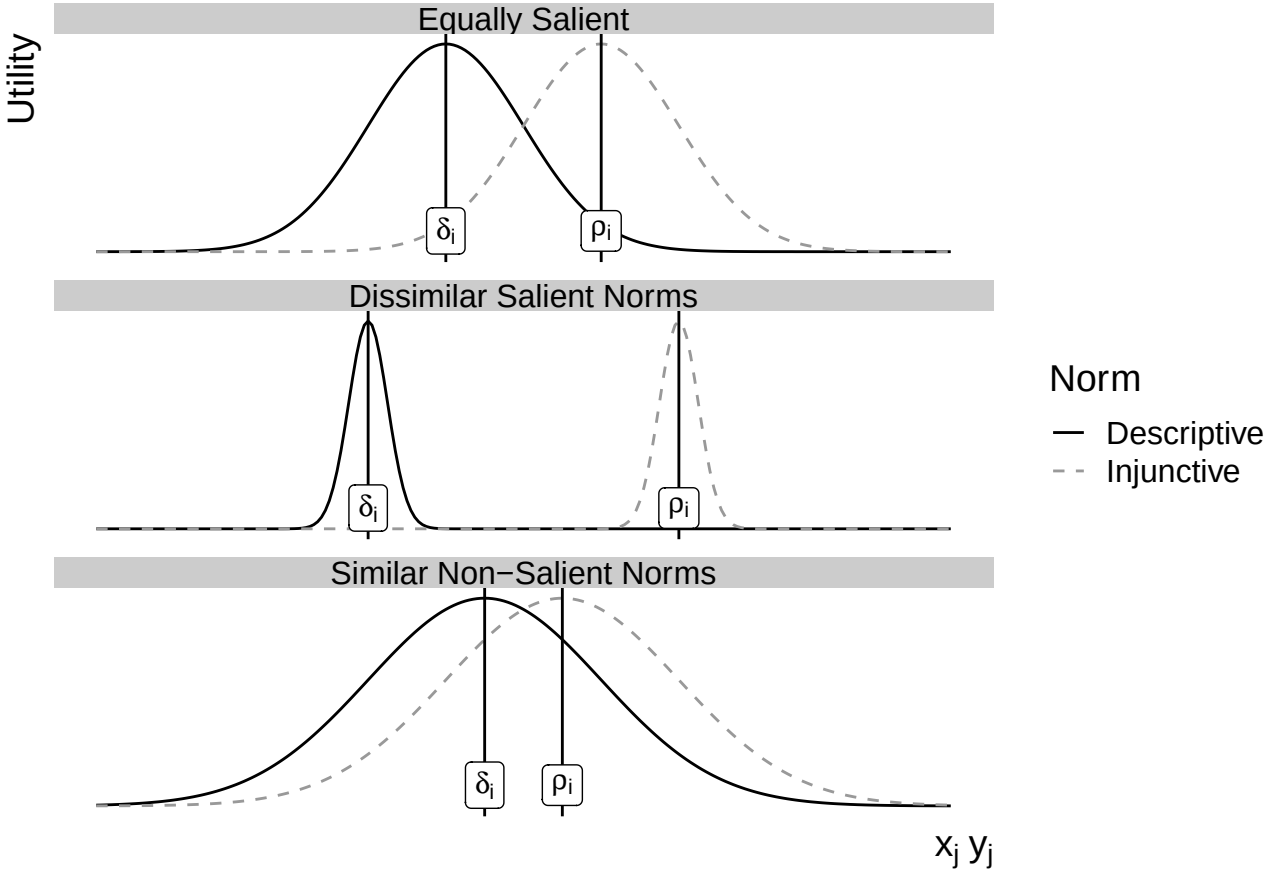
Equally Salient
Dissimilar Salient Norms
Similar Non−Salient Norms
Utility
δi
ρi
δi
ρi
δi
ρi
xj yj
Norm
Descriptive
Injunctive