

# 國立臺灣大學

## 開放式課程

### 《經濟學原理》

#### 第二十六講

#### 個體經濟學的先驅 (Ch.22)

授課教師：國立臺灣大學經濟學系 林明仁教授

授課大綱整理：國立臺灣大學 開放式課程



【本著作除另有註明外，採取創用 CC「姓名標示—非商業性—相同方式分享」臺灣 3.0 版授權釋出】



※本課程指定教材為 N. Gregory Mankiw: Principles of Economics (2012), 6th edition.

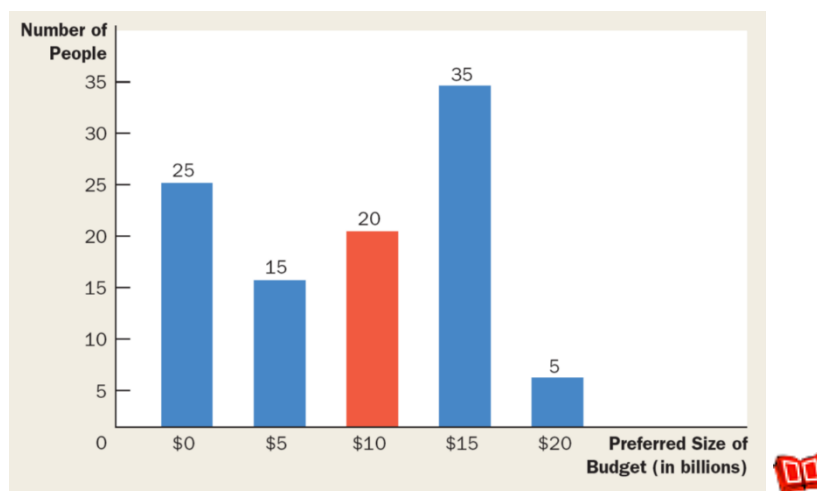
## 資訊不對稱

- 道德風險
  - 員工、代理人 / 顧主
  - $Y = \text{effort} + \text{luck}$
  - $W = a + bY$  (b: incentive part, a: insurance part)
  - Incentive constraint vs participation constraint
- 逆選擇
  - Informed person / Less informed person
  - Lemons problem
- 傳訊
  - 傳訊：ex. 送禮物
  - 篩選：ex. 買舊車
- 公共政策的義涵：
  - 市場自行解決：ex. 獨立董事
  - 政府介入的問題

## 政治經濟學 (公共選擇)

- 運用經濟學來研究政府部門是如何運作的
- (早期) 經濟學家所討論的幾個相關問題
  - Condorcet 的投票悖論 (The Condorcet Voting Paradox)
  - Arrow 的不可能定理 (Arrow's Impossibility Theorem)
  - 中位選民定理 (The Median-Voter Theorem)
  - 自利的政客 (Self-interested Politicians)
- Condorcet 的投票悖論
  - 發生在多數決無法達到遞移的偏好
  - ex. 議案優先順序

- Arrow 的不可能定理
  - Kenneth Arrow 諾貝爾獎得主
  - “a mathematical result which shows that, under certain conditions, there is no scheme for aggregating individual preferences into a valid set of social preferences” 
  - Voting System
- 中位選民定理
  - Harold Hotelling
  - “a mathematical result that shows that if voters are choosing a point along a line and each voter wants the point closest to his most preferred point, then majority rule will pick the most preferred point of the median voter” 
  - 這就是為什麼每到選舉，極端選民即便被拋棄，還是得含淚投票的原因！因為另一個人當選他們更痛苦！他們彈性小易被幺！
  - 不過中間選民既然是牆頭草，也就不要得了便宜還賣乖。



- 自利的政客
  - Politicians Are People Too
  - 利益誘惑

## 行為經濟學

- 人們不總是理性的
- 人們在乎公平
- 人們不是保持一致不變
  - Ex: Odysseus (Ulysses) and the Sirens (Bird women)



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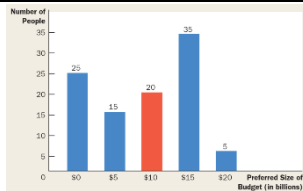





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5			<a href="http://www.sticck.com/">http://www.sticck.com/</a> 瀏覽日期：2014/03/12。依據著作權法第 46、52、65 條合理使用。