

# 第十一章 Chapter 11

## 公共物品与共有资源

## Public Goods and Common Resources

**“生活中最好的东西是免费的…”**

**“The best things in life are free...”**

**经济中的大多数物品都是在市场中得以配置的**

**Most goods in our economy are allocated in  
markets...**

**…对于这些物品，价格就是指导买者和卖者决策的信号**

**… for these goods, prices are the  
signals that guide the decisions of buyers and sellers**

**免费物品向经济学分析提出了特别的挑战**

**Free goods provide a special challenge for economic  
analysis**

**“ 生活中最好的东西是免费的...”**  
**“ The best things in life are free. . . ”**

当一个物品没有被标价，私人市场就不能保证该物品能在合适的数量下进行生产和消费。

When a good does not have a price attached to it, private markets cannot ensure that the good is produced and consumed in the proper amounts.

**“ 生活中最好的东西是免费的...”**  
**“ The best things in life are free...”**

**当物品可以免费获得时，通常用以配置资源的市场力量就难以发挥作用了。**  
**When goods are available free of charge, the market forces that normally allocate resources in our economy are absent.**

**“ 生活中最好的东西是免费的...”**  
**“ The best things in life are free. . . ”**

在这种情况下，政府政策就有可能矫正由此导致的市场失灵，提高经济福利。 In such cases, government policy can potentially remedy the market failure that results, and raise economic well-being.

# 物品的不同类型

## The Different Kinds of Goods

当考虑经济中的不同物品时，可以将它们按两个特征来分组：

When thinking about the various goods in the economy, it is useful to group them according to two characteristics:

❧ 该物品是排他的吗？

*Is the good **excludable**?*

❧ 该物品是竞争的吗？

*Is the good **rival**?*

# 物品的不同类型

## The Different Kinds of Goods

❧ 排他性 Excludability :

可以阻止其他人享用该物品

People can be prevented from enjoying the good.

# 物品的不同类型

## The Different Kinds of Goods

ㄎ 竞争性 Rivalness :

某人对该物品的使用减少其他人对该物品的享受。

One person's use of the good diminishes another person's enjoyment of it.



# 四类物品

## Four Types of Goods

ㄎ私人物品      Private Goods

ㄎ公共物品      Public Goods

ㄎ共有资源      Common  
Resources

ㄎ自然垄断      Natural  
Monopolies

# 物品类型

## Types of Goods

### 私人物品 Private Goods

既有排他性，又有竞争性。

Are both excludable and rival.

### 公共物品 Public Goods

既无排他性，又无竞争性。

Are neither excludable nor rival.

# 物品类型

## Types of Goods

共有资源    **Common Resources**

有竞争性，但无排他性。

Are rival but not excludable.

自然垄断    **Natural Monopolies**

有排他性，但无竞争性。

Are excludable but not rival.

# 物品类型

## Types of Goods

竞争 Rival?

是 Yes

否 No

是 Yes

排他性

Excludable?

否 No

### 私人物品 Private Goods

- 冰淇淋蛋卷 Ice-cream cones
- 衣服 Clothing
- 拥挤的收费公路 Congested toll roads

### 自然垄断 Natural Monopolies

- 消防 Fire protection
- 有线电视 Cable TV
- 不拥挤的收费公路

Uncongested toll roads

### 共有资源 Common Resources

- 海洋中的鱼 Fish in the ocean
- 环境 The environment
- 拥挤的不收费公路 Congested nontoll roads

### 公共物品 Public Goods

- 国防 National defense
  - 知识 Knowledge
  - 不拥挤的不收费公路
- Uncongested nontoll roads

# 搭便车问题

## The Free-Rider Problem

既然人们不能被排除在对公共物品的享用之外，个人就会拒绝为该物品支付，寄希望于别人为此支付。

Since people cannot be excluded from enjoying the benefits of a public good, individuals may withhold paying for the good hoping that others will pay for it.

# 搭便车问题

## The Free-Rider Problem

一个人从一种物品中获益，  
但却逃避了为此支付，则他  
就是搭便车者。

A **free-rider** is a  
person who receives the benefit  
of a good but avoids paying for  
it.

