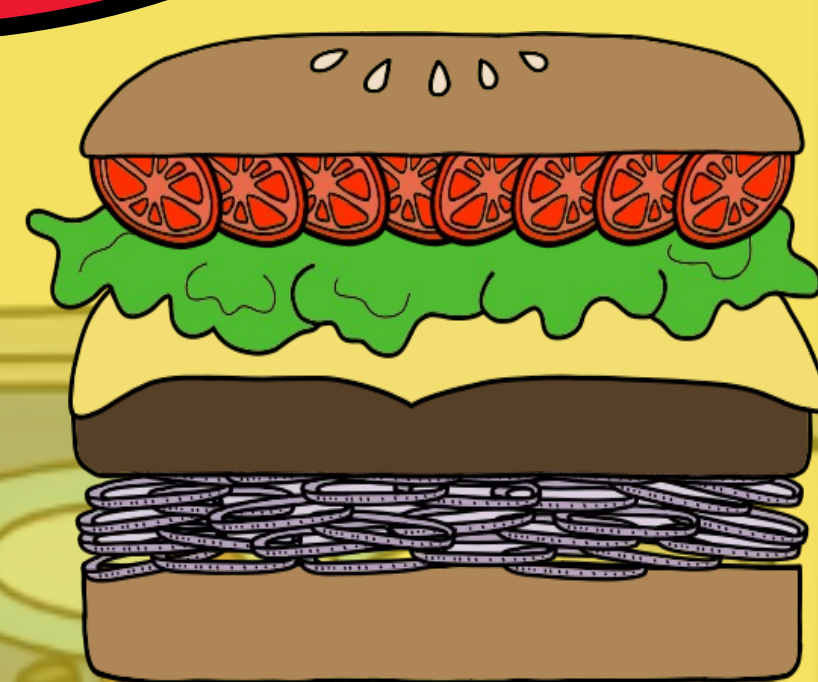


ROB'S BURGERS

OR: MULTI NEGATIONS IN INFORMATION PROCESSING

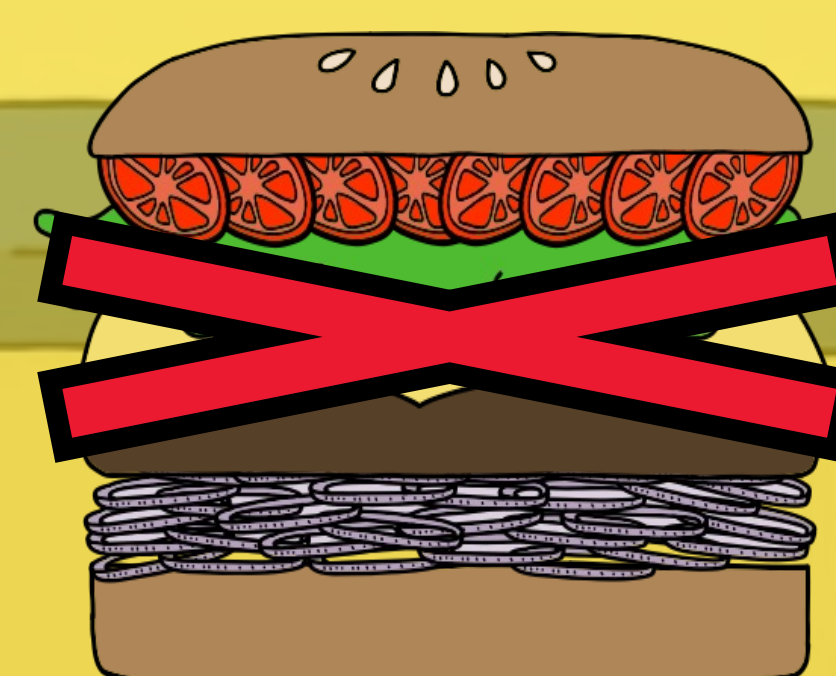
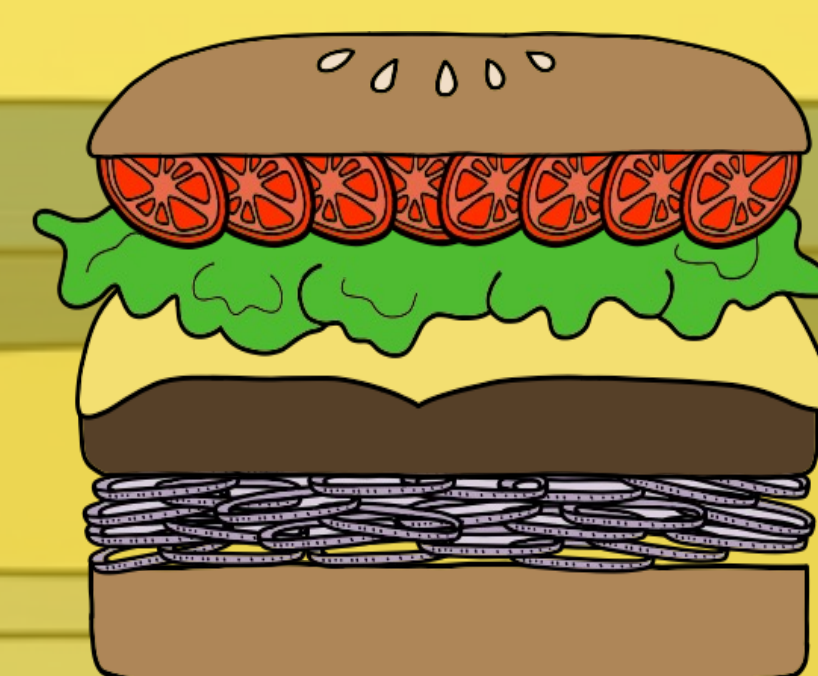
SERVED BY
ROBERT WIRTH
& YANICK KLOSS
WUERZBURG UNIVERSITY

