

Strengths of Utilitarianism:

1. Convincing assumptions: preference for pleasure and happiness.
2. Explains morality as a social extension of natural inclinations.
3. Transforms difficult moral deliberations into manageable empirical considerations.
4. Advances flexibility over dogmatic persistence on principles. The stress is on the practices conducive to happiness not on natural rights or norms.

Weaknesses:

1. The concept of happiness is not clear. Very vague: equated either with pleasures or with the public good.
2. Measurements and units of happiness are arbitrary and subjective.
3. The social (altruistic) component could be too demanding if pursued strictly.
4. Disregard for motives and intrinsic values could lead to immoral and unjust consequences.

Profile Of a Utilitarian Man

Commonsensical, down to earth, flexible, tolerant, considerate, advising, materialistic, future oriented, likeable...