You are here: bringing new life, and methods, to stated preference research

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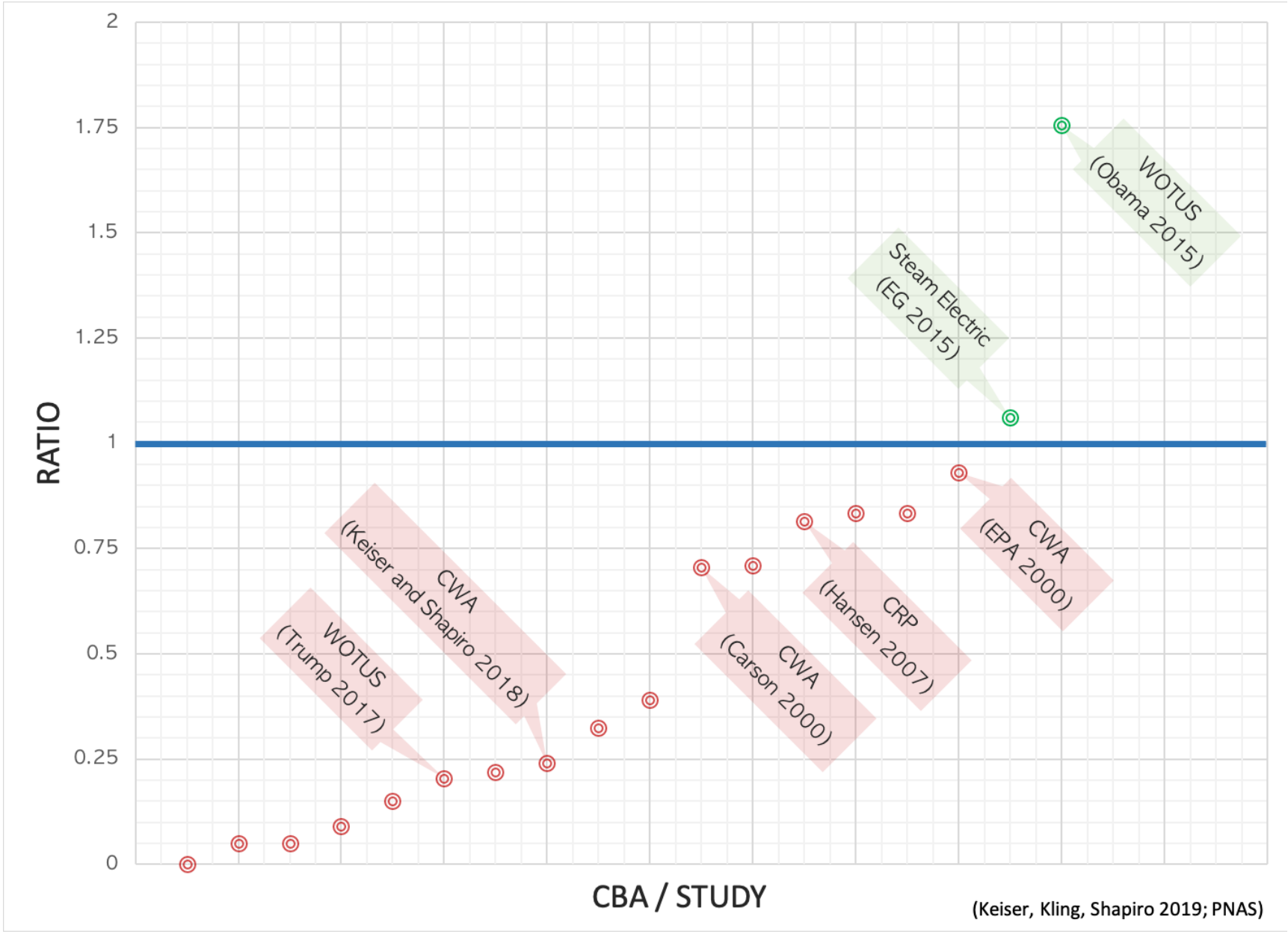
TWEEDS

Saturday, March 30, 2019

ILLINOIS
Agricultural &
Consumer Economics
COLLEGE OF AGRICULTURAL, CONSUMER
& ENVIRONMENTAL SCIENCES

United States Department of Agriculture
National Institute of Food and Agriculture

Motivation: CBA's of investments in surface water quality fall short, really short



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More motivation: \begin{Thought progression}

- Do these investments not actually pay off? (~$35b per year)
- Or are revealed preference methods failing to capture some benefits?
- Stated preference methods can estimate non-use/non-local benefits.
- Programming is fun.
- Choice experiments are fun.
- Conventional choice experiments don’t include enough programming.
- Motivation converged! \begin{study}

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Your Grandmother's Choice Card

Question Number 1			
	Scenario A	Scenario B	No Change
Fish	10	20	5
Birds	125	75	50
Water Quality	Boatable	Swimable	Boatable
Annual Cost	$100	$75	$0

If Scenarios A and B are the ONLY options besides No Change. Which would you choose?

