

全班分組做實驗，每回合兩組、兩組競爭、各自代表一家攤販供應早餐漢堡。在每回合當中，兩家攤販要同時決定他們設攤的**位置**以及供應漢堡的**價格**。可能的價格為 0, 1, 2, 3, ..., 50 元；可能的設攤位置取決於美食街上消費者的位置：美食街上有九位消費者，所以可能的位置是 1 到 9，如下圖：The class is divided into 10 groups, two of them participate at each round of the experiment. Each group represents a breakfast stand to provide hamburgers. Each group chooses the **location** of their stand and the **price** (\$0, 1, 2, 3, ..., 50). Potential location choices depend on the location of the consumers—there are nine consumers spread out on the street, standing at location 1-9, so you can choose from 1-9 (see below):

1 街頭 Street Head	2	3	4	5	6	7	8	9 巷尾 Street End
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消費者可以自由決定去哪一家攤販購買早餐，但是還沒吃早餐之前就走路必須耗費走路工，每走一步路(比如說從位置 1 走到位置 2)花一元。如果消費者發現兩邊一樣遠，那他可以丟銅板決定去哪一家吃早餐。生產早餐漢堡的成本為零。因此，每家攤販的利潤就是他賣漢堡的總收入，而且取決於他能夠招攬多少消費者。您的利潤除以十就是您所獲得的分數。利潤越高，分數越高。Consumers can choose any stand to buy their breakfast, but need to pay a walking cost of \$1 for each block they are away from the stand (say to move from location 1 to location 2). They will randomize if they find two at equal distance. The production cost of hamburgers is \$0. Hence, the profit (=total revenue selling hamburgers) for each stand is determined by the amount consumers one attracts. Your grade is total profit divided by 10.

每回合政府管制攤販的規定都有所不同，因此請注意實驗者的政府公告：

- 回合一：為保障窮學生，早餐漢堡的價格管制在十元。位置可任選，但選定後不得更改。
- 回合二：為整頓市容，所有攤販必須集中在中間(位置 5)。價格則沒有限制(0-50)，但選定後不得更改。
- 回合三：為避免阻礙交通，攤販必須在街頭巷尾(排頭、排尾)。價格仍然沒有限制(0-50)。
- 回合四：經過公會強力遊說，政府允許攤販各自獨立選擇位置和價格，但不得事先協調。攤販要先同時選定位置經過政府公告，然後再同時選擇價格。
- 回合五：經過公會強力遊說，政府允許攤販先選擇位置、再選擇價格，且可以事先協調。

There are different regulations in each round, so please pay attention to the announcements:

- Round 1: To help poor students, hamburger price is fixed at \$10. Firms can choose location freely, but cannot change it after deciding.
- Round 2: To make the streets look clean, all stands should be at location 5. Firms can choose hamburger prices freely (0-50), but cannot change it after deciding.
- Round 3: To avoid blocking traffic, all stands can only be at location 1 or 9. Prices are still unregulated.
- Round 4: The government allows stands to choose location and price freely, but **without** coordination.
- Round 5: The government allows stands to first choose location, then determine price **under** coordination.

實驗紀錄表

Record Sheet for "Location, location, location!"

Name Major/Year Student ID#

姓名：\_\_\_\_\_ 系級：\_\_\_\_\_ 學號：\_\_\_\_\_

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回合 Round	我的位置 My Location	我的價格 My Price	對手的位置 Other Location	對手的價格 Other Price	來購買的消費者 # of customers	我的利潤 My Profit
1						
2						
3						
4						
5						