

PHIL001. INTRODUCTION TO PHILOSOPHY – PERSONAL IDENTITY, SELLING TRANSPORTATION MACHINES

In this activity you will be assigned one of the following transportation devices:

TRANSPORTATION DEVICES

(1) **The Physical (Same-Body or Same-Brain) Transportation Device:** This device works by first scanning the physical constitution of the customer, painlessly disassembling their body parts, shipping these body parts in a well-protected container, and then (using the information from the scanner and the original parts) reassembling these body parts.

(2) **The Psychological (Memory-Connected or Psychological Continuity) Transportation Device:** This device works by isolating various psychological features (e.g. memory, personality, and general flow of consciousness) in the customer (e.g. by analyzing the physical arrangement of their brain). Once the analysis has been completed: (i) the information is sent electronically to the client's chosen destination, (ii) the physical body of the customer is painlessly vaporized, and (iii) a person is created, using new material, at the chosen destination.

(3) **The Biological Transportation Device:** This device works by first scanning the physical constitution of the customer (and coding for the *type* of organism), painlessly disassembling their body parts, shipping these body parts in a well-protected container, and then (using the information from the scanner and the original parts) reassembling these body parts into the same *type* of organism.

Your goal is to develop a sales pitch for your device keeping in mind that the main worry of your customer is **whether or not the transportation device will preserve their personal identity**. Here is a testimonial from one customer.

With airline travel being so expensive these days, the only way to travel is through one of the many Transportation Devices on the market. But my family and I are worried about whether or not these devices are safe; which machine will preserve our identities?

Your goal is to make a convincing case that for any person A, if A walks into the transporter at t_1 , and B is a person and comes out of the transporter at t_2 , then your machine (and only your machine) makes it such that B is A. In order to convince as many customers as possible, you should adopt both *positive* and *negative* strategies:

Positive Strategies

- (1) Create a brochure for your machine and illustrate how your machine works using a diagram. Your customers may not be very familiar with how your machine works (plus they are worried because their lives are at stake). Providing an easy to understand diagram will likely reassure them while they may view a lack of clarity as an indication that you are trying to hide something.
- (2) Make sure you clearly state and give reasons why *your* transportation device will preserve your customer's existence. This is your customer's principal concern.

Negative Strategies

- (1) Your customers have to choose one transportation device. One way of convincing them to use yours is to show that the other machines are not to be trusted. You might draw a diagram that shows that rival machines will lead to *death* rather than to continued existence.

(2) Make sure you clearly state and give reasons why *other* transportation devices will kill your customer. Remember, persistence is your customer's principal concern.