

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 8am -11 am UK

	<b>Tutorial</b>	<b>Practical</b>	<b>Q&amp;A/lecture</b>
<b>DAY 1</b>	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
<b>DAY 2</b>	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
<b>DAY 3</b>	Designing stated choice experiments (including discrete choice experiments; 2 hours)  Experimental design for stated choice experiments; experimental design for tobacco stated choice experiment	Practical 2: Experimental design	Q&A: session, 0.5 hour
<b>DAY 4</b>	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)	Guest lecture: Dr Thomas Hancock
<b>DAY 5</b>	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