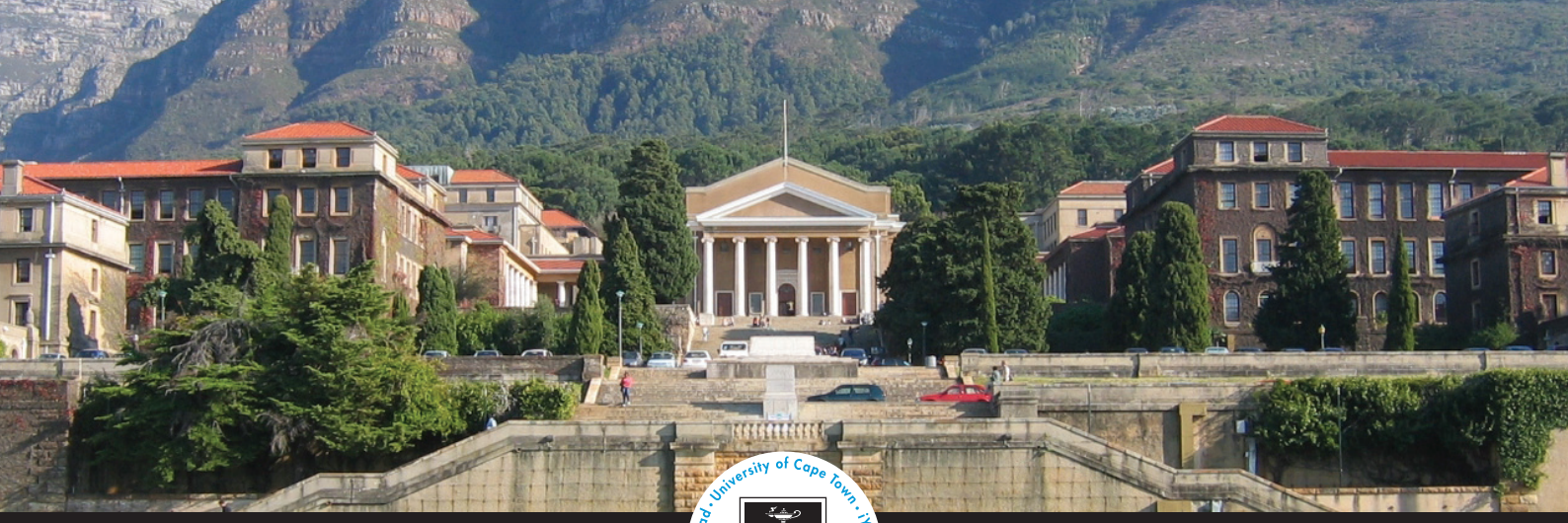




5th INTERNATIONAL
CHOICE MODELLING
CONFERENCE
CAPE TOWN
3-5 APRIL 2017



Dear delegates

It is a great honour and pleasure to welcome you to the city of Cape Town for the fifth International Choice Modelling Conference hosted by the University of Cape Town and co-organised with the Choice Modelling Centre of the University of Leeds. I believe this is the first conference of its kind in Africa.

Congratulations!

As a mathematics education researcher I am intrigued by the field of choice modelling as it interfaces psychology, mathematics and economics and is applied to areas as diverse as health sciences, marketing, food sciences and transport. An excellent

field to show power and beauty of mathematics!

As the Deputy Vice Chancellor of Research and Internationalisation of the University of Cape Town, I am glad to see that almost 200 professionals chose to discuss advances in this important field in South Africa's mother city. The University of Cape Town prides itself on being a research-intensive university both globally (through the International Alliance of Research Universities and the World Universities Network) as well as in Africa as founding member of the African Research Universities Alliance. A high level research gathering like yours will strengthen the ties between UCT and the world and between various members of these alliances who have come to this meeting as well, for which I am grateful.

Choice modelling is perhaps not as well-known and widely used in South Africa, or Africa for that matter, as one would expect or hope. Why is this the case? Is attention to this field in tertiary education lacking or is it particularly difficult to collect data and estimate models with African data or does poverty play a role? I am glad to see that the conference programme has these questions for discussions on the agenda through key-notes, parallel sessions and workshops and I hope that this will lead to a greater interest in choice modelling in Africa in the years to come.

I am sorry that I cannot be there to welcome you in person as I am on a university business trip to The Netherlands at the time of the conference.

I wish you all a wonderful conference and a pleasant time in our beautiful city!

Professor Mamokgethi Phakeng

Deputy Vice-Chancellor of the University of Cape Town

Cape Town, 28 February 2017



UNIVERSITY OF CAPE TOWN
IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD

PROUDLY SPONSORED BY:



MADE POSSIBLE BY:



Centre for Transport Studies
UNIVERSITY OF CAPE TOWN

choice
modelling
centre



Dear friends

It is my great honour to welcome you to the fifth International Choice Modelling Conference on behalf of the entire steering committee of the conference series.

Africa is the fourth continent visited by ICMC, after two conferences in the UK (2009 and 2011), one in Sydney (2013), and the most recent one in Austin, Texas (2015). Bringing the conference to Africa was seen by some as a risk, after playing it safe with well-established sites and hosts for the first four conferences.

However, it was a risk that the steering committee was willing to take in its continual quest to make ICMC a truly global conference which breaks down barriers between researchers and practitioners from different countries and different disciplines.

I am delighted to see that this was a risk worth taking and to say that this event has already exceeded all our expectations before it even starts. We received more submissions than for any of the previous four conferences, and, with a similar rejection rate, have the largest number of presentations at any ICMC. No doubt the allure of a holiday at the Southern tip of Africa played a role for some, but this is a great success nonetheless.

At the time of writing this, the number of registered delegates has already passed that of the 2011 Leeds conference, which had been our biggest event so far. And this is without access to a large pool of local delegates, which had been the case for the first four conferences. Delegates so far come from 26 different countries, when our most diverse ICMC until now reached 22. If it hadn't been for Trump's executive orders, at least two other countries would have been added to the list.

Let me return to the theme of diversity. As already highlighted above, a key aim of ICMC is to provide a forum for collaboration between the many different fields in which choice modelling is a key analytic technique. With this in mind, we have again purposefully sought to avoid clustering papers by field of research. The methodological papers should be of interest to delegates from across disciplines. But the same goes for applied work. Many of us have gained crucial insights and de-

veloped new ideas by listening to presentations from outside our area. I thus encourage the transport folks to go listen to talks about organ donation, the environmental economists to attend papers on route choice, and the health economists to hear about how bears move around Sweden.

While some of you have visited South Africa before, I know that for many of you, this is your first time, and I hope you enjoy your visit. But we do not just want to bring the conference to Africa and then pack up shop and leave. While we bask in the luxury of this wonderful conference venue, we should not forget that many people in Africa face major issues on a daily basis, and that there are also threats to its amazing wildlife. We want to make a lasting impact and believe that choice modelling can at least make a small contribution to helping with these problems. I was thus especially delighted to see 23 papers with an African context, meaning that we have a special Africa stream running through almost the entire event.

When I started this conference series together with Andrew Daly in Harrogate in North Yorkshire in 2009, we never imagined that it would lead to such a successful series. You have all contributed to this and are doing a service to your field of research. The Cape Town conference is also the first ICMC without Andrew, who is about to retire. Luckily for the field, retirement does not imply leaving choice modelling behind, and Andrew appears multiple times in the programme. To reflect his contributions to the field and his role in setting up this conference series, we are also starting an ICMC award for the most innovative application in choice modelling, named in his honour.

Finally, I would like to express my gratitude to Mark and Hazvinei. They took on the task of organising this conference with a level of enthusiasm I have rarely seen, worked tirelessly over the last two years, and have put together what I believe will be an amazing conference.

So a big welcome back to the many of you have attended previous ICMC conferences, and a very special welcome on board to new attendees.

Stephane Hess

Chair of the ICMC steering committee

WELCOME



Local organising committee statement

Dear colleagues,

We are proud to be the hosts of the 5th International Choice Modelling Conference, having the opportunity to share our beautiful city with you and to bring the intriguing world of choice modelling to Africa.

Welcome
Wamkelekile
Welkom
to ICMC 2017!

Cape Town, a city that has seen one of the most dramatic stories of our time, is now transforming into a vibrant, diverse, creative and innovative city, surrounded by stunning flora and fauna. Yet many people still live in despair and wonder what freedom and democracy have brought them. It is against this context of hope and despair that we are organizing this ICMC.

We hope that this edition of the ICMC, besides advancing choice modelling, will shed light on how choice modelling can contribute to improving living conditions in Africa (from protecting natural resources to contributing to transformation of societies). Above all, we hope that the conference will inspire to bring the field forward, to bridge the divide between disciplines and of course to have a good time among friends.

Have a wonderful time!

Mark Zuidgeest, Hazvinei Tsitsi Tamuka Moyo, Stephane Hess



International Choice Modelling Conference 2017



SUNDAY 2 APRIL 4PM - 6 PM
ARRIVAL REGISTRATION AND
WELCOME COCKTAIL PARTY

— **SUMMERHOUSE** —
CONFERENCE GROUND FLOOR VINEYARD HOTEL

INTRODUCING vocalist Sange Neliswa Mxunyelwa also known as **Sange.M** with her charismatic voice will entertain us for the cocktail event.

