



UNIVERSITÀ
DEGLI STUDI
DI MILANO



FONDAZIONE
FILARETE

MILAN, 7 - 11 May 2018

International Spring School in Economic Psychology

Discrete Choice Experiments and Psychometrics: Theory, Methods and Applications

A cross-disciplinary course in economics and psychology
for consumer studies following a learning-by-doing approach

Lecturers

Vincenzina Caputo, Michigan State University

Marco Perugini, University of Milan-Bicocca

Juliette Richetin, University of Milan-Bicocca

TARGET AUDIENCE AND BRIEF DESCRIPTION OF THE SCHOOL

The School is open to young researchers and PhD students from both economics and psychology and is structured according to the following modules

Module	Main Topics
Module #1 - Economics Choice Experiments	Introduction to Discrete Choice Experiments (DCEs); Theoretical background; Steps to set up a choice experiment study; Empirical models; Advanced topics in DCEs
Economics LAB	Choice Experiment dataset; Scripting; Data analysis; Interpretation of CE model estimates
Module #2 - Psychology Attitudes and Psychometrics	Attitudes & behaviors; Psychometric measurements; Contextual effects; Reproducibility and increased accuracy of scientific findings
Psychology LAB	Experimental design; Halo effect; Creating explicit and implicit attitude measures ; Implicit attitude measures data;
Module #3 - Economic & Psychology Bridging the two Approaches	Differences and touchpoints in economics and psychological theories; How to combine the two approaches
Student presentations Stand on the shoulders of giants	Students' case study presentations for lecturers evaluation and feedback



TIMETABLE

Hour	Monday	Tuesday	Wednesday	Thursday	Friday
9.00-10.30	Module #1 <i>Choice Experiments</i>	Module #1 <i>Choice Experiments</i>	Module #2 <i>Attitudes & Psychometrics</i>	Module #2 <i>Attitudes & Psychometrics</i>	Module #3 <i>Economics & Psychology</i>
10.30-11.00	Coffé break				
11.00-12.30	Module #1 <i>Choice Experiments</i>	Module #1 <i>Choice Experiments</i>	Module #2 <i>Attitudes & Psychometrics</i>	Module #2 <i>Attitudes & Psychometrics</i>	Module #3 <i>Economics & Psychology</i>
12.30-14.00	Lunch				
14.00-15.10	Economics LAB	Economics LAB	Psychology LAB	Psychology LAB	<i>Students Presentations</i>
15.10-15.30	Coffé break				
15.30-16.30	Economics LAB	Economics LAB	Psychology LAB	Psychology LAB	<i>Students Presentations</i>
20.30		SOCIAL DINNER			

SAVE THE DATE: 12 May 2018 - Walking tour in the center of Milan!

ADMISSION

The enrollment is limited to a maximum of **30** students. Admissions will be based on the evaluation of the students' curricula that will take into consideration:

- university diplomas and other academic degrees;
- other diplomas and specialization certificates;
- scientific publications

To apply for enrollment, please fill the form at this [LINK](#). In case the link does not work on your browser, please send an e-mail for instruction to the address indicated below.

FEES AND PAYMENT

- Full (application before March 10, 2018) € 1,180.00
- Reduced (application before March 10, 2018)* € 980.00
- Late payment (application after March 10, 2018) € 1,380.00

The fee includes lunch and coffee breaks, one social dinner and one walking tour in the center of Milan on Saturday, 12 May 2018.

*The reduced fee applies for PhD students, Master's thesis candidates, participants with a <10,000 EUR per year household income.



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Deadlines

Registration opening	<i>January 19th, 2018</i>
Registration deadline	<i>March 10th, 2018</i>
Admission notice	<i>March 15th, 2018</i>
Payment deadline for registration	<i>April 10th, 2018</i>

Information

Directors	Eugenio Demartini, Fabio Verneau
Scientific Committee	Anna Gaviglio, Alessandro Banterle
Local Committee	Elisa De Marchi, Maria Elena Marescotti, Danilo Bertoni
General information & Administrative Secretary	choicexperimentspsychometrics@gmail.com
Website	https://choicexperimentspsychometrics.wordpress.com/
Join Us on Facebook	Choice Experiments and Psychometrics - Spring School 

The venue

The School will be held in Milan, which is the second most populous city in Italy after Rome. Milan is known as the Fashion and the Design capital of the world. In addition, thanks to the Universal Exposition hosted in 2015, it is running to be recognized the world's Food capital. With its numerous cultural institutions, academies and universities, Milan hosts about 11% of the national total enrolled students, offering one of the most international environments for education and training activities in the whole Country.

The Academic host will be the *University of Milan "La Statale" - UNIMI*, a public teaching and research university, which – with 8 faculties and 2 schools and a teaching staff of more than 2,000 professors - is a leading institute in Italy and Europe for scientific productivity. With approximately 64,000 students, UNIMI is also an important resource for the socio-economic context of which it is a part. Finally, the University of Milan also possesses a remarkable artistic and cultural heritage that includes important historic buildings, inherited and acquired collections, archives, botanical gardens and the old Brera Observatory commissioned by Maria Teresa of Austria. Among the historic edifices that houses the Departments of UNIMI, the School will be organized in the urban area known as Città Studi (The City of Studies).