

The Mechanization of Love

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Abstract

In a series of articles, Brian Earp, Anders Sandberg and Julian Savulescu have identified a very specific ramification of the possible applications of enhancing biotechnologies: love drugs. I define this kind of enhancement as Emotional Enhancement (EE). EE has a number of peculiarities: not last, the fact that -differently from most forms of enhancement- *more* is not necessarily *better*. In line with this assertion, it has already been accepted by the same authors that diminishment might be in fact the answer to our problems in certain instances. Ultimately, EE wants to ensure the overall well-being of the individual, and thus -although deeply consequentialist in its core- the authors claim it to be not obsessed with absolute numbers *per se*. What counts is the impact that such biotechnologies can have in the overall life experience of the adult subject freely and competently choosing to undergo the procedure in question. I take issue with this way of conceptualizing and framing the impact that EE can have on our society through its entrance in our love relationships, and I propose introducing in the debate the definition of “mechanization of love” as a useful term to understand more clearly the dynamics in place.

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