



Paired comparison

UNIT 4

CHAPTER 3

Paired comparison is a comparative **scaling technique**

According to **S.S. Stevens** “scaling is the assignment of numbers to objects according to some rule”

Originated by **LOUIS THURSTON** –referred this method as “**law of comparative judgement**”

Thurston used this method for scaling **non-physical, abstract and subjective attributes** eg, qualities if a friend, preference for fruits according to taste, attributes of a responsible person

PROCEDURE

- I. **Determining the criteria** – the object and attribute decided by the experimenter
- II. A set of only two alternatives is presented
- III. Pairs are formed by the following **formula** $n(n-1)/2$ where n = number of stimuli. For example, if there are 9 stimuli, pairs thus formed will be 36. (stimuli are in odd numbers)
- IV. Each pair is then presented to the subject.
- V. Responses are plotted on **a matrix**
- VI. **Z score table** is used
- VII. Values are plotted on **Rj scale**
- VIII. Effective when the number of subjects and stimuli is **small/ limited**
- IX. The stimuli need to be **homogenous**
- X. Only **ordinal data** can be generated