

**ALTRUISM.** Altruism is the moral principle and practice of concern for the wellbeing of others, resulting in both material and spiritual quality of life. Altruism is a core aspect of many religions and secular world views, it is a virtue in many cultures ... a synonym of selflessness, opposite of selfishness. Altruism is an individual performing actions which are at a cost to themselves but of benefit to others, without expectation of reciprocity or recompense. Effective altruism encourages individuals to consider all causes and actions and to act in a way that brings about the greatest positive impact.

*Effective altruism is a term used by the Australian philosopher Peter Singer. Altruism refers to improving the lives of others - as opposed to egoism, which emphasizes self-interest. Effectiveness refers to doing the most good with whatever resources are available - as opposed to only doing some amount of good - as well as determining what is the most good by using evidence and reason, as opposed to just doing what feels good or appears intuitively appealing.*

*It makes no moral difference whether the person I can help is a neighbor's child ten yards away from me or a Bengali whose name I shall never know, ten thousand miles away. The moral point of view requires us to look beyond the interests of our own society. From a moral point of view, the prevention of the starvation of millions of people outside our society must be considered as pressing as the upholding of norms within our society.*

*Singer recalls a shocking video of a two-year-old girl in China who was hit by a van and ignored by passers-by as she lay dying. He asks: Would you have stopped and helped this girl? Well, of course; but every day we don't help others is like leaving this girl crippled on the road. In 2012 six million children under five died from preventable poverty-related diseases like malaria. Does it really matter that we're not walking past these children in the street - that they are far away? To Singer, there is no morally relevant difference.*

*see also ETHICS*

---

**APHRODISIAC.** The man down on his knees\* is a great, irresistible aphrodisiac for the woman.

*\*scrubbing the bathroom floor,  
the toilet, bathtub and shower*