

## Ch 1: What is Economics

# Goals

- ▶ Introduce some economic principles.
- ▶ Clarify terms used
- ▶ Show some contradictions with observed behavior

# Individual Principles

- ▶ Principle #1: Choices are necessary because resources are scarce.
- ▶ Principle #2: The true cost of something is its opportunity cost.
- ▶ Principle #3: “How much” is a decision at the margin.
- ▶ Principle #4: People usually respond to incentives, exploiting opportunities to make themselves better off.

# Principle 1: Choices are necessary because resources are scarce.

**Resource:** Anything that can be used to produce something else

**Scarce:** In short supply, limited.

- ▶ To be clear, money is only part. Time, attention, daylight, break in the storm.
- ▶ Even if you have enough of some resources for what you want, there is always one that is limited.

“Should I kill myself, or have a cup of coffee?” – (Not) Camus

## Principle 2: The true cost of something is its opportunity cost.

**Opportunity Cost:** What you must give up in order to get something.

- ▶ Always beyond the direct financial.
- ▶ Often the financial is hidden

“I love sour dough bread. I don’t eat it not because it is expensive, but because it makes me sleepy and have to spend more time at the gym.” – Jamie

## Principle 3: “How much” is a decision at the margin.

- ▶ People compare costs and benefits.
- ▶ Opportunity cost with quantities.
- ▶ A little more of this for a little less of that.
- ▶ Most often violated through “The sunk cost fallacy”

“No matter how far you’ve gone down the wrong road, turn back.” –  
Traditional Turkish Proverb (Sunk Cost Fallacy)

## Principle 4: People usually respond to incentives, exploiting opportunities to make themselves better off.

- ▶ Note “themselves” not “all of us”
- ▶ If you are lucky that results in all of us being better off.
- ▶ **Incentives:** The rules of how rewards and punishments for action or inaction are awarded.

A key goal in designing incentive systems to align individual self-interest with social well-being.

# Interaction

- ▶ Principle #5: There are gains from trade
- ▶ Principle #6: Markets move toward equilibrium
- ▶ Principle #7: Resources should be used efficiently to achieve society's goals
- ▶ Principle #8: Markets usually lead to efficiency.



## Principle #5: There are gains from trade

- ▶ This is why we split chores
- ▶ Why we being totally “self-sufficient”, producing all your needs, makes you miserable.
- ▶ Says possible but not always true for everything and only if voluntary.

“It is the maxim of every prudent master of a family, never to attempt to make at home what it will cost him more to make than to buy. . . What is prudence in the conduct of every private family, can scarce be folly in that of a great kingdom.” – Adam Smith

## Principle #6: Markets move toward equilibrium

- ▶ **Equilibrium:** Stable equilibrium is a very general idea.
- ▶ Make a small temporary change and the system returns to its previous state.

This is what allows us to predict future events.

# Principle #7: Resources should be used efficiently to achieve society's goals

**Efficiently:** Has many different meanings.

- ▶ Can't get more with same resources.
- ▶ Can't make someone better off without making someone worse off.
- ▶ Gets complicated after that.

“I will definitely help you if it doesn't harm me, but I will often help when the harm to me is less than the benefit to you” – Jamie

## Principle #8: Markets usually lead to efficiency.

- ▶ Markets are a large distributed information processing:
  - ▶ Information about needs and costs to satisfy needs are communicated with prices, bids and ask.
  - ▶ Prices also transfer resources needed to satisfy the need.
- ▶ Similar to your body handles needs. Blood transports information and resources.
- ▶ We do mean usually.
  - ▶ Sometimes markets don't work.
  - ▶ Sometimes governments need in modify market rules to make them work better. See Principle 4

“In Republican administrations, it is the economists job to explain that sometimes markets don't work. In Democratic, that sometimes markets do work” – Severin Borenstein, Economist

# Macro Principles

Principle #10: One person's spending is another person's income.

Principle #11: Overall spending sometimes gets out of line with the economy's productive capacity. Principle #12: Government policies can change spending.

## Principle #10: One person's spending is another person's income.

- ▶ Critical insight in macroeconomics.
- ▶ Remember “Principle #5: There are gains from trade”?
- ▶ When you decrease your spending, by say savings, the income earned by others from your spending falls.

This should remind you of a food chain. Every species is food for another.

## Principle #11: Overall spending sometimes gets out of line with the economy's productive capacity.

- ▶ Out of line can be too high or too low.
- ▶ Inflation if too high and unemployment if too low.
- ▶ Principle #6 (Markets move toward equilibrium), says markets will fix themselves – eventually.

“But this long run is a misleading guide to current affairs. In the long run we are all dead. Economists set themselves too easy, too useless a task, if in tempestuous seasons they can only tell us, that when the storm is long past, the ocean is flat again.” – Keynes

## Principle #12: Government policies can change spending.

- ▶ See:
  - ▶ Principle #11: Overall spending sometimes gets out of line with the economy's productive capacity.
  - ▶ Principle 4: People usually respond to incentives, exploiting opportunities to make themselves better off.

Economists are the most manipulative non-sociopaths you will meet.