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MONASH BUSINESS SCHOOL

Centre For Health Economics Seminar Series 2017

THIS DESIGNER KNOWS HOW TO PUSH MY BUTTONS: FORMAT, FRAMING AND CHOICE IN SCES

Presenter: Deborah Street, University of Technology Sydney.
Date: Wednesday 28 June 2017
Time: 12.00pm -1.00pm
Venue: RB Scotton Room
Centre for Health Economics

Abstract:

Experiments which show people a number of options, be they computers, medical treatments or possible changes to government policy, and ask them to choose the option they think is best, are called stated choice experiments. Stated choice experiments provide a cost-effective way to predict the likely market share of a new product, or the acceptability of a proposed government policy.

In many choice experiments, the options to be considered are described by a number of attributes, and each attribute has a number of possible levels. Each option is described by a level for each of the attributes, and each choice set has a fixed number of options in it, typically between 2 and 6. Each respondent will be shown a number of choice sets in turn, and be asked to choose their preferred option from each choice set.

Some recent work has focused on methodological issues relating to task presentation, to investigate whether presentation impacts on the choices that respondents make. Are there differences, in the conclusions reached, between online and face-to-face experiments? Is the location of the constant attributes in designs using partial profiles important? Does the order of the attributes within each option, of options within each choice task, of choice tasks within a design, matter? Can the provision of background information influence the choices made? Can the framing of the scenario influence the choices made? In this talk we look at what has been demonstrated empirically about these and related issues.

Presenter:

Debbie is a Professor at the Centre for Health Economics Research and Evaluation (CHERE) at the University of Technology Sydney. She is interested in the theoretical construction of optimal designs, notably discrete choice experiments (DCEs), in research that investigates design performance more broadly, and in participating in collaborative research teams to develop project-specific DCEs. For example, she was a member of the team that developed the first Australian algorithm for valuing health states in the EQ-5D, of a team that looked at the impact of adverse information and positive promotion on preferences for contraceptive products, and of a team that carried out an empirical comparison of DCEs constructed with and without priors. Her most recent research looks at questions around format and framing in DCEs.

VISITORS ARE MOST WELCOME

The Seminar Series is free of charge. For further information please phone 9905 0733 or email

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Over 25 Years of Health Economics at Monash University