

## SAYING YES, DOING NO?

### **Investigating the internal and external validity of discrete choice experiments to inform healthcare decision making**

1. The integration of patient preferences in health technology assessment is hampered by methodological challenges in preference elicitation (this PhD thesis).
2. In best-worst discrete choice experiments, respondents' choices for the best alternative are more consistent and more statistically efficient than their choices for the worst alternatives (this PhD thesis).
3. Increasing model complexity to analyse data from discrete choice experiments improves prediction accuracy at the cost of interpretation (this PhD thesis).
4. The representativeness of a sample determines both internal and external validity of discrete choice experiments (this PhD thesis).
5. Future methodological research into discrete choice experiments should prioritise external validity of the method (this PhD thesis).
6. The number of available options to choose from follows the law of diminishing marginal returns.
7. Disclosure of author names decreases the quality of academic peer review, but disclosure of reviewer names increases it.
8. It is easy to design a questionnaire, but it is difficult to design a questionnaire that is easy to complete (based on Johan Cruijff, 2012).
9. The absence of evidence is not the evidence of absence (based on William Wright, 1887).
10. Coding is like humour: there are different views on what is good but when you have to explain it, it is definitely bad (based on Cory House, 2013).
11. Sport is de belangrijkste bijzaak van het leven (Fabio Jakobsen, 2022).