Single Pairwise Graphical/Numerical Comparisons

Pairwise graphical/numerical comparisons 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) for a decision of which car to purchase.

You can enter a judgment by clicking or dragging the slider bar or by entering a number in the left or right boxes below the slider bar.

The judgment above shows that "Performance" is about twice as important as the "Cost of Ownership" with respect to the decision "Purchase a new car."

You can drag the bar only up to the ratio 9:1 as the extreme.

Judgments with ratios > 9 to 1 can be entered numerically which will move the slider on the extra white spaces from 9.

Graphical judgments can also be entered by clicking on the chevron icons ⏪ or ⏩ . If the mouse is held down on either of these two icons, the slider will continue to move in the appropriate direction with increasing increments the longer the mouse is depressed.

Additionally, you can click on either of the elements being compared to move the slider in the direction of that element.

If you realize that your judgment is inverted, you can click on the ↺ icon.

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 by using the pairwise graphical/numerical comparison method.