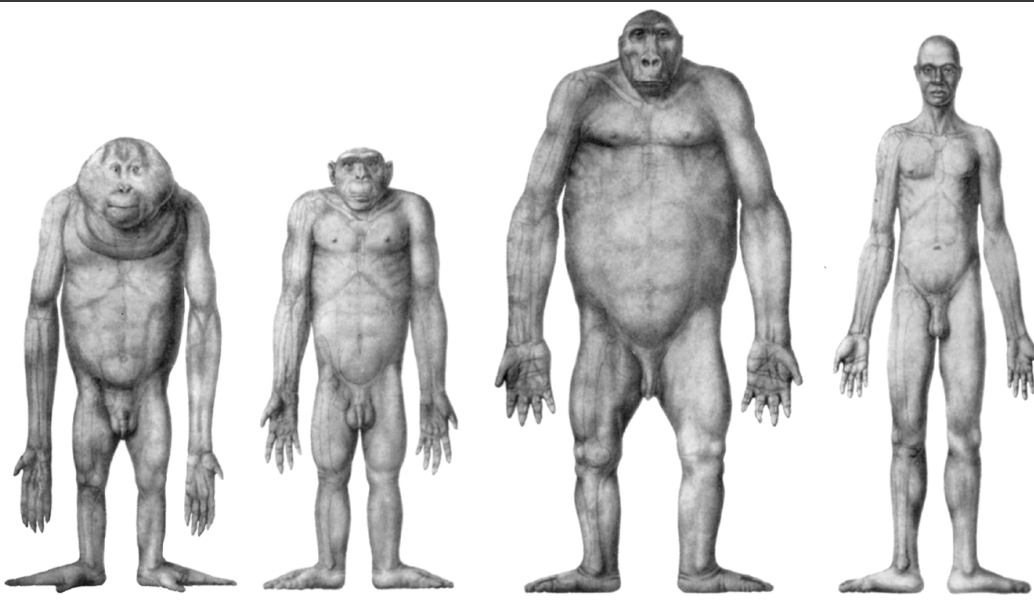




Domestication of *Homo sapiens*

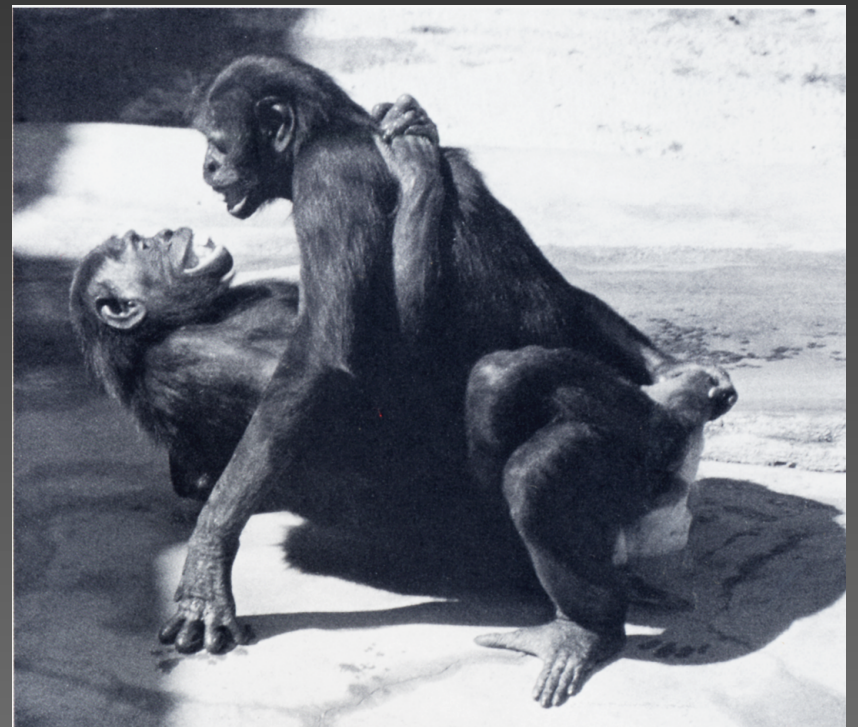
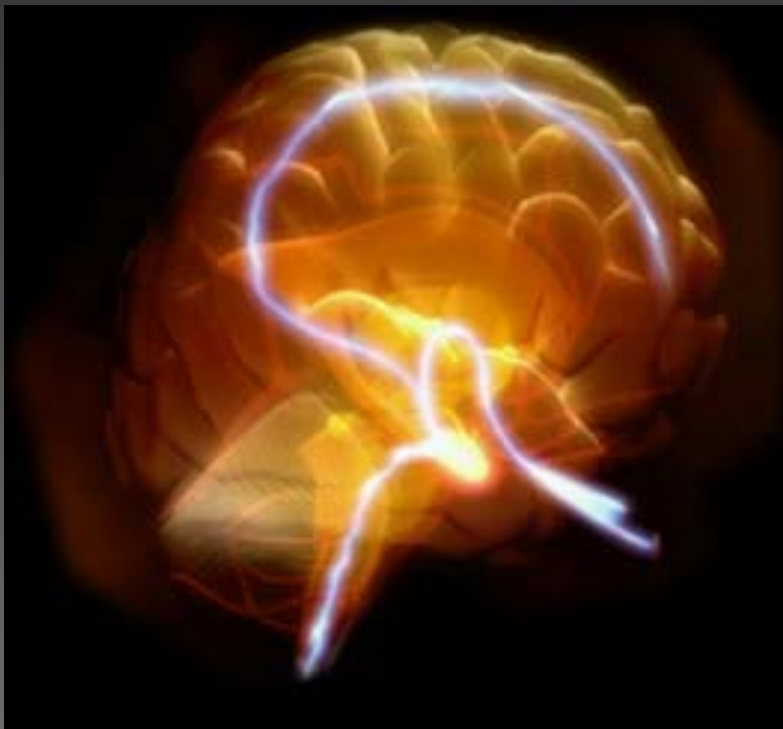
Paedomorphism: retention of juvenile features into adulthood

Reduced size of teeth, jaw, reduced aggression



Domestication of *Homo sapiens*

Year-round sexuality resembling bonobos (v. chimps)
Area 13 in the limbic frontal cortex in humans,
mediates the inhibition of aggressive behavior, more
closely resembles in size the equivalent area in
bonobo brains than it does that in chimp brains



Right Way

Wrong Way



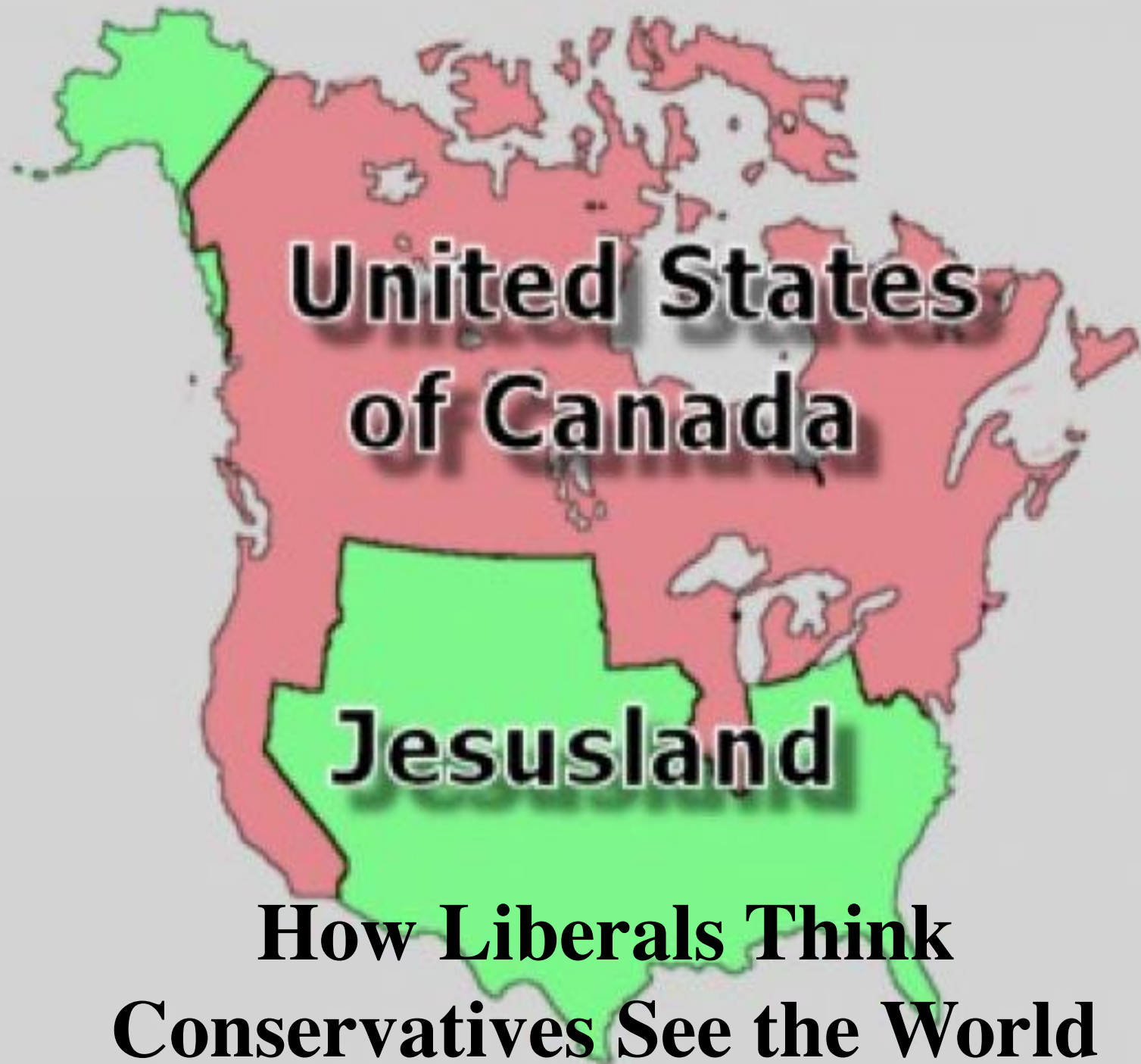


What Liberals Think:

Conservatives are a bunch of hard-drinking, gun-toting, Hummer-driving, Bible-thumping, black-and-white-thinking, fist-pounding, shoe-stomping, morally-hypocritical blowhards.

What Conservatives Think:

Liberals are a bunch of tree-hugging, whale-saving, hybrid-driving, sandal-wearing, bottled-water-drinking, ACLU-supporting, flip-flopping, wishy-washy, Namby Pamby, bedwetters.



**United States
of Canada**

Jesusland

**How Liberals Think
Conservatives See the World**

POST ELECTION U.S. MAP



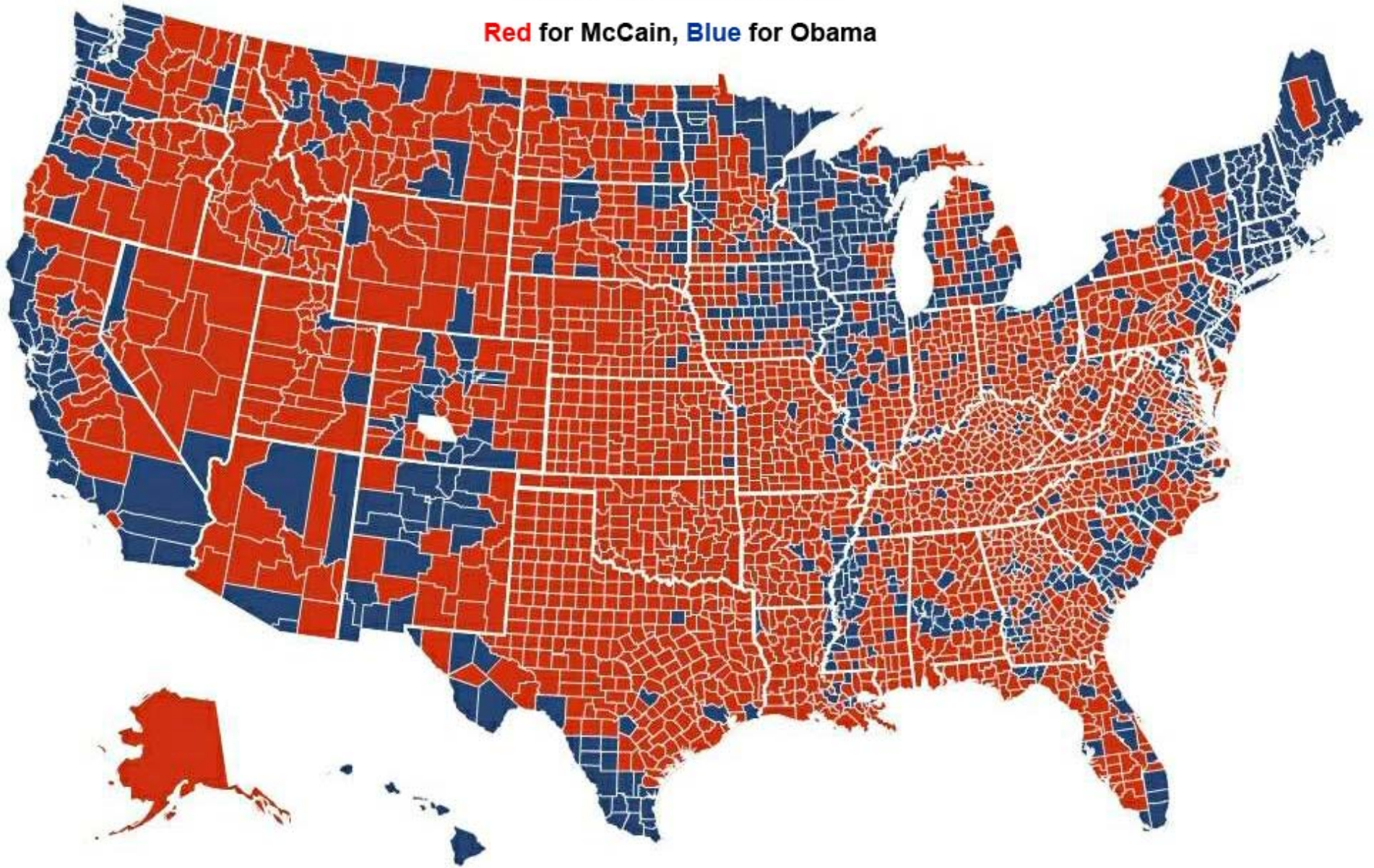
**How Conservatives Think
Liberals See the World**

Source: Brian M

The 2008 Presidential Election

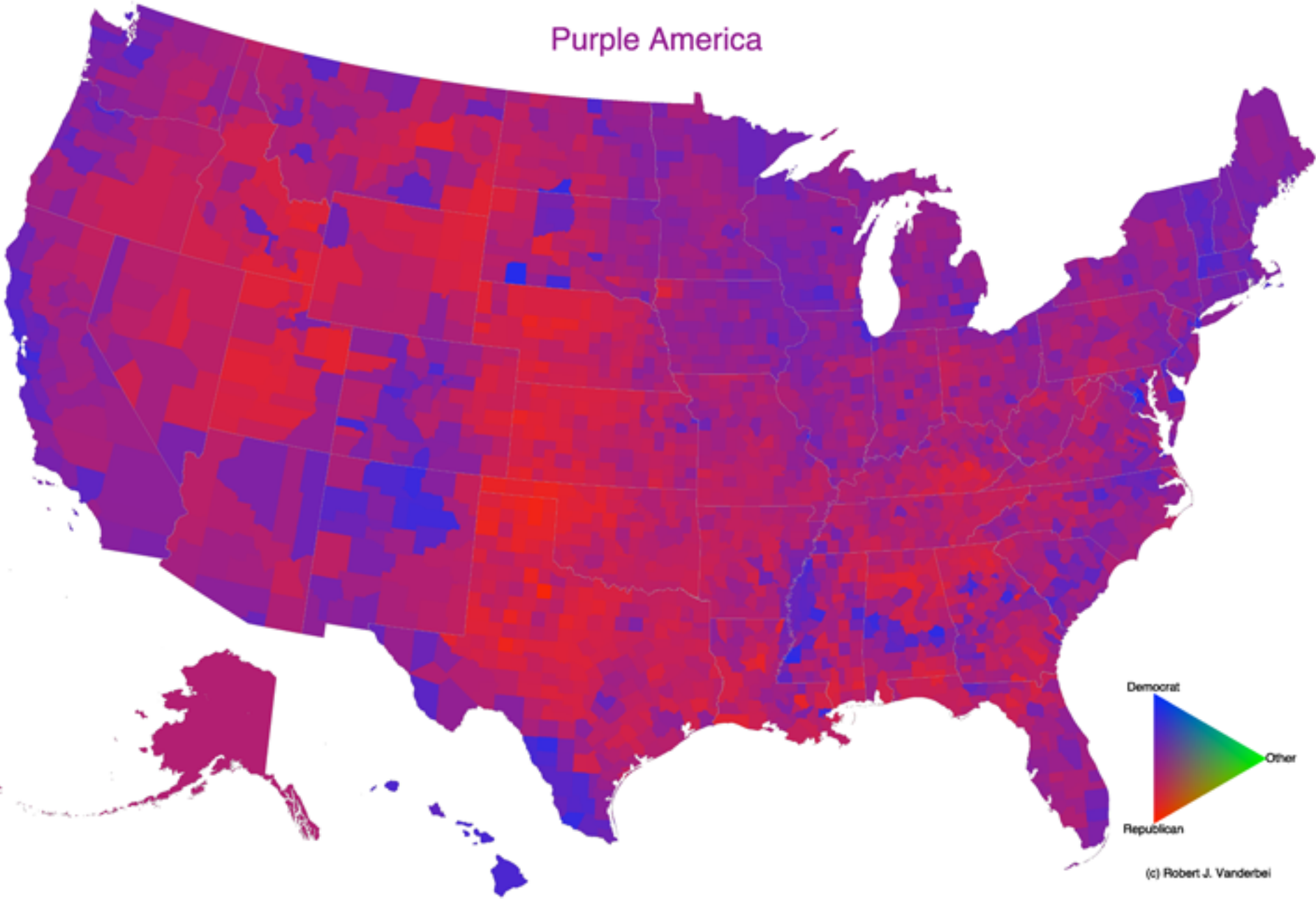
County by County Results

Red for McCain, Blue for Obama



2008 Presidential Election

Purple America



Jonathan Haidt's
Moral Foundation Theory
(www.moralfoundation.org)
Based on 5 Moral Dimensions



Jonathan Haidt's 5 Moral Dimensions:

1. *Harm/care*: evolved mammalian attachment system means we can feel the pain of others.
2. *Fairness/reciprocity*: the evolution of reciprocal altruism generates a sense of justice.
3. *Ingroup/loyalty*: evolved in-group tribalism leads to patriotism.
4. *Authority/respect*: evolved hierarchical social structures translates to respect for authority and tradition.
5. *Purity/sanctity*: evolved emotion of disgust related to disease and contamination underlies sense of bodily purity.

