

Online appendix for “Extracting configurations of values mixing scores from experts and ignoramus using Bayesian modelling”

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Technical documentation of the article “Extracting configurations of values mixing scores from experts and ignoramus using Bayesian modelling” submitted to *Frontiers*.

Web application

Figure 1 shows a screenshot of the web application used to retrieve the data from the raters. It gives an idea of the procedure used to collect the dataset. Recall from the main text that the values appeared randomly on the screen for every company and rater, therefore avoiding possible biases caused by raters focusing only on the first shown values.

EU-InnovatE: value assessment of businesses

Please, fill in the following form according to your own interpretation of the meaning of values.

Firm's name

Rater's name

Values

You have a pool of 10 points to assign as you wish to the values in a proportion that you consider. Only integers are accepted.

Your 10 points can be assigned freely. For example, in one extreme you can assign your 10 points to a single value. In the other extreme you can select 10 different values and assign them 1 single point each. The assignation is strict in the sense that no more or no less than 10 points assigned are accepted.

<input type="text"/> Pursuit of health	<input type="text"/> Order-Organization (sort out things in order in peoples lives)	<input type="text"/> Serenity
<input type="text"/> Creative energy	<input type="text"/> Getting results (results oriented)	<input type="text"/> Fulfilling objectives (not only related to results, more pragmatic)
<input type="text"/> Productivity	<input type="text"/> Loyalty	<input type="text"/> Economic growth
<input type="text"/> Competitiveness	<input type="text"/> Work-Life enjoyment	<input type="text"/> Imagination
<input type="text"/> Efficacy (productivity)	<input type="text"/> Respect for natural environment	<input type="text"/> Conscientiousness
<input type="text"/> Honesty	<input type="text"/> Warmth-Affection	<input type="text"/> Efficiency
<input type="text"/> Equity (fairness)	<input type="text"/> Respect for people	<input type="text"/> Generosity
<input type="text"/> Pragmatism	<input type="text"/> Passion	<input type="text"/> Social compromise / commitment
<input type="text"/> Enthusiasm	<input type="text"/> Dignity	<input type="text"/> Economic Success
<input type="text"/> Happiness	<input type="text"/> Faithfulness	<input type="text"/> Emotional Empathy

Firm's size

Firm's age

Rater's association with the firm

Validate the form

Figure 1: Web application used to gather the values of each case by the raters.

Values and groups

Table 1 presents the individual values and the group to which they belong to.

Group	Value
Economic-Pragmatic	Competitiveness
Economic-Pragmatic	Economic Success
Economic-Pragmatic	Economic growth
Economic-Pragmatic	Efficacy
Economic-Pragmatic	Efficiency
Economic-Pragmatic	Fulfilling objectives
Economic-Pragmatic	Getting results
Economic-Pragmatic	Order-Organization
Economic-Pragmatic	Pragmatism
Economic-Pragmatic	Productivity
Emotional-Developmental	Creative energy
Emotional-Developmental	Emotional Empathy
Emotional-Developmental	Enthusiasm
Emotional-Developmental	Happiness
Emotional-Developmental	Imagination
Emotional-Developmental	Passion
Emotional-Developmental	Pursuit of health
Emotional-Developmental	Serenity
Emotional-Developmental	Warmth-Affection
Emotional-Developmental	Work-Life enjoyment
Ethical-Social	Conscientiousness
Ethical-Social	Dignity
Ethical-Social	Equity
Ethical-Social	Faithfulness
Ethical-Social	Generosity
Ethical-Social	Honesty
Ethical-Social	Loyalty
Ethical-Social	Respect for natural environment
Ethical-Social	Respect for people
Ethical-Social	Social compromise

Table 1: Values and dimension to which they belong to.

