

Young Researchers Day - February 5, 2010

How to Reinforce the Stated Preference Methods Using the Potential of Computer Based Questionnaires ?

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Everyday life is punctuated by choices. At home, at work, at lunch, we are choosing. Everyday, everywhere. Some of these choices are conscious and could require a lot of energy to be made. But fortunately most of them are guided by routines, habits, norms, preferences, etc. Sometimes you might even forget that you are making a choice. It is probably the case for the transport mode you use to come to the Institute, the route you choose, the stops you make, and so on. Now, what if something change ? A new route, a new public transport line, a new gas station... Since when or from what would you reconsider the choice you have made maybe for years now ?

The stated preference methods are a set of embedded statistical tools used to build questionnaires in order to answer that kind of questions. The conjoint analysis (synonymous) is especially useful if things change into something that do not exist yet. Designed scenarios are submitted to the respondents who are asked to make a choice between described options. In marketing, environmental valuation or transportation studies, the stated preference methods have been regularly adapted by users. These adaptations often respond to sociological or psychological critics and attempt to let the scenarios be more faithful to the reality of choice.

Have these adaptations some beneficial effects on the statistical estimations based on conjoint analysis ? Is there others suggestions we could make to reinforce the stated preference methods ? These are the two key questions of my PhD project. In order to stay focused I am going to concentrate my attention on the potential of dynamic questionnaires which are generally computer based. At the Young Researchers Day I will review my PhD project and some key points of the state of the art.