

Felicitous Calculous: Will this make society more happy?

Case: Doing ...

Units of pleasure

	Intensity , on a 1-10 scale
	Duration , in days
	Certainty , in percent
	Immediacy of payoff, on a 1-10
	Does it form a habit ? % it will recur
	Purity : % real and not imagined
	Extent : # of people spread to

0 Totality of pleasure (multiply above)

Units of pain

	Intensity , on a 1-10 scale
	Duration , in days
	Certainty , in percent
	Immediacy of pain, on a 1-10
	Does it form a habit ? % it will recur
	Purity : % real and not imagined
	Extent : # of people spread to

0 Totality of pain (multiply above)

Total utility - pleasure minus pain: 0

Case: Not doing...

Units of pleasure

	Intensity , on a 1-10 scale
	Duration , in days
	Certainty , in percent
	Immediacy of payoff, on a 1-10
	Does it form a habit ? % it will recur
	Purity : % real and not imagined
	Extent : # of people spread to

0 Totality of pleasure (multiply above)

Units of pain

	Intensity , on a 1-10 scale
	Duration , in days
	Certainty , in percent
	Immediacy of pain, on a 1-10
	Does it form a habit ? % it will recur
	Purity : % real and not imagined
	Extent : # of people spread to

0 Totality of pain (multiply above)

Total utility - pleasure minus pain: 0