ONE BURGER
WITH CHEESE
PLEASE !



COMPREHEND & ACCEPT

RT AFFIRMATIVE

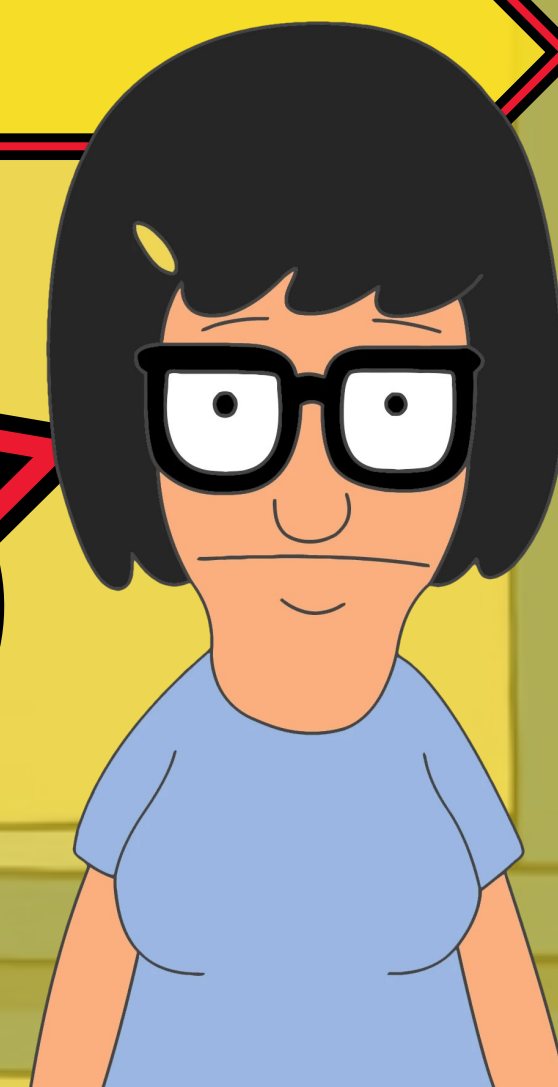


COMPREHEND & ACCEPT

