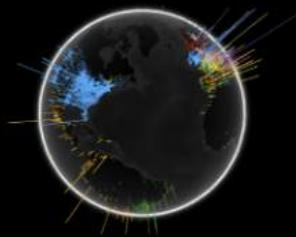


47





Introduction



Web search



Game Theory



Auctions



Data flows



Privacy



Text Ads



Display Ads



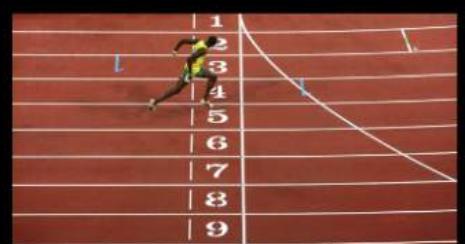
Recommender systems



Behavioral targeting



Emerging areas



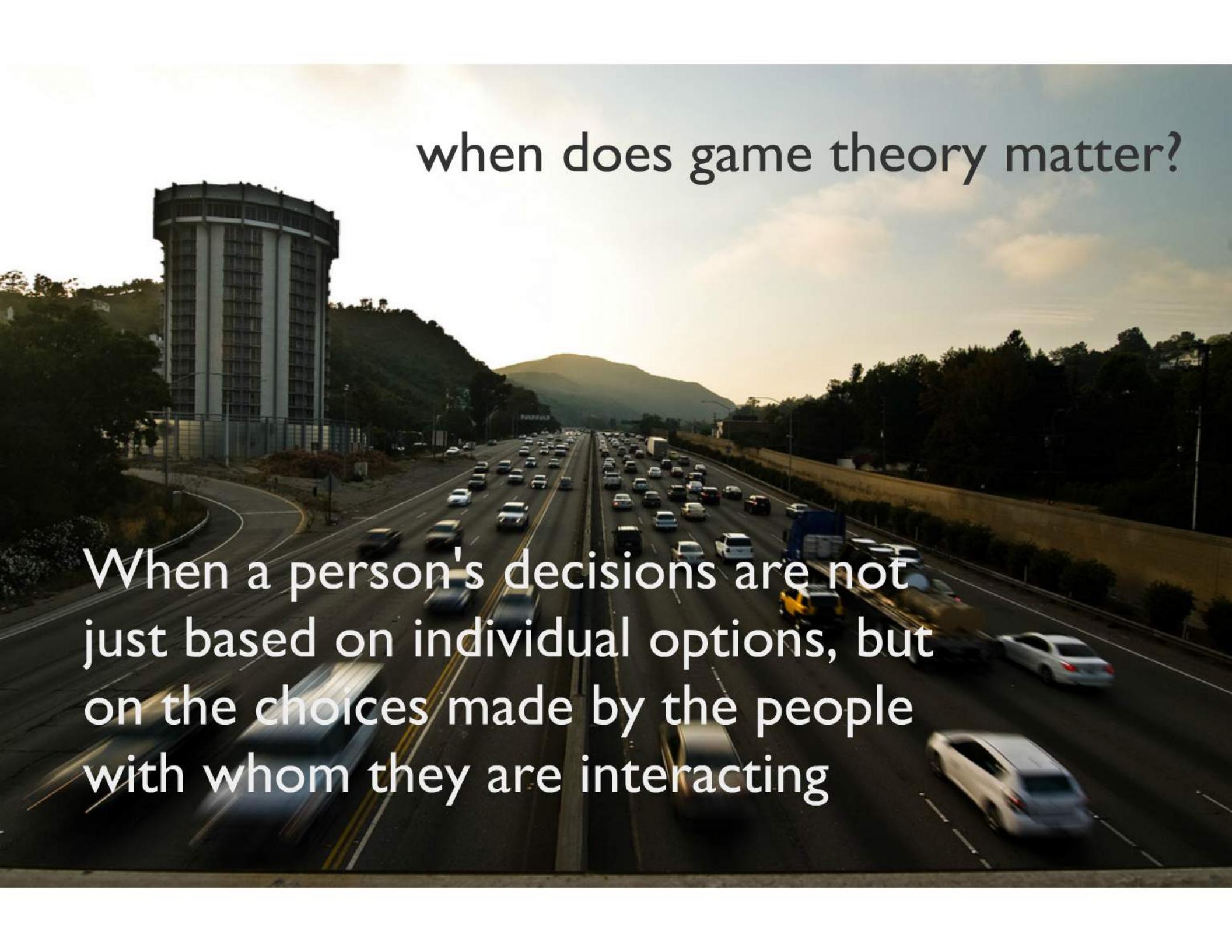
Final Presentations

# Game Theory

hari sundaram

hs1@illinois.edu

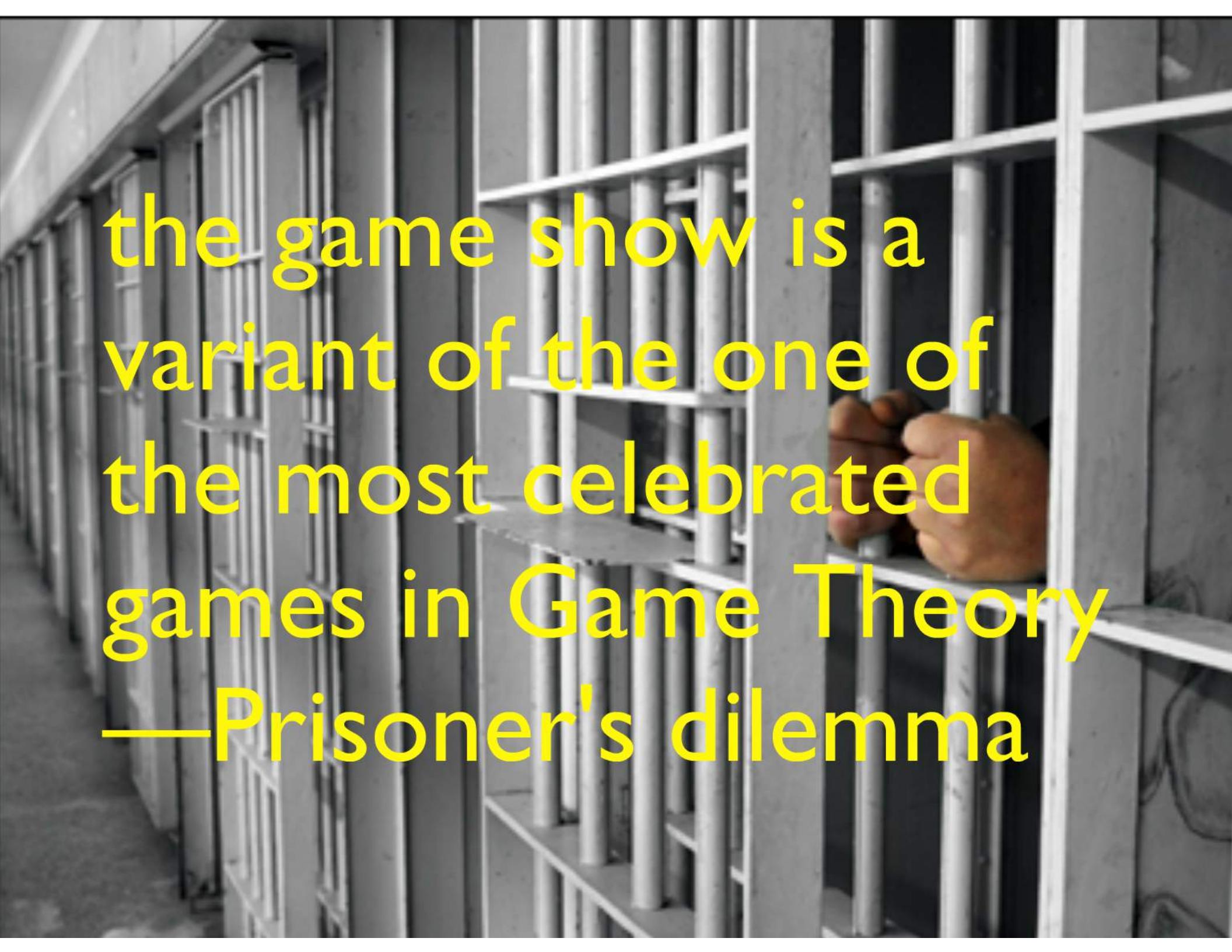
# when does game theory matter?

A photograph of a multi-lane highway during sunset or sunrise. The sky is a warm orange and yellow. On the left side of the highway, there is a tall, modern concrete building with a circular top, possibly a water tower or a part of a bridge. The highway curves to the right, with several cars and trucks visible on the road. In the background, there are hills and mountains under the setting sun.

