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ABSTRACTS

The Reverse of Anti-social Behaviors and Social Preferences: An Experimental Study (4)

Liu Lu

(*College of Economics, Zhejiang University, Hangzhou 310027, China*)

Abstract: Unlike the prosocial behaviors and preferences which are widely studied, the anti-social behaviors and preferences are never drawn sufficient attention as much as the former. With a modified two round dictator game, this article explores the distribution of social preferences and anti-social preferences under original position, the changes between two stages and the reasons. The experiment results show that most examinees perform obvious social preferences, while few examinees perform spite preference. However, the demands for such behavior increase significantly after examinees are hurt, no matter the tendency or the order of behaviors. Both the social preference theory and the intention reciprocal theory fail to explain the changes of this behavior distribution while emotion introducing can provide a more direct explanation. The paper indicates that it is no accident that the anti-social behaviors occur, releasing complaints because feeling unfairness is a kind of direct motivation. It means that paying attention to the emotion motivations like social relief value should be the optimal candidate for policy-makers.

Key words: social preferences; anti-social behaviors; unfairness; spite

Official Substitution, Nature of Property Right and Enterprises Tax Avoidance (14)

Yu Wenchao, Li Shu, Yuan Yan

(*Southwestern University of Finance and Economics, Chengdu 611130, China*)

Abstract: Previous literatures have studied the tax avoidance caused by enterprises political connections, but they neglect the impacts of macro political environment changes on enterprises tax avoidance. This article looks into the relation between macro political environment changes and enterprises tax avoidance with the sample of A-share listed companies from 2003 to 2011, and compares the differences in the relationship between state-owned listed companies and private listed companies. The results suggest that official substitution has significantly negative effect on enterprises tax avoidance, and the better the legal environment, the weaker the effect. The results of the sub-sample tests show that, for private listed companies, the improvement of legal environment weakens the negative relationship between official substitution and enterprises tax avoidance. Compared with the new official from local city, the negative effect of the new official substitution from other cities is more distinct on enterprises tax avoidance. Meanwhile, the effect differences mentioned above do not exist in state-owned listed companies. The paper also eliminates the possible effect of official substitution on enterprises tax avoidance through the channels of "credit expansion" and "tax competition". It not only provides empirical evidence for the effect of city-level official substitution on enterprises tax avoidance, but also sheds lights on the reform of tax collection and management.

Key words: official substitution; political connection; enterprises tax avoidance

Experience Corollary and Cognitive Bias in Judicial Process (26)

Chen Linlin, He Xuefeng

(Guanghua Law School, Zhejiang University, Hangzhou 310008, China)

Abstract: When the judge decides the case facts by the rule of thumb, he always falls prey to cognitive bias, which can be proved by the court verdict of Xu Shoulun vs. Peng Yu. Experimental researches also prove that experience corollary, as a kind of thinking activity, is restricted to two types of cognitive bias, that is representativeness heuristic and hindsight bias, because the judge is a normal people. To improve experience corollary, it is necessary to introduce the perspective of normal people into the judicial system, train the judges with statistics and decision-making theory to avoid the influences of representativeness heuristic, and use the labor division and cooperation system to avoid the influences of hindsight bias.

Key words: experience corollary; cognitive bias; representativeness heuristic; hindsight bias

Law-abiding Behavior from the Multi-disciplinary Perspective:

On the Cognitively Effective Interface Optimization in Automatic Law-abidingness (33)

Wang Linghao¹, Ge Yan², Qin Yulin²

(1. Guanghua Law School, Zhejiang University, Hangzhou 310008, China; 2. Institute of Art and Humanity, Shanghai Jiaotong University, Shanghai 200030, China)

Abstract: This paper briefly reviews the history of the classical theories of law-abidingness and summarizes different models of law-abidingness from a multi-disciplinary perspective. Most classical theories and multi-disciplinary experimental researches of law-abidingness presuppose the "rule-following" concept, which neglects the automatic law-abidingness mechanism of "acting in accordance with a rule", which is reflected in the automatic law-abidingness model of cognitive psychology approach. The cognitively effective interface (CEI) of law can help people to bring about law-abidingness effectively with low cost. This automatic law-abidingness model not only extends people's understanding of the whole process of law-abidingness, but also helps legislators and executors to better understand the mutual inferences among each incentive in the law-abidingness decision, and facilitates people's law-abiding behavior by using cognitive interface optimization.

