ICCI2018 (Intern'l Conf. on Creativity & Innovation)
Held by Japan Creativity Soc. & Kinki Univ. ICMI
Sept. 10 - 12, 2018
Osaka International House (Osaka, Japan)

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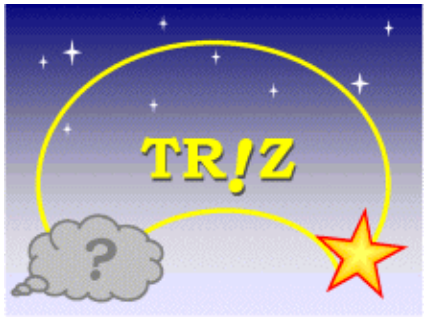

‘Liberty vs Love’ and Ethics: Principal Contradiction of Human Culture and Solution Directions

September 11, 2018

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Introduction (Outline)

This study has applied a methodology for creative problem solving in science and technology to a complex social problem, and has revealed a principal contradiction in human culture and its solution directions.

(1) "General Methodology of Creative Problem Solving (CrePS)" was developed.

Integrating various creativity methods and problem solving methods, Six-Box Scheme has been developed. It is applicable generally in technology, business, and any other fields.

(2) I have tried to apply it to an actual social problem.

I chose the issue of poverty in Japanese society.
Reading the book "The Low-living Elderly" written by Takanori Fujita (2015), I visualized the logic of the entire book in Fuda-Yose diagrams.
In the customers' reviews in the Amazon site, I learned that many people are arguing on the self-responsibility of the low-living elderly and against the necessity of social welfare.

(3) At the basis of such arguments, I recognized a fundamental contradiction between Liberty and Love.

Liberty = To decide and act for oneself, and to live. The 1st Guiding Principle of Human Culture.

Love = To love one's children, family, and neighbors, and to help and protect them.
The 2nd Guiding Principle of Human Culture.

There exist inherent contradictions inside Liberty, inside Love, and between Liberty and Love.
==> 'Liberty vs Love' is now named as the Principal Contradiction of Human Culture.

The keys to support, motivate, and coordinate both Liberty and Love
== Ethics (Moral, and 'Conscience')

(4) Obtained Basic hypotheses of Principal Contradiction (Liberty vs Love) and its solution directions (Ethics).

- The 1st Guiding Principle 'Liberty' is to decide and act for oneself and aims at winning in competitions. It brings in creativity and innovation in culture and society, but also ruling and conservatism by the winners.
- The 2nd Guiding Principle 'Love' is to love people, serve for them, and aims at happiness of the members. It brings in reformation, but also control and conservatism for protecting all the members.
- The 0th Guiding Principle 'Ethics' is most basic, and inside human heart shows the directions towards Good. Fundamental Human Rights, saying 'everybody has the rights to pursue happiness', forms the core of Ethics.
- **'Liberty vs Love' is the Principal Contradiction of Human Culture, which has never been solved yet throughout the human history.**
- **Keys to solve the Contradiction are Ethics, capable to motivate and coordinate both Liberty and Love.**
- **The origin of Ethics is the inherent capability of heart to judge what is Good ('Conscience').**

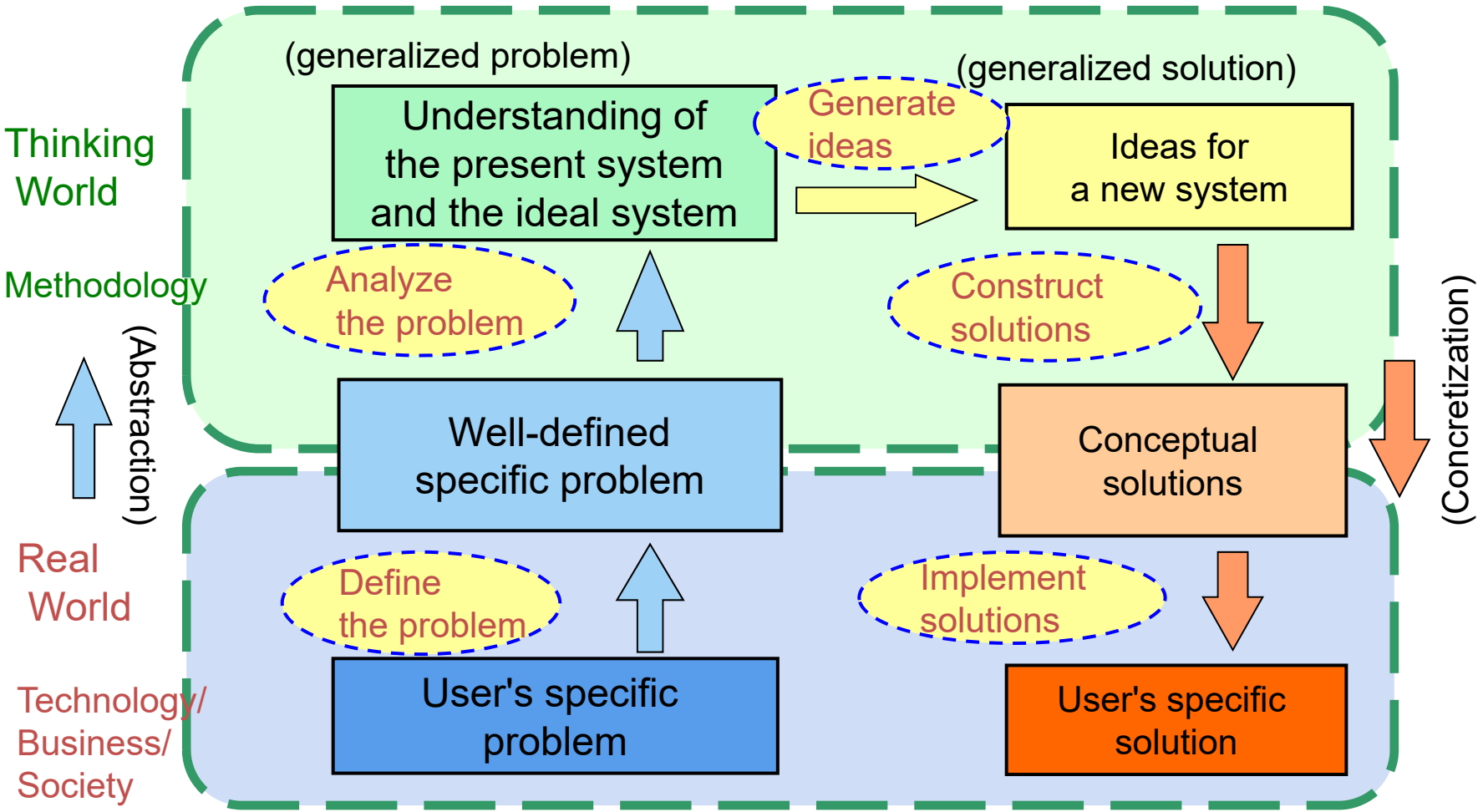
(5) Confirmed the significance of present hypotheses in comparison with Ethics references.

