

THE ECONOMIC WAY OF THINKING

Thirteenth Edition

PAUL HEYNE | PETER BOETTKE | DAVID PRYCHITKO

Chapter 6 Unintended Consequences: More Applications of Supply and Demand（无意的后 果：供求规律的更 多应用）

Learning Objectives （学习目标）

- Distinguish between intended and unintended consequences of plans of action （区分行动计划的意图结果和无意结果）
- Explore the ways rules shape incentives, and how incentives influence supply and demand decisions （探索规则影响激励的方式，以及激励如何影响供需决策）
- Examine and explain the ways price controls create shortages and surpluses （考察并解释价格控制造成短缺和过剩的方式）

Learning Objectives（学习目标）

- Establish the argument that prices generally determine costs of production（确立价格从总体上决定生产成本的论点）
- Convey some examples of how noneconomists incorrectly use supply and demand analysis and make erroneous predictions（举一些例子，说明非经济学家如何错误使用供需分析并做出错误的预测）

Chapter Outline（大纲）

- Introduction（引言）
- Catastrophe and Coordination（灾难时供需协调）
- The Urge to Fix Prices（限价的冲动）
- Competition When Prices Are Fixed（价格固定时的竞争）
- Appropriate and Inappropriate Signals（恰当与不恰当时的信号）
- Looking for an Apartment in the City?（想在城里找公寓？）
- Strong Booze, Stronger Drugs: Criminal Incentives（烈酒、烈性毒品：犯罪的激励）
- Skim Milk, Whole Milk, and Gangste Milkmen（脱脂牛奶、全脂牛奶和牛奶匪帮）
- Supports and Surpluses（价格下限与生产过剩）
- Supply, Demand, and the Minimum Wage（供给、需求和最低工资）

Chapter Outline（大纲）

- Slavery Goes Global, Again（奴隶贸易再次全球化）
- High-Priced Sports, Low-Priced Poetry: Who's to Blame?（高价的体育、廉价的诗：该怪谁？）
- Do Costs Determine Prices?（成本决定价格吗）
- The Dropouts Release Their First CD（退学者发行第一张CD唱片）
- “There's Gold in Them Thar Hills!” So What?（山里有金子，那又怎么样？）
- Even Butchers Don't Have the Guts（甚至连屠夫都没这个胆子）
- Why Does It Cost So Much to Change Bedpans?
（为什么医院换个便盆都这么贵）
- Appendix: Framing Economic Questions Correctly（附录：正确表述经济问题）

Chapter Outline (大纲)

- The economic way of thinking is at work regardless of economists' actions (无论经济学家怎么做, 经济思维方式都在发挥作用)
 - Economists help us understand how individuals are able to coordinate their production, consumption, and exchange decisions through cooperative and competitive activities in the marketplace.
(经济学家帮助我们理解个人们怎样在市场上通过竞争与合作协调他们的生产、消费和交易决策)

Chapter Outline（大纲）

- Economics help to debunk popular myths about market processes（经济学有助于揭穿有关市场过程的流行神话）
- In this chapter we consider common examples of misconceptions about the market system（这一章讨论一些关于市场体系的常见误解）

Catastrophe and Coordination（灾难与协调）

■ Question:

- market clearing works well in normal circumstances, but what about during times of social disorder, such as a natural disaster?
（市场出清在正常情况下效果很好，但是在社会动荡时期（例如自然灾害）又如何呢？）

