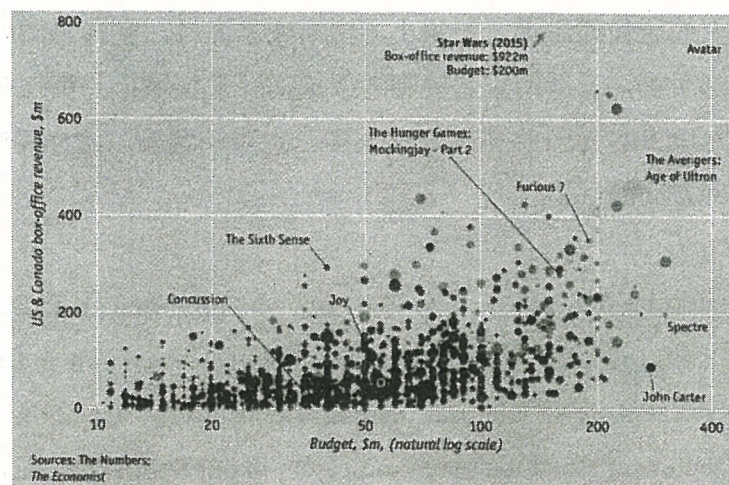


1. [35 分] 「日本近年爆紅的全能型創作奇才米津玄師，首次海外演出就選在台北，3 月 30 日將在台大體育館開唱。昨日開賣僅有 3000 張的門票，不到 10 秒就被秒殺，網路上一片哀鴻遍野。沒多久就出現黃牛轉售門票，甚至有黃牛貼出一大疊實體票的照片，一張原價 3 千元的票賣到 1 萬 8 千元。」(YAHOO NEWS 2019/1/21)。請回答以下問題：

- A. [5 分] 為何黃牛可以用高於面額的價值出售演唱會門票？
- B. [10 分] 你認為黃牛票的出現是否有助達到經濟效率？
- C. [10 分] 黃牛票的出現，對於廠商、排隊買票的歌迷、買黃牛票的歌迷和黃牛的福利會造成什麼影響？
- D. [10 分] 你認為，立法禁止黃牛票會對演唱會的定價與售票帶來怎樣的影響？對經濟效率又會帶來怎樣的影響？

2. [30 分] 下圖是根據 1996 至 2015 年的美國電影的製作預算和北美票房所繪成的散布圖。橫軸是製作預算取對數，縱軸是北美的票房收入。某家美國的電影公司將投入新片拍攝，根據這張圖，主張應該要盡量增加製作預算，認為製作預算拉高，平均來說將有助於大幅拉高北美票房，提高電影的投資報酬率。

請對這家電影公司的看法做評論。



3. [35 分] 經濟學人智庫 (Economist Intelligence Unit, EIU) 於 2012 年和數據公司 BuzzData 聯合舉辦了一項比賽，要求參賽者以 EIU 每年皆會出版的「世界宜居城市報告」為基底，找出能進一步改良衡量生活品質的指標及方式。

下圖擷取自當年比賽優勝者所提出的《Best Cities Ranking and Report》，其中欄一 RANK- Spatial Adjusted Liveability Index 是根據優勝者的衡量指標所做的城市排名，欄二 RANK- EIU Liveability Index 是根據 EIU 原本的衡量指標所做的排名。(EIU 的排名總共涵蓋了 140 個城市，但比賽優勝者的排名僅涵蓋其中 70 個)。

	RANK- Spatial Adjusted Liveability Index	RANK - EIU Liveability Index	Change in ranks	Green Space (1=best- 5=worst)	Sprawl (1=best- 5=worst)	Natural Assets (1=best- 5=worst)	Cultural Assets (1=best- 5=worst)	Connectivity (1=best- 5=worst)	Isolation (1=best - 5=worst)	Pollution (1=best- 5=worst)
Hong Kong	1	10	9	1.2	1.0	1.3	4	2.3	1.3	1
Amsterdam	2	8	6	1.7	2.0	1.2	2	1.3	4.3	1.5
Osaka	3	9	6	2.3	2.3	2.7	2	2.3	2.5	2
Paris	4	9	5	1.2	1.2	2.3	3	1.3	3.3	2.5
Sydney	5	2	-3	1.3	4.3	2.3	4	2.3	4.3	1
Stockholm	6	4	-2	2.3	3.2	2.3	2	2.0	5.0	2
Berlin	7	7	0	1.3	4.5	1.7	1	2.5	4.3	2
Toronto	8	1	-7	1.0	4.3	4.0	5	1.8	3.3	1
Munich	9	5	4	1.2	2.3	1.3	4	1.5	5.0	1
Edge	10	6	-4	3.3	2.7	1.3	5	1.3	3.0	1.5