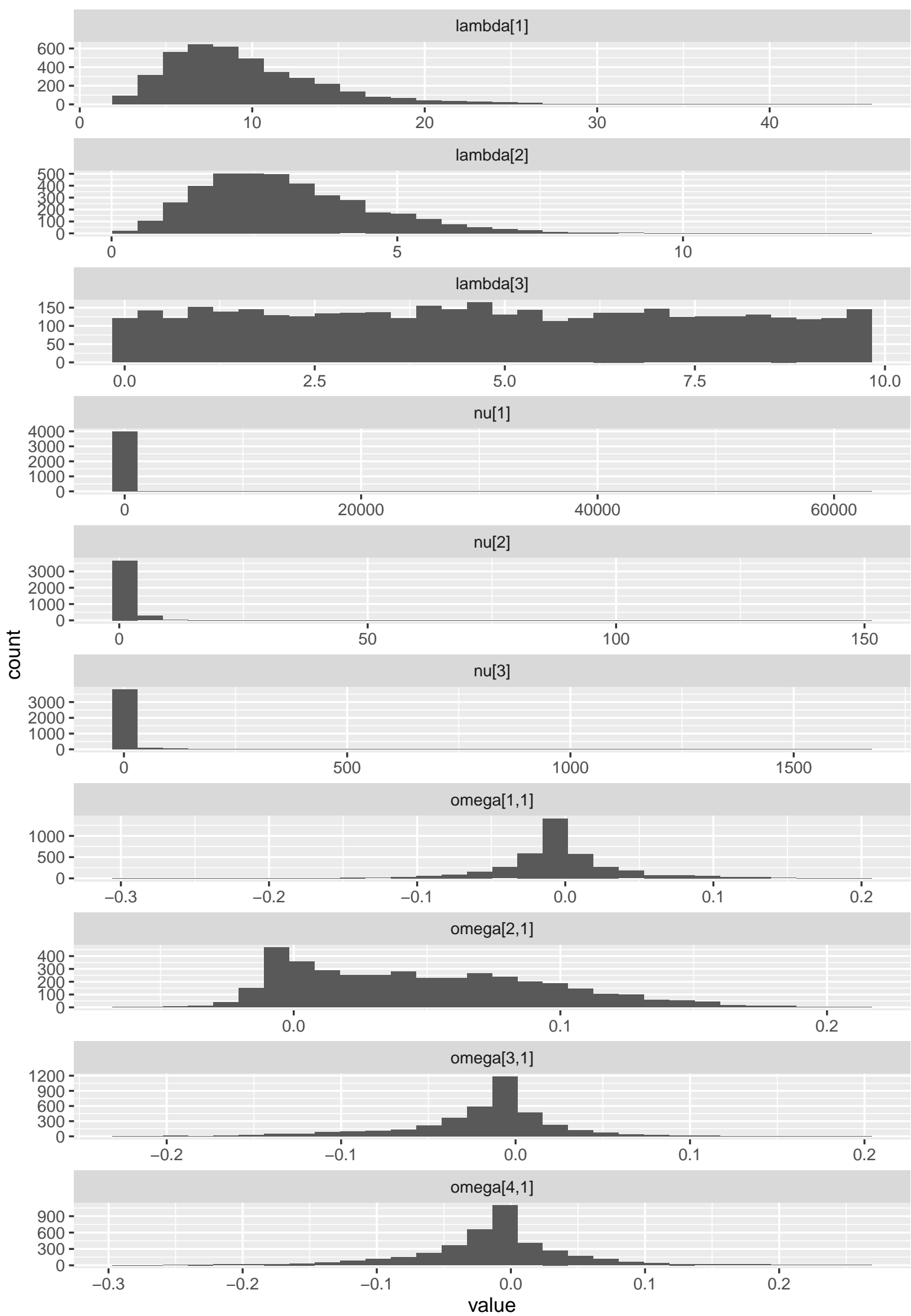
Code

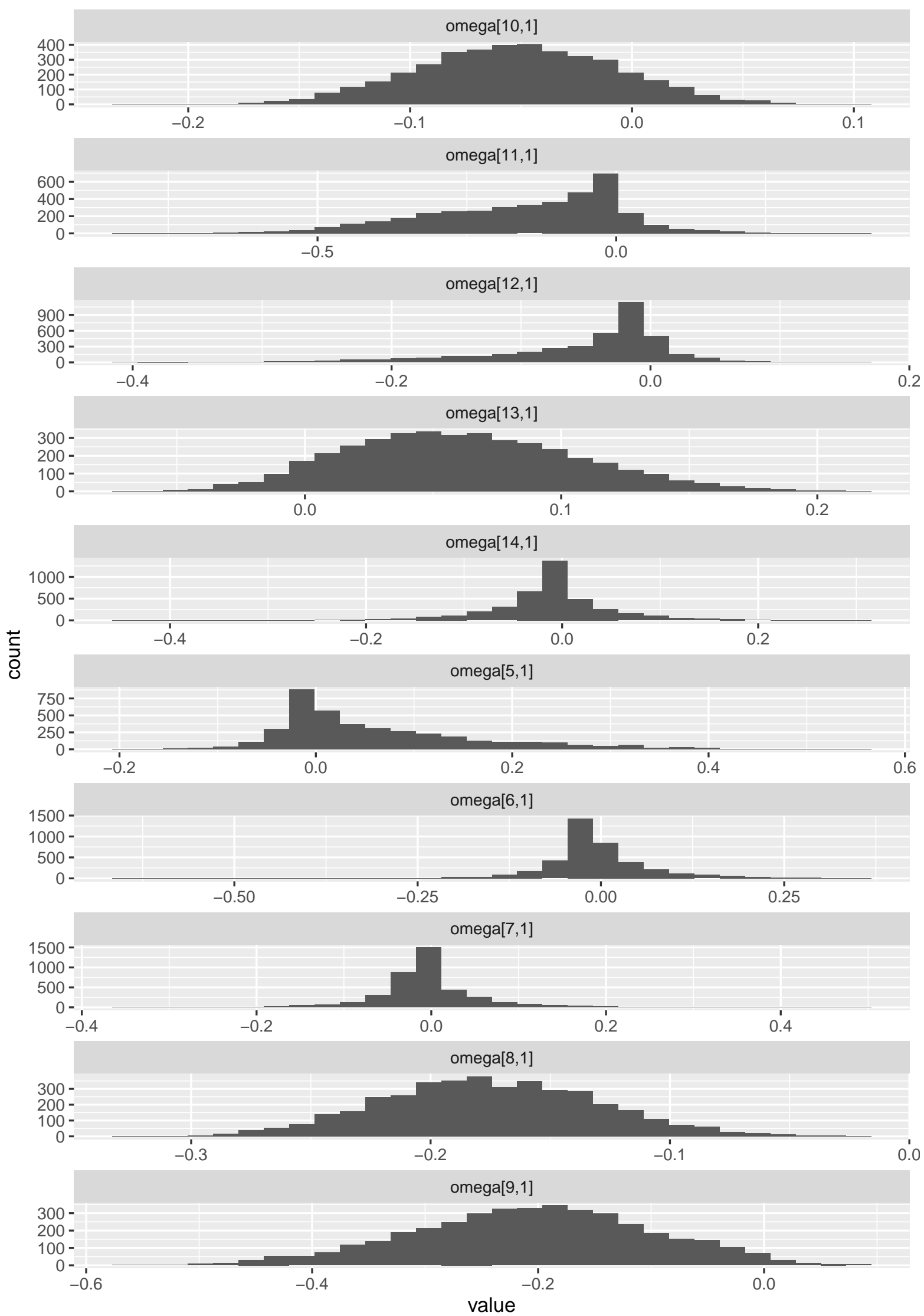
The JAGS code for the model is the following.

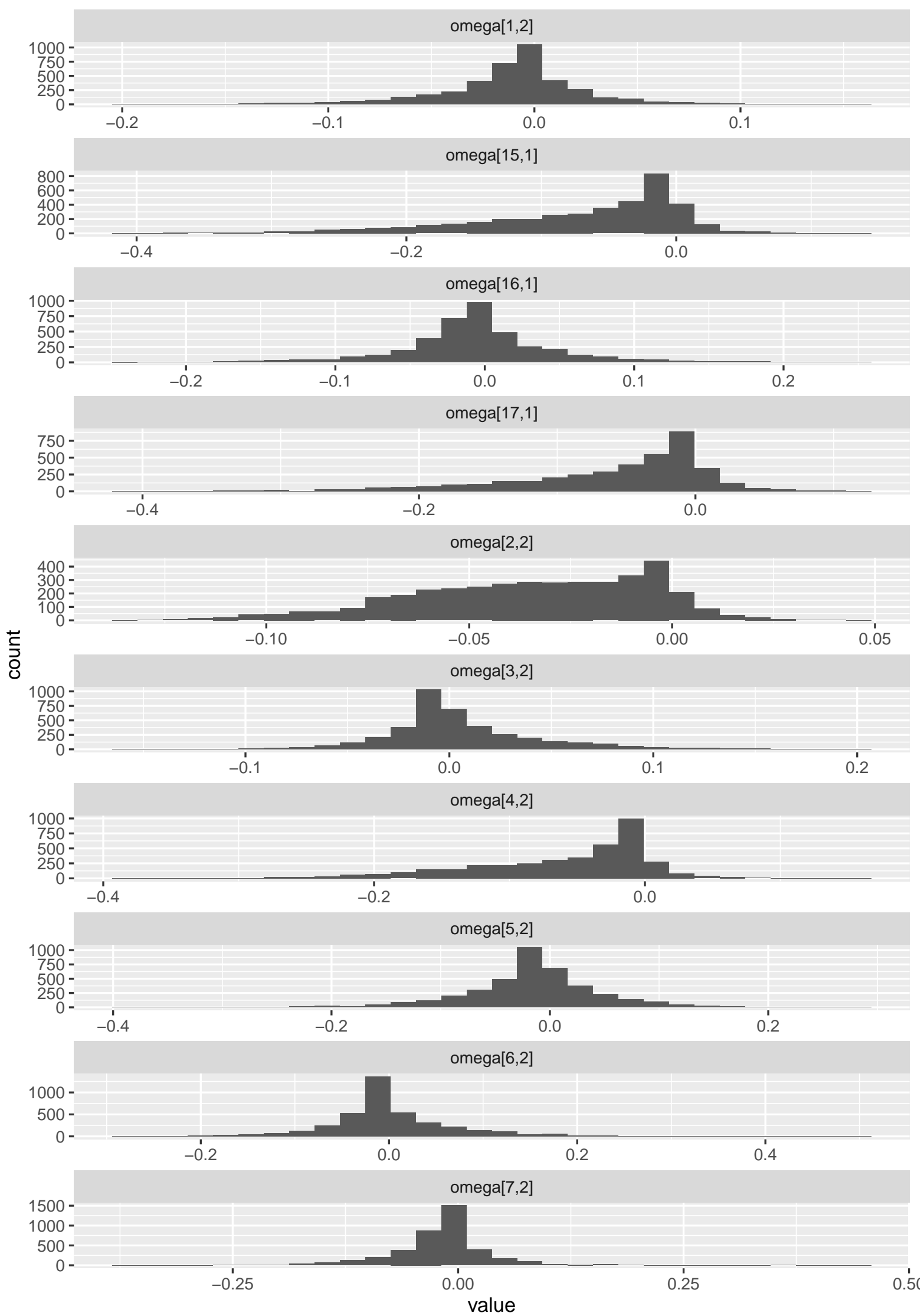
```
1  model {
2    # Observational part
3    for (o in 1:n0.wide) {
4      for (g in 1:nGroups) {
5        y[o,g] ~ dt(theta[id.case[o],g] + omega[id.rater[o],g], tau[g], nu[g])
6      }
7    }
8    for (g in 1:nGroups) {
9      tau[g] <- pow(sigma[g], -2)
10     sigma[g] ~ dunif(0, 0.5)
11     nu[g] <- 1 / nu.inv[g] # Gelman style
12     nu.inv[g] ~ dunif(0, 1)
13   }
14   # Measurement part
15   for (c in 1:nCases) {
16     theta[c,1:3] ~ ddirch(c(1, 1, 1))
17   }
18   for (r in 1:nRaters) {
19     for (g in 1:nGroups) {
20       omega[r,g] ~ dnorm(0, tau.omega[r])
21     }
22     tau.omega[r] <- pow(sigma.omega[r], -2)
23     sigma.omega[r] ~ dgamma(1, lambda[rater.type[r]])
24   }
25   # Rate
26   lambda[2] <- 10
27   lambda[1] <- lambda[2] * rho
28   rho <- exp(rho.log)
29   rho.log ~ dunif(-2, 2)
30 }
```