Catastrophe and Coordination（灾难与协调）

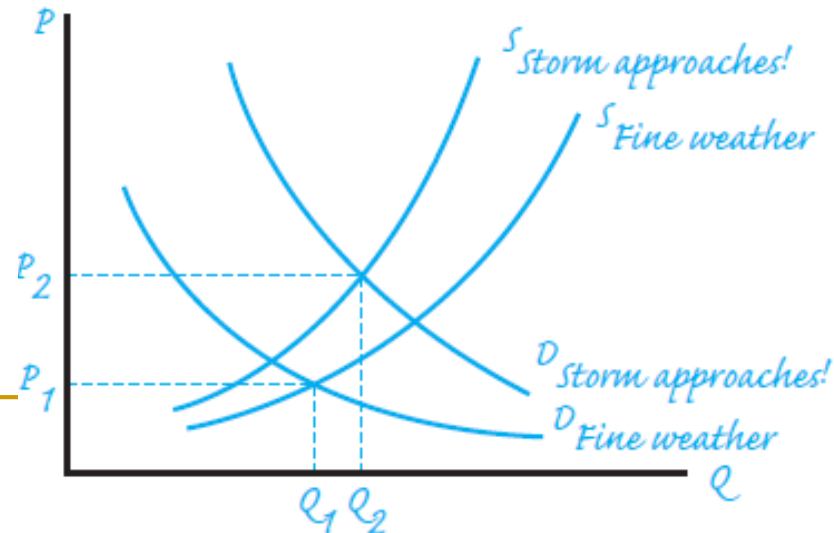
■ Consider:

- ❑ Do illegal actions constitute market failure, or an attempt to disregard the market?（非法行为是否构成市场失灵，还是企图无视市场？）
- ❑ Why did key prices rise before and after hurricane Katrina?（为什么关键价格会在卡特里娜飓风前后上涨？）

Catastrophe and Coordination (灾难与协调)

■ Economics says:

- The price surge reflects the market process at work (价格飙升反映了市场运作的过程)
- Critics of “price gouging” need to appreciate the market perspective (批评“哄抬价格”的人需要理解市场的观点)



The Urge to Fix Prices（限价的冲动）

- The government may change the rules of the game（政府可能会改变游戏规则）
- *Price ceiling*（价格上限）
 - intended to help consumers（旨在帮助消费者）

The Urge to Fix Prices (限价的冲动)