- N = 100
- 1 map of study area
- 5-10 total choice cards
- Qualitative attribute levels
- Online sample or paper mail

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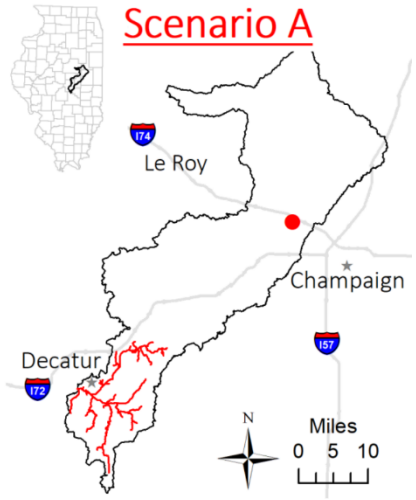
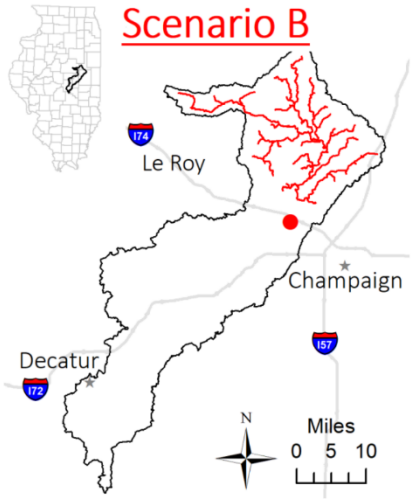
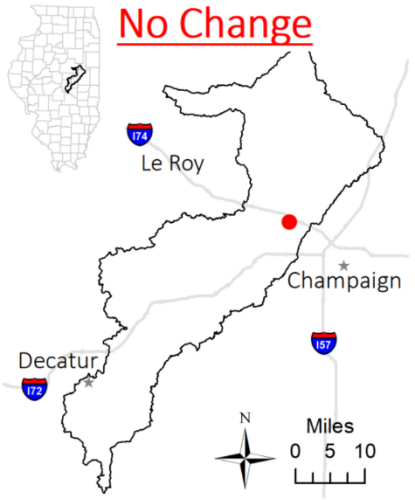
Our Choice Card

If scenarios A and B were the only options besides No Change, which would you choose?

	Scenario A	Scenario B	No Change
			
Game Fish Species	3	2	1
Fish Population	150	50	30
Algal Blooms Reduced	50%	0%	0%
Nutrient Target Met	75%	100%	0%
Distance from Home	26 miles	4 miles	-
Annual Cost	$15	$60	$0

If you are unsure about scenarios A or B, or would not actually spend the money, please choose No Change.

- N = 5,000
- 60k map images
- 30k total choice cards
- Mail-to-online distribution
  - tinyURL and QR
- Cards referenced in real-time

