1. **Record Nr.** UNINA9910742495703321

   Autore Shang Liang

   Titolo Discrete Choice Experiments Using R : A How-To Guide for Social and Managerial Sciences / / by Liang Shang, Yanto Chandra

   Pubbl/distr/stampa Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2023

   ISBN 981-9945-62-3
   9789819945627
   9819945623

   Edizione [1st ed. 2023.]

   Descrizione fisica 1 online resource (xvi, 203 pages) : illustrations (some color)

   Disciplina 301.01
   153.8/3

   Soggetti Sociology - Methodology
   Social sciences - Statistical methods
   Experimental design
   Sampling (Statistics)
   Psychology
   Psychology - Methodology
   Sociological Methods
   Statistics in Social Sciences, Humanities, Law, Education, Behavorial Sciences, Public Policy
   Design of Experiments
   Methodology of Data Collection and Processing
   Behavioral Sciences and Psychology
   Quantitative Psychology

   Lingua di pubblicazione Inglese

   Formato Materiale a stampa

   Livello bibliografico Monografia

   Nota di bibliografia Includes bibliographical references.

   Nota di contenuto Chapter 1. An Overview of Stated Preference Methods: What and Why -- Chapter 2. A Comparison of Stated Preference Methods -- Chapter 3. Understanding the Fundamentals of DCE Experiment -- Chapter 4. A Review of R and its Applicability DCE -- Chapter 5. Framing the Research Question and Theory -- Chapter 6. Identifying DCE Attributes and Levels -- Chapter 7. Designing DCE Choice Set using R -- Chapter 8. Designing DCE Survey and Collecting Data -- Chapter 9. Analysing

DCE Data using R -- Chapter 10. Visualizing and Reporting DCE Data Using R.

Sommario/riassunto	This book delivers a user guide reference for researchers seeking to build their capabilities in conducting discrete choice experiment (DCE). The book is born out of the observation of the growing popularity – but lack of understanding – of the techniques to investigate preferences. It acknowledges that these broader decision-making processes are often difficult, or sometimes, impossible to study using conventional methods. While DCE is more mature in certain fields, it is relatively new in disciplines within social and managerial sciences. This text addresses these gaps as the first 'how-to' handbook that discusses the design and application of DCE methodology using R for social and managerial science research. Whereas existing books on DCE are either research monographs or largely focused on technical aspects, this book offers a step-by-step application of DCE in R, underpinned by a theoretical discussion on the strengths and weaknesses of the DCE approach, with supporting examples of best practices. Relevant to a broad spectrum of emerging and established researchers who are interested in experimental research techniques, particularly those that pertain to the measurements of preferences and decision-making, it is also useful to policymakers, government officials, and NGOs working in social scientific spaces.