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Chapter 1 : Choice modelling - Wikipedia

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The Construction of Optimal Stated Choice Experiments provides an accessible introduction to the construction methods needed to create the best possible designs for use in modeling decision-making.

Theoretical background[edit] The theory behind choice modelling was developed independently by economists and mathematical psychologists. Due to his use of the normal distribution Thurstone was unable to generalise this binary choice into a multinomial choice framework which required the multinomial logistic regression rather than probit link function , hence why the method languished for over 30 years. However, in the s through s the method was axiomatised and applied in a variety of types of study. Distinction between revealed and stated preference studies[edit] Choice modelling is used in both revealed preference RP and stated preference SP studies. RP studies use the choices made already by individuals to estimate the value they ascribe to items - they "reveal their preferences - and hence values utilities \hat{u} " by their choices". SP studies use the choices made by individuals made under experimental conditions to estimate these values \hat{u} " they "state their preferences via their choices". Luce and Marley had previously axiomatised random utility theory but had not used it in a real world application; [7] furthermore they spent many years testing the method in SP studies involving psychology students. However, much of the work in choice modelling had for almost 20 years been proceeding in the field of stated preferences. This work drew heavily on the fields of conjoint analysis and design of experiments , in order to: Present to consumers goods or services that were defined by particular features attributes that had levels, e. David Hensher and Jordan Louviere are widely credited with the first stated preference choice models. Relationship with conjoint analysis[edit] Choice modelling from the outset suffered from a lack of standardisation of terminology and all the terms given above have been used to describe it. However, the largest disagreement has proved to be geographical: Elsewhere in the world, the term discrete choice experiment has come to dominate in virtually all disciplines. Identifying the good or service to be valued; Deciding on what attributes and levels fully describe the good or service; Constructing an Experimental design that is appropriate for those attributes and levels, either from a design catalogue, [14] or via a software program; [15] Constructing the survey, replacing the design codes numbers with the relevant attribute levels; Administering the survey to a sample of respondents in any of a number of formats including paper and pen, but increasingly via web surveys; Analysing the data using appropriate models, often beginning with the Multinomial logistic regression model, given its attractive properties in terms of consistency with economic demand theory. Phones are often described by shape, size, memory, brand, etc. The attributes to be varied in the DCE must be all those that are of interest to respondents. Omitting key attributes typically causes respondents to make inferences guesses about those missing from the DCE, leading to omitted variable problems. The levels must typically include all those currently available, and often are expanded to include those that are possible in future \hat{u} " this is particularly useful in guiding product development. Constructing an experimental design that is appropriate for those attributes and levels, either from a design catalogue, or via a software program[edit] A strength of DCEs and conjoint analyses is that they typically present a subset of the full factorial. This is the full factorial and in most cases is too large to administer to respondents. Subsets of the full factorial can be produced in a variety of ways but in general they have the following aim: This is typically achieved by deliberately confounding higher order interactions with lower order interactions. For example, two-way and three-way interactions may be confounded with main effects. This has the following consequences: The number of profiles configurations is significantly reduced; A regression coefficient for a given main effect is unbiased if and only if the confounded terms higher order interactions are zero; A regression coefficient is biased in an unknown direction and with an unknown magnitude if the confounded interaction terms are non-zero; No correction can be made at the analysis to solve the problem, should the confounded terms be non-zero. Thus, researchers have repeatedly been warned that design involves critical decisions to be made concerning whether two-way and higher order interactions are

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likely to be non-zero; making a mistake at the design stage effectively invalidates the results since the hypothesis of higher order interactions being non-zero is untestable. Traditionally they had the property of Orthogonality where all attribute levels can be estimated independently of each other. This ensures zero collinearity and can be explained using the following example. Imagine a car dealership that sells both luxury cars and used low-end vehicles. Using the utility maximisation principle and assuming an MNL model, we hypothesise that the decision to buy a car from this dealership is the sum of the individual contribution of each of the following to the total utility. Price Origin German, American Performance Using multinomial regression on the sales data however will not tell us what we want to know. The reason is that much of the data is collinear since cars at this dealership are either: This is a fundamental reason why RP data are often unsuitable and why SP data are required. In RP data these three attributes always co-occur and in this case are perfectly correlated. Only in experimental conditions, via SP data, can performance and price be varied independently and their effects decomposed. An experimental design below in a Choice Experiment is a strict scheme for controlling and presenting hypothetical scenarios, or choice sets to respondents. For the same experiment, different designs could be used, each with different properties. The best design depends on the objectives of the exercise. It is the experimental design that drives the experiment and the ultimate capabilities of the model. Many very efficient designs exist in the public domain that allow near optimal experiments to be performed. For example the Latin square design allows the estimation of all main effects of a product that could have up to approximately followed by eighteen zeros configurations. Furthermore this could be achieved within a sample frame of only around respondents. Below is an example of a much smaller design. This is 34 main effects design.

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