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## Why Ovals in Eliciting Intervals?

Joshua Zamora and Vladik Kreinovich

**Abstract** To elicit people's opinions, we usually ask them to mark their degree of satisfaction on a scale – e.g., from 0 to 5 or from 0 to 10. Often, people are unsure about the exact degree: 7 or 8? To cover such situations, it is desirable to elicit not a single value but an interval of possible values. However, it turns out that most people are not comfortable with marking an interval. Empirically, it turned out that the best way to elicit an interval is to ask them to draw an oval whose intersection with the 0-to-10 line is the desired interval. Surprisingly, this seemingly more complex 2-D task is easier for most people that a seemingly simpler 1-D task of drawing an interval. In this paper, we provide a possible explanation of why eliciting an interval-related oval is more efficient than eliciting the interval itself.

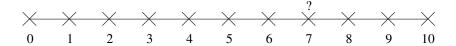
#### 1 Need to elicit intervals

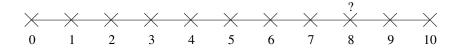
People's opinion is usually elicited by asking people to mark a point on a scale. This us how, e.g., students evaluate their instructors.

- In some cases, people are absolutely certain about their marks.
- However, in many other cases, they are not so sure. For example, a person may
  hesitate where to mark a good but not excellent service by 7 or 8 on a 0 to 10
  scale.

Since the usual scale only allows one mark, the person will put either 7 or 8.

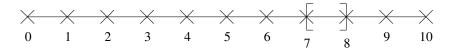
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We could get a more adequate understanding of the people's opinions if we allow the user, in such situations, to explicitly explain that both 7 and 8 – and thus, all the values in between – could be this person's marks.

In other words, we would get a more adequate description of people's opinions if we allow them to describe their opinion by intervals, and not just by the numerical values.

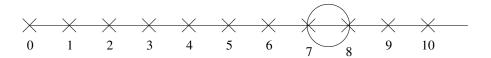


### 2 Eliciting intervals is not easy

Eliciting intervals would be beneficial for processing people's opinions. However, people are not accustomed to marking intervals. Therefore, they are reluctant to do it.

To make this task easier for users, researchers tried different approaches. Interestingly, a successful approach came when researchers decided to elicit a 2-D figure.

Namely, they elicit an oval whose intersection with the straight line provides the desired interval; see [1].



### 3 Why: the question and our explanation

**Why?** A 2-D oval contains more information that the resulting interval. So why is it easier for the users to provide ovals than to directly provide intervals?

**Our explanation.** Psychologists have found that the perceived complexity of a curve increases with the number of vertices; see, e.g., [2].

• Smooth curves like ovals are the simplest.



• On the other hand, an interval – with 2 vertices – is much more complex.



This explains why it is easier for people to draw an oval than to directly draw an interval.

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