

# Paradoxical choice and the reinforcing value of information

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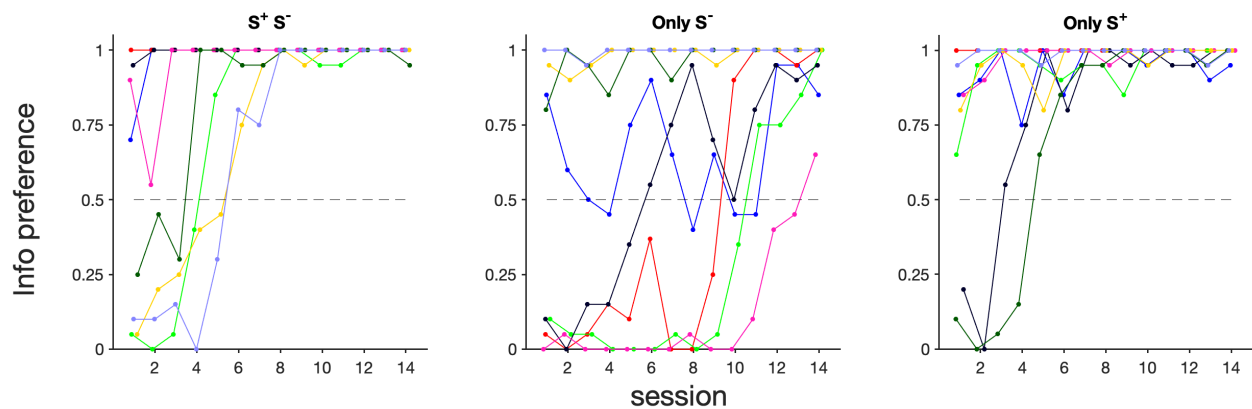
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## Online resource 1 - Supplementary materials



**Figure S1. Individual preferences for the *Info* option.** Proportion of observed preferences in the  $S^+ S^-$  ( $n = 8$ ), Only  $S^-$  ( $n = 8$ ) and Only  $S^+$  ( $n = 8$ ) groups are shown. Each colour represents a different individual for each group.

	<b>Treatment</b>		
	<i>S<sup>+</sup>_S<sup>-</sup></i>	<i>Only_S<sup>-</sup></i>	<i>Only_S<sup>+</sup></i>
$\alpha$	4.22 (4.06- 4.4)	10.78 (8.531- 13.03)	2.09 (-1.765 -5.95)
$\beta$	1.68 (1.47 - 1.89)	2.69 (1.70 - 3.70)	3.27 (1.201- 5.34)
$\gamma$	0.49 (0.46 - 0.51)	0.48 (0.44 - 0.53)	0.48 (0.01 - 0.95)

**Table S1. Estimated parameter values from sigmoidal Gaussian curves fit to mean *Info* preference data in the main experiment.**  $\alpha$  gives the inflection point,  $\beta$  the slope at the inflection point, and  $\gamma$  the lower bound of the curves. The upper bound given by  $1-\lambda$  was set at 1. 95% confidence bounds are given in brackets.