

Original Instructions in Chinese

(English version follows Chinese version)

The effect of subgroup homogeneity of efficacy
on contribution in public good dilemmas

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實驗程序簡介

- 簽署實驗同意書
- 簡介實驗處境及活動規則
- 活動練習
- 進行實驗
- 回答問卷
- 抽獎及派錢

電話繩小生意

- 出售途徑：

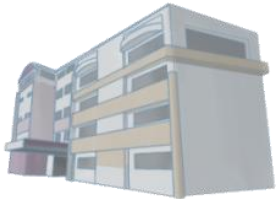


1. 個人攤檔

- 跳蚤市場檔位售賣。
- 所有利潤將全數歸於自己。

或者

2. 社會企業



- 社區中心轄下的社會企業售賣。
- 社企由12個會員組成(包括自己)。
- 社企會收集各會員的電話繩，然後以企業的名義作公開出售。
- 社企得到的總收益將分給所有會員。

- 個人攤檔和社會企業的收益是有分別的。

從個人攤檔得到的收入

售價：

\$5 / 每條

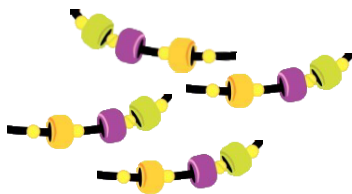
收入：

\$5 * (你放在個人攤檔的電話繩數量)



