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the central problem of Economics is scarcity limited resources versus unlimited wants. Because resources are scarce, people and societies face opportunity costs, meaning every choice involves giving up the next best alternative.

Economics addresses three basic questions:

1. what to produce? societies must decide which goods and services to prioritize.
2. How to produce? choices involve methods of production - labor vs. machines, natural vs. chemical methods, public vs. private production.
3. for whom to produce? Distribution can be equal, based on ability to pay or through special privileges.

Economics is divided into two branches:

- **microeconomics**: studies individual ^{or} decisions, prices and markets (sometimes called price theory)
- **macroeconomics**: studies overall ^{or} performance, unemployment, inflation, and national growth.

Economic analysis is also of two types:

• positive analysis:

explain cause-and-effect relationships and predicts outcomes (fact-based, "if-then" statements).

• Normative analysis:

evaluates outcomes based on value judgments and recommends what should be done.

~~here~~

1 - Scarce

2 - unlimited

3 - scarcity

4 - opportunity costs

5 - next best

6 - efficiency

7 - microeconomics

8 - macroeconomics

9 - macroeconomics

10 - microeconomics

11 - what is

12 - normative