

An Experimental Test of a Collective Search Model*

Yoichi Hizen
Hokkaido University

Keisuke Kawata
Osaka University

Masaru Sasaki
Osaka University

April 6th 2010

Abstracts: This paper's objectives are to design a laboratory experiment of an infinite sequential collective search model and to test some implications obtained in Albrecht, Anderson and Vroman (2009). We find that the average duration is longer in collective search with the unanimity rule than single-agent search, and that the average duration is shorter in collective search in which only one vote is allowed to stop searching than in single-agent search. These results support the implications of the AAV model. However, we fail to support the prediction of the majority rule. The determinant of the probability of voting to stop searching is estimated. Our finding is that subjects are more likely to vote to stop searching in collective search than in single-agent search. This confirms the threshold effect in the sense that agents are less picky in collective search.