國立臺灣大學開放式課程

《經濟學原理》 第二十五講 消費者選擇理論(下)(Ch.21)

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



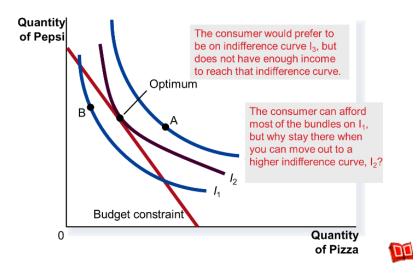
【本著作除另有註明外,採取<u>創用 CC「姓名標示—</u> 非商業性—相同方式分享」臺灣 3.0 版授權釋出】

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

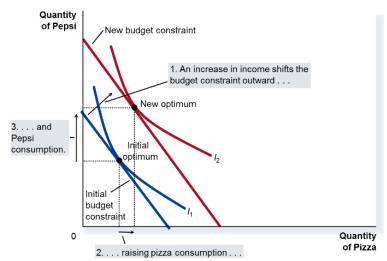


Optimization: What the Consumer Chooses

● 最適化(極大化):消費者在給定的預算限制之下,滿足水準極大

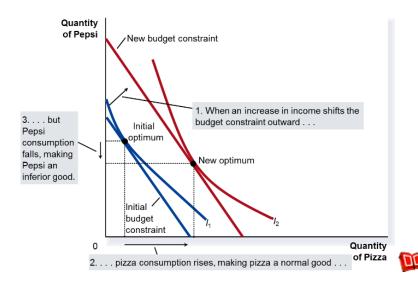


- 所得的影響
 - □ 所得增加

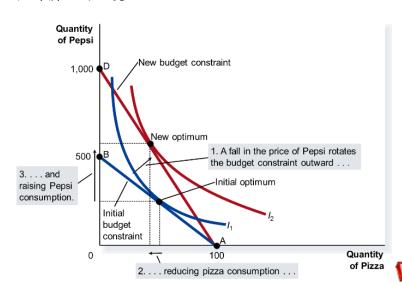




□ 正常 vs. 劣等產品 (Normal vs. Inferior Goods)

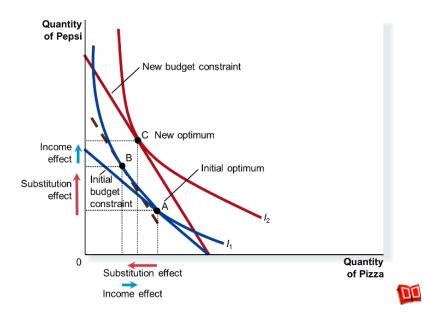


● 相對價格的改變

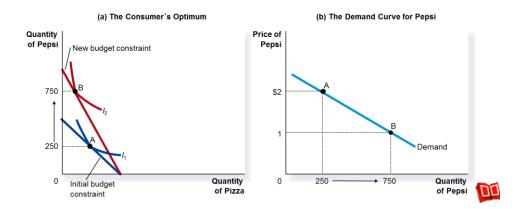




● 所得和替代效果 (Income and Substitution Effects)

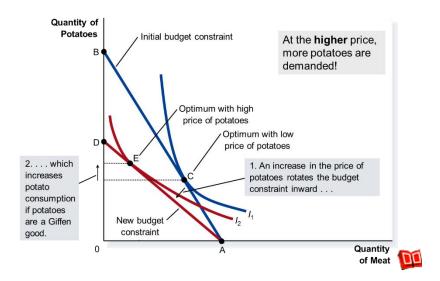


● 需求曲線

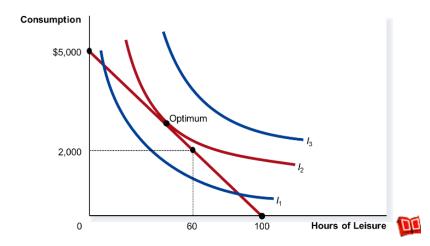


3 Applications

● 季芬財 (Giffen Goods)



