

# **Animal Rights Activism: The Maxi-Incrementalist Solution**

David Sztybel, Ph.D.

# Outline

1. Recap of principles of best caring and possible disagreements with it
2. How best caring and adequate caring justify incrementalism
3. Animal welfarism: terminology
4. Reasonable disagreements with reformism?
  - a. nonsentientism
  - b. consequentialist vegan education
  - c. perfectionism
  - d. superiorism
  - e. egoism
  - f. skepticism
5. Anti-Incrementalists' Myths and the Facts
6. Conclusion
7. Discussion and Questions

# The Logic of the Best



# Sentientism versus Nonsentientism

toaster or rock



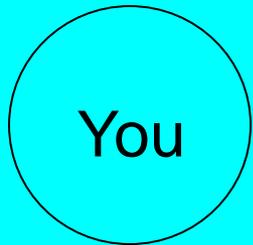
*senseless to  
try to act  
ultimately for  
a mere thing*

human or nonhuman

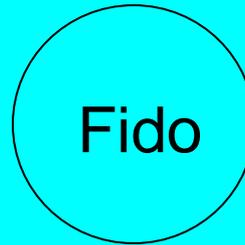


*makes sense to  
try to act  
ultimately for  
a sentient being*

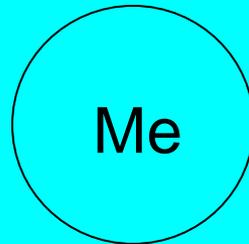
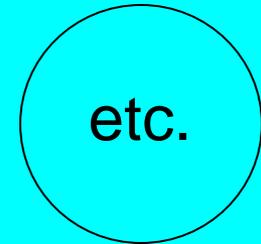
# The Constellation View of the Best



BEST 1



BEST 3



BEST 2



BEST 4

# Violence as Generally Not Best

best = the most good + the least bad

the most good is not always clear

the least bad is usually = **ZERO**

# Dilemmas and Non-Violence Approximation

1. First Best:  
**Non-Violence**
2. Next Best (only failing first-best):  
**Non-Violence Approximation**  
[seeking the least of probable violence for each and every sentient being involved]

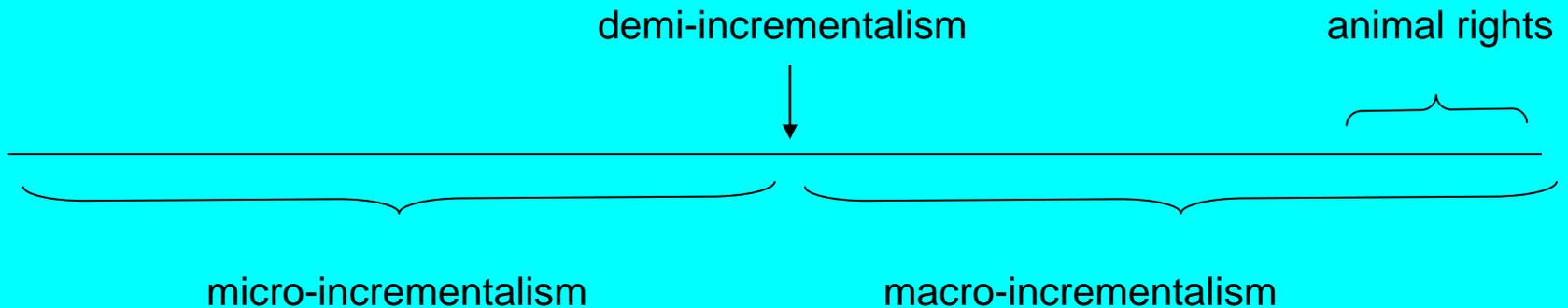
# **Dilemma Choices for Animal Legislation**

- 1. Macro-incrementalism**
- 2. Micro-incrementalism**
- 3. Anti-incrementalism**

## **Dilemma Choices for Animal Legislation**

- 1. Macro-incrementalism.** Win large increments of respect for animal interests in the law; vegan education for long-term vegan laws.
- 2. Micro-incrementalism.** Cosmetic changes. Gives false impression animals are being seriously protected.
- 3. Anti-incrementalism.** No change in the law for now; vegan education for long-term vegan laws.

