

Based on all these aspects Bentham formulates the following **Maxim**: *Act in such a way that your actions produce the greatest amount of pleasure and the least amount of pain.*

IV *What is the general tendency? What is the general good/evil tendency?*

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| TENDENCY OF AN ACTION | FOR AN INDIVIDUAL OR ALL INDIVIDUALS INVOLVED |
| DIMENSIONS | A. GENERAL TENDENCY B. GENERAL GOOD TENDENCY |

Bentham develops a list of five (or six) steps to measure of all pleasures and pains entailed by an action. The procedure goes like this:

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| | Take an account of |
| 1 | The value of each distinguishable pleasure in the first instance |
| 2 | The value of each pain in the first instance |
| 3 | The value of each pleasure after the first pleasure |
| 4 | The value of each pain after the first pain |
| 5 | Sum up all the values for both pleasures and pains (simple tendency) |
| 6 | Repeat the same for each person involved (general tendency) |

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| Good Tendency of the Act | General Good Tendency |
| Take the balance for 5! | Take the balance for 6! |