

Comparative variation analysis supplement

Experimental items list

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This document lists all items used for the variant preference rating experiment reported in Chapter 7. Test items are in Table 1, and filler items are in Table 2. For presentation, the order of items and the order of variants (left/right) were randomized.

Table 1: Test items for rating experiment.

Item	Content
A01	“Full name and address, please.” “It’s all right. I don’t want the books back.” “We’re conducting a murder investigation. We might want to ask you a few questions about Mrs Hamilton.” “But there’s nothing useful I can tell you.” “A lot of people think that. It’s just routine.” He had his notebook out and was flicking the pages over, like a stage policeman. “I’d like you to meet the investigating officer. Would you call into the station, or would you prefer him to come to your house?” “I’m going to be in town tomorrow. I’ll call in.” The policeman [wrote her name and address down / wrote down her name and address], using block capitals.

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Item	Content
A02	A similar scheme to Echonet is being planned for the US and Canada—North America Clearing House (Nach). Ultimately, Echonet and Nach could link to form the basis for a global netting system. It sounds simple, but netting has profound implications both legally and for the way money markets operate. These have stirred banking authorities to take a close interest. Last year, Mr Alexandre Lamfalussy, the general manager of the Basle-based Bank for International Settlements, produced a report which now forms the basis for all netting schemes. It [laid standards out / laid out standards] to ensure that netting schemes are sound, legally and financially.
A03	Dear Sirs Please send me one New Executive all-wool gabardine raincoat in fawn, to fit the following measurements: height 5'8", chest size 40". I enclose a cheque in payment of the deposit. Yours faithfully A. B. Jones P.S.: If the annual subscription is now more than £10, I shall be glad to be told, so that I can [make up the deficit / make the deficit up] and amend my standing order.
A04	The late creator of this design, Seiryo Takegawa (Japan), specialized in producing very simple designs for children, including many wonderful action toys. This little-known masterpiece is typical of his work: simple, poetic, audacious and charming. Perhaps it is like the traditional Bird on page 16—more a symbol than a representation. Use a 6-8in (15-20cm) square. Origami paper is ideal. Fold in half. Unfold. [Fold down the top edge / Fold the top edge down] a little way, more on the left than on the right.

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Item	Content
A05	His chief executive John Conlan said the company was first struck by the recession in July, a year after the retailers. “We are always last to suffer and first to gain on the upturn,” he said. So far trading in the current year is not down on last year. “It is going to be hard but we are in a much stronger position than others,” he said. Profits from dancehalls and discos made the biggest contribution with the Empire Leicester Square still packing them in. New investment in various cities [helped up profits from £30.3 million to £38.5 million / helped profits up from £30.3 million to £38.5 million].
A06	Another new entrant, The Allanton Inn, was praised for its “hearty food and an eye for detail”. Co-owner Katrina Reynolds, who took over the six-room hotel with husband William in 2010, said the team were “very proud” of the listing. “It’s a job we enjoy doing and it’s lovely to get a bit of publicity and a bit of promotion,” Katrina said. “When you’re slogging away every day it’s good to [get something back / get back something].
A07	“These people don’t know how to live,” he said of the local citizens, and, on regional TV, said, “I can bring you up from the squalor that you’re living in the gutter and the garbage that your lives are,” before introducing them to soap. Riling the locals was a sport to him. Reaction was king. He called fans who booed him a “bunch of slimy hicks”, and [played up his obnoxiousness / played his obnoxiousness up] to dangerously inciting levels

Table 1 continued from previous page

Item	Content
A08	Refund of fee for a private sight test you can also claim a refund of your sight test fee where you receive your AG3 after your sight test and it shows that you can contribute less than £11.20. The AG3 must be: dated within 14 days of your sight test, and the refund claimed within three months of the sight test. You claim the refund on form ST(V) which you can get from your optician. Send the form with the receipt for your sight test to the Family Practitioner Committee. The arrangements for [getting the money back / getting back the money] .
A09	In addition, they are going to a smaller nano-SIM and moving the headphone jack from the top to the bottom of the handset. The LCD screen will be thinner too, manufactured by Sharp, Sony, LG and Toshiba and protected by the new thin Gorilla Glass 2. Together these moves allow for a battery that is actually very slightly bigger in capacity than that in the iPhone 4S. Apple will almost certainly...” [move up the processor / move the processor up] to quad core technology which will keep pace with the leading Android phones.
A10	Crossing Crosses to the back of the defence, especially into the prime target area (see the chapter on Crosses), cause defenders maximum discomfort. Most of them, running back towards their own goal, will settle for putting the ball behind for a corner kick. Players attacking down the wings sometimes dwell on the ball, trying to find more space for a cross, then end up passing the ball back to a supporting player. Most of the time they would do better to take a chance and try to [get in the cross / get the cross in] early.

Table 1 continued from previous page

Item	Content
A11	The sixteenth had the desired affect and Julia for the first time cried out. He had finally conquered her and filled the remaining gaps with the last two strokes, which were delivered with slightly more moderate force. The people in the room had witnessed an extraordinary event, a thrashing the like of which had not previously been administered, certainly by this Headmaster. Dr Fuller knew he had [carried out a caning that was fully deserved / carried a caning that was fully deserved out] and he had done his duty.
A12	We are in very big trouble right now and I dread to think of the consequences when good men do nothing (should actually say “when the right men in the right place do nothing”). Speaking from a military perspective and as a former Mortar instructor, unless you are using precision guided munitions, mortars and artillery are highly inaccurate and have to be adjusted onto a target by a spotter who, during that adjustment will [move the fall of shot around. / move around the fall of shot.]

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Item	Content
A13	Much time and effort was spent on board structures—experiments were tried with worker-directors. They failed because it was almost impossible to define their role, particularly as it was clear that they represented no one. They were not elected by their fellow workers—nor even appointed by their trade unions. So the steel industry developed, as had many of the earlier nationalized industries, into a prime example of conflict between management and labour. There was little evidence of management and workers trying in harmony to create an enterprise to serve the nation. Nationalization had merely [taken away the ownership and ultimate control / taken the ownership and ultimate control away] from private investors, and had passed it on to the politicians.
A14	You will find a number of relevant addresses and telephone numbers at the back of this booklet. Don't hesitate to use them—your action may help others! Safety Tips Trust your intuition if you are scared or uneasy, do not ignore the feeling. Forget your inhibitions. Act straight away. Your safety is more important than your image. Plan ahead. Have the right change for your fare with you so that you do not have to fumble in your wallet or bag. If you buy your ticket from an office, [put your change card cheque book away / put away your change card cheque book] safely before leaving the till.

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Item	Content
A15	I've heard Strike is seeking at least five hundred pounds. I'd say he has more hope than expectation. He'll be lucky to get scrap value. Either way, it's the end for the Sharptor mine. It won't affect your ma or me too much. I've spent a lifetime burrowing in the ground like a mole. It's time I got to know the sun. It's the young miner I feel sorry for, especially one with a young family. He's a choice of [taking away his wife and children / taking his wife and children away] from everything they've ever known , or staying and watching them starve.
B01	They will leave behind in the countryside an aging population who will find it increasingly difficult to provide the necessary food for the burgeoning urban population. They will find when they arrive horrendous problems of housing, food, sanitation and health. Their entrepreneurial skills will be tested to the full as they occupy themselves with all manner of marginal and largely unproductive bits of jobs to try to make a living for themselves and their growing families. They will find great difficulty in making their wants known to those in authority, as the middle classes, striving to [keep their standard of living up / keep up their standard of living] by doing two or even three jobs at a time, defend their relatively privileged positions.

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Item	Content
B02	A voice said, “Testing, testing,” and there was a burst of the Everley Brothers. Cosmo said, “When those friends of yours closed in on me just now I realised what a stranger I am. I was quite scared.” She said, “They’d love that.” She laughed. The Everleys sang ‘Come Right Back’, the volume wobbling in the wind. Flora put her mouth close to Cosmo’s ear and asked, “And how is Joyce?” Her breath tickled his neck. He said, “We were only married about five minutes. Didn’t you see our divorce in the newspaper?” “I [gave reading The Times up / gave up reading The Times],” she said.
B03	If you asked me in early 2011 what I thought of crowd funding, I would have told you to stop wasting your time. However, Raindance endorsed the popular Underwater Realm crowd funding campaign on Kickstarter which raised over \$100,000. I then became a convert. The strategy: Get some rewards together and offer them to your mates and friends hoping to entice them into making a donation to your project . The theory: People might not want to put thousands into your movie, but if the project sounds interesting they might be willing to [put in a tenner / put a tenner in].
B04	Confusingly, the laptop may appear to work if it finds a wireless connection. In addition, those ports which are connected up are split between two networks (VLANs), one for desktops and one for laptops, so disconnecting a desktop to connect up your laptop will not help, and will annoy anyone using the desktop. Wall-ports which are part of the laptop network are usually marked with a sticker or an orange cable. If there is no suitable wall-port in your office, I can [wire up one / wire one up], but you may find it simpler to use WiFi.

Table 1 continued from previous page

Item	Content
B05	<p>“Doing nothing when your prospects are at risk of declining is not the safe option. More of the same may be superficially more popular in the short-term but that does not make it right.” Amid warnings that the country urgently needed to adopt a more pro-business outlook, senior politicians have urged the Government to get rid of the 50 pence top rate of tax. Figures from the Treasury last week suggested the policy was not raising the expected amount of revenue and was threatening to [drive away leading business people and entrepreneurs / drive leading business people and entrepreneurs away] away from Britain.</p>
B06	<p>However, Michael Wilshaw has a new headache to deal with—the deliberate fragmentation of the education system. Twenty years or so ago—when I was the Chair of the Local Education System—we had to deal with this. In those days some schools were building up reserves for future expansion rather than spending the cash on new support services for pupils. Rising balances were noticed by financial planners in both the local authority and in the government. Threats were made about [taking the funds away / taking away the funds] from schools in this position.</p>
B07	<p>Net play often involves split-second timing, allowing little opportunity to change the grip. Once you have mastered the basics, you will find that the chopper or continental grip is the best to use. STEP 1 Start from the ready position, approximately 6-8ft (1.82-2.44m) from the net. (Hint: touch the net with your racket and then move back two paces.) You are now much nearer to your opponent, so be alert in a springy position, and ready to move. [Hold the racket out / Hold out the racket] in front of you, supported at the throat by your free hand.</p>

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Item	Content
B08	There might yet be other environmental horrors to spew forth from this war—nuclear fallout maybe, or a germ-warfare plague—but as we go to press, the slick and the fires are ones that are under way, and in an effort to put a perspective on them, we present articles by Frances Dipper, a marine biologist living in Dubai, and Fred Pearce, an environmental journalist specialising in problems of the atmosphere....” [Keep down your head / Keep your head down].
B09	American, Swiss, French and—particularly—Japanese banks have all flooded into the country offering money on terms designed to win a market share. Polly Peck is merely an example of how one clever company exploited the banks’ competitive (or lemming) instincts to lift its total debt to £1.4 billion on assets that are probably about £300m less than that. Hundreds of companies are now in similar positions. The problem is that some of the banks are in poor shape, too [get back their money / get their money back].
B10	When getting off a bus or a train at night, attach yourself to groups of people also leaving and walk purposefully to your destination. Or arrange for a friend or a taxi to meet you. Know where you are going and which stop you need. If you look at a map it shows that you don’t know the area and may leave you open to dubious offers of help. Carry a personal alarm and know how to use it. Be alert when out and about. Know where you are going and how you are going to get there. Walk tall; [keep your head up / keep up your head] and your mind focused on your surroundings.

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Item	Content
B11	Though he is keen to see the matter debated, he is clearly in no hurry to see the bank's supervisory responsibilities passed to a global institution. His decision to spark a debate may reflect concern that, unless the ground rules are well worked out in advance, a new central bank with responsibilities for maintaining price stability would almost inevitably seek to widen its authority into the area of banking supervision. Though Mr Leigh-Pemberton did not [rule out a role for such an institution / rule a role for such an institution out], he argued that the future allocation of responsibilities would have to take account of any market developments.
B12	It seemed to have learnt nothing from the past failures of other nationalized industries, and it was hard to distinguish any sense of social purpose in the decisions which were being taken. I felt I now wanted to move on and to see if some of the lessons I had learnt along the way could be applied to a business where I was actually accountable for its total success. We calculated that BSC spent something in excess of £200m a year just [moving around raw materials and finished products / moving raw materials and finished products around].

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Item	Content
B13	<p>How awful if they had really loved one another but been too proud to admit they were wrong and re-unite. By the time she reached the city outskirts she was feeling decidedly sentimental. Perhaps she should stay away from Lesley today? But in her heart of hearts she knew that if she did so she would regret it later on. Better to do it now and get it over. Then, when she had picked at her wound, she would treat herself to a hairdo and a good lunch to raise her morale before she saw Poppy and [took out the sad clothes of mourning / took the sad clothes of mourning out] for another airing.</p>
B14	<p>They are clearly preparing the ground for a U turn, with the establishment of a cross-party commission to look at airport capacity in the south-east. It's obvious that the government is desperate to ditch their opposition to the third runway and they're prepared to risk dissent within the party—prominent members have threatened to make trouble—and alienating their electorate to do it. It's worth noting that John Peterson's favoured new airport in the estuary would [move the burden of the additional runway away / move away the burden of the additional runway] from the west London boroughs which re-elected him.</p>

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Item	Content
B15	The average family size in Mexico has fallen from 7.1 children per woman in 1967-69 to 6.2 per woman in 1973-78 to 4 children per woman in 1988. It remains to be seen if the momentum achieved by the National Family Planning Plan can be maintained, and efforts doubled and even trebled, particularly in rural areas in order to [bring down this last figure / bring this last figure down] to the two - child average necessary to achieve the government's current goal of 1 per cent of population growth by the year 2030.

Table 2: Filler items for rating experiment.

Item	Content
F01	Better still are stomach contents. Sometimes dinosaur specimens preserve with the remains of their meals inside (and the reverse is true, dinosaurs were eaten by other animals too). This is more common for carnivores where bones can survive well and from this we [know many carnivorous dinosaurs / know that many carnivorous dinosaurs] seem to have preferentially fed on small or juvenile dinosaurs.

Table 2 continued from previous page

Item	Content
F02	In the past decade or so there have been an increasing number of clashes — both in the public and behind the scenes — between the US government, the news media and those in the public who want fair access to records that pertain to the implementation of policies by their government. After [the National Security Division of the Department of Justice's establishment / the establishment of the National Security Division of the Department of Justice] in 2006, there have been more national security and criminal investigations into journalists and prosecutions of their sources than at any other time in the nation's memory.
F03	The government has abandoned plans to force 1 million health staff to give up a day's holiday in return for a salary increase that will mark the end of a pay cap that has existed since 2010. Ministers have stopped insisting on an extra day's work a year as a precondition of a deal that, if accepted, will [give a 6.5% raise to health service personnel / give health service personnel a 6.5% raise] over the next three years.
F04	Since the news broke on Saturday, many readers who did not have the privilege to know her well have said that they felt as though they did. "She was lovely", one acquaintance of hers wrote to me, and that was the exact word for her. As a person, she was all of the things that you would hope to be called after you were gone: kind, [clever / smart] and funny, clearly devoted to her loved ones, not to mention the dogs she adored.

Table 2 continued from previous page

Item	Content
F05	Consider the Department of Justice's admission in May 2013 that they had secretly seized sensitive office, home and cellular telephone records from more than 20 reporters working for the Associated Press while investigating a leak leading to a 2012 AP news story reporting on an operation foiling a terrorist plot. [The president of the AP / The AP's president] , Gary Pruitt, called the actions a "massive and unprecedented intrusion".
F06	So, a bet on Bitcoin involves a lot of faith in the continued tolerance of the Chinese government for a currency with a professed objective of undermining existing states. Like most financial bubbles, Bitcoin begins with a claim to have invented a new way [of doing business / to do business] .
F07	The US president addresses the media about his former national security adviser Michael Flynn, who last week pleaded guilty to lying to the FBI. Trump had already fired Flynn for lying to the vice-president, Mike Pence, about his contacts with Russia in February. Trump [said it was / said that it was] 'very unfair' how Flynn was being treated compared with Hillary Clinton.
F08	I had moved to the US because it seemed to offer everything I already knew and more. But very quickly I knew that this was an extremely foreign culture. It is an illusion of popular culture that makes us [think it isn't / think that it isn't] .
F09	Just over half of Europeans (54%) are able to hold a conversation in at least one additional language, a quarter (25%) are able to [talk / speak] at least two additional languages and one in ten (10%) are conversant in at least three.

Table 2 continued from previous page

Item	Content
F10	The tool shipped to iPhone and iPad users with the latest update, to iOS 10.3. Any app that hasn't been updated since 2015 is likely to be rendered obsolete when iOS 11 ships in about six months' time, a consequence of a decision by Apple to remove support for apps [that / which] don't run natively in 64-bit mode.
F11	Earlier, British politicians voted to remove the exit date of 29 March 2019 from the withdrawal bill, warning that it would be a straitjacket for negotiators. Charles Wellesley, who moved the amendment, insisted he was not trying to undermine the result of the referendum by delaying or averting the exit. “We should [give ministers a bit more flexibility / give a bit more flexibility to ministers] to secure and obtain ratification of the best possible deal, which will do the least damage to the economy and the national interest”, he said.
F12	The Swedish government is introducing tax breaks on repairs to everything from bicycles to washing machines so it will no longer make sense to throw out old or broken items and buy new ones. T[he ruling Social Democrat and Green party coalition of Sweden / Sweden's ruling Social Democrat and Green party coalition] is set to submit proposals to parliament on Tuesday to slash the Goods and Services Tax rate on repairs to bicycles, clothes and shoes from 25% to 12%.
F13	So there was not a single mention of the list of the 36 politicians, including two ministers, who have been named as sexual harassers by people working in parliament. With the opposition also in no [rush / hurry] to wash its own dirty linen in public, a truce had apparently been called.

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Item	Content
F14	The data also contains trails left by Cem Kinay (German), a property developer wanted by Interpol for bribery, and accused of making a possibly corrupt payment to Michael Misick, the former premier of the Turks and Caicos islands, a British overseas territory. As previous reports have [exposed / revealed], and the latest leak confirms, the prime minister's father used the Bahamas as a base from which his investment fund avoided tax for three decades.
F15	We have an abundance of wet wipes. Too many. For one, we wear a lot of stage makeup and two, there's the risk that there isn't a shower at a venue so you have to have a wet wipe shower, which is better than nothing, at least. I have met Marilyn Manson and he's a likable fellow, so I'd [give him some wet wipes / give some wet wipes to him].