Description and choice data for the domain "Films"

Description of the choice domain 3, `Films`

The prompt question and the universe of five response options in the choice domain `Films` are as follows. The labels a, b, c, d and e were not displayed during the experiment and are indicated here to allow cross-referencing with data tables and visualizations below and results in the paper.

% Films

The source for this domain is the IMDb list "Most Popular Feature Films Released 1990 to 1999''. The decade was chosen so that the films would not be easily recognizable by most respondents.

Judging from the following descriptions of films, which one of the films would you choose to see?

- Two imprisoned men bond over a number of years, finding solace and eventual redemption through acts of common decency.
- Mathilda, a 12-year-old girl, is reluctantly taken in by Léon, a professional assassin, after her family is murdered. Léon and Mathilda form an unusual relationship, as she becomes his protégé and learns the assassin's trade.
- The lives of two mob hit men, a boxer, a gangster's wife, and a pair of diner bandits intertwine in four tales of violence and redemption.
- A sexually frustrated suburban father has a mid-life crisis after becoming infatuated with his daughter's best friend.
- Identical twins, separated at birth and each raised by one of their biological parents, discover each other for the first time at summer camp and make a plan to bring their wayward parents back together.

The following figure is a screenshot from the actual experiment, with one of the 26 possible menus for this domain.

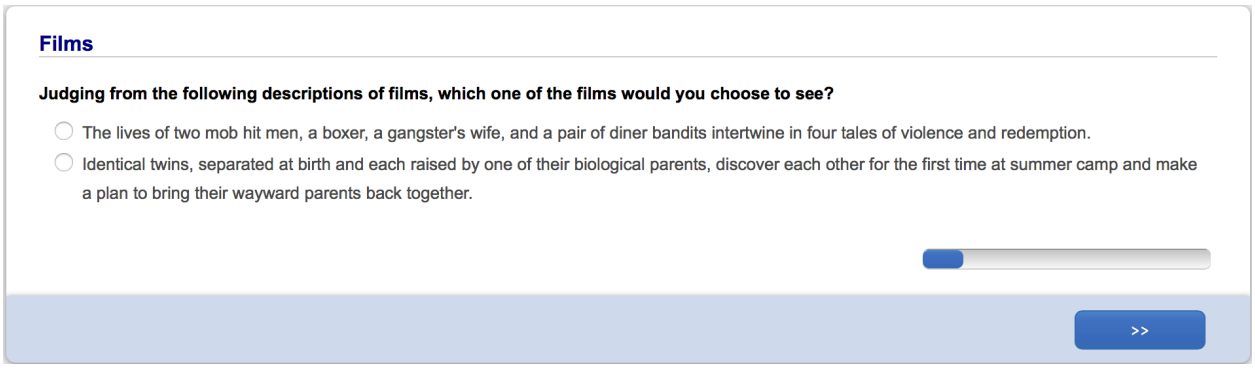


Figure 1: Screenshot for domain Films

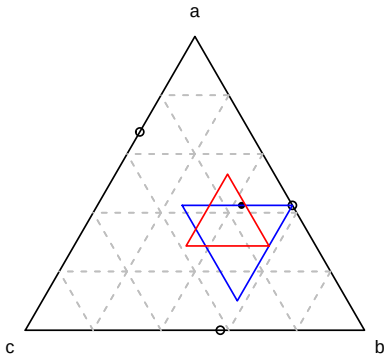
	Choice counts					Choice proportions				
Menu A	$N_A(a)$	$N_A(b)$	$N_A(c)$	$N_A(d)$	$N_A(e)$	$\hat{P}_A(a)$	$\hat{P}_A(b)$	$\hat{P}_A(c)$	$\hat{P}_A(d)$	$\hat{P}_A(e)$
$\{a,b\}$	17	23	-	-	-	0.425	0.575	-	-	-
$\{a,c\}$	27	-	13	-	-	0.675	-	0.325	-	-
$\{b,c\}$	-	23	17	-	-	-	0.575	0.425	-	-
$\{a,b,c\}$	17	17	6	-	-	0.425	0.425	0.150	-	-
$\{a,d\}$	27	-	-	13	-	0.675	-	-	0.325	-
$\{b,d\}$	-	29	-	11	-	-	0.725	-	0.275	-
$\{a,b,d\}$	11	27	-	2	-	0.275	0.675	-	0.050	-
$\{c,d\}$	-	-	21	19	-	-	-	0.525	0.475	-
$\{a,c,d\}$	20	-	13	7	-	0.500	-	0.325	0.175	-
$\{b,c,d\}$	-	15	15	10	-	-	0.375	0.375	0.250	-
$\{a,b,c,d\}$	15	14	8	3	-	0.375	0.350	0.200	0.075	-
$\{a,e\}$	21	-	-	-	19	0.525	-	-	-	0.475
$\{b,e\}$	-	19	-	-	21	-	0.475	-	-	0.525
$\{a,b,e\}$	12	13	-	-	15	0.300	0.325	-	-	0.375
$\{c,e\}$	-	-	27	-	13	-	-	0.675	-	0.325
$\{a,c,e\}$	15	-	10	-	15	0.375	-	0.250	-	0.375
$\{b,c,e\}$	-	16	10	-	14	-	0.400	0.250	-	0.350
$\{a,b,c,e\}$	7	14	12	-	7	0.175	0.350	0.300	-	0.175
$\{d,e\}$	-	-	-	5	36	-	-	-	0.122	0.878
$\{a,d,e\}$	16	-	-	4	21	0.390	-	-	0.098	0.512
$\{b,d,e\}$	-	21	-	5	14	-	0.525	-	0.125	0.350
$\{a,b,d,e\}$	8	17	-	4	11	0.200	0.425	-	0.100	0.275
$\{c,d,e\}$	-	-	15	6	19	-	-	0.375	0.150	0.475
$\{a,c,d,e\}$	12	-	9	5	14	0.300	-	0.225	0.125	0.350
$\{b,c,d,e\}$	-	12	8	5	15	-	0.300	0.200	0.125	0.375
$\{a,b,c,d,e\}$	7	11	5	3	14	0.175	0.275	0.125	0.075	0.350

