

IVT - Seminar

Neue Entscheidungsmodelle

Donnerstag, 27. Mai, 10:45-12:00

HIL F 36.1,

ETH Hönggerberg, Zürich

Programm:

Prof. M. Bierlaire, TraCe, EPF Lausanne

Estimating hybrid choice models with the new version of Biogeme

Hybrid choice models integrate many types of discrete choice modeling methods, including latent classes and latent variables, in order to capture concepts such as perceptions, attitudes, preferences, and motivation (Ben-Akiva et al., 2002). Although they provide an excellent framework to capture complex behavior patterns, their use in applications remains rare in the literature due to the difficulty of estimating the models.

In this talk, we provide a short introduction to hybrid choice models, and explain how the new version of biogeme can be used to estimate their parameters.

Ben-Akiva, M., McFadden, D., Train, K., Walker, J., Bhat, C., Bierlaire, M., Bolduc, D., Boersch-Supan, A., Brownstone, D., Bunch, D., Daly, A., de Palma, A., Gopinath, D., Karlstrom, A., and Munizaga, M. A. (2002) Hybrid choice models: Progress and challenges, *Marketing Letters*, **13** (3)163-175.

Organisation:

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Keine Anmeldung erforderlich

Keine Teilnahmegebühr

Die Vortragsunterlagen stehen nach dem Seminar auf www.ivt.ethz.ch zur Verfügung

