Utilitarian Moral Theory: Parallels between a Sport Organization and Society

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Utilitarian Moral Theory: Parallels between a Sport Organization and Society

Dr. Robert C. Schneider
Sport Management Program Director

Friday, July 11th, 8:30; (8:30-10:00 Session)
Venue: Qiu De Ba Gymnasium
Room: 151
Utilitarian Moral Theory: Parallels between a Sport Organization and Society

• Continued Calling: Sport Organization & Society Morality (Required for Healthy Function)
• Transfer Utilitarian Based Sport Organ. Behaviors to Society
• Stake Highest in Society
Utilitarian Moral Theory as a Guide

• Sport Organization & Societal Policy Guided by:
  ➢ Mill’s Greatest Happiness Principle
  ➢ Bentham’s Hedonic Calculus
  ➢ Hume’s View on Sentiment
Utilitarianism = Most Happiness = Morally Good (Mill, 1863; Bentham, 1789/1961)

John Stuart Mill

Jeremy Bentham

David Hume
Mill’s Greatest Happiness Principle

“Actions are right in proportion as they tend to promote happiness, wrong as they tend to produce the reverse of happiness” (Mill, 1863/1969, p. 36).

Right

Wrong
Mill’s Greatest Happiness Principle

• “The creed which accepts as the foundation of morals ‘utility’ or the “greatest happiness principle” holds that actions are right in proportion as they tend to promote happiness; wrong as they tend to produce the reverse of happiness. By happiness is intended pleasure and the absence of pain; by unhappiness, pain and the [dep]privation of pleasure.” (Mill, 1863/1969, p. 36)

• Burton (1962) stated: “That is useful which, taking all times and all persons into consideration, leaves a balance of happiness; and, – the creation of the largest possible balance of happiness...”
Jeremy Bentham

“Nature has placed mankind under two sovereign masters, pain and pleasure...” (Bentham, p. 17)
David Hume

“Passion Drives Reason…”

Innovation Stirring:

Passion, Sentiments, Feelings?
Ethical Grounding for Betterment, Sustainability, and Improved Society

- Reciprocal Learning: Sport Organ. & Society
- Not a Solution: A Tool to Improve
- Sport Organization Easily Dissected
- Utilitarian Based Insights (Collective Happiness) Transferred to Society
Ethical Grounding for Betterment, Sustainability, and Improved Society (cont’d)

- Utilitarian Grounded Societies Support Cooperative International Goal Achievement
- Societal Goal = Happiness; International Cooperation
- Morally Global Society Requires Cooperation
Societal/World Challenges
Identifying Commonalities among Cultural Differences

• Tolerance & Sensitivity: A Step Toward Utilitarian Moral Good

• Putting Aside Race, Religion, Attitudes...
  ➢ Sport: For Winning
  ➢ Society: For Global Good?
Identifying Commonalities among Cultural Differences

• Utilitarian Moral Good Fostered through *Creation* of Commonalities (sport)
• Sport: Brings People & Nations Together
• e.g., World Cup, Tour de France, Olympics
Identifying Commonalities among Cultural Differences

• Overcoming Overt and Subconscious Cultural Biases?
• Common Core Moral Values Among Diversity
• Can common sport experiences help?
  – e.g., Final Four Commonality; NBA
• Globalization: Merging of Culturally Different Societies
• Sport: Merges Culturally Different Athletes
Sensitivity and Tolerance
Supported by Education

• Utilitarianism in Society: Tolerance of Cultural Differences
• End Goal: Humanities ‘Want’ of Happiness
• Globalization: Understanding Societies Beyond One’s Own (Brodin, 2010)
Sensitivity and Tolerance
Supported by Education (cont’d)

Achieving through:

- Disciplined Behavior
- Subconscious Selfish Desires Put Aside
- Softening of Differences: Immersion Into Different Culture (Redden, 2010) e.g., Internships Abroad
- Education
Transitioning Commonalities into Tolerance to Cultural Differences

• Immersion into Different Cultures Require:
• Open Mindedness
• Contemplation of Similarities and Dissimilarities (Leung, Maddux, Galinsky, Chiu, & 2008)

• Team Sports: Emerges Persons Beyond Isolated States
  – Reduce Isolated States through Common Goals
Transitioning Commonalities into Tolerance to Cultural Differences (cont’d)

• Within and Across Societies, Identify Commonalities
• Fully Removing Cultural Differences: Naive
• Giving Up Cultural Identity Contradicts Utilitarianism
• Leadership Cannot Force
Yesterday’s Panel Discussion

• Going Outside of Discipline (Remove Isolationism)
• Theme of Cooperation Among 4 Universities
• “Mingling” Different Cultures
“Why We Need Social Theory to Understand Sport Mega Events” (Keynote, Susan Brownell)

Some Notes:

OLYMPIC GAMES (Huge Party) (Hosting Platform)
- Disseminating Chinese Culture
- Cross Cultural Communications
  - Bilateral Meeting Between Leadership
  - Closer to World Peace (a Format)

- Heads of Multinational Corporate Leaders
- Entertainment & Hospitality Industry
- Politics
- Rituals and Social Solidarity
- Shared Members in Community
- Global community requires global rituals and symbols forging national identities into global identities.
Leading with Beauchamp’s (1982) Common Sense, Habits, and Past Experience

• Arriving Most Happiness:
  – common sense, habits, and past experiences – choose actions eliciting most happiness (Beauchamp, 1982)

• Societal Utilitarianism:
  – respect common core values of peoples, understanding past experiences; choose actions
Realistic Moral Expectations

• Wholesale Attitude or Cultural Changes: Unrealistic
• Extreme Changes: Unhappiness
• Disingenuous Compromise: Unhappiness
• Utilitarianism: Consciousness of Compromise and Happiness
Realistic Moral Expectations

- Recall: Bentham’s Hedonic Calculus
- Respect (not necessarily accept) Cultural Differences
- Attitudes, Beliefs, Customs, Religions
- Respectfully Tolerate One Another’s Cultural Differences
References (Incomplete)

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