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A Preference Response Continuous Scale Model

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Wide range of models of preference are based on the so-called "single-peaked" paradigm, that is each subject's preference generally increases up to a point (the "ideal" point of the subject) in the ordering of the evaluated objects in question, and then decreases. An important class of such models is the parametric unidimensional unfolding model which is used mainly for scaling bipolar concepts. In this approach (real valued) positions in a latent dimension are attached to the subjects and the objects, and given these positions, the response probabilities of a subject are assumed to be a function of the distances between the positions of the subject and the objects. In our talk a new preference response model for scaling bipolar concepts will be suggested. The fundamental mechanism at work in preference formation is a kind of bisection of the opposite connotations of the bipolar concept in question. The derived apparent unidimensional model can be characterised by the subject and stimulus parameters, and the subjective weights of the opposite sides. Using simulated data, the estimation of the parameters are compared with the results from factor analysis and multidimensional scaling.