

2009 School Seminar Series

Waikato Management School
Te Raupapa



Experimental Design Strategies for Stated Choice Studies: The Past, Present and Future

Wednesday, 23 September 2009
1.10pm – 2:00pm
MSB.0.01

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Abstract

Stated choice experiments are often used in a wide range of fields, including transportation, health and environmental studies and marketing, for estimating and forecasting behavior of travelers, road authorities, etc. This kind of experiments rely on underlying experimental designs. This seminar describes the process of the design of stated choice experiments and is intended to give an overview of the current state-of-the-practice and more importantly the current state-of-the-art. Different design types are described. Orthogonal designs are mainstream under practitioners, but nowadays many researchers realize that so-called efficient designs are able to produce more efficient data in the sense that more reliable parameter estimates can be achieved with an equal or lower sample size. Different types of efficient designs are discussed, including possible algorithms for generating efficient designs. The seminar concludes with a brief description of some more advanced state-of-the-art design types, which focus on data efficiency rather than design efficiency.

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