

# Econometric modeling of individual and group multiattribute utility functions

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Description: -

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Printing -- Anecdotes.  
Utility theory -- Mathematical models. Econometric modeling of individual and group multiattribute utility functions  
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Paper - Institute for Research in the Behavioral, Economic, and Management Sciences, Purdue University ; no. 491 Econometric modeling of individual and group multiattribute utility functions  
Notes: Bibliography: p. 21-23.  
This edition was published in 1975



Filesize: 5.107 MB

Tags: #Group #Decision #Making #Using #Cardinal #Social #Welfare #Functions

## Conjoint analysis

The objective of conjoint analysis is to determine what combination of a limited number of attributes is most influential on respondent choice or decision making. Each attribute can then be broken down into a number of levels.

## Development of a multiplicative, multi

Ethics approval and consent to participate All procedures performed in studies involving human participants were in accordance with the Ethical Guidelines for Clinical Research of the Japanese Ministry of Health, Labour and Welfare, and with the 1964 Helsinki declaration and its later amendments. The Health Utilities Index HUI : Concepts, measurement properties and applications.

## Aggregation of utility

Written informed consent for responding to the surveys was obtained from all respondents after the aim of this study was explained to them. Two drawbacks were seen in these early designs.

## Multi

European Journal of Cancer, 35, 256—261. These utility functions help quantify the perceived value and relative importance of product features.

## Development of a multiplicative, multi

Values obtained from the feeling thermometer and standard gamble scores obtained from using a chance board were included in the preference scale. Multi-attribute utility theory has been applied to 2 recently developed multi-attribute health status classification systems, the Health Utilities Index HUI Mark II and Mark III systems. Quality of Life Research, 20, 1727—1736.

### **An analytical framework for aggregating multiattribute utility functions**

Different probability values were proposed in an iterative manner until the interviewees stated that they felt indifferently toward both propositions.

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