

# Using R to test Bayesian adaptive discrete choice designs

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We present a proof of concept in R for the implementation of truly adaptive discrete choice designs.

These algorithms use MC methods to update the posterior probability after each new answer and generate new product comparisons based on a variety of possible target measures (A / D-criterion, minimal expected entropy of the posterior or maximal entropy of the next question).

We provide results comparing different adaptive strategies with fixed MNL- and linear designs based on a simulation study performed in R. Compared to well-known industrial solutions for adaptive question generation our methods are consistently based on discrete choice theory and should therefore lead to more reliable results.