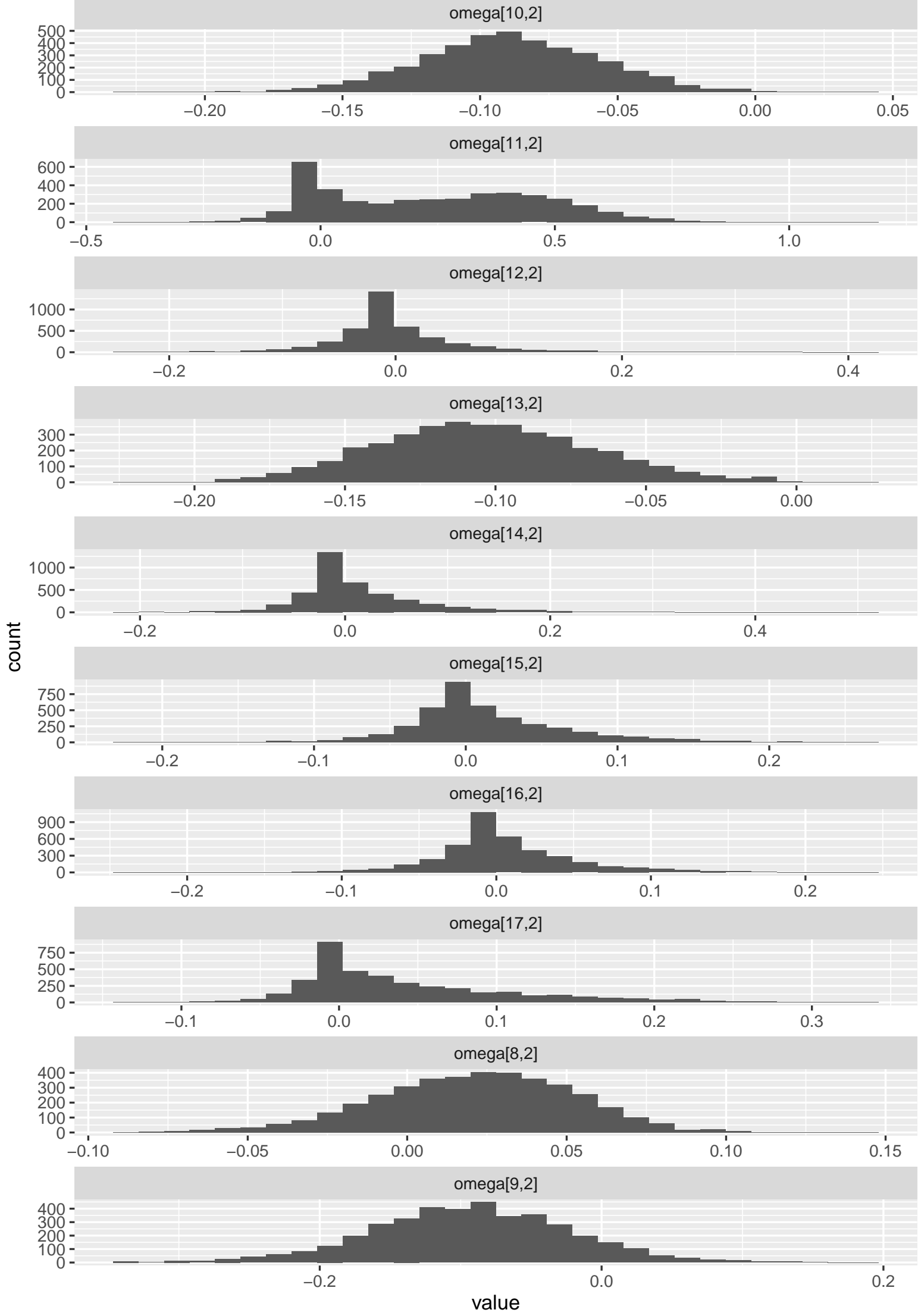
Convergence tests

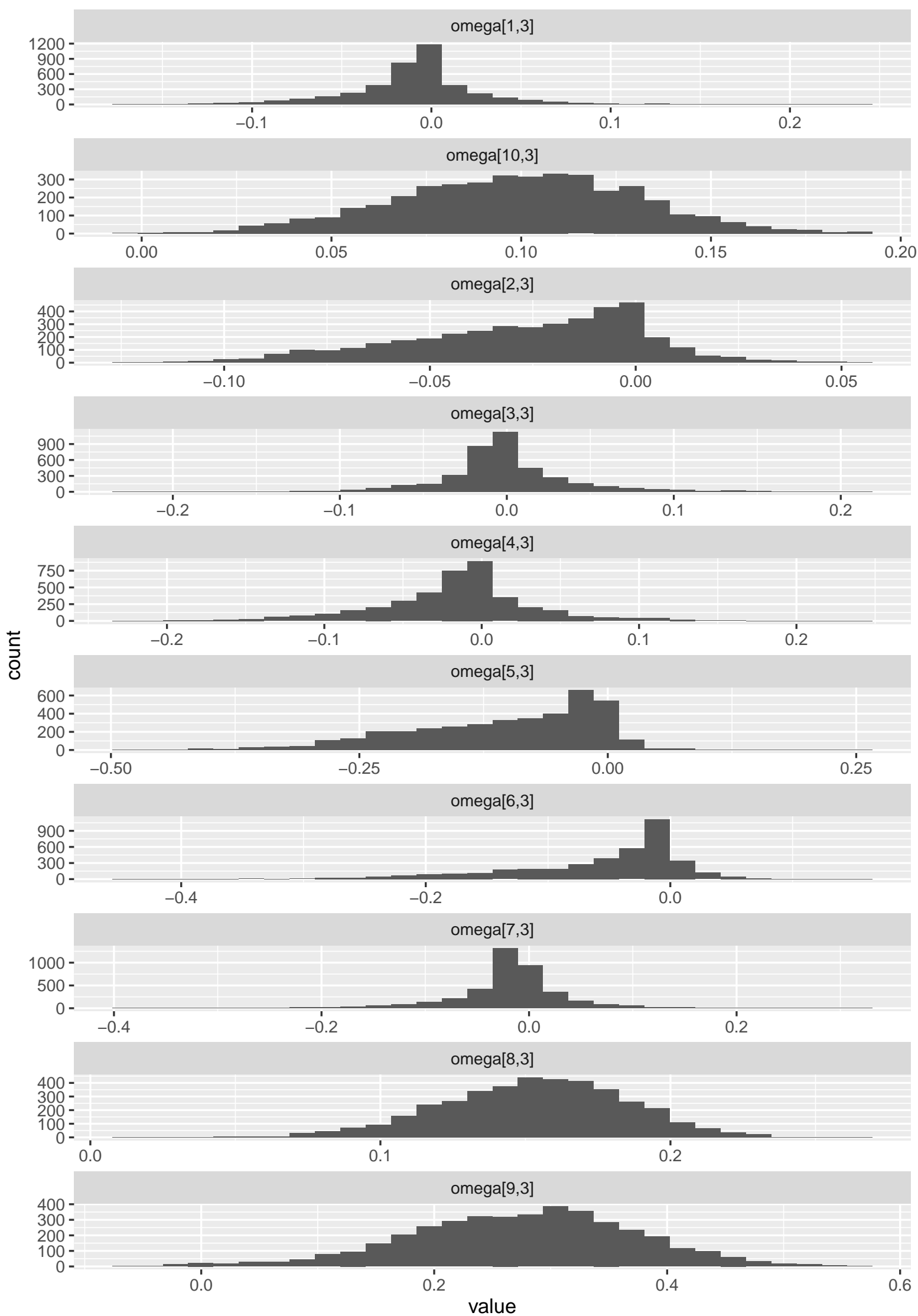
This section includes Bayesian convergence tests for all parameters in the model. It employs the function `ggmcmc()` from R's package `ggmcmc`.