Hypotheses by the present study	Novel ?	Valid ?	Effective ?
(a) Principal Contradiction = Liberty vs Love	○ (?)	○	○
(b) Keys to solving the Contradiction = Ethics	○ (?)	○	○
(c) Origin of Ethics = Inherent capability 'Conscience'	○ (?)	○	○
(d) Good = Guidance by Liberty, Love, and Ethics, together	○	○	○

(6) The present study have generated a system of basic hypotheses concerning to the philosophical basis of human culture.

New Paradigm of Creative Problem Solving: Six-Box Scheme in CrePS

(Toru Nakagawa, 2006)



Various creativity methods and problem solving methods in the field of science and technology were integrated into this Six-Box Scheme. Applicable generally in various fields.

Features in System thinking, Understanding mechanisms, Solving contradictions, Abstract thinking, etc.

Applying the Creative Problem Solving Methodology to Social Problems:

Social problems are often much more complex and bigger than technical ones.

How can I, just a novice and non-specialist, tackle the problem?

First I chose the problem of 'poverty among the elderly' in Japanese society.

I selected the book "The Low-living Elderly (LLE)" (Takanori Fujita, 2015, pp. 221) as the source reference.

I visualized the logics in the entire book into a pamphlet of diagrams of 24 pages. This is useful to see the structure of the problem situations.

In Amazon site, 82 reviews by readers were posted on this best seller book.
Many evaluated very highly (5 or 4 stars), but many others very poorly (1 or 2 stars).
The latter people say, often with strong feelings:

'For having become poor he/she is responsible, not the society.'

I wrote responses to all the reviews and considered the arguments by people.

I thought as follows:

Underlying deeply in the people's arguments, I recognized a big unsolved issue in the people's understanding and psychology.

I.e., the relationship between Win-or-Lose and Mutual Aid in the competitive society.

On one side: Win or Lose in the Competitions and Self-responsibility for the results;
On the other side: Mutual Aid, Cooperation, Social security, and Welfare

No common understanding how these two should be compatible in the society.

The issue is not revealed/solved well in the social philosophy and in social ethics.

Investigating its essence, I have reached the recognition:

The philosophy of Liberty and the philosophy of Love DO CONFLICT,
and how to coordinate the two is not understood commonly
(in Japan and in the World).

This is a basic philosophical problem underlying beneath various apparent cases.

==> The conflict between Liberty and Love is
'The Principal Contradiction of Human Culture' .
Solving the Principal Contradiction is
'The Principal Problem of Human Culture'.

Basic Hypothesis: 'Liberty vs. Love' is the Principal Contradiction throughout the history of Human Culture

Toru Nakagawa, Japan TRIZ Symposium 2016

(1) The Human Culture takes Liberty as its First Principle and pursues extending it.

Liberty is for every person to decide, to act, and to live for oneself.
Liberty aims at Winning various, natural or social, Competitions.
Liberty of a person necessarily collides (Contradicts) with Liberty of another person.

(2) The Human Culture takes Love as its Second Principle and pursues spreading it widely.

Love is for every person to love one's children, family, and neighbors, and to help and protect them.
Love aims at Self-controlling one's Liberty and at eliminating collisions among Liberty in one's Family.
Love, for helping and protecting the Family (or Insiders), tries to counter (attacking) actions from Outsiders.
If we consider the Family (or Insiders) as a social Activity Unit,
Love generates Liberty and Competition at a higher social level.

(3) 'Liberty vs. Love' is the Principal Contradiction throughout the history of Human Culture.

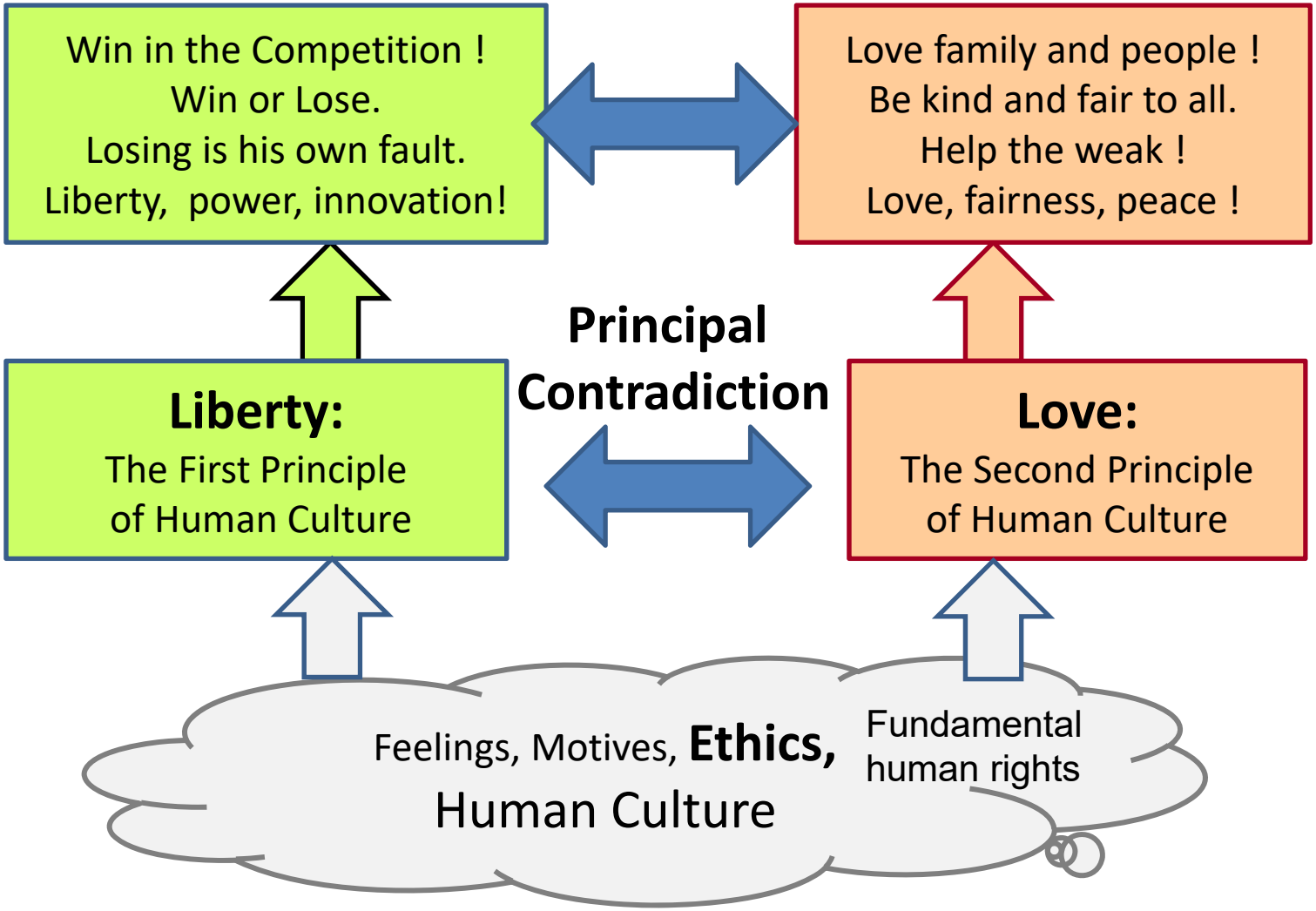
There exist various contradictions inside Liberty, inside Love, and between Liberty and Love.