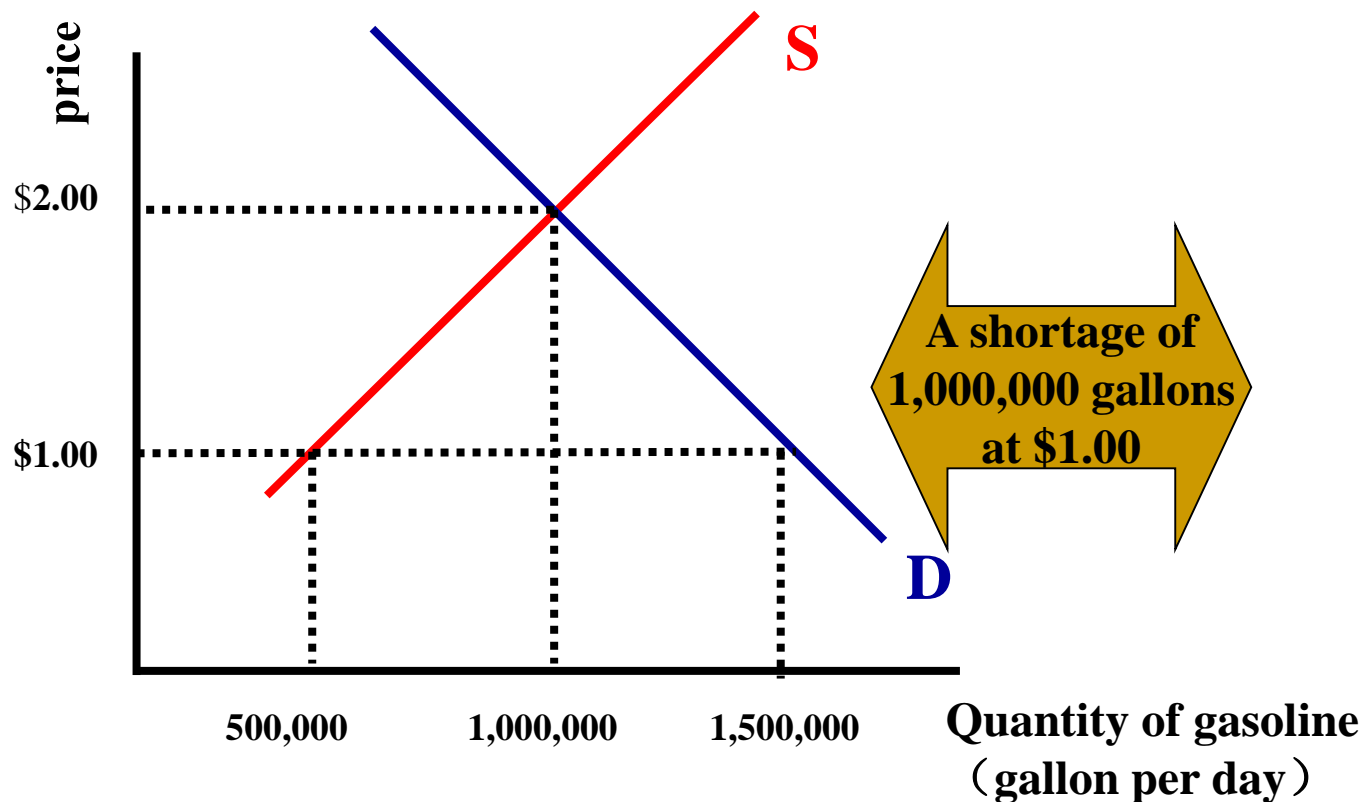


Figure 6-2 Price control on gasoline

Competition When Prices Are Fixed

- In a free market, price would tend to rise during a shortage
 - as an unintended consequence the market would tend to clear.
- Price ceiling (fixed price) generates a different unintended consequence
 - a persistent shortage

Competition When Prices Are Fixed（价格固定时的竞争）

- How will people deal with the shortage when they are not allowed to charge or bid higher prices?（当人们不允许他们收取或出价更高的价格时，人们将如何应对短缺呢？）
- Answer: **The non-monetary costs of purchasing will increase.**
 - In the example of gasoline, these costs might include: longer queues, wait times, special fees, bribes, etc.（以汽油为例，这些成本可能包括：排长队、等待时间、特殊费用、贿赂等）

Competition When Prices Are Fixed（价格固定时的竞争）

- The (money) price is legally lowered, but not the cost to the consumer.（法律降低了（货币）价格，但没有降低消费者的成本）
- Shortages exist *only when* money prices are not able to perform the function of rationing scarce goods to competing demanders. (只有当货币价格不能发挥将稀缺品分配给互相竞争的需求者的功能时，短缺才会存在)

Appropriate and Inappropriate Signals (恰当与不恰当时的信号)

- Changing money prices act as **signals** that help secure cooperation in the economy (不断变化的货币价格是帮助确保经济合作的信号)
- However, if the money price cannot change, *inappropriate signals* occur (但是, 如果货币价格不能改变, 就会出现不适当的信号)

Appropriate and Inappropriate Signals （恰当与不恰当时的信号）

- If the law prevents suppliers from raising prices, they will try to identify alternatives to create an advantage or **remedy** （如果法律禁止供应商提高价格，他们将尝试寻找替代方法以创造优势或采取补救措施）
- Example:
 - gasoline outlets would reduce “costs” by reducing hours of operation (and *non-monetary* costs to customers will rise) （加油站通过减少营业时间来减少“成本”（客户的非金钱成本将增加））

Looking for an Apartment in the City? Read the Obituary (想在城里找公寓？看讣告吧)