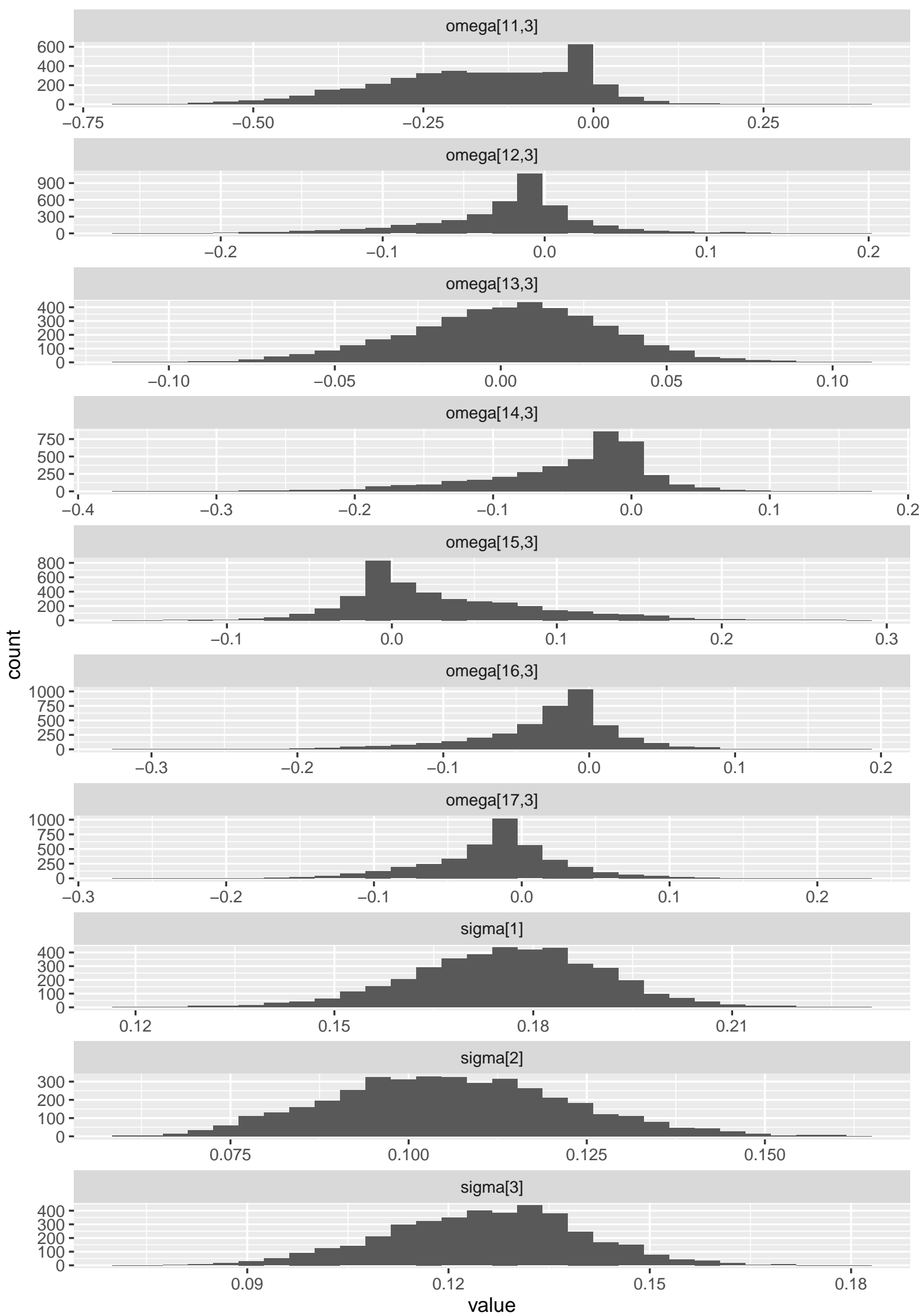


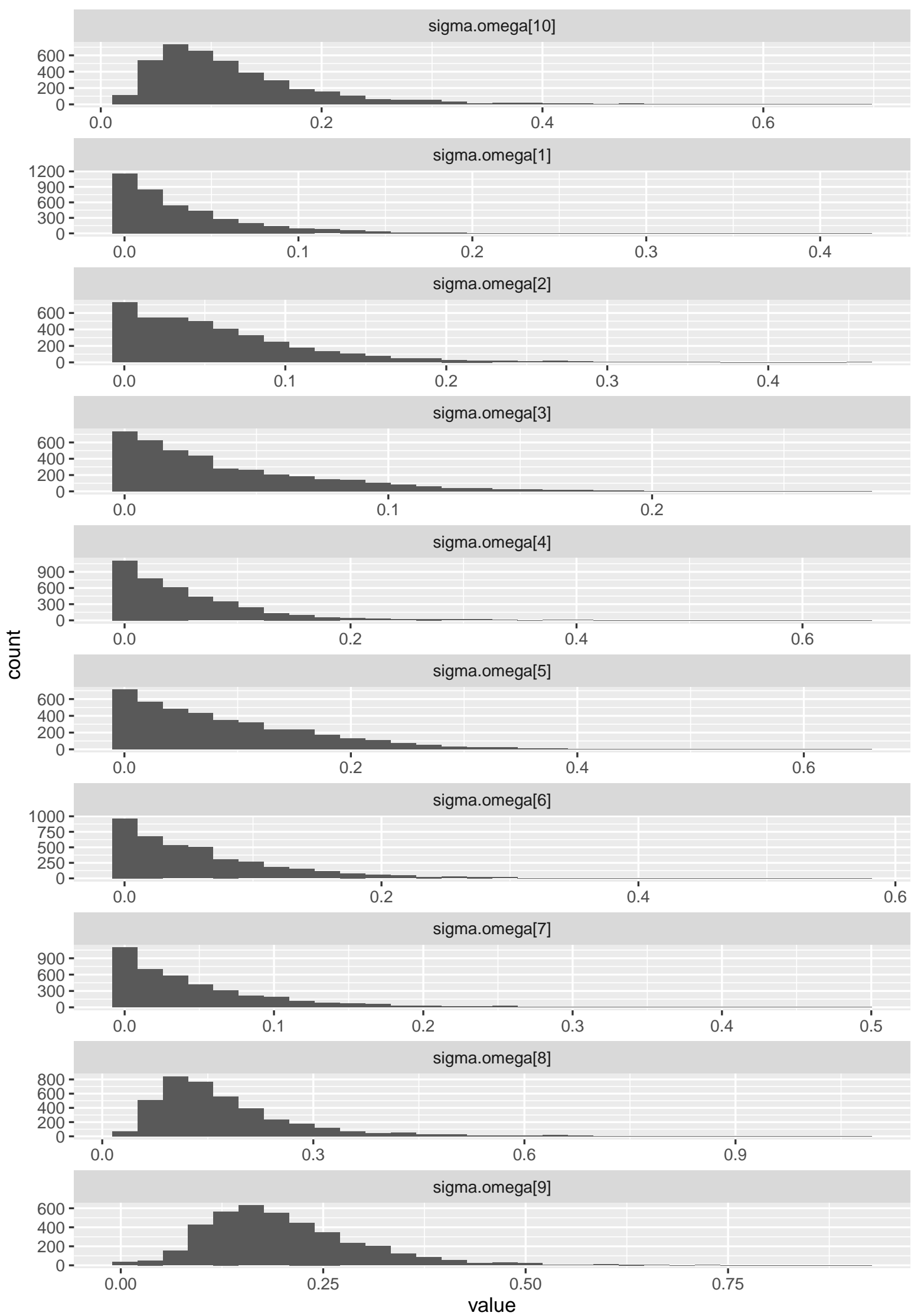


