

■ **Table 12.4:** Example of a Multi-Attribute Utility Analysis for the Decision of Choosing a Major

Criterion	Importance Weight	Options				
		Major: Psychology	Major: Biology	Major: Mathematics	Major: Classics	Major: Sociology
Interest in topic	9	9	8	7	4	6
Job prospects	8	7	9	8	1	3
Faculty in department	5	3	4	3	9	5
Requirements	7	5	4	3	7	8
Model	Summary Scores					
Full multi-attribute utility theory		187	192	163	138	159
Equally weighted criteria		24	25	21	21	22
Top criterion		9	8	7	4	6