There's a general epistemological issue with Rule Utilitarianism in that there does not appear to be an objective, accurate way of measuring pleasure and thus the amount of pleasure is subjective.
- **WD Ross**: 'Single factor' moral theories don't work because life is too complex
- **Bernard Williams** put forward a criticism of Rule Utilitarianism in the form of an example in which a person who is sheltering Jews in his cellar from the Nazis is questioned by the Nazis. In this example the Nazi asks the man if he has any Jews in his cellar. Because he is a Rule Utilitarian and he follows the rule ‘never lie’, he must tell the Nazi the truth and condemn the Jews to a horrible death. Thus, he argues, Rule Utilitarianism is not so different to **absolutist morality**, and the whole point of utilitarianism is its **flexibility which is lost**. Not to mention, if he decides to make an exception here and lie, **where does he draw the line**? The whole ethical theory risks collapse if exceptions can be made wherever and whenever it is convenient.
- Difficult to predict consequences