

We like uncertainty

 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

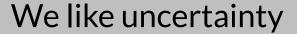
Testing whether:

People can make rational choices

Natural frequencies are as good as percentages

Larger denominators convey more reliability

Interval numerators can be understood



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Findings