

**EMPIRICAL METHODS IN THE AGRIBUSINESS**  
**Prof. Dr. Achim Spiller/Prof. Dr. Uli Enneking**  
**University of Goettingen**

**Instructors**

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**Course Description**

The course deals with empirical methods to collect primary data applied by many PhD students. It contains criteria to selection a suitable research approach and tools how to design a questionnaire. A special focus lies on preference research (conjoint-analysis, discrete choice analysis), regression and structural equation modelling.

Requirements: Basic knowledge in statistics and econometrics.

**Outline**

1. Introduction
2. Quantitative versus qualitative research
3. Selected qualitative methods
  - 3.1 Expert interviews
  - 3.2 Focus-Group-Interview
  - 3.3 Laddering analysis
4. Research design for quantitative methods
  - 4.1 Overview
  - 4.2 Sampling
  - 4.3 Questionnaire design
5. Selected multivariate methods
  - 5.1 Factor analysis
  - 5.2 Cluster analysis
  - 5.3 Discriminate analysis
  - 5.4 Regression analysis
  - 5.5 Structural equation modelling
  - 5.6 Conjoint analysis
  - 5.7 Discrete choice analysis
  - 5.8 Additional methods based on student preferences
6. Case studies according to the respective PhD topics

**Teaching methods**

Lectures (25 %), seminar (25 %), Computer exercises (50 %)

**Grading**

Oral examination (combined with computer calculations)

**Credit points**

3

**Requirements**

Statistics, econometrics

**Literature**

Backhaus, K. et al., Multivariate Analysemethoden, 10 Aufl., Berlin 2003.

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**Software**

SPSS, Stata, Clementine, Amos

**Organization and time**

The course is organized as a one-week block module. It will be held preferably at the University of Goettingen.

**Language**

English or German