When a person's decisions are not just based on individual options, but on the choices made by the people with whom they are interacting



YouTube



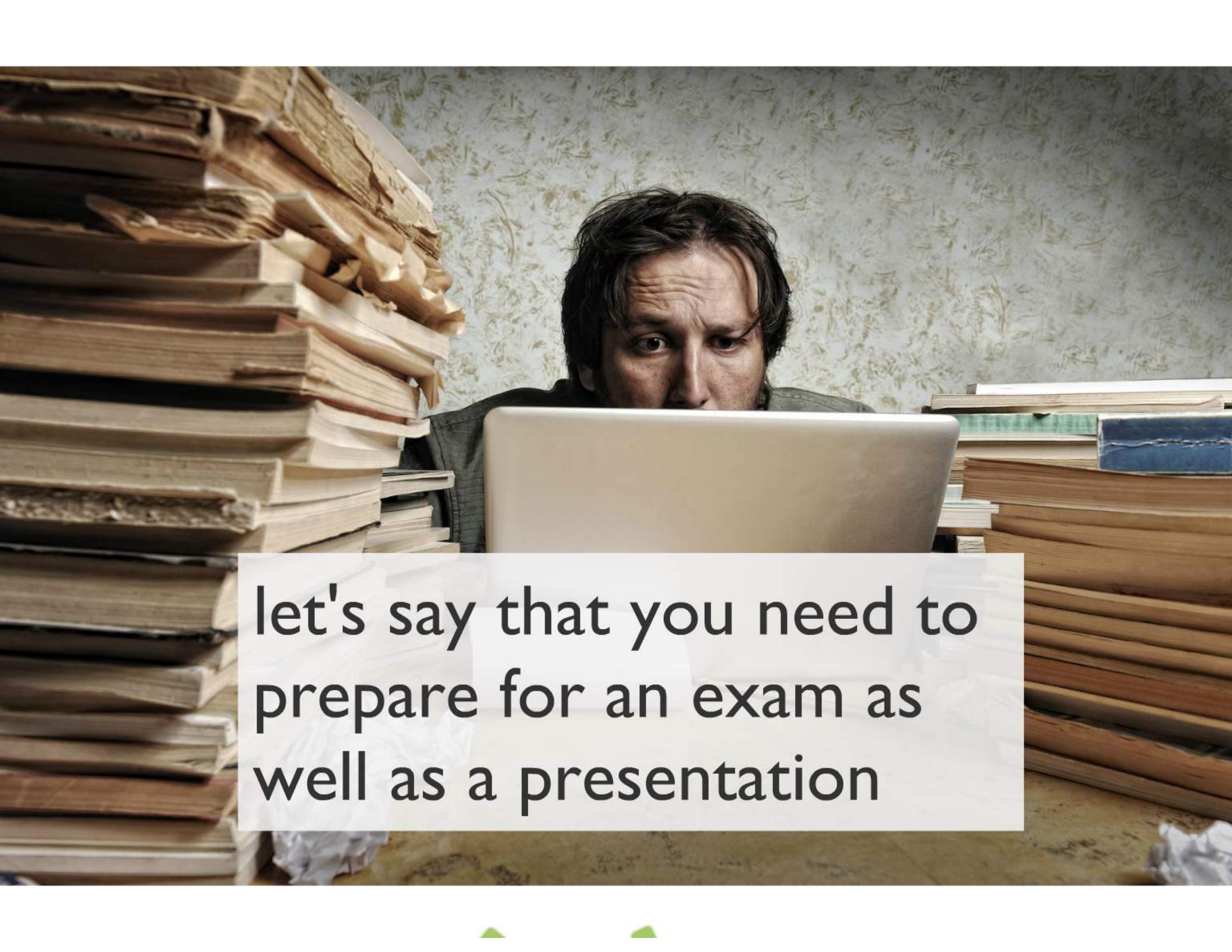
the game show is a  
variant of the one of  
the most celebrated  
games in Game Theory  
—Prisoner's dilemma

# penalty kicks



# auctions



A photograph of a man with dark hair and a weary expression, sitting at a desk. He is positioned in front of a laptop and is surrounded by two large stacks of books. The background features a wall with a subtle, textured pattern.

let's say that you need to  
prepare for an exam as  
well as a presentation

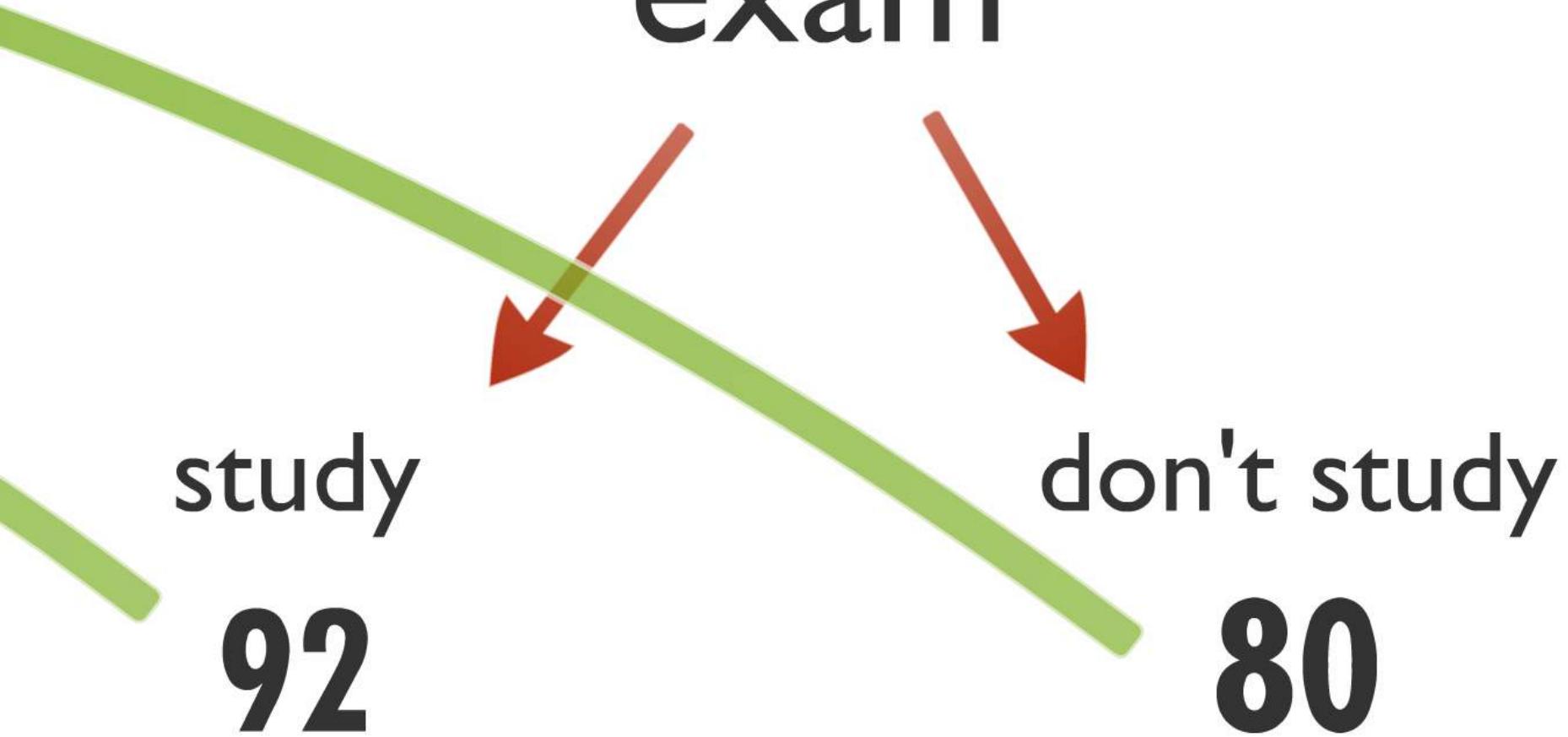
1

you don't have  
the time to  
prepare for both!