Key words: automatic law-abidingness; cognitively effective interface (CEI); sociology of law; law and cognitive-behavioral science

Cognition about Exchange Fairness and Neuroscience Researches (44)

Wu Xuyang

(Law School, Xiamen University, Xiamen 361005, China)

Abstract: Fairness principle is a foundational principle of China's civil law, which is applied widely to judicial practice in China today. Fairness can be classified to revenge fairness, distributive fairness and exchange fairness. Statistic analysis shows that the key point of fairness principle in judicial practice is exchange fairness. This paper explains the exchange fairness from physiological cognition based on new theories and achievements of cognitive behavior and neuroscience, and presumes that the key neurocognition of exchange fairness is insular lobe. Combining with the human evolution and the development of law history, the paper concludes the important status of exchange fairness in the human history.

Key words: fairness principle; exchange fairness; judicature; cognitive neuroscience; evolutionary

Spatial Differentiation, Risk Resonance and the Formation of "Network Violence":

Taking the Networking in Transforming China as the Analysis Background (52)

Jiang Fangbing

(Party School of CPC of Hangzhou Municipal Committee, Hangzhou 310024, China)

Abstract: Group interaction perspective provides important intellectual resources in the analysis of network group phenomenon like "network violence". However, this perspective ignores the transboundary factors of network actions like subject quality and social background, which leads to the unilateralism of related studies. So, many researchers want to search a more comprehensive analysis perspective to study. Under the background of networking, when transforming China accelerates interconnection, social space is differentiated into "present space" and "absent space", and "system-structure" risk and "technology-society" risk are formed. In the perspective of risk social theory, the "network violence" occur recently is actually a dynamic process, in which the two risks overlap, resonate and diffuse because of the netizen' group interaction, and the risk results are extended and spread. Understanding this issue deeply is the important foundation that governances "network violence" effectively.

Key words: network violence; social transformation; networking; spatial differentiation; risk resonance

**Comparison of Elderly Long-term Care System:
Reflection on the Responsibilities of Family, Market, and Government** (60)

Wang Jing, Zhang Lilong

(*Chinese Academy of Social Sciences, Beijing 100732, China*)

Abstract: The traditional family care function has been gradually disintegrated in the process of the marketization. This paper focuses on the institutional transition path of the long-term care policy in western welfare state. The liberal countries tend to shift the family care responsibilities to the market, but social policy cannot bridge the gap of various social demands. The social democratic countries tend to shift the family care function to the public institutions, however, the expenditure of social welfare has brought a heavy burden to the whole society. Based on the local practice of elderly care policy in China, the local government prefers to follow the elderly care framework of central government, and put forth effort to construct local elderly care service network, but actually there are still system blind zones on family care policy.

Key words: social democracy regime; liberal welfare regime; family care policy

**On the Public Welfare Evolution of Health Care: Taking the Policy Changes of
Rural Basic-level Health Care since the Reform and Opening-up in China as a Case** (69)

Shao Dexing

(*Law School, Shanghai University of International Business and Economics, Shanghai 201620, China*)

Abstract: The desalination of the public welfare and the market orientation of health care are considered as the main performances of China's unsuccessful health care reform. However, the policy analysis shows that, even in the 1990's, the health care policy in China has not completely abandoned the principle of public welfare. So, what is the source that leads to the evolution of public welfare in the health care practice? What are the problems and challenges that the public welfare returning facing since the new health care reform? This paper intends to take policy changes of rural basic-level health care since the reform and opening-up in China as a case.

