**Strengths of Bentham’s Act Utilitarianism**

**Intuitively Correct**

It is intuitively correct because common sense dictates that all situations are not identical and sometimes a different approach is needed in light of the possible outcomes

**Cultural Diversity**

It takes into account cultural diversity – each culture is allowed to operate equally and in parallel without one being considered more superior than the other (or more moral)

**Humanist**

It seeks to maximise a human goal -its basis is therefore grounded in humanity and does not seek authority from another source or individual

**Yard Stick**

Bentham is not against moral rules rather he created the principle of utility as a method of social reform. It is a way of testing a law or legal maxim for its utility for human kind. If it does not meet the goals of a human then Bentham argued the law should be changed.

**Weaknesses of Bentham’s Act Utilitarianism**

**Dangerous Potential**

It has the potential to justify any action even diabolical ones, such as gang rape, murder etc

**Impractical**

It is impractical to suggest that we have the time to deliberate and apply the calculus to every situation we come across especially as we may not have the full information to consider all categories

**Quantitative over Qualitative**

It is quantitative rather than qualitative in nature, but is really possible to convert an emotion such as happiness into a numerical measurement? And are all pleasures equal in all people? Bentham says yes…

**Unequal**

It does not treat everyone equally in a true sense of equality. They are only equal in that their vote matters. E.g. Would Bentham save a homeless man/ criminal over a doctor/ lawyer in fire? No… some people become worth more than others in terms of value to society