



DRL035 PhD-course Stated Choice Analysis

- **Credits:** 5 ECTS
- **Time:** Week 5/2027, 1 - 5 February 2027
- **Place:** Molde University College
- **Application deadline:** 4 January 2027
- **Application form:** <https://nettskjema.no/a/658472>

Background

This practical-based course provides an in-depth introduction to stated choice survey design and modelling. It focuses on the definition, design, and deployment of rigorous and robust techniques, based on sound microeconomic theory. Investigating agents' preferences with respect to hypothetical scenarios allows predicting the behavioural change that adopting any intervention policy could produce.

The course intertwines lectures, computer tutorials (using the R software), and case studies. It covers all the practical steps required for successful choice modelling analyses, from inception via survey design and data collection to modelling, analysis, and interpretation.

Topics

- The theoretical and conceptual platform covers topics such as random utility theory, homo economicus, experimental design, econometrics modeling, economic value decomposition, and willingness to pay. Stated choice data acquisition. Setting research objectives. Conducting supporting qualitative studies. Developing questionnaires. Defining sampling strategies. Performing data collection
- Stated choice data modeling. Utility specification. Maximum likelihood estimation. Multinomial logit model. Preference heterogeneity. Attribute importance. Willingness to pay measures.
- Programming with R. Basic functions and objects. Writing, adapting, and running codes. Interpreting software outcomes

Case studies

- Transportation will be the primary focus, but case studies may also draw from non-transportation fields. Particular attention will be given to the specific topics suggested by students.

More information can be found at:

<https://www.himolde.no/english/studies/courses/log/2027/spring/drl035.html>

Practicalities

- **Deadline for application is 4 January 2027**
- **Coordinator:** Professor Valerio Gatta, valerio.gatta@himolde.no
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