Deciding on a Course of Action

(Getting People to Do What You Want)

(How to Interact With Other People)

(Guidelines for Social Interaction)

PERSUASION	FORCE	
· CONVINCE	· COERCION (DIRECT/INDIRECT)	
· CHOICE	· NO CHOICE	
· VOLUNTARY	·INVOLUNTARY	
· CONSENT	· WITHOUT CONSENT	
· OFFER REWARDS (+)	· COERCIVE PUNISHMENTS (-)	
NONCOERCIVE PUNISHMENTS (-) (Withholding X; Verbal)	• THREAT OR USE OF FORCE AGAINST OTHER PERSON (OR PROPERTY). PHYSICALLY	
OTHER PERSON CAN WALK AWAY. NO HARM TO HIS PERSON/BODY/PROPERTY	RESTRAINED, HURT, DAMAGED, KILLED	
· PEACEFUL	· VIOLENT	



YOUR BODY/YOUR PROPERTY

WRONG (Immoral Actions)

Destructive to One's Life

RIGHT (Moral Actions)

Constructive for One's Life

Noncoercive

		V		
SELF (INDIVIDUAL)	GOV'T	(1) CRIMINALS (Indiv./Groups)	(2) GOV'T.	
Right/Proper/Moral PRESERVES RIGHTS		Wrong/Improper/Immoral VIOLATES RIGHTS		
Used Against Attackers: Criminals; Invaders (War)		(1) Robbery, Theft, Assault, Murder, Fraud, Rape (2) Taxes, Regulation, Most Laws		
Preserving One's Values		Stealing Others' Values		

Coercive