WITH

Pamela Lunguza- Shakers
Ntombovuyo Lubala- Shakers
Sbulele Hakaza-Shakers



KEYNOTE SPEAKERS



NICK HANLEY

Nick Hanley is a Professor of Environmental Economics at the University of St Andrews, Scotland. His research interests are environmental valuation, cost benefit analysis, economics of sustainable development, agricultural economics; the economics of renewable energy; ecological-economic modelling; the economics of invasive species, pests and diseases; marine and coastal economics; and the ecosystem services approach to management of natural resources. He is an honorary professor at the universities of Waikato (New Zealand) and Stirling (UK). He undertook his first contingent valuation study

in 1984 and his first choice experiment study in 1997. He is co-author of a textbook in environmental cost-benefit analysis with Edward Barbier, and co-author on the forthcoming guidelines for stated preference studies in policy analysis (Johnston et al, JAERE, 2017).

Presentation Description: Choice modelling and nature conservation

Professor Hanley will present on the ways in which choice modelling can be used to provide insights into the design of conservation policy, in both the developing and developed countries. There are three issues of interest

- (i) understanding the demand and supply of illegal animal products, such as ivory;
- (ii) how to mobilise wildlife tourism to improve conservation and local livelihoods; and
- (iii) how people's knowledge and awareness of conservation affects their willingness to support pre-environment actions. Examples are drawn from Africa, South East Asia and Northern Europe.



ERIK DU PLESSIS

Erik du Plessis is the Chairman of Millward Brown South Africa. Millward Brown is one of the world's leading research agencies and has expertise in effective advertising, marketing communications, media and brand equity research. Erik worked as a market analyst, researcher and brand manager before joining BBDO advertising as Media Director and Research Director. He then went on to start his own company, Impact Information, which became Millward Brown in 2001.

During his career, Erik has consulted with nearly every major company in South Africa on brand management, research,

advertising strategy and media planning. He was a visiting Professor at the Copenhagen Business School teaching neuromarketing from 2007-09.

Erik is the author of *The Advertised Mind* which won the coveted WPP Atticus Grand Prix Award in 2005 for original published thought chosen from 450 entries. In 2011 his book, *The Branded Mind* was released. The book focuses on how people think about brands. It investigates developments in neuroscience and neuromarketing, and how brain science can contribute to marketing and brand-building strategies.

In addition Erik's papers have been published in *Harvard Business Review*, *AdMap*, *Journal of Advertising Research*. He has won several awards and has addressed conferences in South Africa, USA, Mexico, Ireland, Europe, Australia, Pakistan, Mauritius, Singapore, India.

Presentation Description: What marketers learned from neuroscientists about consumer choices

Erik will discuss what marketing science has learned from neuroscience over the past decade. He will touch on: neuromarketing; what neuroscientists have learned about the brain in the past decade and how this applies to marketing, how advertising and brands are stored in memory, the modern view of the role of emotion in survival and decision making, how attention, emotion and memory relate to the New Media and will conclude on brand Feelings and Mood, specifically regarding how, in marketing, mood is more important than emotion.



MICHEL BLIEMER

Since 2012, Michiel Bliemer is Professor of Transport Planning & Modelling at the Institute of Transport and Logistics Studies at the University of Sydney Business School.

After obtaining a Masters' degree in Econometrics (cum laude) at the University of Groningen, Michiel was awarded a PhD degree in traffic engineering in 2001 by Delft University of Technology in the Netherlands. While his PhD research focussed on traffic modelling and simulation, in 2003 he started a close collaboration with John Rose in Sydney and became interested in discrete choice methods, in particular

stated choice experiments. This successful collaboration led to many methodological contributions on the topics of generating efficient experimental designs for various discrete choice models, calculating required sample sizes, and creating sensible choice tasks, applied in various contexts such as transport, health, and environmental economics.

Michiel has edited two books, published 80 papers as articles in journals and books, and presented over 150 papers at conferences. Further, Michiel is one of the co-developers of the Ngene software for generating experimental designs for stated choice surveys, and teaches in the annual 5-day courses on Discrete Choice Analysis and Experimental Design in Sydney (with David Hensher, Bill Greene, and Andrew Collins) and London (with Stephane Hess).

Presentation Description: Stated Choice Experiments: Do's and Don'ts

Stated choice experiments (SCEs) are often used to obtain willingness-to-pay estimates or market shares in cases where certain choice alternatives, attributes, or attribute levels are not yet available in the current markets. While stated choice data has many advantages with respect to revealed choice data, it is also important to design SCEs with care in order to avoid choice tasks that are not behaviourally sensible or that are otherwise problematic. The presentation will give an overview of the do's and don'ts in stated choice experiments, with a specific focus on the meaning of efficiency, the importance of using appropriate prior parameter values, the role of behavioural constraints, the calculation of sample size, the consequence of strictly dominant alternatives, and a discussion on the ways to reduce choice task complexity.

