

Consumers

VS

Citizens

What do you think?

Is there a difference between the economic desire of consumers and the political decisions of citizens?
If so, what are some examples?

Consumer vs Citizen

Mark Sagoff, “At the Shrine of Our Lady of Fatima” (1981)

- (1) Two competing views of the individual
- (2) CBA and the Political Will
- (3) Emotivism as the value theory behind CBA
- (4) Kantian value theory as the better alternative

Consumer vs Citizen

Mark Sagoff, “At the Shrine of Our Lady of Fatima” (1981)

(1) Two competing views of the individual

- as a bundle of preferences (Mill)
- as a person with reasoned opinions (Kant)

“We act as consumers to get what we want for ourselves. We act as citizens to achieve what we think is right or best for the community.”

(2) CBA and the Political Will

(3) Emotivism as the value theory behind CBA

(4) Kantian value theory as the better alternative

Consumer vs Citizen

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(1) Two competing views of the individual

(2) CBA and the Political Will

- Many govt. laws and regulations do not pass a CBA
- Some public values cannot be substituted
- CBA vs CEA (cost-effectiveness analysis)

(3) Emotivism as the value theory behind CBA

(4) Kantian value theory as the better alternative

CBA vs CEA

Cost Benefit Analysis (CBA) evaluates both the means and the goal, and will reject the goal if it is too costly.

Cost Effectiveness Analysis (CEA) evaluates only various means to some pre-established goal.

Consumer vs Citizen

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(1) Two competing views of the individual

(2) CBA and the Political Will

(3) Emotivism as the value theory behind CBA

Emotivism: value judgments are just statements of preference, attitude, or emotion.

The individual *has* values/preferences, and these are of equal weight, to be maximized indifferently.

(4) Kantian value theory as the better alternative

Consumer vs Citizen

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- (1) Two competing views of the individual
- (2) CBA and the Political Will
- (3) Emotivism as the value theory behind CBA
- (4) Kantian value theory as the better alternative
 - The individual is a judge of values.
 - Some values are more reasonable than others.
 - Value are more than mere taste: “it claims to be true, not merely to be felt.”
 - Rejects the view that all preferences are of equal value.