NEGATE

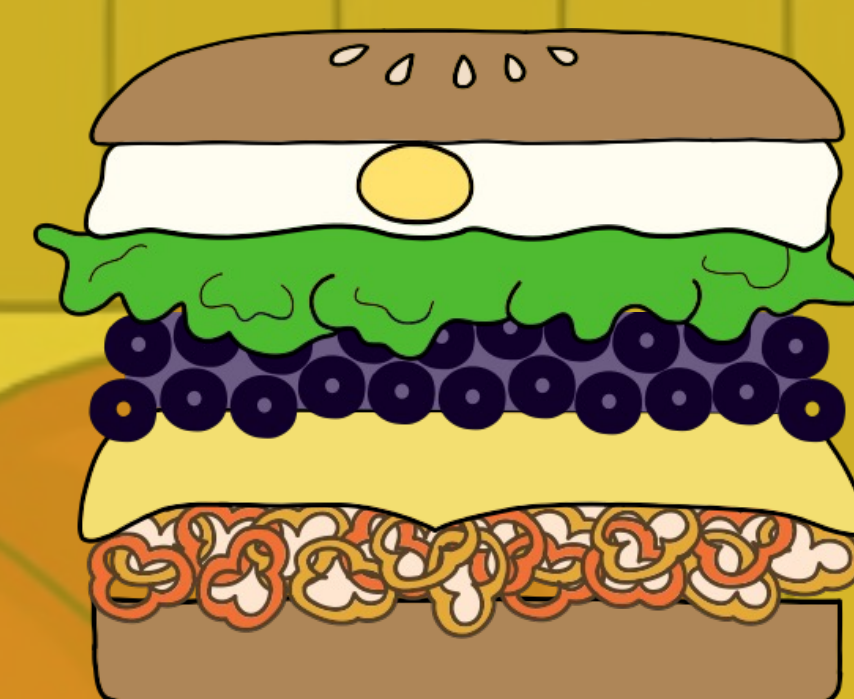
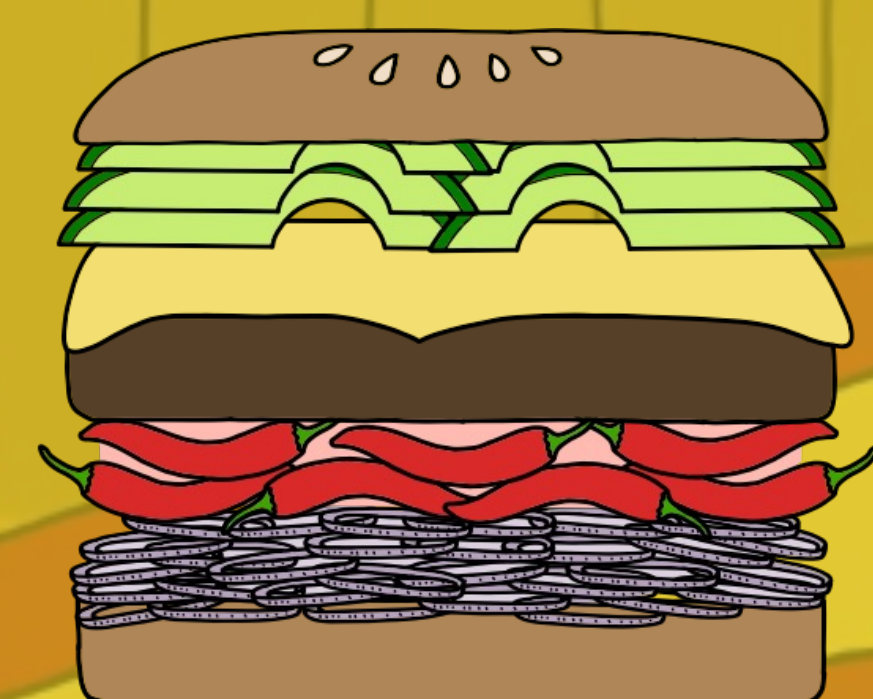
RT NEGATED

ONE BURGER
WITHOUT CHEESE
PLEASE !

