

## **LIVE RESEARCH: WEIGHTED TABLES Compared With AHP METHOD**

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Ken will run a session to test his approach to gathering data that will enable a comparison to be made between a 'typical' weighted table form of capturing value judgements, and 'typical' a pair-wise hierarchy. He intends to draw upon the experience of the participants to confirm the principles of his approach, before asking all English speaking delegates at the conference to complete two data capture forms, if they so wish.

The proposed approach uses the principles of psychological 'dissonance' to create a mildly stressful situation in those making intensity of feeling valuations on a number of written statements. These emotional judgements will be on a comfortable-conceptual position, a mid-conceptual position, and an adverse-conceptual position.

The comparison will effectively be between three sets of strong statements that define those three conceptual positions, and how those sets are weighted between them, and valued individually in a table or by pair-wise method. A short period of time (1 to 4 hours) between completing each form type (table then hierarchy), should ensure that emotional judgements do not vary significantly between the two types of data capture form being completed. The sequence of completion of form type will be left to the delegate to choose.

This live research at the conference intends to better understand how weighted tables compare with AHP when forming value judgements. From this it is expected to understand empirically what safety margins may be reasonably applied to selections made with weighted tables, and to seek any other factors that may emerge.

The ultimate use of the results will be to better guide purchasing and product evaluations made using weighted tables.

It is planned to present a first interpretation at the close of the conference. A more formal paper will be published later, if the outcome will actually contribute to our understanding of how good or bad weighted tables are in purchasing and related activities. This paper is likely to be published by the Chartered Institute of Purchasing and Supply (CIPS) in the United Kingdom.