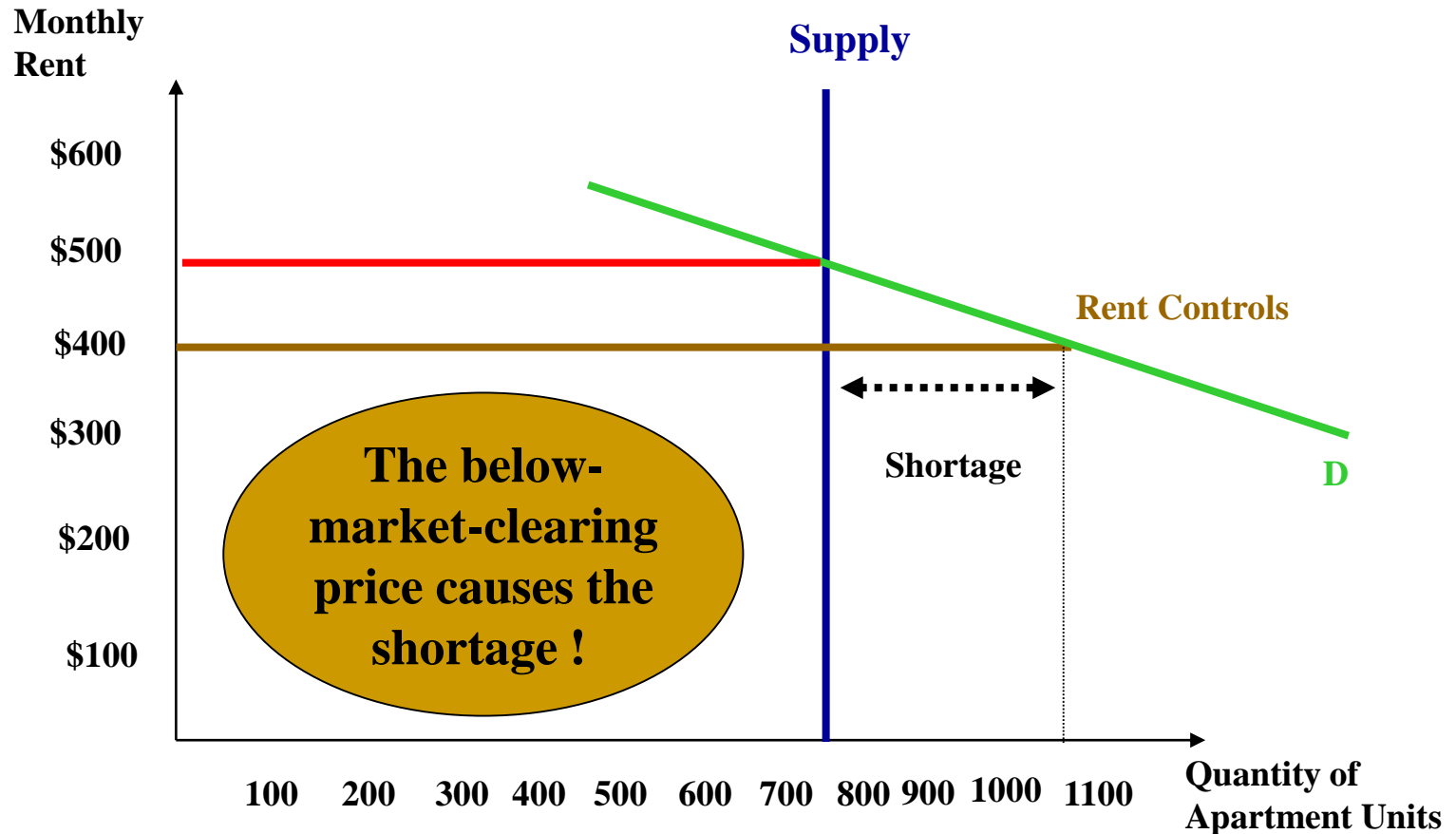


Figure 6-3 Unintended consequences of rent control

Looking for an Apartment in the City? Read the Obituary (想在城里找公寓？看讣告吧)

- Results of rent control (租金管制的结果):
 - ❑ Tenants will want to keep their units (租户会想保留自己的房子)
 - ❑ Landlords will not wish to make repairs (房东不愿意修缮)
 - ❑ Property owners will want to convert buildings to parking (地产所有者想把建筑改为停车场)
 - ❑ Costly administration (昂贵的管理)