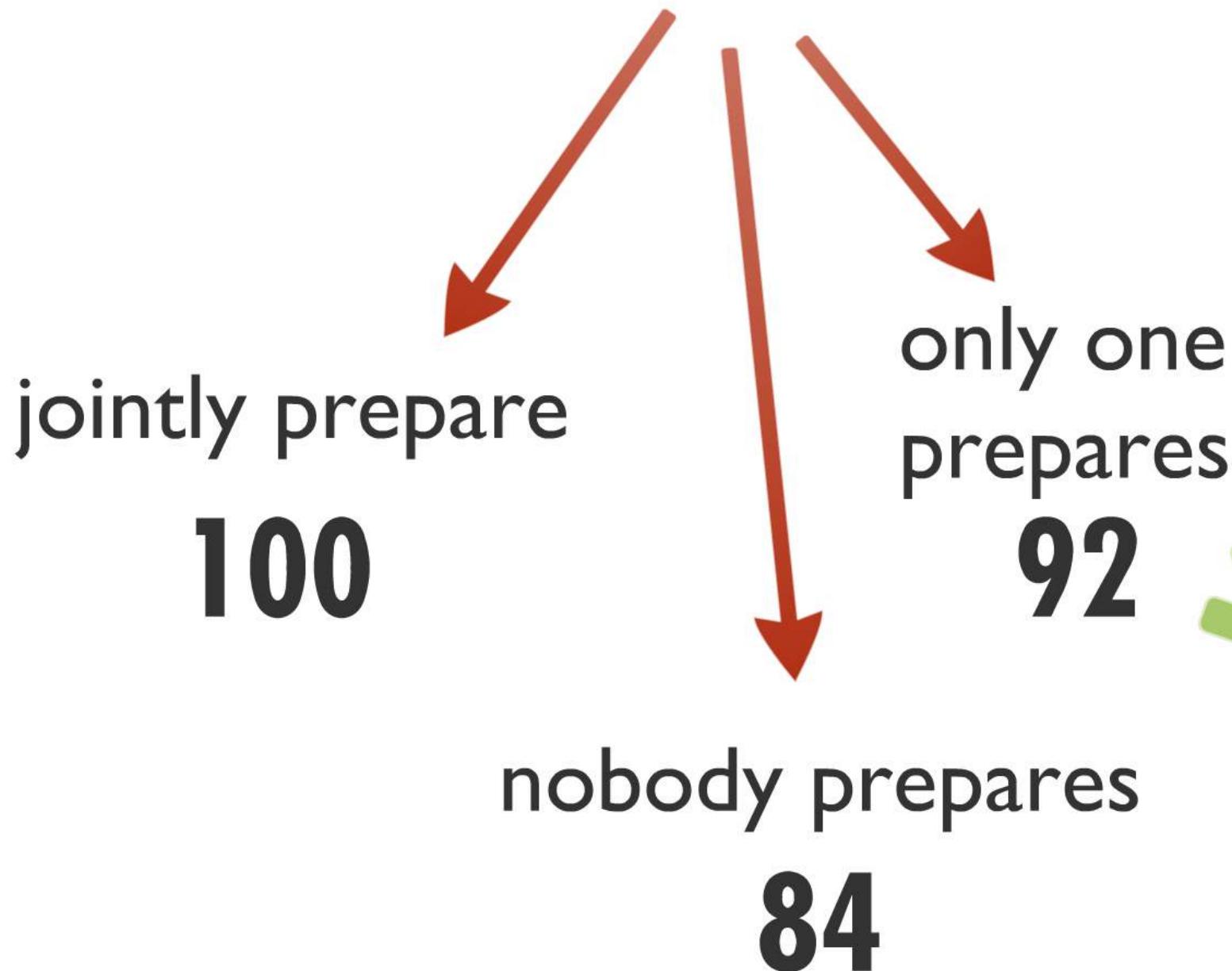
2

you have an  
accurate idea of  
the estimated  
grade under  
different situations

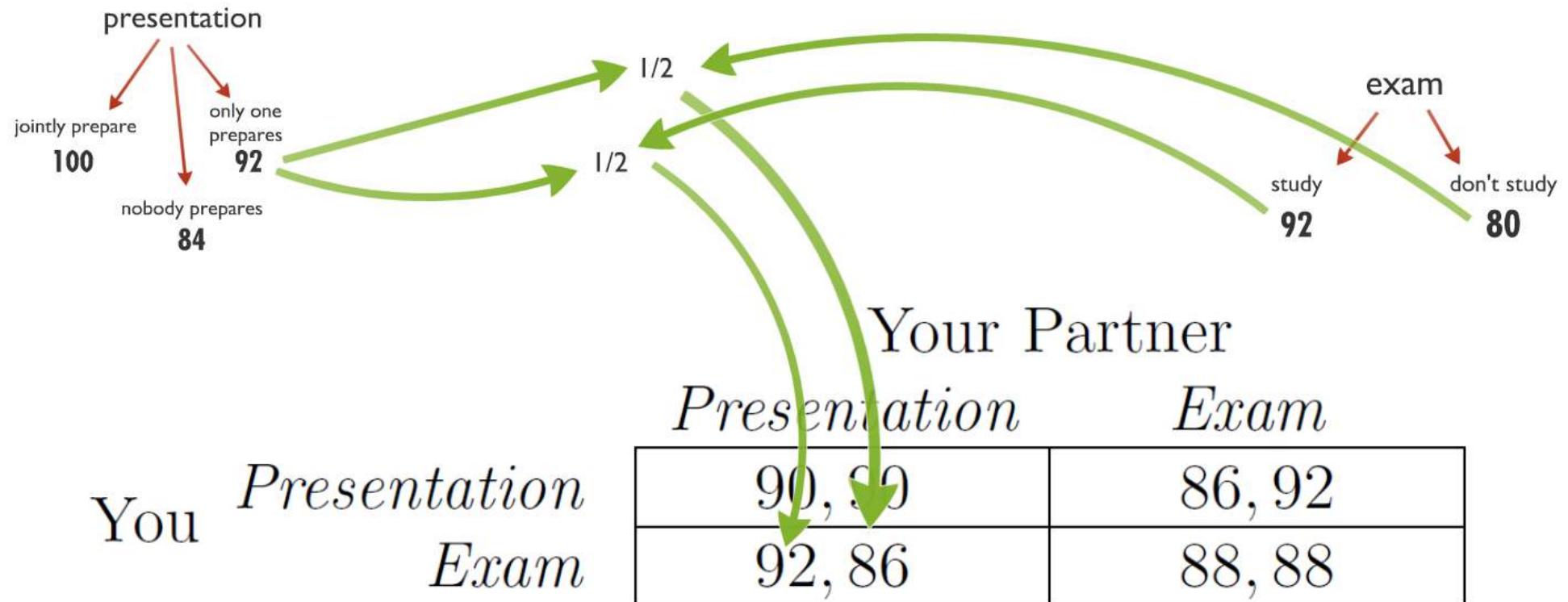
**exam**



# presentation



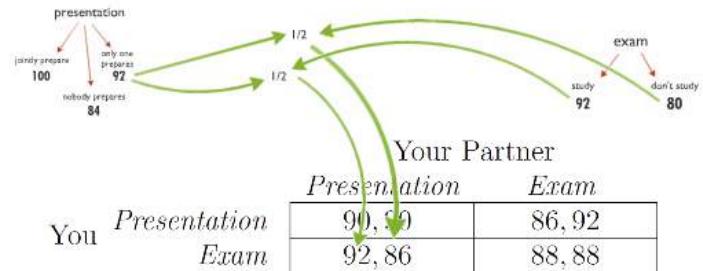
# Payoff matrix



completely defines the outcome!

# what should you do?

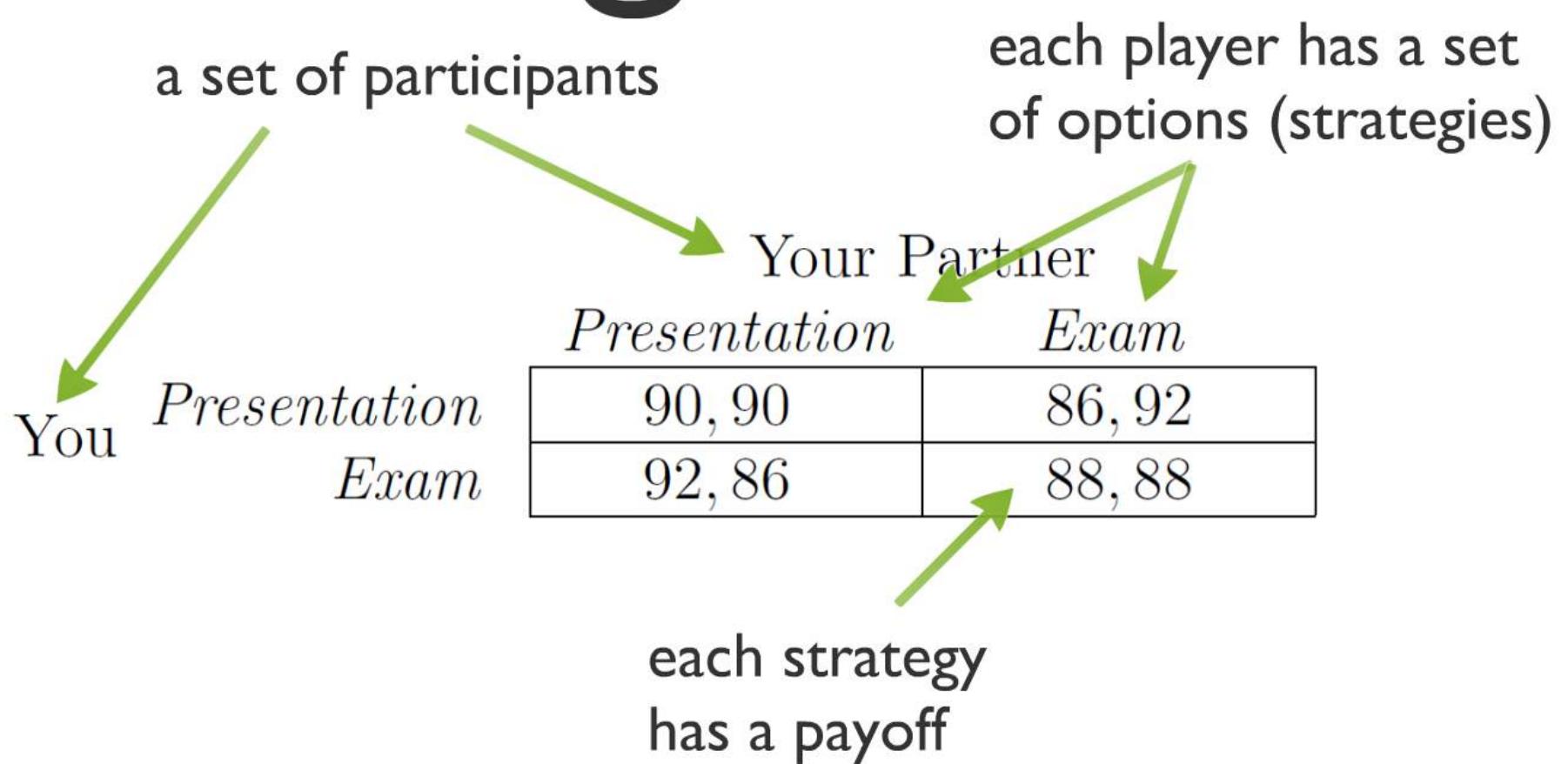
## Payoff matrix



completely defines the outcome!



