

The University of Georgia

*Franklin College of Arts & Sciences
Department of Statistics*

*Terry College of Business
Department of Marketing*



Joint Seminar

Warren F. Kuhfeld
SAS Institute

“The Design of Experiments for Stated Choice Models”

Marketing, transportation, environmental, and other researchers need to understand how people make choices. Researchers design experiments, collect data, and fit models to understand people’s preferences. This talk will explain some commonly used methods for designing choice experiments along with a series of SAS tools that you can use to design and evaluating choice experiments. Design methods include generic and alternative-specific choice designs, partial profiles, and MaxDiff designs. Building blocks include orthogonal arrays and balanced incomplete block designs. Combinatorial constructions and computerized searches are discussed. Frequently, researchers want to restrict their designs, and methods for placing restrictions on the design are also discussed.

For more information,
please contact:
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Thursday, October 20th, 2011

3:30 PM at 306 Statistics Building

**Refreshments will be immediately after the talk in The
Cohen Room, room 230, Statistics Building**