

Title: Universal Fechnerian Scaling: Theory and Applications

Hans Colonius (Universitaet Oldenburg)

Abstract: Universal Fechnerian Scaling is a principled approach to computing subjective distances from pairwise discrimination probabilities. It is based on a new mathematical notion, *dissimilarity function*, introduced in Dissimilarity Cumulation (DC) theory developed by Dzhafarov and Colonius (Dzhafarov & Colonius, *J. Math. Psychol.*, 2007). This talk will outline the basic theory, a recent extension, and some exemplary applications.