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 | |