

國立中央大學

統計研究所

學術演講

主 講 人：Prof. Ashish Das (Indian Institute of Technology Bombay)

講 題：Optimal designs for choice experiments

時 間：104年12月08日 (星期二) 上午11:00 ~ 12:00

地 點：中央大學鴻經館 M605 室

茶 會：上午 10:30 ~ 11:00 地 點：鴻經館 510 室

ABSTRACT

Choice experiments mirror real-world situations closely and help manufacturers, service-providers, policy-makers and other researchers in taking business decisions on the characteristics of their products and services based on the perceived utility. In a paired choice experiment, several pairs of options are shown to respondents. The respondents are asked to give their preference among the two options for each of the choice pairs shown to them. In order to conduct an experiment, a choice design is customarily used to efficiently estimate the parameters of interest which essentially consists of either the main effects only or the main plus two-factor interaction effects of the attributes.

Under the multinomial logit model or the linear paired comparison model, we present optimal two-level choice designs for any number of choice sets for estimating the main effects. We also present optimal designs for estimating the parameters of interest under a model incorporating the respondent effects (also referred to as the block effects).

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