

## Workshop on ACBCA at the University of Seville

### Practical introduction to Adaptive Choice-based Conjoint Analysis using Sawtooth Software Lighthouse Studio.

#### Requirements:

- **free registration** via e-mail
- **no prior knowledge** of Conjoint Analysis is required
- a computer with **Windows operating system**
- trial version of the **software will be provided** upon registration

#### Aims and scope:

The workshop aims to introduce entrepreneurship researchers to Adaptive Choice-based Conjoint Analysis research method in an easy and intuitive way, using the leading software in the field. The workshop will last approximately 240 minutes including 1 or 2 breaks and will cover the following topics:

#### Part 1 (Introduction, theory and conceptual model design)

- Introduction to Conjoint Analysis
  - brief and intuitive explanation of the method
  - different types of Conjoint Analysis
  - typical applications and examples
- Introduction to core elements of the method
  - *attributes* and *levels*
  - *part-worths* (utility functions)
  - *importances*
- Adaptive Choice-based Conjoint Analysis (ACBA) interview flow
  - “Build-your-own” task
  - consideration set and non-compensatory rules
  - Choice Task Tournament
- Designing conceptual model
  - useful tips for creating attributes-levels description matrix
  - setting prohibitions
  - importance of used scale and its order
  - designing “Build-your-own” task (BYO)

#### Part 2 (Practical exercises using the software, model testing and analysis of the results)

- overview of the software features
- creating lists for ACBA task
- ACBA task settings
- setting prohibitions and BYO task
- testing model design
- calculations and analysis of the results
- data export
- recommended reading, useful resources for self-learning and Q&A