# basic ingredients



# some key assumptions

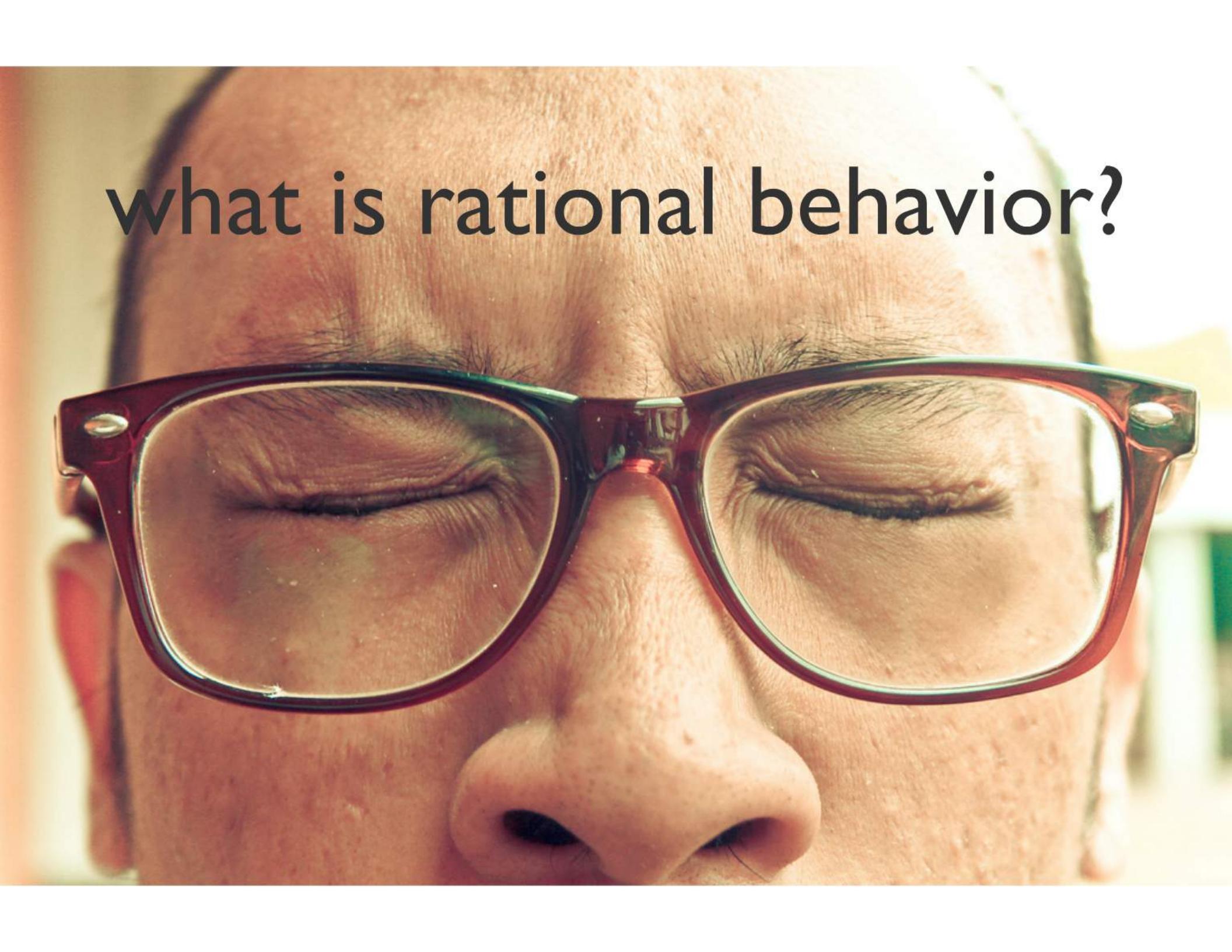
Everything that a player cares about is summarized in the player's payoffs.

		Your Partner	
		<i>Presentation</i>	<i>Exam</i>
You	<i>Presentation</i>	90, 90	86, 92
	<i>Exam</i>	92, 86	88, 88

2 Each player knows everything about the structure of the game

3 Each person is rational

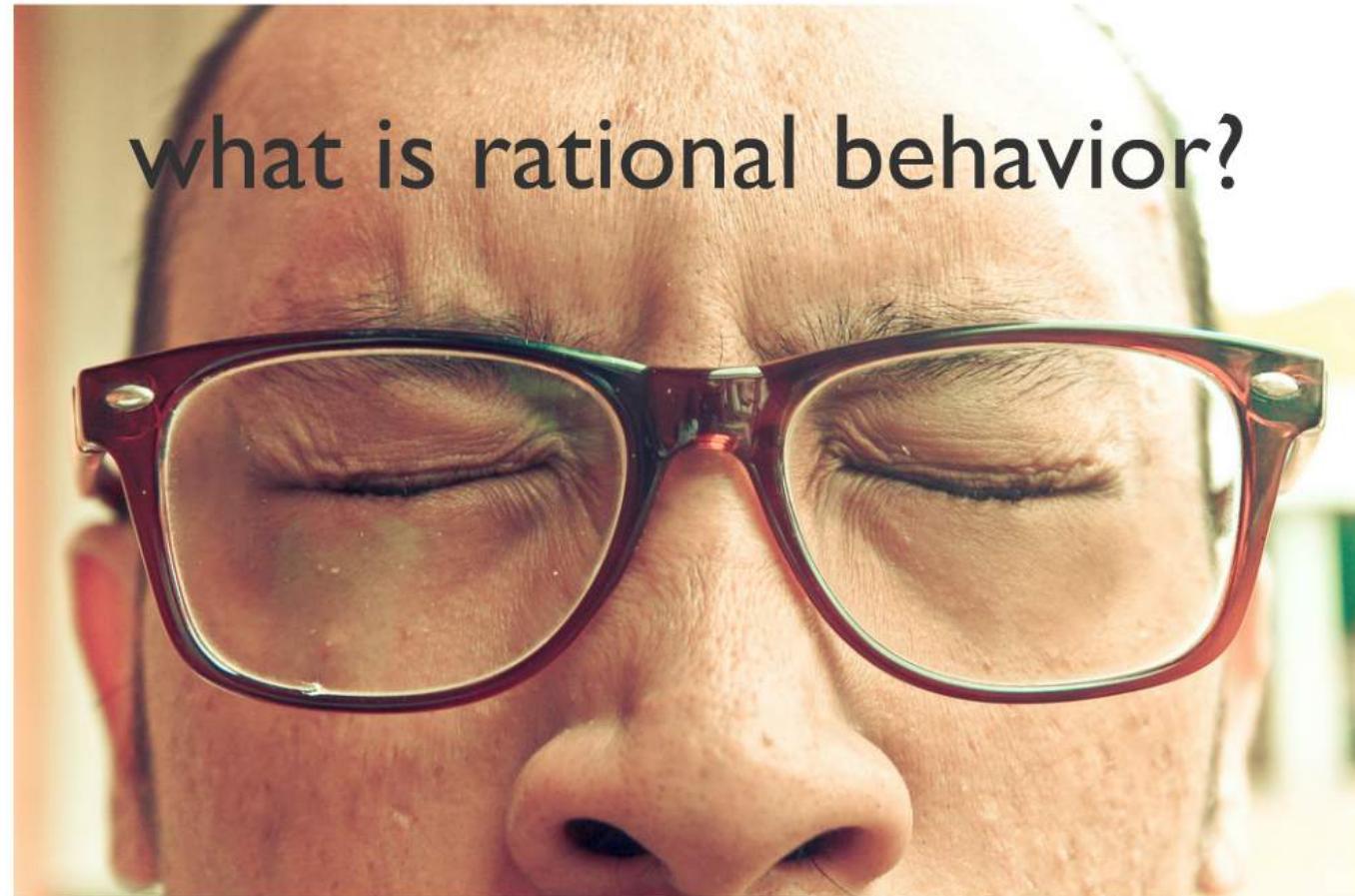
these are the reasons why the conversations in the game of golden balls are irrelevant

A close-up photograph of a man's face. He is wearing dark-rimmed glasses and has his eyes closed, suggesting deep thought or rational contemplation. His skin is textured and shows signs of aging. The background is blurred.

# what is rational behavior?

**1** each player wants  
to maximize her  
own payoff

**2** each player  
actually succeeds  
in selecting the  
optimal strategy



# what should you do?

You      Your Partner  
*Presentation*      *Exam*  
*Presentation*      90, 90      86, 92  
*Exam*      92, 86      88, 88

Payoff matrix





what  
should  
you do?