Jonathan Haidt's 5 Moral Dimensions:

Moral focus on individual rights

1. Harm/Care (protect from harm)
2. Fairness/Reciprocity (justice, equality)

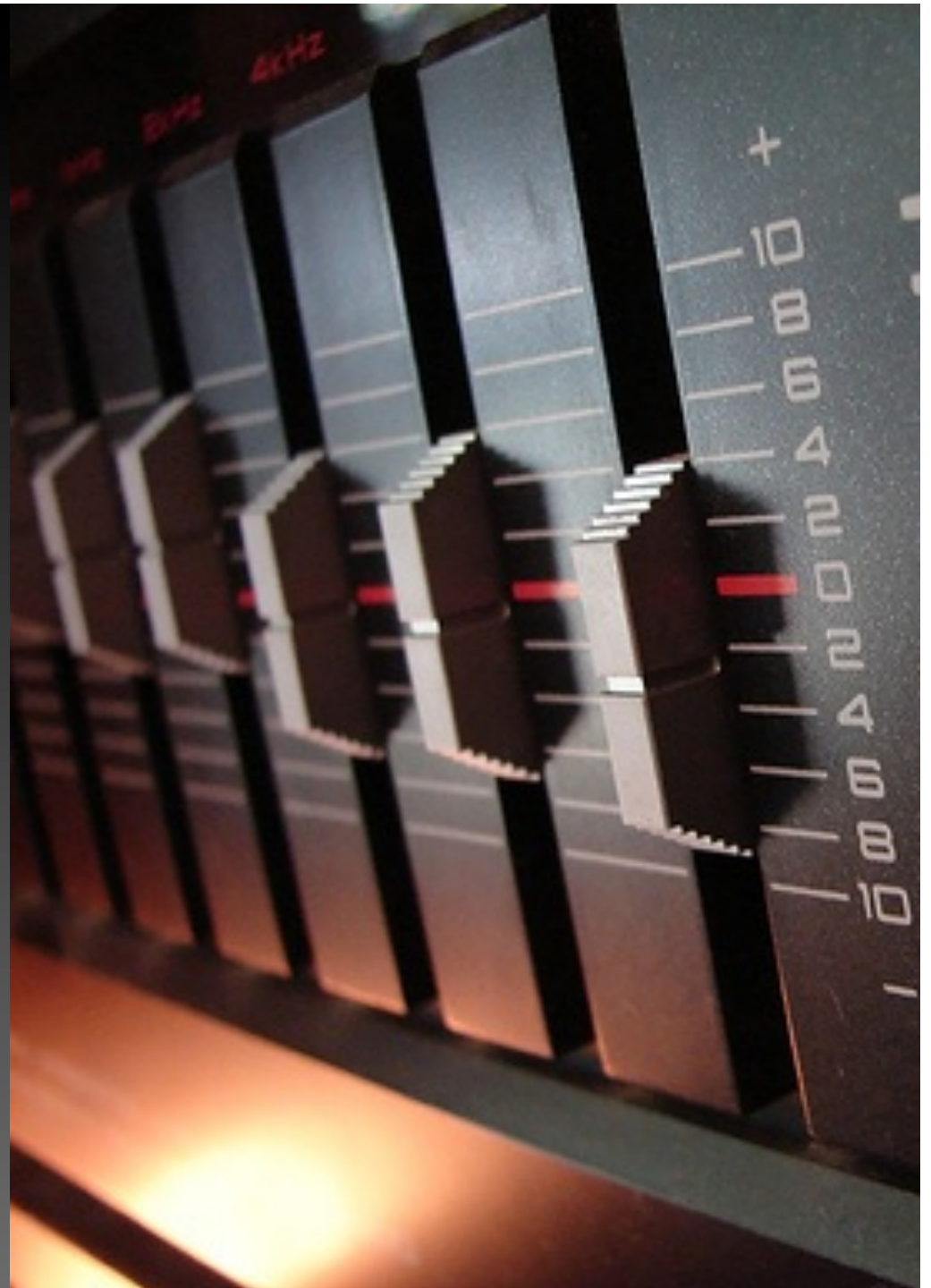
Moral focus on group cohesiveness

3. Ingroup/Loyalty (family, group nation)
4. Authority/Respect (law, tradition)
5. Purity/Sanctity (sex, sacredness)

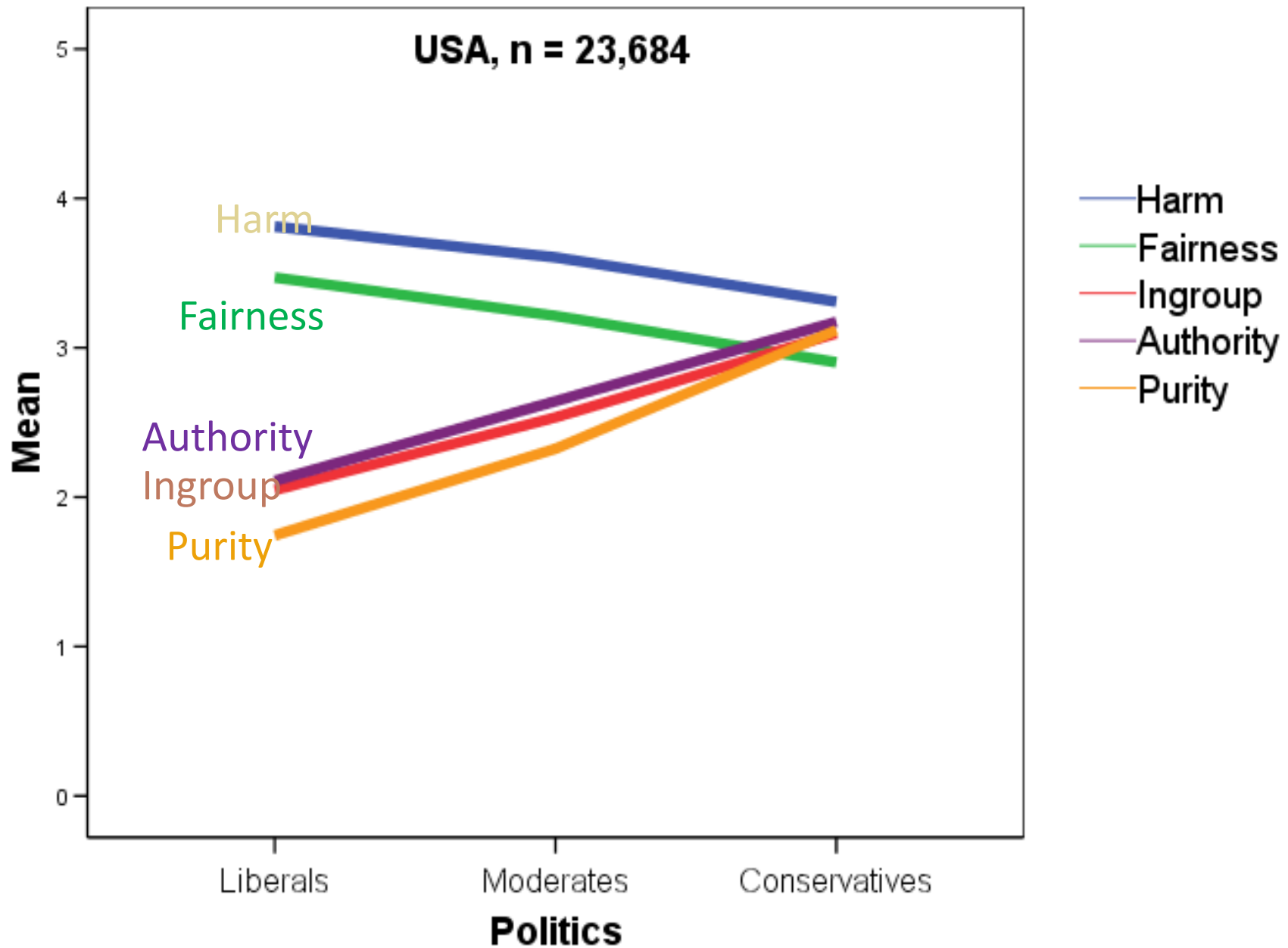
The 5-Channel Moral Equalizer

Liberals tend to emphasize 1 & 2 (individual morality)

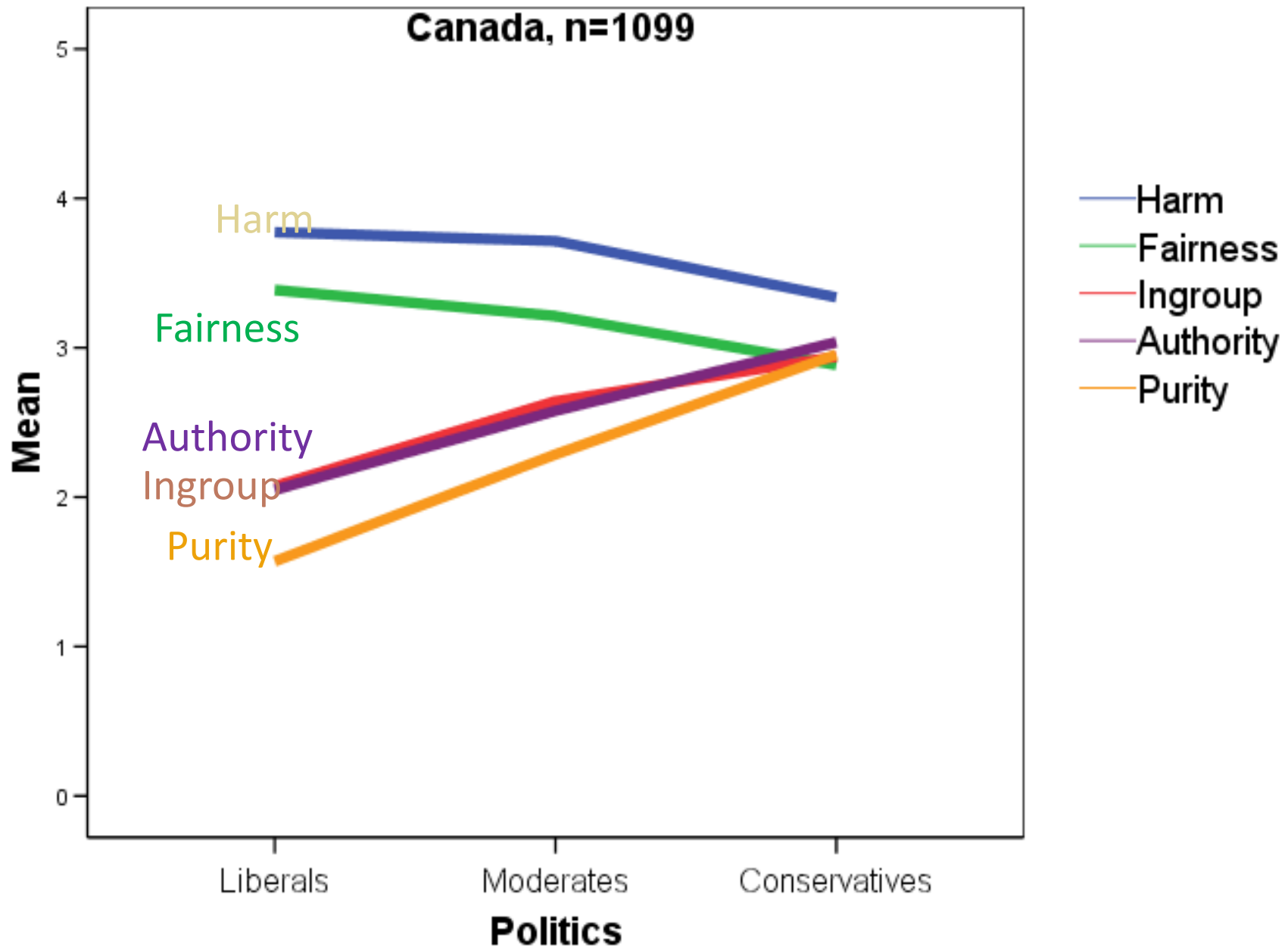
Conservatives tend to emphasize all 5, but more 3, 4 & 5 (group binding)



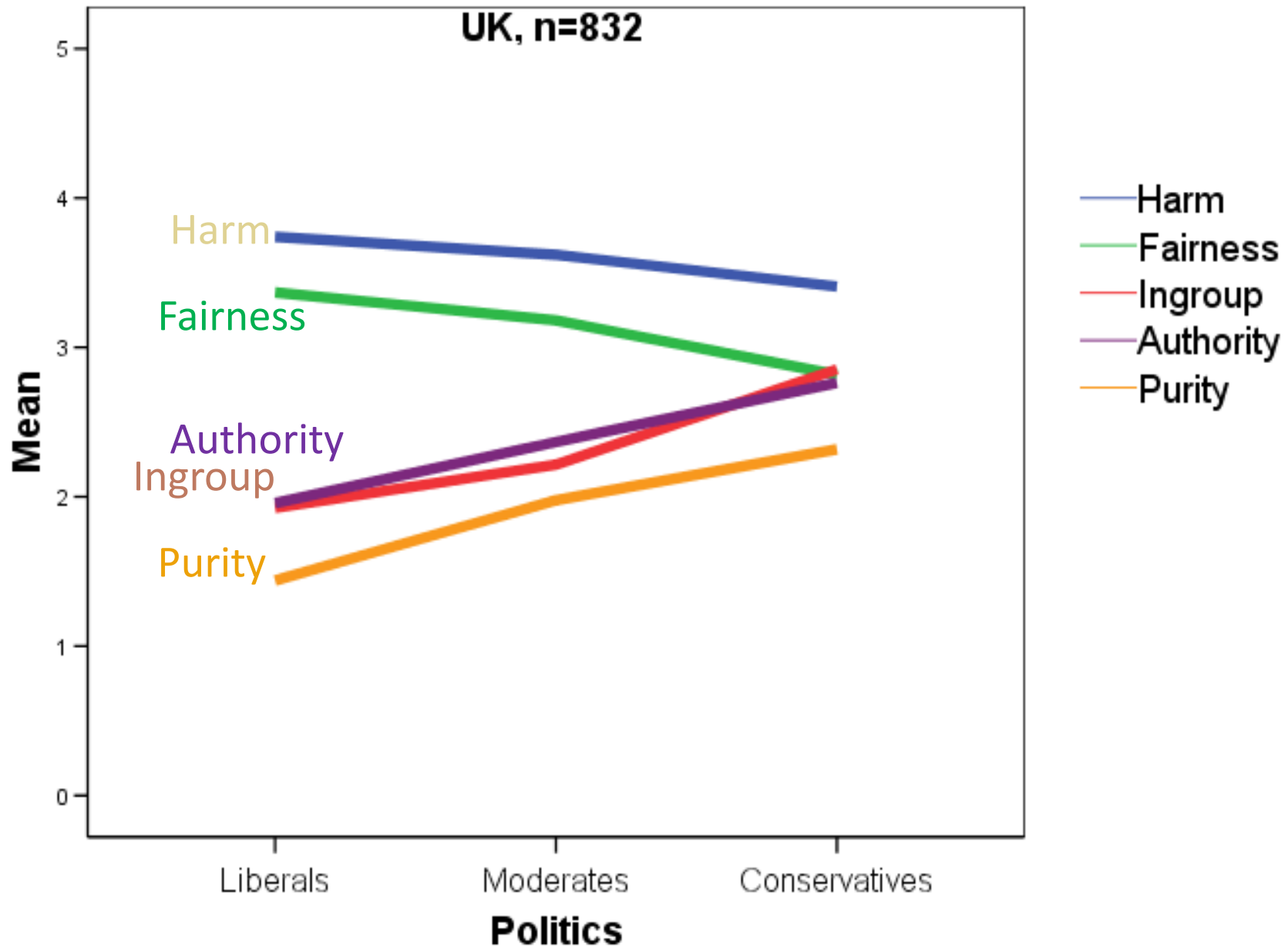
Liberals 2 channels, Conservatives 5 channels



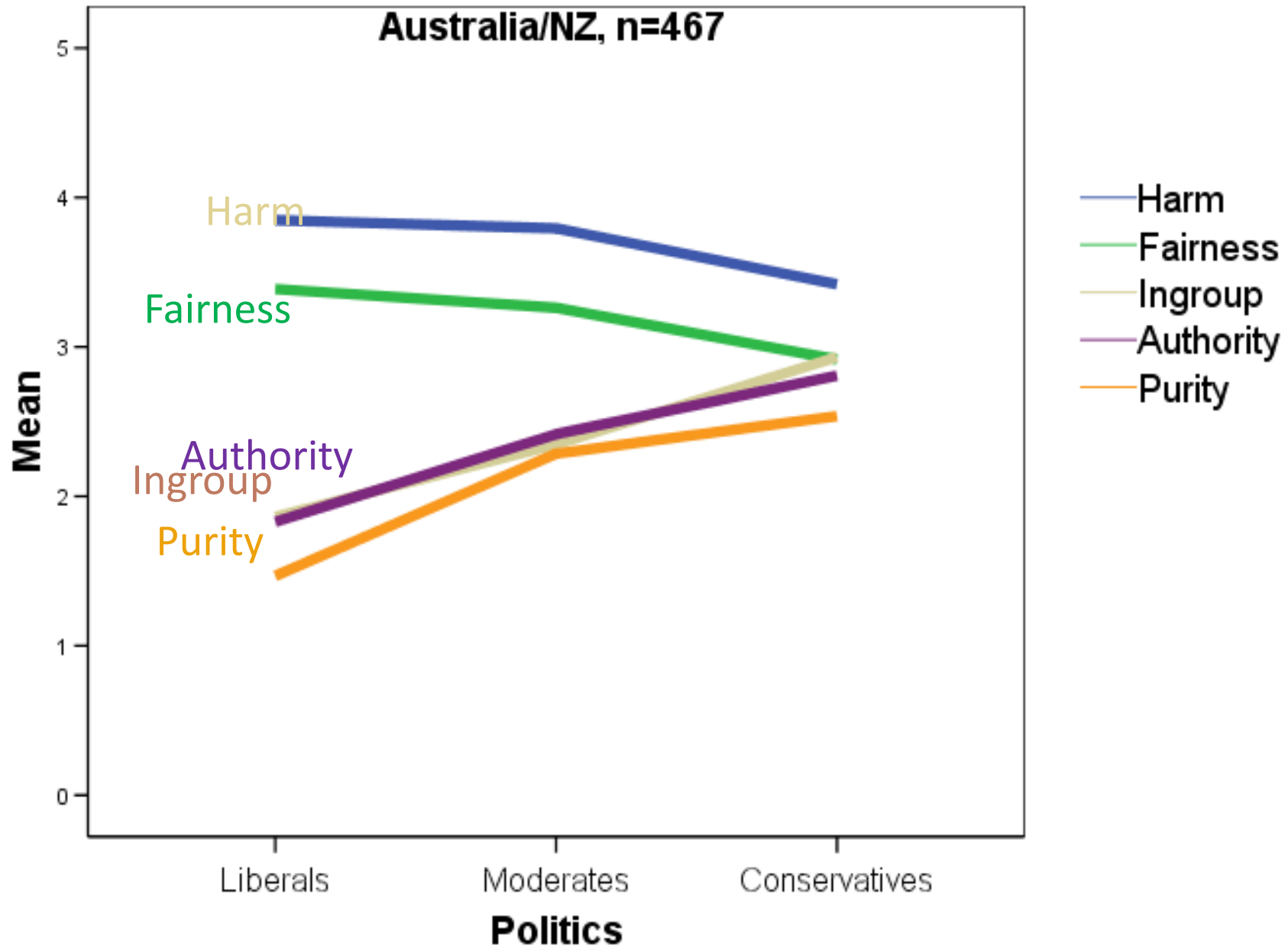
Liberals 2 channels, Conservatives 5 channels



