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Do People Really Understand Discrete Choice Experiment Surveys (And How Can We Tell)?

Discrete choice experiments are an increasingly common method to quantitatively elicit patient preferences for health care. However, these surveys are often complex, and there are concerns about understandability and irrational preferences. Debriefing questions (such as “how difficult was it to understand the choices in this survey?”) are one way to assess participant understanding of a discrete choice experiment, although there is no consensus on the best debriefing questions to ask or how to use the responses in analysis or interpretation. Our current project surveyed health economists and pooled discrete choice experiment data to investigate how debriefing questions are being used and what they can tell us about participants’ understanding of healthcare discrete choice experiments.

Learning objectives:

- Understand the principals of rational decision making
- Consider how we can assess understanding and rational decision making in the context of discrete choice experiments

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Rounds are held weekly on Mondays from 12:00 pm to 1:00 pm in the VGH Research Pavilion, Room 700, 7th Floor, 828 West 10th Avenue, Vancouver, BC.

Visit www.C2E2.ca for information about previous and upcoming rounds. If you are interested in presenting please email pamela.lee@ubc.ca.