# 例子：宿舍买电视

宿舍的电视具有公共品的性质：

非竞争性：使用人数（适当地）增加不影响每个人的使用

非排他性：很难阻止其他人使用

假设宿舍有两个人，每个人对电视的支付意愿为 2000 元。电视的售价为 3000 元。

因为总收益大于总成本，买电视对宿舍整体上是有效率的。

但是，如果每个人单独决策是否买电视…

...

# 例子：宿舍买电视

双方都试图逃避——搭便车，这使得公共品得不到提供

		李四	
		买	不买
张三	买	(0.5, 0.5)	(-1, 2)
	不买	(2, -1)	(0, 0)

(张三的净收益, 李四的净收益)  
单位：千元



# 解决搭便车问题

## Solving the Free-Rider Problem

📖 搭便车问题阻碍了私人市场提供公共物品。

The free-rider problem prevents private markets from supplying public goods.

📖 政府可以决定提供公共物品，只要总收益大于总成本。

The government can decide to provide the public good if the total benefits exceed the costs.

📖 通过提供公共物品，并用税收收入来为此支付，政府能够让每个人都变得更好。

The government can make everyone better off by providing the public good and paying for it with tax revenue.

# 一些重要的公共物品

## Some Important Public Goods

国防 *National Defense*

基础研究 *Basic Research*

反贫困项目 *Programs to  
Fight Poverty*

灯塔是否是公共物品？

Are Lighthouses  
Public Goods?



# 成本 – 收益分析

## Cost-Benefit Analysis

为了判断是否要提供公共物品，必须要比较使用该物品的所有人的总收益和提供与维护该公共物品的各种成本。

In order to decide whether to provide a public good or not, the total benefits of all those who use the good must be compared to the costs of providing and maintaining the public good.

**成本 – 收益分析**就是要估计物品对社会整体而言的总成本和总收益。

**Cost benefit** analysis estimates the total costs and benefits of a good to society as a whole.

# 成本 – 收益分析

## Cost-Benefit Analysis

📖 成本 – 收益分析被用来估计某一工程对社会整体而言的总成本和总收益。

A **cost-benefit analysis** would be used to estimate the total costs and benefits of the project to society as a whole.

📖 做这件事是困难的，因为赖以估计社会收益和资源成本的价格并不存在。

It is difficult to do because of the absence of prices needed to estimate social benefits and resource costs.

📖 生命的价值、消费者的时间和审美价值都难以评估。 The value of life, the consumer's time, and aesthetics are difficult to assess.

# 共有资源

## Common Resources

**共有资源**，和公共物品一样，不具有排他性。对于想使用的人，总是可以免费得到它们。

**Common resources**, like public goods, are not excludable. They are available free of charge to anyone who wishes to use them.

# 共有资源

## Common Resources

**共有资源**是具有竞争性的物品，因为某人对共有资源的使用减少了其他人的使用。

**Common resources** are rival goods because one person's use of the common resource reduces other people's use.

# 共有资源的例子

## Examples of Common Resources

🏠 清洁的空气和水

*Clean air and water*

🏠 石油矿藏 Oil pools

🏠 拥挤的道路 Congested roads

🏠 鱼类、鲸鱼和其他野生动植物  
*Fish, whales, and other wildlife*



# 共有地悲剧

## Tragedy of the Commons

**共有地悲剧**是一个寓言，说明从整个社会的角度来看，为什么共有资源的使用大于令人满意的水平。

The **Tragedy of the Commons** is a parable that illustrates why common resources get used more than is desirable from the standpoint of society as a whole.

当某人使用了共有资源，他（她）就减少了其他人对它的享受。 When one person uses a common resource, he or she diminishes another person's enjoyment of it.

当个人没有因使用而付费时，共有资源容易被过度使用。

Common resources tend to be used excessively when individuals are not charged for their usage.

这产生了负外部性。

This creates a negative externality.