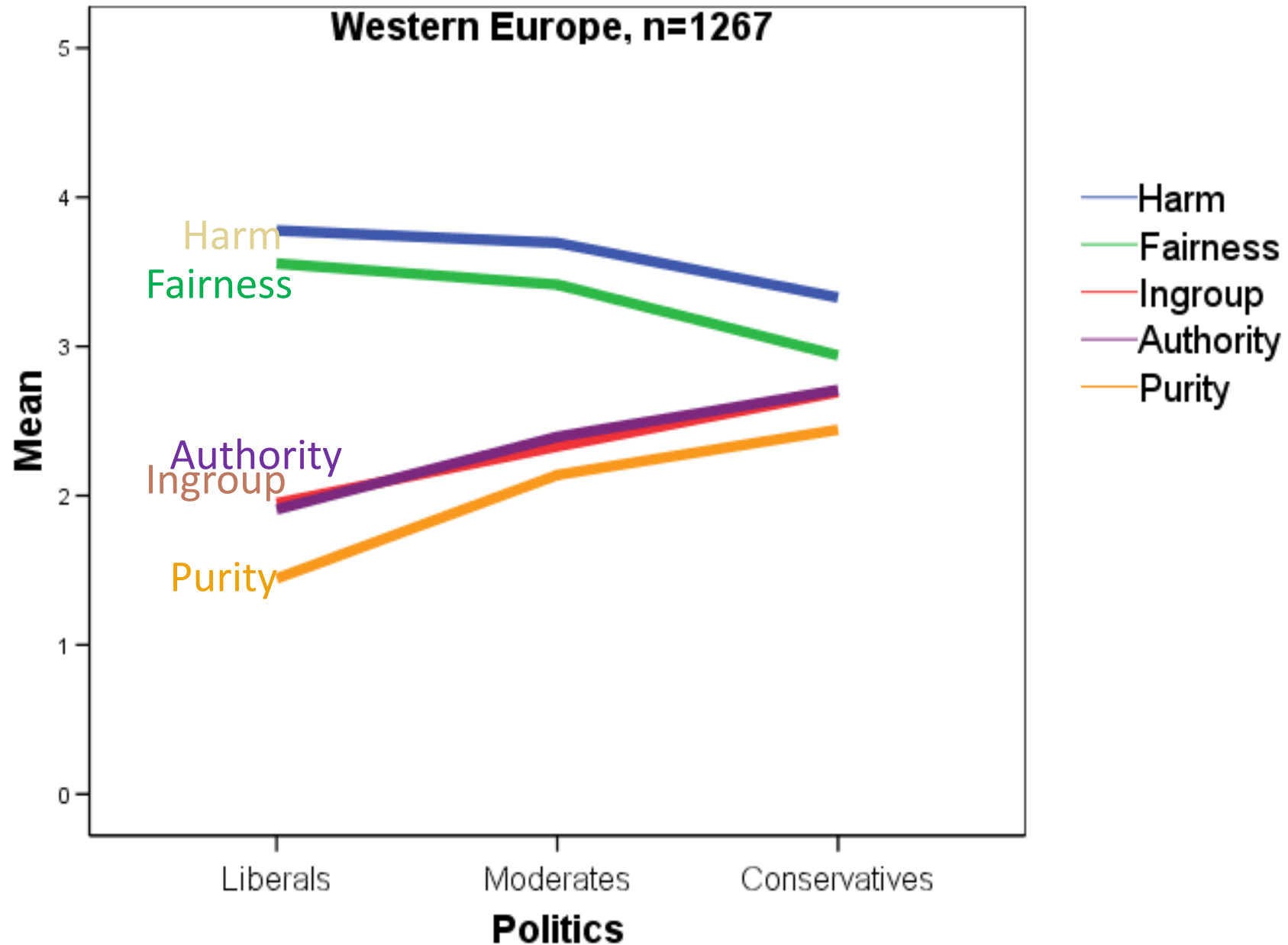
Liberals 2 channels, Conservatives 5 channels



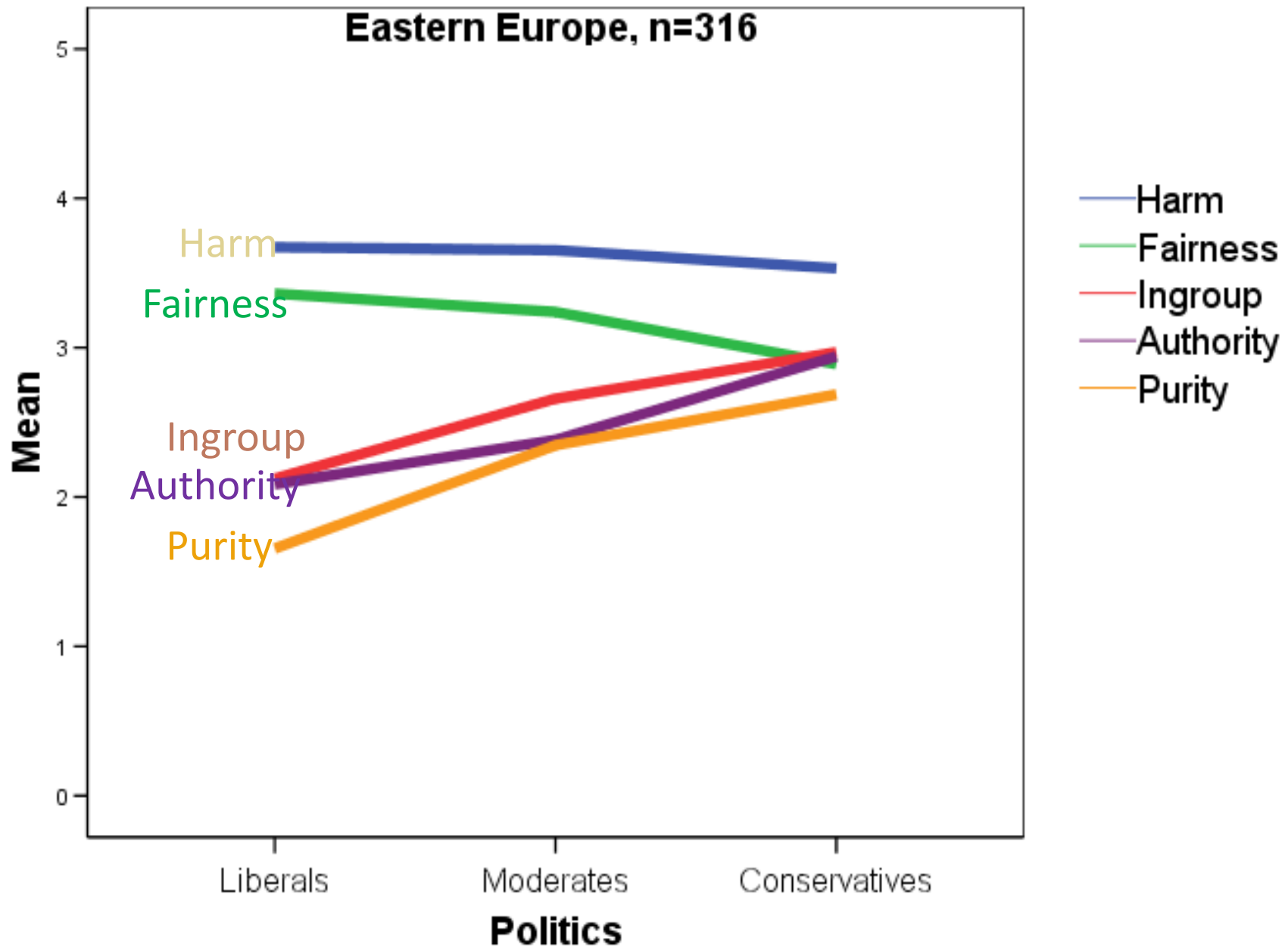
Liberals 2 channels, Conservatives 5 channels



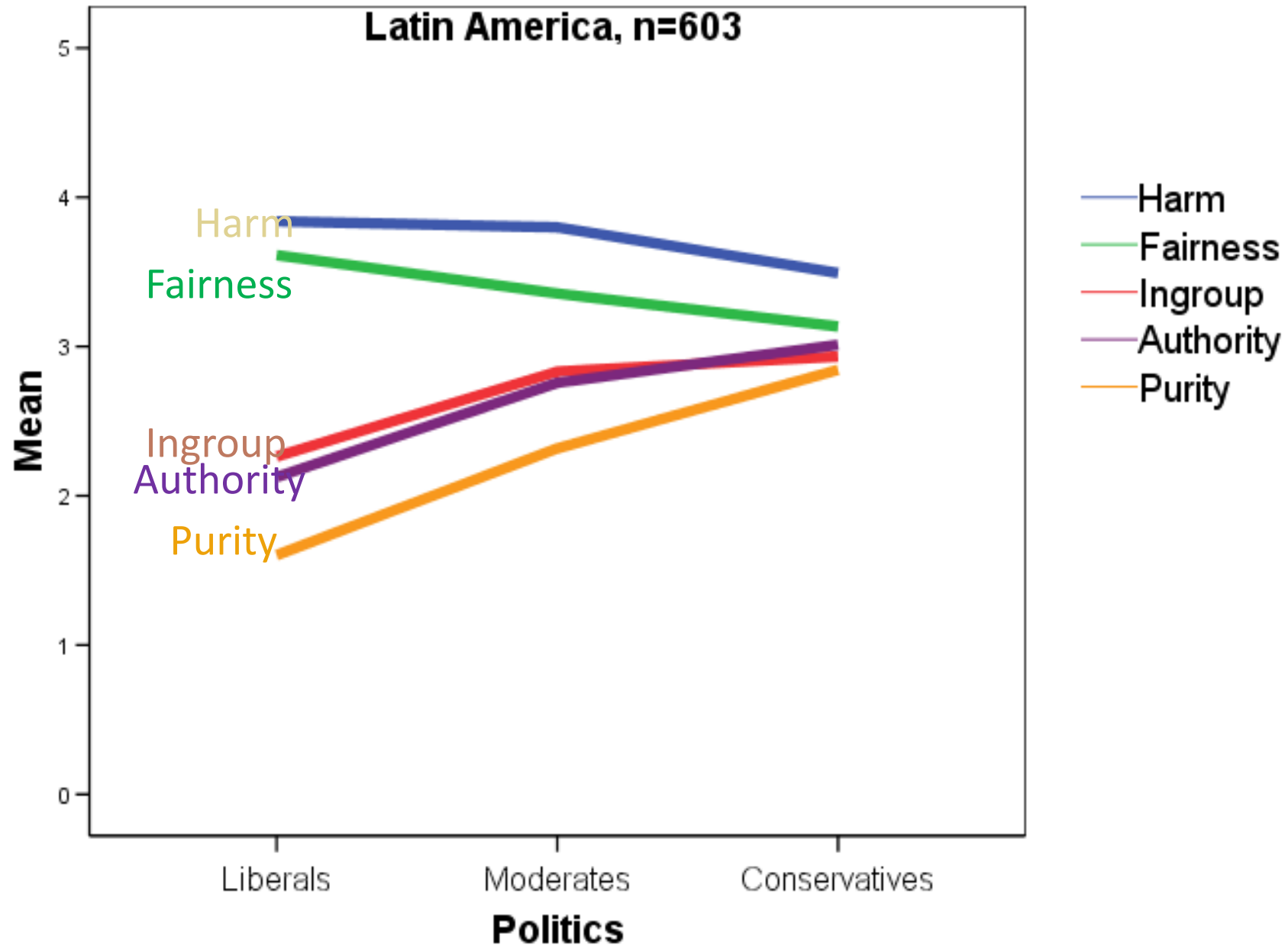
Liberals 2 channels, Conservatives 5 channels



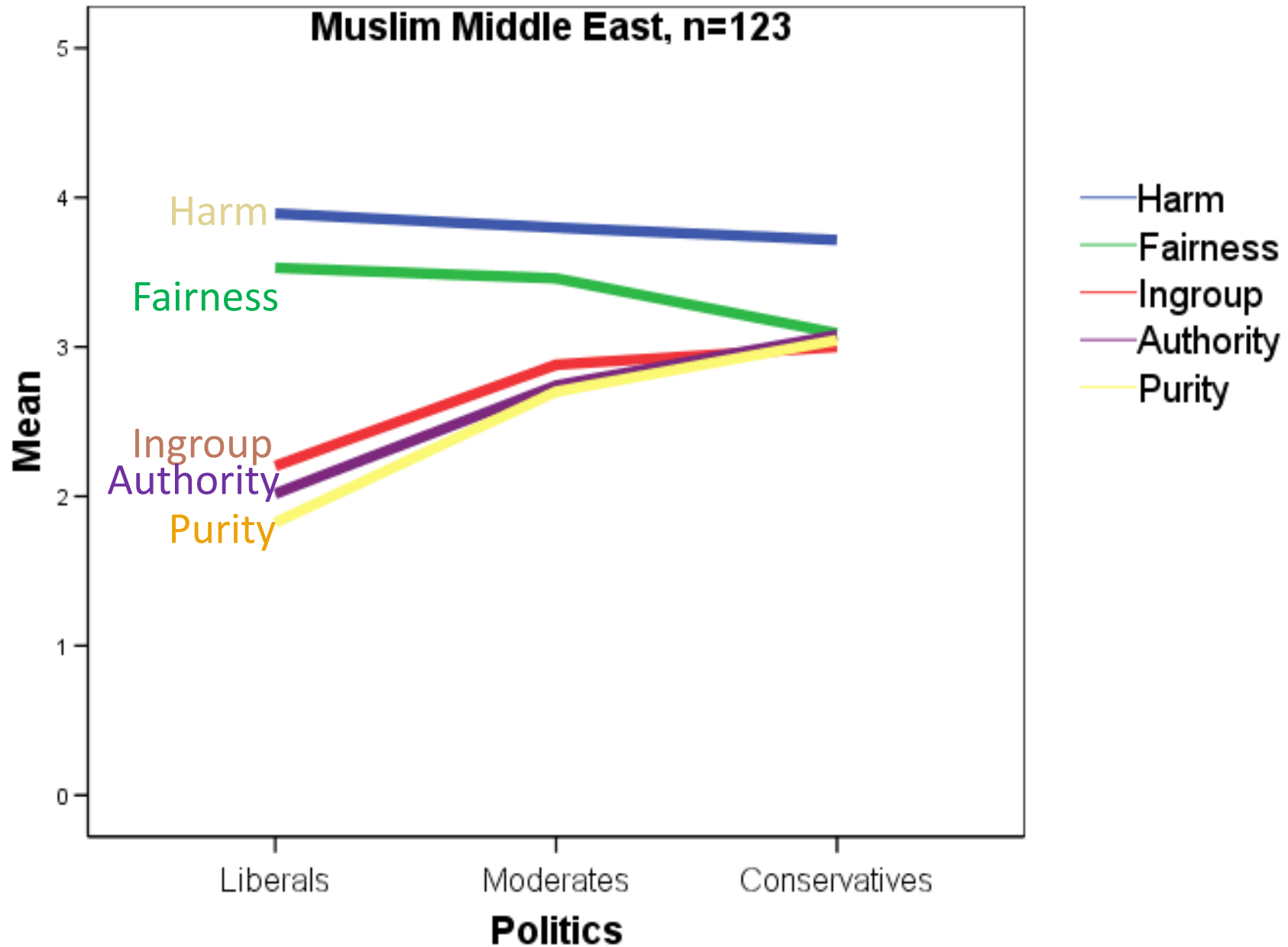
Liberals 2 channels, Conservatives 5 channels



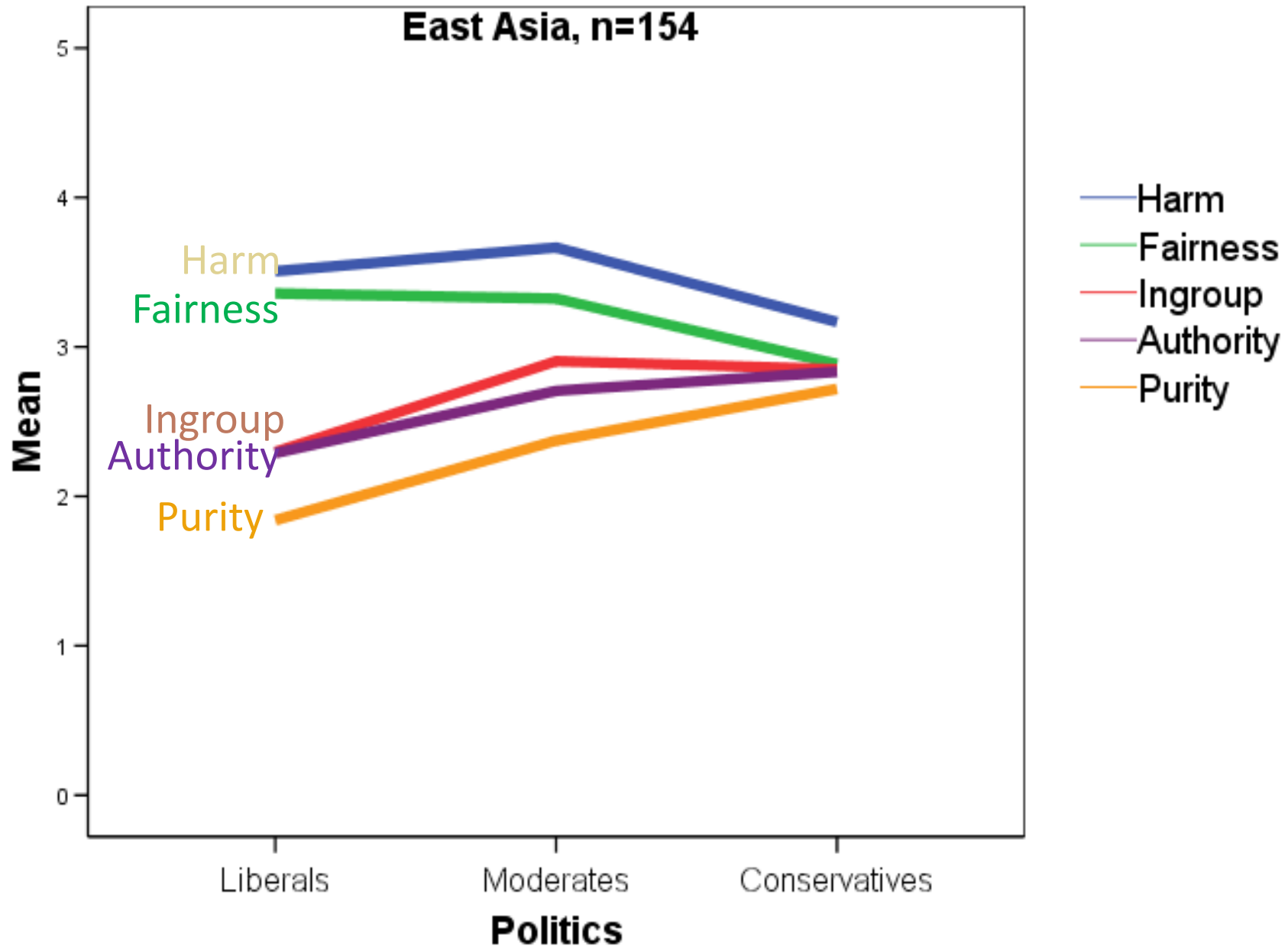
Liberals 2 channels, Conservatives 5 channels



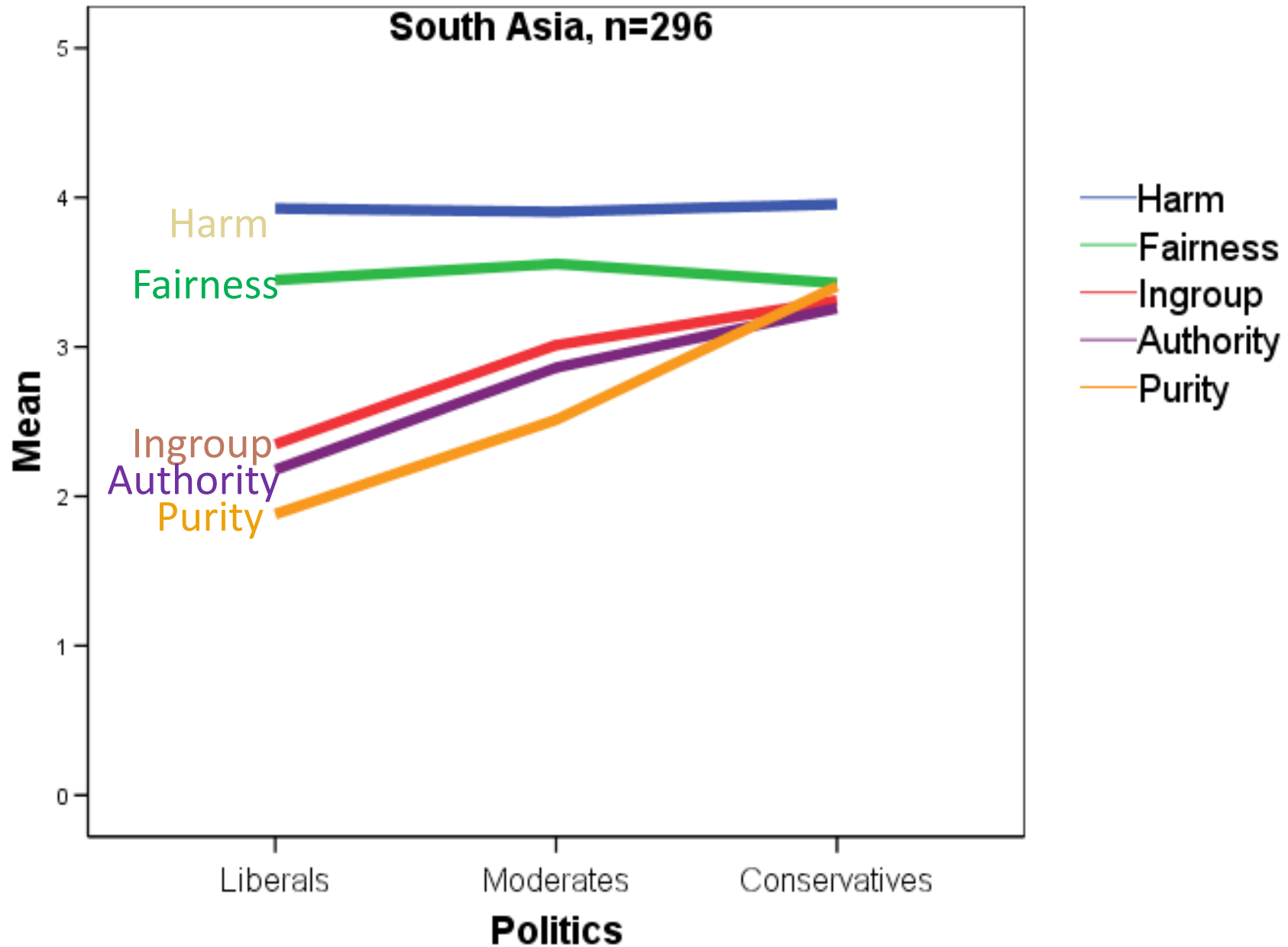
Liberals 2 channels, Conservatives 5 channels



Liberals 2 channels, Conservatives 5 channels



Liberals 2 channels, Conservatives 5 channels





Group cohesiveness makes us human

Tribalism is the ugly
outgrowth of group
cohesiveness





Since 9/11 the game changed: we cannot afford to abandon loyalty & authority

**And so we
live in a
world of
tribes...**



**...& those
tribes are
separated
by walls**

and on those walls are men with guns.

