

# **What Really Matters (and to Whom): Investigating Heterogeneous Effects in High-Dimensional Conjoint Analyses**

**Thomas Reiter   Philipp Sterner**

t.reiter@psy.lmu.de   p.sterner@psy.lmu.de

Statistical Consulting, Master Statistics and Data Science  
LMU Munich, Institute of Statistics

**Supervisor:** Prof. Dr. David Rügamer

**Project Partners:** Prof. Dr. Paul Thurner and Fabian Haggerty  
(Geschwister-Scholl Institute of Political Science)

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