# Incrementalist Scale

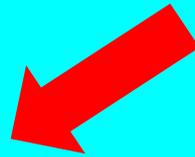


## Notes

- there is an incremental range of laws that we would regard as animal rights laws: from weaker to stronger
- therefore, macro-incrementalism **subsumes** animal rights, although it does not always **embrace** animal rights
- demi-incrementalism is only a theoretical half-way point between zero animal protection and maximum animal protection; it is the threshold-point between micro- and macro-incrementalism, and equally both at that point

# Animal Activist Goal: Maxi-Incrementalism

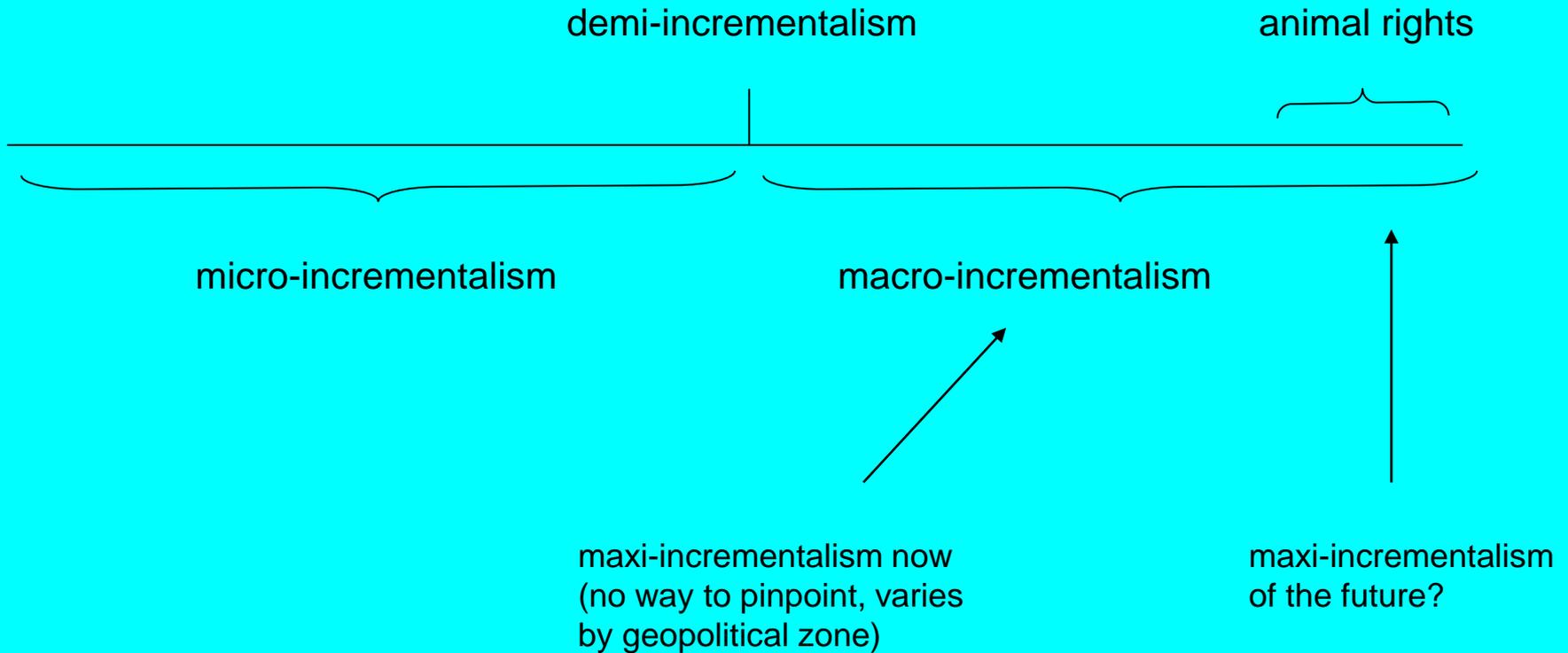
Preferred form of macro-incrementalism:  
**maxi-incrementalism**



- 1. Macro-incrementalism.** Win large increments of respect for animal interests in the law; vegan education for long-term vegan laws.
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# One Day Perhaps?