你

20 條



電話繩



$20 \times \$5 = \100



售價



\$ 100



從個人攤檔得到的收益

從社會企業得到的收入

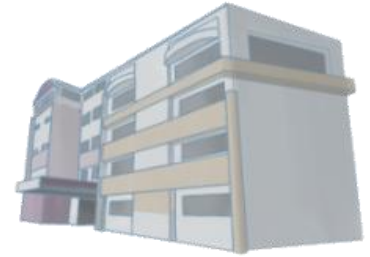
售價：

\$15 / 每條

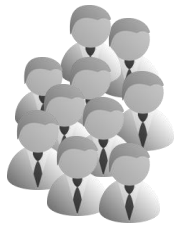
收入：

(所有會員給予社企電話繩的總數量) * \$15

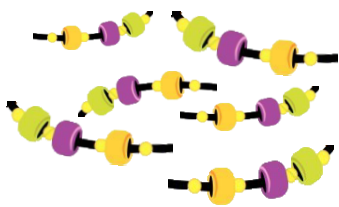
12位會員



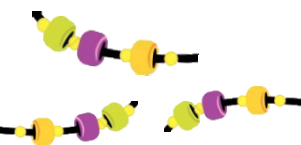
其他11位
會員



電話繩：130條



你



電話繩：20條

社企共收得

$130 + 20 = 150$ 條電話繩

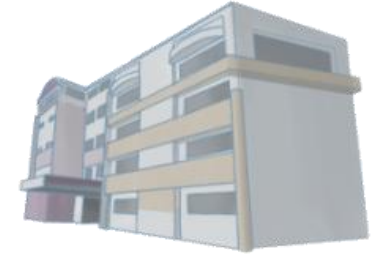


$(150 * \$15) \div 48$
~ \$188



