[](http://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiAxvrC7IvLAhWHyRQKHWKvAtMQjRwIBw&url=http://www.theguardian.com/education/2015/apr/24/warwick-students-angry-at-new-university-logo&psig=AFQjCNFrycuCRNkVUcT5YxmXgai1ROBNFg&ust=1456246880482606)

**DEBRIEF FORM**

**Participant Identification Number for this study:**

**Title of Project:** **Comparison vs. decisions in binary choice**

**Name of Researcher(s):** Dr. Charlotte Edmunds, Dr. Tim Mullett, Prof. Neil Stewart

The purpose of this experiment is to investigate whether the type of task changes how people make choices.

We are interested in the effects of attention (as measured by time spent looking at an object using eye-tracking) and value (as elicited from you directly via ratings) when determining choices between two pictures. In some previous experiments, we have found that choice is predicted by an interaction of attention and value: people attend to objects they like more **and** are more likely to choose them. However, in other experiments there are only additively separable effects of attention and value on choice: people are more likely to pick the option they value more and/or they are more likely to choose the option they attend to more, but that these effects do not interact (i.e. looking more does not have a bigger effect when the value difference is bigger).

This experiment is attempting to identify which properties lead to the interactive vs. additive effect of attention and value. Here, we will compare simple binary choice between two pictures (Would you prefer Picture A or Picture B on your wall?) with a strength of preference comparison (By how much would you prefer Picture A over Picture B, or vice versa?). We think that attention and value will interact more in the strength-of-preference condition than in the choice condition. If this is the case, we will be able to better understand how choices are made in real world decisions.

If you would like any more information (or have any post-experiment concerns) please contact the lead researcher Charlotte Edmunds at charlotte.edmunds@wbs.ac.uk