CAMPHOR 1	CAMPHOR 2	CAMPHOR 3	TERRACE 1+2	TERRACE 3+4	BOARDROOM 1
SESSION 1.1AFRICA STREAM 1 1330 Pieter van Beukering, Philip Otieno, Richard Mulwa, Wouter Botzen, Nicholas Ogugeh “The economic value of the Tana Delta mangrove ecosystem in Kenya” 1336 Anna-Kaisa Kosenius, Maja Bleyer, Matleena Kniivilä, Paula Horne. “Estimating the preferences for ecosystem services and plantation characteristics: the case of private investments in Mozambique” 1206 Lauretta Sandra Boade, Akwasi Mensah-Bon-su, Irene Suzana Egyir, Ditchfield Amegashie, Jean-Hugues Nlom “Farmers preferences for contracts on bioenergy crop (Jatropha curcas) production in Northern Ghana using discrete choice experiment” 1263 Walter Alando, Joachim Scheiner, Mark Zuidgeest “The changing transport conditions and their implications for pedal cycling in Kisumu, Kenya”	SESSION 1.2DISCRETE-CONTINUOUS 1299 David Palma, Juan de Dios Ortúzar, Luis Ignacio Rizzi, Stephane Hess “Modelling food and beverages’ purchase process by combining sensory science and choice modelling: A wine case study” 1088 Andrea Pellegrini, Igor Sarman, Stefano Scagnolari. “Stochastic frontier estimation of holiday budgets for multiple discrete-continuous extreme value model: an application to tourist expenditure analysis” 1363 Nima Golshani, Ramin Shabanpour, Abolfazl Mohammadian, Joshua Auld “Incorporating hybrid RUM-RRM decision rules in copula-based joint model” 1213 Chiara Calastri, Stephane Hess, Andrew Daly, Abdul Pinjari, Juan Carrasco “Dealing with discrete continuous activity decisions across multiple days in the presence of day specific constraints and preferences”	SESSION 1.3RISK AND UNCERTAINTY 1176 Eric Molin, Kirsten Meeuwisse, Wolter Pieters, Caspar Chorus “Secure or usable computers? Employees’ perceptions and trade-offs” 1334 Nathalie Picard, André de Palma, Sophie Dantan. “Discrete choice analysis of multidimensional risk attitude” 1237 Andrew Collins, David Hensher “Choice modelling with time-varying attributes, with an application to train crowding” 1364 Brett Smith, Ying Huang, Doina Olaru “On interpreting models of risk in a random utility setting”	SESSION 1.4APPLICATIONS ACROSS FIELDS 1 1261 Anna Bartczak, Susan Chilton, Mikolaj Czajkowski, Jürgen Meyerhoff. “The impact of financial loss aversion and risk preferences on willingness to pay to avoid renewable energy externalities: gain and loss of money in a choice experiment ” 1335 Alexander Labeit, Donna Rowen, Katherine Stevens, Jackie Elliott, Brendan Mulhern, Jill Carlton, Hasan Basarir, John Brazier “Estimating a preference-based single index measuring the quality of life impact of self-management or diabetes” 1344 Maria Alonso Gonzalez, Niels van Oort, Oded Cats, Serge Hoogendoorn “Flexibility or uncertainty? Predicting modal shift towards demand responsive public transport” 1106 Roberta Raffaelli, Luisa Menapace “Indirect questioning as a nudging instrument? Evidence from a choice experiment”	SESSION 1.5INFORMATION, BELIEFS AND OTHER CONSTRUCTS 1071 Jorien Veldwijk, Karin Groothuis-Oudshoorn, Ulrik Kihlbom, Sophie Langenskiold, Evelien Dekker, Frank Kallenberg, Ardine de Wit, Mattijs Lambooi. “Selecting a study sample for discrete choice experiments: the effect of psychological distance” 1108 Li Tang. “Does negative information weigh more on activity-travel choices? An empirical study of pre-trip information impact from the perspective of trip-chains” 1359 Farzad Alemi, Giovanni Circella, Susan Handy, Patricia Mokhtarian “What makes travelers use Uber: exploring the latent constructs behind the use of on-demand ride services in California” 1228 Vinayak Dixit, Neeraj Saxena, Rico Krueger, Taha Rashidi “Subjective beliefs about the willingness to pay for travel time savings”	SESSION 1.6SPATIAL AND TEMPORAL 1296 Stephanie Mitchell, Danny Campbell, Frans de Vries, Seda Erdem “Exploring temporal and spatial preferences for climate change adaptation” 1346 Faical Akaichi “Do consumers in the UK and Spain perceive the attributes of greenhouse emissions, type of production, origin, and fat content as substitutes or complements?” 1080 Sebastian Heidenreich, Diane Skatun, Mandy Ryan, Job van Exel, Elliot Robert, Christine Bond “Patients’ preferences for specialised health professionals in follow-up care: a cross-country and cross-disease comparison” 1300 Danny Campbell, Wiktor Budzinski, Mikolaj Czajkowski, Nick Hanley “Using a spatial error latent class approach to address spatial dependence in latent class membership”
SESSION 2.1AFRICA STREAM 2 1391 Mercy Dada, Mark Zuidgeest, Stephane Hess “Modelling pedestrian crossing choice on Cape Town’s freeways: trading off security and safety” 1268 Tatjana Ibraimovic, Stephane Hess, Hazvinei Tsitsi Tamuka Moyo, Mark Zuidgeest “Ethnic segregation and residential location choice in Cape Town” 1390 Johan Joubert, Jozine Botha “Determining the influence of police accessibility, visibility and police effectiveness on crime reporting behavior in South Africa”	SESSION 2.2BEHAVIOURAL RULES 1 1208 Nathan Kemper, Jennie Popp, Rodolfo Nayga Jr “A query approach to modeling attendance to attributes in choice experiments” 1184 Francisco Bahamonde-Birke “Estimating the reference frame: a smooth twice-differentiable utility function for non-compensatory loss-averse decision-making” 1054 David Hensher, Camila Balbontin, Andrew Collins “Heterogeneity in decision processes: embedding extremeness aversion, risk attitude and perceptual conditioning in multiple heuristics choice making”	SESSION 2.3ACTIVITIES AND TIME USE 1173 Junyi Zhang, Ying Jiang “Capturing drivers’ adaptive time use behavior inside autonomous vehicles and willingness-to-pay as well as affective experiences” 1316 Kuniaki Sasaki, Akane Sawada “The assimilation of activity-based choice model and cellular phone-based dynamic population” 1068 Sergio Jara-Diaz “A time allocation model considering external providers”	SESSION 2.4CHOICE SET FORMATION 1 1164 Habtamu Kassahun, Joffre Swait “Making choice set formation practicable through direct elicitation of availability and choice” 1102 Michel Meulders “Accounting for both consideration set screening and attribute non-attendance when modelling stated choices” 1253 Mauro Capurso, Stephane Hess, Thijs Dekker “Modelling awareness and consideration in mode choice: an application on the Rome - Milan corridor”	SESSION 2.5SURVEY DESIGN AND IMPLICATIONS 1 1318 Deniz Akinc, Martina Vandebroek “Effect of varying number of choice sets and varying number of alternatives per choice set on design efficiency if the complexity of the choice task is taken into account” 1126 Sander Cranenburgh, John Rose, Caspar Chorus “On the robustness of efficient experimental designs” 1155 Cristian Guevara, Stephane Hess “The impact of presenting endogenous choice-sets in stated preference surveys”	SESSION 2.6EYE TRACKING AND VIRTUAL REALITY 1306 Marco Palma, Michelle Segovia, Daniel Chavez “Testing the consistency of preferences in discrete choice experiments: an eye tracking study” 1337 Bilal Farooq, Elisabetta Cherchi, Anae Sobhani “Virtual Immersive Reality Environment (VIRE) for disruptive vehicular technology choice experiments” 1259 Kennet Uggedahl, Chris Street, Thomas Lundhede, Søren Bøye Olsen “Examining attribute non-attendance in discrete choice experiments using a gaze-contingent eye tracking application”
SESSION 3.1AFRICA STREAM 3 1212 Mohammed Hussen Alemu, Søren Bøye Olsen “Can a repeated opt-out reminder remove hypothetical bias in discrete choice experiments? An application to consumer valuation of novel food products” 1309 Godwin Kofi Vondolia, Ståle Navrud “Are labour time and harvest a good numéraire as money in stated preference elicitation in developing countries?” 1083 Mary Nthambi: “ Quasi-Monte Carlo or Gaussian quadrature? Efficient design performance for climate change adaptation measures in Kenya” 1395 Dambala Gelo Kutela, Jane Turpie “Choice experiment valuation of urban green spaces in Cape Town”	SESSION 3.2ADVANCED METHODS 1374 Rajesh Paleti, Abdul Pinjari “Household daily non-mandatory activity participation and duration modeling accounting for person level budget constraints” 1244 Thijs Dekker, Chiara Calastri, Andrew Daly, Stephane Hess “Revisiting the MDCEV utility function: origins, weak complementarity, minimum consumption and efficient welfare measurement” 1134 Melvin Wong, Bilal Farooq, Guillaume-Alexandre Bilodeau “Latent behaviour modelling using a discriminative restricted Boltzmann machines” 1353 Chandra Bhat, Patricia Lavieri “A new mixed MNP model accommodating a variety of dependent non-normal coefficient distributions”	SESSION 3.3NEW MODELLING APPROACHES 1150 Ahmad Alwosheel, Sander van Cranenburgh, Caspar Chorus “Artificial neural networks as a means to accommodate decision rules in choice models” 1297 Felipe Gonzalez-Valdes, Juan de Dios Ortúzar “The stochastic satisficing model” 1101 Erlend Dancke Sandorf, Danny Campbell “That’s good enough! Satisficing in stated choice experiments” 1246 Thomas Hancock, Stephane Hess, Charisma Choudhury “Decision field theory: improvements to current methodology and contrasts with standard choice modelling techniques”	SESSION 3.4APPLICATIONS ACROSS FIELDS 2 1379 Oscar Arbelaez, Jorge Córdoba, Iván Sarmiento “Infrastructure provision and its effect on bicycle mode choice” 1165 Riccardo Curtale, Stefano Scagnolari “Understanding children’s influence in the choice of household leisure activities: a Best-Worst Scaling approach with smiley-based rating scale preferences” 1064 Paul Crosby “Don’t judge a book by its cover: a discrete choice model of cultural experience good consumption” 1279 Anders Jensen, Thomas Kjør Rasmussen, Carlo Prato “A joint route choice model for electric and conventional car users”	SESSION 3.5SURVEY METHODS 1 1347 Stefanie Peer, Maria Börjesson “Temporal framing of SP choice experiments: does it affect valuations” 1328 Malte Oehlmann, Jürgen Meyerhoff “Analyzing attribute cut-offs towards characteristics of renewable energy production” 1375 Ioanna Kourounioti, Lóránt Tavasszy “Can we apply serious gaming as an alternative to stated preference experiments? A freight modelling case study” 1271 Tomas Badura, Silvia Ferrini, Ian Bateman, Amy Binner, Michael Burton “Map matters: using individually tailored maps to value preferences for agricultural land use change in Great Britain”	SESSION 3.6VALUATION 1119 Ioannis Tsouros, Amalia Polydoropoulou “How different user segments perceive multimodal alternatives: a survey of 3 EU cities” 1272 Gerard de Jong, Marco Kouwenhoven “Value of travel time as a function of comfort” 1217 Farideh Ramjerdi, Jasper Knockaert “How to influence the public acceptance of road pricing? The Trondheim experiment” 1267 Marco Kouwenhoven, Maria Börjesson, Gerard de Jong, Andrew Daly “Changes in the value of travel time over the years: a multi-year and multi-country comparison”

VENUE
8:30
-10:00
BREAK
10:30

12:00
LUNCH
13:00

14:00
BREAK
14:30

WORKSHOPS

CAMPHOR 1-3
PLENARY KEYNOTE II :
WHAT MARKETERS LEARNED FROM NEUROSCIENTISTS ABOUT CONSUMER CHOICES. Erik du Plessis • Millward Brown South Africa

