EPFL ENAC TRANSP-OR **Prof. M. Bierlaire**

 $\begin{array}{c} {\rm Mathematical~Modeling~of~Behavior} \\ {\rm Fall~2015} \end{array}$



EXERCISE SESSION 3: QUESTIONS FOR STUDENTS

Try to answer the following questions by consulting the textbook (see chapter suggested in today's reading) and the lecture slides of today's class:

- 1. Utility being an ordinal measure of preferences, what are the consequences on modeling choice probabilities?
- 2. Describe what is the maximum likelihood estimator. Write the likelihood function for a binary logit model.
- 3. Why do we maximize the logarithm of the likelihood instead of the likelihood? Does this change the value of the obtained estimates? Justify your answer.

mbi/ ek/ afa/ mdl