Key words: rural basic-level health care; the evolution of public welfare; policy change

The Spatial Limits of Capital: The Marxist Spatial Criticism on Capitalism (76)

Gao Yulin

(*School of Marxism, Shanghai Jiaotong University, Shanghai 200240, China*)

Abstract: Among the contemporary theories of social criticism, the Marxist spatial criticism on capitalism

is the most profound. As an unlimited activity of expanding, the expanding of capital production consists of three dimensions, geographical space, social space and space of thought. All these expansions will eventually be restricted and bounded by the inner limits of the capitalist production mode, which act as the inevitable constraint to capitalism in the spatial sphere, namely the spatial limits of capitalism. There are two solutions to the spatial limits, the self-regulation of capitalism and the replacement of socialist spatial production. The spatial production of capital means the integration of the general and the special, whose effects on socialism are twofold. The socialist development of productivity is on the basis of the rational exploitation of the general strength of capital, and is inevitably restricted and incriminated by the negative effects of special capital.

Key words: capital space; spatial limits; spatial criticism; Marxism; capitalism

From Paradox to Unity:

The Philosophical Thoughts of the Relationship between Morality and Happiness (83)

Lou Tianyu

(*School of Marxism, Zhejiang University, Hangzhou 310028, China*)

Abstract: The unity of morality and happiness is the ideal pursuit for human moral life. Morality and happiness are related and prerequisite to each other. The relationship between morality and happiness is and should be unified. However, the phenomenon of the paradox of the two has been being paid more attention though the unity of it remains widespread. It is the weaknesses of humanity and the lack of social condition that lead the separation. In addition, the objective laws of human cognition being from incomplete to complete also play an important role in that the agreement on unity needs a cognitive process. It is a feasible way to promote the unity of morality and happiness by fighting against the weaknesses of humanity, ordering the social policies and developing the citizenship education.

Key words: morality; happiness; relationship between morality and happiness; paradox of morality and happiness; unity of morality and happiness

Environmental Communication and Eco-civilization Construction in Rural Areas (89)

Ren Chunxiao

(*The Party School of Ningbo Municipal Committee, Ningbo 315012, China*)

Abstract: Rural environmental communication closely connects with the eco-civilization construction in rural areas, and presents three characteristics. The forms of communication are various and the efficiency of organizational communication is very strong. The audiences are multiply differentiated, and different groups have obvious differences. The work is too complicated so that it must be combined centralization and decentralization. Environmental communication plays an important role in rural eco-civilization construction because of its unique contents and influences. Facing a variety of real situation, such as the public's awareness of environmental protection is relatively weak, abrupt environment affairs are improperly disposed, the environmental rights protection of the villagers is incomplete, and the ability of rural environmental communication needs to be improved, and so on. It needs to attach the importance to the mode reform of rural environment communication and strategy promotion, pay more attention to the cultivation of rational audience, play all advantages to promote media convergence, remove the surface phenomenon and identify key issues.

Key words: new era; eco-civilization construction; rural environmental communication; discuss

The Discourse Right of Ecological Ethics with Chinese Characteristics (96)

Zhou Guangxun, Wang Lixia

(*Zhejiang Sci-tech University, Hangzhou 310018, China*)

Abstract: For many years, the discourse right of ecological ethics has always been dominated by the West, and the researches from domestic scholars are often on the basis of the researches in the West, both in methods and contents, and rarely focus on the ecological ethics discourse in China's traditional culture. Actually, a virtual discourse right of ecological ethic in China has not been formed. This paper tries to discuss the thoughts about ecological ethics in China's traditional culture from the cultural perspective, explores traditional discourse resources of ecological ethics like Confucian, Taoists, Buddhism and so on, draws on the construction experience from the West, and explores the related issues about the discourse right construction of ecological ethics with Chinese characteristics combining with the theme of beautiful China construction.

