

Single Pairwise Verbal Comparisons

Pairwise Verbal can be used to express your judgment about the relative importance or preference or likelihoods of the two elements.

In the example below, we are asked to compare the **relative importance of the two objectives** (Cost of Ownership and Performance) with respect to the decision of which car to purchase.



Hovering your mouse over any bar will display the verbal intensity that it represents.

You can enter a judgment by clicking on the bar or a word below the bar that expresses your judgment about the relative importance of one objective over the other objective. You can also select an intensity between any of the words, such as between moderately and strongly.

The judgment above shows that "Performance" is strongly more important than the "Cost of Ownership" with respect to the decision "Purchase a new car."

You can also click once on each of the elements being compared to move the judgment one space in that direction.

Your judgment will be automatically recorded when you go to another step, such as by clicking [Next](#)

You can also enter judgments about the **relative preference of two alternatives** with respect to an objective using the pairwise verbal comparison method.

You can enter judgments using the same options as discussed above when doing pairwise verbal comparisons for alternatives.