Payoff matrix

		Your Partner	
		<i>Presentation</i>	<i>Exam</i>
You	<i>Presentation</i>	90, 90	86, 92
	<i>Exam</i>	92, 86	88, 88

dominant  
strategies



There is an optimal  
strategy, but neither  
player can select it!

limits of  
rational play

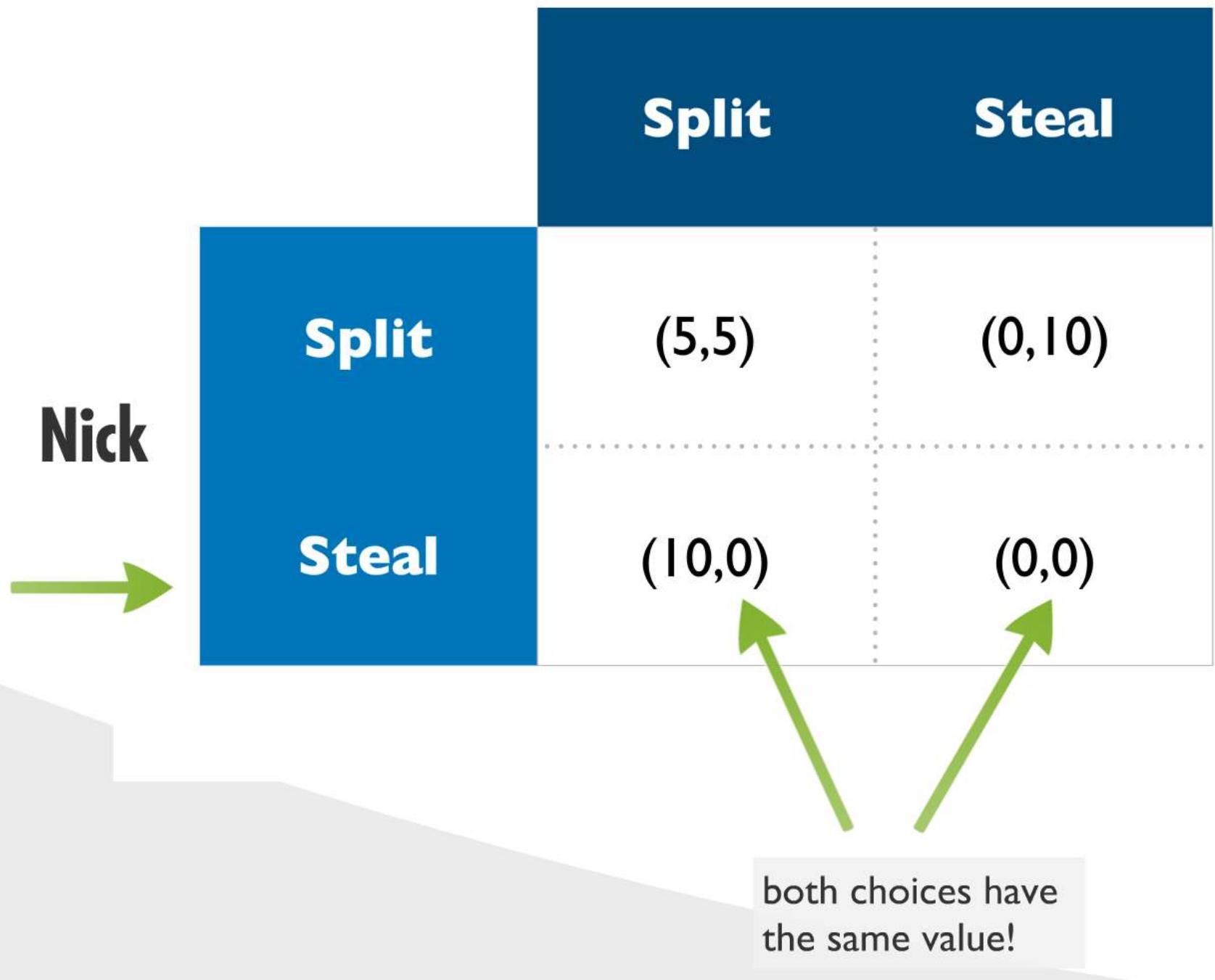




	Suspect 2	
	$NC$	$C$
Suspect 1	$NC$	$-1, -1$
	$C$	$-10, 0$
		$0, -10$
		$-4, -4$

## A prisoner's dilemma

# Ibrahim



Ibrahim

		Split	Steal
		Split	(5,5)
Nick	Split	(5,5)	(0,10)
	Steal	(10,0)	(0,0)

both choices have the same value!



		Suspect 2	
		NC	C
Suspect 1	NC	-1, -1	-10, 0
	C	0, -10	-4, -4

contrast with prisoner's dilemma



# nash equilibrium

two  
concepts

Assume that player 1 uses strategy **S** and player 2 uses strategy **T**

let's examine the case of one player with strictly dominant strategy

		Player 2	
		T	B
Player 1	S	1, 1	0, 2
	B	0, 0	1, 2

Firm 1 has a strictly dominant strategy, but Firm 2 doesn't



do both players always have a dominant strategy?

## common knowledge assumptions

The firms know the structure of the game, they know that each other choose the best strategy given their own strategy choice, and they both of them know this.

New entries ruled

## anti-coordination

		Animal 2	
		D	H
Animal 1	D	3, 3	1, 5
	H	5, 1	0, 0

		Player 2	
		T	B
Player 1	S	1, 1	0, 2
	B	0, 0	1, 2

A reminder: all games analyzed thus far are simultaneous move, single shot games

We say that a pair of strategies (S,T) is a Nash equilibrium if S is a best response to T and T is a best response to S.



let's look at some variants

		Player 2	
		T	B
Player 1	S	1, 0	0, 2
	B	0, 1	1, 1



what is the Nash equilibrium here?

coordination games

		Player 2	
		T	B
Player 1	S	1, 1	0, 2
	B	0, 1	1, 1

A reminder: all games analyzed thus far are simultaneous move, single shot games

We say that a pair of strategies (S,T) is a Nash equilibrium if S is a best response to T and T is a best response to S.



let's look at some variants

Assume that player  
1 uses strategy S  
and player 2 uses  
strategy T

two  
concepts

**strict**  
1 **best**  
**response**

$$P_1(S, T) > P_1(S', T)$$

**2 dominant  
strategies**

# 2 dominant strategies



$S$  is the best response for every  $T$



$S$  is the strict best response for every  $T$

do both players  
always have a  
dominant strategy?

		Your Partner	
		<i>Presentation</i>	<i>Exam</i>
You	<i>Presentation</i>	90, 90	86, 92
	<i>Exam</i>	92, 86	88, 88



let's examine the  
case of one player  
with strictly  
dominant strategy



# Market Segments Size

Low priced: 60%

High priced: 40%



# Same Segment Competition

Firm 1 dominates Firm 2, when they compete in the same segment

Firm 1: 80%

Firm 2: 20%

assume that profit per item is the same in both segments

## Market Segments Size

Low priced: 60%  
High priced: 40%



## Same Segment Competition

Firm 1 dominates Firm 2, when they compete in the same segment

Firm 1: 80%  
Firm 2: 20%

Firm 1    *Low-Priced*  
              *Upscale*

Firm 2

	<i>Low-Priced</i>	<i>Upscale</i>
<i>Low-Priced</i>	.48, .12	.60, .40
<i>Upscale</i>	.40, .60	.32, .08

Firm 1 has a strictly dominant strategy, but Firm 2 doesn't

# common knowledge assumptions

The Firms know the structure of the game, they know that each of them know the structure of the game, they know that each of them know that each of them know etc.

John C. Harsanyi. Game with incomplete information played by “Bayesian” players, I–III. Part I: The basic model. Management Science, 14(3):159–182, November 1967.

how realistic is this?



# A

Let's now consider the case when **two** agencies are competing to do business with one of **three** clients (**A,B** and **C**)



# B

Firm 2 is bigger than firm 1, and can attract business on its own. Firm 1 is too small to attract business on its own.

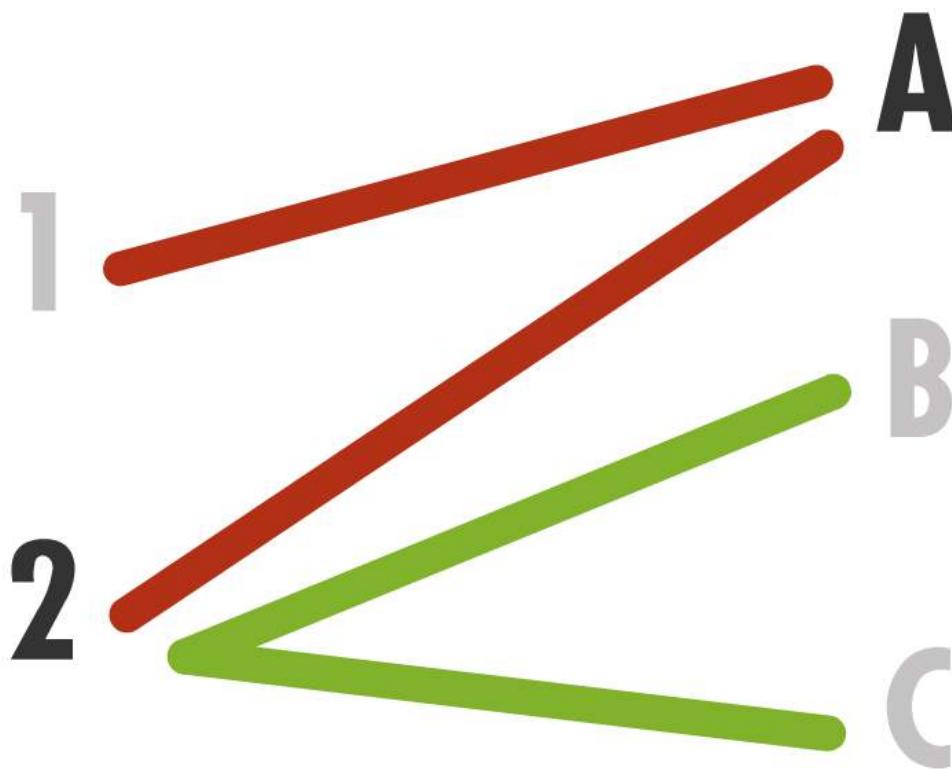
# C

**A** will not give its business to a single client.



# Firms

# Clients

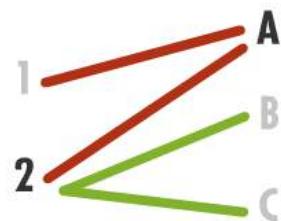


Let's now consider the case when **two** agencies are competing to do business with one of **three** clients (A,B and C)

Firm 2 is bigger than firm 1, and can attract business on its own. Firm 1 is too small to attract business on its own.