A Few Good Men: Colonel Nathan R. Jessup (Jack Nicholson) & Lieutenant Daniel Kaffee (Tom Cruise) debate Individual Morality v. Group Morality



Civilization 1.0

Fission-Fusion

Groups of Primates



Civilization 1.1

Bands of Hunter-Gatherers



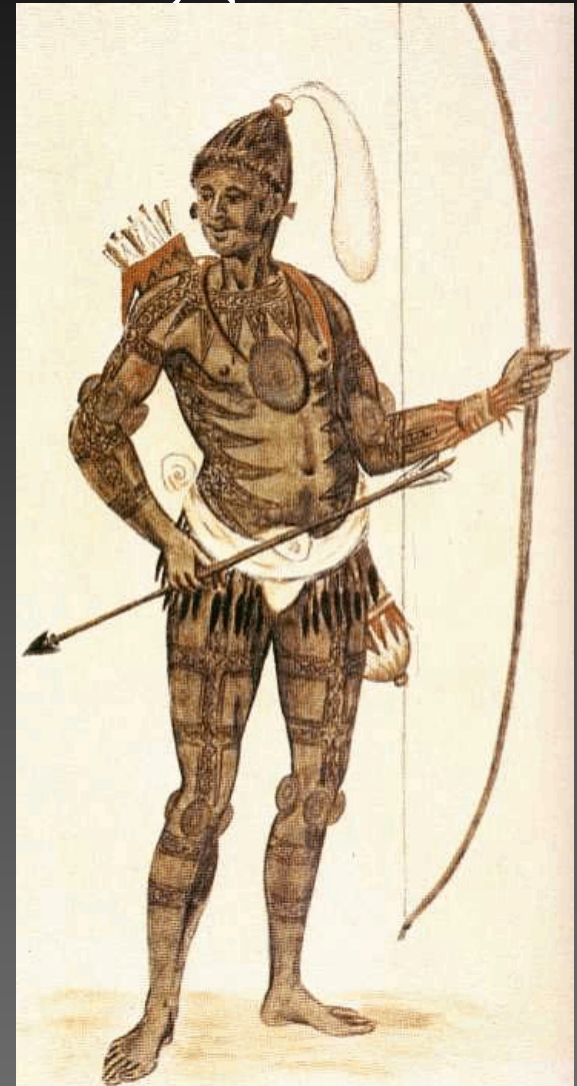
Civilization 1.2

Tribes of Settled Communities



Civilization 1.3

Chiefdoms with a Big Man



Civilization 1.4

States



Civilization 1.5 Empires



Civilization 1.6

Democracies



Civilization 1.7

Liberal Democracies



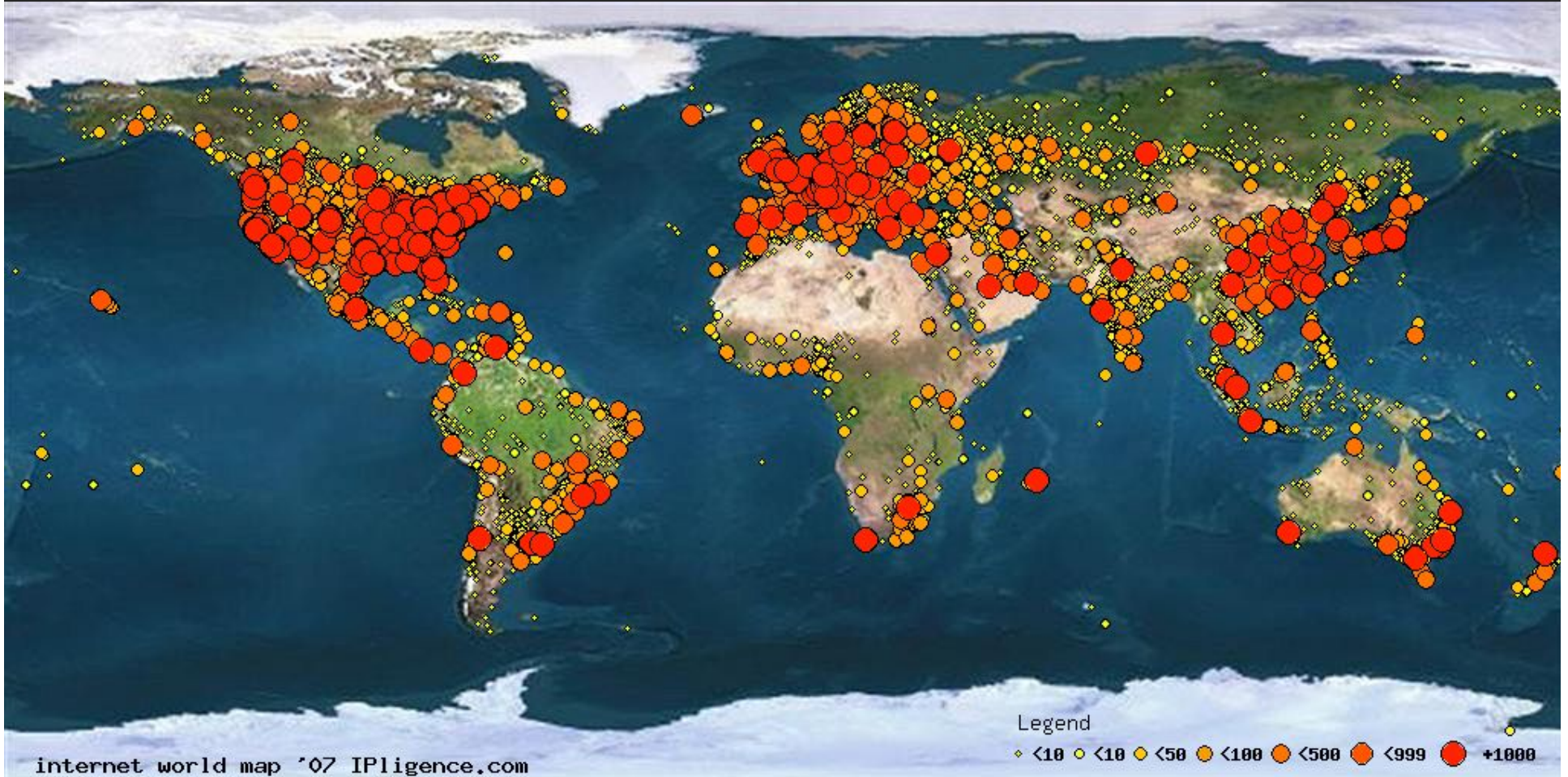
Civilization 1.8

Liberal Democratic Capitalism



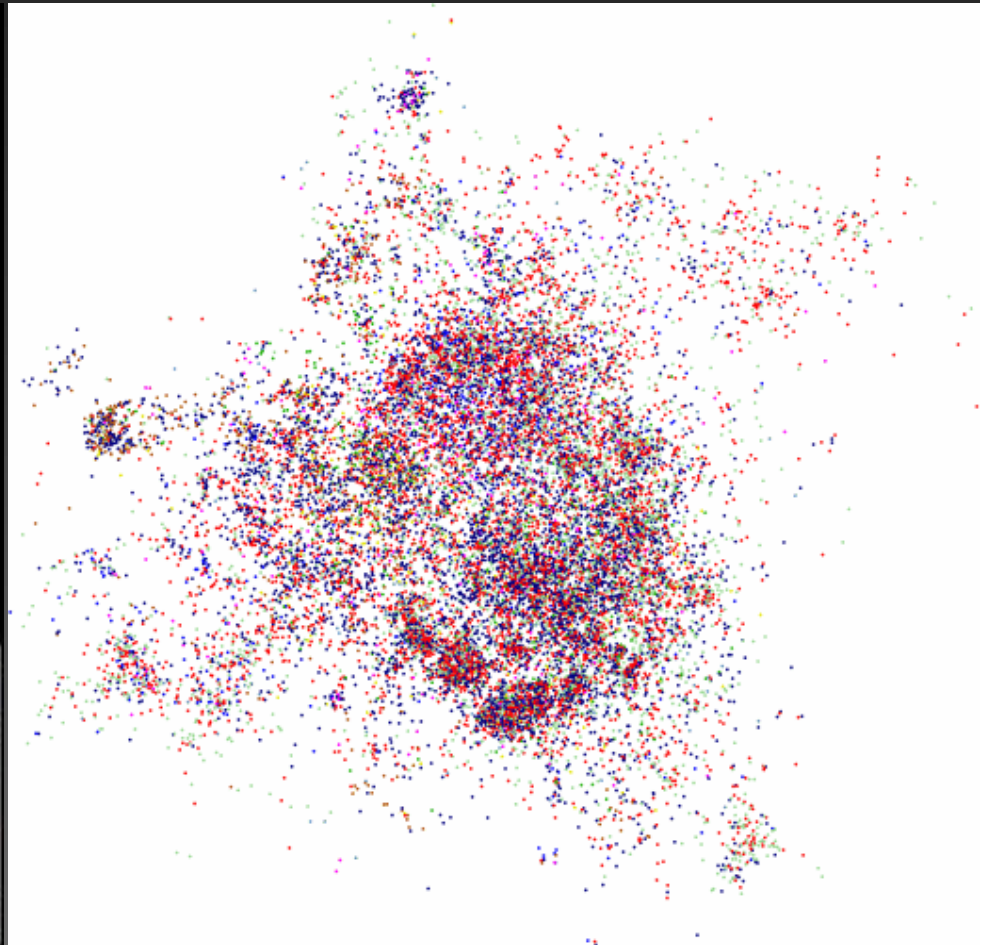
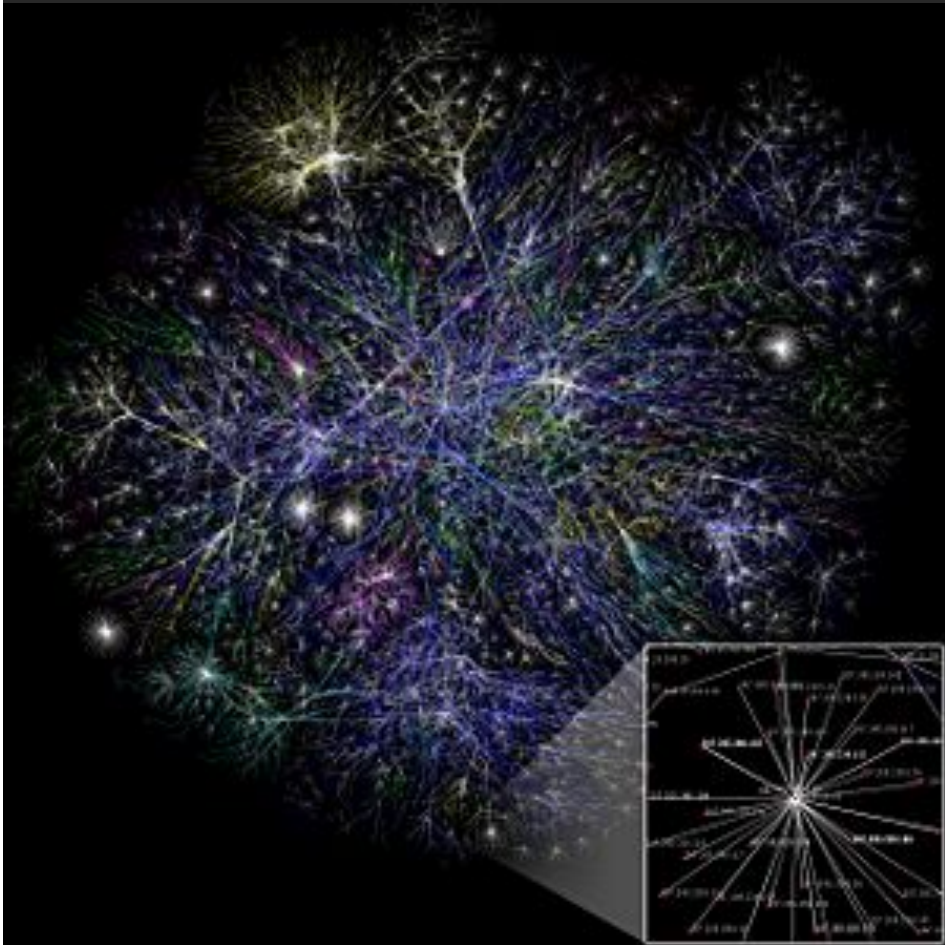
Civilization 1.9

Global Interconnected Community



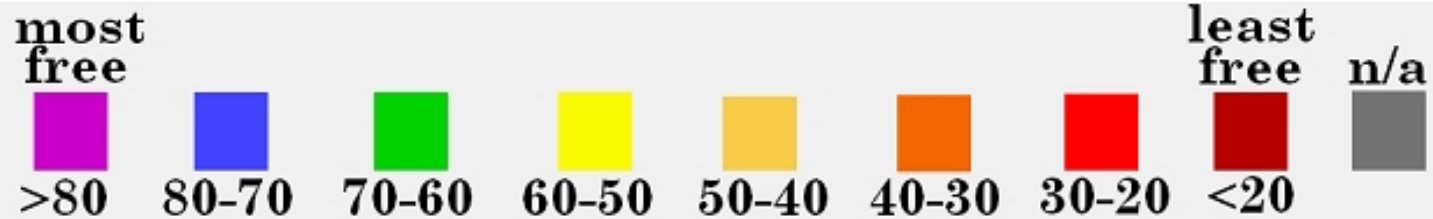
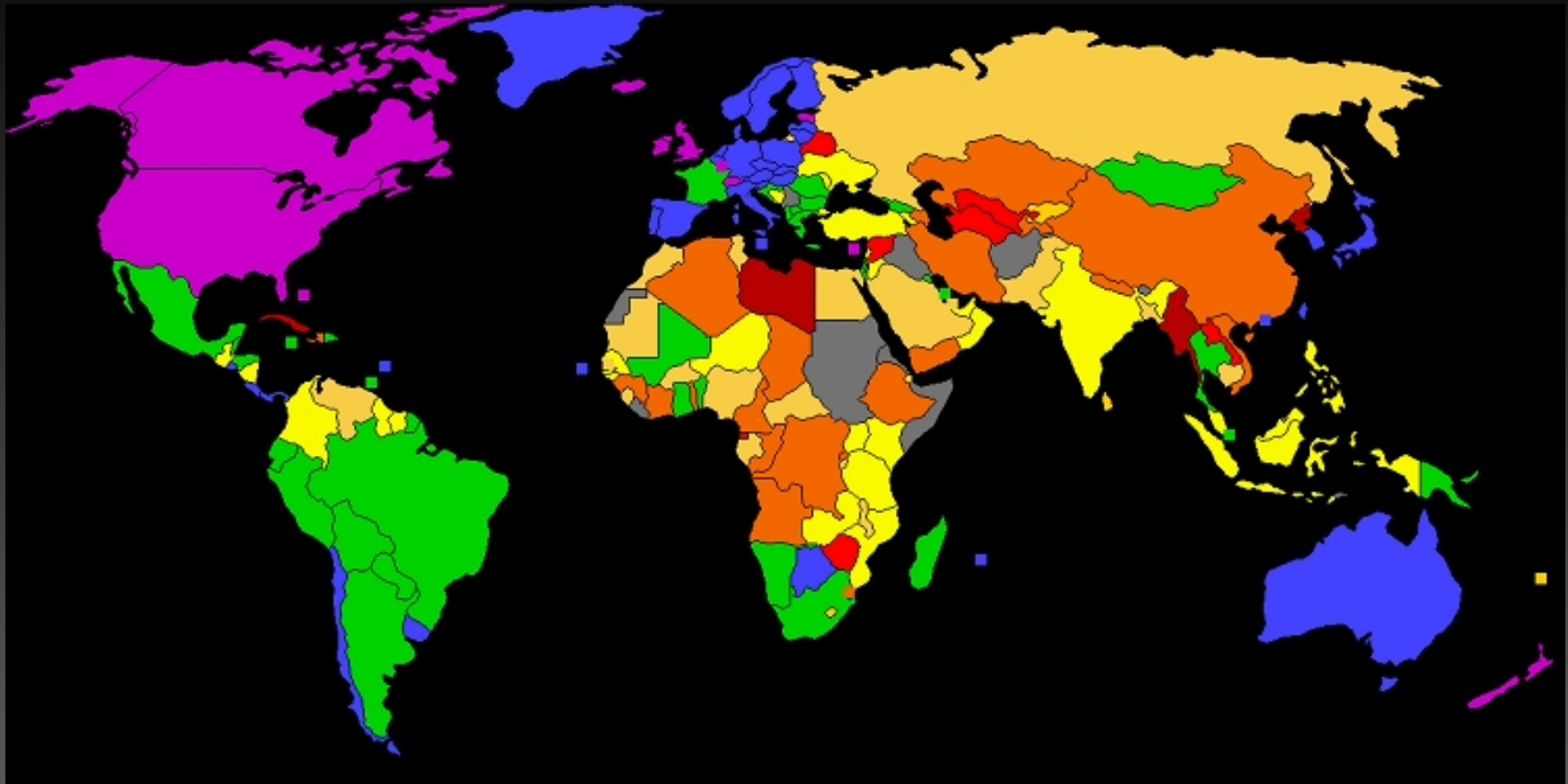
Civilization 2.0

Entire world is wireless and everyone on the planet has Internet access



Global Civilization 2.0

Free Minds & Free Markets



From Type 1.9 to Type 2.0 Civilization

Shift from fossil fuels to renewable energy: solar, wind, wave, geothermal, nuclear.

Global Language: English

Global Communication System: Internet

Global Culture: science, art, music, literature shared by all

Global Democracy: tolerant, multi-cultural, progressive, distributive power.

Global Free Trade: EU, NAFTA, large trading blocks, eBay, Amazon, Internet shopping are the birth of a Type 2.0 economy.

From Type 1.9 to Type 2.0 Civilization

1. Rule of law
2. Property rights
3. Secure and trustworthy banking and monetary system
4. Reliable infrastructure & freedom to move & travel
5. Freedom of the press
6. Freedom of association
7. Protection of civil liberties
8. Clean and safe environment
9. Robust military for protection from other states
10. Potent police force for protection from other people
11. Viable legislative system for fair & just laws
12. Effective judicial system for equitable enforcement of laws

Global Democracy & War

Political scientist Rudolf J. Rummel:

Study of 371 international wars between 1816-2005 in which at least 1,000 people were killed:

- 205 wars between nondemocratic nations
- 166 wars between democratic & nondemocratic nations
- 0 wars between democratic nations

“First, well established democracies do not make war on and rarely commit lesser violence against each other. Second, the more two nations are democratic the less likely is war or lesser violence between them. Third, the more a nation is democratic, the less severe its overall foreign violence. Fourth, in general the more democratic a nation, the less likely it will have domestic collective violence. Finally, in general the more democratic a nation, the less its democide [the murder of its own citizens].”