Strong Booze, Stronger Drugs: Criminal Incentives (烈酒、烈性毒品：犯罪的激励)

- Question: Why didn't the prohibition of the 1920's abolish the supply and demand process for alcohol? (为什么20世纪20年代的禁令没有废除酒精的供需过程?)
- Answer:
 - The market process went underground (市场过程转入地下)
 - Supply became much more inelastic while demand remained stable, causing prices to surge (供应变得更加缺乏弹性，而需求保持稳定，导致价格飙升)

Strong Booze, Stronger Drugs: Criminal Incentives (烈酒、烈性毒品：犯罪的激励)

- In economic language, underground markets give criminals a comparative advantage (用经济学语言来说，地下市场为罪犯提供了比较优势)
- Example: the prohibition can be compared to the modern war on drugs (禁令可以比作现代毒品战争)
 - current laws do not demolish the demand and supply of illicit drugs (当前的法律并未破坏毒品的需求和供应)
 - the laws have unintended consequences (法律有无意的后果)

Skim Milk, Whole Milk, and Gangster Milkmen (脱脂牛奶、全脂牛奶和牛奶匪帮)

- Question: what if the distribution and consumption of milk were prohibited? (如果牛奶的分销和消费被禁止会怎样?)
- Likely outcome:
 - ❑ milk would be driven underground (牛奶将被赶到地下)
 - ❑ supply would become inelastic (供应将变得没有弹性)
 - ❑ prices would rise (价格将会上升)
 - ❑ criminals would become milkmen (罪犯会变成送奶工)

Supports and Surpluses （价格扶持与过剩）

- **price floor** （价格下限）
 - A legally mandated minimum price set on a particular good or service （法律规定的针对特定商品或服务的最低价格）
- Price floors are often established with the goal to improve prospects for suppliers. （通常设立价格下限的目的是增加供应商的利益）

Supports and Surpluses （价格扶持与过剩）

- What are the unintended consequences of a price floor?
（价格下限的无意后果是什么？）
- E.g. The wheat industry （小麦行业）
 - Surpluses: planned consumption decreases while planned output increase. （过剩：计划消费减少而计划产出增加）
 - 麦农得到的好处并没有看上去那么多：
 - 他们也要消费加工过的食品，税负也增加
 - 但政治家得到了选票！

Supply, Demand, and the Minimum Wage（供给、需求和最低工资）

- A minimum wage is an example of a **price floor**（最低工资是最低价格的一个例子）
 - It is set above the market clearing wage（它高于市场出清工资）
- What will be the effects of minimum wage law?（最低工资法将产生什么影响？）