A will not give its business to a single client.

Firms      Clients



Let's now consider the case when **two** agencies are competing to do business with one of three clients (A,B and C)

Firm 2 is bigger than Firm 1, and can attract business on its own. Firm 1 is too small to attract business on its own.

A will not give its business to a single client.

Firm 2

*A*

*B*

*C*

Firm 1

*A*

*B*

*C*

		<i>A</i>	<i>B</i>	<i>C</i>
		4, 4	0, 2	0, 2
		0, 0	1, 1	0, 2
Firm 1	<i>A</i>	4, 4	0, 2	0, 2
Firm 1	<i>B</i>	0, 0	1, 1	0, 2
Firm 1	<i>C</i>	0, 0	0, 2	1, 1

A reminder: all  
games analyzed thus  
far are **simultaneous**  
move, **single shot**  
games

We say that a pair of strategies  $(S, T)$  is a Nash equilibrium if  $S$  is a best response to  $T$ , and  $T$  is a best response to  $S$ .

		Firm 2		
		A	B	C
Firm 1	A	4, 4	0, 2	0, 2
	B	0, 0	1, 1	0, 2
	C	0, 0	0, 2	1, 1

what is the Nash equilibrium here?



# coordination games

You      *PowerPoint*  
          *Keynote*

		Your Partner	
		<i>PowerPoint</i>	<i>Keynote</i>
Your Partner	<i>PowerPoint</i>	1, 1	0, 0
	<i>Keynote</i>	0, 0	1, 1

Games can have  
**multiple** Nash equilibria;  
it becomes hard to  
predict how rational  
players would behave

occurs in many scenarios: two manufacturers, attack maneuvers, waiting for someone at the mall etc..

Games can have  
**multiple** Nash equilibria;  
it becomes hard to predict how rational players would behave

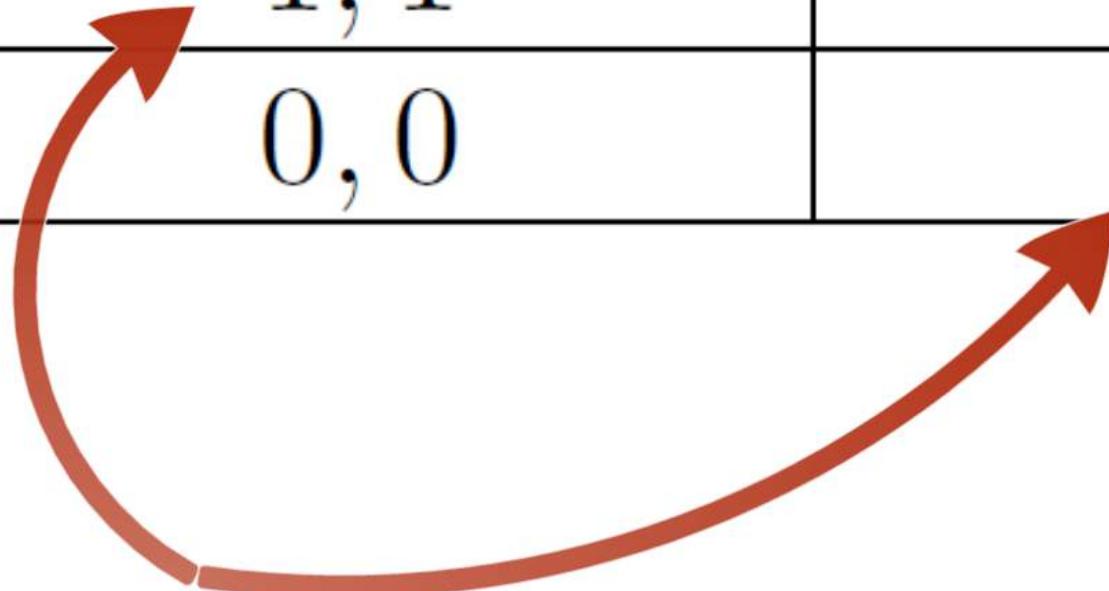
# unbalanced coordination

	Your Partner	
You	<i>PowerPoint</i>	<i>Keynote</i>
	1, 1	0, 0
	0, 0	2, 2
		

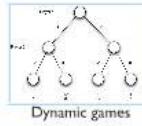
Your Partner

*PowerPoint*      *Keynote*

	1, 1	0, 0
	0, 0	2, 2



still Nash equilibria!



Dynamic games

Once you allow randomization,  
equilibria always exist.

$(\beta_1, S_2, \dots, S_n)$   
 $\beta_1 S_2 \dots S_n$

this changes the game!  
mixed strategies  
vs pure strategies



# mixed strategies



$\eta = 1/2$



## Pareto Optimality



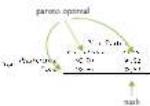
Player 2

	R	S
R	1, 1	0, 0
S	0, 0	2, 2



A choice of strategies—seen by each player—is **Pareto efficient** if there is one certain choice of strategies in which all players receive payoffs at least as high, and at least one player receives a strictly higher payoff.

A choice of strategies—in which no player can increase his payoff without decreasing the payoff of at least one other player—is **Pareto optimal**.



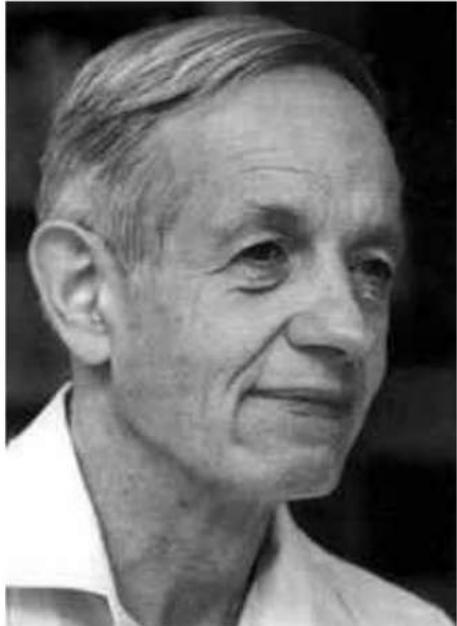
do Nash equilibria contradict social optimality?

- two player situations
- evolutionary biology
- equilibrium in beliefs

# matching pennies

		Player 2	
		$H$	$T$
Player 1	$H$	$-1, +1$	$+1, -1$
	$T$	$+1, -1$	$-1, +1$

No **pure** Nash equilibrium



Once you allow  
randomization,  
equilibria always  
exist.

**matching pennies**

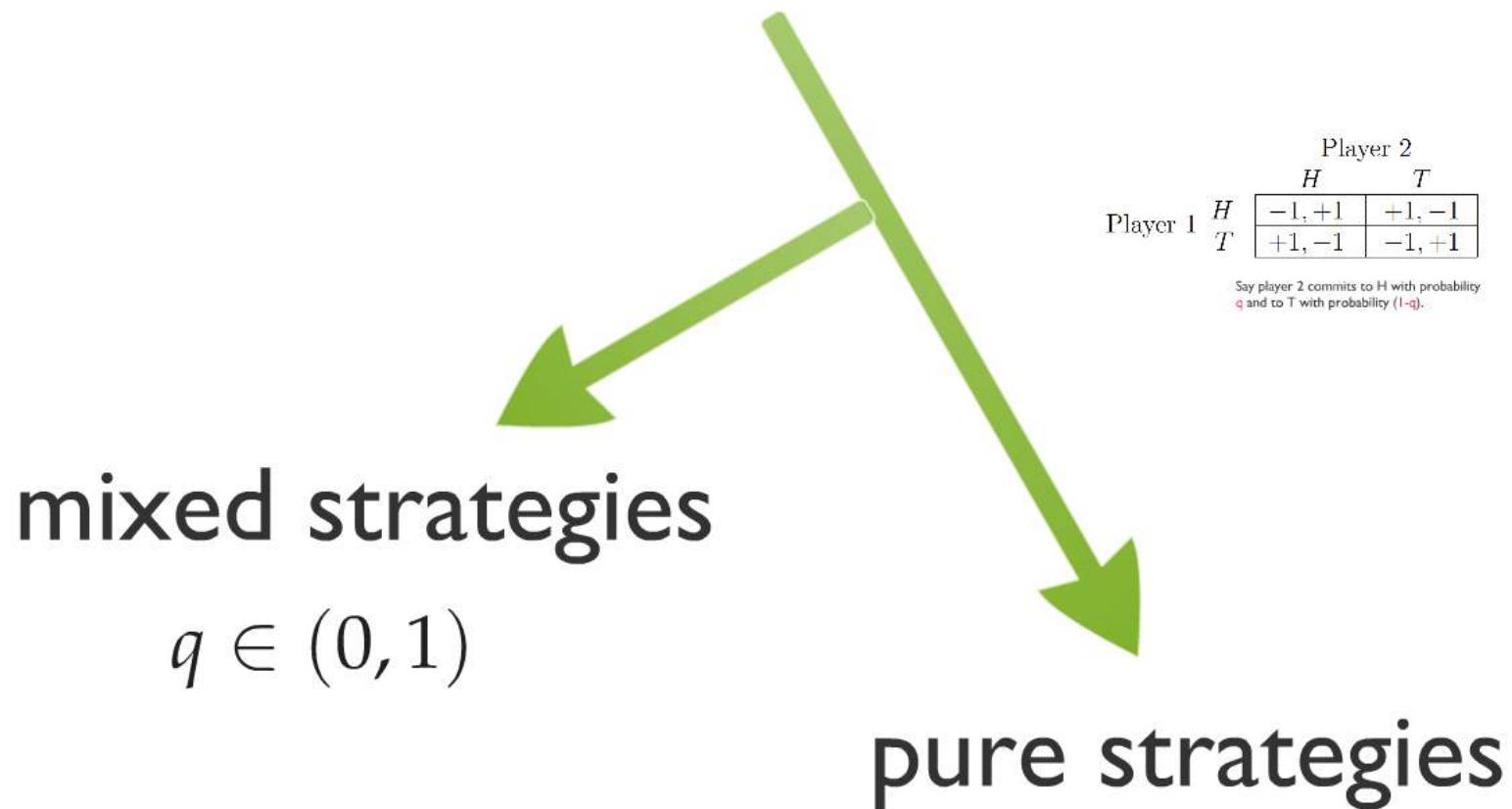
		Player 2	
		<i>H</i>	<i>T</i>
Player 1	<i>H</i>	-1, +1	+1, -1
	<i>T</i>	+1, -1	-1, +1