Global Economy & Wealth

- 2007 marked the 50th anniversary of the signing of the **Treaty of Rome**, in which France, Italy, Belgium, West Germany, Luxembourg, and the Netherlands formed what would eventually become the European Union by opening their borders to free trade.
- They moved from being half as productive as the United States to being on an equal footing, in only half that time.

By comparison, Denmark, Ireland, and the United Kingdom were on economic par with those six countries before they (the six) signed the Treaty, but they subsequently fell behind the six. When Denmark, Ireland, and the U.K. opened their economic borders to trade with the original Treaty of Rome six, they eventually caught up, with the U.K. today, for example, as productive as Germany.

Zero Sum Win-Lose Economic Incomplete Mercantilism: nations compete for a fixed amount of wealth in a zero-sum game: the $+X$ gain of one nation means the $-X$ loss of another nation, with the $+X$ and $-X$ summing to zero.



Oxytocin, Bonding, & Trust

Oxytocin - delivers milk

Acts on muscles surrounding milk cells, releasing milk

Oxytocin released by thinking about baby and stimulation of breast

Baby suckling stimulates breast



Paul Zak's Oxytocin Experiments

A SOCIAL DILEMMA

Subjects receive \$10 when they show up and are randomly and anonymously matched in pairs

Decision-maker 1 chooses some amount X of his/her \$10 to send to decision-maker 2

Trustworthiness:

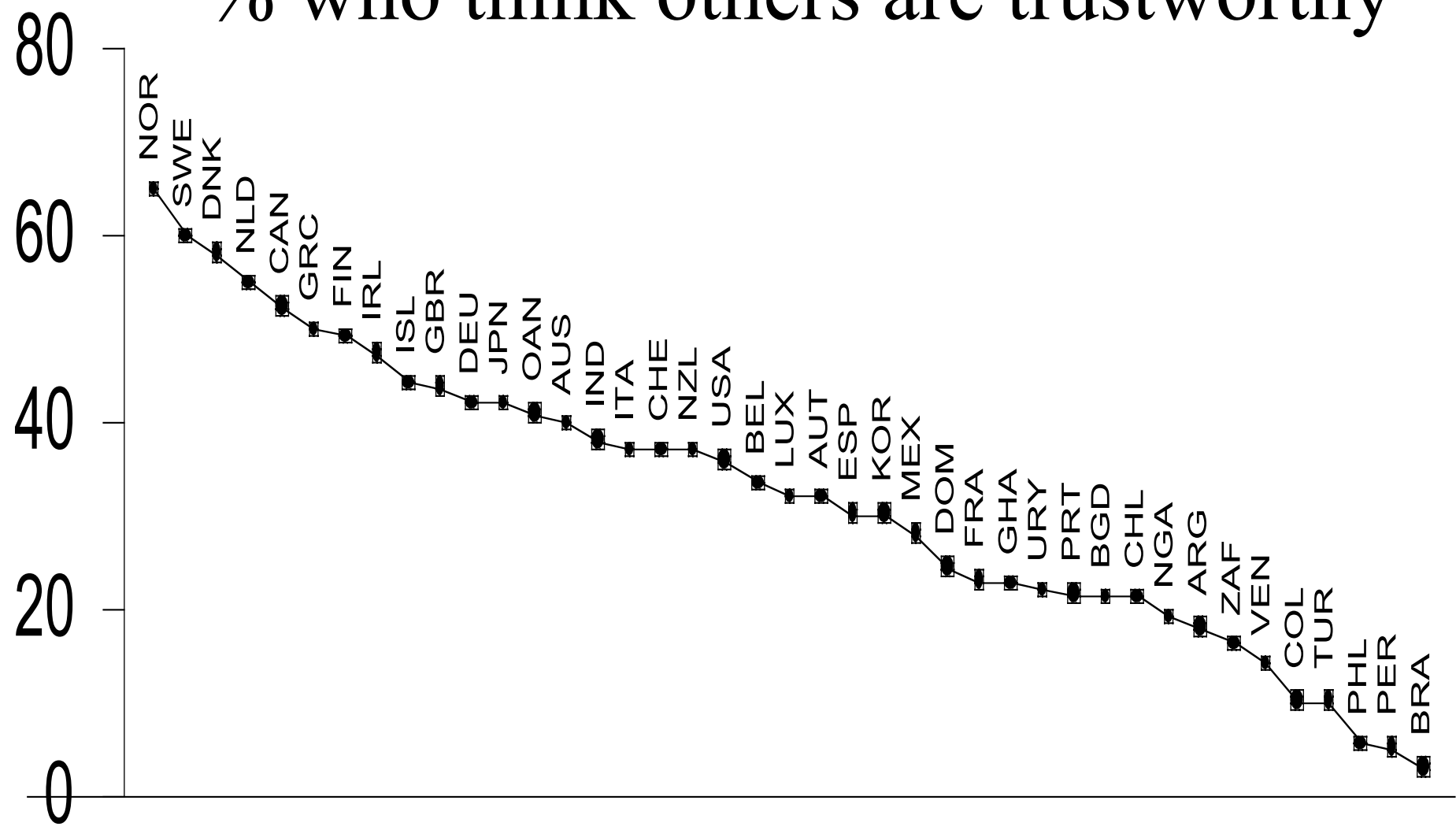
Trust signal

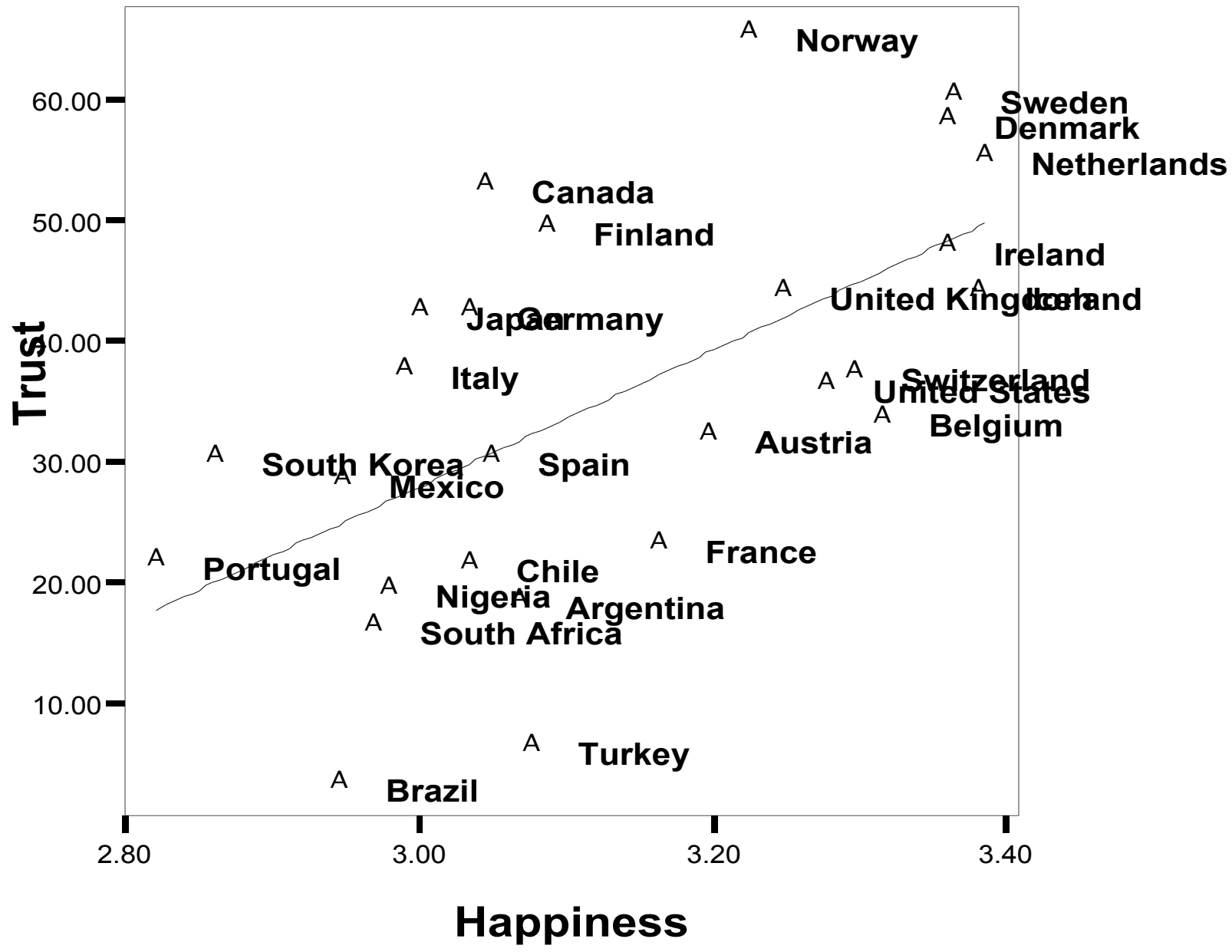
Decision-maker 2 receives $\$3X$, then can send all, some, or none back to decision-maker 1



Paul Zak has demonstrated the relationship between oxytocin, trust, and economic prosperity. Trust is among the most powerful factors affecting economic growth, and since trust is directly related to neurological chemicals such as oxytocin, it is vital for national prosperity that the country maximize social interactions among its members, as well as members of other countries. Free trade is one of the most effective means of socializing.

% who think others are trustworthy





Trust and Economic Freedom

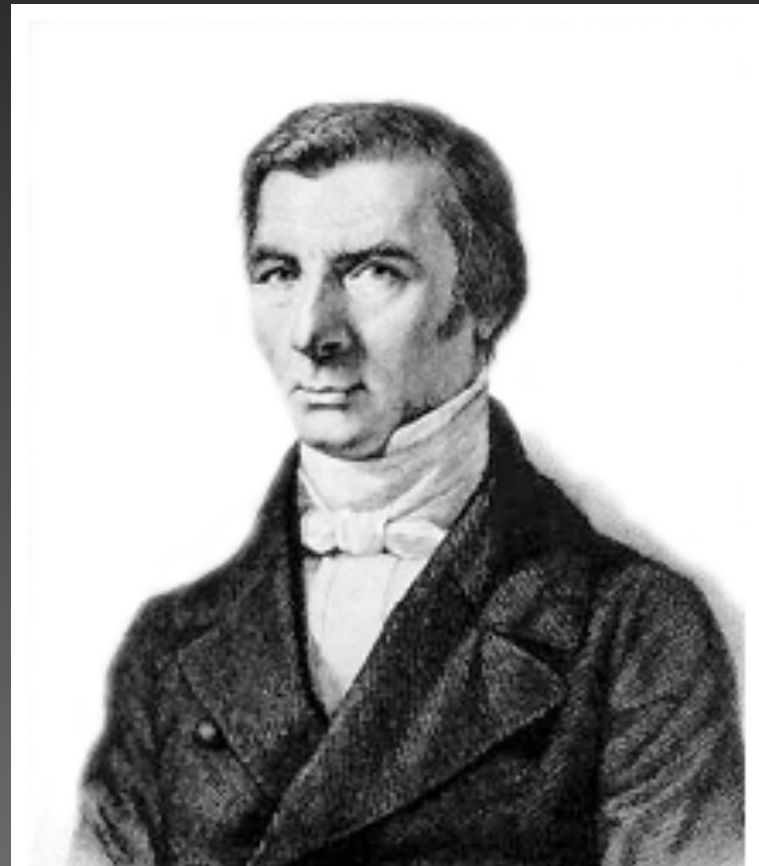
Correlated data on *National Trust* with data on *Economic Freedom* from the Heritage Foundation.

- Economic Freedom and Trust $r = .31$
- Economic Freedom and Per Capita GDP $r = .74$
- Trust and Per Capita GDP $r = .46$

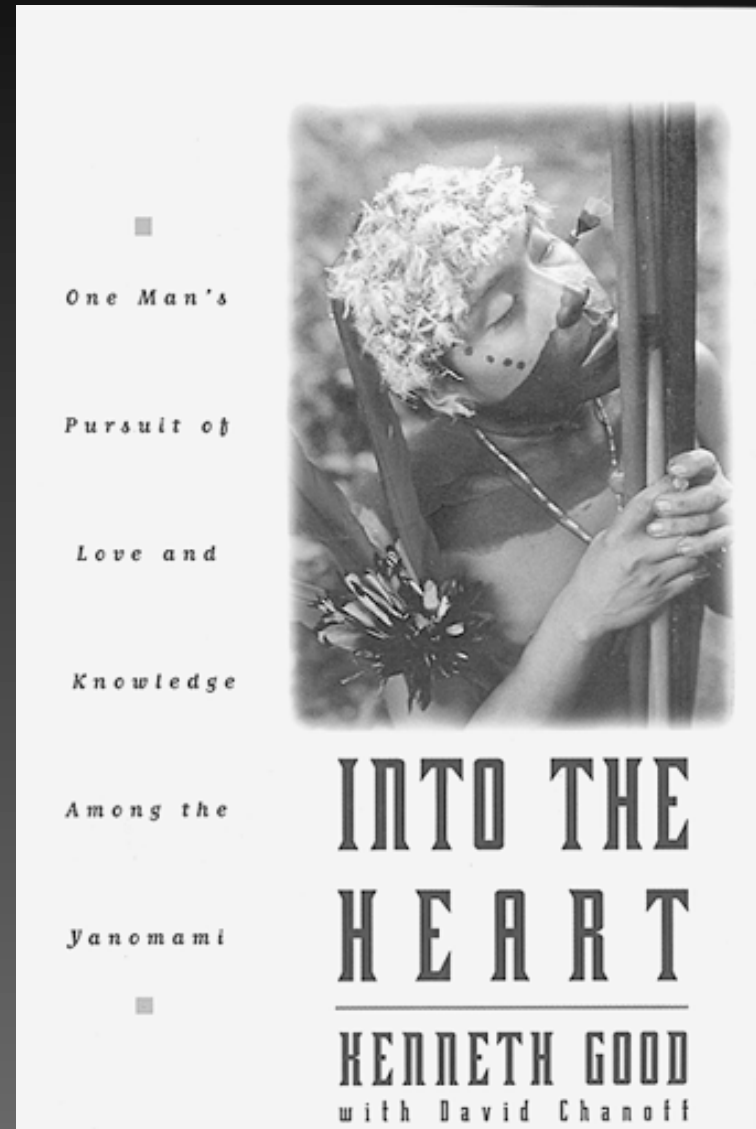
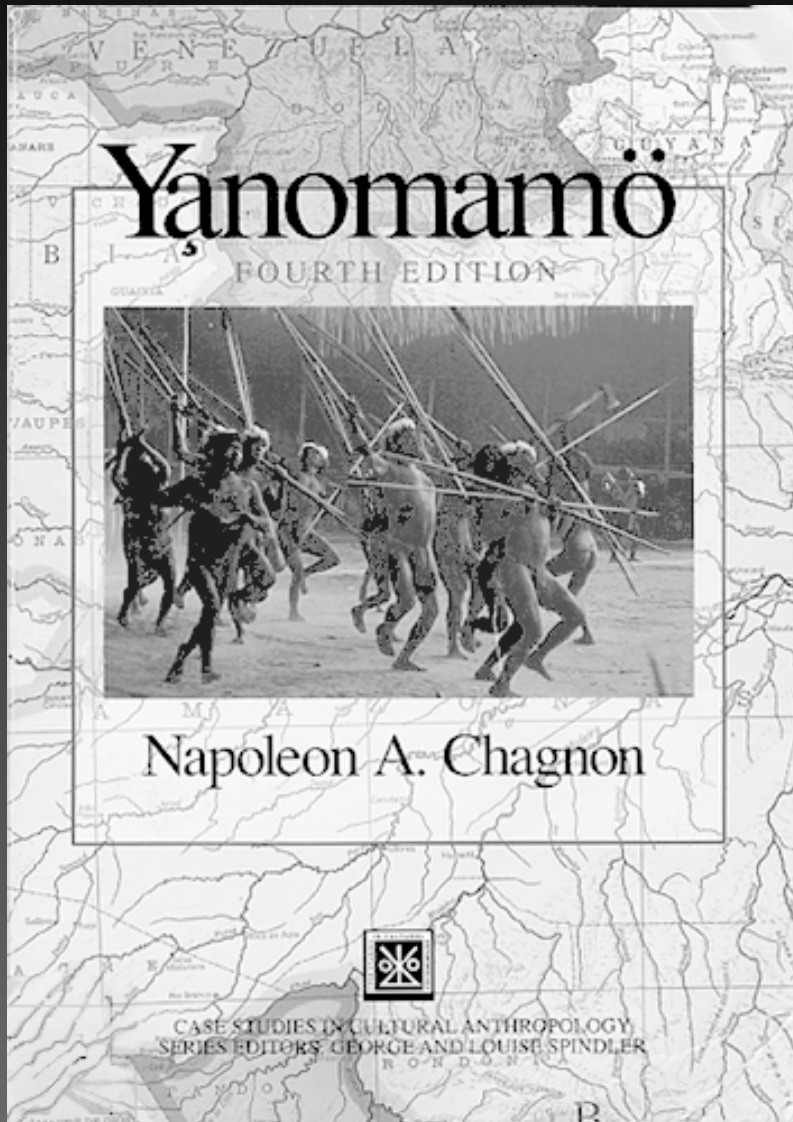
Correlation of Economic Freedom and Trust is high, but disappears when PCGDP is included as a control. This suggests that the same environments that produce high trust are those that also produce high economic freedom. An increase in PCGDP raises trust, and an increase in trust raises growth in PCGDP, so there is an autocatalytic feedback loop.

Bastiat's axiom: "Where goods do not cross frontiers, armies will."

Bastiat's corollary: "Where goods cross frontiers, armies do not."



The Yanomamö are sophisticated traders The more they trade the less they fight

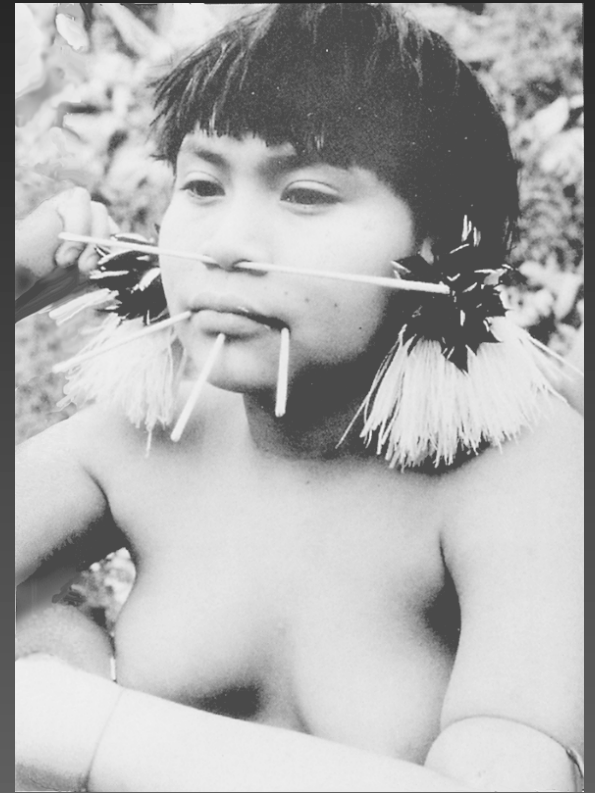
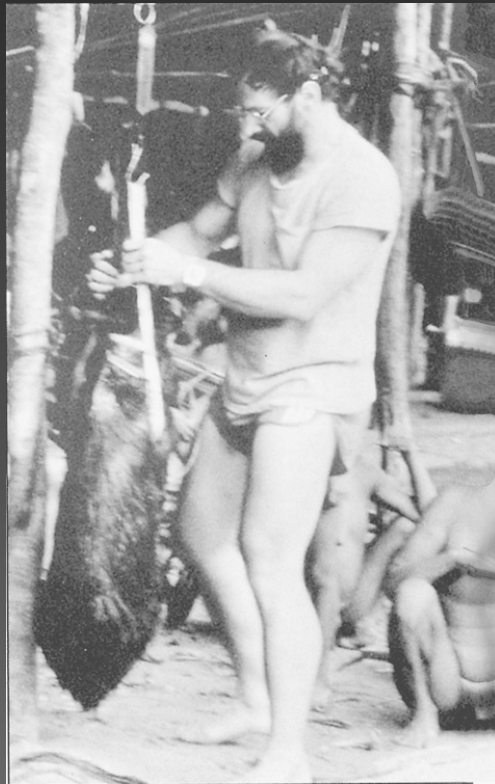


Napoleon Chagnon: “Each village has one or more special products that it provides to its allies. These include items such as dogs, hallucinogenic drugs (both cultivated and collected), arrow points, arrow shafts, bows, cotton yarn, cotton and vine hammocks, baskets of several varieties, clay pots, and, in the case of contacted villages, steel tools, fishhooks, fishline, and aluminum pots.”

