Seminars on Statistics in Marketing and Psychology

Tuesdays 12.15 -- 1.45pm.
Box lunch will be provided at Fisher Hall.
Bring your own lunch at Cockins Hall.
(Two stat dept seminars are also listed for your interest)

Mar 30       Qing Liu
             "The Level Effect", (see below for abstract)
             Fisher Hall 800

April 6      David Bakken, HarrisInteractive
             Fisher Hall 800

April 13     Bayesian Methods in Psychology, TBA
             Cockins Hall 212

(Thurs April 15) Stat Dept seminar 3.30pm EA170
             David Cameron, Merkle Direct Marketing
             Applications of Statistics in Database Marketing
             http://www.stat.ohio-state.edu/~seminar/cameron.html

April 20     Jeff Brazell, TheModellers
             Fisher Hall 800

April 27     Bayesian Methods in Psychology, TBA
             Cockins Hall 212

(Thurs April 29) Stat Dept seminar 3.30pm EA170
             David Harville, IBM Thomas J. Watson Research Center
             Cost (or Price) Forecasting in the Face of Technological Advance
             http://www.stat.ohio-state.edu/~seminar/harville.html

May 4        Tim Remken, MSN
             Fisher Hall 800

May 11       Bayesian Methods in Psychology, TBA
             Cockins Hall 212

May 18       Bayesian Methods in Psychology, TBA
             Cockins Hall 212
May 25  Student presentation: Tim Gilbride
Fisher 500

June 1  Student Presentations, TBA
Fisher 500

Qing Liu
The Level Effect

Conjoint Analysis is a method widely used in market research to study
consumers' preferences among products or services. Features that
characterize a product are called "product attributes".
In conjoint analysis, respondents are usually asked to evaluate a number
of product concepts (also called "profiles"). These profiles are
created by varying level-combinations on the attributes of interest.
The "part-worth" of a given level of a certain attribute
measures the influence of that attribute at that
specific level. "Attribute Importance" is then calculated as the difference
between the highest level part-worth and the lowest level part-worth
on that attribute. Attribute importance is a measure often used by
marketers to find the relative importance of product attributes that affect
consumers' decision making.

It has been found in many studies that a 'level effect' is apparent;
that is, the estimates on the part-worth difference
between the lowest and highest level tend to increase when there are
more in-between levels.

This talk looks at some of the psychology literature that helps
to explain the level effect, and our early attempts to formalise these
ideas into a Bayesian model. Some problems for experimental design
related to this work will be identified.
This is joint work with Greg Allenby and Angela Dean.