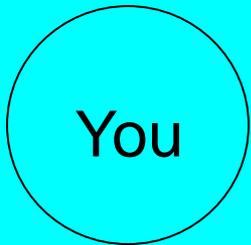
*From:* **Maxi-incrementalism = Animal Reformism**  
*To:* **Maxi-Incrementalism = Animal Rights**



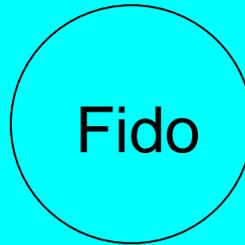
## **Best Caring and Adequate Caring**

<b>Consequentialist Moral Theory</b>	<b>Nonconsequentialist Moral Theory</b>
utilitarianism seeks “the best”	best caring seeks the best
satisficing seeks what is “satisfactory”	adequate caring seeks the adequate or satisfactory

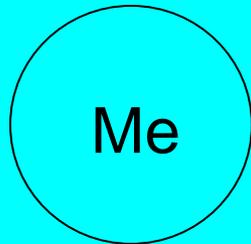
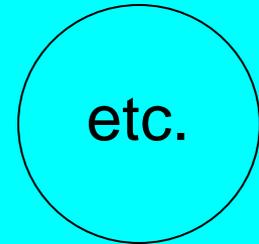
# The Constellation View of the Best