“Without these frequent contacts with neighbors, alliances would be much slower in formation and would be even more unstable once formed. A prerequisite to stable alliance is repetitive visiting and feasting, and the trading mechanism serves to bring about these visits.”

Where goods cross Yanomamö frontiers, Yanomamö armies do not.

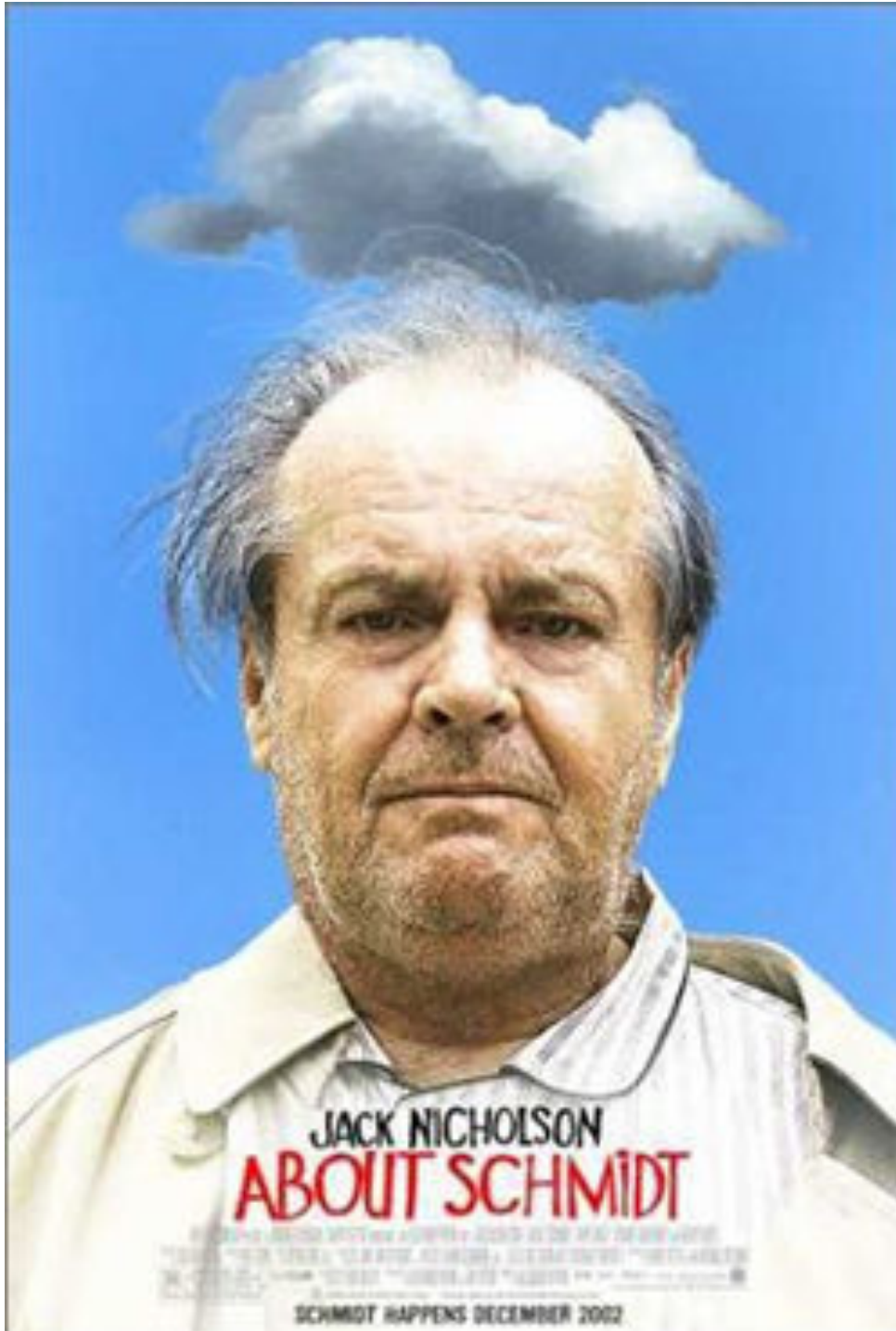
The Yanomamö trade not because they are innate altruists or nascent capitalists, but because they want to form political alliances with other groups, and trade is an effective means of so doing.



Humans practice within-group amity and between-group enmity. Free trade builds trust between strangers, making them more like within-group friends instead of between-group enemies



The Ndugu Effect



childreach

U.S. MEMBER OF PLAN INTERNATIONAL

Dear Mr. Schmidt,

You're about to change the world for little **Ndugu Umbo**.
As you become a Childreach sponsor, providing the start of a meaningful and productive life is just the beginning. Our mission is to achieve lasting improvements in the quality of life of children in developing countries through a process that unites people across cultures.

As you already know, your sponsorship will bring food, healthcare, and education to **Ndugu**. You will thus be helping Childreach to achieve its goal of enabling deprived children, their families and their communities to meet their basic needs and to increase their ability to participate in and benefit from their society.

Along with your contribution, please consider enclosing a letter to **Ndugu**. You may wish to include some personal information about yourself. A brief, simple letter or postcard with your greeting and a bit of news – that's all it takes to bring joy and inspiration to your child. Remember: you're not just sharing money with your child – you're sharing

Sincerely,



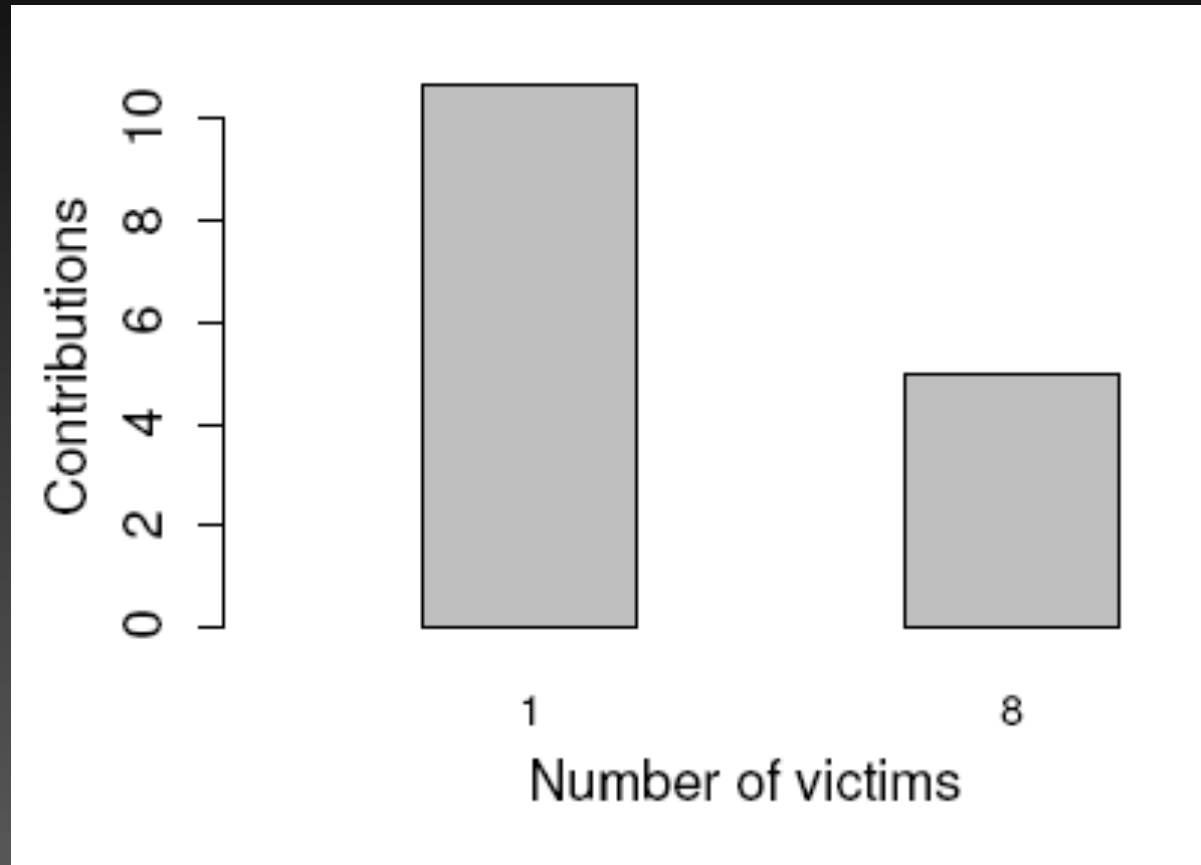
The Ndugu Effect



The Ndugu Effect

We care more about one named and faced child than we do tens of thousands of nameless and faceless children. In the modern world it is an irrational moral calculation—rational *Homo economicus* should care more for the many than the one. But in the ancient world of our evolved brains, where we care more for the one than the many, it is a rational choice, especially when the one is a proxy for those we evolved to care about—family, extended family, friends, community, in-group fellows.

The collapse of compassion



- Mean contributions to help 1 sick child, or to help the whole group of 8 sick children

Starbucks' Theory of War

Where Starbucks cross frontiers, armies will not



Seoul, Korea



Berlin, Germany

Osaka, Japan



Starbucks' Theory of War

Where products and services cross frontiers,
armies will not.

Free trade of products between all peoples, and
open access to services across geographic
borders, will make political borders obsolete.

Doha, Qatar



Forbidden City, China

Google Theory of Peace

Where information and knowledge cross frontiers armies will not.

Free trade of information between all peoples, and open access to knowledge across geographic borders, will make political borders obsolete.



The Principle of Freedom

All people are free to think, believe, and act as they choose, as long as they do not infringe on the equal freedom of others.

“If all mankind minus one were of one opinion, and only one person were of the contrary opinion, mankind would be no more justified in silencing that one person, than he, if he had the power, would be justified in silencing mankind.”

—John Stuart Mill, *On Liberty*, 1859

“No man is an Island, entire of itself. Every man is a piece of the Continent, a part of the maine; if a Clod bee washed away by the Sea, Europe is the lesse, as well as if a Promontorie were, as well as if a Mannor of they friends or of thine own were; any man’s death diminishes me, because I am involved in Mankind; And therefore never send to know for whom the bell tolls; It tolls for thee.”

—John Donne, 1624,
Devotions Upon Emergent Occasions

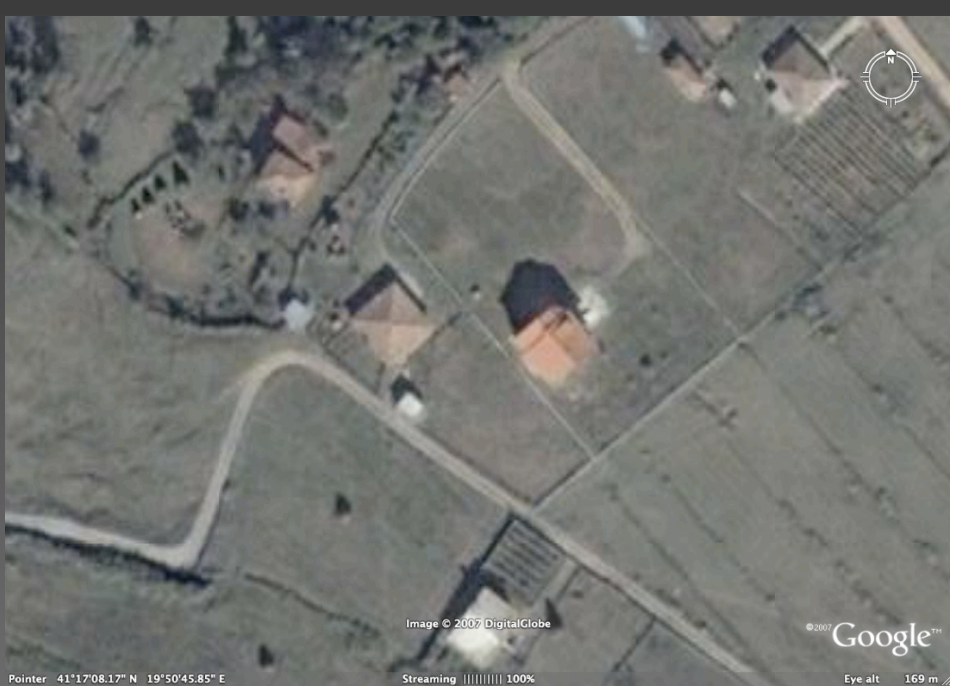
Katherine
Hepburn to
Humphrey
Bogart, in *The
African Queen*:
“Nature, Mr.
Alnutt, is what
we were put in
this world to rise
above.”



The Suada Result of the Ndugu Effect

I sponsored 11-year old Suada Isaku from Tirana, Albania (World Vision) lives with parents, sister, goes to school, enjoys reading, ball games, health. My modest monthly donation “will help provide Suada and her community with clean water and improved healthcare facilities. Your support will help create educational partnerships between parents and teachers to enhance students’ education. Economic forums will help the community develop plans for growth.”





From Total Stranger to Honorary Family

A photograph and details about Suada's life reinforced my sense of attachment, and a subsequent search on Google Earth that promptly flew me through cyberspace to Suada's village, pulled on the heartstrings of my oxytocin attachment & dopamine reward systems, igniting my Middle Land propensity to connect to those near me, changing a total stranger into honorary family through the power of markets, minds, and morals.





Rise Above Our Tribal Instincts is Hard

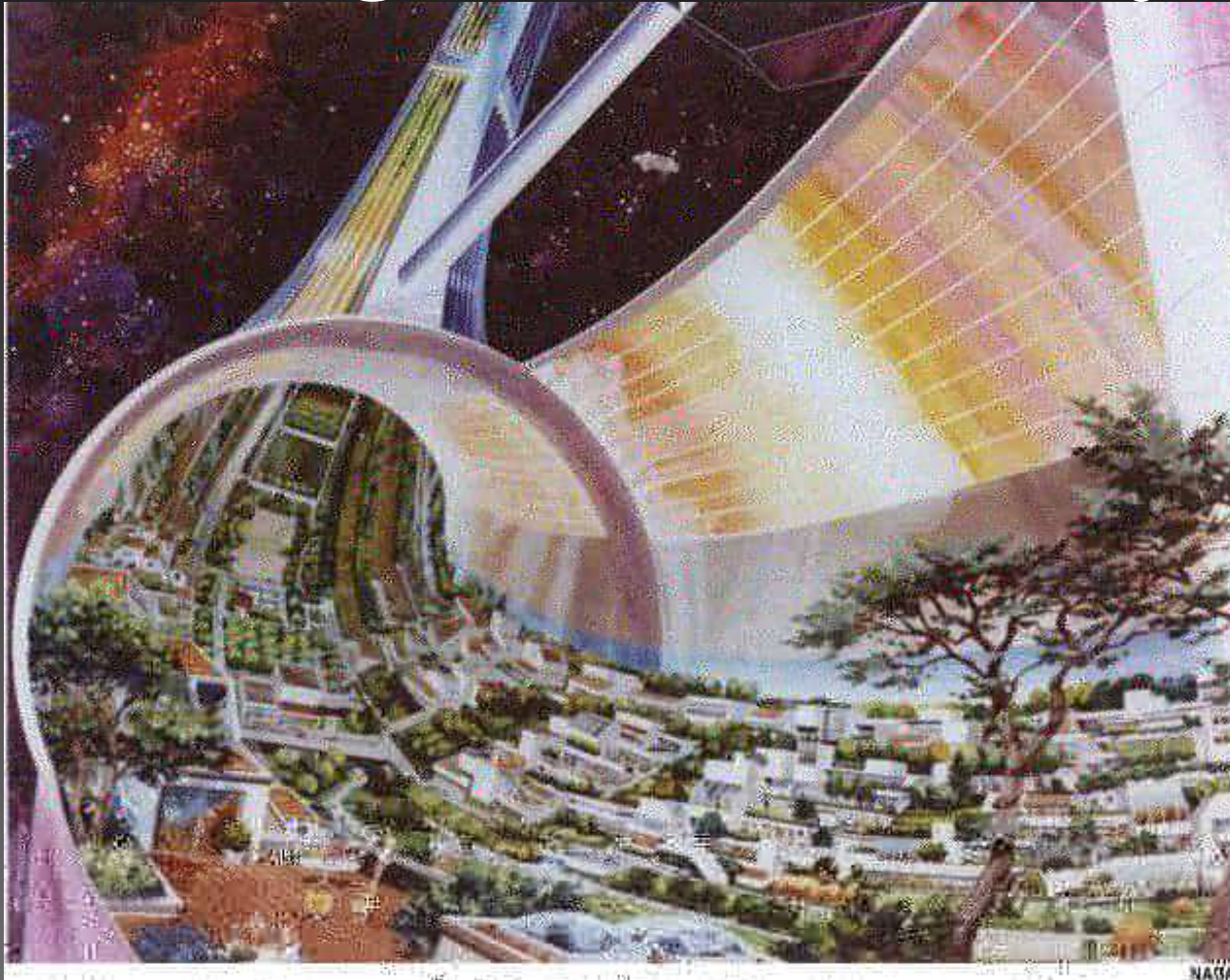


Rise Above
Our Beliefs
that we
have the
One True
Religion,
One True
Politics, or
One True
Ideology



Civilization 3.0

Colonizing the Solar System



Civilization 4.0

Colonizing the Galaxy

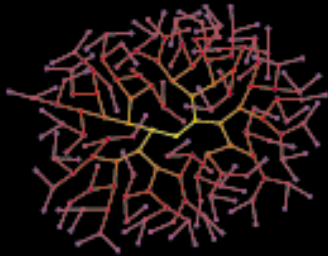
STEP 1: 500 Years



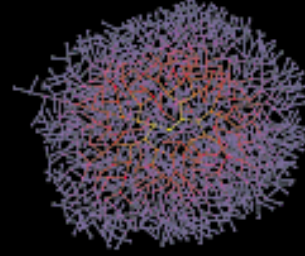
STEP 4: 2,000 Years



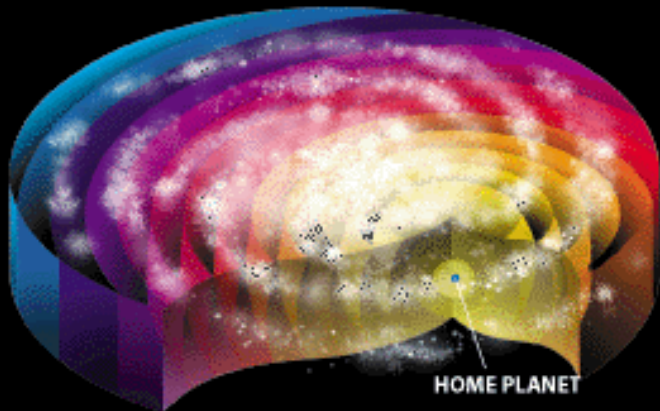
STEP 7: 3,500 Years



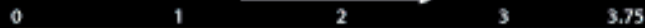
STEP 10: 5,000 Years



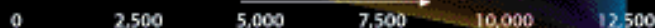
STEP 7,500: 3.75 Million Years (Galaxy Completely Colonized)



Colonization Timeline (millions of years)



Cosmic Timeline (millions of years)