Key words: ecological ethics; Chinese characteristics; discourse right; China's traditional culture

The Spiritual Characteristics and Folk Influences of East Zhejiang School: On the Similarities and Differences of the Regional Cultures among East Zhejiang, Huxiang and Lingnan (100)

Fang Tongyi, Chen Zhengliang

(*College of Marxism, Ningbo University, Ningbo 315211, China*)

Abstract: The culture, academy, spiritual characteristics and the people's real life in one region are often the whole continuity. Comparing the three regional cultures of East Zhejiang School culture with the Huxiang culture and Lingnan culture, this paper expounds the pragmatic and rational characteristics of East Zhejiang School, and takes Ningbo, the core region of the East Zhejiang School culture, as an example, deeply discusses its folk effects characterized by stressing on the industry and commerce, upholding learning and encouraging goodness.

Key words: regional culture; East Zhejiang School; Huxiang culture; Lingnan culture

Review on the Researches of Song Lian in Last Hundred Years (107)

WangKun, Jin Xiaogang

(*College of Law and Political Sciences, Zhejiang Normal University, Jinhua 321004, China*)

Abstract: Song Lian is a famous writer, historian, educator and thinker between Yuan and Ming Dynasties. There emerge a large number of academic achievements about the researches of Song Lian during recent hundred years. In terms of the time and progress, the academic achievements can be divided into three stages. Before 1980, for the first stage, the studies mostly introduce Song Lian's life and *Song Dong Yang Ma Sheng Xu*. From 1980 to 2000, for the second stage, the researches concentrate on Song Lian's poems, with significant achievements. Since 2000, for the third stage, the research respective, methods and historical data excavation get beyond before. Through reviewing the researches of Song Lian, it may be helpful to correct the original errors and seek new academic growth points.

Key words: Song Lian; hundred years; review

The Interpretation of Taoism and Zen in Landscape Paintings' "Images" and "Utterances" (116)

Zhou Yi

(*College of Humanities and International Education, Zhejiang University of Science & Technology, Hangzhou 310009, China*)

Abstract: Mostly, Chinese landscape paintings present the results of the painters' comprehension of Taoism and Zen by frame stylized image ("images") and the inscription of the seal ("utterances") which reflect their talents. And the images of landscape paintings of Taoism and Zen include enlightenments of snow, the

ferry image and escaping image of Taoyuan or cottages. Landscape paintings' inscription is often used with high frequency with "Kong", the description of the Taoist behaviors, the worshipping of Zhuangzi, to interpret the meanings of Taoism and Zen.

Key words: landscape paintings; Taoism; Zen; utterances

Enlightenments of The Commercial Press (1897-1949) to Chinese Modern Publishing Industry(122)

Liu Yang

(*Zhejiang Social Sciences, Hangzhou 310025, China*)

Abstract: The Commercial Press has great significances and profound effects for Chinese modern publishing industry. Under the complex conditions of the first half of the 20th century, the Commercial Press fully demonstrated the tenacity and courage of a private publishing enterprise. It grew into a vast publishing empire in a short time, and dominated the publishing world for decades. In the process of studying the rich historical data, not only the original hopes and enthusiasm of the publishing culture can be found, but also the wisdom and enlightenments can be learned.

Key words: The Commercial Press; Zhang Yuanji; publishing industry; enlightenment

On the International Financial Crisis Contagion Theory: From the Perspective of Epidemiology(130)

Pang Xiaobo, Wang Shanshan, Wang Keda

(*Business College, Jilin University, Changchun 130012, China*)

Abstract: Nearly half a century, the phenomenon of financial crisis from one country spreading to other countries has been normalized and complicated, its infectivity studies have a series of progress. In the view of epidemiology, this paper sorts out the researches on the infectivity of financial crisis, and studies the related literatures from four aspects, including the source of infection, routes of infection, vulnerable groups and immunity. On the basis of this study, it considers the theory of epidemiology can better explain the formation process and the countermeasures of financial crises which has guiding significance in the theoretical level and has reference value at the practical level.

Key words: financial crisis; contagion; immunity; SIR

A Thinker Is the Invaluable Treasure of the Nation:

Commemorating the 100th Birthday of Guzhun

(151)

Yu Keping

(*Central Compilation & Translation Bureau, Beijing 100032, China*)

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声 明

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