HERC

COURSE PROGRAMME

Monday, 11 October 2021	Introduction (2 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**
Tuesday, 12 October 2021	Choice models and designing stated choice experiments (2 hours) Specification, estimation, and interpretation of choice models; econometric testing; MNL model of tobacco product choices demonstration Experimental design for SC experiments; experimental design for tobacco SC experiment	**Q&A: session, 0.5 hour**
Wednesday, 13 October 2021	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	**Q&A: session, 0.5 hour**
Thursday, 14 October 2021	Taste heterogeneity part (ii) (2 hours) Attitudinal heterogeneity: hybrid choice models; Addiction and smoking Forecasting choice behaviour using choice models; Forecasting tobacco product choices	**Q&A: session, 0.5 hour**

N.B. All quoted times will be UK GMT unless otherwise stated