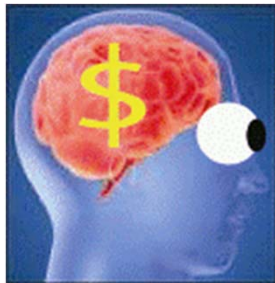




# HOMO ECONOMICUS

A. Rudyanto Soesilo



# HOMO ECONOMICUS

- or economic human, is the concept in many economic theories of humans as rational and narrowly self-interested actors who have the ability to make judgments toward their subjectively defined ends.
- Using these rational assessments, homo economicus attempts to maximize utility as a consumer and economic profit as a producer.
- This theory stands in contrast to the concept of homo reciprocans, which states that human beings are primarily motivated by the desire to be cooperative and to improve their environment.





- “an arbitrary definition of man, as a being who inevitably does that by which he may obtain the greatest amount of necessaries, conveniences, and luxuries,
- with the smallest quantity of labour and physical self-denial with which they can be obtained.”





# Aristotle's Politics

discussed the nature of self-interest in Book II, Part V

- "Again, how immeasurably greater is the pleasure, when a man feels a thing to be his own; for surely the love of self is a feeling implanted by nature and not given in vain, although selfishness is rightly censured;
- this is not the mere love of self, but the love of self in excess,
- like the miser's love of money; for all, or almost all, **men love money** and other such objects in a measure.