OLDEST STAR
IN THE GALAXY

FORMATION
OF EARTH

OLDEST KNOWN
FOSSILS

EVOLUTION OF
HUMANS

TODAY

Toward a Type I Civilization

Kardashev Scale

Type 0 – Tribal Civilization: uses dead plants & animals (oil & coal) as primary energy source

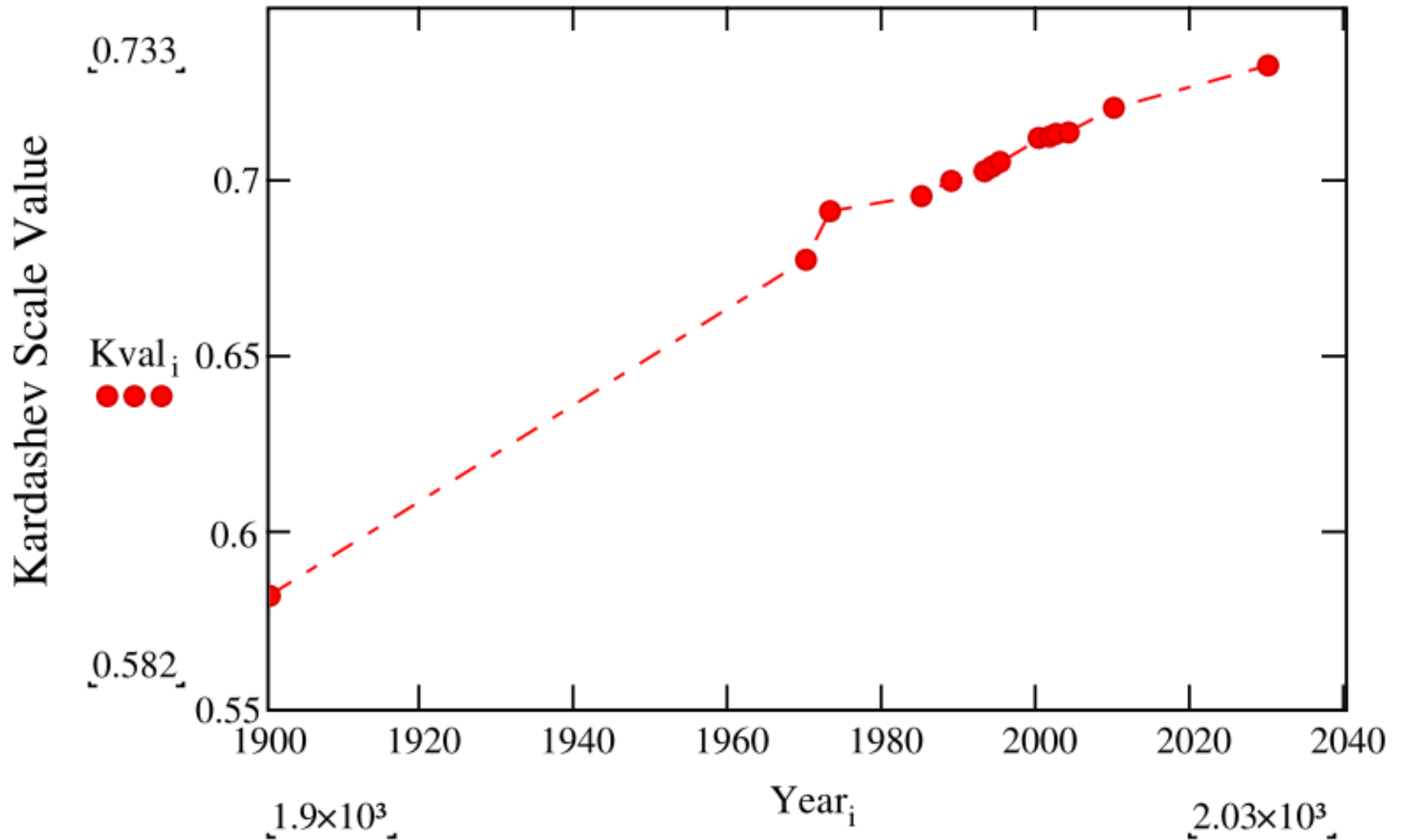
Type I – Planetary Civilization: controls energy of an entire planet – 100 years into the future

Type II – Stellar Civilization: controls energy of an entire star – 1000 years into the future

Type III – Galactic Civilization: controls energy of entire galaxy – 100,000 years into the future

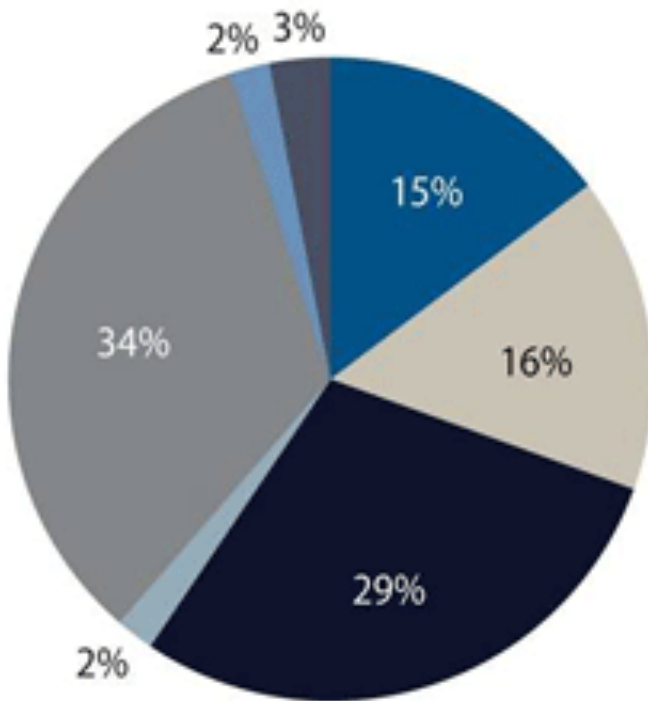
Type I Civilization

Kardashev Scale Projections

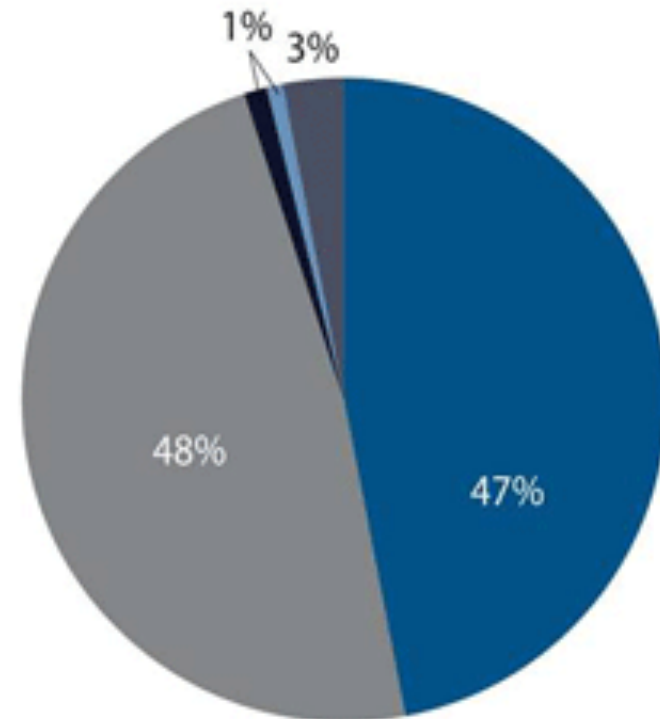


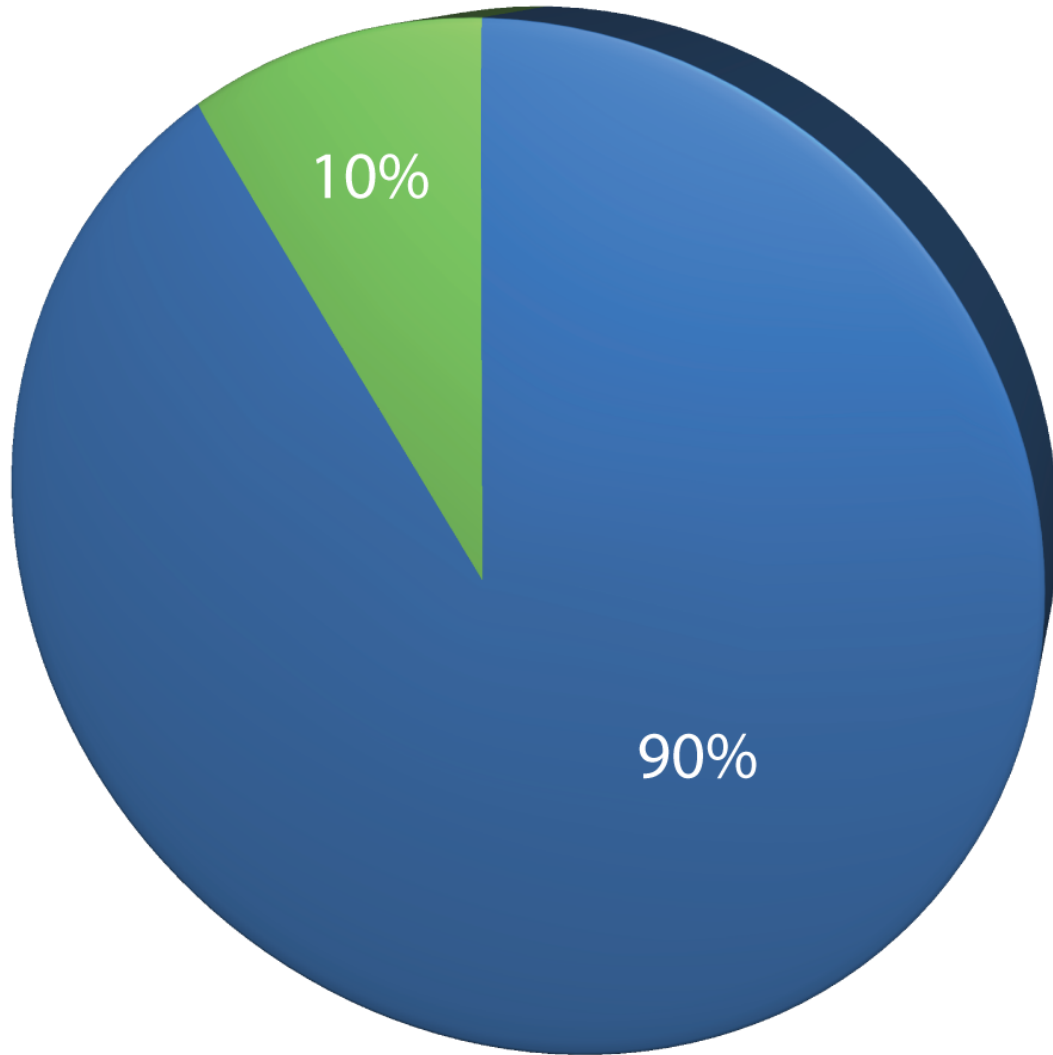
Ideological self-identification

What is your ideology?



Combined breakdown after moderates choose from other ideologies

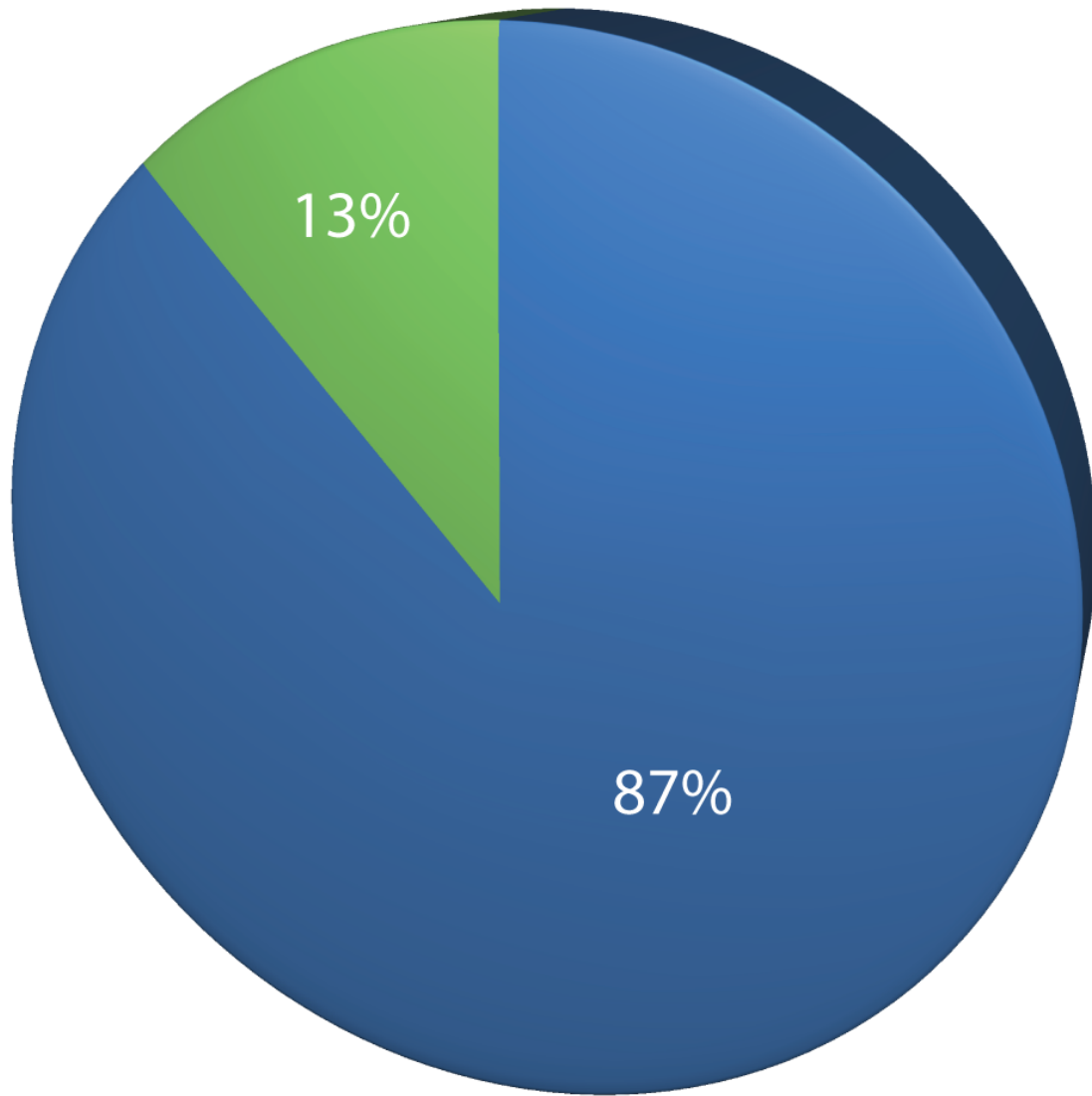




2005 Study on Liberals
and Conservatives
on the U.C. Berkeley
Faculty

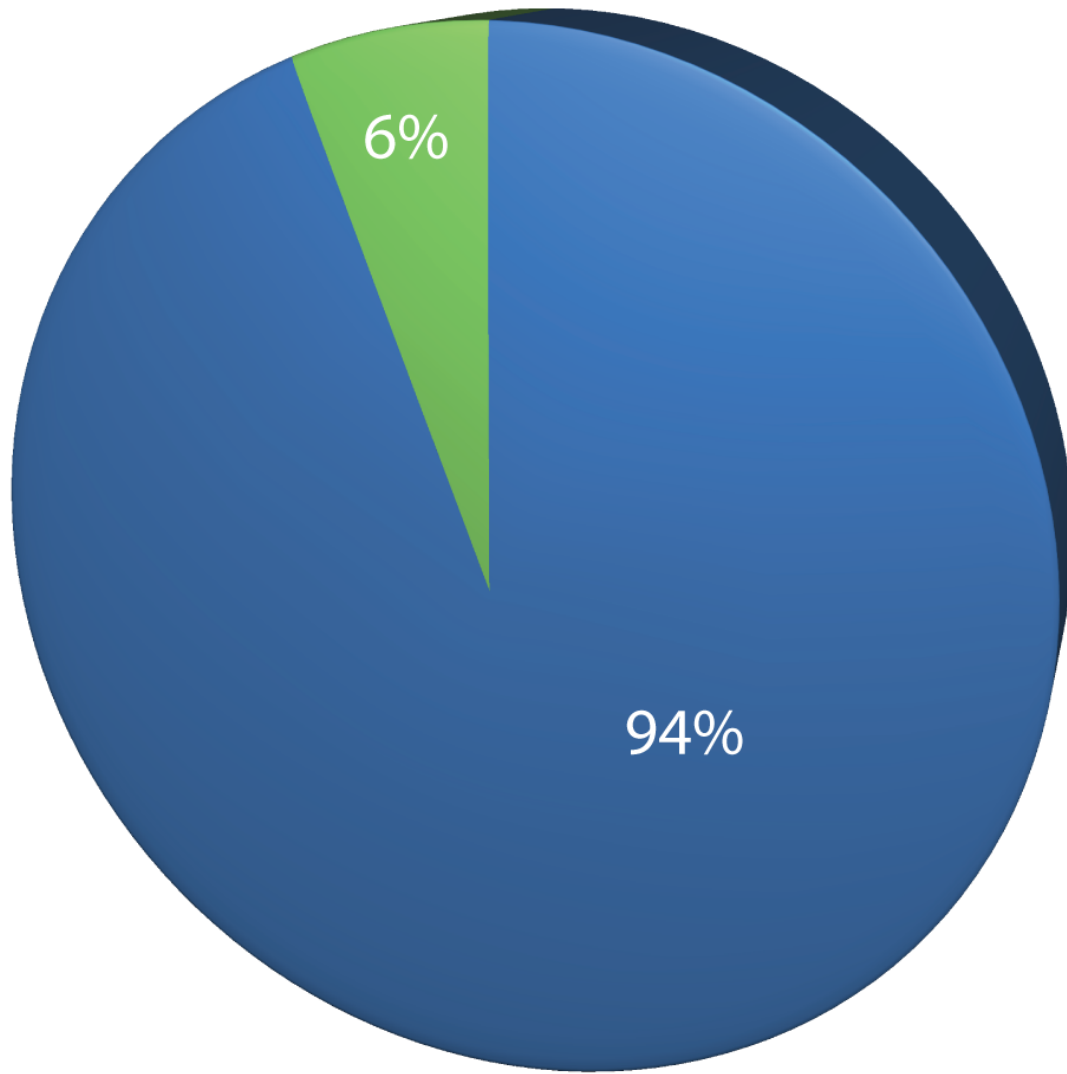
- Democrats 90%
- Republicans 10%





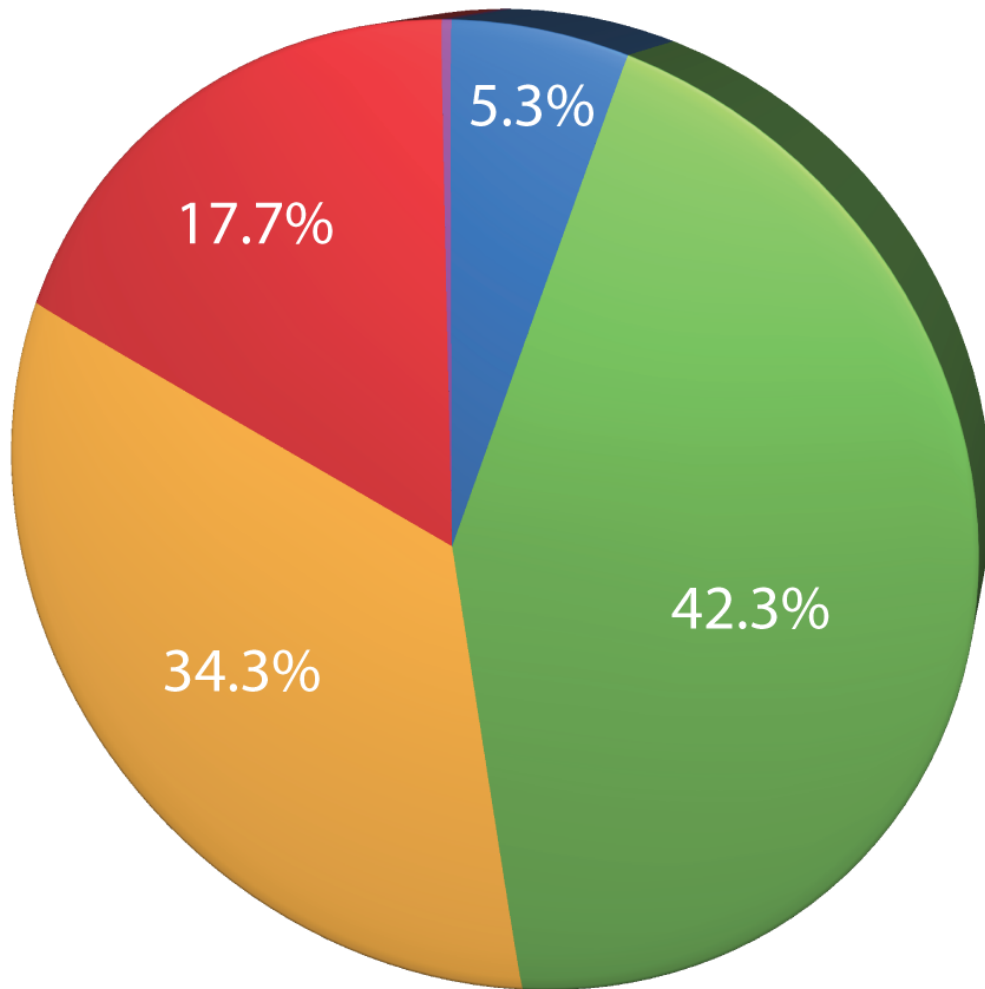
2005 Study on Liberals
and Conservatives on
the Stanford Faculty

- Democrats 87%
- Republicans 13%



2005 Study on Liberals and Conservatives in the Humanities & Social Sciences at both U.C. Berkeley and Stanford Faculty

- Democrats 94%
- Republicans 6%



Nationwide 2001 survey by
UCLA's Higher Education
Research Institute

- far left 5.3%
- liberal 42.3%
- middle of the road 34.3%
- conservative 17.7%
- far right 0.3%

The Liberal Bias in Education

2005 study by George Mason University
economist Daniel Klein:

U.C. Berkeley faculty: Democrats outnumbered
Republicans 10 to 1

Stanford faculty: Democrats outnumbered
Republicans 7.6 to 1

Measuring political attitudes through voter
registrations among faculty in 20 different
departments: humanities & social sciences
ratio was 16 to 1 (30 to 1 among assist. &
associate profs), and in some departments,
such as anthropology and journalism, there
wasn't a single Republican to be found.

