



# International Summer School: Advances in Discrete Choice Models and Experimental Design for Stated Choice

Fondazione Venezia

Venice, September 27<sup>th</sup> –October 1<sup>st</sup> 2010

The summer school in Advances in Discrete Choice Models and Experimental Design for Stated Choice is offered as a component of the *International Summer School in Advances in Viticulture and Enology: Wine Marketing*. The latter takes place over three weeks: the first two weeks focus on wine markets and policy whereas the last week focus on discrete choice models and experimental design. More information can be found at:

<http://www.scuolaenologica.unipd.it/SummerSchool/>

## Objectives and Contents of the last week

Analysis of discrete choice data has undergone major developments in recent years. These have broadened the scope for applications in transport, health, food and environmental economics, as well as in the more traditional field of market research. The focus of the last week of the summer school is on experimental design for preference estimation via stated choice and on recent advances discrete choice modelling. It delivers theoretical and practical knowledge of recently developed models for the analysis of discrete choices between alternatives. Recent developments in the context of experimental design for stated choice surveys will be given particular attention. The practical component of the course will be based on recent software developments in estimation and experimental design. For estimation the course will be based on the well-known Nlogit software (an extension of the LimDep package), while the experimental design component will be taught using Ngene, which is a dedicated software recently developed by ChoiceMetrics.

## Target audience

The course is open to consultants, graduate students, PhD students, academics, and other practitioners, with a master degree in agriculture, economics, statistics, or equivalent degrees. Students with a bachelor degree who are preparing their master degree dissertation will also be considered. The applications will be evaluated on the base of the curriculum vitae and of the motivations indicated in the letter of application. A presentation letter by an academic supervisor (teacher or researcher) endorsing the good standing of the candidate will also be considered.

## Summary of course contents in the last week

Week 3 – Experimental design for preference estimation via stated choice and advanced discrete choice modelling:

### **A. Discrete choice modeling (estimation with Nlogit):**

- Recent advances in discrete choice modelling with Nlogit applications (WTP space and Generalized MXL, latent class modeling, models with non-attendance, minimum regret)

### **B. Experimental Design (estimation with Ngene) :**

- Introduction to choice experiments/ fractional factorial designs
- Efficiency of experimental designs
- Design considerations (orthogonality, balance, constraints)
- Locally and Bayesian D-Optimal designs
- Designs for different model types
- Sequential designs
- Advanced designs

As a general structure, each day is based on 4 periods of teaching (2 in the morning before lunch break and 2 in the afternoon and early evening), dealing with Theory, Applications, Tutorial on pc, Guided pc assignments.

## Teaching staff for the last week

William Greene - Stern Business School, New York University (USA); John Rose - University of Sydney (Australia); Michiel Bliemer – Delft University of Technology (The Netherlands); Riccardo Scarpa - University of Waikato (New Zealand).

## Admission and fee to the last week

The admission fee is 300€.

Scholarship will be allocated on the basis of quality of applicants and funds availability. Scholarships take the form of reduced tuition fees. The criteria for the assignment of the scholarship are based on order of pre-enrollment, provenance of the student, her/his income and her/his motivations, evaluated on the base of the application letter.

Deadline for application is August 30<sup>th</sup> 2010.

Application form can be found at <http://www.scuolaenologica.unipd.it/SummerSchool/> .

## Venue

The third week will be hosted at Fondazione Venezia, located in the heart of Venice, Dorsoduro 3488/U, 30123 VENEZIA, tel. 041 2201211 fax. 041 2201219. Main aims of this foundation are scientific research, valorization and conservation of heritage and cultural values. See more details at <http://www.fondazionedivenezia.org/>.

A list of hotels nearby the Fondazione Venezia will be provided (for further details see <http://www.scuolaenologica.unipd.it/SummerSchool/> ). Transport connection for students who decide to use accommodation nearby the Campus of Conegliano (the main location of the **International Summer School in Advances in Viticulture and Enology: Wine Marketing:**) will be daily ensured from Conegliano (Treviso) to Venezia.

## Secretary

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## Scientific Committee

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