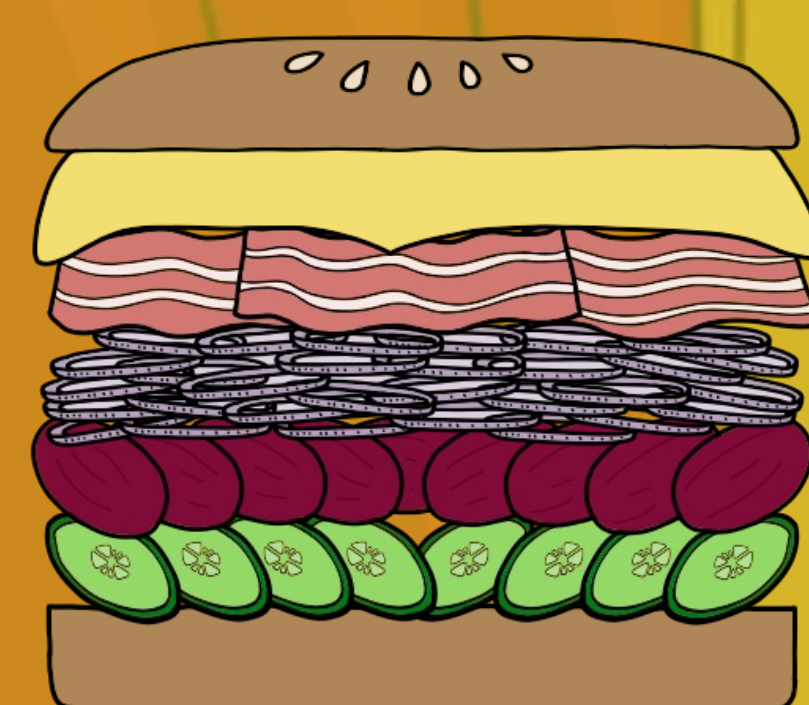
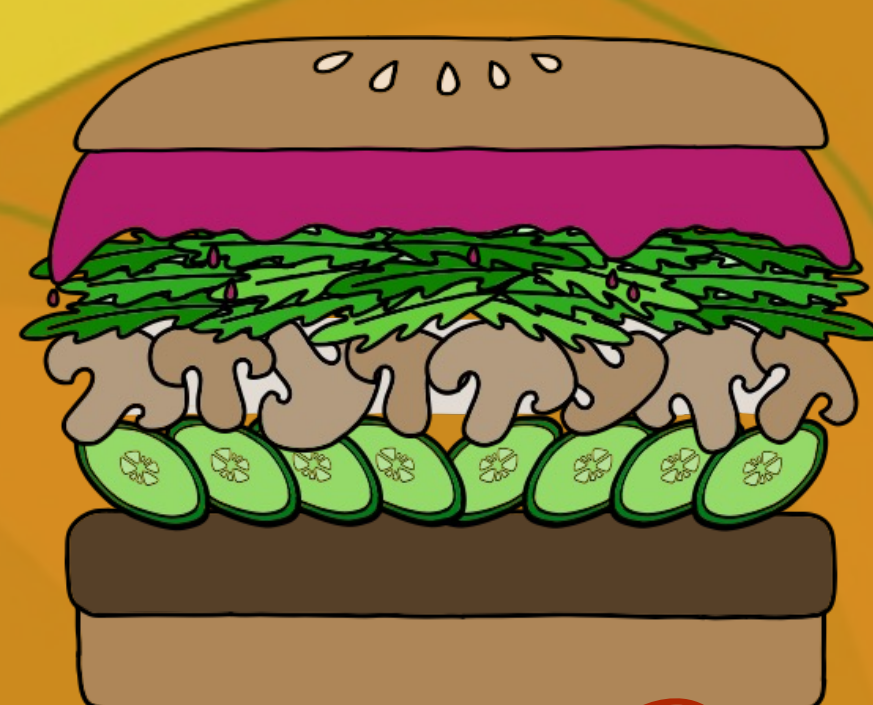