(4) As the guidelines for motivating both Liberty and Love and coordinating them, the Human Culture has been acquiring Ethics,

I.e., Moral, Conscience, in plain words.
The concept of Fundamental Human Rights is a clearly-stated part of Ethics.

'Liberty vs Love' : Principal Contradiction Inherent in the Human Culture

Toru Nakagawa (ETRI TFC 2016)



(5) Humans have built various social systems and generated much advanced culture. However, 'Principal Contradiction of Liberty vs. Love' has not been solved yet.

Economy, Politics, ･･･ , Languages, Religions, Social thoughts, Science and Technology, Arts, ･･･

Principal Contradictions exist everywhere, emerge everywhere, grow bigger, and get more severe.

(6) Causes which make the Principal Contradiction even more difficult to solve:

(a) At the most basic level of individual person(s), actual and desirable relationships among Liberty, Love, and Ethics are not clear yet.

The issue of Desire/Greed and Evil in the Human Nature.
People are very often moved by their feelings rather than their intellect.
Personal feelings and thoughts are formed/influenced/educated through different experience since one' birth and through out

(b) For various types/levels of social organizations, actual and desirable relationships among Liberty, Love, and Ethics are not clear.

Groups, companies, political parties, communities, countries, etc.
Understanding of desirable relationships (i.e. Social Ethics) is not shared globally.

(c) Individuals and organizations may insist on their Interests (Liberty), may act against (Social) Ethics, and can become the Social Winners.

Such social Winners (re-)build the Social Systems in a way favorable for themselves.

(d) Situations of (c) exist everywhere, in the scales from tiny to huge, and are accumulated in many layers in the Human History.

(At any time) Social Systems do not meet the (Social) Ethics in some aspects,
and some people who were oppressed raise the action (c) and start the conflicts/fights.

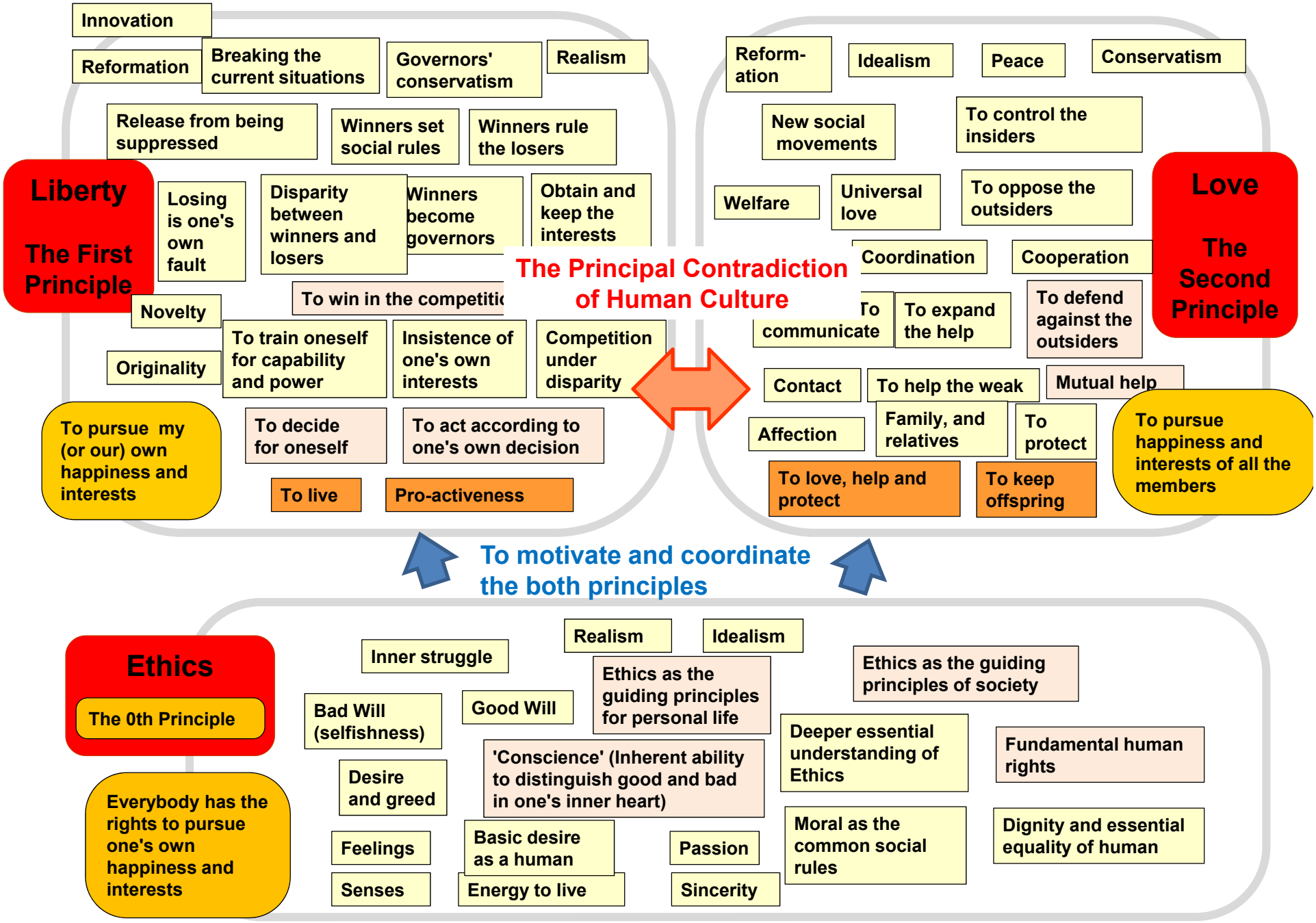
I have investigated on this basic hypothesis deeply further :

Mainly at the level of individual persons (and their interaction),
the relationships among Liberty, Love, and Ethics are investigated
from the viewpoints of contradictions and their solutions.

Many relevant keywords are collected and
are visualized in the Fuda-Yose diagrams to see their relational structure.
Inner structure and interactions of 'Liberty, Love, and Ethics' are visualized.
From detailed diagrams, the essence of structure is extracted
into a simpler diagram.

Findings and thoughts are written down in sentences.