從社會企業得到的收益

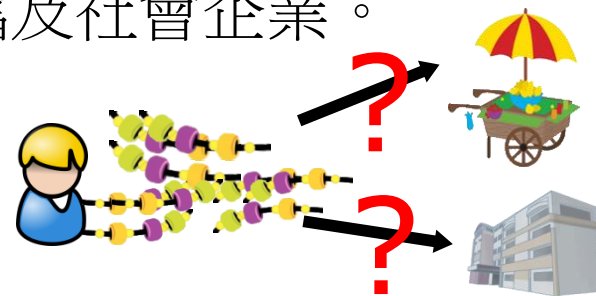
社會企業



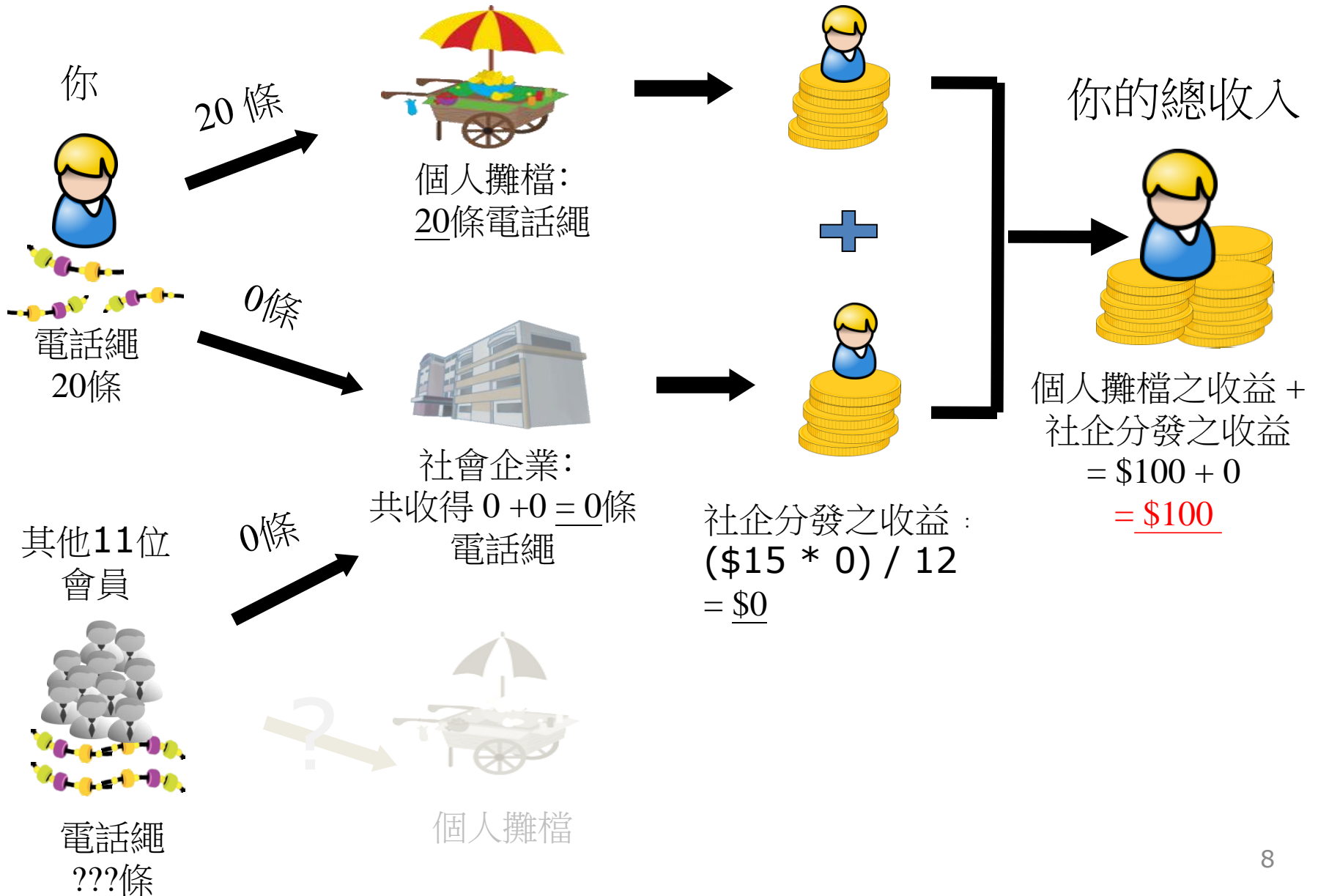
- A. 由於社企的知名度比個人攤檔的知名度高，所以電話繩所賣得的收益會比經由個人攤檔所賣得的收益為多。
- B. 每一個會員，不論把多少條電話繩放在社企，甚至沒有把任何電話繩放在社企，都會分到相同的利潤。
- C. 你可能比其他會員給予社企較多或較少電話繩，但每會員收到的利潤都是一樣。

目標: 獲得最高的利潤

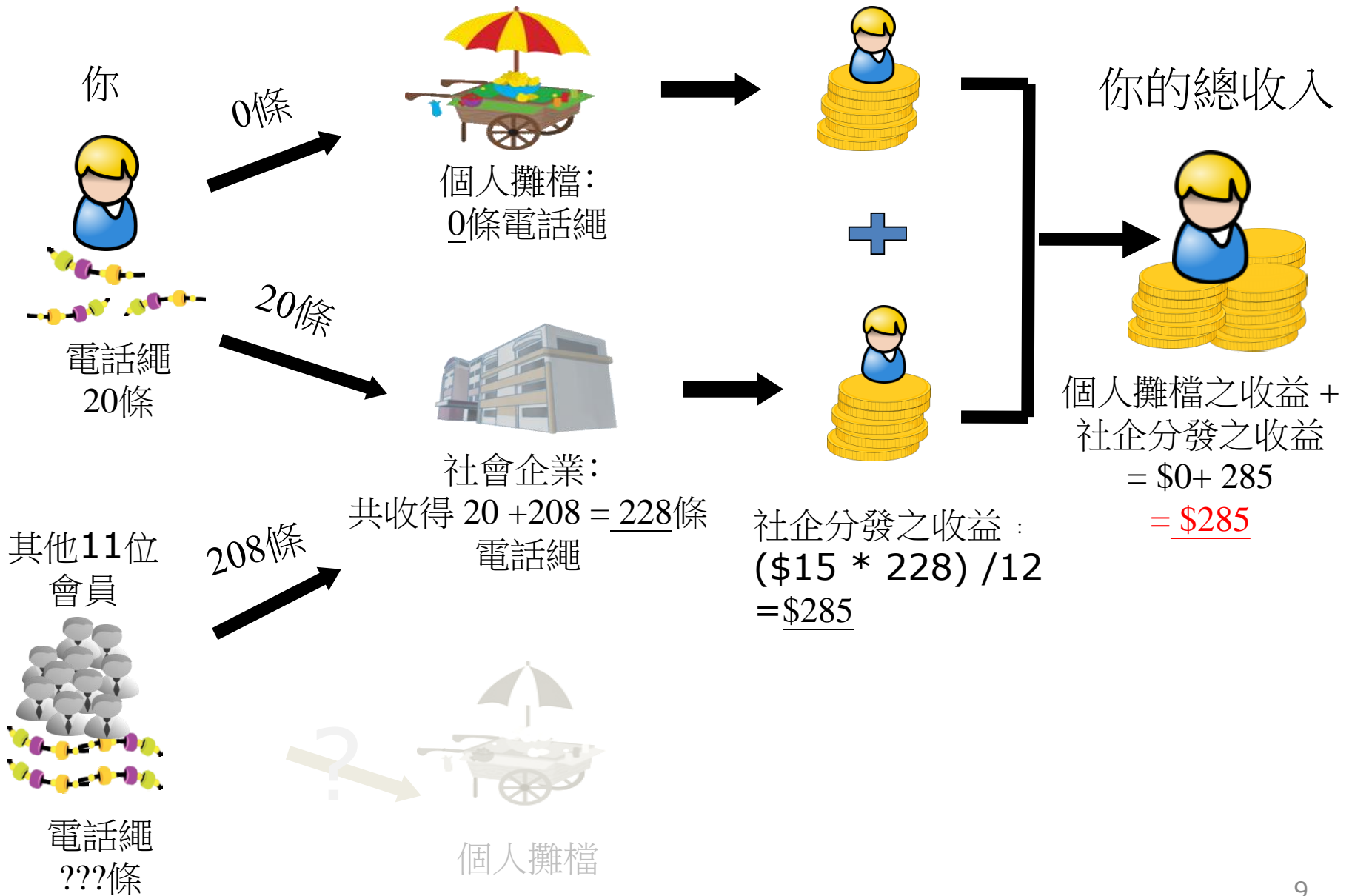
- 你的總收入 = 個人攤檔之收益 + 社會企業分發之收益
- 把愈多的電話繩放在個人攤檔，可分配到社企的電話繩便愈少。
- 你要決定把多少條電話繩放在個人攤檔及社會企業。
- 各會員之間並不存在任何競爭。
- 個人檔攤和社會企業之間不存在任何競爭。
- 社企收到電話繩愈多，各會員從社企收到的利潤亦愈多



