

Example hypothetical choice scenarios from Koşar, Ransom and van der Klaauw (2022)

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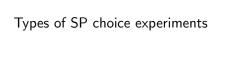
What is the percent chance you would choose to live in each of these three locations given their characteristics below? *Assume that the locations are otherwise identical.*

Scenario 1

Option	Distance	Family here	Income	Probability
A (not move)	0	No	30% lower	
В	1000 miles	Yes	same	
С	1000 miles	No	30% higher	

Scenario 2

Option	Distance	Family here	Income	Probability
A (not move)	0	Yes	30% lower	
В	500 miles	Yes	150% higher	
C	100 miles	No	60% higher	



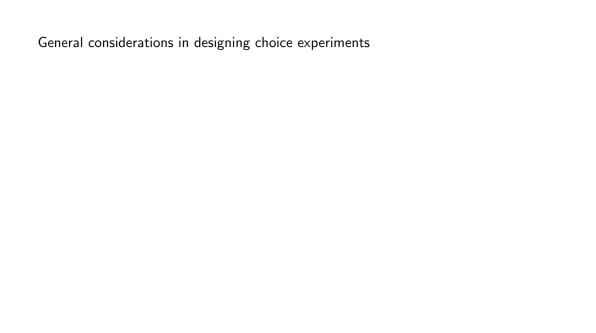
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Each of these settings provides increasing amounts of information



General	considerations	in	designing	choice	experiments
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- Instruct respondents that alternatives only differ in explicitly listed attributes
- Randomly assign respondents to subsets of choice alternatives/attributes



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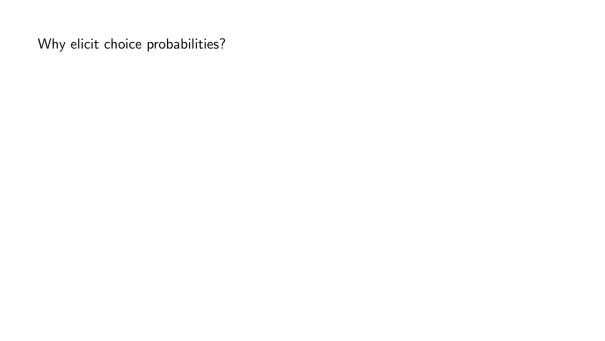
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- Additional scenarios required for nonlinear effects or interaction effects
- Large literature on optimal design variation across scenarios (D-efficient or D-optimal designs)



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- Example: if two alternatives highly preferred to third and individual is close to indifferent between first two, this is better captured in choice probabilities
- Whether such resolvable uncertainty exists is an empirical question