# 共有地悲剧的解决方法

ㄱ数量控制 Quotas

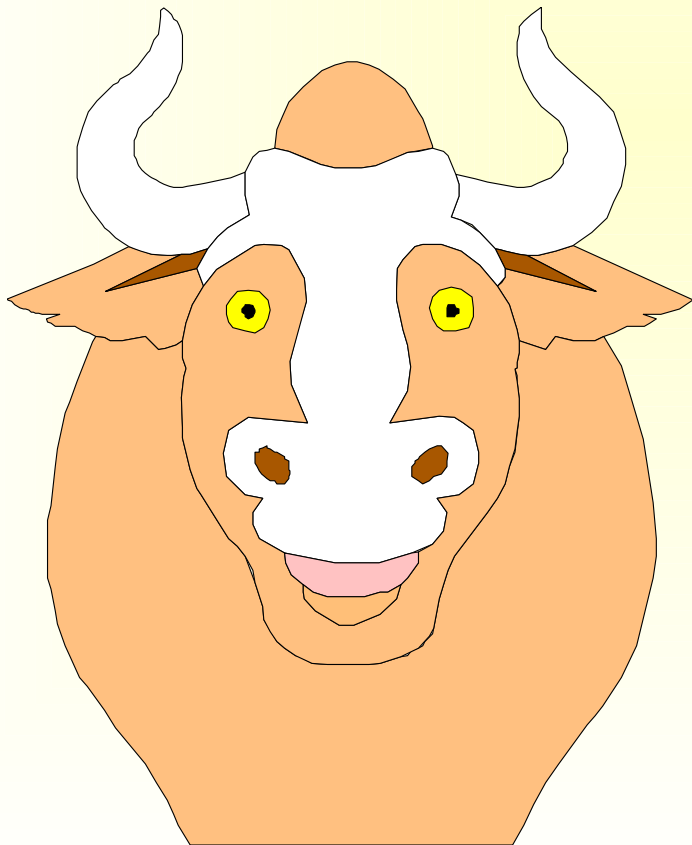
ㄱ税收 Taxes

ㄱ许可证 Permits

ㄱ产权私有化 Property Rights  
Privatization

# 为什么奶牛没有绝种？

## Why Isn't the Cow Extinct?



私人所有权  
和利润动机！  
**Private  
Ownership and  
the Profit  
Motive!**

# 产权的重要性

## Importance of Property Rights

当**产权**没能很好地被确立（或者说，某些有价值的物品没有让拥有合法权力的所有者来支配它），市场就不能有效率地配置资源。 The market fails to allocate resources efficiently when **property rights** are not well-established (i.e. some item of value does not have an owner with the legal authority to control it).

# 产权的重要性

## Importance of Property Rights

当产权缺失导致了市场失灵，  
政府就有可能来解决这个问题。

When the absence of  
property rights causes a market  
failure, the government can  
potentially solve the problem.

# 总结

## Summary

📖 物品因是否具有排他性和竞争性而不同。  
Goods

differ in whether they are excludable and whether they are rival.

📖 如果有可能阻止别人使用某物品，则称该物品具有排他性。

A good is excludable if it is possible to prevent someone from using it.

📖 如果某人对一物品的享用妨碍了其他人对同一物品的享用，则称该物品具有竞争性。

A good is rival if one person's enjoyment of the good prevents other people from enjoying the same unit of the good.

# 总结

## Summary

公共物品既无竞争性，又无排他性。

Public goods are neither rival nor excludable.

由于人们使用公共物品不需要付费，当该物品由私人提供时，他们就有激励去搭便车。

Because people are not charged for their use of public goods, they have an incentive to free ride when the good is provided privately.

政府提供公共物品，而提供多少取决于成本－收益分析。

Governments provide public goods, making quantity decisions based upon cost-benefit analysis.

# 总结

## Summary

📌 共有资源具有竞争性，但无排他性。

Common resources are rival but not excludable.

📌 由于人们使用共有资源无需付费，他们就很容易过度地使用之。

Because people are not charged for their use of common resources, they tend to use them excessively.

📌 政府就可能会想办法限制对共有资源的使用。 Governments tend to try to limit the use of common resources.