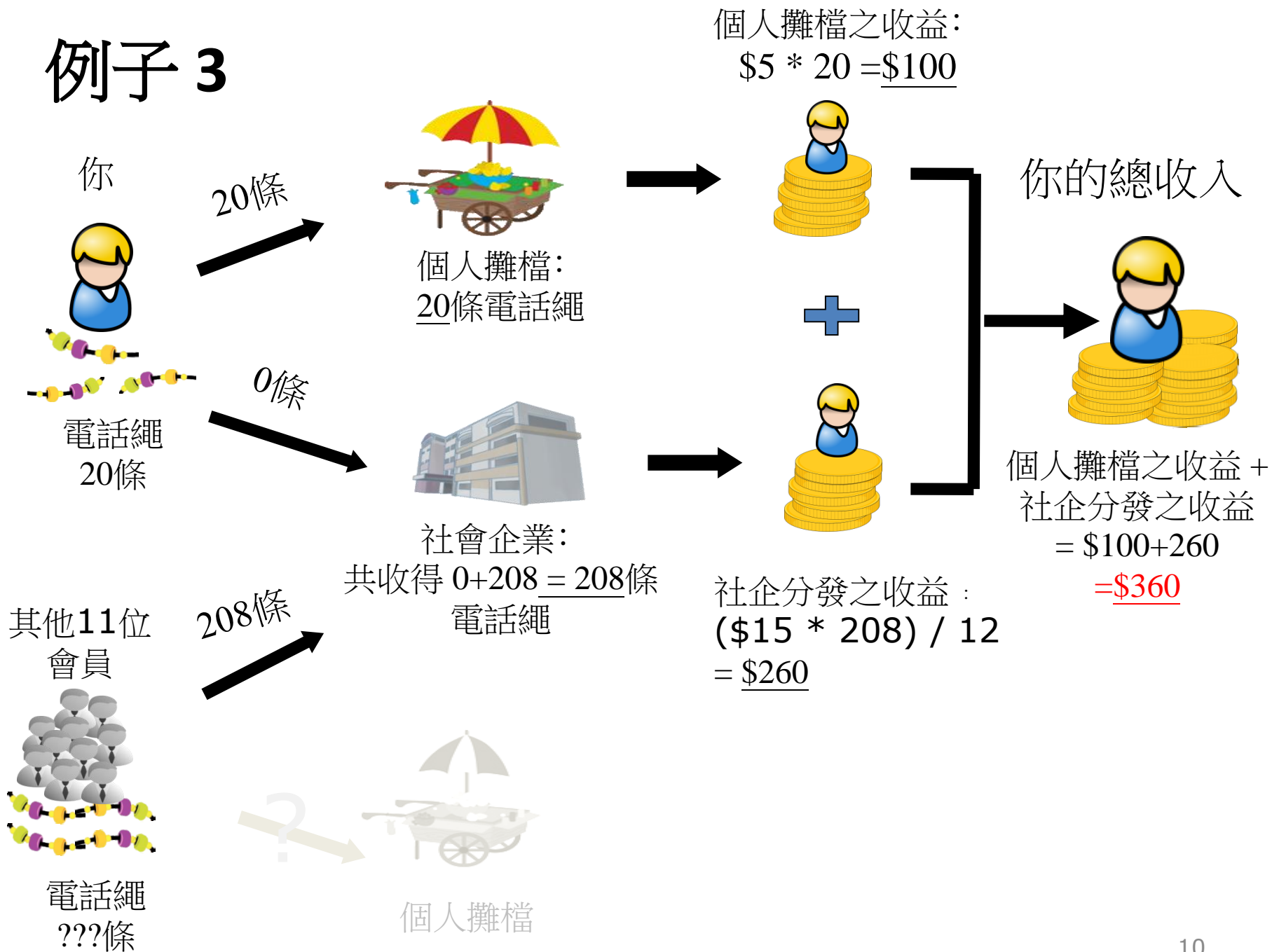
例子 1



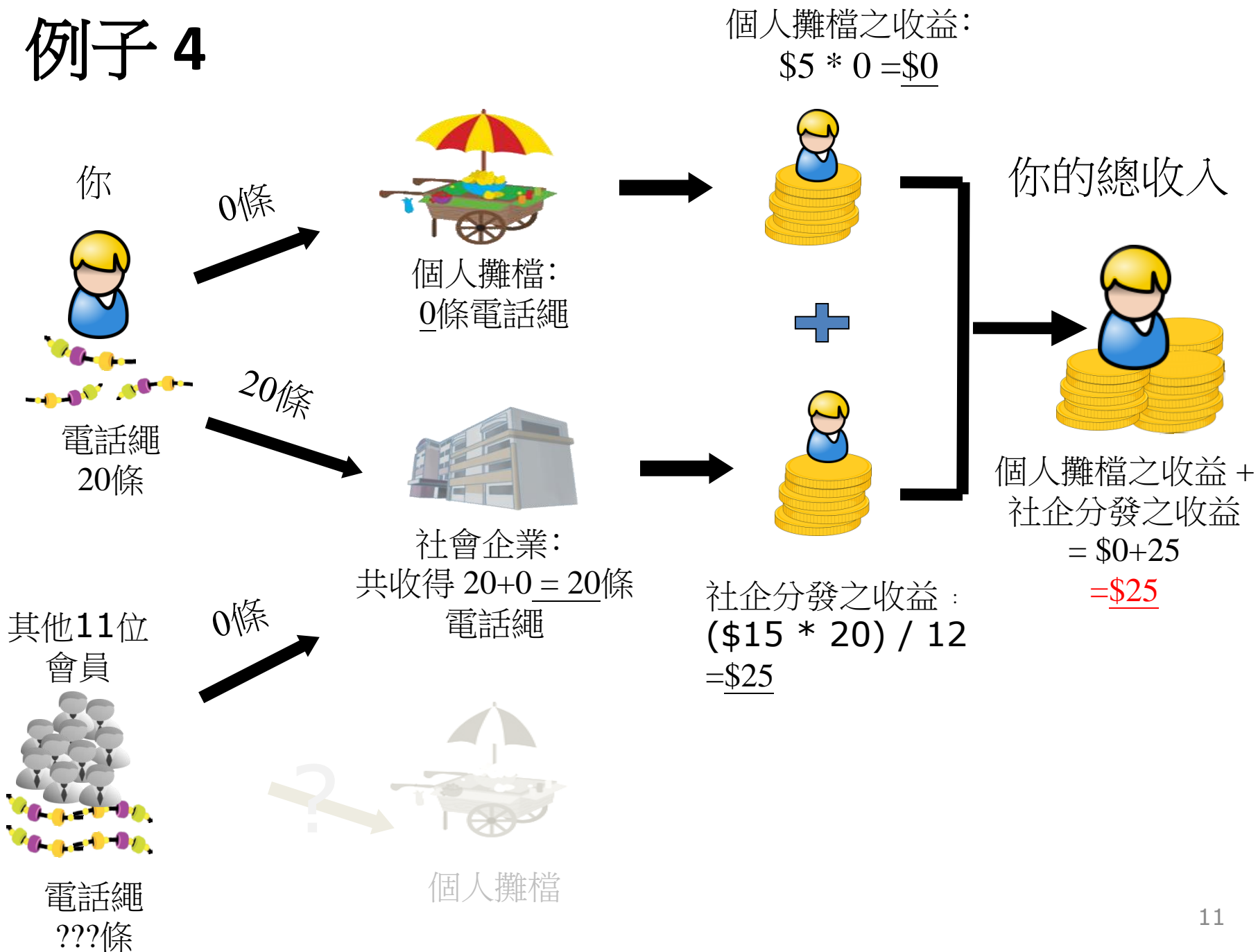
例子 2



例子 3



例子 4



製作電話繩規則

- 社企一半會員 :: 大珠子及6分鐘
 另一半會員 :: 小珠子及3分鐘



- 少時間的人會在餘下的3分鐘完成一些翻譯練習
- 完成的電話繩，放到透明盒子裡
- 目標: (1) **製作最多的電話繩**
 (2) 分配電話繩到個人攤檔及社會企業以**獲得最高的利潤**

Translated Instructions in English

Overview of Experimental Procedure

- Sign the informed consent
- Instructions of the experiment
- Practice trials
- Conduct the experiment
- Fill in the questionnaires
- Lucky draw and payment

Running a small business in phone straps

- Retail channels:

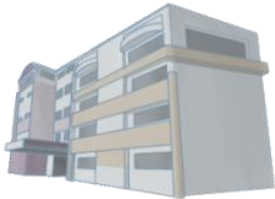
1. Individual stalls



- Sold at flea market stalls
- All the income belongs to yourself

OR

2. Social enterprise



- Sold by a social enterprise in a community center
- The social enterprise is formed by 12 members (including yourself)
- The social enterprise collects the phone straps made by its members, and resells them publicly under the name of the enterprise
- The social enterprise distributes the total income among all the members

