

Study objectives and plan



Experimental design



Data collection



Model estimation



Interpretation

Variables

- Attribute variables
 - Characteristics of the choice alternatives
 - e.g., price
- Socio-demographic and socio-economic variables
 - Characteristics of the decision-maker
 - e.g., gender
- Scenario variables
 - Characteristics of the choice environment or context
 - e.g., weather
- Other variables
 - Characteristics of the study design
 - e.g., data collection method

Types of variables

- Categorical (qualitative)
 - Nominal measurement scale
 - Ordinal measurement scale
- Numerical (quantitative)
 - Interval measurement scale
 - Ratio measurement scale

Nominal variable

Attribute variables

- Colour red, blue, yellow, purple
- Warranty yes, no
- Livestock cattle, sheep, pigs, horses
- Socio-demographic variables
 - Gender male, female, other
 Marital status single, married, divorced, widowed
- Scenario variables
 - Weather

- Travel purpose
- Other variables
 - Administration mode
 - Data type

sunny, rainy, cloudy, windy, snowy business, leisure

paper and pencil, online, personal interviewer experiment (stated choice), field (revealed choice)

Ordinal variable

Attribute variables

- Rating poor, average, good, excellent
- Effectiveness
 low, medium, high
- Mail speed regular, priority, express
- Socio-demographic variables
 - Education
 - Age category
 - Income category
- Scenario variables
 - Scale
 - Disease severity

primary, secondary, tertiary child, adolescent, young adult, middle aged, senior

< \$30k, \$30k-\$60k, > \$60k

local, regional, national, international

mild, moderate, severe

- Other variables
 - Display order of alternatives top, middle, bottom

Interval variable

Attribute variables

- Time of day 9am, 11am, 3pm 7pm
- Hotel stars
 1, 2, 3.5, 4, 5

Socio-demographic variables

SAT score 200, 400, 600, 800
Credit score 300, 500, 850

Scenario variables

- Temperature 70 F, 80 F, 90 F, 100 F
- Other variables
 - Choice task complexity1, 2, 3, 4, 5

Ratio variable

Attribute variables

Cost \$10.99, \$18.50, \$33, \$49.00
Waiting time 15 min, 25 min, 40 min, 60 min
Risk 1%, 3%, 5%, 8%
Transfers 0, 1, 2, 3, 4

Socio-demographic variables

- Income \$10k, \$25k, \$40k, \$60k
 Quality of life 0.3, 0.5, 0.7, 0.9, 1.0
- Scenario variables
 - Patient age 20 years, 35 years, 40 years, 60 years, 75 years
- Other variables
 - Survey incentive
 \$5, \$10, \$15, \$20

- Content
- Size
- Temperature
- Price



Example: drink

Content

- Coffee, Tea, Hot Chocolate, Water
- Categorical nominal scale
- Size
- Temperature
- Price



- Content
- Size
 - Small, Medium, Large, Extra large
 - Categorical ordinal scale
- Temperature
- Price



- Content
- Size
- Temperature
 - 20 °C, 45 °C, 70 °C, 90 °C
 - Numerical Interval scale
- Price



- Content
- Size cup
- Temperature
- Price
 - \$2, \$2.50, \$3, \$5
 - Numerical Ratio scale



Summary