The Principal Contradiction of Human Culture: Structure of 'Liberty, Love, and Ethics' (Mainly at personal level)



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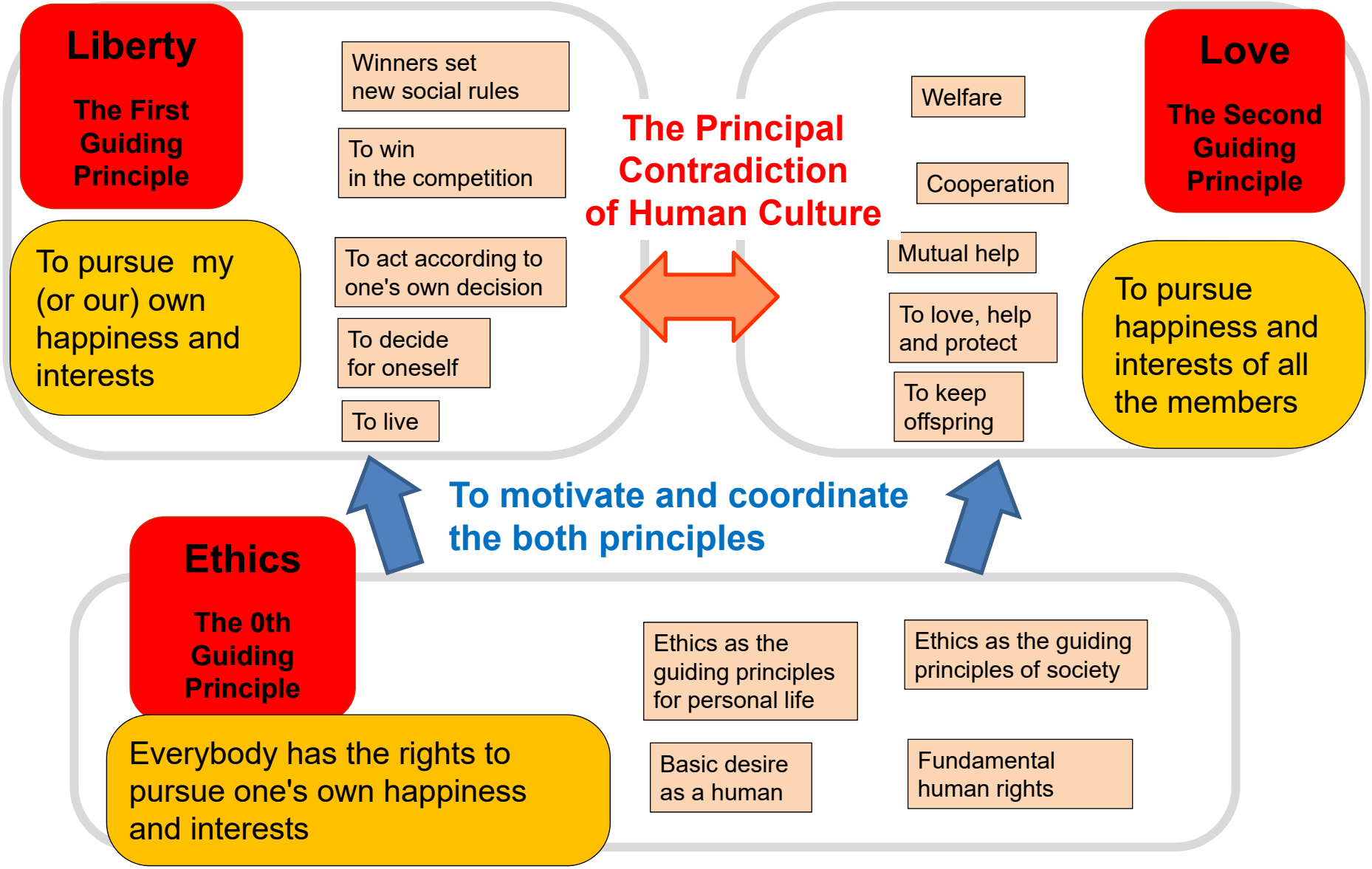

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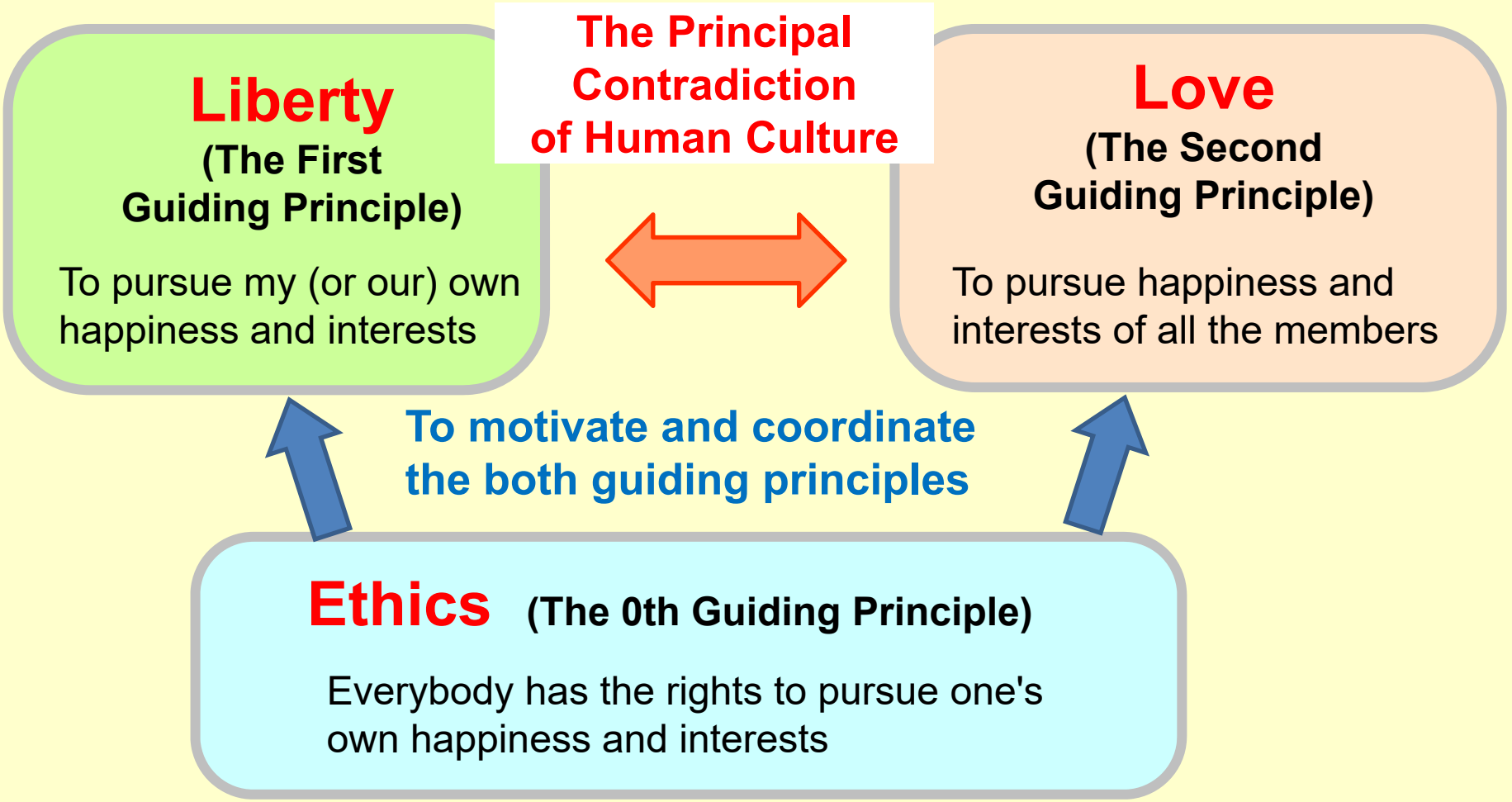


Principal Contradiction 'Liberty vs Love' and Ethics

-- Basic Hypothesis with some discussions --

1. The 0th Principle of Human Culture: Ethics

1.1 Ethics: Deep inside the human heart, serves to distinguish Good from Bad as the guiding principles for personal life and for society.

