



RESEARCH SOFTWARE

A DIVISION OF DISPLAYR

TIM BOCK PRESENTS



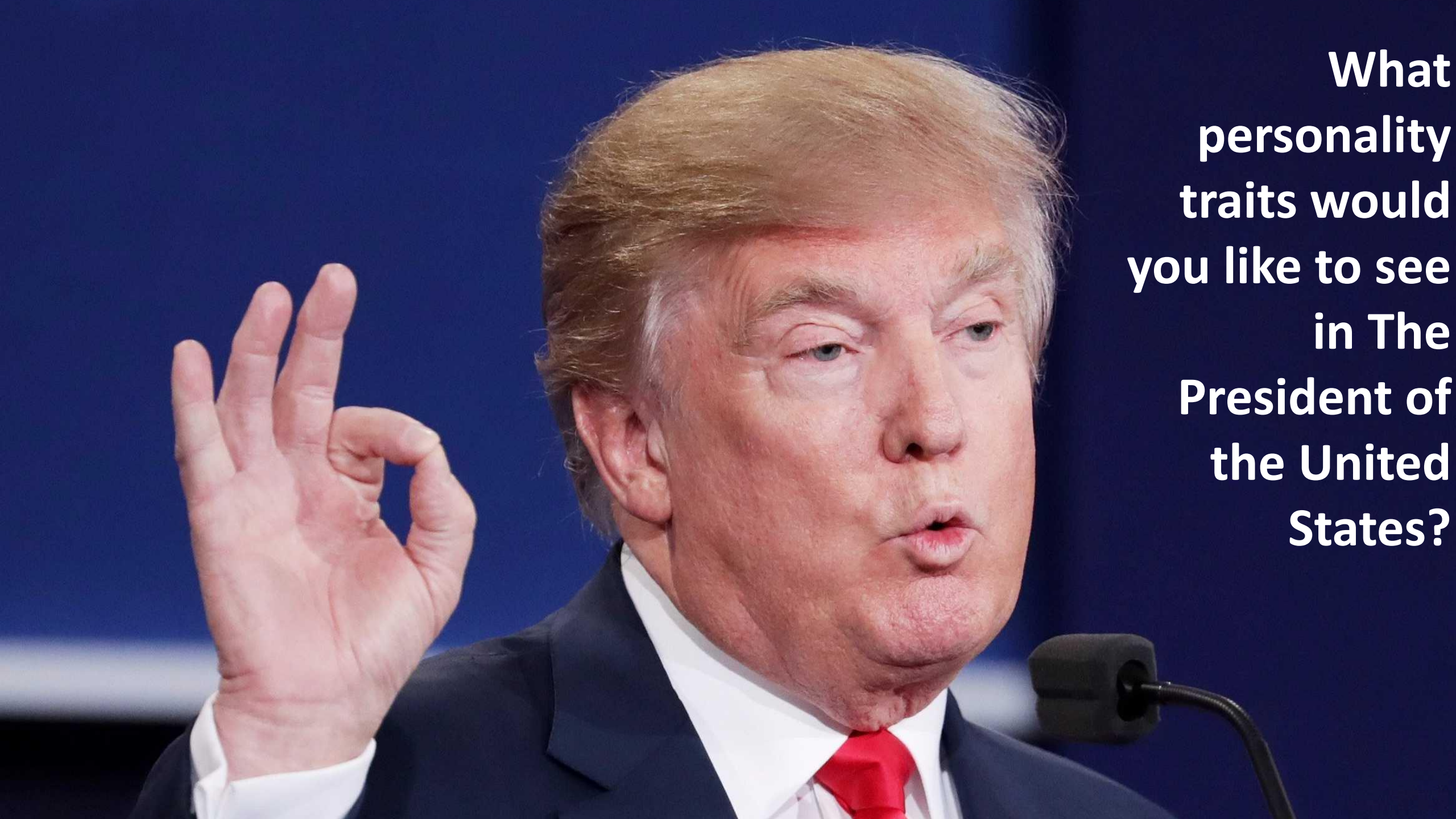
DIY Advanced Analysis

Session 2: Max-Diff



Agenda

- Motivating problems
- Generating an experimental design
- Counting analysis
- Latent class analysis
- Varying coefficients



**What
personality
traits would
you like to see
in The
President of
the United
States?**

Thinking about the type of person you would like to have as the President of the USA, which of these characteristics is most appealing to you, and which is least appealing?

Decent/ethical

Good in a crisis

Concerned about
global warming

Entertaining

Plain-speaking

Experienced in
government

Concerned about
poverty

Male

Healthy

Focuses on
minorities

Has served in the
military

From a traditional
American
background

Successful in
business

Understands
economics

Multilingual

Christian



Standard problems

- Quantifying preferences for
 - Attributes/traits
 - Products/concepts
- Where:
 - There are too many alternatives for a ranking
 - Ratings will lead to too many ties
 - There is a desire to model noise (rather than confuse it for preferences). With a well-designed experiment, it will work if people randomly answer every second question.