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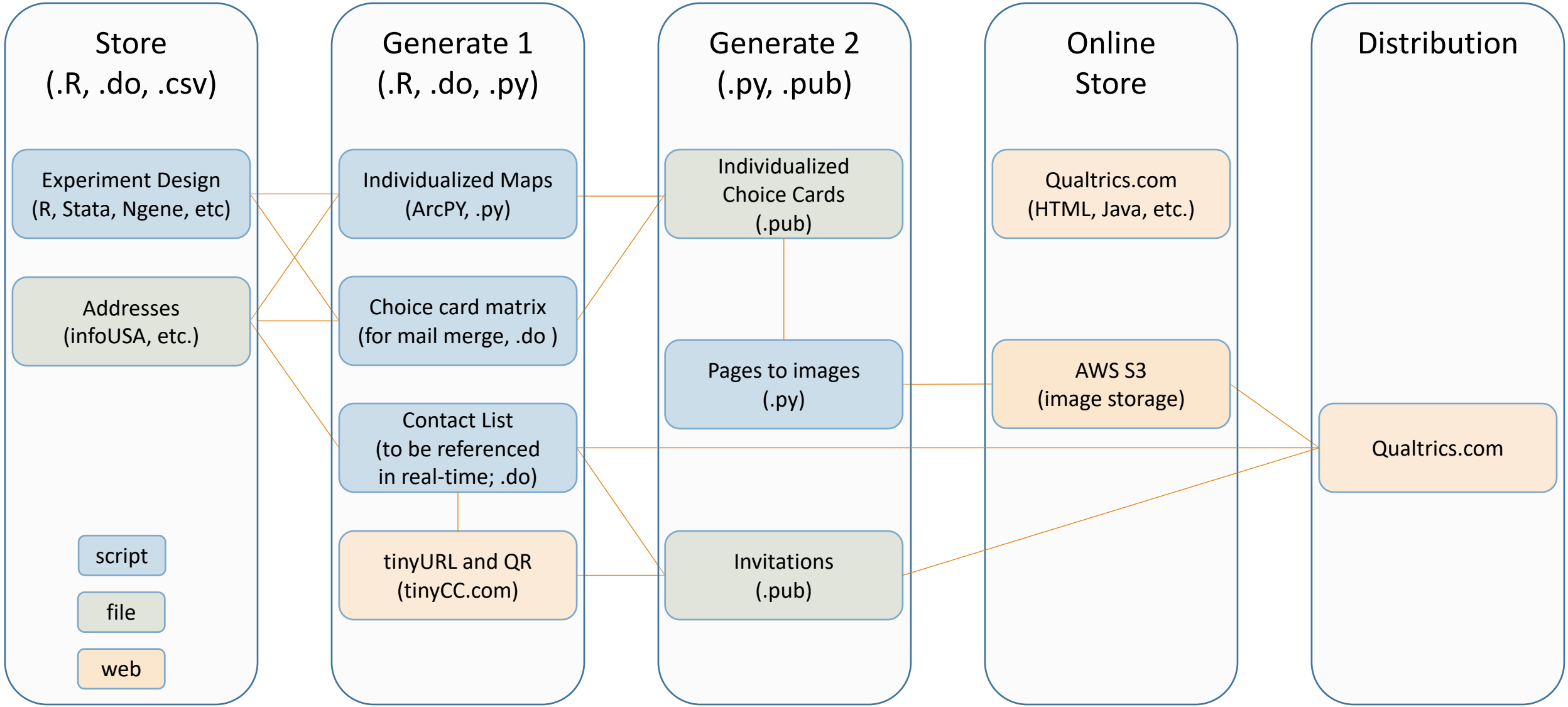
Example Workflow



