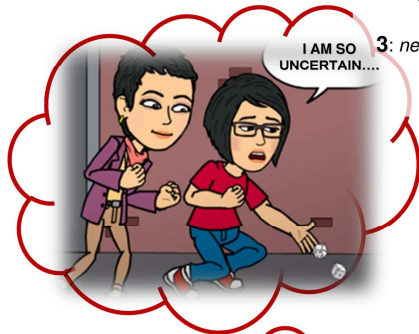


Uncertainty approach

(probability $1-\pi$)

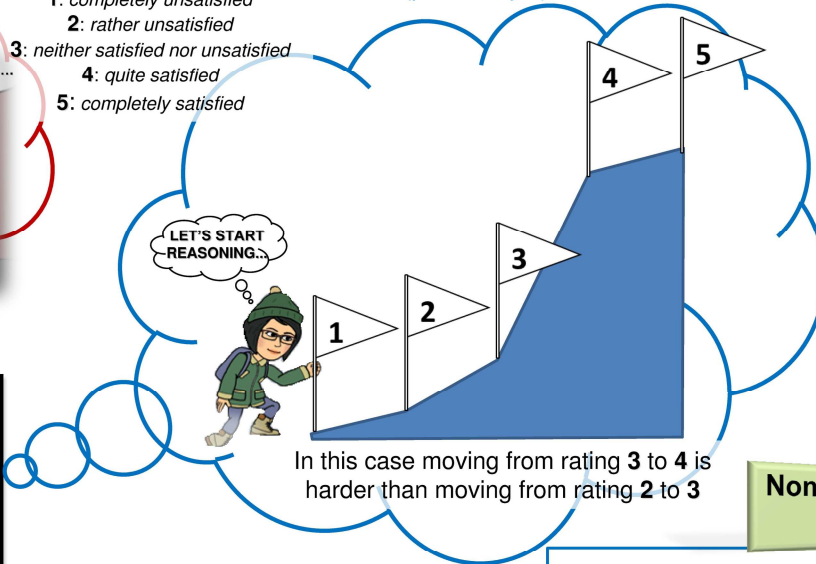


POSSIBLE RESPONSES

- 1: completely unsatisfied
- 2: rather unsatisfied
- 3: neither satisfied nor unsatisfied
- 4: quite satisfied
- 5: completely satisfied

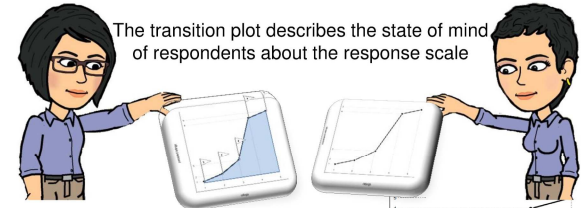
Feeling approach

(probability π)

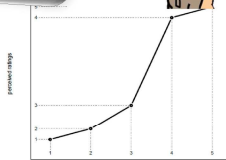


Nonlinear CUB model (NLCUB)

$$Pr\{R = r|\theta\} = \pi \sum_{y \in I^{-1}(r)} Pr\{V(T+1, \xi) = y\} + (1-\pi)P\{U(m) = r\}$$



A measure of the **Uncertainty**
A measure of the **Feeling**



A Transition Plot

