**NGene codes – Pilot study**

Design

;alts = choice1\*, choice2\*

;rows = 24

;block = 3

;eff = (mnl,d)

;alg = mfederov

;model :

U(choice1) =

b\_field.dummy [0.001|0.002] \* field [2,1,3] (7-9, 7-9, 7-9)

+ b\_format.dummy [0.001] \* format [2,1] (11-13, 11-13)

+ b\_decision.dummy [0.001] \* decision [1,2] (11-13, 11-13)

+ b\_review.dummy [0.001] \* review [1,2] (11-13, 11-13)

+ b\_editor.dummy [0.001] \* editor [1,2] (11-13, 11-13)

+ b\_evidence.dummy [0.001] \* evidence [2,1] (11-13, 11-13)

/

U(choice2) =

b\_field.dummy \* field

+ b\_format.dummy \* format

+ b\_decision.dummy \* decision

+ b\_review.dummy \* review

+ b\_editor.dummy \* editor

+ b\_evidence.dummy \* evidence

$

**NGene codes – Main study**

Design

;alts = choice1\*, choice2\*

;rows = 24

;block = 3

;eff = (mnl, d, median)

;bdraws = halton(500)

;eval = Author\_pilot\_design\_eval.xlsx

;model :

U(choice1) =

b\_field.dummy [(n, 0.35598, 0.30280)|1.29913] \* field [2,1,3] (7-9, 7-9, 7-9)

+ b\_format.dummy [(n, 0.47771, 0.29371)] \* format [2,1] (11-13, 11-13)

+ b\_decision.dummy [(n, 0.26579, 0.28139)] \* decision [1,2] (11-13, 11-13)

+ b\_review.dummy [0.55766] \* review [1,2] (11-13, 11-13)

+ b\_editor.dummy [(n, 0.06115, 0.29935)] \* editor [1,2] (11-13, 11-13)

+ b\_evidence.dummy [-1.63365] \* evidence [2,1] (11-13, 11-13)

/

U(choice2) =

b\_field.dummy \* field

+ b\_format.dummy \* format

+ b\_decision.dummy \* decision

+ b\_review.dummy \* review

+ b\_editor.dummy \* editor

+ b\_evidence.dummy \* evidence

$

**Nlogit codes**

? ---- MMNL ---- Total sample

sample; all$

Nlogit

;lhs = CHOICE, cset, set

;choices = 1, 2

;rpl

;fcn = Rank\_H(n), Rank\_M(n), Sty\_Min(n), Speed(n), REVIEW(n), EDITOR(n), EVIDENCE(n)

;pts = 250

;halton

;pds = panel

;maxit = 100

;checkdata

;model:

U(1) = ASC\_A + Rank\_H\*FIE\_1 + Rank\_M\*FIE\_2 + Sty\_Min\*FORMAT + Speed\*DECISION

+ REVIEW\*REVIEW + EDITOR\*EDITOR + EVIDENCE\*EVID

; Covariance

$

? ---- LCA ---- Garbage class (Total sample)

sample; all$

Nlogit

;lhs = CHOICE, cset, set

;choices = 1, 2

;lcm

;pts = 4

;pds = panel

;rst = p1, p2, p3, p4, p5, p6, p7, p8,

p9, p10, p11, p12, p13, p14, p15, p16,

p17, p18, p19, p20, p21, p22, p23, p24,

0, 0, 0, 0, 0, 0, 0, 0

;maxit = 200

;checkdata

;model:

U(1) = ASC\_A + Rank\_H\*FIE\_1 + Rank\_M\*FIE\_2 + Sty\_Min\*FORMAT + Speed\*DECISION +

REVIEW\*REVIEW + EDITOR\*EDITOR + EVIDENCE\*EVID

$