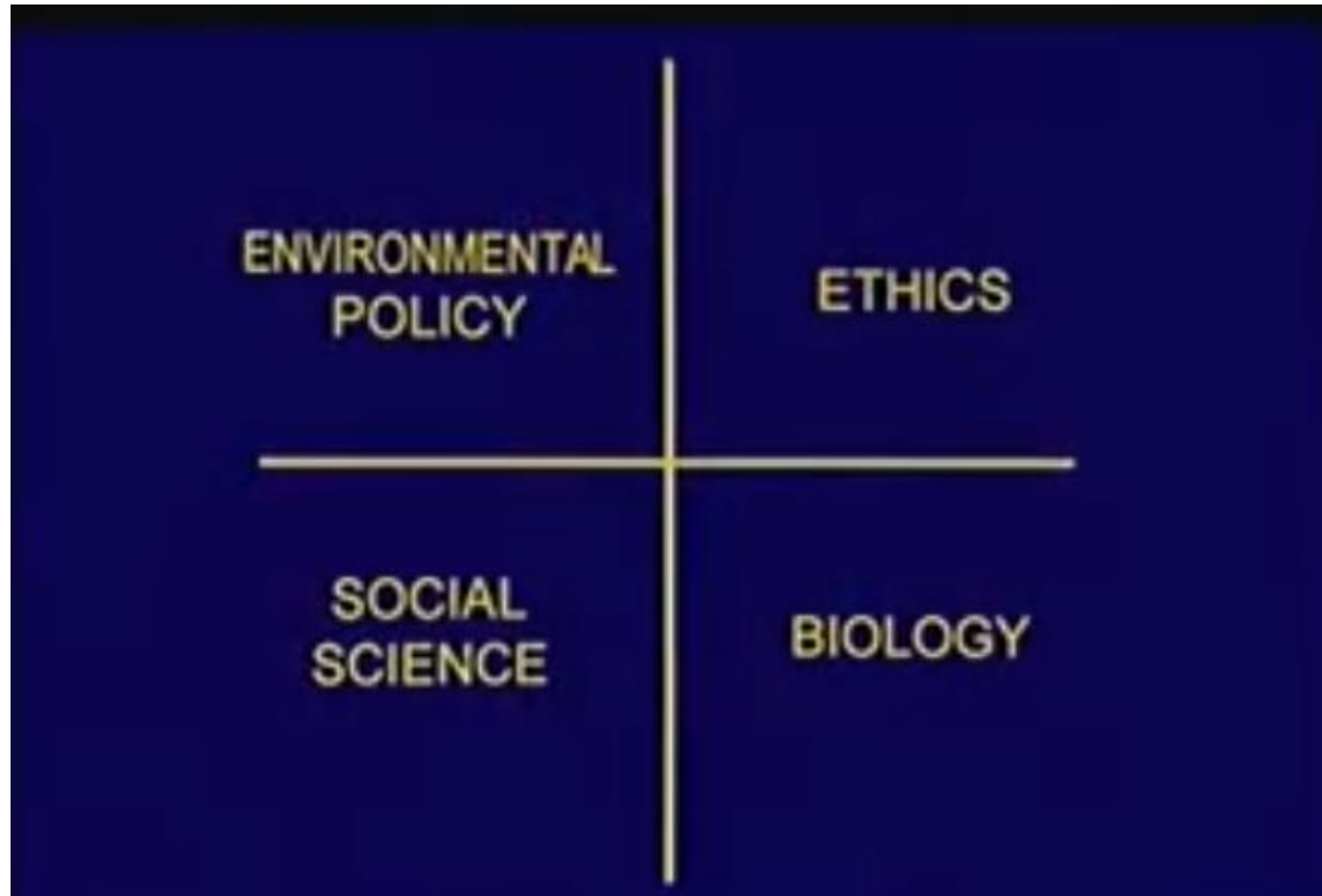# Objects of Objective Morality
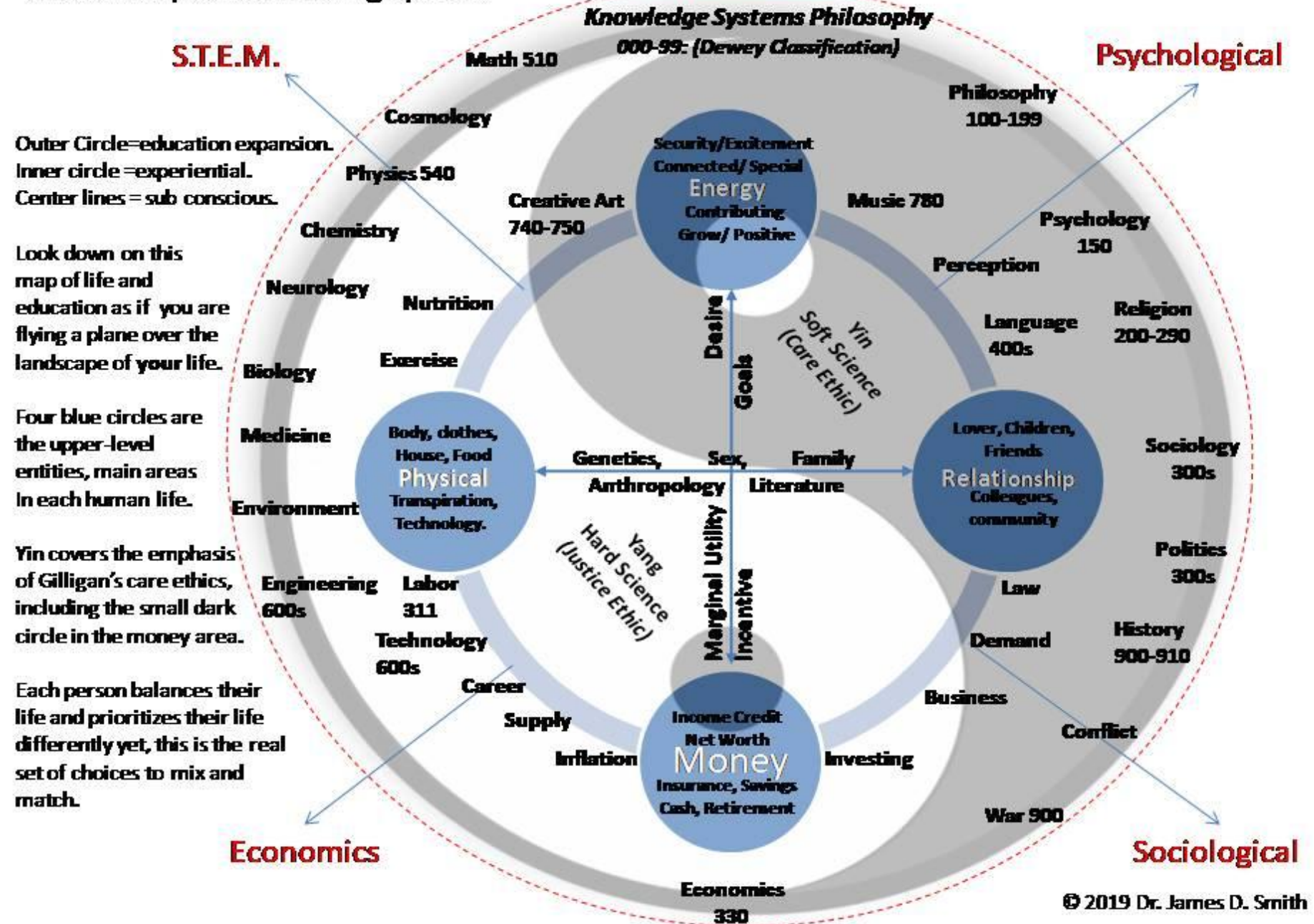
Energy, Mass, People, Money