No **pure** Nash  
equilibrium

		Player 2	
		<i>H</i>	<i>T</i>
Player 1	<i>H</i>	-1, +1	+1, -1
	<i>T</i>	+1, -1	-1, +1

Say player 2 commits to H with probability  $q$  and to T with probability ( $1-q$ ).

# this changes the game!



# Expected Payoffs for Player 1

$$H: (-1)q + (1)(1 - q) = 1 - 2q$$

$$T: (1)q + (-1)(1 - q) = 2q - 1$$

		Player 2	
		H	T
Player 1		H	-1, +1
		T	+1, -1
			-1, +1



Pure strategies  
cannot be part of the  
matching pennies  
Nash equilibrium\*

## Expected Payoffs for Player 1

$$H: (-1)q + (1)(1 - q) = 1 - 2q$$

$$T: (1)q + (-1)(1 - q) = 2q - 1$$

		Player 2	
		H	T
Player 1	H	-1, +1	+1, -1
	T	+1, -1	-1, +1



but in general, you  
**can** have pure  
strategies as a  
solution when you  
randomize

$$\bullet \quad (\perp)q + (\neg\perp)(\perp - q) = \perp q = \perp$$



		Player 2	
		<i>H</i>	<i>T</i>
Player 1	<i>H</i>	-1, +1	+1, -1
	<i>T</i>	+1, -1	-1, +1

# Expected Payoffs for Player 1

$$H: (-1)q + (1)(1 - q) = 1 - 2q$$

$$T: (1)q + (-1)(1 - q) = 2q - 1$$

		Player 2	
		H	T
Player 1	H	-1, +1	+1, -1
	T	+1, -1	-1, +1

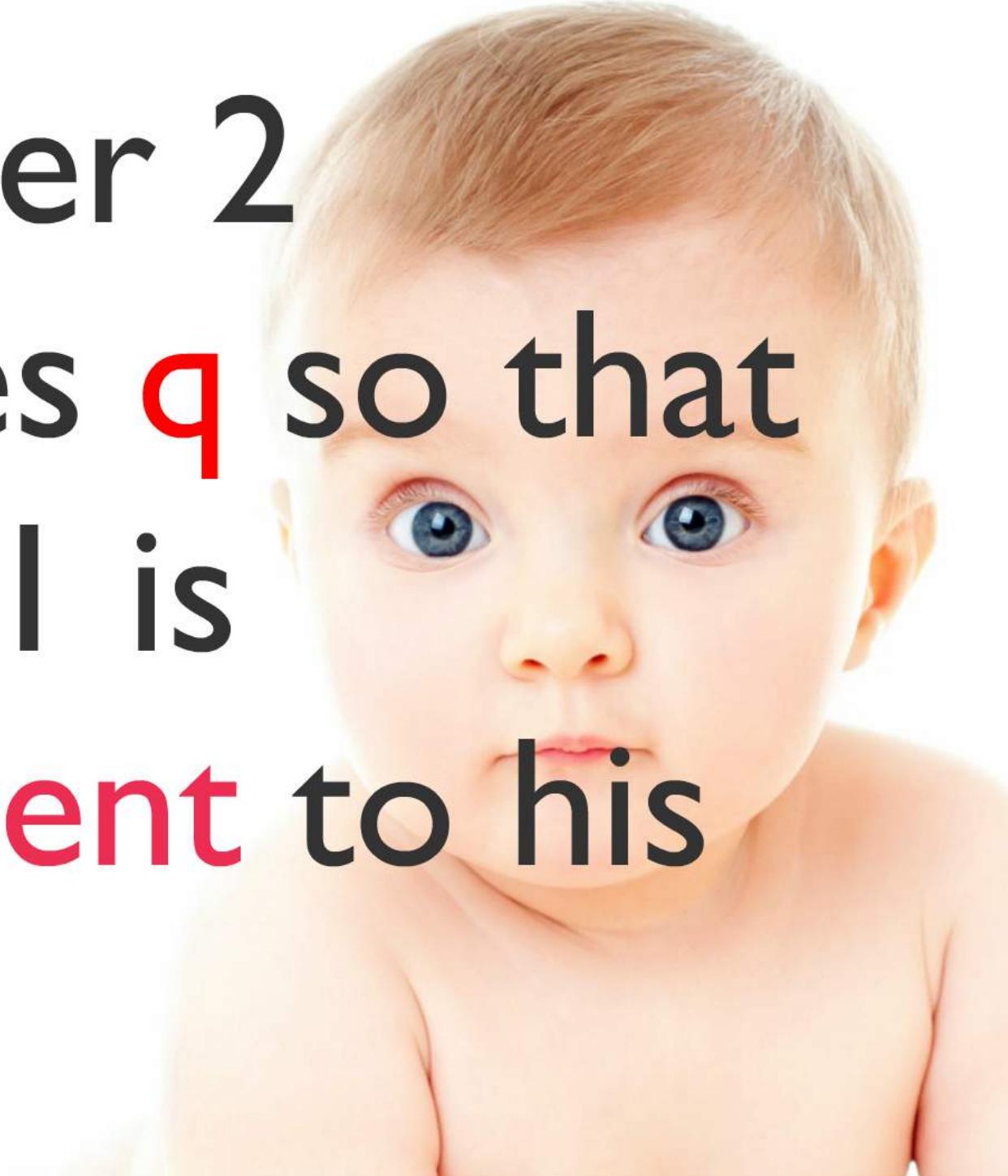
$$\text{if } 1 - 2q \neq 2q - 1$$

then a clear  
dominant  
strategy exists!

$$\therefore q = 1/2$$



so player 2  
chooses **q** so that  
player 1 is  
**indifferent** to his  
choice



so player 2  
chooses  $q$  so that  
player 1 is  
indifferent to his  
choice



Player 1

	$H$
	$T$

Player 2

$H$

$T$

$-1, +1$	$+1, -1$
$+1, -1$	$-1, +1$

# What is the mixed-strategy Nash Equilibrium?

		Defense	
		Defend Pass	Defend Run
Offense	Pass	0, 0	10, -10
	Run	5, -5	0, 0



# What is the mixed-strategy Nash Equilibrium?

		Defense	
		Defend Pass	Defend Run
Offense	Pass	0, 0	10, -10
	Run	5, -5	0, 0



$$P : 0 \times q + 10 \times (1 - q)$$

$$R : 5 \times q + 0 \times (1 - q)$$

$$q=2/3$$

$$DP : 0 \times p + -5 \times (1 - p)$$

$$DR : -10 \times p + 0 \times (1 - p)$$

$$p=1/3$$

is any of this  
selfishness  
good for  
society as a  
whole?



A choice of strategies—one by each player—is **Pareto-inefficient** if there is one other choice of strategies in which all players receive payoffs at least as high, and at least one player receives a strictly higher payoff.

A choice of strategies—one by each player—is **Pareto-optimal** if there is no other choice of strategies in which all players receive payoffs at least as high, and at least one player receives a strictly higher payoff.

