Outline

Each number is a new chapter.

1. Introduction
   1. Introducing the attraction effect
      1. Explaining why it violates choice axioms
      2. Review of literature in “high-level” choice
   2. Extending to perceptual choice
      1. Trueblood, related papers
      2. Repulsion effect
   3. Theories of choice
      1. Utility models
         1. RUMs
            1. w/ and w/o IIA
            2. when applied to CE
      2. Process models
         1. Models that focus on comparability
            1. MDFT, MLBA, LCA, AAM
         2. Other models
            1. MDBS? (check on this), VAMP, 2-Nary choice tree
   4. Explaining the structure of the dissertation
2. A statistical model of perceptual variability
   1. E1: 2afc experiment
   2. E2: Circle/choice experiment
3. Further testing a model of perceptual variability
   1. E3: B/W experiment
4. Comparability in perceptual choice
   1. E4: pref rating / choice experiment
5. General Discussion