Environment & Society Portal

Multimedia Library Collection: Environmental Values (journal)

"Contingent Valuation: Comparing Participant Performance in Group-Based Approaches and Personal Interviews"

Lienhoop, Nele, and Douglas C. MacMillan

Lienhoop, Nele, and Douglas C. MacMillan. "Contingent Valuation: Comparing Participant Performance in Group-Based Approaches and Personal Interviews." *Environmental Values* 16, no. 2 (2007): 209–32. doi:10.3197/096327107780474500 .

This paper reports a Contingent Valuation application to estimate the non-market costs and benefits of hydro scheme developments in an Icelandic wilderness area. A deliberative group-based approach, called Market Stall, is compared to a control group consisting of conventional in-person interviews, in order to investigate flaws of Contingent Valuation, such as poor validity and protest responses. Perceived property rights suggested the use of willingness-to-accept in compensation for wilderness loss and willingness-to-pay for hydro scheme benefits. The study is novel as it applies participant behaviour observation to gain insights into the shortcomings of conventional data collection modes. Main drawbacks with in-person interviews were found to be low motivation, standardised information and time pressure which hindered individuals from carefully considering their preferences. Market Stall performed better in the study: welfare estimates were more easily explained by socio-economic variables, the non-response rate was lower, and respondents were more engaged. Our research findings also suggest that participant behaviour can be used to supplement conventional validity tests.
— Text from The White Horse Press website

All rights reserved. © 2007 The White Horse Press

Download:
PDF:
https://www.environmentandsociety.org/sites/default/files/key_docs/ev_16no.2_lienhoop_nele__douglas_c._macmillan.pdf

Related links:

Environmental Values (journal) Collection, Multimedia Library, Environment & Society Portal
"Contingent Valuation: Comparing Participant Performance in Group-Based Approaches and Personal Interviews"
Source URL: http://www.environmentandsociety.org/node/6000
Print date: 04 November 2026 11:54:07

- Article on the official website
  http://www.erica.demon.co.uk/EV/EV1610.html
- The White Horse Press
  http://www.erica.demon.co.uk/

Websites linked in this text:

- http://dx.doi.org/10.3197/096327107780474500
- http://www.erica.demon.co.uk/EV/EV1610.html

Environmental Values (journal) Collection, Multimedia Library, Environment & Society Portal
"Contingent Valuation: Comparing Participant Performance in Group-Based Approaches and Personal Interviews"
Source URL: http://www.environmentandsociety.org/node/6000
Print date: 04 November 2026 11:54:07