# Pareto Optimality

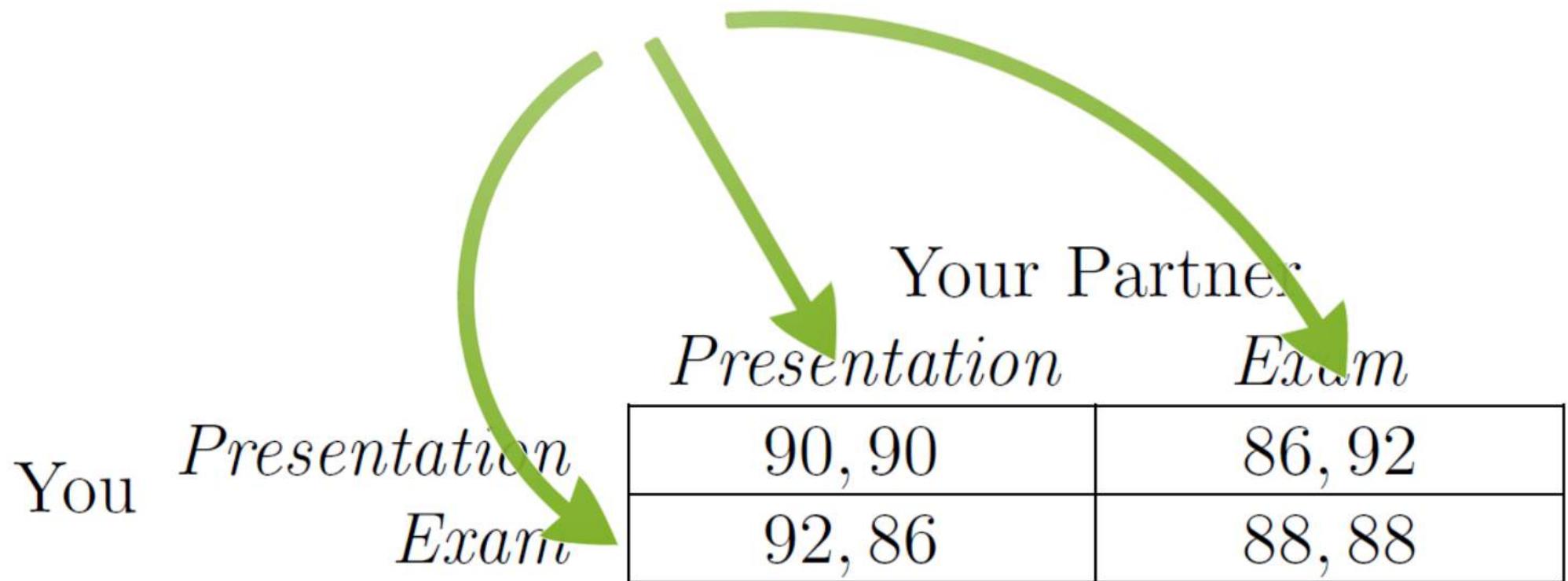


Vilfredo Pareto

A choice of strategies—one by each player—is **Pareto-inefficient** if there is one other choice of strategies in which all players receive payoffs at least as high, and at least one player receives a strictly higher payoff.

A choice of strategies—one by each player—is **Pareto-optimal** if there is no other choice of strategies in which all players receive payoffs at least as high, and at least one player receives a strictly higher payoff.

pareto optimal



nash

A choice of strategies—one by each player—is a social welfare maximizer (or **socially optimal**) if it maximizes the sum of the players' payoffs.

# what is the relationship between Pareto optimality and social optimality?

A choice of strategies—one by each player—is a social welfare maximizer (or **socially optimal**) if it maximizes the sum of the players' payoffs.

		Your Partner	
		Presentation	Exam
You	Presentation	90, 90	86, 92
	Exam	92, 86	88, 88



the set of strategies  
adopted by **n** players

$$(S_1, S_2, \dots, S_n)$$

$$P_i(S_1, S_2, \dots, S_n)$$

payoff to **i**

best response

$$P_i(S_1, S_2, \dots, S_{i-1}, S_i, S_{i+1}, \dots, S_n) \geq P_i(S_1, S_2, \dots, S_{i-1}, S'_i, S_{i+1}, \dots, S_n)$$

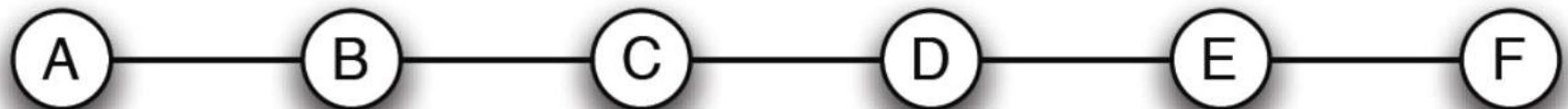
although dominant and strictly dominant strategies can exist in games with many players and many strategies, they are rare



A strategy is **strictly dominated** if there is some other strategy available to the same player that produces a **strictly higher payoffs** in response to **every choice** of strategies by the other players.

$$P_i(S_1, S_2, \dots, S_{i-1}, S'_i, S_{i+1}, \dots, S_n) > P_i(S_1, S_2, \dots, S_{i-1}, S_i, S_{i+1}, \dots, S_n)$$

There are six towns and two Firms want to open stores. Firm 1 has the option of opening its store in any of towns A, C, or E, while Firm 2 has the option of opening its store in any of towns B, D, or F. These decisions will be executed simultaneously.



		Firm 2			
		B	D	F	
		A	1, 5	2, 4	3, 3
		C	4, 2	3, 3	4, 2
		E	3, 3	2, 4	5, 1



payoff matrix

		Firm 2		
		B	D	
		C	4, 2	3, 3
		E	3, 3	2, 4

# Nash equilibria survive iterated deletion

- 1 We start with any  $n$ -player game, find all the strictly dominated strategies, and delete them.
  - 2 We then consider the reduced game in which these strategies have been removed. In this reduced game there may be strategies that are now strictly dominated, despite not having been strictly dominated in the full game. We find these strategies and delete them.
  - 3 We continue this process, repeatedly finding and removing strictly dominated strategies until none can be found.
- 

1

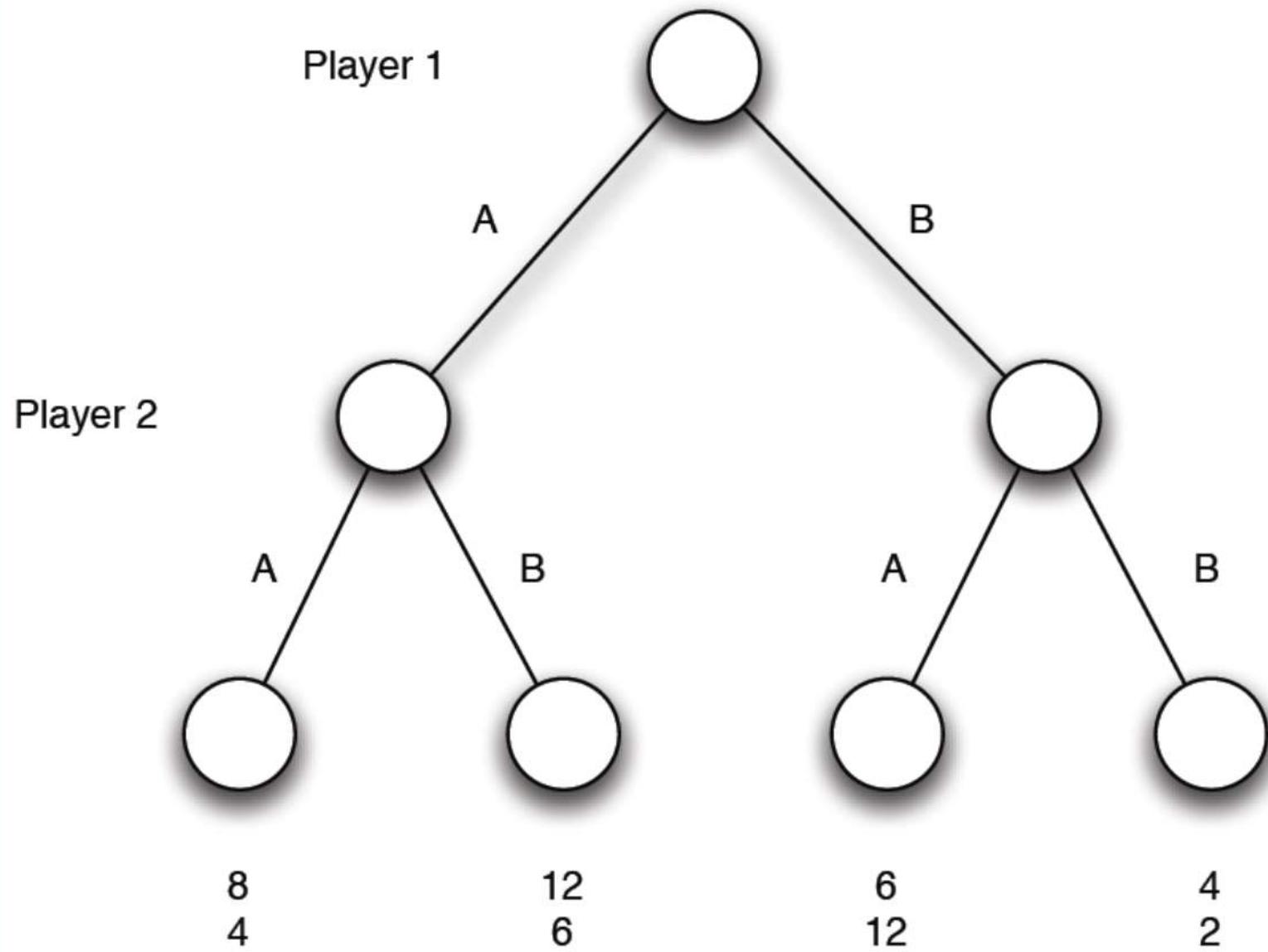
We start with any  $n$ -player game, find all the strictly dominated strategies, and delete them.

# 2

We then consider the reduced game in which these strategies have been removed. In this reduced game there may be strategies that are now strictly dominated, despite not having been strictly dominated in the full game. We find these strategies and delete them.

# 3

We continue this process,  
repeatedly finding and  
removing strictly  
dominated strategies until  
none can be found.



# Dynamic games