10 questions, each with a different subset of the traits

 e-Rewards

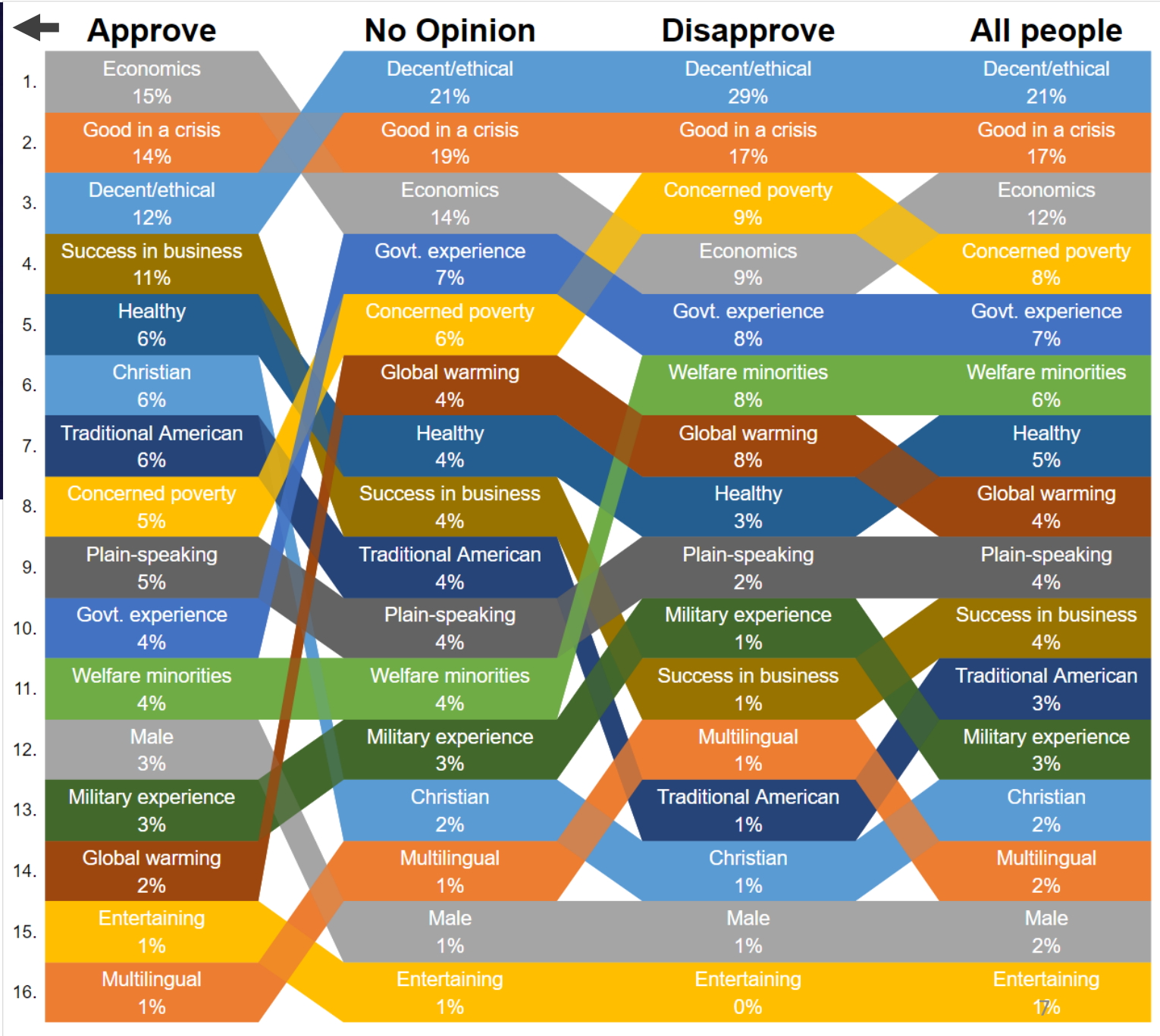
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Thinking about the type of person you would like to have as the President of the USA, which of these characteristics is **most appealing** to you, and which is **least appealing**?

Screen 8 of 10

Most appealing		Least appealing
<input type="radio"/>	Entertaining	<input type="radio"/>
<input type="radio"/>	Concerned about poverty	<input type="radio"/>
<input type="radio"/>	From a traditional American background	<input checked="" type="radio"/>
<input checked="" type="radio"/>	Good in a crisis	<input type="radio"/>
<input type="radio"/>	Experienced in government	<input type="radio"/>

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Worked example: appeal of technology brands

Apple
Samsung

Microsoft
Sony

IBM
Dell

Google
Yahoo

Intel
Nokia



Individuals and their data

ID 1

Questions

Alternatives

	1	2	3	4	5
1	Apple	Microsoft	IBM	Google	Nokia
2	Apple	Sony	Dell	Yahoo	Nokia
3	Microsoft	Intel	Samsung	Sony	Nokia
4	IBM	Google	Intel	Sony	Dell
5	Microsoft	Google	Samsung	Dell	Yahoo
6	Apple	IBM	Intel	Samsung	Yahoo

Choices

Best

Worst

ID 13

Questions

Alternatives

	1	2	3	4	5
1	Apple	Microsoft	IBM	Google	Nokia
2	Apple	Sony	Dell	Yahoo	Nokia
3	Microsoft	Intel	Samsung	Sony	Nokia
4	IBM	Google	Intel	Sony	Dell
5	Microsoft	Google	Samsung	Dell	Yahoo
6	Apple	IBM	Intel	Samsung	Yahoo

Choices

Best

Worst