

# Pairwise Ranking

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# Meaning

- This is a convenient and highly effective tool for prioritizing items. It involves ordering various items, conditions or perceptions in an objective manner.
- A popular one, which is most relevant to farming communities, is the preference ranking for needs assessment especially among widely dispersed groups.

# Meaning..... contd.

- Simple Ranking (voting) serves to facilitate priority setting and decision making. It can be used with large groups of people and is less time-consuming than other ranking and scoring tools.

- Pairwise Ranking or Preference Ranking is a tool to set priorities between different options available. In Pairwise Ranking, each individual item is compared directly against the others so as to emerge with a ranking from highest (best) to lowest (least).

# Objectives .... are to:

- determine the main preferences/ priorities/ needs/ constraints or problems of individuals or groups for a set of items/ subjects/ topics
- compare the priorities of different groups against one another (e.g. men - women, young - old , rich – poor etc.)

# Objectives ..... Contd.

- support a group of people to discuss, analyse and prioritise their problems, needs and possible solutions
- find out about criteria for decision-making

# Questions to guide discussion and analysis

1. which item out of several ones is looked upon as most important/ favourable/ necessary/ pressing bay a certain group –
2. which are the criteria for preferring one item to another - how different are the preferences between different groups within the local population

# Hints

- There is the danger that persons can be influenced by others or by the votes already cast (there seems to be a tendency to vote for those items which have already a majority of votes), you may decide on secret ballots.
- There is no transparency about the criteria for the decision, so that people might not be content with the results and/or change their minds when they start discussing it afterwards – in such a case, a Matrix Scoring is to be preferred **(This will be handled in the next presentation)**





# Facilitation

1. draw a matrix – indicate the list of items you want to compare across the top by using symbols and the same list within the same sequence down the left column, so that each open box or cell in the matrix represents a paired comparison of two alternatives
2. cross out those ones which are double

3. start asking people: “What do you prefer, 1 or 2 ?” or “Which one is more important, A or B?” and note down the answer in the respective cell

4. once you have received the respective answer, ask for the preference criteria: “Why do you prefer this one” or “Why is this one more important?” and make sure to note down all answers carefully reflects the opinion of the

GROUP



5. then continue to go through asking for all possible combinations and preferences
6. when all combinations have been asked and all cells are filled in, count the votes, each item has received
7. write a list, ranking the items according to the number of preferences they have achieved
8. discuss within the group, whether the result of the Pairwise Ranking

# Advantages

- Pairwise ranking complements other forms of data collection by generating basic information, which leads to more direct questioning.
- Ranking is most useful for sensitive information. Often, informants tend to be more willing to rank preferences in a relative order than absolute order.

# Disadvantages

- Ranking can sometimes be a long process. Respondents can get bored quickly and begin to lose their concentration during the exercise.
- It is important to keep the number of items and criteria being ranked between four and eight to avoid confusion.
- It is also important to avoid mixing radically different types of items.

# Skills needed

- Pairwise ranking requires some training and a good deal of practice.



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# Training Example

- CHART: Pair-wise ranking of constraints facing the project in fieldwork.
  1. Protect Range
  2. Protect Reserve
  3. Lack of awareness
  4. Labour shortage
  5. Ineffective trench
  6. Under-staffed project.

	Protect Range	Protect Reserve	Lack of awareness	Labour shortage	Ineffective trench	Under-staffed project
Protect Range						
Protect Reserve	Protect Range					
Lack of awareness	Protect Range	Protect Reserve				
Labour shortage	Protect Range	Protect Reserve	Lack of awareness			
Ineffective trench	Protect Range	Protect Reserve	Lack of awareness	Labour shortage		
Under-staffed project	Protect Range	Protect Reserve	Lack of awareness	Labour shortage	Ineffective trench	



# Training example results

- The problem of protecting the range was viewed as the **first priority**,
- protecting the reserve the **second**,
- lack of target group awareness of the project's activities **third**,
- shortage of workers **fourth**,
- ineffectiveness of the trench around the wildlife reserve **fifth**,
- and last, understaffing of the project.



# Questions?

*Many thanks for your audience*



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