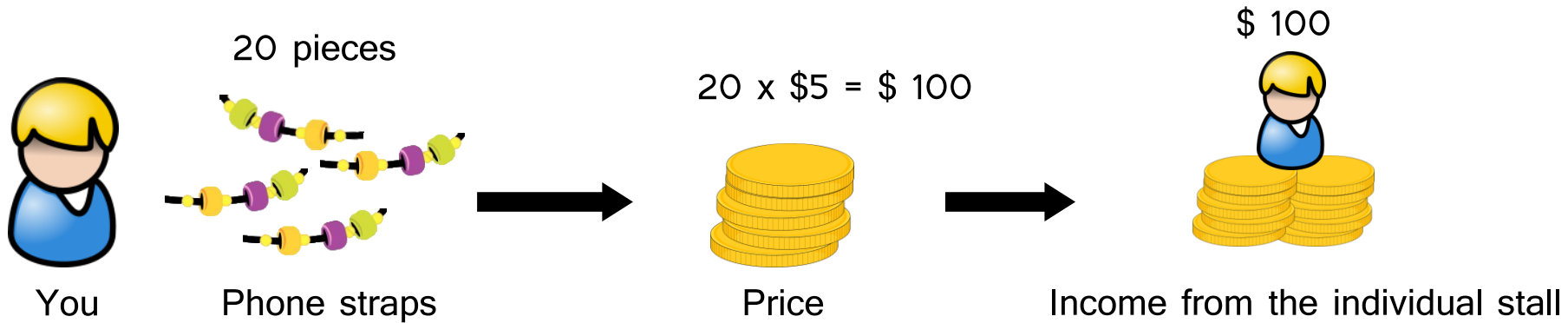
- The income received from the individual stalls and that from the social enterprise are **DIFFERENT**

Income from the **individual stalls**

Selling price :
\$5 per piece

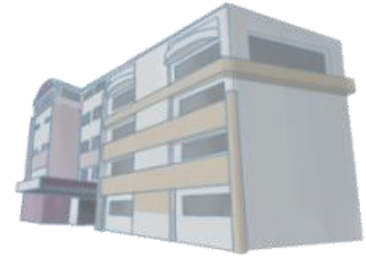


Income :
 $\$5 \times (\text{number of phone straps that you sell at the stall})$



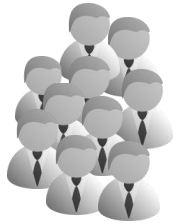
Income from the **social enterprise**

Selling price :
\$15 per piece

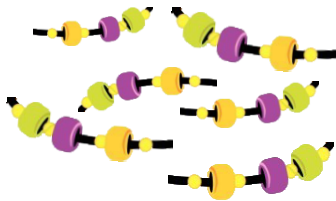


Income :
$$\frac{(\text{total number of phone straps given by the members}) \times \$15}{12 \text{ members}}$$