E. O. Wilson
Consilience

General and
Broad. Not fully
Inclusive of
Human Interest

The Total Picture

(Please understand the Eastern Dao symbol is a base because they are all interconnected and there are also three- dimensiona with a past history and goals and desires for a future.)

Global Map of Well-Being Spaces

Knowledge Systems Philosophy
000-99: (Dewey Classification)

S.T.E.M.

Psychological

Math 510

Philosophy 100-199

Cosmology

Physics 540

Outer Circle=education expansion.
Inner circle =experiential.
Center lines = sub conscious.

Creative Art 740-750

Security/Excitement
Connected/ Special
Energy
Contributing
Grow/ Positive

Music 780

Psychology 150

Chemistry

Look down on this map of life and education as if you are flying a plane over the landscape of your life.

Neurology

Nutrition

Perception

Yin
Soft Science
(Care Ethic)

Language 400s

Religion 200-290

Exercise

Desire
Goals

Biology

Four blue circles are the upper-level entities, main areas In each human life.

Medicine

Body, clothes, House, Food
Physical
Transpiration, Technology.

Genetics, Anthropology

Sex,

Family Literature

Lover, Children, Friends
Relationship
Colleagues, community

Sociology 300s

Environment

Yang
Hard Science
(Justice Ethic)

Yin covers the emphasis of Gilligan's care ethics, including the small dark circle in the money area.

Engineering 600s

Labor 311

Politics 300s

Marginal Utility
Incentive

Law

Technology 600s

Demand

History 900-910

Each person balances their life and prioritizes their life differently yet, this is the real set of choices to mix and match.

