





Wwlikeuincertainty

- 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





## 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



# Findings

Sample sizes ~300 “master turkers”