

Table of Contents

	Page
Acknowledgements	iii
Thai Abstract	iv
English Abstract	v
Table of Contents	vi
List of Figures	vii
List of Models	viii
Chapter I General Introduction	
1.1 General introduction of the ultimatum game	1
1.2 Definition	8
Chapter II Related study and model	
2.1 Mudita and Benevolence	12
2.2 Reciprocity	16
2.3 Other Related Fields	18
2.4 Models	22
Chapter III Experiment	
3.1 The experimental study	25
3.2 Setting of the “real Ultimatum Game”	30
Chapter IV Results	
4.1 Findings about Acceptance	34
4.2 Regression	40
Chapter V Summary	47
References	50
Curriculum Vitae	55

List of Figures

Figures	Page
1-1 The Ultimatum Game Extensive 1	3
1-2 The Ultimatum Game Extensive 2	5
1-3 Choice Situation	7
1-4 Theory of Reciprocity Result From Armin Falk and Urs Fischbacher	10
3-1 The Figure in Survey Study	31
4-1 Fair or Unfair choices	35
4-2 WTA vs. Theoretical expectation	37
4-3 Acceptance Rate vs. Fairness vs. WTA vs. Theoretical expectation	37
4-4 Correlation of important factors	39
E-view Outcomes	42-43
Limdep Probit Analyze	45

List of Models

Models	Page
2.1 Mudita Utility	13
2.2 Utility Functions for the Responder in the Ultimatum Game	16
2.3 Utility Functions for Two Persons in the Ultimatum Game	16
2.4 General Class Model in the Ultimatum Game	22
2.5 Rohde Model	23
2.6 Combined Model of Nash Equilibrium	24
2.7 Model of rational expectation	24