CONCEPTUAL

Naturalistic fallacy

Also known as the “is-ought” fallacy, this refers to a logical fallacy wherein people falsely derive moral values regarding what is right or wrong based on certain objective natural facts. A person committing the naturalistic fallacy may believe that since people are endowed with different abilities by nature, it is morally justified to discriminate among them. A political conservative, for instance, may believe that it is justified to discriminate between men and women since they are gifted with different abilities by nature. The naturalistic fallacy was first proposed by British philosopher George Edware Moore in his famous 1903 book *Principia Ethica*. 