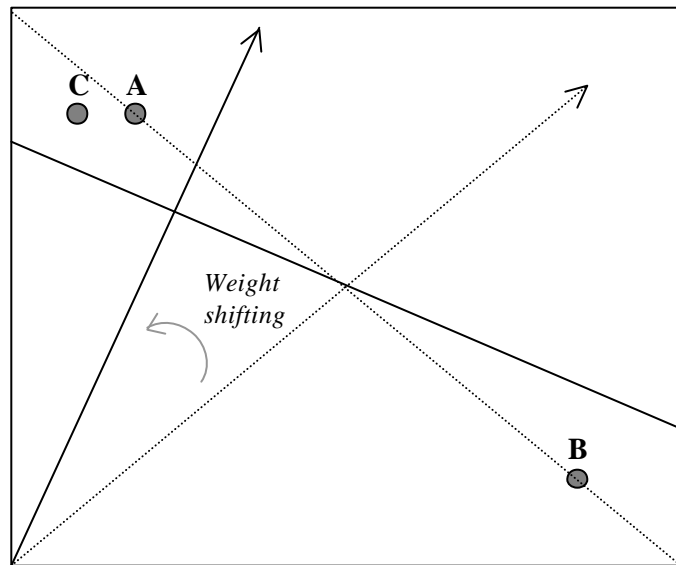
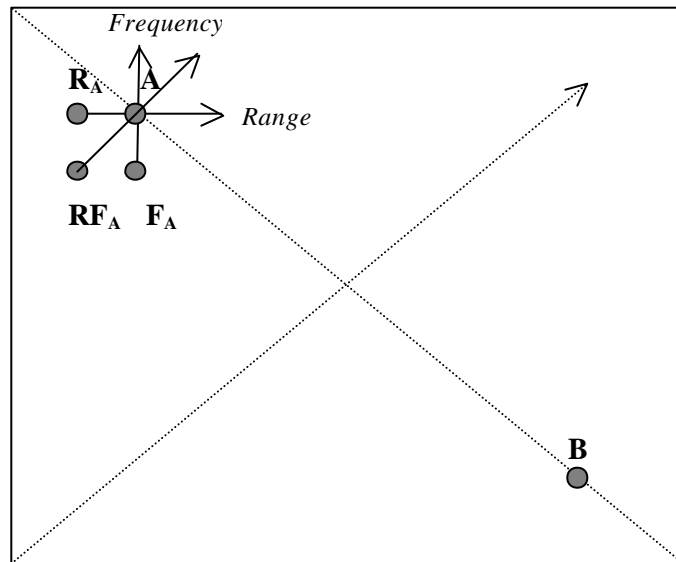


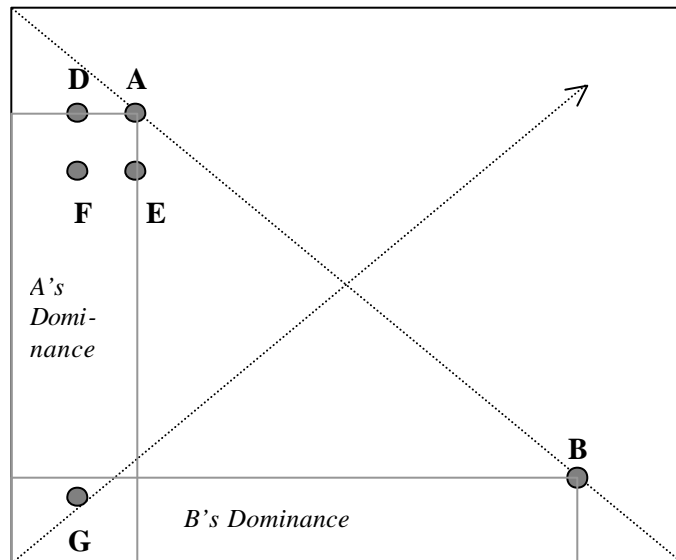
Figure 1. Models of Choice-Set Effects



A. Dimensional Weight



B. Value Shift



C. Dominance Valuing