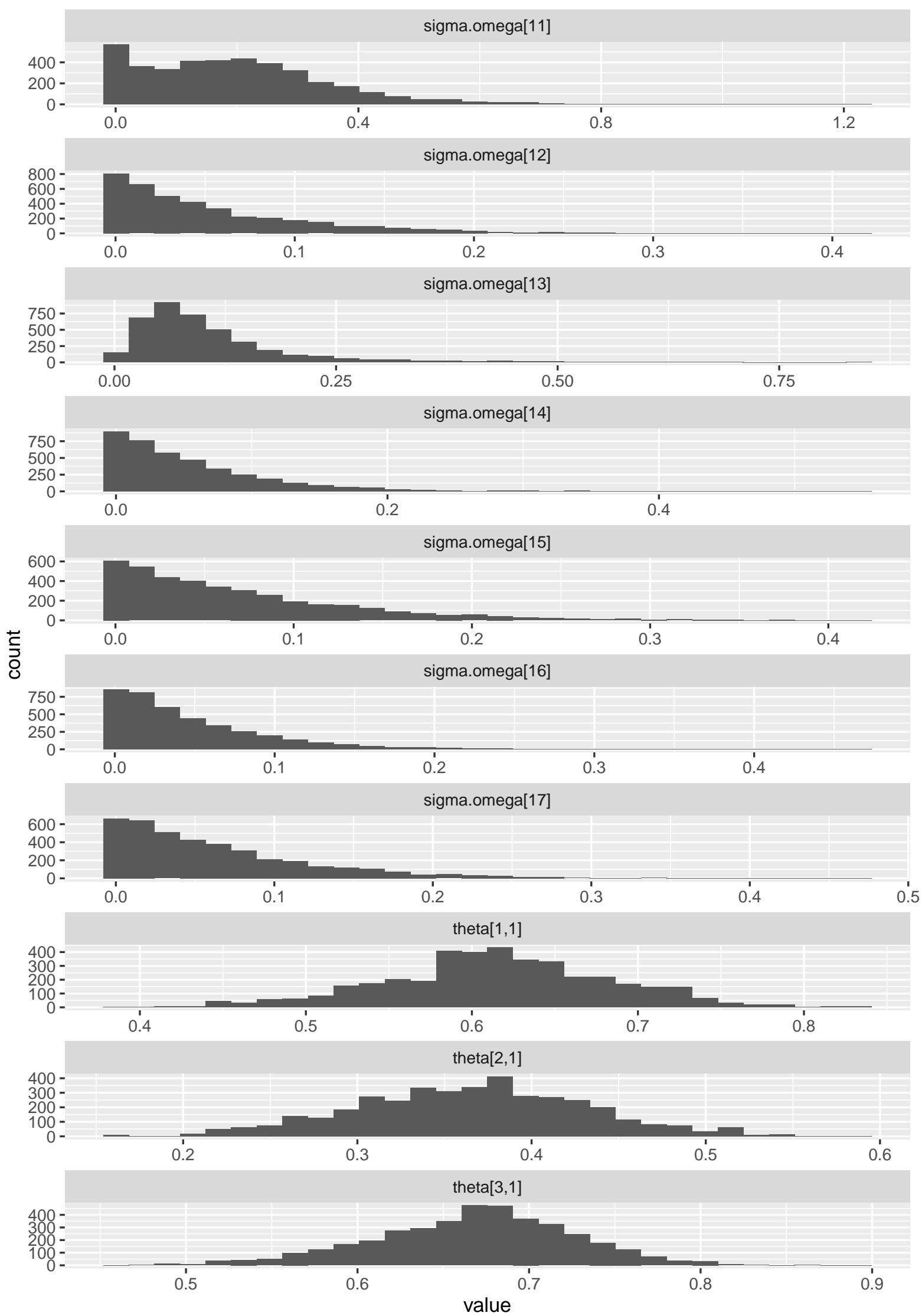


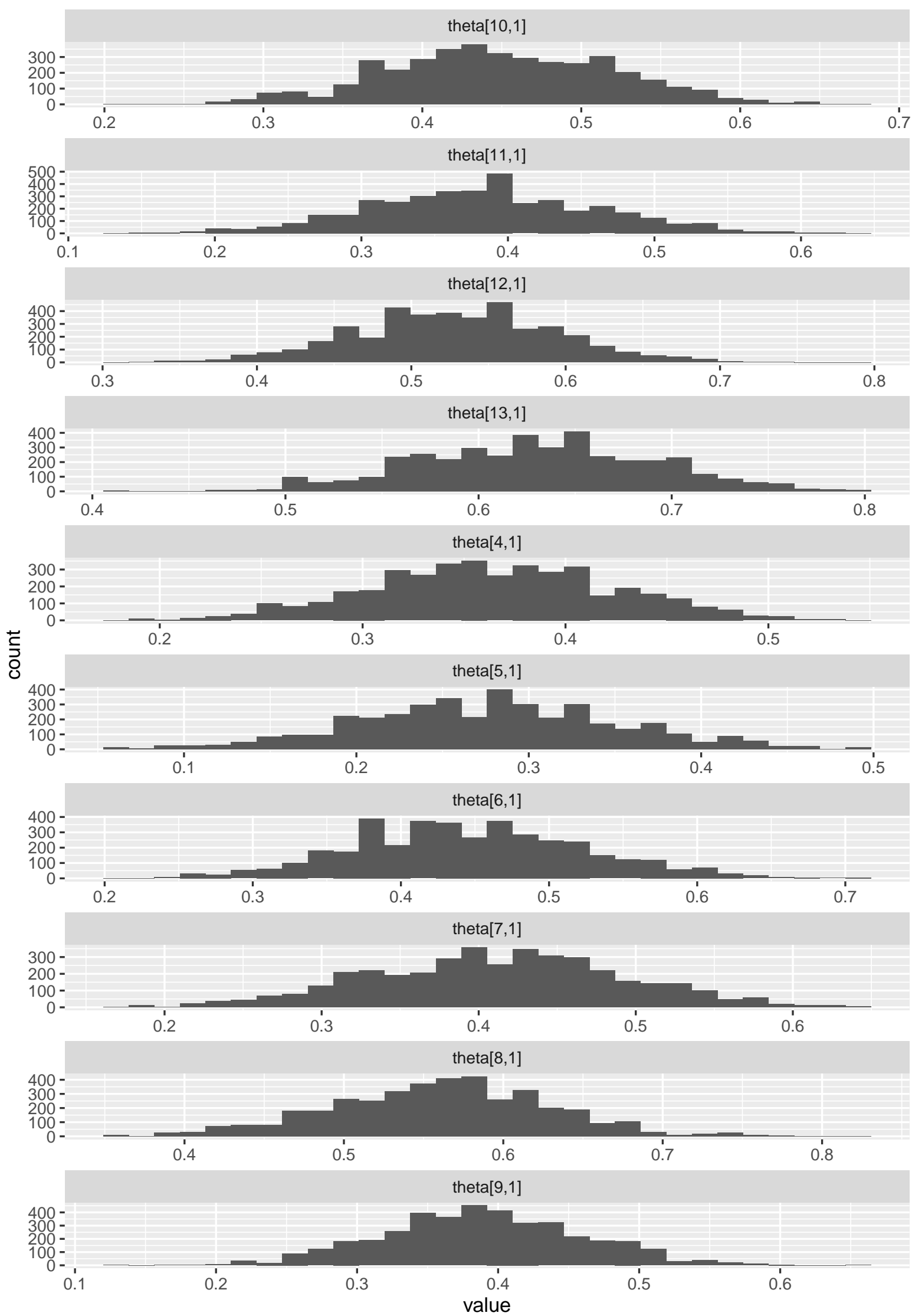


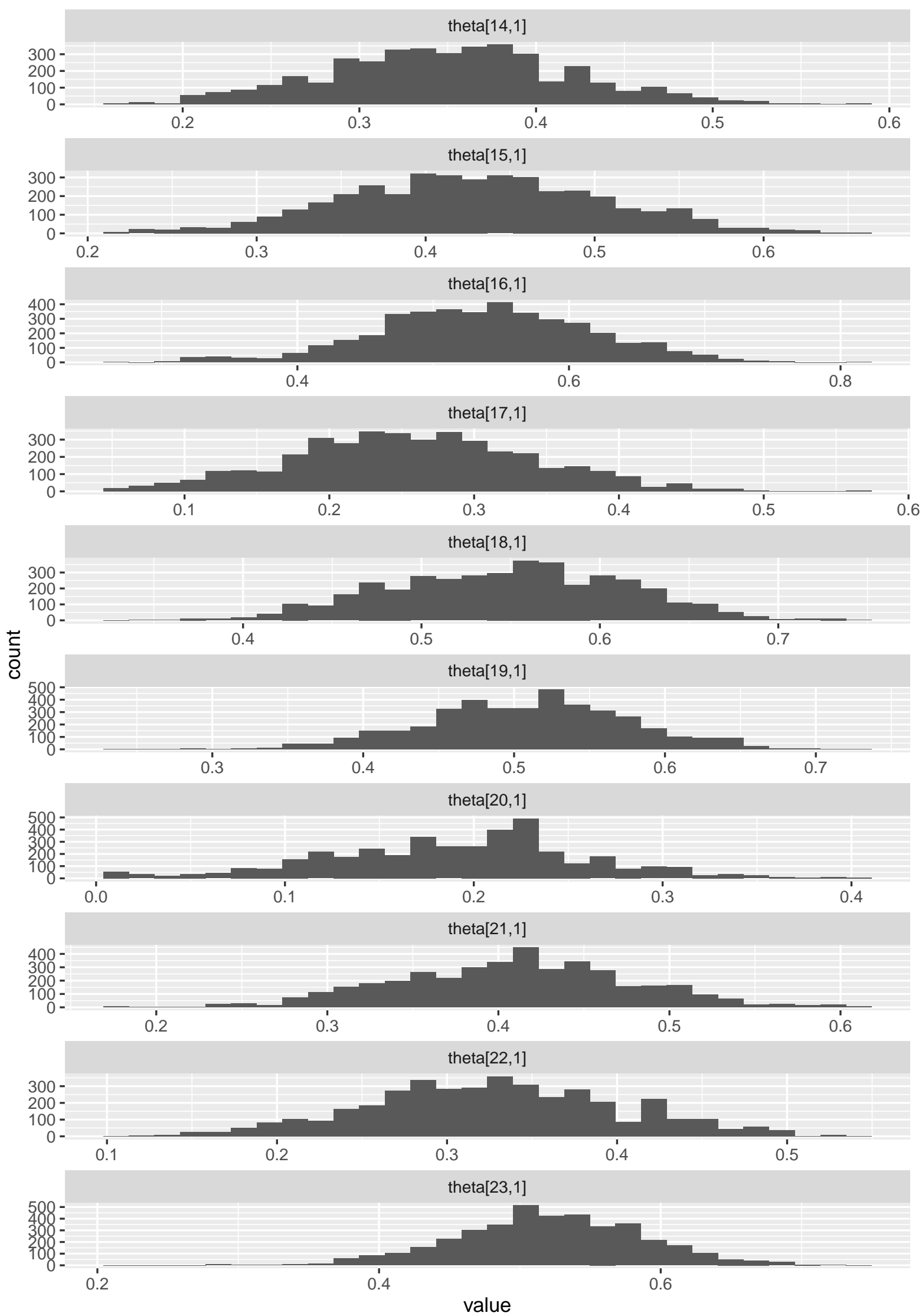