根據上圖顯示，香港在 70 個受評城市中，取得最佳城市第一名。此結果廣為媒體宣傳，然而卻引起了許多香港人的抨擊，認為「香港居、大不易」，扣除少數富豪，一般人的居住與生活空間狹小，生活成本高昂，空污等問題也因為人口密度太高而日形嚴重，在新的排名機制之下成為「最佳城市」第一名有違常理。此外，新排名與 EIU 的既有排名相差太多，也引起議論。請你仔細閱讀以下文章及評論，並回答問題。

The competition was won by Filippo Lovato, who produced an additional category based on “spatial adjustments”. This category incorporates seven new indicators: Green Space, Sprawl, Natural Assets, Cultural Assets, Connectivity, Isolation and Pollution. The methods used to construct the seven indicators in our Spatial Characteristics category are explained below.

1. Green space

The importance of a dense network of green spaces for the quality of urban life is well documented. I evaluate the public green spaces available in the city (parks, squares, gardens but excluding golf courses) based on three criteria: the distribution of green spaces within the metropolitan region, the number of local green spaces and the number of metropolitan scale green spaces.

2. Sprawl

Sprawl, or the excessive spreading out of the urban fabric, has a negative impact on the quality of urban and was assessed according to three criteria: an estimated relation between the metropolitan region's surface and its total population, the overall coherence of the metropolitan form and an estimate of the extent of low density urban fabric.

3. Natural assets

Access to nature is a key factor in the quality of urban life. I assign points to cities based on the natural features available within a radius of 100km from the city centre (sea, river, lake and mountain over 500m). The second exercise consisted in the calculation of the surface of all categories of protected areas in a 75km radius around the city centre.

4. Cultural assets

The availability of world-class cultural assets is crucial to liveability. For each of the 70 cities evaluated, I counted the number of World Heritage sites within it or in its vicinity. The best score (1) was obtained by cities with a large number of large world-class cultural sites; the worst score (5) was given to cities with no such sites.

5. Connectivity

Liveability also depends on how easy it is to reach the rest of the world. The first measure is the total number of other cities than can be reached by plane from the city under consideration. The second is the average number of daily flights leaving from that city. These two scores were averaged to obtain the final score.

6. Isolation

Isolation negatively affects leisure opportunities and the possibilities of discovering different ways of life. This measure of isolation combines two criteria: the number of other large cities in a 200km radius and the population living in those other large

cities.

7. Pollution

The indicator selected was the concentration of particulate matter of over 10 micrometres (PM10) in the air.

Several indicators affected the adjusted index to define the best city ranking. Notable was the introduction of an isolation indicator, which was a key factor in moving Hong Kong to the top of the ranking, above cities like Amsterdam, Sydney and Berlin. Although Hong Kong scored relatively poorly for pollution and cultural assets, the city benefited from strong scores in the natural assets and sprawl categories.

Compared with the EIU liveability ranking, the spatial awareness ranking has some notable absences. The 70 cities ranked in the spatial awareness index did not include Melbourne, Vienna and Vancouver—which were the top three cities in the EIU liveability ranking. That said, Sydney and Toronto make adequate proxy cities as top 10 candidates. Toronto saw the biggest drop between the results of the standard EIU methodology and the spatial awareness score, for which it achieved only a 50% rating thanks largely to weak scores for isolation and cultural assets. Tokyo, in 10th place, was also hampered, perhaps surprisingly, by a poor cultural asset score.

Wantoooon Jul 3rd 2012, 12:07

Having lived in HK, I find this meaningless.

Yes, there are many large (and lovely) country parks outside urban areas (HK is not really "a city"), but the urban parks are small, overregulated, crowded and full of concrete.

So HK is viewed by this index as a big city with a low measure of sprawl? It's actually many urban areas ranged over a number of islands and a peninsular, with new towns in more remote places. It's either a city with a huge amount of sprawl or it's not a city at all.

And why is low sprawl considered a good thing? The flipside is very high population density, and there's nothing good about that.

Bizarre.