CAMPHOR 1	CAMPHOR 2	CAMPHOR 3	TERRACE 1+2	TERRACE 3+4	BOARDROOM 1	BOARDROOM 2
SESSION 4.1 AFRICA STREAM 4 ☐	SESSION 4.2 TREATMENT OF HETEROGENEITY ☐	SESSION 4.3 INDIVIDUAL-LEVEL APPROACHES ☐	SESSION 4.4 SOCIAL NETWORKS AND INFLUENCE ☐	SESSION 4.5 GOALS IN DECISION MAKING ☐	SESSION 4.6 COMPANY AND OPERATOR DECISIONS ☐	
1114 Kate Mandeville, Godwin Ulaya, Adamson Muula, Titha Dzowela, Mylene Lagarde, Kara Hanson “The use of specialty training to retain doctors in Malawi: a cost effectiveness analysis using stated preferences” 1392 Lauren Brown, Joyce Lee, John Bridges “Stated preferences methods applications in health in Africa: the how, the what, and the where”	1162 Luis Pilli, Joffre Swait, Jose Mazzon “Effects of confounding consumers’ choice process heterogeneity as taste heterogeneity on the firm decision making” 1232 Prateek Bansal, Ricardo Daziano, Martin Achtnicht “Extending the logit-mixed logit model for a combination of random and fixed parameters”	1350 Mazen Danaf “Personalized recommendations using discrete choice models with inter-and intra-consumer heterogeneity” 1338 Nicolò Daina, Esra Suel, Charilaos Latinopoulos, John Polak “Challenges in online updating of individual choice models for recommender systems or autonomous decision agents”	1187 Francesco Manca, Nicolò Daina, John W Polak, Jonn Axsen, Aruna Sivakumar “Including social influence in choice models for electric vehicle purchase preferences: comparison of different model formulations” 1130 Chiara Calastri, Stephane Hess, Juan Carrasco, Charisma Choudhury, Andrew Daly “Keeping social con-tacts over time: the role of life-course events and latent tie strength”	1095 Rico Krueger, Taha Rashidi, Akshay Vij “A goal-based analysis of travel behaviour dynamics: are intrapersonal changes in latent modal preferences associated with shifts in personal goals?” 1380 Alejandro Tudela, Arnoldo Tapia, Juan Carrasco “Choice models with psychosocial attributes: revealing some facts”	1226 Richard Ellison, Collins Teye, David Hensher “Commodity-based heavy vehicle model for greater Sydney” 1269 Louise De Tremerie “Introducing a mixed methods framework using qualitative interview data and choice modelling techniques: a case study on freight shippers in Belgium”	
1277 Ayako Honda, Nicolas Krucien, Mandy Ryan “What makes you happy? The role of intrinsic motiva-tion on health workers’ decisions to stay in rural areas”	1384 Stephane Hess, Kenneth Train “Correlation and scale in mixed logit models: clarifications and implications for unwary users of the G-MNL model”	1361 Ramin Shabanpour, Nima Golshani, Abolfazl Mohammadian “Willingness-to-pay for automated vehicles: a random parameters and random thresholds HOPIT model”	1085 Petr Mariel, Riccardo Scarpa, Ainhua Vega-Bayo “The influence of individual husband’s and wife’s preferences on joint parental school choice for their children”	1387 Charisma Choudhury, Stephane Hess “A peek at the future: capturing the anticipation effects in discrete choice models”	1179 Ioannis Tsouros, Athena Tsimimpa “Factors affecting interurban freight route choice: perspectives from freight forwarders and truck drivers”	

SESSION 5.1 AFRICA STREAM 5 ☐	SESSION 5.2 GPS FOR PEOPLE AND ANIMALS ☐	SESSION 5.3 EVERYONE IS MOVING AT THE SAME TIME ☐	SESSION 5.4 VARIETY SEEKING ☐	SESSION 5.5 DIFFICULT DECISIONS ☐	SESSION 5.6 STRESS AND PERSONALITY ☐	SESSION 5.7 ENERGY ☐
1394 Hae-Young Kim, Colleen Hanrahan, David Dowdy, Jonathan Golub, Neil Martinson, John Bridges “The changing views of health promotion among HIV-infected pregnant women in South Africa before and after delivery: a choice experiment”	1158 Lei Gong, Toshiyuki Yamamoto, Ryo Kanamori “Analysis of daily activity-travel patterns focusing on inter- and intra-personal heterogeneity”	1087 Tarapada Mandal, K Ramachandra Rao, Geetam Tiwari “Pedestrian route choice modelling at a large scale mega religious gathering”	1284 Fangqing Song, Stephane Hess, Thijs Dekker “Modelling the role and impact of variety-seeking on mode choice behaviour in the context of air-HSR intermodality”	1127 Caspar Chorus, Niek Mouter, Baiba Pudane “A taboo trade off model for discrete choice analysis”	1273 Evangelos Paschalidis, Charisma Choudhury, Stephane Hess “Investigating the effects of stress on choices: evidence from gap acceptance decisions of drivers in a simulator experiment”	1381 Akli Berri, Stefan Mabit “French households’ preferences for alternative fuel vehicles: a discrete choice analysis of stated preference data”
1073 Matthew Quaife, Fern Terris-Prestholt, Maria Cabrera, Sinead Delany-Moretlwe, Robyn Eakle, Peter Vickerman “The effect of HIV prevention products on incentives to supply unprotected commercial sex in South Africa”	1385 Marek Giergiczny, Stephane Hess “Using advanced choice models to study animal behaviour”	1341 Chester Wilmot, Ravindra Gudishala “A joint mode/destination type choice model for hurricane evacuation”	1120 Basil Schmid, Simon Schmutz, Kay Axhausen “In-store or online shopping of search and experience goods: a hybrid choice approach”	1283 Kirsten Howard, Stephen Jan, Germaine Wong “Preferences for donating a family member’s organs for transplantation: a discrete choice experiment”	1168 Mariska van Essen, Tom Thomas, Eric van Berkum, Caspar Chorus “Taking the detour: travelers’ information compliance with system-beneficial travel information”	1160 Flavio Souza, Akshay Vij, Sangeeta Bansal “The unintended consequences of carbon taxes on domestic fuel consumption”

WORKSHOPS

CAMPHOR 1: BEST-PRACTICES FOR ESTIMATING
ADVANCED CHOICE MODELS BASED ON LARGE DATA

CHAIRS: Thijs Dekker, Sander van Cranenburgh,
Ricardo Daziano, Bilal Farooq, Mauricio Sarrias

BACKGROUND
Recent technological advances have led to a surge in the amount of (choice) data that are being collected. These new revealed preference data sources are widely believed to hold the key to solve numerous societal problems. As a result, choice modellers are increasingly faced with very large data sets.

OBJECTIVES
This workshop aims to bring together and share the current knowledge and best practices on estimation of advanced dis-crete choice models based on large choice data. The workshop will address practical questions, such as what software packages perform well with large data?; to what extent does multi-core cluster computers provide a solution?; how to deal with memory constrains?, as well as more methodologically-oriented ap-proaches to deal with large data, such as data sampling.

WORKSHOP FORMAT
The workshop will feature four talks, each setting the scene for one aspect of large data. As sharing knowledge and experiences is the principle objective of the workshop, we aim for active involvement in discussions by all participants.

FOR MORE INFORMATION PLEASE EMAIL:
Sander van Cranenburgh (s.vancranenburgh@tudelft.nl)

CAMPHOR 3: METHODOLOGICAL AND PRACTICAL
ISSUES IN VALUING TIME AND PERCEPTION IN AFRICA

CHAIRS: Peter Davidson, David Hensher, Collins Teye Helen Porter

OBJECTIVE:
The idea of this workshop is to bring together academics, practitioners and decision-makers from across Africa, who have been, and are involved in estimating African values of time and perceptions, particularly of new and existing types of transport.

DESCRIPTION:
There is a great deal of interest among policy makers in building roads and infrastructure using tolling and Public Private Partnerships. The viability of these hinge on the revenue forecasts which in turn depends heavily on the values of time and the perceptions of the new infrastructure. Academics and practitioners are tasked with producing robust values of time. However, Africa is different and this presents methodological challenges which have not hitherto been addressed by conventional values of time studies.

Drawing on more than 10 stated and revealed preference case studies in Africa as well as the experiences of academics and other practitioners in Africa this workshop intends to discuss the following questions/issues:

- QUESTIONS/ ISSUES FOR DISCUSSION
- 1. Is people’s decision-making behaviour different in Africa?
 - 2. What is different about the value of time and perception in Africa?
 - 3. What are the challenges in designing surveys and collecting data, especially choice related data such as SP experiments and the implications for all the above on survey methods?

This workshop addresses some of the most burning issues for Africa In transport, willingness-to-pay and toll road perception are probably the most critical element to traffic and revenue forecasts. They can have a make-or-break effect on the viability of new transport schemes including: toll roads, Bus Rapid Transport, high speed rail, cost-benefit analysis, scheme viability – all burning issues for Africa.

Continues overleaf

4 APRIL

TUESDAY

GALA
DINNER

TUESDAY
EVENING
4 APRIL

A culinary experience
accompanied by
unique interactive
traditional
entertainment,
join us at GOLD,
a unique African
restaurant in the
heart of Cape Town.

TRANSPORT
Busses leave
17:30 sharp
from Vineyard

DRESS CODE:
smart casual



They are also crucial in measuring people's choice-making behavior for understanding the uptake of the new upcoming transport systems in Africa such as: car sharing, mobility as a service, mobile app based services, intelligent highways and autonomous vehicles.

WHO SHOULD ATTEND?

This workshop should be of interest to those in the transport field and those not in the transport field who want to measure the perceived value of time or the perception of things, including willingness-to-pay.

FOR MORE INFORMATION PLEASE EMAIL:

helen@peter-davidson.com

BOARDROOM 1: PUTTING AFRICA ON THE MAP IN THE FIELD OF CHOICE MODELLING

CHAIRS: Chiara Calastri, Stephane Hess, David Meads and Hazvinei Tsitsi Tamuka Moyo

BACKGROUND

Governments, NGO's, health campaigns and other projects have collected a wealth of individual and household-level data (often longitudinal) in African countries. Many of these datasets are freely available to researchers, but it appears that choice modelers have to date not fully (or in many cases at all) applied their methods to analyse them.

KEY WORKSHOP QUESTION

How can the application of advanced choice models to existing data sources help tackle urgent health, educational and social issues and inform public policy decision making in Africa? And what are the challenges and opportunities in doing so?

