

Espíritus animales

"Espíritus animales" es un término que John Maynard Keynes utilizó en su libro de 1936 Teoría general de la ocupación, el interés y el dinero para describir la emoción o el afecto que influye en el comportamiento humano y que se puede medir en términos de la confianza de los consumidores. La confianza también está incluida o es producida por los "espíritus animales".

La cita original de Keynes dice lo siguiente:

"Aún haciendo a un lado la inestabilidad debida a la especulación, hay otra inestabilidad que resulta de las características de la naturaleza humana: que gran parte de nuestras actividades positivas dependen más del optimismo espontáneo que de una expectativa matemática, ya sea moral, hedonista o económica. Quizá la mayor parte de nuestras decisiones de hacer algo positivo, cuyas consecuencias completas se irán presentando en muchos días por venir, sólo pueden considerarse como el resultado de los espíritus animales — de un resorte espontáneo que impulsa a la acción de preferencia a la quietud, y no como consecuencia de un promedio ponderado de los beneficios cuantitativos multiplicados por las probabilidades cuantitativas."

El concepto de animal spirits fue acuñado por Keynes, inicialmente, en su obra principal "Teoría General de la Ocupación, el Interés y el Dinero". Obra publicada por el economista en el año 1936, en la que este mencionaba la existencia de un factor irracional, conocido como espíritu animal. Una acción en la que el individuo actuaba de forma imprecisa, emocional e intuitiva, influyendo en la evolución de la economía. En resumen, la existencia de un factor psicológico del ser humano que, a través de acciones de alto componente emocional, provocan variaciones en la economía.

John Maynard Keynes lo definió como una inestabilidad de mercado, incapaz de medirla con expectativas matemáticas. Ya que esta, era producida por un comportamiento espontáneo de los individuos que pueden provocar variaciones en el comportamiento de la economía. Estas acciones venían impulsadas por un factor emocional (impulsos primarios). Por otro lado, propio de la naturaleza humana, que no racional, y que impide la medición cuantitativa con herramientas matemáticas, pues no es posible su cálculo racional. Es por ello que se usan índices para reflejar una aproximación.

Origen del concepto de espíritus animales

Aunque no está confirmado, se cree que John Maynard Keynes se inspiró en el filósofo, historiador y economista escocés David Hume para acuñar el término. Hume, junto a otros pensadores de su tiempo como Adam Smith, estudiaron en profundidad los motivos que impulsaban las acciones del ser humano. Sus pensamientos dieron lugar a obras que pudieron influir en Keynes la aproximación al concepto, como el "Tratado de la naturaleza humana" o "Investigación sobre el entendimiento humano". Obras que fueron publicadas por Hume en los años 1739 y 1748, respectivamente.

Pese a que se atribuye a Hume la influencia en Keynes, mucho antes, diversos estudios recogen el tratamiento de términos similares a espíritus animales. Haciendo referencia a tal suceso, por otra serie de autores, anteriores a Hume incluso. Algunos ensayos recogen la existencia del término en obras de René Descartes, así como otros reconocidos autores como Locke. No obstante, todos hacen referencia a un mismo concepto, aunque, a partir de Hume, el término haya ido estrechamente ligado a la ciencia económica.

Espiritus Animales Los

Léo Pomar



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