Supply, Demand, and the Minimum Wage（供给、需求和最低工资）

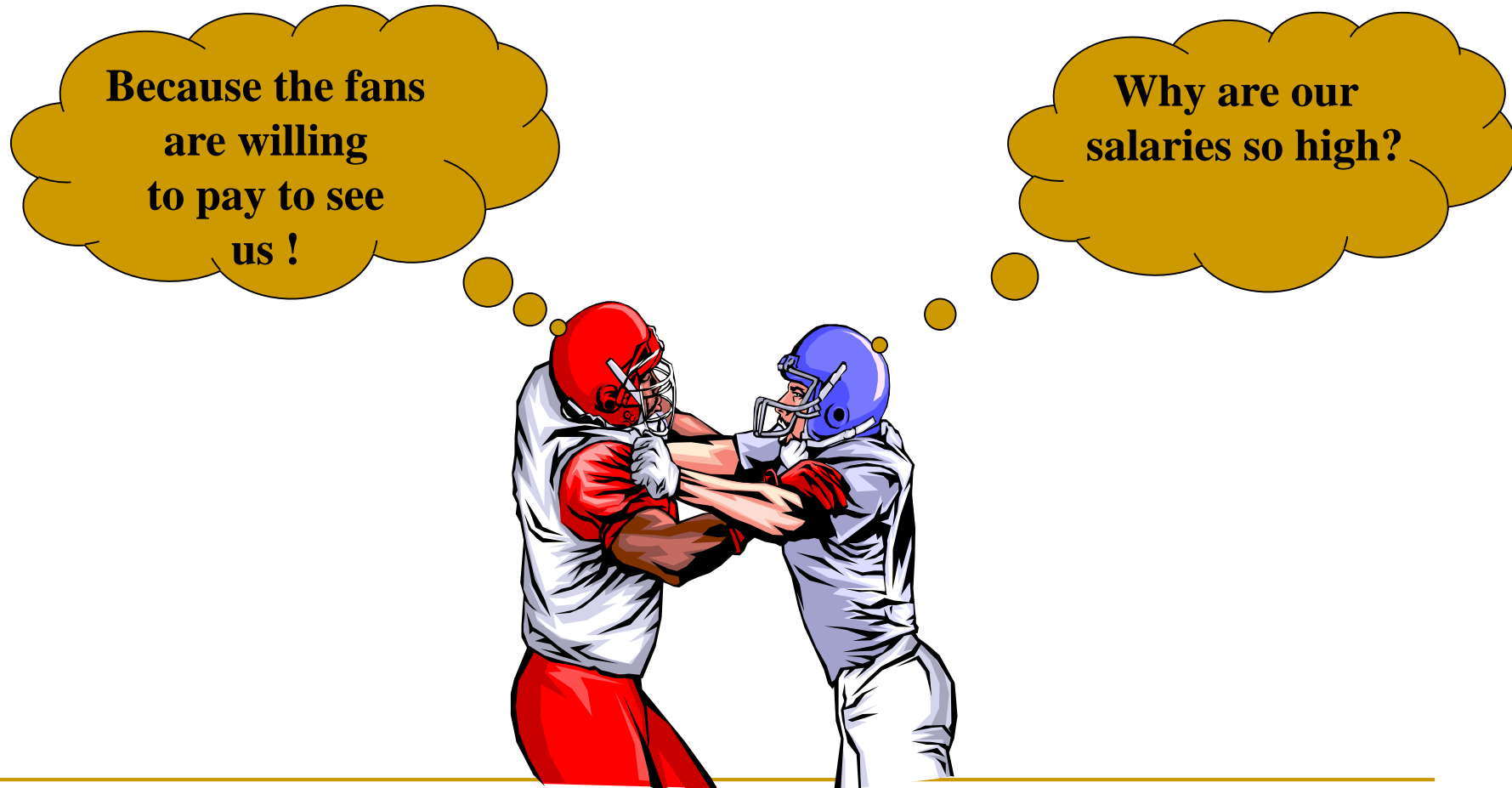
- A surplus of labor will occur（劳动力过剩会发生）
 - quantity demanded will decrease（需求量减少）
 - quantity supplied would increase（供给量增加）
 - unemployment will increase for unskilled workers（非技术工人的失业人数将会增加）

Slavery Goes Global, Again (奴隶制再次走向全球)