Captain Kirk's Dilemma & Solution

Alien: "There can be no peace. Don't you see? We've admitted it to ourselves. We are a killer species. It's instinctive. It's the same with you."

Kirk: "All right, it's instinctive. But the instinctive can be fought. We are human beings with the blood of a million savage years on our hands, but we can stop it.

We can admit that we are killers but we're not going to kill...today. That's all it takes—knowing that you're not going to kill...today."



4th Moral Principle: The Happiness Principle

Fundamental drive of human nature: we strive for greater levels of happiness, and avoid greater levels of unhappiness, however these may be personally defined.

Happiness and unhappiness are emotions, which evolved as part of the suite of emotions that make up the human psyche.

It is natural and normal to try to increase our own happiness by whatever means available, even if that means being selfish, competitive, and nasty.

The Happiness Principle

Fortunately, evolution created both sets of passions, such that by nature we also seek to increase our own happiness by being selfless, cooperative, and nice.

The happiness principle states that it is a higher moral principle to always seek happiness with someone else's happiness in mind, and never seek happiness when it leads to someone else's unhappiness.

The Liberty Principle



Rights

Preventative Rights: *preventing others from infringing on our freedoms* (taking my property, preventing me from speaking or writing or associating, inhibiting my freedom to exchange with others on a voluntary basis, etc.).

Providing Rights: *providing goods and services that require the infringement of our freedoms* (e.g., taking my property through taxes to pay for someone else's education, health care, vacations, paternity leaves, etc.).

Choices & Responsibility

I believe in individual choice and responsibility. You make your choices and you are responsible for the consequences of those choices. Of course, we are not just individuals living in isolation; we are spouses and significant others, we are members of families and extended families, we are constituents of social communities, and we are citizens of societies. As such, we have a moral obligation to take care of those who cannot take care of themselves (children, the elderly, the infirm), to help those who cannot help themselves (the mentally ill, severely handicapped), & to give aid & comfort to victims of natural disasters & totalitarian regimes, *through private choice & charity.*

Free to Choose

It is none of the government's business who I choose to help and give aid and charity to, and I find it deeply morally repugnant that bureaucratic agencies have the legal right to confiscate my wealth through force or the threat of force (taxes), launder my money and waste most of it to run the government organizations that process my money (with dollops allocated for paying for bridges to nowhere and prostitutes for politicians), and redistribute it to people who I do not know. Libertarians are not uncharitable selfish hedonists; we just want the freedom to choose.

The Liberal Bias in Education

2005 study Rothman, Robert, & Nevitte:

15% of faculty at American colleges/universities describe themselves as conservative

72% said they were liberal (80% in English lit, philosophy, polisci, & religious studies)

Nationwide 2001 survey by UCLA's Higher Education Research Institute found:

5.3 percent of faculty members were far left; 42.3 percent were liberal; 34.3 percent were middle of the road; 17.7 percent were conservative; 0.3 percent were far right.

Rise Above Toward a Type I Civilization



The Moderation Principle

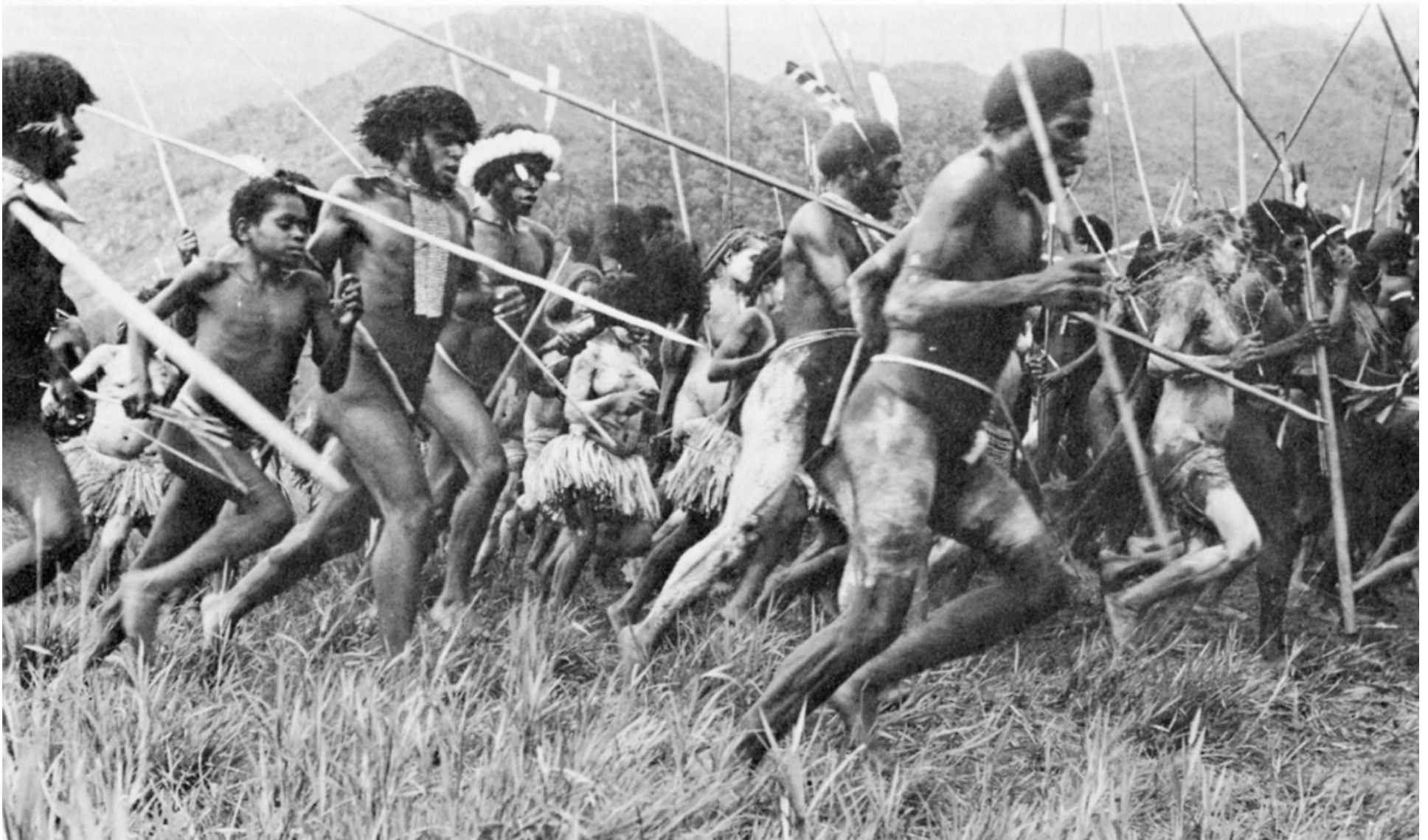
On July 16, 1964, in his speech accepting the Republican presidential nomination, Barry Goldwater gave voice to one of the most memorable one-liners in the history of politicking: “Extremism in the defense of liberty is no vice. Moderation in the pursuit of justice is no virtue.”

For most human endeavors, however, Goldwater is wrong. Extremism is almost always a vice that generates countless unintended consequences. Extremism too often leads to violence, terrorism, and even war. From 9/11 to the ongoing Arab-Israeli conflict, and from the bombing of the federal building in Oklahoma City to the blowing up of abortion clinics, the principles of happiness and liberty are violated in the most ultimate fashion.

The moderation principle states that when innocent people die, extremism in the defense of anything is no virtue, and moderation in the protection of everything is no vice.

Evolution of Tribalism Group Enmity

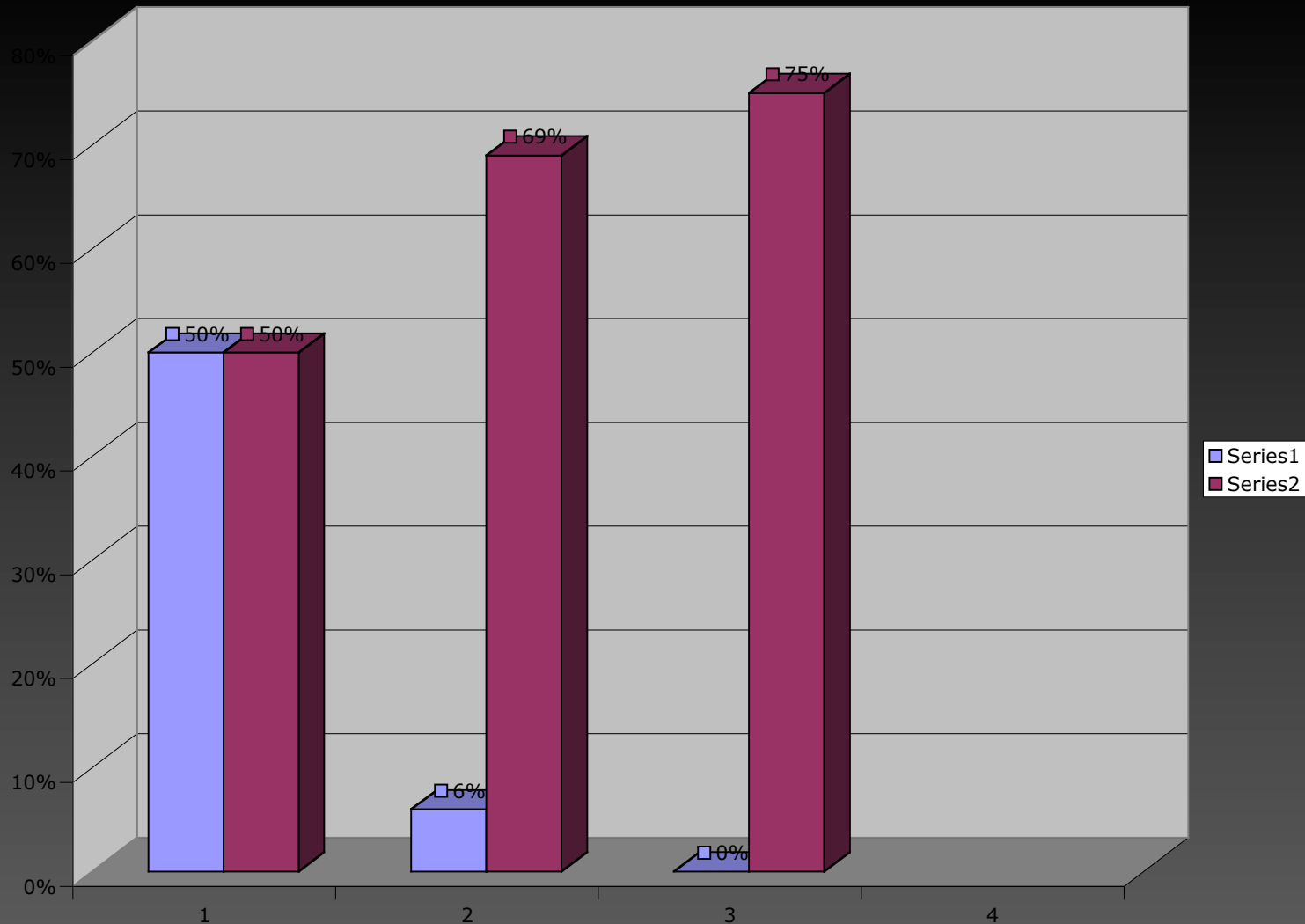
Shoot first; Trust but verify



Problem with Golden Rule

The golden rule has a severe limitation: what if the other person thinks differently from you? What if you would not mind having action X done unto you, but someone else would?

How Men & Women Differ



1. “Would you go out on a date with me tonight?”
2. “Would you go back to my apartment with me tonight?”
3. “Would you sleep with me tonight?”

Man



Billie Looy 1996-2001

Woman

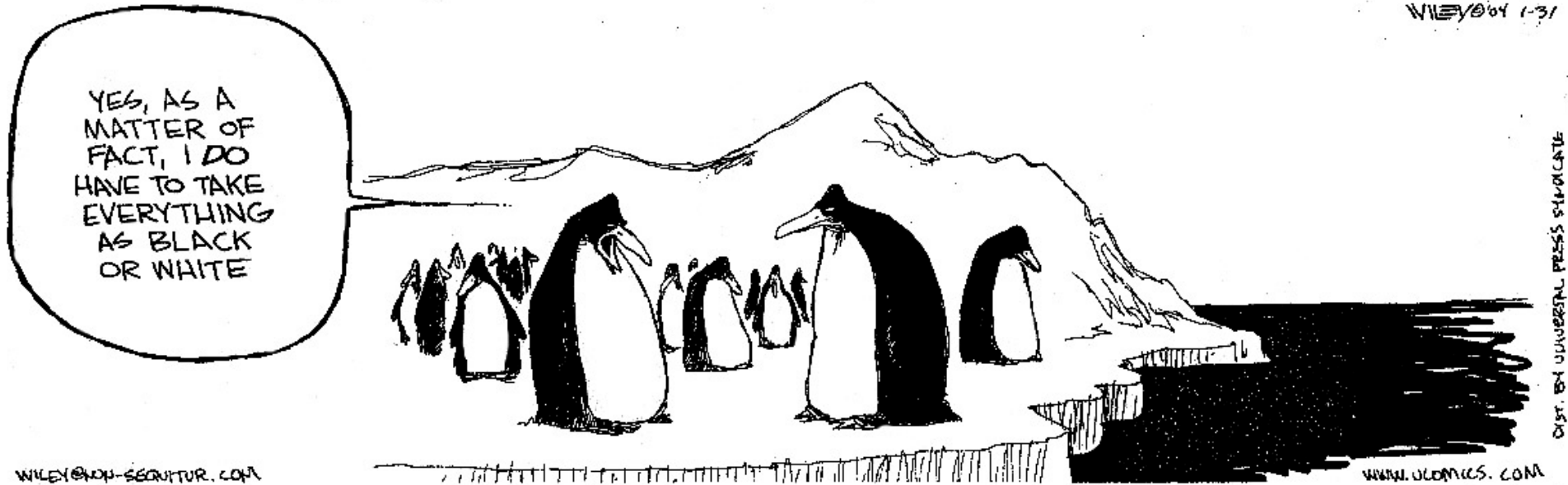


What makes something right or wrong?

Moral principles are not absolute, where they apply to all people in all cultures under all circumstances all of the time.

NON SEQUITUR By Wiley Miller

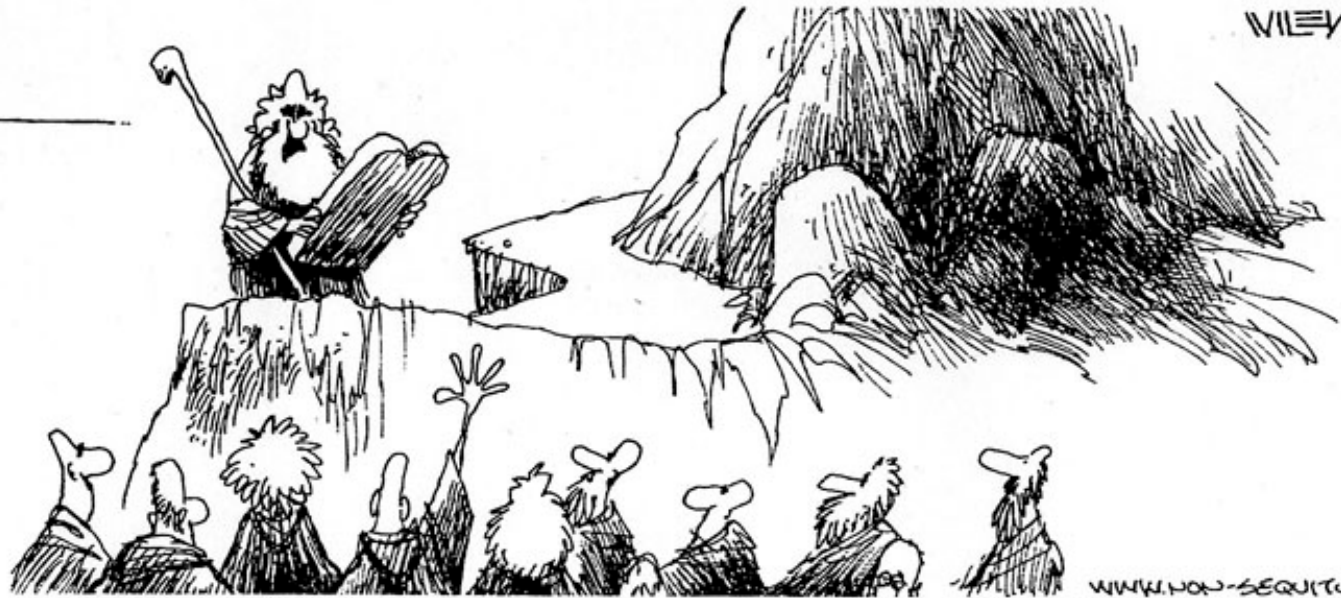
WILEY064 1-31



Neither are moral principles
relative, determined only by
circumstance, culture & history.

NON SEQUITUR By Wiley Miller

I DON'T CARE
WHAT YOUR
LAWYER SAID,
THEY'RE NOT
CALLED THE
TEN RECOM-
MENDATIONS



WILEY@NON-SEQUITUR.COM 12-12

WWW.NON-SEQUITUR.COM

Dist. by Universal Periodic Publications

Moral principles are provisionally true—
they apply to most people in most
cultures in most circumstances most of
the time.



4th Moral Principle: “Ask First” Principle

*The ask-first principle:
to find out whether an action
is right or wrong ask first.*

5th Moral Principle

The Liberty Principle

Liberty is the freedom to pursue happiness and the autonomy to make decisions and act on them in order to achieve that happiness.

The liberty principle states that it is a higher moral principle to always seek liberty with someone else's liberty in mind, and never seek liberty when it leads to someone else's loss of liberty.