MAX DIFF ALTERNATIVE APPROACH

I've had the need over the years to redesign common techniques to meet specific needs. Such as how to make MaxDiff exercises simpler and more efficient.

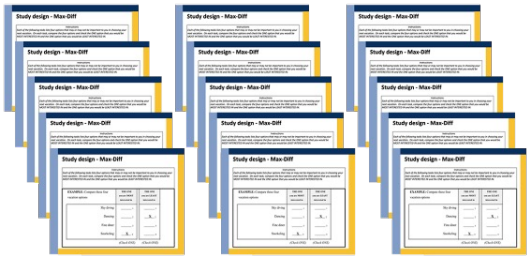
THE COMMON APPROACH

When you have a list of 10+ unique items to put into order and to understand the relative value, the approach that researchers often recommend is **MaxDiff**.

And while MaxDiff is an excellent technique, which I have frequently used, there are a few negatives that suggest MaxDiff is **NOT** always the best approach.

1. Increased questionnaire length
2. Limited number of observations across all the relationships (especially when there's a long list of items)
3. Increased time and cost for the statistical analysis
4. Redundant/leads to respondent fatigue

SAME QUESTION OVER AND OVER



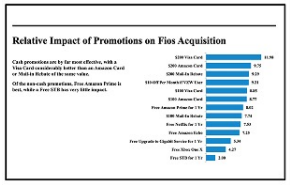
MaxDiff

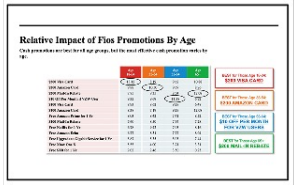
VERY REPETITIVE, TIME CONSUMING, AND CAN LEAD TO RESPONDENT FATIGUE

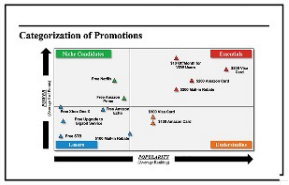
THE ALTERNATIVE

Q1 **SORT** the items or attributes in terms you are interested in. For example, the importance in making a purchase decision. In **Q1**, the respondent ranks our list of attributes from first to last, in order of importance in making their purchase decision. We have techniques available which enable us to rank a large number of items — we've handled as many as 50 different items.

Q2 **SCORE** assign 100 points based on how important each of the top 10 attributes are to you.







The output is very similar to MaxDiff,
JUST MUCH MORE ROBUST.

This design is much more efficient for the respondent, which will allow us to repeat the question sequence multiple times as needed should we want to have more than one exercise.