Conventionalism states that what's morally right or wrong is relative to your culture. Pojman offers various criticisms of conventionalism. One criticism he offers runs as follows: contentionalists tend to think they have an advantage when it comes to tolerance because they think that their view somehow implies that everyone should be tolerant, but in fact, their view doesn't imply this because not all cultures value tolerance. Another criticism he offers turns on the idea that it's hard to define culture; it seems like there are a lot of different cultures and subcultures. Because of this, it seems, according to him, that one can choose which culture one belongs to and thus conventionalism reduces to a kind of subjectivism. A third criticism he raises is that conventionalism seems to imply that those working to alter their culture are acting morally wrong, but often we think that these people are acting morally rightly.