The other 11 members

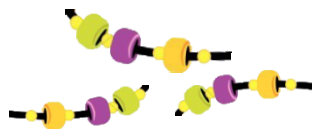


Phone straps:
130 pieces



You

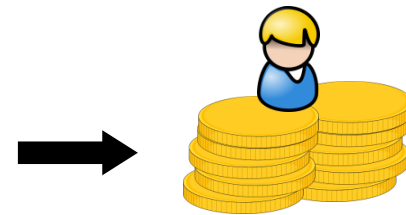
Phone straps: 20 pieces



The social enterprise
receives $130 + 20 = 150$
pieces of phone straps

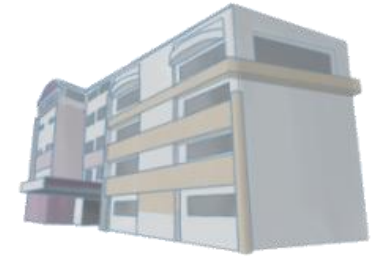


$(150 \times \$15) \div 12 \approx \188



Income from the social enterprise

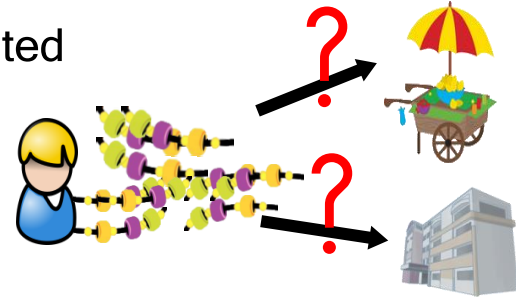
Social enterprise



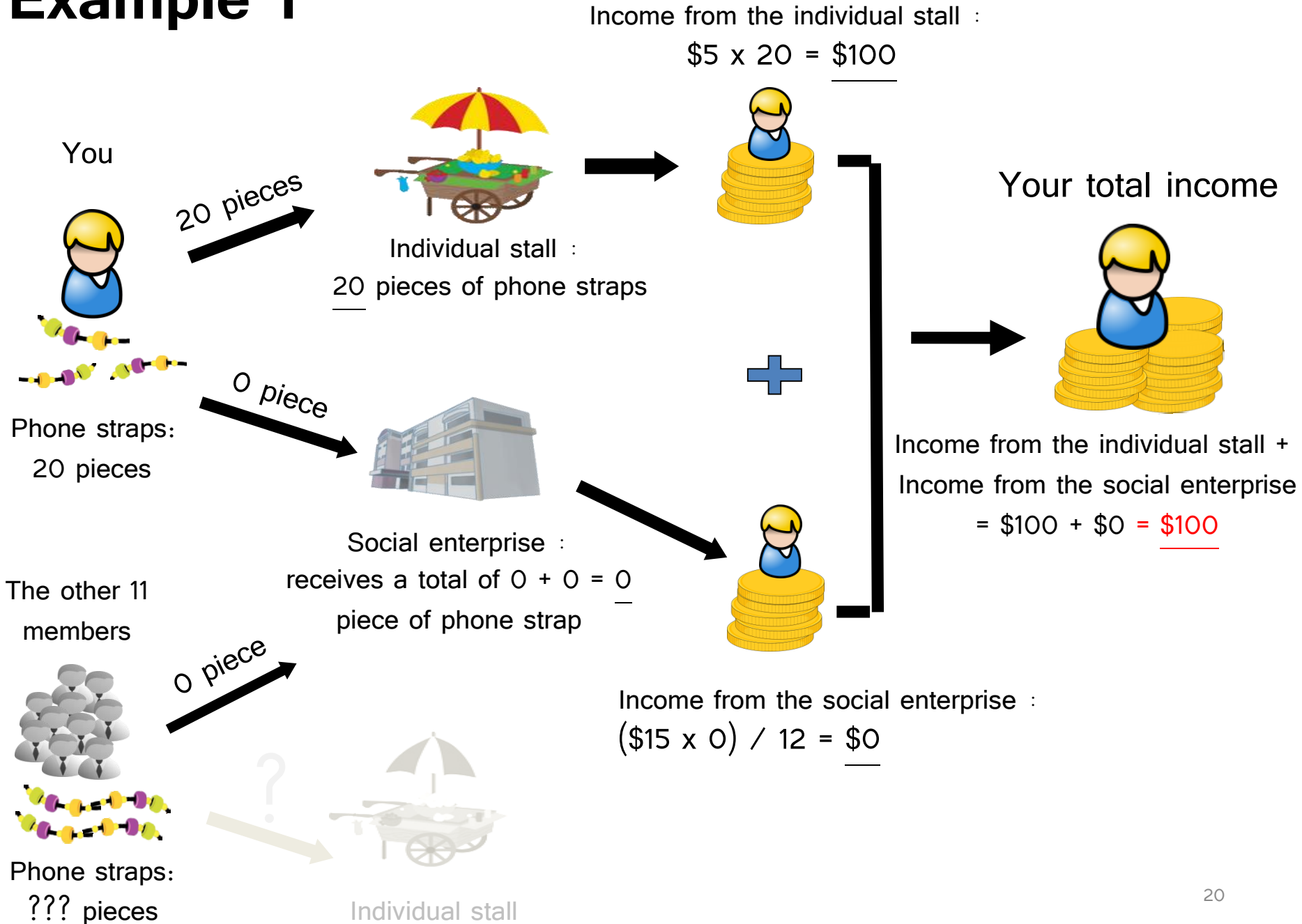
- A. Since the social enterprise is more well-known than the individual stalls, its income generated from selling phone straps will be higher than that of its counterpart.
- B. Regardless of the number of phone straps given to the social enterprise, every member will always receive the same amount of profit as distributed by the enterprise, even if he or she has not given any phone straps to the enterprise at all.
