Contents

List of contributors		ix		
1	Introduction Stephane Hess and Andrew Daly	1		
PART I FOUNDATIONS				
2	The new science of pleasure: consumer choice behavior and the measurement of well-being Daniel McFadden	7		
3	Psychological research and theories on preferential choice Jerome R. Busemeyer and Jörg Rieskamp	49		
4	Towards a more complex model of risky choice Graham Loomes and Simone Blackburn	73		
PA	RT II OBSERVING PREFERENCES			
5	Choice context Konstadinos G. Goulias and Ram M. Pendyala	101		
6	Self-tracing and reporting: state of the art in the capture of revealed behaviour Nadine Rieser-Schüssler and Kay W. Axhausen	131		
7	Stated choice experimental design theory: the who, the what and the why John M. Rose and Michiel C.J. Bliemer	152		
8	Best-worst scaling: theory and methods T.N. Flynn and A.A.J. Marley	178		
9	The discrete choice experiment approach to environmental contingent valuation Richard T. Carson and Mikolaj Czajkowski	202		
10	Real choices and hypothetical choices Glenn W. Harrison	236		
PAI	RT III MODELLING HETEROGENEITY			
11	Nonparametric approaches to describing heterogeneity Mogens Fosgerau	257		

vi	Handbook of choice modelling	
12	Attribute processing as a behavioural strategy in choice making David Hensher	268
13	Capturing alternative decision rules in travel choice models: a critical discussion Caspar G. Chorus	290
14	Latent class structures: taste heterogeneity and beyond Stephane Hess	311
PA	RT IV GOING BEYOND SIMPLE DISCRETE CHOICE	
15	Models for ordered choices William Greene	333
16	Discrete choice decision-making with multiple decision-makers within the household André de Palma, Nathalie Picard and Ignacio Inoa	363
17	Hybrid choice models	383
1,	Maya Abou-Zeid and Moshe Ben-Akiva	
18	Choice modeling and risk management Glenn W. Harrison and Jimmy Martinez-Correa	413
19	Multiple discrete-continuous choice models: a reflective analysis and a prospective view Chandra Bhat and Abdul Pinjari	427
PA	RT V SPECIFICATION, ESTIMATION AND INFERENCE	
20	Bayesian estimation of random utility models Peter Lenk	457
21	Simple ways to estimate choice models for single consumers Bart Frischknecht, Christine Eckert, Jordan Louviere and Tiago Ribeiro	498
22	Hybrid choice models: the identification problem Akshay Vij and Joan L. Walker	519
23	Numerical methods for optimization-based model estimation and inference David S. Bunch	565
PA	ART VI ANALYSIS AND USE OF RESULTS	
24	Appraisal Anders Karlström	601
25	Forecasting choice Andrew Daly	627

PART VII AREA-SPECIFIC RESEARCH NEEDS

26	Deciding how to decide: an agenda for multi-stage choice modeling research in marketing Joffre Swait and Fred Feinberg	649
27	Choice modelling research in environmental and resource economics Wiktor L. Adamowicz, Klaus Glenk and Jürgen Meyerhoff	661
28	Choice modelling research in health economics Emily Lancsar and Peter Burge	675
29	Transport research needs Juan de Dios Ortúzar, Elisabetta Cherchi and Luis Ignacio Rizzi	688
Index		699