At the bottom of human heart, there exist the senses and feelings and also basic desires and greed.
They form the bases of 'Good Will' as well as 'Bad Will'.
Ethics tells what are Good and what are Bad.

1.2 Ethics is acquired after birth depending on history and society, whereas the 'Conscience' is inherent for humankind.

Contents of Ethics (i.e., what are Good and what are Bad) have been different depending on the history and on the society.
Ethics is set and taught to people by the society.
Ethics evolves in the history of the Human Culture.

'Conscience' = **'Ability to distinguish Good from Bad in the depth of human heart'.**
This ability is supposed to be intrinsic and common for humankind.
Conventionally, 'Conscience' means Good Will in the human heart.
But I redefined it as above.
Cf. Human babies, wherever raised, start to speak a (quite different) language of the raised family and its society.

1.3 Ethics is the real foundation of Human Culture, thus named as 'The 0th Principle of Human Culture'.

Human Culture has been based on Ethics
and pursuing to extend Liberty and expand Love.
Thus Ethics should be the footing basis for coordinating and solving
various conflicts/contradictions of 'Liberty vs. Love'.

1.4 The core concept of Ethics is 'Fundamental Human Rights. '

The term 'Moral', used conventionally, has the strong nuance of
'Obedience' to social rules reflecting hierarchical human relationships.
However, the history of Human Culture has obtained
the concept of 'Essential Equality of Humans'.
The Fundamental Human Rights, having this Equality concept,
is at the core of the current status of thoughts on Ethics in the world.

1.5 Essence of the 0th Principle: Ethics =

**' Everybody has the rights
to pursue one's own happiness and interests'.**

2. The First Principle of Human Culture: Liberty

Human Culture takes 'Liberty' as its First Principle and aims at extending it further.

2.1 'Liberty' = 'To decide for oneself, to act according to one's own decision, and to live'

Every action makes different influences and results,
and it sometimes succeeds while other times fails.
Knowing such situations, one has to think, decide, and act as one thinks best.
This way of thinking and acting at ones' best is supposed to result in
maximizing the possibility of survival and newly developing the Human Culture.

2.2 Liberty conflicts mutually: 'Competitions' emerge inevitably, and 'Liberty' makes efforts 'to Win in the Competitions'.

Since people want things in common, and the resources are limited,
people's desires inevitably collide, and there emerge Competitions.
Liberty aims at 'Winning in the Competitions'.
One has to train oneself to get intellects, experiences, physical strengths, resources, etc.
beforehand, and to think, decide, and act in proper ways.
Winners obtain the things they wanted
while Losers fail in obtaining them and may even lose their own lives.
Survival of the stronger (with higher capabilities) in the Competitions is
the natural rule in the world of living things.

2.3 In the Competitive Society, the disparity between Winners and Losers expands.

People's desires 'To Win in the Competitions' make the Competitions more and more severe. (E.g., Entrance exams, Pricing down, Earning money, etc.)
In the society with severe competitions, people apt to live in awkward relationships.
As the results of repeated competitions, the gaps between the Winners and the Losers expand gradually and become as a more-or-less fixed disparity.

2.4 Ruling by the Winners: Setting new 'Social Rules' and Maintaining them.

The Social Winners who won the competitions repeatedly start to rule the whole Society.
The Winners build new Social Rules which are favorable for them.
(E.g., A naughty boy among a group of children)
The Winners try to maintain their own ruling relationships.
Thus, realism and conservatism prevail among the Winners (and also in the society).

2.5 Movements for the release from the ruled situations and for reformation

The Social Losers under the situations of being ruled and oppressed want to be released.
Breaking the current unfavorable situations, and Reforming the current Social Rules become the targets of new movements aiming at Liberty.
Standpoints of Reformation and Idealism.
Such Reformations have made new epochs in history.

2.6 Reformation in Human Culture: Significance of Liberty

In the fields of Science & Technology, Arts, etc.,
'to decide and act for oneself' often generates the epoch-making developments of Human Culture.
It is the source of originality and novelty in Science, Technology, Arts, etc.
Hence, Liberty is the origin of Innovation.
This fact is the basis that Liberty is regarded as the most important principle for developing Human Culture.

2.7 Essence of the First Principle: Liberty =

'To pursue my (or our) own happiness and interests'.

3. The Second Principle of Human Culture: Love

Human Culture takes `Love' as the Second Principle and
aims at expanding it widely and universally.

3.1 Love = 'to love one's children, one's family, and one's neighbors, and to help and protect them'

The prototype of Love is the affection by mothers to their children.
It originates in the instinctive behavior, for human (just like other living things)
to protect and raise their children, for leaving offspring.
Apply Love to one's family and neighbors, and to everybody around
and further to everybody in the world.
Expanding Love universally is
a final target for Love as the Second Principle of Human Culture.

3.2 Love is 'to Help each other', 'to Serve', and 'to Cooperate'.

Love helps the weak and the people in trouble.
'To help one another widely' is the original target for Love as the Second Principle.
For this purpose, Love wants to make contact and communicate with people,
and to cooperate with people under mutual understanding.

3.3 Love seeks for Harmony and try to Coordinate people sometimes by suppressing a part of Liberty of some people in the group.

Love seeks for Harmony in the group.
Achieving Harmony becomes rather difficult
when the members' insistence of Liberty is strong and different.
One solution is to conciliate the member who was insisting his Liberty
to stay in cooperation in the group.
Another solution is to approve the opinion of the person who is insisting and
to ask other members for their understanding (or to conciliate them).
In these two solutions, Love is trying to find some compromise
among the group members' Liberty for the sake of Harmony in the group.

3.4 Love tries to find Cooperation of a diversity of Liberty while keeping their mutual respects.

While each group member understands the differences in members' opinions and
interests, all the group members can cooperate in coordination as a group
keeping mutual respects .
This is possible when the group members understand
that the differences can compensate the weakness of individual members
and can make the group better/stronger as a whole.
In cases when an opinion (Liberty) of some members is new and meaningful,
such member(s) may be separated from the original group
to form a new group independent but having a (loose) relationship with the original one.

