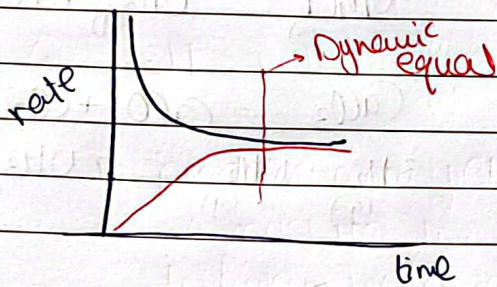


In terms of rate:



- rate of forward ↓
  - less reactants
  - so less particles
  - less effective collisions per unit time

- rate of backward ↑
  - more products
  - " particles
  - " effective collisions per unit time

In terms of conc:

