

Experiment 1: transport

	Monitor		Laptop		Tablet		Mobile	
	estimate	Rob.t-ratio(0)	estimate	Rob.t-ratio(0)	estimate	Rob.t-ratio(0)	estimate	Rob.t-ratio(0)
b_bus	0	NA	0	NA	0	NA	0	NA
b_metro	0.928	4.76	0.85	4.14	1.249	6.34	0.892	4.06
b_RH	-2.034	-2.38	-2.598	-2.32	-1.393	-1.6	-2.299	-2.31
b_time	-0.094	-7.19	-0.084	-4.8	-0.08	-7.38	-0.1	-6.25
b_cost	-0.137	-5.07	-0.112	-2.94	-0.112	-3.91	-0.126	-4.17
b_comfort	0.303	2.9	0.4	3.69	0.24	2.52	0.211	2.04
Number of individuals	40		40		40		40	
Number of modelled outcomes	480		480		480		480	
LL(final)	-328.37		-334.98		-333.25		-327.05	
Adj.Rho-square (0)	0.3678		0.3553		0.3586		0.3703	
Adj.Rho-square (C)	0.143		0.137		0.1118		0.1601	
AIC	666.73		679.96		676.49		664.11	
BIC	687.6		700.83		697.36		684.97	

Experiment 2: pizzas.

	Monitor		Laptop		Tablet		Mobile	
Estimate	estimate	Rob.t-ratio(0)	estimate	Rob.t-ratio(0)	estimate	Rob.t-ratio(0)	estimate	Rob.t-ratio(0)
b_opt1	0.03	0.24	0.021	0.17	-0.051	-0.37	0.011	0.1
b_opt2	0	NA	0	NA	0	NA	0	NA
b_qual	0.846	11.02	0.731	9.09	0.797	8.23	0.697	7.21
b_cost	-0.325	-7.74	-0.277	-5.7	-0.347	-7.35	-0.304	-5.8
Number of individuals	39		38		38		40	
Number of modelled outcomes	468		456		456		480	
Iterations	10		11		11		12	
LL(final)	-187.99		-198.67		-190.78		-212.07	
Adj.Rho-square (0)	0.4112		0.362		0.3869		0.3536	
Adj.Rho-square (C)	0.4138		0.3626		0.3884		0.3543	
AIC	381.99		403.33		387.56		430.13	
BIC	394.43		415.7		399.92		442.65	