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Paul Kidwell* (kidwell@stat.purdue.edu), West Lafayette, IN 47907, **Yi Mao** (ymao@ecn.puedue.edu), West Lafayette, IN 47907, and **Guy Lebanon** (lebanon@cc.gatech.edu), Atlanta, GA 30332. *Non-Parametric Modeling and Survey Design for Censored Preference Data.*

Statistical models on full and partial rankings of n items are often of limited practical use for large n due to computational consideration. We explore the use of non-parametric models for partially ranked data and derive computationally efficient procedures for their use for large n . The derivations are largely possible through combinatorial and algebraic manipulations based on the lattice of partial rankings. A bias-variance analysis and an experimental study demonstrate the applicability of the proposed method. This estimation procedure finds a ready application to survey question design via selection of the best partial ranking form for eliciting subject preferences. By allowing the question form to vary over partial rankings a smoothing is performed which may reduce both MSE and the cognitive burden associated with providing full rankings. A decision theoretic formulation is then possible in the space of survey cost and optimal estimator form with respect to MSE. (Received November 20, 2008)