



Two Week Summer School Course in **Choice Analysis**

	<p>University of Waikato Hamilton 6-17 February 2012</p> <p>Choice Analysis ECON527-12S (15 point module) or Choice Analysis Workshop</p>	
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The application of quantitative statistical methods to the analysis of consumer choice is one of the most valuable tools in the modern researcher's toolkit. Choice analysis can be used to investigate: how much people value environmental improvements (or losses); how people will respond to a new toll road or public transport service; how consumers will respond to a price increase or which of several product features would most increase competitive appeal.

The purpose of this paper is to provide students with skills in the theory and analysis of choice data. This should enable them to carry out a wide range of empirical analyses using either cross-sectional or panel data on observed choices by economic agents (such as individuals, households or firms).

Topics covered include: Random Utility Theory, Random Regret Theory, other theories of choice (elimination by aspect), Maximum Likelihood and Simulated ML Estimation; Panel and Survey Data and experimental design for stated choice; all main categories of choice models (from the multinomial logit to the various parameterization of the mixed logit model) will be covered.

The specific attributes that successful students will acquire are:

- An understanding of how to build and interpret quantitative models of choice under different theoretical assumptions.
- An understanding of how these models can be estimated from stated and revealed preference data and how primary data need to be collected.
- An understanding of how these models may be used for policy guidance and welfare estimation and inference and the ability to critically appraise behavioural theories of choice and evaluate their consistency with choice data.

Convenor/Lecturer Professor Riccardo Scarpa

Assessment 100% internal, 2 tests (25% each) plus 2 reports on data analysis (25% each).

Lectures/Workshops 1-5 pm Wednesday, Thursday and Friday of both weeks

Prerequisites STAT160 (first year statistics) or equivalent

Choice Analysis Workshop

A Choice Analysis Workshop will run concurrently. Workshop participants will take part in all learning activities. They will not enrol as students and assessment items will be optional. They will pay an attendance fee of NZD900 and will receive a participation certificate at the end of the workshop.

For further details or to express your interest please contact Maria Fitzgerald mfitzy@waikato.ac.nz or Dan Marsh dmarsh@waikato.ac.nz