

Multi-pairwise Verbal Comparison Evaluation

Pairwise comparisons are entered on a page 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	Moderate
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.

When thinking about **Purchase a new car**, choose the relative importance for each pair of Objectives below

Cost of Ownership

[The Edmunds, Inc. True Cost to Own®](#)
(TCO) pricing system calculates the additional costs you may not have included when considering your next vehicle purchase. These extra costs include: depreciation, interest on your loan, taxes and fees, insurance

Purchase a new car

This model was designed to select the best automobile to purchase with respect to price, performance, and style of three alternative vehicles.

Performance

Some factors to consider:

- Acceleration
- Handling
- Braking
- Safety Features

For each pair, 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 select equal, or specify an intensity on either side of equal. The intensities can be **moderate, strong, very strong** 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 represented by the letters.

Your judgment will be automatically recorded when you go to another step by clicking the Next button.

Expert Choice Comparison® Help Document

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