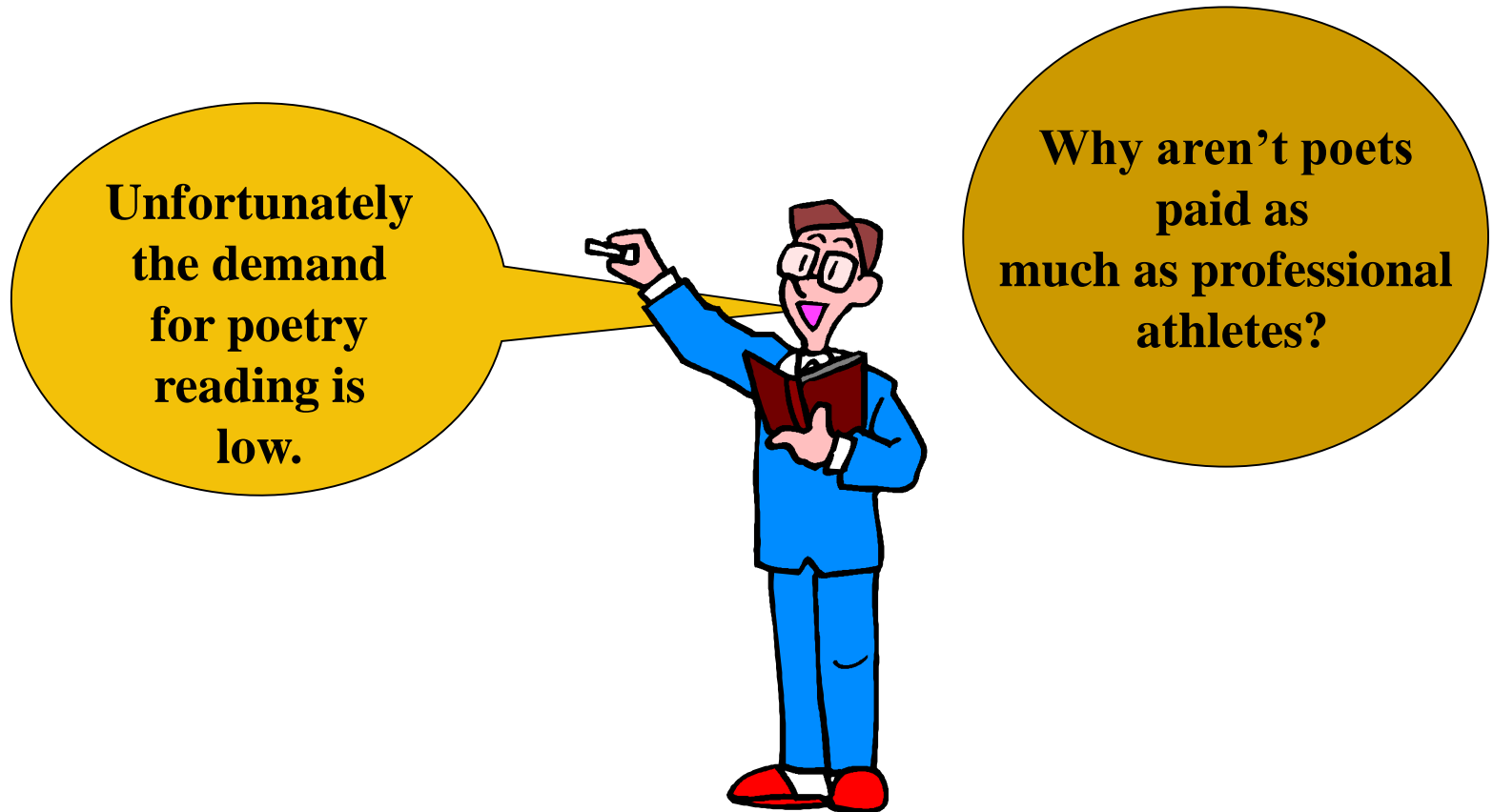
■ The case of Sudan:

- The Sudanese government actually has promoted a slave trade since the 1980s (自1980年代以来, 苏丹政府实际上一直在促进奴隶贸易)
- As word spread, the market became global (随着消息的传播, 市场变得全球化)
- Good people entered the market, to buy slaves in order to liberate them (善良的人进入市场, 购买奴隶以解放他们)
- The net effect was to stimulate supply (最终的结果是刺激了供应)

Higher Priced Sports, Low Prices Poetry: Who's to Blame? (高价体育，低价诗歌：该责备谁?)