- C. As compared to the other 11 members, you may have given more (or less) phone straps to the social enterprise, yet everyone will always share the same amount of profit from the enterprise.

Goal: Obtain the highest profit

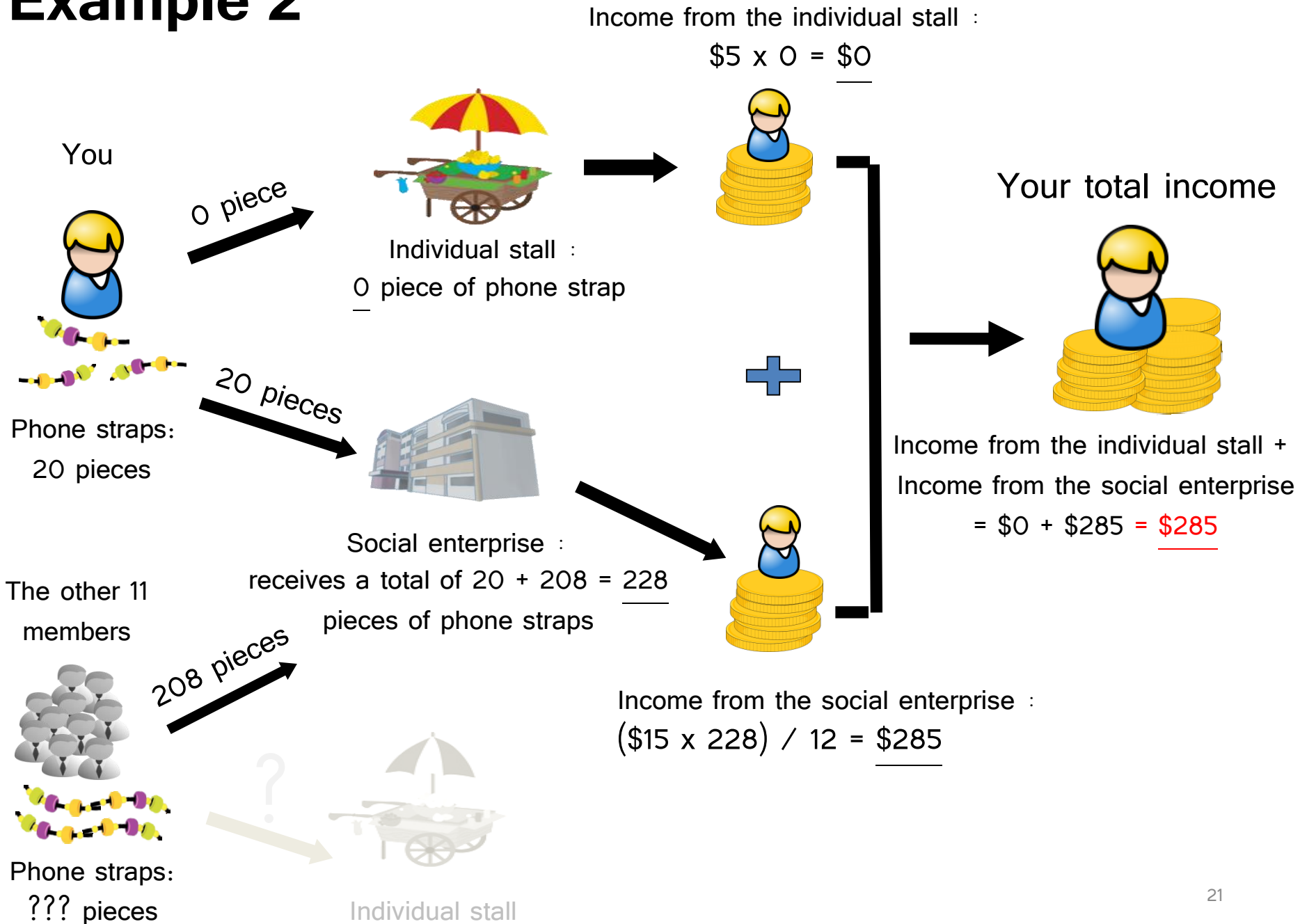
- **Your total income =**
Income from the individual stall + Income from the social enterprise
- The more phone straps you sell at the individual stall, the less you can allocate to the social enterprise
- You need to decide on how many phone straps to be allocated to the individual stall and the social enterprise, respectively
- There does not exist any competition among the members
- There does not exist any competition between the individual stalls and the social enterprise
- The more phone straps that the social enterprise receives, the more profit that the members receive from the enterprise