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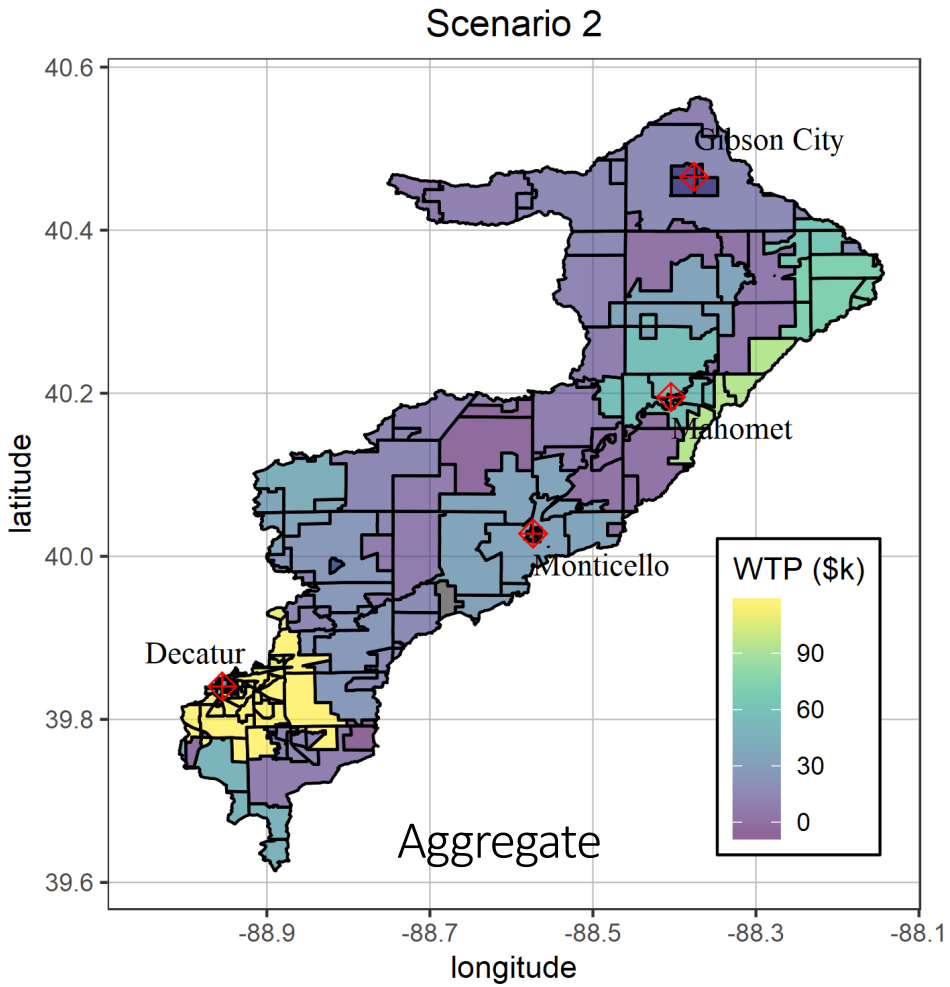
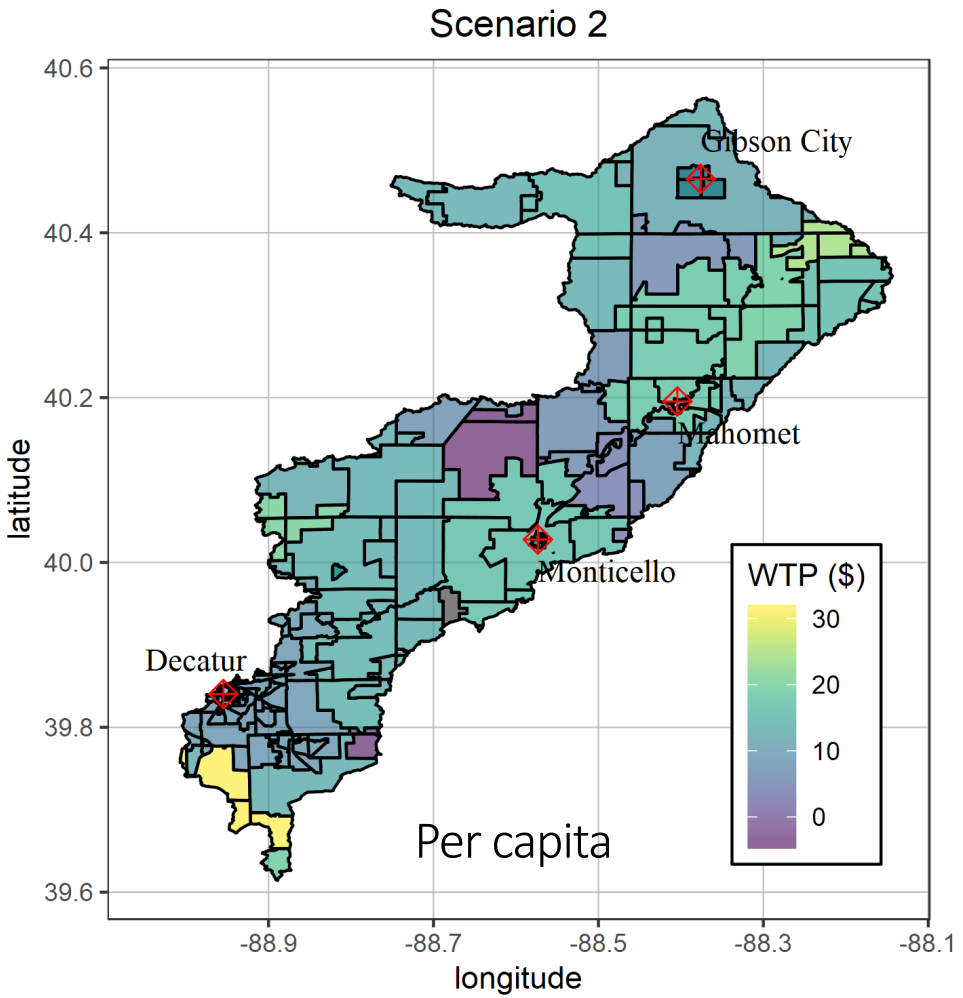
Application: WTP hotpots and the rural-urban divide (spoiler, rural residents value some improvements more)





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Thank you!

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