

Absolute Measurement

Relative measurement in AHP is performed by comparing two elements, e.g., objectives or alternatives, one to another; whereas absolute measurement is performed on each element, e.g., alternatives, one at a time. There are several ways this is done in Expert Choice.

"Mappings" or formulas convert either a decision maker's judgment (about the preference for an alternative with respect to an objective) OR hard data, to ratio scale priorities. This is done for each alternative, one at a time.

The three types of "mappings" or formulas in Expert Choice include rating scales, utility curves, and step functions.
