

## Multi-pairwise Verbal Comparison Evaluation

Pairwise comparisons are entered on a screen, as shown in the figure below, by clicking on or between words that express your judgment about the relative importance or preference or likelihoods (see Pairwise Comparisons Contexts) of the two elements shown on each line.

The AHP pairwise relative verbal scale consists of the following words:

Ex	Extremely — an order of magnitude (10 to 1) or more
VS	Very strongly
S	Strongly
M	Moderately
Eq	Equal

The words are not precise, but because of the way Comparison computes priorities from redundant pairwise comparisons, it is possible to derive accurate ratio scale priorities from ordinal judgments.

In the example below, we are asked to compare the **relative importance of each pair of objectives** with respect to the decision of which car to purchase.

Evaluate the **relative importance** with respect to **Purchase a new car** of the two objectives in each pair below.

For each pair, you can enter a judgment by clicking on the bar that expresses your judgment about the relative importance of one objective over the other objective. You select equal or specify an intensity on either side of equal. The intensities can be moderate, strongly, very strongly, or extreme, or between any of the words, such as between moderately and strongly.

In the top line of the example above, a judgment is made that "Performance" is strongly more important than "Cost of Ownership" with respect to the decision "Purchase a new car."

You can hover your mouse over the letters or boxes below the letters to see the verbal judgments they represent by the letters.

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

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