Career

Business

Supply

Income Credit
Net Worth
Money
Insurance, Savings
Cash, Retirement

Investing

Inflation

Conflict

War 900

Economics

Sociological

Economics 330

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The Individual Empirical Test

Areas of Your Life	*How satisfied? 1-10	Next step of improvement	**Difficulty of next step 1-10	Long Range Goal in this area	***Your Priorities
Housing					
Transportation					
Clothes					
Food/Medicine					
Physique					
Toys for fun					
Technology					
	Total:	Avg. Satisfaction:	Total:	Avg. Difficulty:	
Family					
Lover					
Friends					
Colleagues					
Community					
School					
Other					
	Total:	Avg. Sat.:	Total:	Avg. Difficulty:	
Income					
Cash on Hand					
Insurance					
Stocks/Bonds					
Credit Score					
Net Worth					
Retirement					
	Total:	Avg. Sat.: 1.2	Total:	Avg. Difficulty:	
Feel Secure					
Feel Excited					
Feel Significant					
Feel Loved					
Growing					
Giving					
Positive belief					
	Total:	Ave. Sat: Total Life S:	Total:	Avg. Difficulty. =	

The Business Transfer

	With This Area of Your Business	How satisfied am I? 1-10	Next step improvement Goal	Ease of next step 1-10	Long Range Goal	Top Priority Checks
1. Things/Capital	Office/Bldg.					
	Transportation					
	Uniforms/Logo					
	Inventory					
	Equipment					
	Technology					
	Other:					
		Total:		Total:		
2. Stakeholders	Executives					
	Suppliers					
	Customers					
	Employees					
	Community					
	Investors					
	Competitors					
		Total:		Total:		
3. Financial Goals	Revenue					
	Key Ratios					
	Insurance					
	Credit					
	Net Profit					
	Retire. Plans					
	Other					
		Total:		Total:		
4. Culture/Branding	Feel Secure					
	Feel Excited					
	Feel Significant					
	Feel Loved					
	Growing					
	Giving					
	Positive belief					
		Total:		Total:		

Fill each row across following this example:

Office/Bldg.   6 (Barely)   Shrt. Trm: Storage Rm.   9 (Slam Dunk) Lng. Trm:33,000 SF space   X

About X: X marks the most important priorities. Place an X by the two most important rows in each of the four factors. Review the 8 Xs. Place a second X by the two most important of the 8. Place a third X by the top most important goal.

About the numbers 1-10, Higher means both more satisfied and easier.

Interpretations	1-2	3-4	5-6	7-8	9-10
Satisfied Scale	Not at all	Dissatisfied	Barely Satisfied	Somewhat Satisfied	Very Satisfied
Ease Scale	Impossible	Difficult	Challenging	Doable	Slam Dunk

Once completed, a full diagnostic of your business stress and business motivation is possible.

The Math

(These four areas combine to create 42 quintillion diverse positions. Humans are all the same yet unique.)

A	1	B
Sense of Contribution	Excitement	Feeling Secure
2 Feeling of Significance	**Individual & Energy** Psychology Neurosciences (White Center)	Belief 3
Sense of Growth	Intuition	Feeling Loved
C	4	D

C	4	D
Coach	Stranger	Lover
5 Colleague	**Individual & Individual** Sociology Humanities (Blue Center)	Career 6
School	Community	Family
E	7	F

C	5	E	E	7	F	F	6	D
Iron Weight	Trees	Bricks	Toys	Clothing	Physique (DNA)	Molecular Bond	Fuel	Magnet
2 Mountain	**Things & Things** Physics (Red Center)	Flora 8	8 Food	**Individual & Things** Positivism (Yellow Center)	Assistive Equipment 9	9 Inertia	**Things & Energy** Thermo Dynamics Quantum Mech. (Orange Center)	Boson 3
Sand Beach	Gold	Granite	House	Auto	Computer	Semi-Conductor	Reflection	Gravity
A	11	G	G	10	H	H	12	B

G	10	H
Insurance	Net Worth	Credit Score
11 Cash on Hand	**Individual & Money** Economics (Green Center)	Retirement 12
Estate	Stocks Bonds	Income
A	1	B

The Argument

- : 1) There are only four objectives at the highest level of human experience.

- 2) The four objects encompass every moral concern and dilemma showing clear patterns of moral choice.

- 3) Conclusion: All AI, education, politics, social constructions, individual, and group actions must include focus specifically on these four areas to be fully moral.

Typical Moral Dilemmas

Source/ Social Powers	Coercive	Reward	Referent	Knowledge	Information
Cornell Realism	Biological	None	Social	Psychological	Realism
HEO	All Physical objects except humans	Money (Economics)	Relationships with people (Sociology)	Energy (Psychology)	BFO-ISO (Organization)
Moral Theory	Critical Life needs	Conative desire fulfilled	Autonomy as shared human quality	Decision-making process	Experiences of short- and long-term value
Heinz Dilemma	Cancer is present, and a cure is distant	Money insufficient	Is your lover worth you violating the autonomy of a druggist?	Break social relationship with other humans	Research to assess a model of moral development
Trolley Wreck	Throw one unsuspecting man to death to save five on tracks	One bystander dies instead of five	The autonomy of one individual is violated. Five strangers saved	Feelings of dismay over utilitarian act that violates autonomy	How to act with no certain moral framework
Buy groceries normally each week.	Place the groceries on the register	Pay money to cashier	Relate to cashier in any casual way desired.	Feel good, uncertain, connected, or another way	Was it a good deal for buyer and seller?

More slides to come