Higher Priced Sports, Low Prices Poetry: Who's to Blame? (高价体育，低价诗歌：该责备谁？)



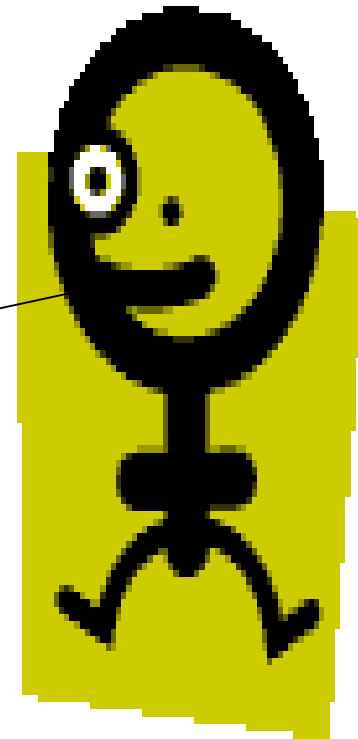
Do Costs Determine Prices? (成本决定价格吗)

- Sellers like for the public to believe that price increases arise from rising costs (rather than increases in demand)
(卖家希望公众相信价格上涨是由成本上升（而非需求增加）引起的)
- Economics tells us that costs depend not only on supply, but on demand, too (经济学告诉我们，成本不仅取决于供应，还取决于需求)
- The price of a commodity depends on both its supply *and* demand curves (商品的价格取决于其供求曲线)

There's Gold in Them That Hills: So What? (山里有金子，那又怎么样?)

**Current market
price makes
it too costly to open
the mine. Let's wait
for demand to increase.**

**Go for the
Gold!!!!**



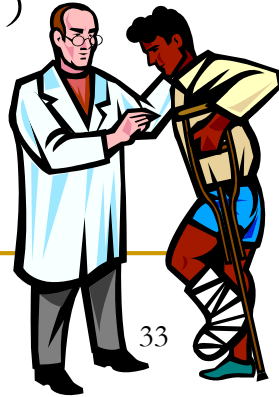
Even Butchers Don't Have the Guts （甚至屠夫也没有这个胆量）

- When the demand for beef increases, butchers' sales increase （当对牛肉的需求增加时，肉铺的销售就会增加）
 - the supply of new cattle, however, is inelastic （但是，新牛的供应缺乏弹性）
- Customers' increased demand for beef causes the price to rise （客户对牛肉需求的增加导致价格上涨）

Why Does it Cost so Much to Change Bedpans?

（为什么更换便盆这么贵）

- Question: Why are hospital costs forever on the increase? （为什么医院的费用永远在增加？）
- Medical Insurance （医疗保险）
 - lowers cost of physicians' services （降低医师服务的成本）
 - increases amount purchased （增加购买量）
 - increases the cost of medical services （增加医疗服务成本）





■ “坑爹的社会医疗保险”

□ <https://user.qzone.qq.com/908961321/blog/1340341086>



Appendix: Framing Economic Questions Correctly（正确表述经济问题）

- Beware of Wrong Questions or Misleading Specifications of the Problem（当心错误的问题或误导性的说明）
- Beware of Data that Appear to Speak for Themselves（当心类似让数据自己说话的误导）
- Beware of Academic Scribblers and Would-Be Economists（当心二流的学术写手和只做预测的经济学家）
- Beware of Misinterpretation of Graphics（当心图形的错误解读）

Once Over Lightly（简单回顾）

- Price controls create unintended consequences.（价格控制会带来意想不到的不良后果）
- Prohibition on alcohol and drugs drives the market process underground, and provides criminals with comparative advantage.（禁酒或禁毒将市场进程推向地下，并为罪犯提供比较优势）
- Price is determined both by supply and demand, not cost.（价格由供求双方决定，而不是仅由成本决定）

Once Over Lightly（简单回顾）

- Supply, demand, and the market process set prices that reflect the relative scarcities of goods, and indicate how they can be used most economically（供应、需求和市场过程决定了价格，价格反映了物品的相对稀缺性，并指出了如何才能最经济地使用它们）
- Economic terms can often be used in misleading ways（经济术语经常会以误导性的方式使用）