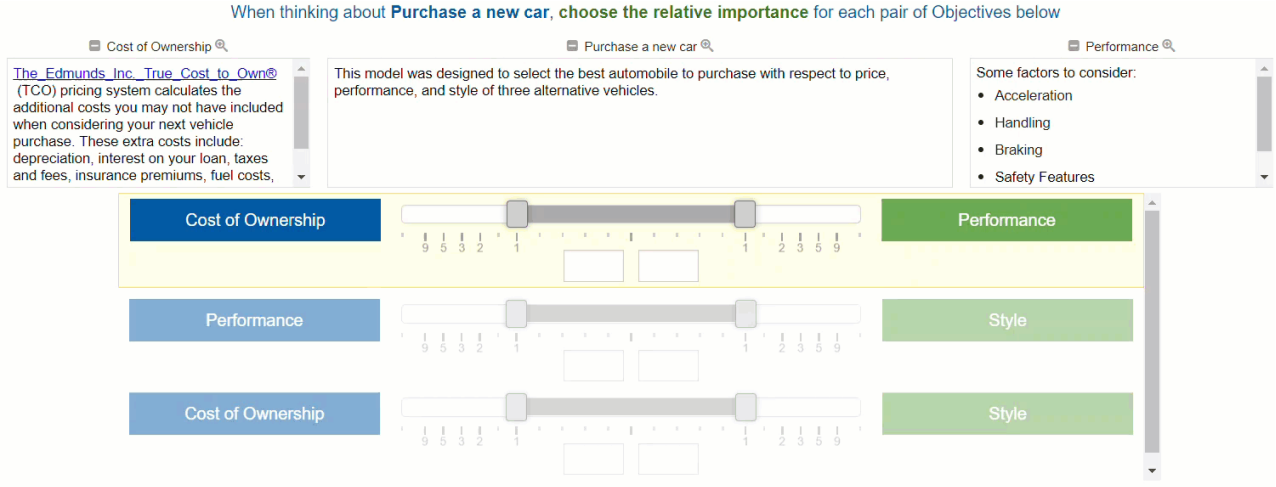
Multi-pairwise Graphical/Numerical Comparisons

Pairwise graphical and numerical comparisons are to be used to express judgments about the relative importance, preference, or likelihoods of the two elements shown on each line.

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.



For each pair, you can enter a judgment by dragging the slider bar or by entering a number (greater than 0) in the left or right boxes below the slider bar.

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

You can drag the bar only up to ratio 9:1 as the extreme (see Performance vs. Style). Judgments with ratios > 9 to 1 can be entered numerically (see Cost of Ownership vs. Style), which will move the slider on the extra white spaces from 9.

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 by clicking **Next**.

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