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網友評論一

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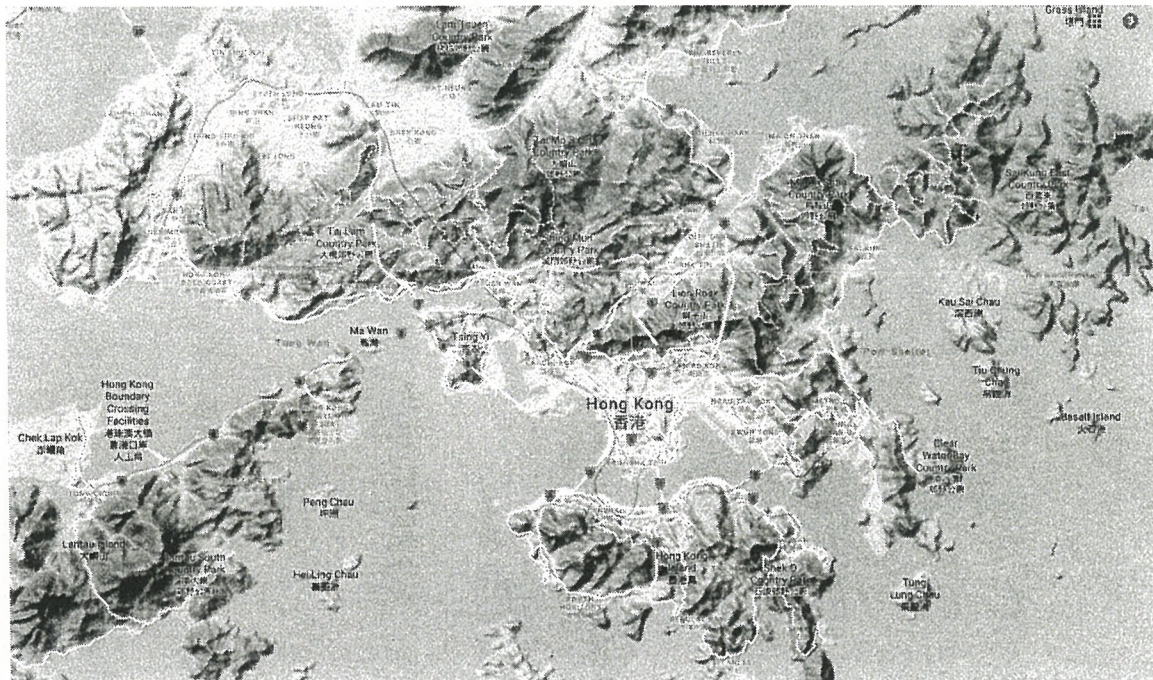
The poor boy from Hong Kong Jul 6th 2012, 11:17

Excuse me but this article is totally disgusting if you not a tourist or a local millionaire. The statistics say Hong Kong has green space? Have they touched a piece of leaf in those so called parks? Do you know how much dust is covering every single leaf? Did they account for the disgusting level of air pollution that's not been improved since the beginning of Hong Kong? They are naming \$4 million HKD flats (332k GBP) "the treasure of the poor" in HK, poverty is stupidly high for a metropolis, people are living in cages! Google those photos yourself A.B. Rats biting people on the streets of Central. and yes this is all 2012.

Just to let you know, I was born in HK, great city, no where near number 1 in the world, fact.

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網友評論二



香港全域地形圖 (陸地深色陰影區域為山區)

		每平方公里人數 Persons per sq. km		
		2012	2016	2017
香港島	Hong Kong Island	16 000	15 690	15 620
九龍	Kowloon	45 710	47 750	48 060
新界及離島	New Territories and Islands	3 910	4 020	4 070
總計	Total	6 620	6 780	6 830

註釋：數字指該年 6 月底的數字。
(1) 不包括水上人口及水塘區域。

Notes: Figures are as at the end of June of the year.
(1) Excluding marine population and area of reservoirs.

香港按區域劃分人口密度

見背面

前頁的香港地形圖，其中陸地深色陰影部分為山區。香港的陸地總面積約為 1,100 平方公里，約為台北市的四倍大。而在前頁的香港人口密度表中，「九龍」為地形圖中央標註香港 Hong Kong 之淺色平地區域，面積約為 47 平方公里；「香港島」為九龍下方標註 Hong Kong Island 之島嶼，面積約為 80 平方公里，平地多位於島嶼北方之灣區；除「香港島」及「九龍」外，其餘區域為「新界及離島」。

在《Best Cities Ranking and Report》引起熱議後，經濟學人隨後刊登一篇文章，檢討該項報告中使用的各指標，是否確實能衡量生活品質。若你被指派撰寫該份檢討文章，請你參考以上敘述、網友評論及香港相關地理資訊，分析比賽優勝者所採用的衡量方法，為何會造成香港的排名大幅提升，躍居第一位？又為何排名的結果卻和許多人的認知有所落差？

試題隨卷繳回