INTRO

METHODS



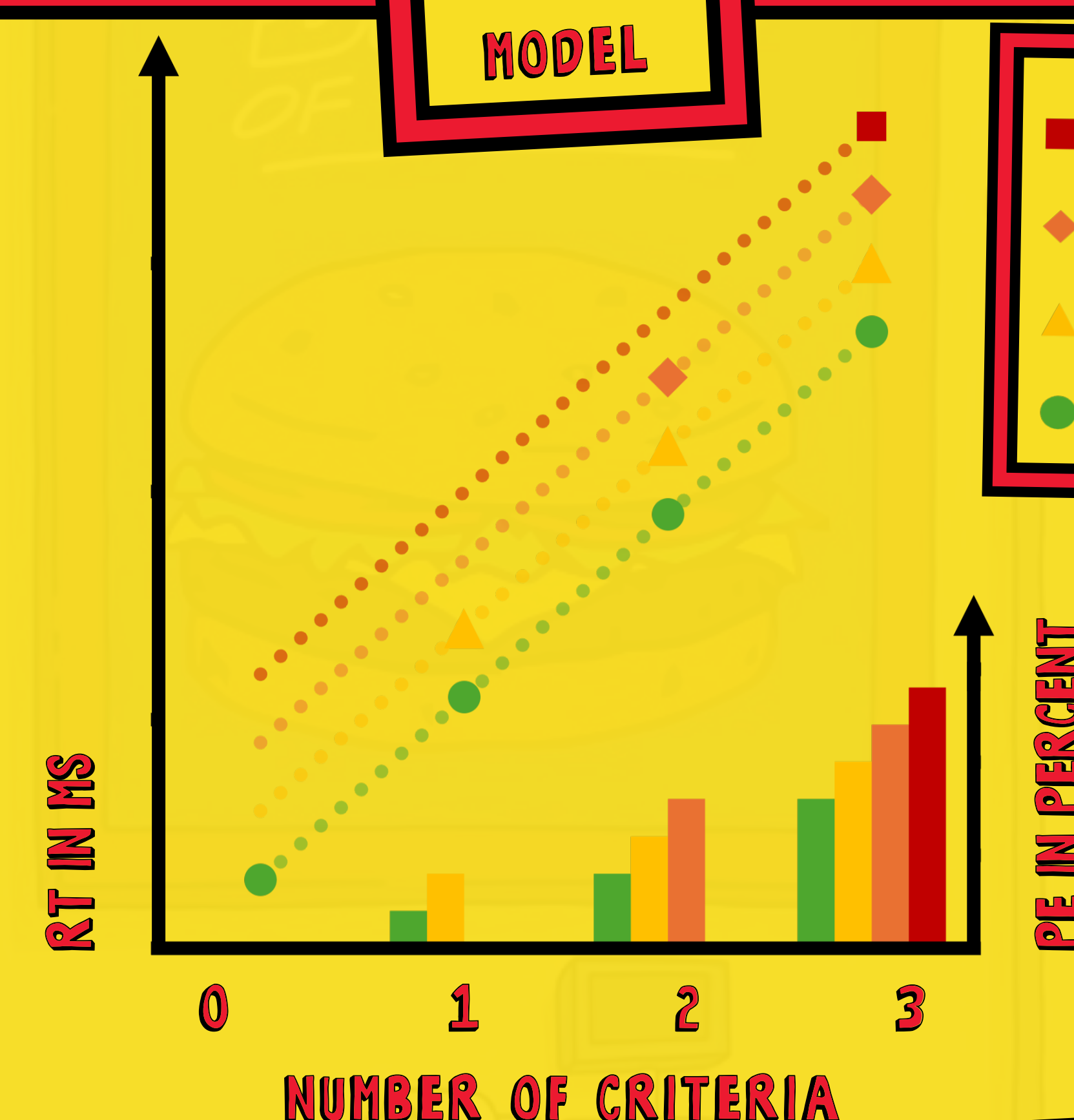
ORDER:
A BURGER
WITH CHEESE
WITHOUT ONIONS
WITHOUT PICKLES



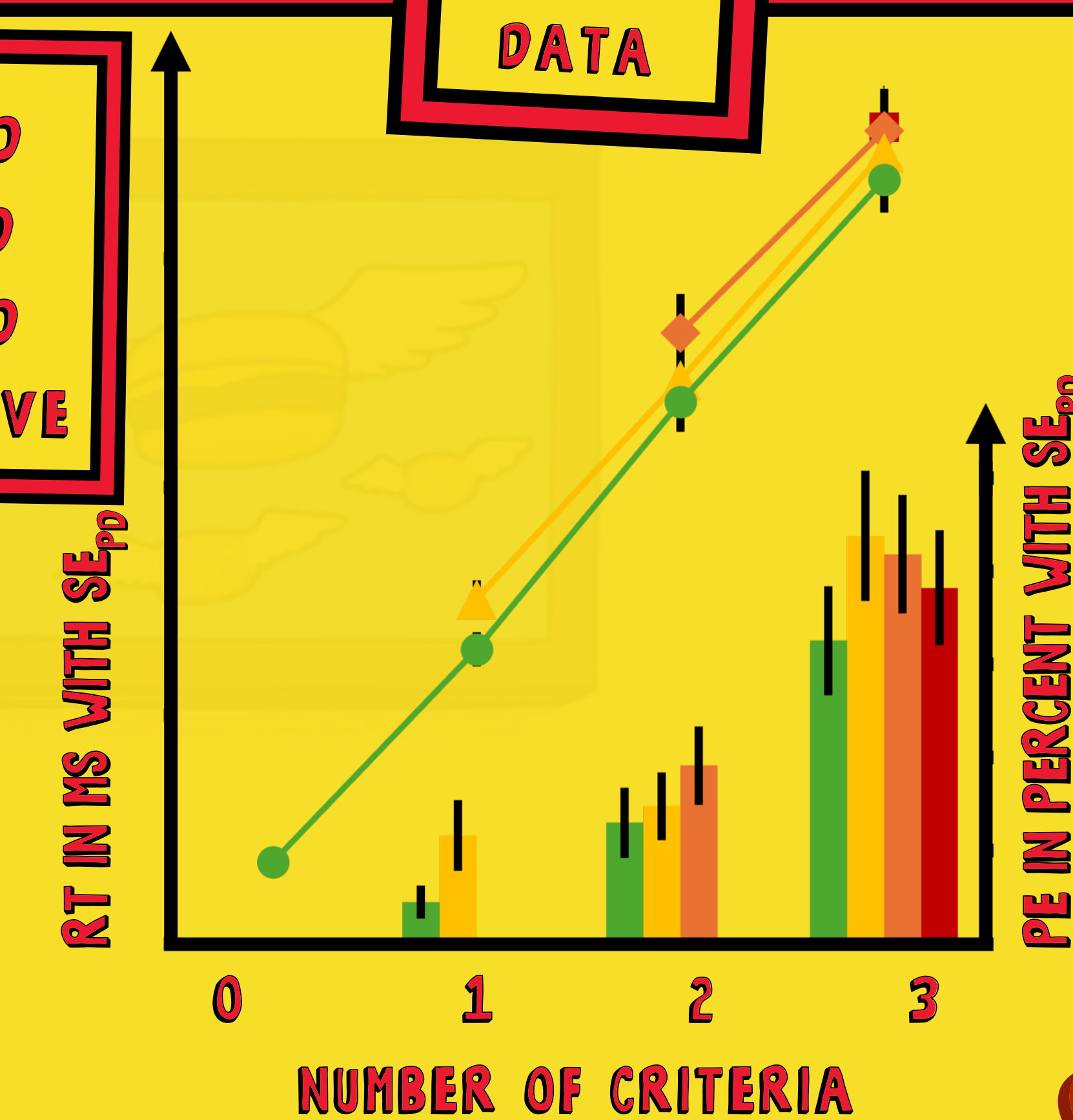
INDEPENDENT VARIABLES:
NUMBER OF CRITERIA: 0 TO 3
NUMBER OF NEGATIONS: 0 TO 3

RESULTS

MODEL



DATA



DISCUSSION

SO, NEGATION
COSTS ADD UP ?

MORE OR LESS, YES...
NEGATIONS SEEM TO PRESENT A
STRUCTURAL COGNITIVE LIMITATION.
THEY SLOW YOU DOWN, SO MAKE
SURE CUSTOMERS STICK TO THE MENU.

FASCINATING !

NOW GET BACK
TO WORK !

... AND NO
EXTRAS !

