

Why doesn't reason always work?

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Version 2013-11-01

◆ Common ground

- ◇ Seek common ground as basis for resolving disagreement

◆ Goal analysis

- ◇ Seek common ground in goals; analyze differences in goals
- ◇ Goal tree — subordinate goals implement parent goal
- ◇ Degree of integration and logical consistency varies with person

◆ Automaticity, intuition, skill

- ◇ Practice makes perfect
- ◇ Performance of subordinate goals becomes automatic
- ◇ Applies to thinking, speaking, acting
- ◇ Intuition refers to automatic results

◆ Acquiring goals: assimilation vs. reason

- ◇ Primary way we acquire goals is through assimilation
- ◇ Necessary for babies but continues throughout life

◆ Goals and knowledge

- ◇ Knowledge is tool for achieving goals
- ◇ Knowledge is skill in predicting our observations
- ◇ Observations encompass all forms of experience: perception, thoughts, imagination, emotion, will
- ◇ Knowledge is result of reason applied to experience

◆ Example: cultural differences, men vs. women

◆ Why doesn't reason always work to resolve disagreement?

- ◇ Primary way we acquire goals is through assimilation, not reason
- ◇ Knowledge varies with person due to differences in experience and in use of reason

◆ Highest-level goal

- ◇ Terms such as *need*, *satisfaction*, *good* aren't goals. They refer to implicit goals that must be identified.