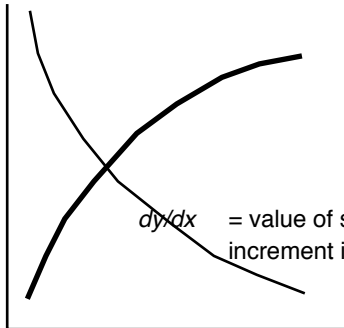


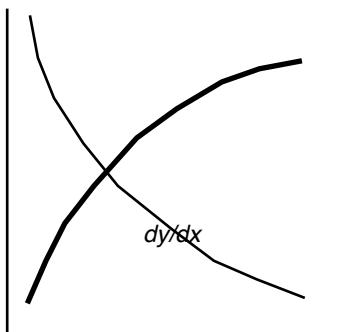
Value of  
Income, Y



Income, X

Bernoulli's Law

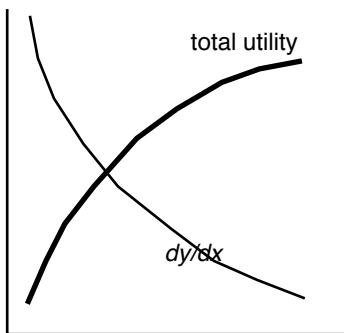
Reported  
Subjective  
Intensity  
of Stimulus,  
Y



Objective Intensity  
of Stimulus, X

Weber-Fechner's Law

Utility, Y



Number or Frequency of  
unit goods consumed, X

The Law of Diminishing  
Marginal Utility