

Design of Factorial Survey Experiments in Stata

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Factorial survey experiments (FSEs) are increasingly used in social science research to investigate individuals' attitudes, values and preferences. In a FSE, a sample of individuals is asked to carry out one or more tasks. Within each task, every respondent is first presented with a set of objects, each defined by a given profile (i.e., by a given combination of attributes), and then asked to choose among, rank or rate the objects. By varying the profiles of the objects presented to respondents according to a given experimental design, it is possible to estimate the impact of each attribute on respondents' preferences. In this talk we present `-fsdesign-`, a novel user-written Stata command for the design of completely randomized FSEs. First, we illustrate the main features and uses of `-fsdesign-`; second, we show the application of the command to the design of a FSE for the analysis of human mating preferences.