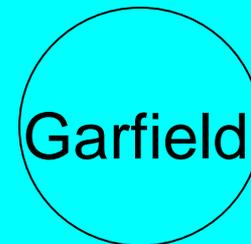
BEST 1



BEST 3

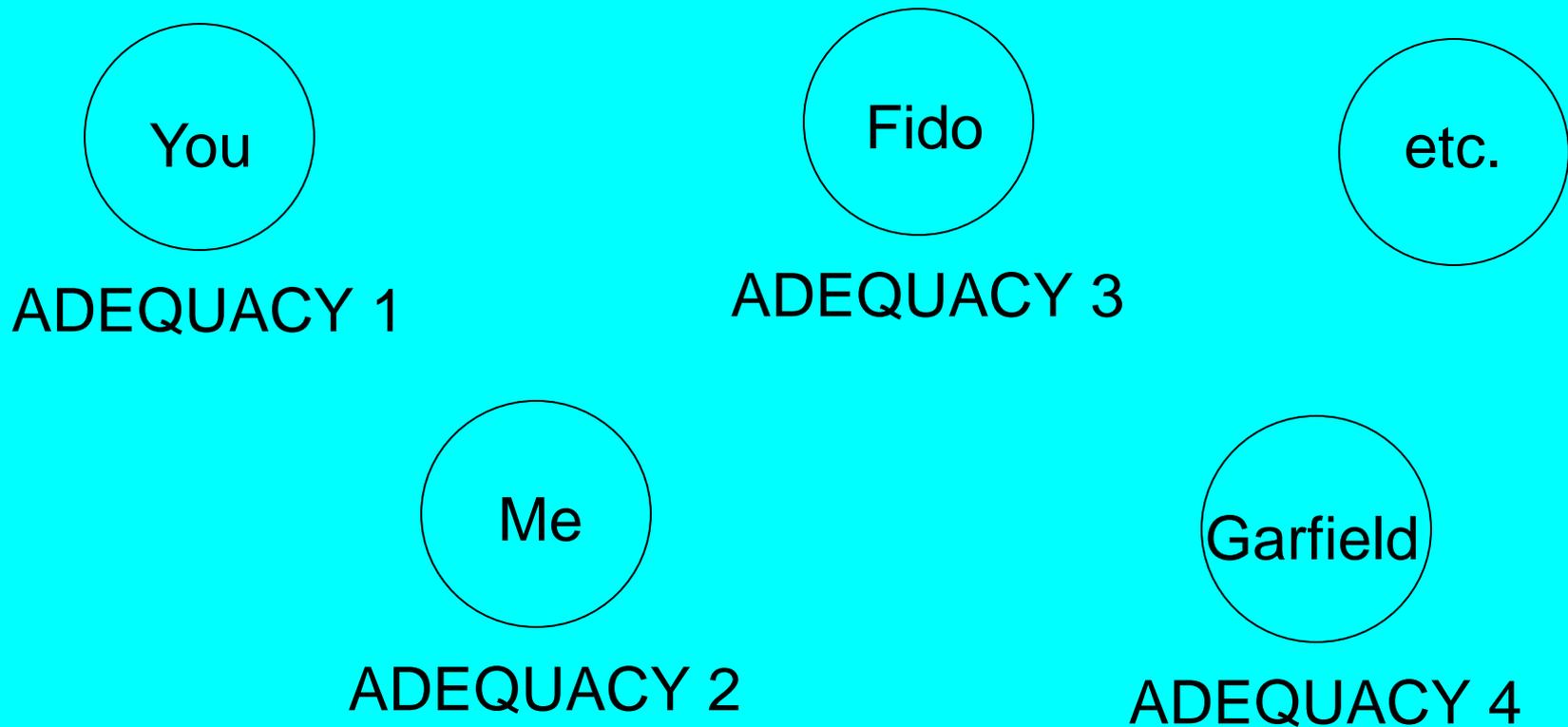


BEST 2



BEST 4

# The Constellation View of the Adequate (or the Satisfactory)



# **Levels of Harmful Discrimination: Animal Welfare and Animal Malfare**

**Level 0: No Harmful Discrimination**

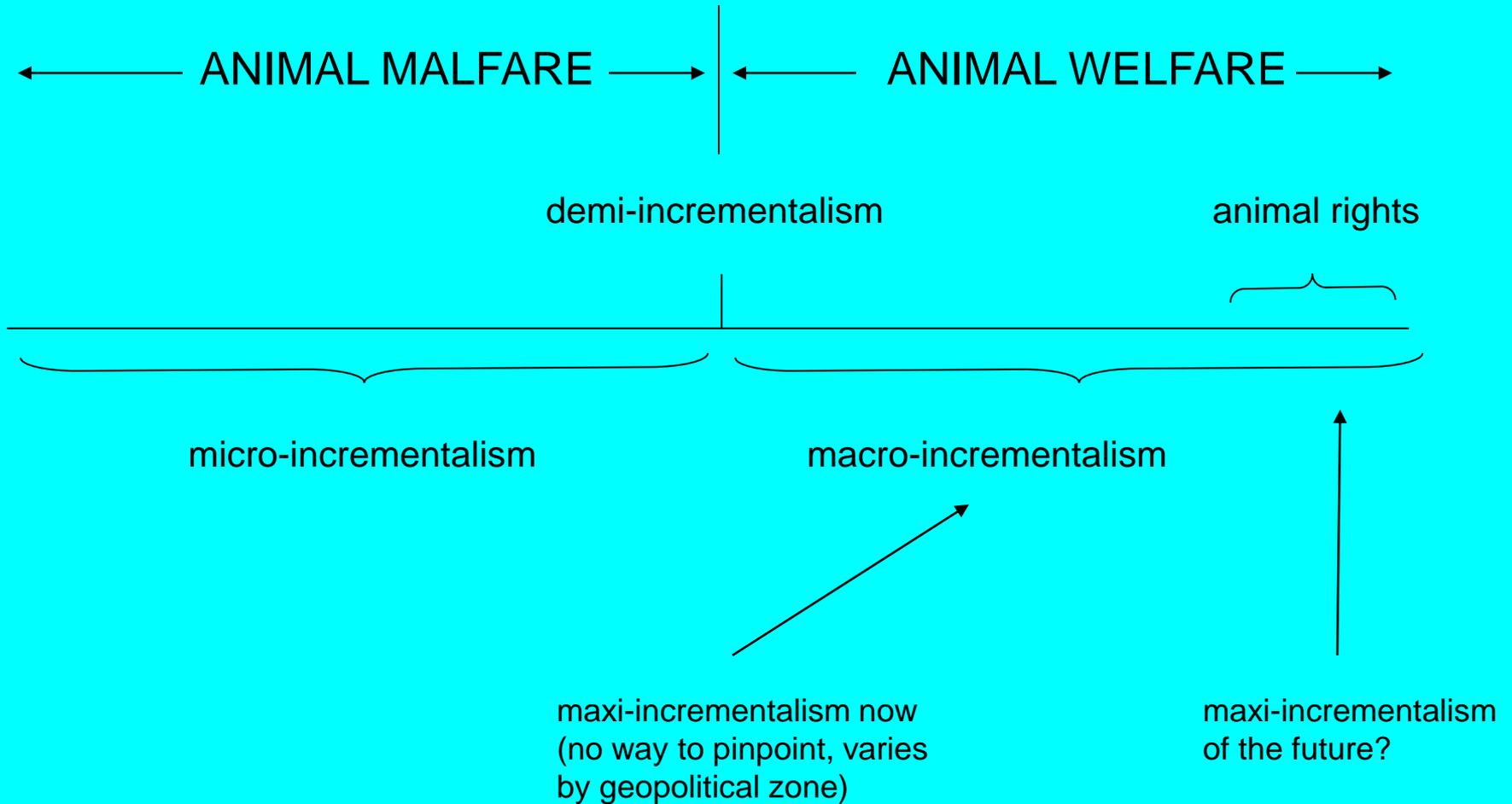
**Level 1: Minor Harmful Discrimination** (e.g., insults)

