

Propositions

attached to the thesis

**Models for Individual Responses:
Explaining and predicting individual behavior**

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I

Individuals respond differently to external factors. One approach to accurately model the individual differences in responses is to use a mixture of normal distributions for the underlying response distribution.

(Chapter 2)

II

When subsets of individuals are indifferent to certain factors, a mixture of normals approach is insufficient to model the responses. Augmenting the mixture with individual-specific variable selection greatly improves explanatory and predictive power.

(Chapter 2)

III

When analyzing the answers of individuals to survey questions, one should account for the possibility that some answers do not reflect the individuals' true opinions.

(Chapter 3)

IV

A method that explicitly allows for differences across individuals in the randomness in answering to survey questions greatly improves inference compared to population-level methods.

(Chapter 3)

V

Bidding strategies for paid search advertisements should timely account for changes in ad performance.

(Chapter 4)

VI

There should be multiple career paths for academic staff at universities. People are crucial in academia, and it should be acknowledged that individuals have different work styles and face different (private) situations. Allowing for more flexibility in the career path could help retain valuable people, let people feel valued, and create a diverse group of staff.

VII

To stimulate the creativity and independence of PhD candidates, the prerequisites in the PhD track (education, research, ancillary activities) should be kept to a minimum. Instead of prerequisites, PhD candidates should be stimulated and facilitated with opportunities.

VIII

Excellent programming skills are crucial for conducting research on the development of models and estimation approaches.

IX

Data privacy regulations should be part of the regular curriculum for all studies that focus on data analysis.

X

Having many people share a single office, or using flexible offices, reduces overall productivity.

XI

When people stop saying (and thinking) things like “This ... is for boys/girls”, “Boys/girls are good in ...”, gender equality will be improved.