Notes

Chapter 3 (BW) Discussion

Theoretical prediction is borne out. Used parameters estimated for a different task entirely. Different participants, different experiment

Falsified one aspect of best-worst choice model. This is important because these models are often used for applied choice research, such as healthcare economics or transportation research. Though the current stimuli are simple and the task is laboratory based, it is highly possible that high-level choice stimuli have similar correlations. Indeed, I present such an example in Chapter 4. An applied researcher who uses the maxdiff model would arrive at an incorrect conclusion regarding the utilities of the options and/or attributes in the study. For example, a review of healthcare economic BW choice research uses this model.

Talk about theoretical implications for cognitive psychology. This is just another example of context dependence, where context is both a choice set (h, w, dw or h, w, dh) and the choice itself (best / worst)

Careful about use best-worst scaling – technically best-worst choice experiments are a special case (Case 3) of BWS experiments – see Flynn 2010