WORKSHOP FORMAT

This workshop aims to share potential areas of research and data sources and collectively propose research ideas and foster collaborations. The session will begin with 3 short presentations (10 minutes each) about different datasets and potential research areas. We will focus on the themes of health, education and social networks/social capital. Anyone who feels they have identified an additional area or dataset that could fit the workshop's theme is invited to get in touch with the organisers and join this discussion.

The main part of the workshop will be devoted to group work. Participants will be split according to their research interest and will jointly work to come up with research ideas that can be pursued using the presented datasets. Each group will then be asked to briefly present an outline research plan, which will be subsequently summarised in a statement for future research.

WORKSHOP OUTPUT

If sufficient research ideas are generated, then our hope is to organise a special issue of the Journal of Choice Modelling with work originating from the workshop.

FOR MORE INFORMATION PLEASE EMAIL:

Chiara Calastri (tscca@leeds.ac.uk)

TERRACE 1+2: MODELING AND ANALYTICS IN A NEW CHOICE DATA LANDSCAPE

CHAIR: Chandra Bhat

OBJECTIVE:

The objective of this workshop is to bring together academics and practitioners to share research on consumer choice analysis within a new landscape of multiple and diverse data sources. Participants will learn as well as contribute to analytic methods within this new data paradigm and environment.

DESCRIPTION:

This workshop will focus on a new data landscape in which a whole host of passive and active data collection efforts can inform choice modeling. The key issue is how to deal with such voluminous and diverse amounts of available consumer data and translate the data into usable information for near-real time operational purposes as well as for longer-term planning and targeting purposes. Such choice modeling and predictive analytics to translate data into information requires the ability to deal with data that may be from multiple sources, highly noisy, heterogeneous, and high-dimensional with complex interdependencies. On the last of these, the joint modeling of choice data with mixed types of dependent variables (including ordered-response or ordinal variables, unordered-response or nominal variables, count variables, and continuous variables) is a tricky problem. The workshop will discuss the exciting possibilities, some investigative and predictive analytics pathways forward in terms of methods, and the research challenges in the emerging landscape of data science applications for the choice analysis field. Recent approaches that exploit the composite marginal likelihood inference approach and similar other techniques in the context of multi-dimensional heterogeneous data modeling will be discussed. Selected presentations at the front end will kick-start workshop discussions.

QUESTIONS/ISSUES FOR DISCUSSION:

1. What is different about the new data landscape we live in, in the context of obtaining information on consumer characteristics, habits, attitudes, preferences, and actual choices? 2. What is the potential to fuse data from multiple data sources to extract useful information for consumer choice analysis? What may be some best approaches to "house" data from diverse sources, in ways that make it easy for data processing and compilation? 3. What techniques are "out there" to analyze mixed and multi-dimensional variables within a consumer choice modeling context? 4. How best do we move forward from here?

WHAT WE WANT FROM YOU:

Please come prepared to discuss the challenges and the opportunities we have to enhance the current state-of-the-art and the state-of-the-practice in consumer choice analysis. We welcome researchers and practitioners from different disciplines to provide their perspectives and share experiences. This is intended to be an interactive and informal setting to forge a pathway forward for consumer choice modeling within a new data realm. We look forward to hearing what you have to say, and collectively mapping a way forward.

TERRACE 3+4: THE ART AND SCIENCE OF APPLYING STATED-PREFERENCE METHODS IN HEALTH

CHAIRS: John F P Bridges, Ellen Janssen, Mo Zhou

OBJECTIVE

This workshop will provide participants with a detailed introduction to the appropriate use of stated-preferences methods in health. It will demonstrate how applying stated-preference methods in health may be different – both in terms of research questions and research methods. This workshop will provide an overview of common methods and applications of stated-preference methods in health. It will also highlight good research practices for conducting and publishing healthcare studies. Case studies and hands on activities highlight how these methods can be used in regulatory benefit-risk analysis and to discuss criteria for assessing the validity and reliability of stated-preference methods.

AT THE COMPLETION OF THE WORKSHOP PARTICIPANTS WILL BE:

1. More aware of good research practices in guiding the design, development and execution of a studies that elicit stated preferences and/or priorities of patients and other stakeholders in medicine;
2. Able to describe the conceptual and empirical basis of different methods to elicit stated preferences in medicine;
3. Able to identify and describe the practical design and analytical issues involved in developing, implementing, and analyzing a preference survey instrument in order to obtain valid empirical estimates.

QUESTIONS/ ISSUES FOR DISCUSSION

- What characteristics define good research practices in the conduct of SP studies in health?
- What are the most desirable characteristics? What are the most actionable characteristics?
- What determines the validity of a stated-preference study applied in a health setting?
- What concepts need to be considered when examining validity?
- What gaps exist in determining the validity of a stated-preference study?
- What unique considerations need to be taken into account when applying stated-preference methods in health, as opposed to fields such as environment or transport?

WHAT WE WANT FROM YOU!

The workshop will be interactive and will count on the contribution of its participants. We are interested to hear from variety of perspectives to ensure a lively discussion that is informative for participants with a wide variety of experience in stated-preference methods and health.

WHO SHOULD ATTEND?

People involved in or interested in the use of SP methods in health applications should attend.

FOR MORE INFORMATION PLEASE EMAIL:

Ellen Janssen (ejanssen@jhu.edu) or Mo Zhou (mzhou8@jhu.edu)

PTV VISUM

the mind of movement

WHO KEEPS AN OVERALL EYE ON TRAFFIC?

Discover
PTV Visum with
the free 30-days
demo version
now!

A car coming from your right, a train approaching from your left, pedestrians crossing the street – but there is no chaos because someone is managing the traffic.

With PTV Visum you can model transport networks and travel demand for both private and public transport.

Choose the right planning software for your analyses and forecasts. PTV Visum is the tool that keeps an overall eye on your traffic data.

More about transportation planning & free demo:

vision-traffic.ptvgroup.com/visum

17:00

17:30 – 22:30 BANQUET DINNER AT GOLD RESTAURANT, FORESHORE, CAPE TOWN. BUSES IN FRONT OF HOTEL. LEAVE 17:30 SHARP.

VENUE
8:30
-10:00
BREAK
10:30

CAMPHOR 1-3
PLENARY KEYNOTE III :
STATED CHOICE EXPERIMENTS: DO’S AND DON’TS. Professor Michiel Bliemer • University of Sydney Business School

CAMPHOR 1

SESSION 6.1 AFRICA
STREAM 6

1343 Genius Murwirapachena, Johane Dikgang “Households’ preferences for water services packages in South Africa”

1141 Theuns Lamprecht, Evan Roux “Application of stated preference choice models in the city of Johannesburg demand model”

1349 Hilary Ndambiri, Roy Brouwer, Eric Mungatana “Stated preferences for motorized emission reduction attributes in Kenya: an account of model performance and individual heterogeneity”

1153 Christo Venter, Gary Hayes “A meta-analysis of transport mode choice related stated preference data in several metropolitan areas in South Africa”

CAMPHOR 2

SESSION 6.2 BEHAVIOURAL
RULES 2

1094 Camila Balbontin, David Hensher, Andrew Collins “Is preference heterogeneity best captured through process heuristics or through random parameters?”

1152 Sunghoon Jang, Soora Rasouli, Harry Timmermans “Random regret-based choice models incorporating the effect of attribute variation”

1142 Mara Thiene, Jürgen Meyerhoff “Beyond a two-way hybrid model: maximize utility or minimize regret, or mix both”

1329 Nick Hanley, Mikolaj Czajkowski, Christopher Boyce “Personality and economic choices”

CAMPHOR 3

SESSION 6.3 COMPLEX
ESTIMATION

1286 Mikolaj Czajkowski, Wiktor Budzinski “An insight into the numerical simulation bias: the comparison of different quasi Monte Carlo simulation methods under a wide range of experimental conditions”

1323 Weibo Li, Maria Kamargianni, Philip Krammer, Lynnette Dray, Andreas Schafer “Assessing the performance of the Berkson-Theil method on multiple choice sets and aggregated choice data”

1178 Rodrigo Acuna-Agost, Thierry Delahaye, Alix Lheritier, Michael Bocamazo “Airline itinerary choice modelling using machine learning”

1302 Martina Vandebroek, Deniz Akinc “Comparing the performances of maximum simulated likelihood and hierarchical Bayesian estimation for mixed logit models”

TERRACE 1+2

SESSION 6.4 VALUES AND
NORMS

1249 Sandra Notaro, Gianluca Grilli, Daniel Campbell “Including value orientations in choice models to estimate benefits of wildlife management policies”

1322 Katarzyna Zagórska, Mikolaj Czajkowski, Jacob LaRiviere, Natalia Letki, Nick Hanley “Do social norms matter? Evidence from stated preference studies varying communicated social norm levels”

1369 Raffaele Zanolì, Simona Naspetti “A hybrid choice model of dairy novel production strategies”

1315 Greg Spitz, Stephane Hess “East coast urbanites vs West coast hippies: understanding differences in attitudes towards public transport”

TERRACE 3+4

SESSION 6.5 LONG TERM
AND RP

1301 Henrik Becker, Allister Loder, Basil Schmid, Kay Axhausen “Modelling car-sharing membership as a mobility tool: a multivariate Probit approach with latent variables”

