

Strengths and Weaknesses: Kidder's Three Decision-Making Models

Model	Strengths	Weaknesses
Ends-based (Mill - Utilitarianism)	Does what is best for the greatest number of people.	Humans are poor predictors of outcomes and don't always recognize the unintended consequences.
Rules-based (Kant - Categorical Imperative)	We act in accordance with whatever law we would like everyone to follow – minimizing bias.	This approach is impossibly strict and ignores mitigating circumstances.
Care-based (Rawls – Veil of Ignorance) Aristotle – Golden Mean)	By adopting the concept of reversibility, we avoid the extremes presented by Mill and Kant. Often provides more options.	The Golden Rule is too simplistic and does not endorse particular moral principles. What if both sides have acted unethically?