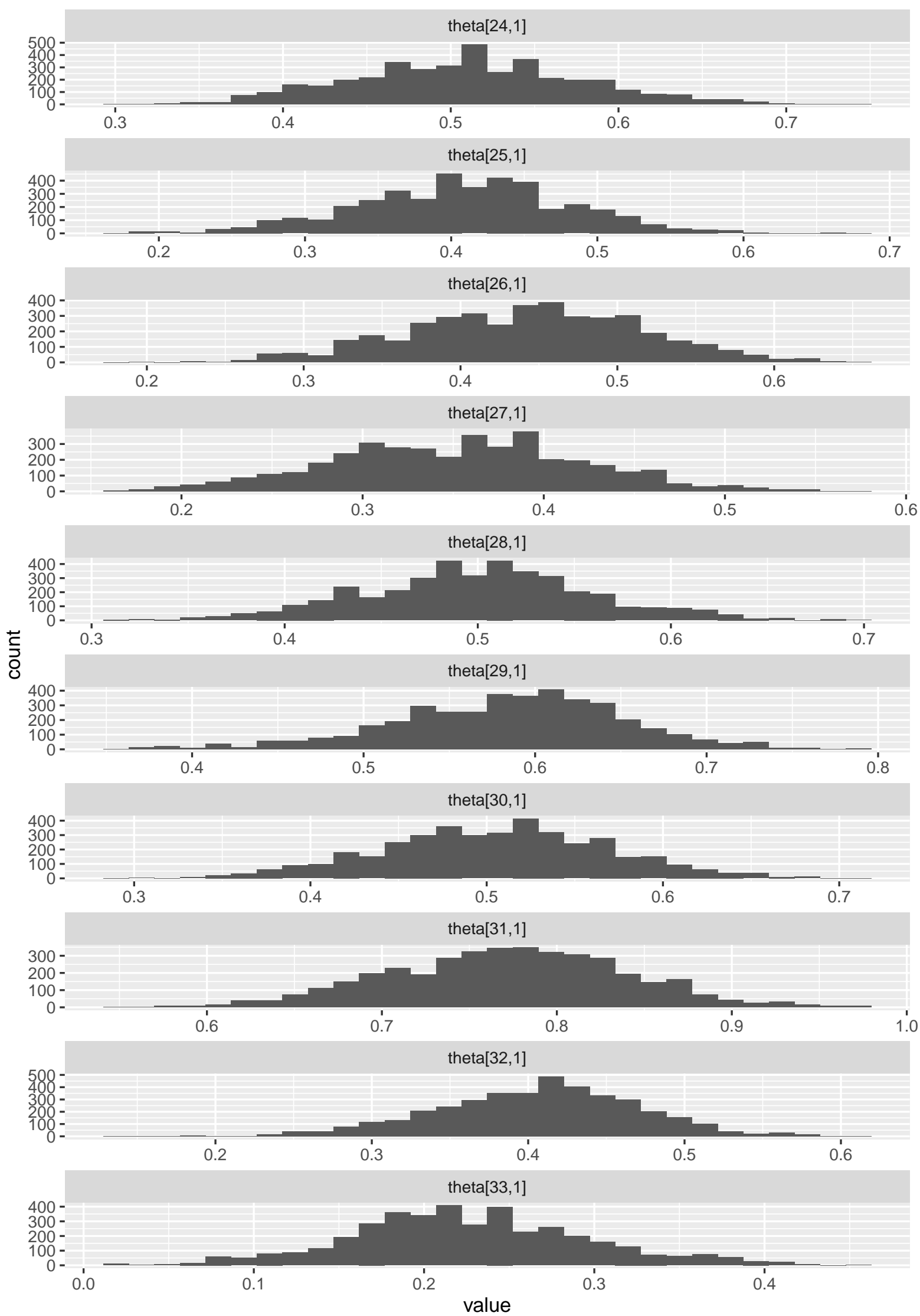


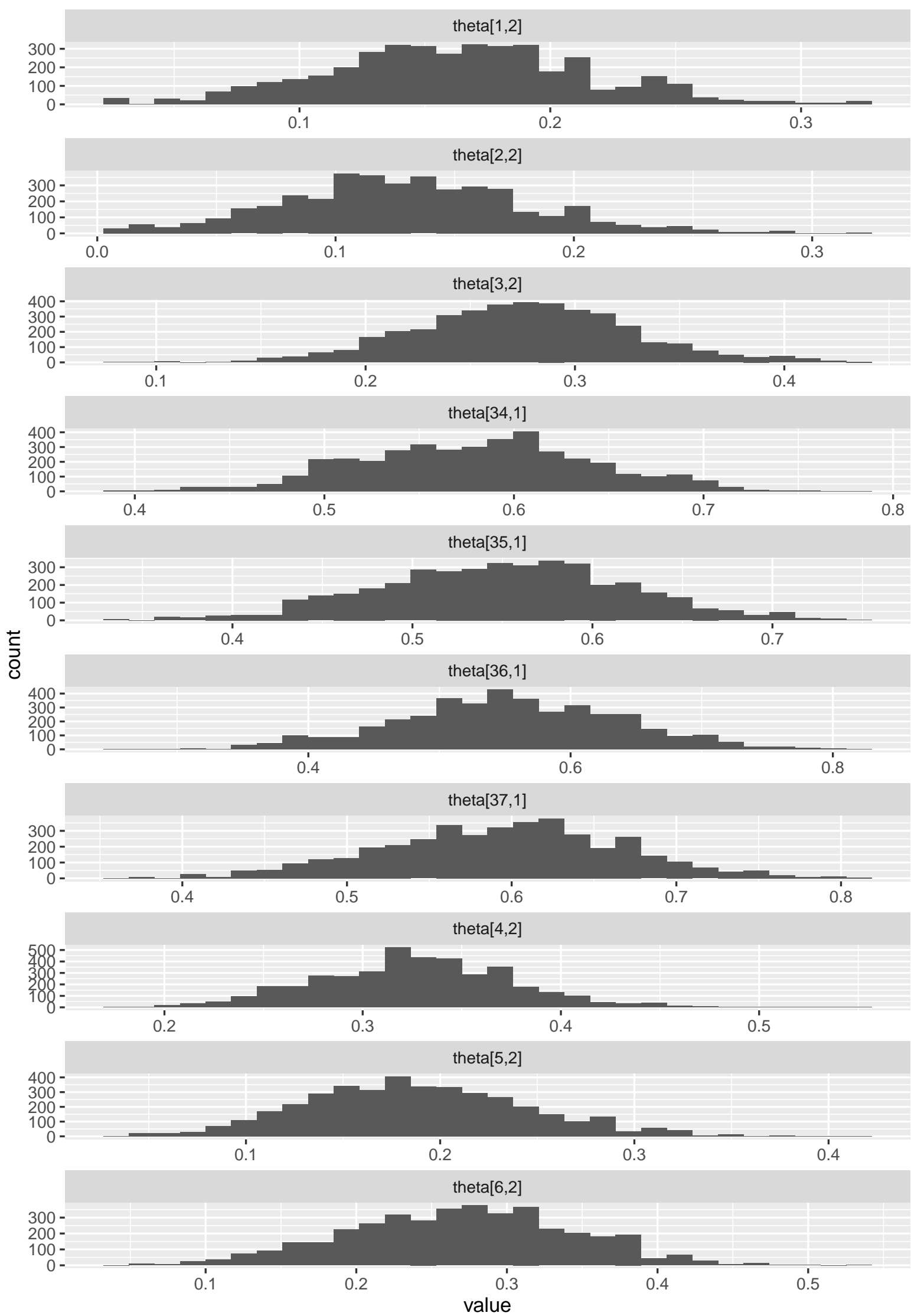