1078 Nobuhiro Sanko “Comparing travel demand forecasts between models with larger data from single time point and models with smaller data from two time points”

1312 Maciej Sobolewski, Mikolaj Czajkowski “Strategic use of external benefits for entry deterrence: the case of a mobile telephony market”

1203 Romain Crastes dit Sourd, Matthew Beck, Charisma Choudhury, Thijs Dekker, Stephane Hess, Joachim Scheiner, Christian Holz-Rau “Modelling state dependence for long term choices”

BOARDROOM 1

SESSION 6.6 HETEROGENEITY
IN PRACTICE

1355 Mo Zhou, John Bridges “Explore preference heterogeneity for the treatment preferences of people with type 2 diabetes: a comparison of random parameters and latent class estimation techniques”

1368 David Meads, Stephane Hess, Maureen Twiddy, Carolyn Czoski-Murray, Amando Vargas-Palacios, Samantha Mason, Jane Minton “Implications of patient heterogeneity in health care service preferences: a case study in the provision of community intravenous antibiotics in the UK”

1118 Xiaochen Ma, Oded Cats, Serge Hoogendoorn “Multimodal travel groups and preference mode for different travel purpose: a latent class cluster analysis”

1298 Sebastian Raveau, Felipe Gonzalez-Valdes “Identifying individual choice mechanism profiles for air travel behaviour”



BOARDROOM 2

SESSION 7.7 WHO MAKES
DECISIONS AND WHY?

1255 Nicolas Krucien “Agency in health care: whose preferences count in intensive care unit referrals?”

1166 Igor Sarman, Riccardo Curtale “Checking the nonlinear impact of childrens’ satisfaction in the choice of family attraction: an SP experiment with hybrid choice-modeling”

1205 Louise De Tremerie, Stephane Hess, Gerard de Jong “A hybrid DCM application in freight mode choice set in the Port of Ghent (Belgium): do environmental attitudes matter?”

SESSION 7.1 AFRICA
STREAM 7

1276 Ofentse Mokwena, Mark Zuidgeest “Estimating student travel preferences in Mahikeng: a latent class approach based on behavioural indicators”

1230 Andrew Bwambale, Charisma Choudhury, Stephane Hess “Modelling route choice using mobile phone data: a case study of Senegal”

1274 Collins Teye, Peter Davidson, Michael Bell, Helen Porter “Meta-analysis on the value of travel time savings in Africa”

SESSION 7.2 ESTIMATION
AND SPECIFICATION

1149 Manuel Batram, Dietmar Bauer “Model selection and model averaging in MACML-estimated Multinomial Probit (MNP) models”

1209 Mauricio Sarrias, Ricardo Daziano “Standard errors and interval estimates of individual-specific mixed logit parameters”

1189 Esra Suel, John Polak “Hypothesis testing in discrete choice models: it’s more complicated than you think”

SESSION 7.3 TREATMENT
OF ATTITUDES

1327 Eleonora Sottile, Benedetta Sanjust di Teulada, Italo Meloni, Elisabetta Cherchi “Estimation and validation of hybrid choice models to identify which factors could affect the choice of the bicycle”

1325 Wiktor Budzinski, Mikolaj Czajkowski “Hybrid choice models vs. endogeneity of indicator variables: a Monte Carlo investigation”

1251 Maarten Kroesen, Caspar Chorus, Susan Handy “Do attitudes cause behavior or vice versa? An alternative conceptualization of the attitude-behavior relationship in choice modeling”

SESSION 7.4 CHOICE SET
FORMATION 2

1366 Md Bashirul Haque, Charisma Choudhury, Stephane Hess “Reference-dependent choice set formation for modelling of long-term and medium-term residential location choices”

1191 Danique Ton, Dorine Duives, Oded Cats, Serge Hoogendoorn “Evaluating a data-driven approach for choice set identification”

1239 Matthew Beck, Simon Fifer, John Rose “Market structure and eliciting preferences in choice experiments: choice of choice sets”

SESSION 7.5 SURVEY DESIGN
AND IMPLICATIONS 2

1303 Frits Traets, Martina Vandebroek “An R package and web application to generate and conduct efficient individually adapted sequential Bayesian discrete choice experiments to estimate the panel mixed logit model”

1147 Gianluca Grilli, Danny Campbell “The impact of pilot size on sampling efficiency: finding the ‘Goldilocks’ allocation”

1254 Roselinde Kessels, Daniel Palhazi Cuervo “Optimal design of discrete choice experiments with partial profiles and a no-choice option”

SESSION 7.6 BIAS IN
SURVEYS 1

1356 Peter Moffatt “Impact and detection of straightlining response in online surveys”

1227 Keila Meginnis “Strategic bias in choice experiments”

1393 Ellen Janssen, John Bridges “Assessing the validity and reliability of the application of a discrete-choice experiments in healthcare”

SESSION 8.1 INCOMPLETE
DATA

1117 Morten Raun Mørkbak, Line Pedersen, Riccardo Scarpa “Handling resolvable uncertainty from incomplete choice set scenarios: choice probabilities versus discrete choices”

1333 Timothy Wong, David Brownstone, David Bunch “Aggregation biases in discrete choice models”

1231 David Brownstone, Phillip Li “Incorporating external information into discrete choice models with incomplete choice data”

SESSION 8.2 LOCATION
CHOICES

1177 Frank van Rijnsoever, Fenna Cerutti “Like a rolling stone? Heterogeneity in location preferences of early-stage technology based start-ups”

1137 Chinh Ho, David Hensher “Endogenous treatment of residential location choices in transport and land use models: introducing the MetroScan framework”

1388 Brett Smith, Doina Olaru, Stephane Hess, Matt Beck, Andrew Daly “Dwelling and residential location choice models on complete market data”

SESSION 8.3 DYNAMICS AND
LONGITUDINAL DATA

1219 Harmen Oppewal, Ari Pramono “Modelling choice sequences when options are geographically presented”

1292 Lissy La Paix, Saidul Chowdhury, Karst Geurs “Panel data for modelling dynamics in duration of outdoor leisure activities”

1386 Adam Atherly, Roger Feldman, Bryan Dowd, Eline van den Broek “Switching costs and plan loyalty in Medicare Part C”

SESSION 8.4 TRANSPORT
MATTERS

1362 Giovanni Circella, Farzad Alemi, Patricia Mokhtarian “Exploring the impact of shared mobility on California millennials and older adults’ travel patterns”

1324 Melinda Matyas, Maria Kamargianni “Stated preference design for exploring demand for ‘Mobility as a Service’ plans”

1295 Alejandro Tudela, Carla Duran, Juan Carrasco, Arnoldo Tapia “Does the design of the environment affect the willingness to transfer between modes?”

SESSION 8.5 SURVEY
METHODS 2

1348 Pierre Mahieu, Romain Crastes, Jordan Louviere, Ewa Zawojka “Rewarding truthful-telling in stated preference studies”

1113 Marcel Bilger, Eric Finkelstein, Isha Chaudhry “Predicting behavioral change using stated preferences: comparison of preferences expressed in a discrete choice experiment to results of a randomized controlled trial on pedometer-based activity programs”

1360 Ellen Janssen, John Bridges “Measuring treatment preferences of people with type 2 diabetes with a discrete choice experiment and Best-Worst Scaling: a randomized experiment”

SESSION 8.6 BIAS IN
SURVEYS 2

1195 Mikolaj Czajkowski, Christian Vossler, Wiktor Budzinski, Aleksandra Wisniewska, Ewa Zawojka “Addressing empirical challenges related to the incentive compatibility of stated preference methods”

1383 Marek Giergiczny, Jeff Tjiong, Mikolaj Czajkowski, Stephane Hess “Disentangling status quo bias and zero-price effect for more robust estimation of welfare changes”

1260 Anne Kejser Jensen, Kennet Uggedahl, Søren Bøye Olsen “Watch and learn: Using videos to provide information in choice experiments”

SESSION 8.7 ROUTE
CHOICE

1247 Weiliang Zeng, Tomio Miwa, Mutsumi Tashiro, Takayuki Morikawa “Route choice analysis considering driving comfort and travel time: a random regret minimization model with heterogeneity”

1291 Basil Schmid, Florian Aschauer, Inka Roesel, Stefanie Peer, Reinhard Hoessinger, Regine Gerike, Sergio Jara-Diaz, Kay Axhausen “A pooled RP/SP mode, route and destination choice modeling approach to capture the heterogeneity of mode and user type effects in Austria”

1293 Thomas Lundhede, Jette Jacobsen, Hans Skov-Petersen “Commuting bicyclists’ route choice”

12:30
LUNCH
13:30

15:00
BREAK
15:30

17:00 – 18:00 CAMPHOR 1-3 CLOSING CEREMONY: workshop reports, awards ceremony and ICMC 2019 announcement



THE ADOPT-A-LEARNER TRUST offers financial and academic support to students who live in and attend school in a township or rural area of South Africa. The support is provided from when they are still at high school, or have passed their Grade 12 and aims to support them until completion of their tertiary education. The objectives of the trust are to:

- provide financial assistance and mentorship to deserving learners and students in township or rural areas;
- recruit individuals who are sympathetic to the aims and objectives of the Trust to support and adopt learners identified by the Trust;
- link its efforts with any other organisation sharing similar objectives; and
- advance any other object of an educational nature as decided by the Trustees from time to time.

