

The Naturalistic Fallacy

[7] My point is that 'good' is a simple notion, just as 'yellow' is a simple notion; that, just as you cannot, by any manner of means, explain to anyone who does not already know it, what yellow is, so you cannot explain what good is. Definitions of the kind that I was asking for, definitions which describe the real nature of the object or notion denoted by a word, and which do not merely tell us what the word is used to mean, are only possible when the object or notion in question is something complex. You can give a definition of a horse, because a horse has many different properties and qualities, all of which you can enumerate. But when you have enumerated them all, when you have reduced a horse to his simplest terms, you can no longer define those terms. They are simply something which you think of or perceive, and to anyone who cannot think of or perceive them, you can never, by any definition, make their nature known.

[10] There is, therefore, no intrinsic difficulty in the contention that 'good' denotes a simple and indefinable quality. There are many other instances of such qualities. Consider yellow, for example. We may try to define it, by describing its physical equivalent; we may state what kind of light-vibrations must stimulate the normal eye, in order that we may perceive it. But a moment's reflection is sufficient to show that those light-vibrations are not themselves what we mean by yellow. *They* are not what we perceive. Indeed, we should never have been able to discover their existence, unless we had first been struck by the patent difference of quality between the different colours. The most we can be entitled to say of those vibrations is that they are what corresponds in space to the yellow which we actually perceive. Yet a mistake of this simple kind has commonly been made about 'good'. It may be true that all things which are good are *also* something else, just as it is true that all things which are yellow produce a certain kind of vibration in the light. And it is a fact, that Ethics aims at discovering what are those other properties belonging to all things which are good. But far too many philosophers have thought that when they named those other properties they were actually defining good; that these properties, in fact, were simply not 'other', but absolutely and entirely the same with goodness. This view I propose to call the 'naturalistic fallacy'.

[13] Whoever will attentively consider with himself what is actually before his mind when he asks the question 'Is pleasure (or whatever it may be) after all good?' can easily satisfy himself that he is not merely wondering whether pleasure is pleasant. And if he will try this experiment with each suggested definition in succession, he may become expert enough to recognise that in every case he has before his mind a unique object, with regard to the connection of which with any other object, a distinct question may be asked. Every one does in fact understand the question 'Is this good?' When he thinks of it, his state of mind is different from what it would be, were he asked 'Is this pleasant, or desired, or approved?' It has a distinct meaning for him, even though he may not recognise in what respect it is distinct.

[15] Our first conclusion as to the subject-matter of Ethics is, then, that there is a simple, indefinable, unanalysable object of thought by reference to which it must be defined. By what name we call this unique object is a matter of indifference, so long as we clearly recognise what it is and that it does differ from other objects. The words which are commonly taken as the signs of ethical judgments all do refer to it; and they are expressions of ethical judgments solely because they do so refer.

from G E Moore Principia Ethica, Chapter 1