Conventionalism is the view that what's morally right and morally wrong depends on one's culture. One criticism Pojman gave of the view is that it seems to say that Hitler was morally right, given that his culture approved of his actions, but in fact we normally think he was not morally right. He also thought it's hard to define "culture" — people can belong to different subcultures that have different views. In addition, he finds it disturbing that conventionalism seems to imply that it's morally wrong for individuals to stand up against their cultures, when normally we think this is sometimes morally right. Also, he says that one reason people might have thought conventionalism was attractive was because it seemed to imply that everyone should be tolerant, but in fact, he doesn't think it implies this; if one's culture is intolerant, conventionalism seems to imply that one should be intolerant.