FOR MORE INFORMATION
email: info@adopt-a-learner.com
or visit our website:
www.adopt-a-learner.com

Donations for Adopt-a-learner can be made at ICMC 2017



www.adopt-a-learner.com

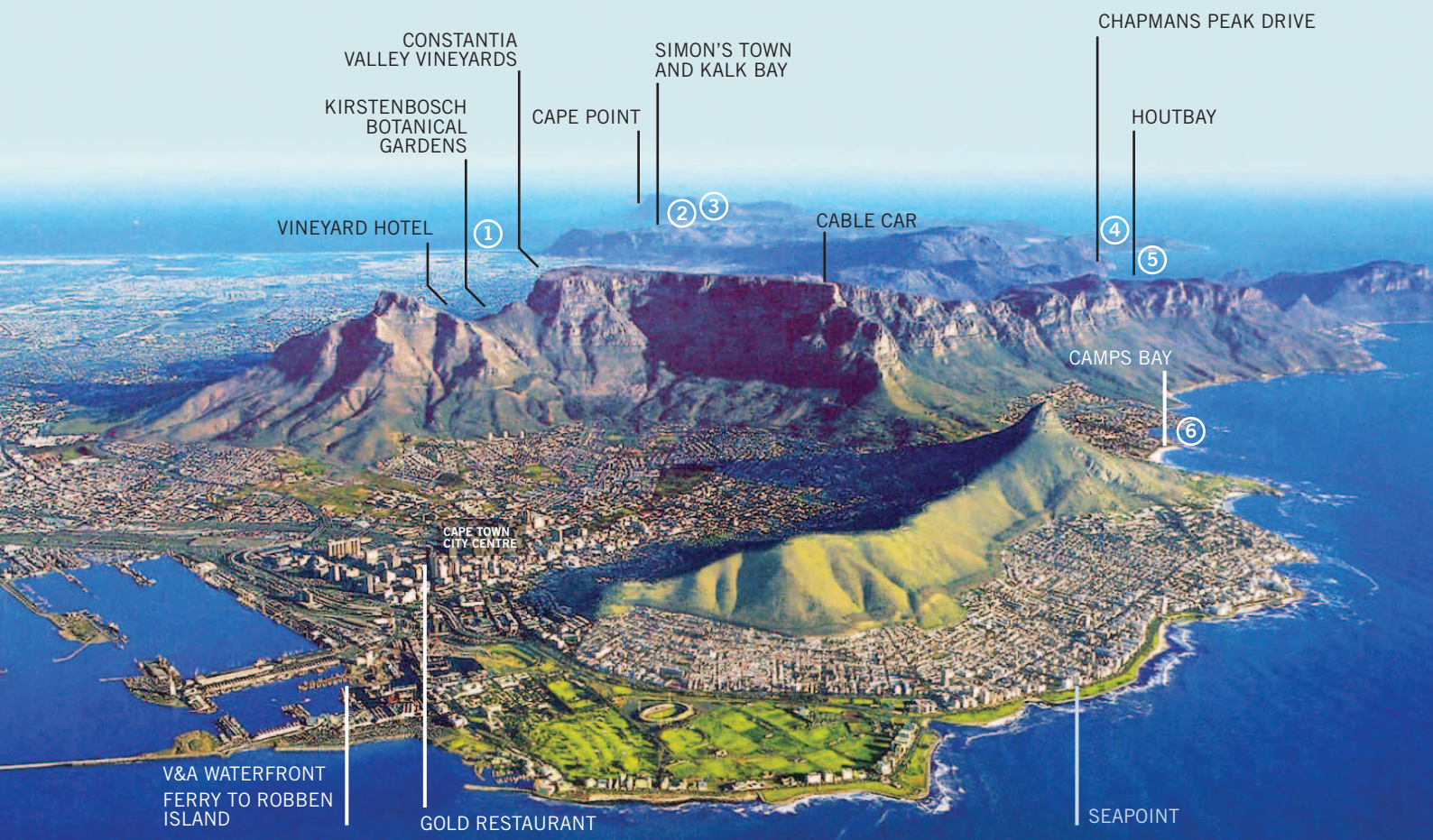


TABLE MOUNTAIN

A trip up the Cableway is the easiest way up. TIP: Pre-book tickets online at www.tablemountain.net. There is a restaurant with cold beers on top. Easier walks are those around Rhodes Memorial just above UCT, in Newlands forest and up Lion's Head. For more suggestions, go to www.hikingcapetown.co.za.



V&A WATERFRONT.

A destination of choice in Cape Town for restaurants, fashion stores, African art and souvenirs with beautiful views of the mountain and the sea. Boat trips on offer including trips to Robben Island.



CHAPMANS PEAK DRIVE

is a 9km toll road that winds its way between Noordhoek and Hout Bay on the Atlantic Coast. It is widely regarded as one of the most scenic stretches of road anywhere in the world.



KIRSTENBOSCH BOTANICAL GARDEN

Close to the Vineyard hotel, the botanical gardens showcase the Cape Floral Kingdom, the smallest and most unique floral kingdom in the world. There are Tearooms and restaurants. Walk the tree-top canopy on the "Tree Snake" walkway and stroll along paths with spectacular views.



HOP ON - HOP OFF BUS.

The Cape Town Sightseeing Bus offers several routes to explore Cape Town city and surrounds. With frequent buses & knowledgeable staff, it's a great way to get around and enjoy the ride. www.citysightseeing.co.za/cape-town



THE BEACHES:

The Atlantic Ocean can be very cold, but Cape Town has some of the most scenic beaches in the world. Each offers its own vibe.

- ① Muizenberg: surfing
- ② Kalkbay
- ③ Boulders Beach Simonstown
- ④ Noordhoek: walk & horse riding
- ⑤ Houtbay
- ⑥ Camps Bay / Clifton
- ⑦ Bloubergstrand

SIMON'S TOWN AND KALK BAY

are beautiful seaside towns full of little treasures and great views. Simon's Town is also home to a large wild colony of African Penguins at Boulders Beach (part of Table Mountain National Park).



Kalk Bay is known for its fisherman's harbour, vast selection of restaurants and stunning views.



CAPE POINT

or Cape of Good Hope is the most South Western Point of Africa (50 km from Newlands) and worth a visit. The area is rich and varied in flora & fauna; bushbuck, baboons, Cape mountain zebra and 250 species of birds and sea life. The Flying Dutchman Funicular transports visitors up to the lighthouse. Enjoy lunch with spectacular view at the Two Oceans Restaurant.



ROBBEN ISLAND

Dutch for "seal island." It has been used as prison and a place where people were isolated, banished and exiled for nearly 400 years. More recent where former President of South Africa Nelson Mandela was imprisoned for 18 of the 27 years before the fall of apartheid. www.robbern-island.org.za



CONSTANTIA VALLEY VINEYARDS

Constantia Valley and its surrounds is the oldest wine-producing region in the Southern Hemisphere spanning 300 years and boasts 8 award-winning wine estates with superb restaurants to enjoy a leisurely lunch. All within 10 km of The Vineyard hotel:

Groot Constantia www.grootconstantia.co.za
Klein Constantia www.kleinconstantia.com
Buitenverwachting www.buitenverwachting.com
Beau Constantia www.beauconstantia.com
Eagle's Nest www.eaglenestwines.com
Constantia Uitsig www.uitsig.co.za
Cape Point Vineyards www.cpv.co.za
Steenberg www.steenbergfarm.com



GREAT EXPERIENCES

BREE STREET: A short Uber trip from the Vineyard hotel will land you in "Cape Town's coolest restaurant strip". Situated near the historic centre and CBD of Cape Town, Bree street has become the destination of choice for anyone hungry for a unique dining experience or thirsty for beers of all shapes and sizes. Here is a link to some reviews:
<http://www.eatout.co.za/article/bree-street-gourmet-zone/>

LONG STREET: No list of things to do in Cape Town would be complete without the iconic Long Street. While Long Street can become a bit rough around the edges as the night wears on there are some great restaurants, bars and clubs all along this... well... long, street. Beerhouse on long for instance has 99 different beers on offer, while Mama Africa provides an African experience with authentic cuisine and a great bar. The Grand Daddy Hotel is the world's only designer rooftop caravan park and is an excellent location for a cocktail. Be mindful of your valuables though, especially if you are having a late night out, unfortunately petty theft is a reality in South Africa and there are often reports of theft.

FIRST THURSDAYS: If you're still around on Thursday 6th April, then you have an amazing opportunity to enjoy what has become a cultural highlight in Cape Town. On the first Thursday of every month, the art galleries in the centre of town open from about 5pm till very late, allowing for a rich evening exploring the city on foot. Restaurants and bars are all open too. Maps and other info at <http://www.first-thursdays.co.za/>

THE BISCUIT MILL: Mainly happening on Saturday mornings, this is a bustling warehouse type food experience. A huge variety of foods, beers, wines, etc. attract a vibrant crowd who sit at long trestle tables enjoying the fare or wander about. There's also a market selling clothes, leather, shoes and the like as well as a chocolate factory.