**Level 2: Major Harmful Discrimination** (e.g., inferior food, shelter, clothing)

**Level 3: Very Major Harmful Discrimination** (e.g., eaten, used as clothing, but supposedly “humanely” or “kindly — never *fully* kind or humane, nor full animal welfare; animal malfare in large part too; only animal welfarist if significant bits of welfare)

**Level 4: Extreme Harmful Discrimination** (same as 3 but no so-called “humaneness”, e.g., Holocaust, factory farming; pure animal malfarism)

# Animal Welfare vs. Animal Malfare



# Reasonable Disagreements with Reformism?

1. nonsentientism
2. consequentialist vegan education
3. perfectionism
4. superiorism
5. egoism
6. skepticism

# A Much-exploited Ambiguity in “Animal Rights”

1. animal rights, such as rights to life, liberty and welfare
2. an animal rights **position**, which includes more than animal rights: a dilemma theory is needed for when rights cannot be guiding (e.g., who of two do you pull from a building? rights can't decide since **each** has a right to life.)

# **“Complacency” No Need for Animal Rights Laws after Reformist Measures (by Social Grouping)**

<b>Social Group</b>	<b>“Complacent”?</b>
pro-animal-rights	no
receptive to animal rights	no
backsliders pro animal rights	no
undecided but educated	no
undecided but not educated	no if educated as need be
rigidly con-animal rights (non-target audience)	yes - but so what?

# Expectations of Suffering and Death

## LEGEND

Factory Farming	Red
Maxi-Increment Agriculture	Blue
Vegan Agriculture	Green

Figure 1. Expedited Macro-Incrementalism



Figure 2. Delayed Macro-Incrementalism

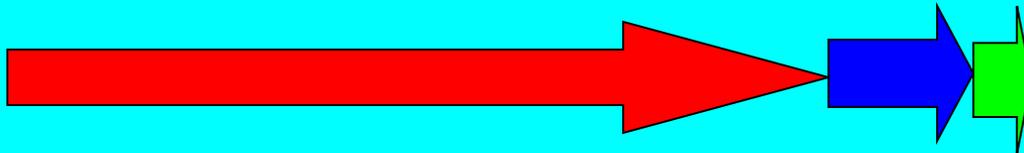


Figure 3. Anti-Incrementalism

