

Health Economics Research Centre, University of Oxford
**Understanding and Predicting Choice Behaviour in Health:
 Preference Elicitation and Analysis**

COURSE PROGRAMME

The timings for each day are 11am - 3pm, UK time

		PRACTICAL	Q&A
DAY 1	Introduction (3 hours) Why do preferences research?; Types of data: stated and revealed preference; Why study preferences in health?; Why use stated choice in health? How we use our preference data; Utility theory; Utility and tobacco choices		Q&A: session, 0.5 hour
DAY 2	Choice models (2 hours) Specification, estimation, and interpretation of choice models; econometric testing; MNL model of tobacco product choices demonstration	Practical 1: Choice analysis, MNL, MNL specification, MNL testing	Q&A: session, 0.5 hour
DAY 3	Designing stated choice experiments (2 hours) Experimental design for SC experiments; experimental design for tobacco SC experiment	Practical 2: Experimental design	Q&A: session, 0.5 hour
DAY 4	Taste heterogeneity part (i) (2 hours) Deterministic taste heterogeneity: sociodemographic characteristics; Deterministic taste heterogeneity for tobacco products Random taste heterogeneity: mixed logit models; Random taste heterogeneity for tobacco products	Practical 3: Deterministic heterogeneity, random heterogeneity (mixed logit)	Q&A: session, 0.5 hour
DAY 5	Taste heterogeneity part (ii) (2 hours) Attitudinal heterogeneity: hybrid choice models; Addiction and smoking Forecasting choice behaviour using choice models; Forecasting tobacco product choices	Practical 4: Attitudinal heterogeneity, forecasting	Q&A: session, 0.5 hour

Please note, this course will be taught in English