

$$\Phi(L_{ir}) \sim N(L_{ir}, Weber \times L_{ir})$$

$$Ratio_{ir} \sim Beta(W_{ir} + 1, L_{ir} + 1)$$

$$Choice_{i} \sim Bernoulli(pSM_{i})$$

$$pSM_{i} = \frac{e^{f_{iB}}}{e^{f_{iB}} + e^{f_{iS}}}$$