FORESTER'S ARMS: It is one of the oldest pubs in South Africa on Newlands Avenue which has been going for so many years that parents take their children there to show them where they used to have a good time. There's a warm old-fashioned pub/restaurant and a pleasant beer garden outside. Always a good atmosphere; walking distance from The Vineyard.

MONTEBELLO RESTAURANT: Set in the heart of Newlands' trees, this is a lovely place to browse curios, have coffee or eat lunch.

HAZZ CAFÉ: For an excellent cup of coffee and vibey atmosphere, Hazz Café is on the corner of Kildare and Main Rd Newlands.

THE BRASS BELL: This picturesque restaurant is quite a long way from Newlands but it's well worth the drive if you feel like splashing out. It's situated right on the shoreline in Kalk Bay so the waves can sometimes crash beneath your window. They often have live music. If you have wheels, combine this with a drive to Simon's Town and Boulders Beach to see penguins. Booking is a good idea on 021 788 5455/6.

THE CRYPT JAZZ RESTAURANT: For live jazz in the intimate setting of the old crypt of St George's Cathedral in the centre of town. There is a cover charge and bring your own booze policy with a service charge. Booking essential on 021 683 4658.

OTHER USEFUL INFORMATION

Our public transport is not marvellous and though Cape Town is a safe city with a vibrant nightlife, use common sense to prevent opportunities to criminals; Do NOT hitch rides or grab a lift from a stranger. Wherever you are, be vigilant and don't flash your bling.

MyCiti buses work well in some areas, especially the centre of town, though they don't operate in the Southern Suburbs where the Vineyard is located. Go to www.myciti.org.za for routes, timetables etc.

Uber is the way to move around in Cape Town. Make sure to buy a local simcard, use your hotel's WIFI or go roaming.

An regular and reliable taxi company that services the Southern Suburbs (Newlands area) is Cabco: 021 761 6216 / 021 761 6124 or ask the hotel to assist.

Ask for free WIFI in cafés.

Emergency numbers are: 10111 (Police), 10177 (Ambulance).



BEYOND CONCRETE IS GOLD.

As SANRAL, we are proud to deliver a world-class and safely engineered road network.

Recently, the Umgeni Interchange upgrade in KwaZulu-Natal won the prestigious Fulton Award which recognises excellence and innovation in the design and use of concrete.

We are honoured to receive this engineering award, but we are even more honoured to keep South Africa moving.

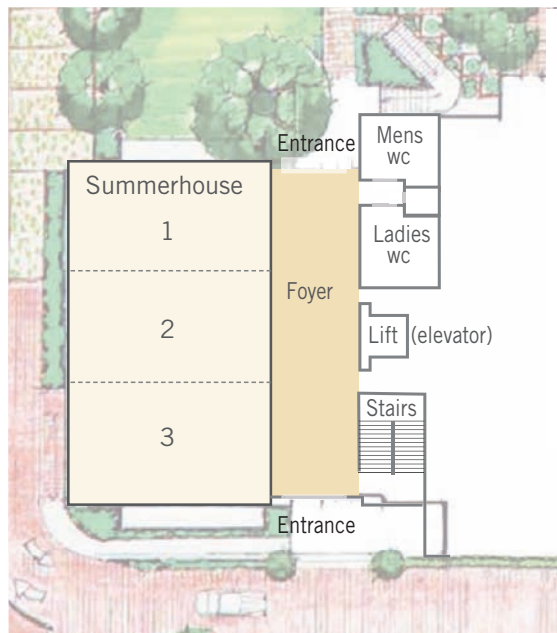
SANRAL.
Beyond roads.

www.sanral.co.za

 @sanral_za

 @sanral_za

 www.facebook.com/sanralza/



LEVEL 1 Ground floor

SUMMERHOUSE:

Welcome reception (Sunday 2 April)

Registration Helpdesk

Tea & coffee

Lunch



vineyard hotel

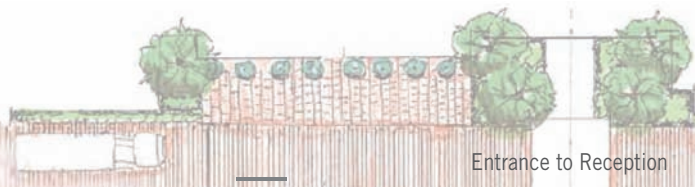
Colinton Road, Newlands,

Cape Town, 7700

Telephone: 021 657 4500



Website: www.vineyard.co.za



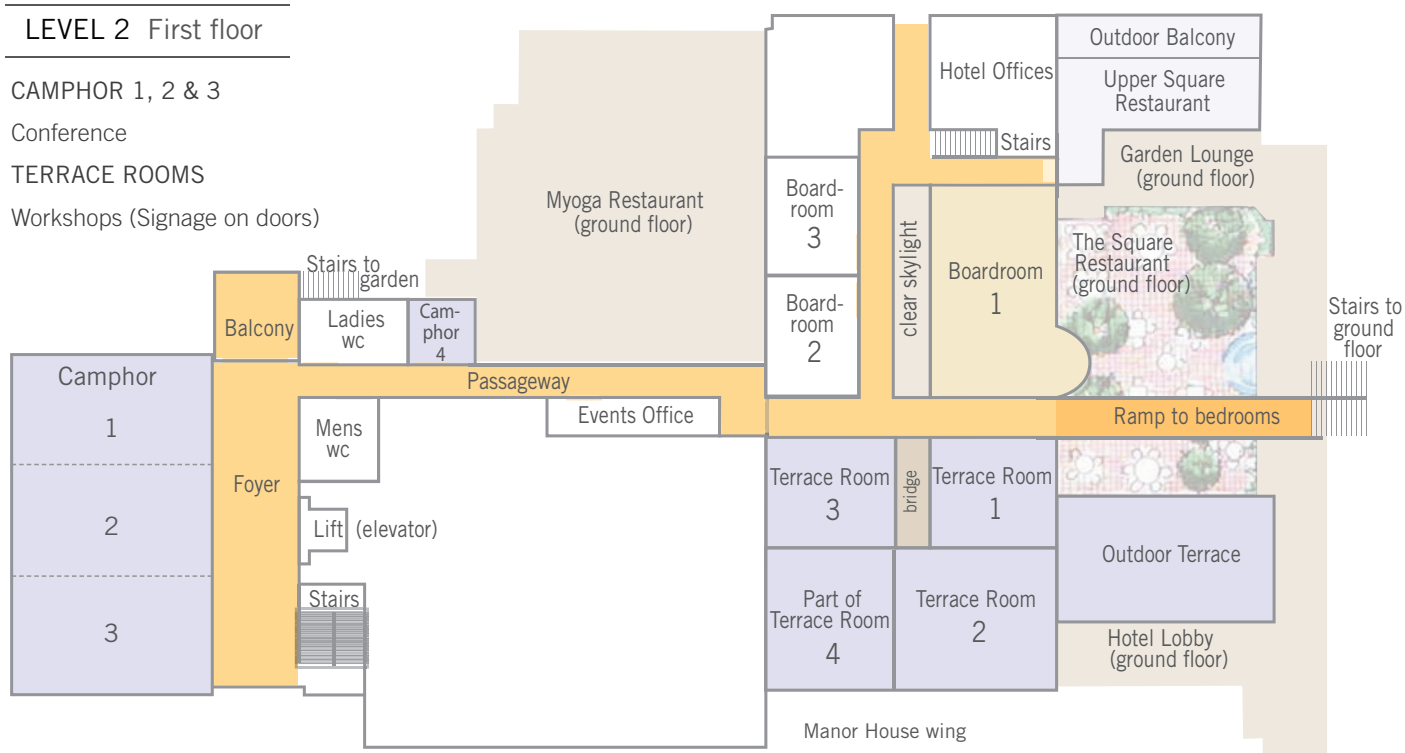
LEVEL 2 First floor

CAMPBOR 1, 2 & 3

Conference

TERRACE ROOMS

Workshops (Signage on doors)



THANK YOU!

We would like to thank members of the academic committee and reviewers who helped with the review process.

Thank you for being generous with your time given the amount of papers we received for the conference:

Vic Adamowicz

Ayako Honda

Christo Venter

Petr Mariel

Nick Hanley

Søren Bøye Olsen

Kirsten Howard

Akshay Vij

Romain Crastes dit Sourd

Caspar Chorus

Cristian Angelo Guevara

Harmen Oppewal

Matthew Beck

Jürgen Meyerhoff

Arne Risa Hole

Nobuhiro Sanko

Danny Campbell

Chiara Calastri

We would also like to thank Erica Groves our designer of all conference materials, Rowen Geswindt, Aivinhnyo Imuentinyan, Andrew Earl and our ushers who worked tirelessly behind the scenes to make sure that this conference goes on smoothly and that the delegates have a memorable experience. Thank you to all session chairs for managing time and initiating discussions. Furthermore we would like to thank Dennis Spaeth and Nicole Wagner of African Moments for organizing the logistics for delegates.

Lastly but not least, we would like to thank our sponsors, SANRAL and PTV Group for their unstinting financial support, including delegate support. Without you, this conference would not have been possible. Thank you for your generous contributions.

designed by erica.groves@yellowhatdesign.co.za