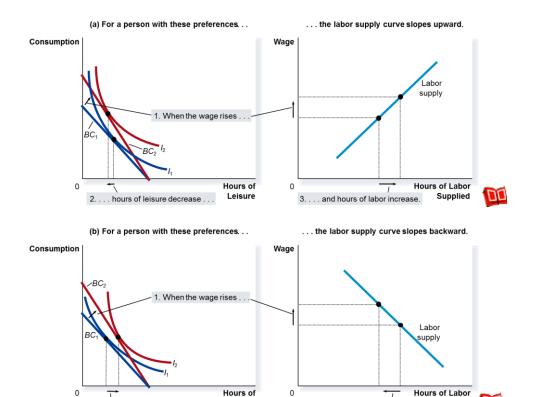
- Wage and Labor Supply 的關係
 - The Work-Leisure Decision



An Increase in the Wage



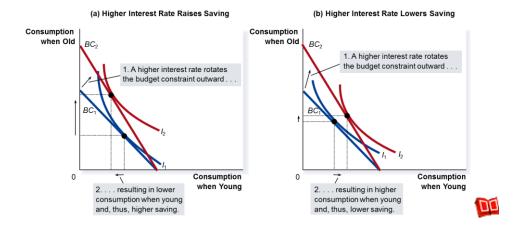
1102 學年度/經濟學原理/第二十五講/林明仁老師/第 6 頁



Leisure

- 利率和儲蓄的關係
 - □ 儲蓄-跨期消費
 - □ 兩期模型
 - An Increase in the Interest Rate

2. . . . hours of leisure increase . . .



3. . . . and hours of labor decrease.

102 學年度/經濟學原理/第二十五講/林明仁老師/第 7 頁

案例

Utility - 數學模型 (補充)

版權聲明

頁數	作品	版權標示	作者/來源
2	Quantity of Pepsi The consumm would prefer to be on indifference surve is, but does not have recognitione to reach that indifference curve, but on the bundles on it, but why size there when you can move out to a topher codifference curve, it,? Budget constraint Quantity of Pizza	Œ	引用自 N. Gregory Mankiw "Principles of Economics" 6th edition. P.446。依據著作權 法第 46、52、65 條合理使用。
2	Country of Pegal New budget constraint 1. An increase in income white the budget constraint outside the budget constraint outside the c		引用自 N. Gregory Mankiw "Principles of Economics" 6th edition. P.448。依據著作權 法第 46、52、65 條合理使用。
3	Country of Pepal blow budget constraint 1. When an increase in increase shifts the budget constraint owners in increase shifts the performance of		引用自 N. Gregory Mankiw "Principles of Economics" 6th edition. P.449。依據著作權 法第 46、52、65 條合理使用。
3	Obserting of Pegal 1,000 New budget constraint The option of Pegal retaines of P		引用自 N. Gregory Mankiw "Principles of Economics" 6th edition. P.450。依據著作權 法第 46、52、65 條合理使用。
4	Ouantity of Paper Income effect Substitution fundament because of the substitution fundament because of the substitution fundament because of the substitution of th		引用自 N. Gregory Mankiw "Principles of Economics" 6th edition. P.451。依據著作權 法第 46、52、65 條合理使用。
4	(a) the Comment's Options (b) Trace (b) the James down for Page (b) the James down for		引用自 N. Gregory Mankiw "Principles of Economics" 6th edition. P.452。依據著作權 法第 46、52、65 條合理使用。
5	Observity of Publisher I inside burget constraint At the highest price, more published as the published are demanded. At the highest price, more published as the demanded of the published are demanded. Contenum with low post of published as the published as the published are published as the	00	引用自 N. Gregory Mankiw "Principles of Economics" 6th edition. P.454。依據著作權 法第 46、52、65 條合理使用。

102 學年度/經濟學原理/第二十五講/林明仁老師/第 9 頁

5	Consumption 55,000 Optimum 2,500 0 100 Hours of Letsure	00	引用自 N. Gregory Mankiw "Principles of Economics" 6th edition. P.455。依據著作權 法第 46、52、65 條合理使用。
6	Contemporary of the Deep productions. Contemporary of the Deep productions. Contemporary of the Deep productions. Support of the Deep productions. Contemporary of the Deep productions. Support the Deep productions. Contemporary of the Deep productions. Support the Deep productions.		引用自 N. Gregory Mankiw "Principles of Economics" 6th edition. P.456。依據著作權 法第 46、52、65 條合理使用。
6	The figure natural has found being designed in the figure natural has found being designed in the figure natural has found being designed in the figure natural has found in the figure natural natura	00	引用自 N. Gregory Mankiw "Principles of Economics" 6th edition. P.460。依據著作權 法第 46、52、65 條合理使用。