



Factorial Survey Experiments (Quantitative Applications in the Social Sciences)

Katrin Auspurg, Thomas Hinz

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Filling a gap in the literature of the field, **Factorial Survey Experiments** provides researchers with a practical guide to using the factorial survey method to assess respondents' beliefs about the world, judgment principles, or decision rules through multi-dimensional stimuli ("vignettes") that resemble real-life decision-making situations. Using insightful examples to illustrate their arguments, authors Katrin Auspurg and Thomas Hinz guide researchers through all relevant steps, including how to set up the factorial experimental design (drawing samples of vignettes and respondents), how to handle the practical challenges that must be mastered when an experimental plan with many different treatments is embedded in a survey format, and how to deal with questions of data analysis. In addition to providing the "how-tos" of designing factorial survey experiments, the authors cover recent developments of similar methods, such as conjoint analyses, choice experiments, and more advanced statistical tools.

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