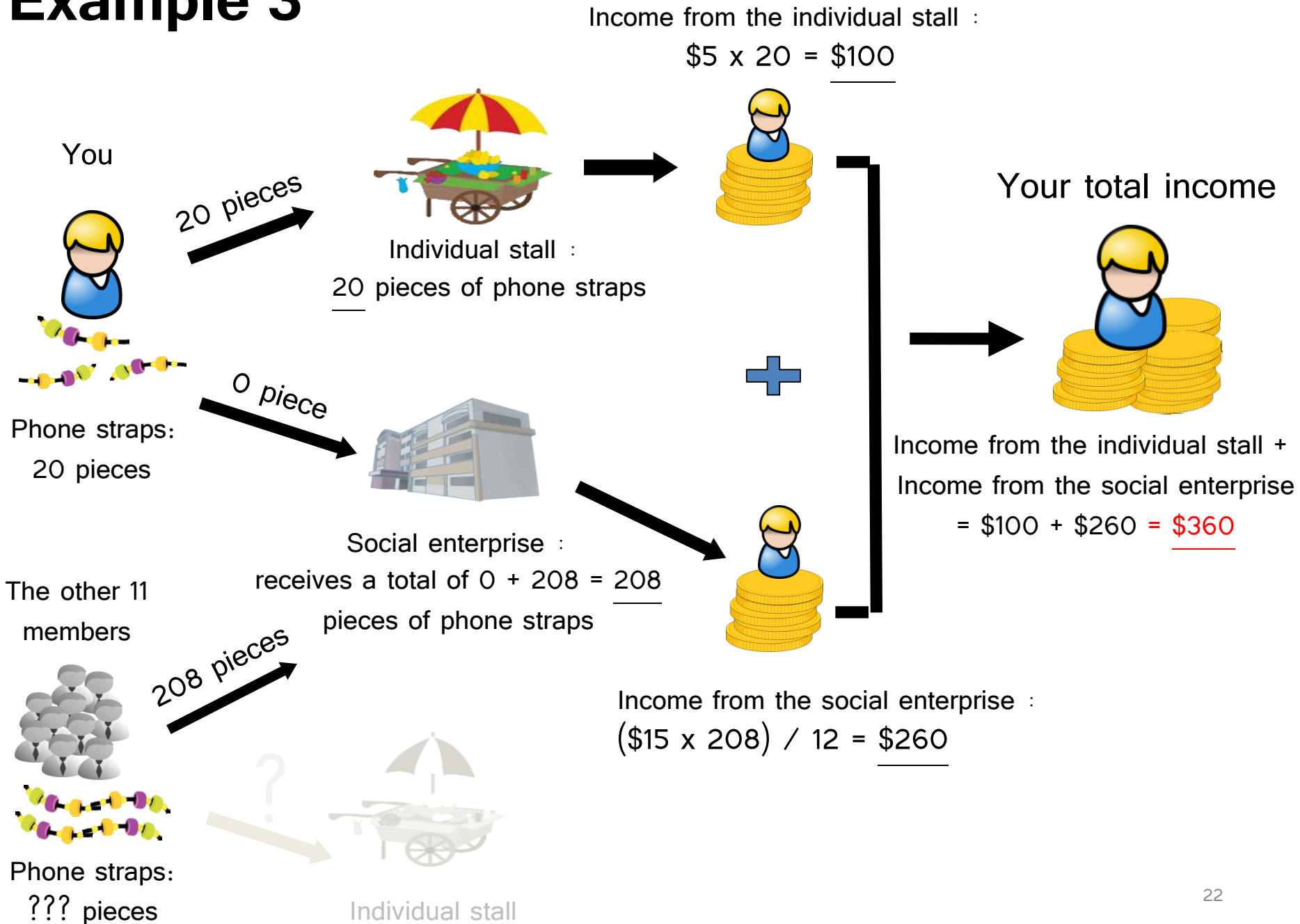
Example 1



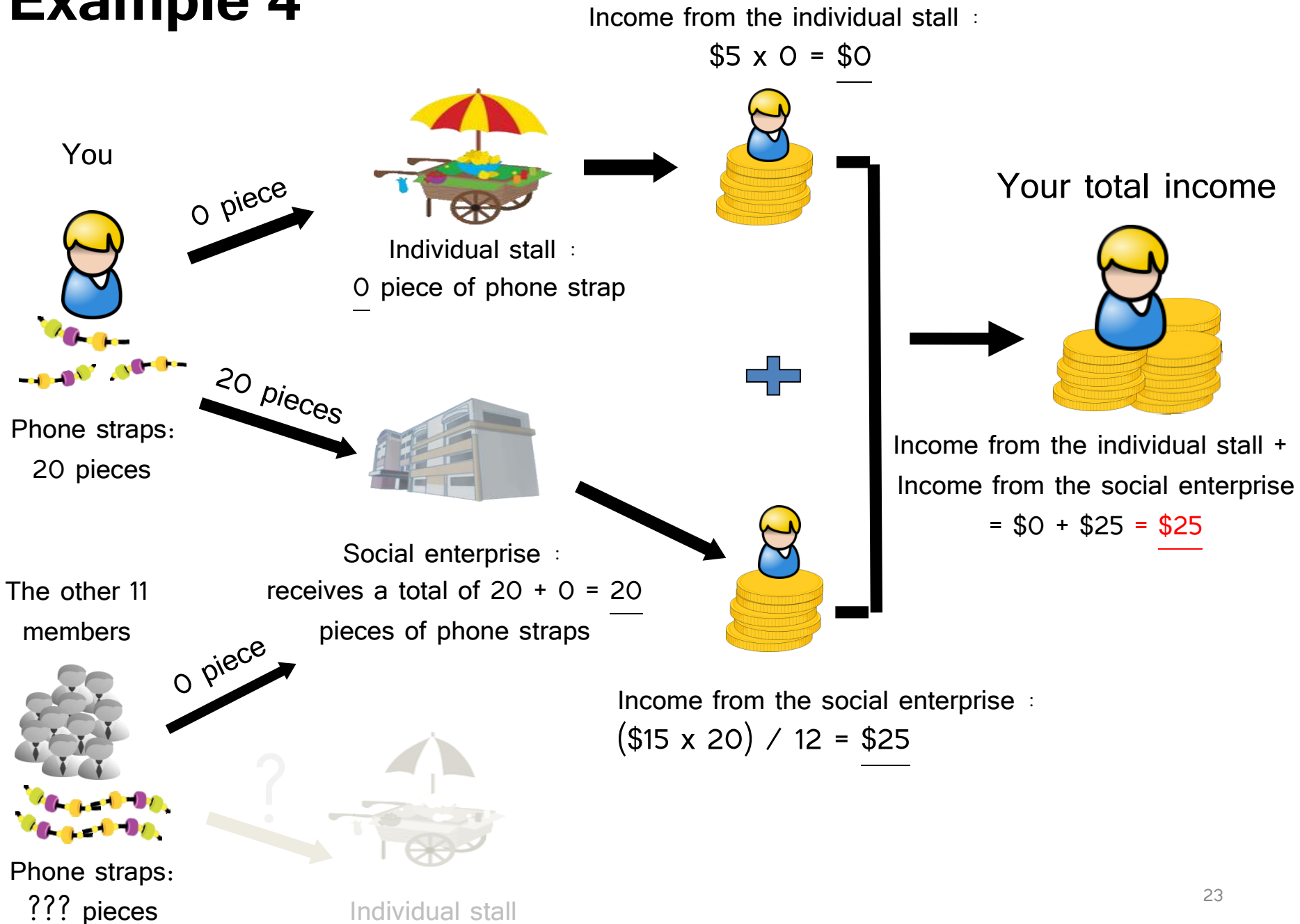
Example 2



Example 3



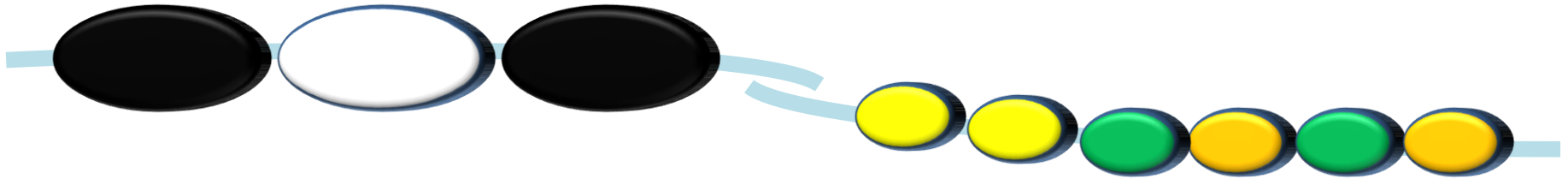
Example 4



Rules of manufacturing the phone straps

- Half of the members: Large beads and 6 minutes

The other half of the members: Small beads and 3 minutes



- The members with less time will need to complete some translation exercises in the remaining 3 minutes
- Put the finished product into the transparent box
- Goals: (1) **Manufacture the highest number of phone straps**
(2) Allocate the phone straps to the individual stall and the social enterprise **to obtain the highest profit**