



Sunglasses

- Check preference for identical sunglasses rated by other buyers using various schemes

- More frequent 'excellent' ratings should be better

-Larger pool of buyers rating should be more reliable

• Testing whether:

- People can make rational choices

- Natural frequencies are also present

- Larger denominator increases reliability

-Interval notation





Sunglasses

- Check preference for identical sunglasses rated by other buyers using various schemes
 - More frequent ‘excellent’ ratings should be better
 - Larger pool of buyers rating should be more reliable
- Testing whether:
 - People can make rational choices
 - Natural frequencies are as good as percentages
 - Larger denominators convey more reliability
 - Interval numerators can be understood



Findings

Sample sizes ~300 “master turkers”