An Open Problem: Characterizing Random Utility Models of Best-Worst Choice

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Abstract

Over the past decade or so, a choice design in which a person is asked to select both the best and the worst option in an available set of options has been gaining favor over more traditional designs such as where the person is asked, for instance, to: select the best option; select the worst option; rank the options; or rate the options. Marley and Louviere (2005) present various probabilistic models of such best-worst choice and pose the open problem of characterizing random utility models of (probabilistic) best-worst choice. We will formulate this open problem and present partial results. If time allows, we will also present preliminary results on the use of best-worst as a voting procedure.

Reference

Marley, A.A.J. and Louviere, J.J. (2005). Some probabilistic models of best, worst, and best-worst choices. *Journal of Mathematical Psychology,* 49, 464-480.