

MULTIDIMENSIONAL SCALING

2W1M DATA:

PAIRED COMPARISON DATA COLLECTION

The basic form of paired comparisons DATA-COLLECTION is:

The presentation to a set of N subjects

- of all pairs (x,y) of a set of p objects
 - who are asked to judge the degree of dis/similarity between (x,y) using
 - an m -point graded
 - and labelled
 - rating scale.
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Each of the underlined words can be generalised to other options.

- For the basic case, there are three main aspects of data collection to be considered
 - **Definition of the domain,**
 - **Design of the instrument and**
 - **Data-elicitation.**

STEP	ACTION
1: DEFINITION	DEFINE THE DOMAIN of objects: • Intensive and Extensive • Elicit using Free-listing • Include comparative or marker objects
2: DESIGN	DECIDE on numbers, selection, design DEFINE the stimulus set to be used
Eliminate BIAS	RANDOMIZE presentation order, Ends
3: DATA COLLECTION	CHOOSE DETAILS of data collection format and method
Criterion	Similarity , dissimilarity or bipolar? • Grounds or reasons
Method (a)	Rating (continuous): • Scale marking Rating (graded) • How many categories? (sorting?) • Ends, Internal labelling?
Method (b)	Ranking • Conditional Rank-order Sorting • Hierarchy + Merge
Form of Presentation	Computer-generated? • Visual, Interactive? • Face-to-face • Questionnaire-schedule
Correlates	Psycho-physical (e.g. tracking) , Latency • Timing
4 : EVALUATION	Respondent reactions Statistical properties (distinct values; tied values; distribution)