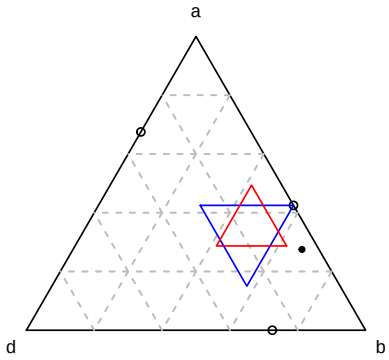
Table 1: Observed choice counts and proportions.

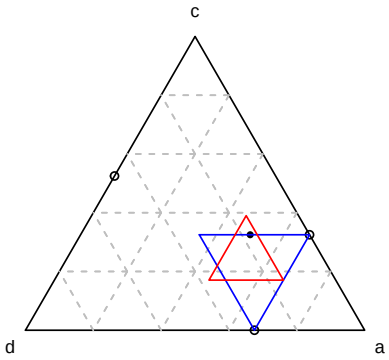
Choice data for domain 3, Films

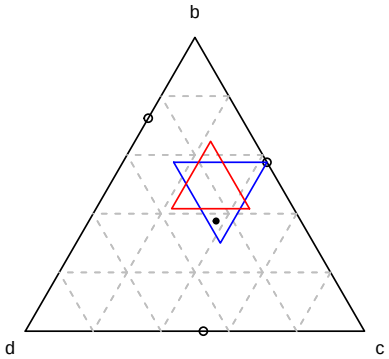
Table 1 shows choice counts and choice proportions for this choice domain. For each menu A and each object $x \in \{a,b,c,d,e\}$, $N_A(x)$ is the number of participants who chose object x from menu A and $\hat{P}_A(x)$ is the corresponding proportion of participants who chose x from A. When $x \notin A$, a dash is displayed.

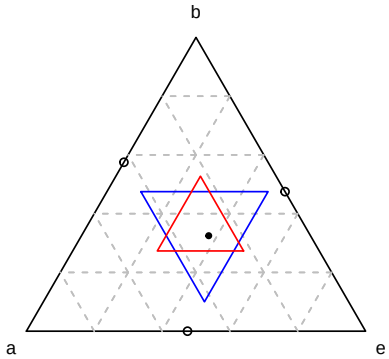
The following figure displays choice proportions for all doubleton and tripleton menus in Barycentric coordinates. See a full description of this graphical representation in the paper. Each panel shows choice proportions for all doubleton and tripleton menus of a different tripleton subset of $\{a,b,c,d,e\}$. The downward-pointed (blue) triangle shows the set of ternary choice proportions that are compatible with regularity and the three binary choice proportions, on the corresponding tripleton. The upward-pointed (red) triangle shows the set of ternary choice proportions compatible with the multiplicative inequality and the three binary choice proportions.

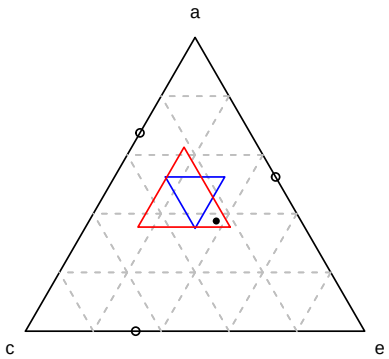

a
c
b

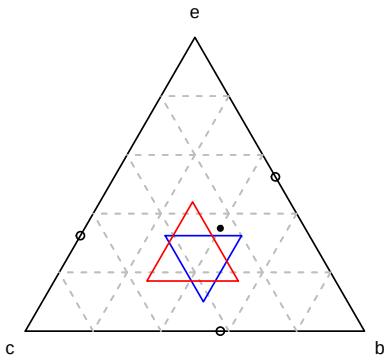

a
d
b

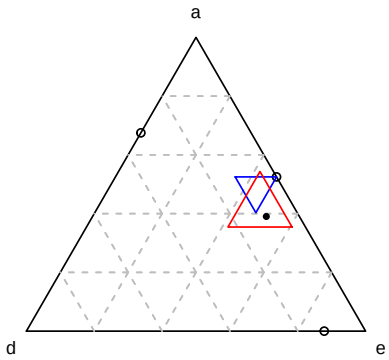

c
d
a

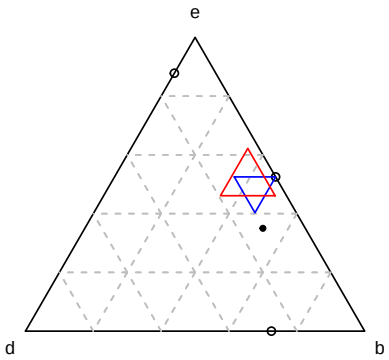

b
d
c

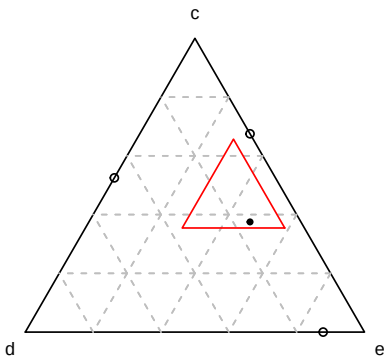

b
a
e


a
c
e


e
c
b


a
d
e


e
d
b


c
d
e