

Bentham's "Value of a Lot of  
Pleasure or Pain,  
How to be Measured"

PHI 300  
(Erion)

- (1) *intensity* - the strength of the pleasure/ pain
- (2) *duration* - how long the pleasure/ pain lasts
- (3) *certainty* or *uncertainty* - the likeliness or unlikeliness that the pleasure/pain will actually result
- (4) *propinquity* or *remoteness* - how soon the pleasure/ pain will occur
- (5) *fecundity* - how likely the pleasure/ pain will produce more of the same in the future
- (6) *purity* - a pure pleasure has little pain accompanying it; a pure pain has little pleasure accompanying it
- (7) *extent* - how others will be affected by the act

*(Introduction to the Principles IV)*