

The 36th International Seminar on Experiments and Surveys in Economics and Related Social Sciences

Date: 13:00-13:50 Tuesday, March 8, 2010

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Venue: W9 Building, 6th floor, Room #626, Ookayama campus, Tokyo Institute of Technology

Title: Choosing safer energy technologies in a choice experiment:

The first choice differs from subsequent choices

Abstract:

This study tests the question repetition effect and the question order effect pertaining to accident hazards in a choice experiment (CE) of valuing electricity-generation technologies. We create two types of questions. The fatality-comparison (FC) question includes the number of potential accident-deaths as one of the attributes of technology-profiles. The non-fatality comparison (NFC) question does not include the accident deaths as the attributes of technology-profiles. The question repetition effect of FC questions exists. The first encounter of respondents to a FC question makes more respondents select smaller fatality options than in their encounter to such a question in the second (and later) time. Consideration of this question repetition effect improves explanatory power of binary choice models both under simple logit and random parameter logit specifications. No evidence of the question order effect between FC and NFC questions are found, since placing NFC questions before a FC question does not change answer distributions to the FC question.

Moderator: Noboru Hidano