3.5 Another prototype of Love: Sexual Love and Marriage

Besides the affection by mothers to their children, Love has another prototype,
i.e., Sexual Love for making offspring through sex.
Because Sexual Love is one of basic instincts as a living thing,
sexual desire and selecting sexual partners are much oriented by instinct and feelings.
Because of desires of exclusiveness and occupation,
there often occur intensive competitions for obtaining partners desired.
Finding good partners, getting married, and living marriage life
are big issues in personal life and also important basis of stable society.

3.6 For the purpose of protecting the Family (or Insiders), Love tries to resist/defend against the Outsiders.

Love tries to define the members to protect (Family, or Insiders), and
to build a Wall around and to defend against Outsiders.
For banding the Insiders together,
Love sometimes tries to control the opinions and actions (Liberty) of the members.
This becomes the positions of Conservatism and Realism.

3.7 Love, trying to protect/defend the Insiders, generates a Conflict at a higher social level.

(E.g., Patriot Love of the people in one country and Patriot Love in the neighboring country caused wars often.) .

3.8 'Philanthropy': Aiming at giving Help to the weak and reducing the disparity, Reformation of society as a movement

To Love every one (i.e. Universalization of Love, Philanthropy) is
the genuine goal of Love.
Love aims at giving Help to all the people especially who are in poor situations
(the Weak) in the social disparity.
Trials to change the society in such a direction are
the movements of Reformation and Idealism.
When such movement has the international world-wide scope,
it becomes the movement for Peace in the World.

3.9 Essence of the Second Principle: Love =

'To pursue happiness and interests of all the members'

The range recognized as 'all the members' is crucial in this concept.
(e.g., a Family, a group, a company, a town, a nation, etc.)
Expanding Love universally is a final target for Love as the Second Guiding Principle.
For such a target, Love has to achieve the reformation of its own understandings
and feelings at many levels.

4. Conflicts and Contradictions between Liberty and Love

Conflicts/Contradictions emerging inside Liberty and inside Love are mentioned already.
Here we discuss on Conflicts/Contradictions between Liberty (pursuing My/Our own happiness/interests) and Love (pursuing happiness/interests of all the members).

4.1 A person has made up his Decisions and Actions (Liberty), but some other persons around try to stop him for the sake of Love.

Persons around, especially in the leading/protecting position, think
that the decisions and actions of the person are wrong or risky.
The person think "Even though my decisions and actions are risky,
it is necessary to take the risk for the success in future".
But some other persons advise (for the sake of Love)
"Stop them, or you would certainly fail and get a big damage".
Which position is appropriate? It depends on the situations.

4.2 Love asks for Mutual help and Cooperation, but Liberty refuses them.

Love asks for Mutual help and Cooperation for the sake of happiness and interests
for all the members, but some member refuses them
because they do no match his/her own happiness/interests (Liberty).
Since Liberty pursues one's own happiness/interests at maximum,
this type of conflicts emerges very often.

4.3 Liberty wants to finalize an issue by Competition or Fighting, but Love wants to settle the issue in a more peaceful way without Fighting.

It is natural for Liberty to finalize any issue by means of Competitions or Fighting
to decide which wins.
Love does not want Fighting but
wants to achieve Coordination, Harmony, and Peace among the members.
For settling the issue, Love needs to be respected as a mediator by the both sides,
and the Mediating solution must convince both of them.

4.4 When the Social Winners build new Social Rules, Love sometimes protests against the new rules.

Social Winners are going to build new social rules and to start ruling the society (Liberty).
Love sometimes protests against the new social rules and the way of ruling
claiming that they would violate the happiness and interests of all the members.
Love sometimes starts a new movement with the claim.

4.5 Liberty raises a movement for Reformation, but Love sometimes opposes against it.

Social Losers sometimes raise a Reformation movement
for the release from oppression (Liberty).
Love usually agrees with the purpose of the movement but
sometimes opposes against the means and processes of the movement,
claiming that they violate the happiness and interests of all the members and philanthropy

4.6 Love, for the purpose of making bands of the members, tries to restrict the Liberty of the members.

In order to defend against the threats and attacks from outside,
Love wants to strengthen the bandage of the members and
tries to control and restrict the opinions and behaviors (Liberty) of the members.

4.7 Love, having the sense of distinguishing the Insiders from Outsiders, sometimes excludes the opinions and actions of Outsiders (Liberty).

When Love has a strong sense of distinguishing the Insiders from outsiders
and is narrow-minded,
the people other than the Insiders are often excluded from the circle of Insiders
and hence their opinions and actions (Liberty) are not approved;
this causes conflicts between the Insiders and the Outsiders.

5. The Roles of Ethics to Liberty and Love

Ethics motivates both Liberty and Love, and
coordinates to solve/reduce the Principal Contradiction 'Liberty vs. Love'

5.1 The understanding of Ethics itself has been developed in the History of Human Culture.

Ethics indicates 'What is Good and What is Bad' and
serves as the principles for guiding from Bad to Good.
The contents of Ethics differ depending on history and society,
and has been evolving with the history of Human Culture.
Ethics is NOT Inherent, but is learnt after birth (are taught by the society).
Conscience (the ability to distinguish Good from Bad deeply in the heart) is Inherent.

5.2 It is important that Ethics is understood properly in the heart of individuals and is practiced properly.

Ethics should be understood properly in the heart of individuals and practiced properly;
this is crucial for Liberty and Love to be practiced by individual and by society
in their genuine spirits as the Principal Principles of Human Culture.
Ethics is the key to reduce/resolve the conflicts/contradictions
existing inside Liberty, inside Love, and between Liberty and Love.

5.3 Insufficient understanding/practice of Ethics ruins the spirits and Practice of Liberty

Ruin the pro-activeness <== Being passive, enervated, irresponsible, following others blindly, etc.

Ruin the originality, novelty <== Following precedent cases, ordinary, copying, imitation, etc.

Ruin the challenging <== Seeking safety, shrinking, avoiding the responsibility, etc.

Make Competitions inappropriate <== backdoor admission, doping, judgement juggling, hiding rule violation, corruption, bribery, etc.

Obtaining one's interests unfairly <== Threatening, corruption, falsification, fraud, robbery, killing, etc.

Building new social rules improperly <== Slavery, class system, restricted voting rights, colonial system, etc.

Misleading the Movement of breaking the current ruling <== Terrorism, armed uprising, suppression, media control, etc.

5.4 Ethics as the foundation of Liberty: Fundamental Human Rights and Concept of 'Essential equality'

For Liberty to be respected, the thoughts and actions in the name of Liberty
should be in accordance with Ethics,
namely they come from not Bad Will but Good Will of the person.
Practical guideline for ensuring this point is
to keep following the Fundamental Human Rights in the claim of Liberty
and in the field of Competition.
Reserving the Fundamental Human Rights for all the people involved should be
the prerequisite for claiming and pursuing Liberty.

The word 'Moral' has the nuance of old Ethics
which put much stress on Obedience, reflecting some class system.
We should leave such an old Ethics and proceed to the modernized Ethics
which is based on the concept of 'Essential Equality as a human'.
It is important to understand 'Essential Equality as a human'
instead of 'Uniformed Equality', and practice it.

