

Tentative Design 1

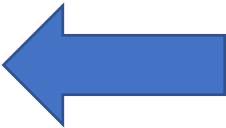
1. Attractiveness rating for each item (8-point scale; about 120 items)



2. Rank order the items based on the attractiveness ratings and bundle the items into three (e.g., [rank1, rank2, rank3], [rank4, rank5, rank6],..., [rank118,rank119,rank120]; 40 bundles)



3. For each bundle, randomly select two items and present them in the screen. The task will be to ask people to choose/reject (between-subject) one of the two items they like/dislike (40 trials)



4. The chosen/non-rejected item from the previous section will be paired with the left over item of the bundle and presented on the screen. The task will be to ask people to choose/reject (between-subject) one of the two items they like/dislike (40 trials)

Random selection



Chosen or non-rejected item from part 3



The leftover item in the bundle

Tentative Design 2

1. Attractiveness rating for each item (8-point scale; about 120 items)



2. Use only randomly selected 80 items. Pair the items with the same attractiveness ratings and ask participants to choose/reject (between-subject) they like/dislike more



4. Use the 40 items that are not used in Part 2. Pair items with the same attractiveness ratings and ask participants to choose/reject (between-subject) they like/dislike more



3. Attractiveness rating for each item gain (8-point scale; for the all 120 items)