5.5 Insufficient understanding of Ethics ruins the spirits and practices of Love.

Ruins the affection <== Indifference, dislike, cruelty, abusive treatment, etc.
Ruins the help <== Neglect, disregard, etc.
Ruins the protection <== Disregard, closing the eyes, etc.
Ruins the coordination <== Non-cooperation, lack of understanding, cold heart, selfishness, insistence, rejection, etc.

5.6 Ethics as the foundation of Love: Affection in the heart and open-mind

Love is based on the tender heart (an aspect of Ethics) of everybody.
With such a tender heart, one can help, cooperate, and coordinate with others.
With a tender heart, one may avoid claiming selfish Liberty and
hence reduce the factors causing the conflicts between Liberty and Love.

Love aims at widening the scope to the goal of universal Love.
Barrier against the widening exists inside Love itself.
I.e., the sense of specifying the Insider members (to love).
It is important to have the Ethics based on the concept of 'Essential Equality as a human',
to communicate with people widely, and
try to understand the history and current situations of the society and the world.

5.7 Current important issue in the world:

Recognition of the problem of economical disparity and the issue of re-distribution of wealth.

One more point we should note particularly is the fact that Greed of human,
especially the desire for money, is endless.
In the current world, money is the biggest factor for distinguishing the Social Winners.
The rich people are the Social Winners and
the current social system is made favorable for the rich.
That is the capitalist economy and the capitalism social system.
The capitalism social system has generated big disparity and various serious problems
in Japan and in the world.
We should make efforts for reforming the social system in this point
to incorporate the redistribution of wealth more widely.
This is the important current issue of Liberty, Love, and Ethics.

Discussions
on the Significance
of the Basic Hypotheses

Main points of the present Basic Hypotheses: 3 + 1

(a) Principal Contradiction of Human Culture = 'Liberty vs Love' Contradiction.

The 1st Principal Guiding Principe is Liberty, while the 2nd is Love.
However, inside of Liberty, inside of Love, and between Liberty and Love, there exist intrinsic contradictions.
Solving such contradictions is the Principal Problem of Human Culture, but is not successful yet in history.

(b) Keys to solving the Principal Contradiction = Ethics.

Ethics is the 0th Principal Guiding Principle of Human Culture, underpinning at the root.
Ethics motivates both Liberty and Love, and hence is the keys to coordinate and solve their contradictions.

(c) Origin of Ethics = Inherent capability 'Conscience'.

Ethics shows the directions to judge what are Good, but Ethics is taught by the society (after birth).
The origin of Ethics is 'the inherent capability of heart to show the directions towards Good' (= Conscience).
This inherent capability reflects the results of evolutions of living things for a few billion years.

(d) Good = Directions guided by the 3 Principal Guiding Principles together.

I.e., to deepen Ethics, to extend Liberty, and to spread (or universalize) Love, together at the same time.
Any part of these 3 guiding directions is NOT Good, because it make the inherent contradiction severer.
Neither Ethics, Liberty, nor Love is not Good by itself individually.

Let's examine whether these hypotheses are (novel,) valid, and effective, individually.

Note: It is difficult to prove 'novelty', even if we have not found any preceding reference.

Hypothesis (c): On the origin of Ethics

・'Commonsense moral rules' (or **Commonsense Ethics**) generally accepted in each society is taught by society (including parents) after birth. Since it depends on societies and era, it can not be regarded as the origin of Ethics of Human Culture.

・**Meta Ethics** obtained the conclusion that Moral statements containing the keyword 'should/ought to' can not be derived logically from the Fact statements containing 'is'. It implies that some concepts of Moral 'should/ought to' **must exist inherently**.

・The present study postulates the existence of **inherent capability** in human heart to judge what are Good/Bad, and calls it '**Conscience**'.
Ethics can be learned after birth with this inherent capability.
(cf. With the inherent capability, babies can learn any language in the environment.)

・The inherent capability is implemented in DNA as the results of biological evolution.
Thus it must correspond to the **basic capability as a living thing**:
(a) To live and survive. With all the power and abilities, for oneself.
(b) To make offspring, and increase them. Sexual reproduction, raising children, etc.
(c) To make the species prosperous. With communication, helping members, no killing them, etc.

・They are the origin of Guiding Principle Ethics, containing Liberty and Love.

These points confirm the **necessity, validity, and effectiveness** of the Hypothesis (c).

Hypothesis (b): On Ethics as the keys to solving principal contradictions

・Ethics intends to show how to judge Good/Bad and the directions towards Good.
It is understood to show us how to live our life.

・If Ethics is not understood nor practiced properly, Liberty and Love are ruined in their spirits and effects.

・Contents of Ethics may be written down in keywords of positive expressions as:
honesty, pro-activeness, positiveness, passion, diligence, efforts, modesty, gratefullness,
fairness, affection, kindness, sympathy, reliance, etc. etc

・They represent desirable personal attitudes and behaviors, and desirable ways of personal relationships.

・Ethics has another aspect showing social rules, e.g., no murder, no stealing, no committing adultery, etc.

・Such aspect has become clear in modern world as the concept of Fundamental Human Rights.
"Everybody is essentially equal as a human and has the rights of life, liberty, and pursuing happiness."

・The Guiding Principle Ethics, saying every body has the rights of pursuing happiness, is
more fundamental and prerequisite to the two Guiding Principles, Liberty (for pursuing my (or our)
own happiness) and Love (for pursuing happiness of all the members).

・The sprit of Ethics motivates (or underpins) the spirit of Liberty and the spirit of Love, and the Guiding Principle of Ethics (especially Fundamental Human Rights) coordinates the practices of Guiding Principles of Liberty and Love.
Thus it is natural that Ethics becomes the keys to solving the 'Liberty vs Love' contradictions.

Nature of Ethics : Not obligation, norm, nor rule; but principle/directions to guide

・Ethics and Moral are understood as showing Obligation, Norm, Rule, etc. for us to obey/follow, or showing Principle, Law, Rule, etc., which are always correct.

・Note: Utilitarianism is exceptional in the point specifying the criteria of selecting moral action among possible alternatives without building up a concrete system of ethical statements. They define Good as the ultimate target people want to pursue, and found it to be Pleasure (i.e. desirable feelings in a wider sense). They use the criteria of either the largest Pleasure for myself (or ourselves) or the largest Pleasure for all the people involved. Evaluating Pleasure is done subjectively.

・ Ethical/Moral systems always to obey or to be correct have been pursued and presented, but they are often difficult to apply to various actual situations, especially due to change in society. They also form a part of Social rules reflecting the interests of those who rule the society at that time.

・ The present study understand the nature of Ethics as Guiding Principles or Guiding Directions. It is the inherent guiding directions of Conscience, which is based on the evolution of living things. Contents of Conscience are solid and stable in heart, but are difficult to write down.

・ Ethics in a wider sense (i.e. the whole system of the 3 Principal Guiding Principles) are solid in the origin (i.e., in Conscience), multi-faced, and showing directions towards desirable ends, without specifying the details at the end.

・ Such guiding directions contain the Principal Contradiction of Human Culture. Therefore, for deciding any Ethical action by individuals or organizations, the inherent contradiction must be solved one by one on the site.

Hypothesis (a) Principal Contradiction of Human Culture = Liberty vs Love

- **(partial) precedent: the French Revolution: Freedom, Equality, and Fraternity**

  Freedom: Free from the control by the class system of King and Nobles

  Equality: Equality of humans independent of the classes

  Fraternity: Widely spread Love

  The spirits of the three slogans have been implemented in constitutions of many countries.
  However, structural relationships (including contradictions) among them were not considered.

- **(partial) precedent: Sidgwick recognized 'Dualism of (Ethical) Practical Reasoning'.**

  Egoism: To chose the action of maximum Pleasure for oneself.

  Utilitarianism: To chose the action of maximum Pleasure for all the members involved.

  Sidgwick found that Egoism can't be discarded logically and that the Practical Reasoning for selecting Ethical actions is divided into Egoism and Utilitarianism.
  His finding is close to the conflict of Liberty (≒Egoism) and Love (≒Utilitarianism), but he did not discuss about the origin and solutions of the conflict.

- There are many references discussing only parts of the contradiction:

  Freedom vs rules, Rights vs obligations, Egoism vs altruism,
  Self-responsibility vs mutual help, etc.

- **However, no reference stating that 'Liberty vs Love' is the Principal Contradiction of Human Culture have been found so far.**

Hypothesis (a): Principal Contradiction of Human Culture = 'Liberty vs Love'

·Novelty:

Recognition that the two Guiding Principles which are evaluated most highly in the positive sense contain intrinsic and severe contradictions in each of them and between them.

Recognition that the intrinsic contradiction is the biggest problem in human culture not solved yet throughout the human history.

·Validity:

Examples of the 'Liberty vs Love' Contradiction exist in every era, in every place, in every field, and in every scale.

It is widely seen that the trials to solve the contradiction have failed so far, and that the contradictions are emerging and growing more, bigger, harder, and more complex.

·Effectiveness:

Understanding the contradictions deeply at the philosophical basis and widely in a historical and global scope is necessary and effective for thinking of basic directions of solving the contradictions.

In-depth understanding of this issue should be advanced and spread widely in the world. Such understanding will contribute significantly to Human Culture.

Hypothesis (d): Good = The direction shown by the 3 Principal Guiding Principles together.

The present study started without defining the concept of Good initially.

As the results of discussing the implications of the present study, I have now obtained a new definition of the concept of Good:

Good = The Direction shown by the 3 Principal Guiding Principles together.
I.e., To deepen (the 0th Guiding Principle) Ethics,
To extend (the 1st Guiding Principle) Liberty, and
To spread (universally) (the 2nd Guiding Principle) Love
at the same time.

The 3 Principal Guiding Principles form a system, which guides or leads the Human Culture in a consistent and compatible way.

Nevertheless, in applying the Guiding Principles to various actual situations, we have to solve the intrinsic contradictions.

For solving the contradictions we need to reason logically with the understanding of Ethics and the Guiding Principles.

When any part of this whole system is taken partly and is insisted to apply to real situations, the intrinsic contradiction would appear in a severer form resulting to make the problem situations worse.

Therefore, Any Part of the system of the 3 Principal Guiding Principles is Not regarded as Good.

The 1st Guiding Principle Liberty is NOT Good by itself.
The 2nd Guiding Principle Love is NOT Good by itself.
The 0th Guiding Principle Ethics is NOT Good by itself.

Guiding Principles Liberty, Love, and Ethics must be applied together (respecting one another) for performing any Good.

Fault Examples where a part of the whole Guiding Principles is applied insistently to cause severe problems:

- Business-First approaches in capitalism economy enlarge the social disparity (Insisting Liberty)
- Egoists insist on personal interests and personal property (insisting Liberty).
- In politics/organizations, majority of members decide disregarding the minority (Insisting Love).
- Religious organizations control personal thoughts/decisions/actions (insisting Love)
- Teaching to follow obediently to social rules and social systems (insisting Ethics).

The whole system of the 3 Principal Guiding Principles is well applicable to various issues at the personal level and at various social levels in the whole world.

Conclusion: Understandings in the present study

Human Culture is led by the whole system of 3 Principal Guiding Principles.
Thus we should proceed along such Guiding Directions as a whole:

I.e., To deepen (the 0th Guiding Principle) Ethics,
To extend (the 1st Guiding Principle) Liberty, and
To spread (universally) (the 2nd Guiding Principle) Love
at the same time.

On the way, Human Culture will face with various problems and contradictions,
which emerge mostly from the 'Liberty vs Love' Contradiction
inherent in the system of the Guiding Principles.

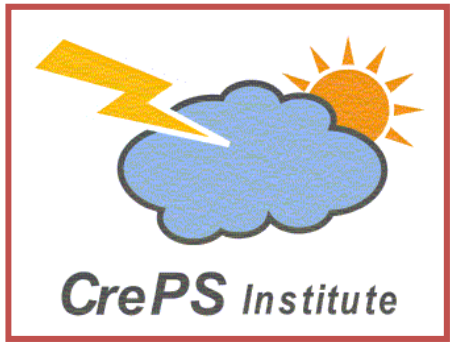
The keys to solving such Contradictions can be found
mainly in the 0th Principal Guiding Principle Ethics,
because Ethics can motivate and coordinate both Liberty and Love.

Understanding these points deeply, spreading the understandings widely in the world,
and applying them to various issues in any field should be very important
for us humans to follow the true Guiding Directions of Human Culture.

Notes: Main Factors which contribute to the Creation in the present study.

- This is **a work in a quite different discipline for the present author**. I was originally working i the field of science and technology, and newly struggled with a basic issue of Human Culture and applied the methodology of creative problem solving in technology to it.
- **Scientific Thinking**, e.g., research process in the Six-Box Scheme, system thinking, concrete ways to handle contradictions, technology evolution, and biological evolution, etc.
- With a trigger of people's arguments between self-responsibility of the poor and sprits of mutual help, **I focus to a fundamental conflict** between the spirit of Liberty and that of Love.
- Many relevant keywords were arranged in a diagram to find structural relationships among them, Essence of diagrams was extracted and shown in a simpler diagram.
- **Visual thinking** with diagrams and **logical thinking** with sentences are combined in repetition to stimulate new ideas and logical development.
- Recognizing that the contents of Ethics (i.e., criteria of judging Good/Bad) are taught by the society**, inherent capability of Conscience** is postulated on the basis of the understanding of evolution of the living things.
- **Postulating basic hypotheses**, logical consideration of their consequences were effectively used to build up a system of theories.

Considering all these factors, creative new ideas in the present study have been found step by step through **logical and wholistic thinking** of the issue, rather than the results of unexpected happenings. .



Thank you
for your attention

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