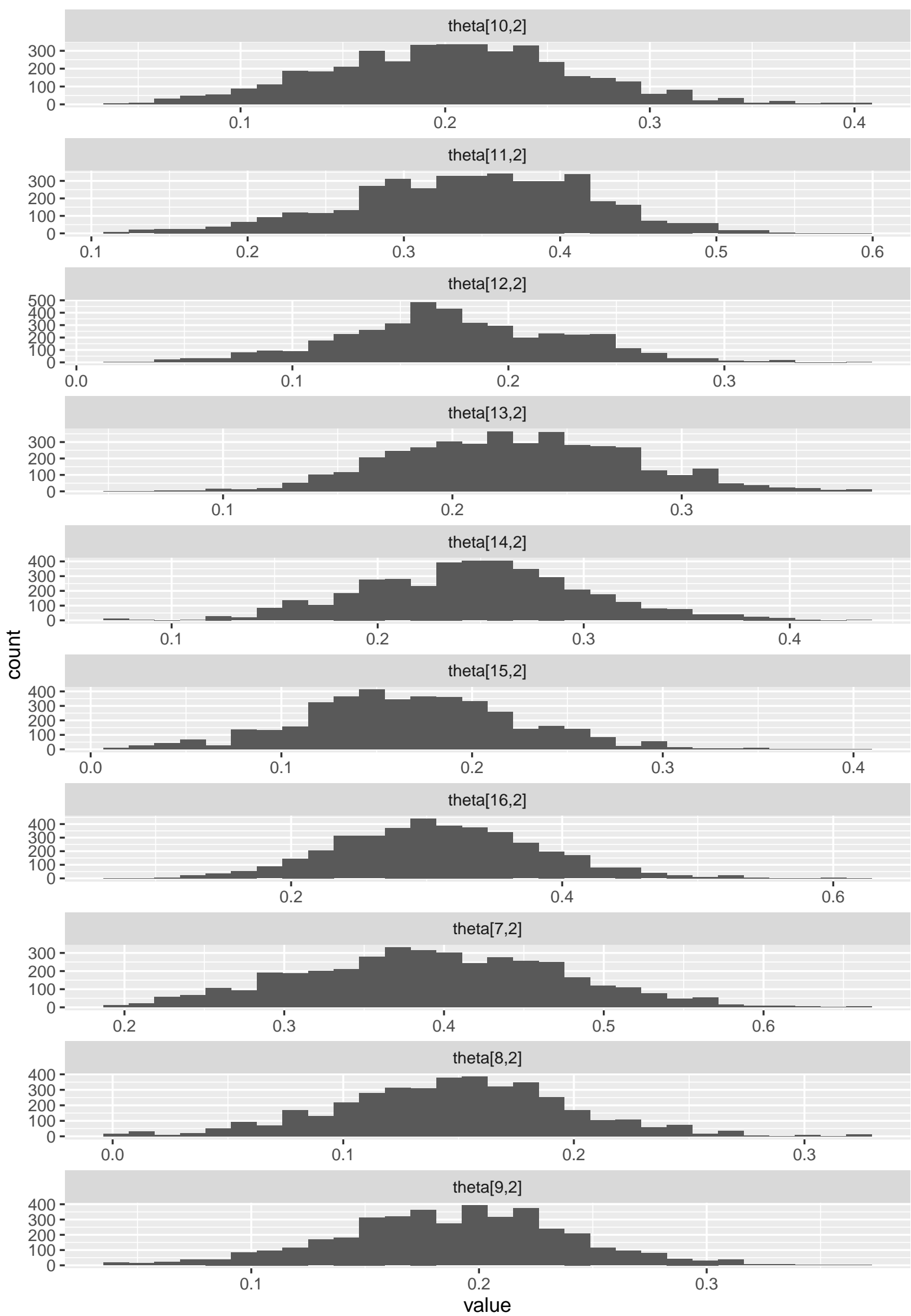


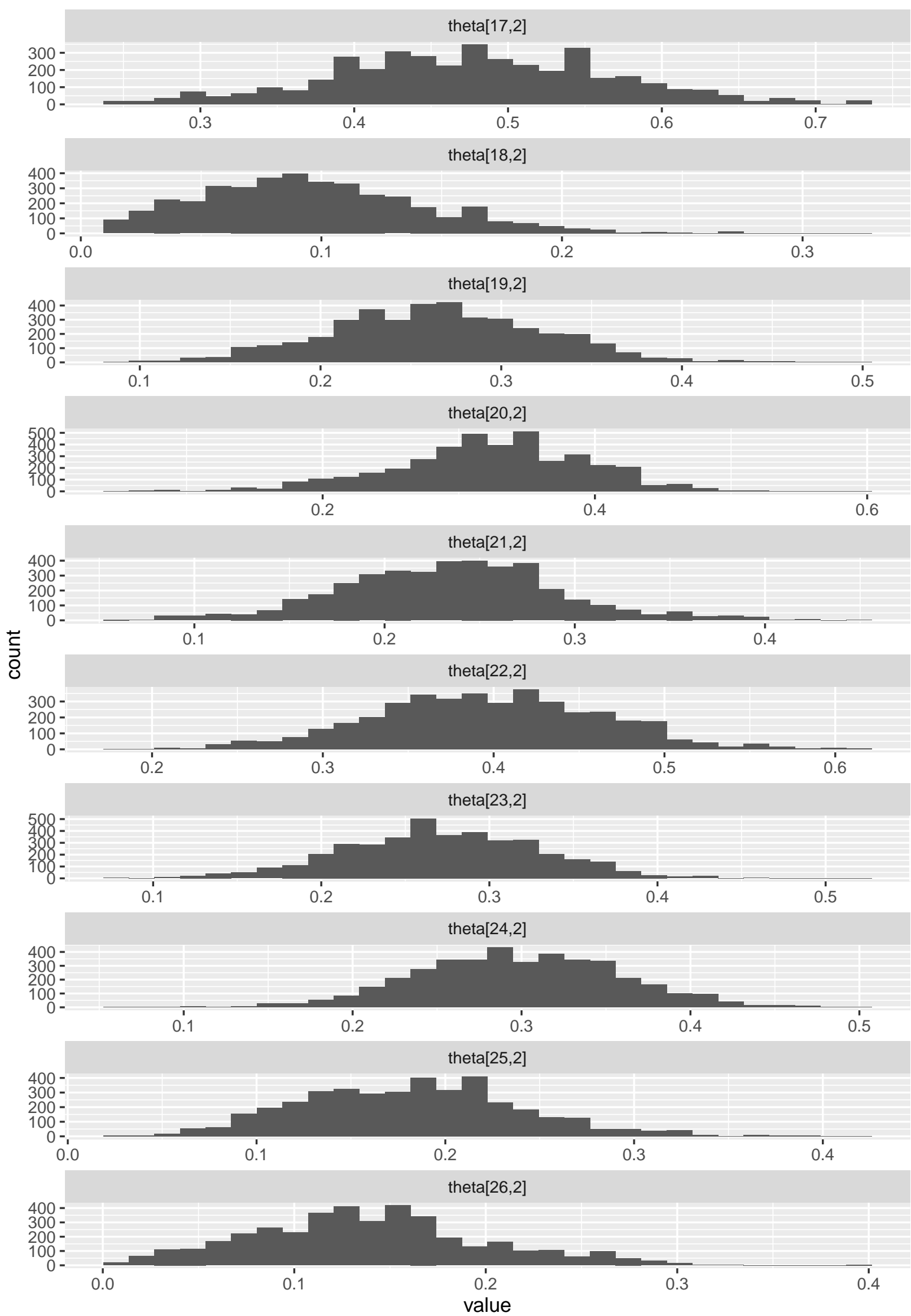


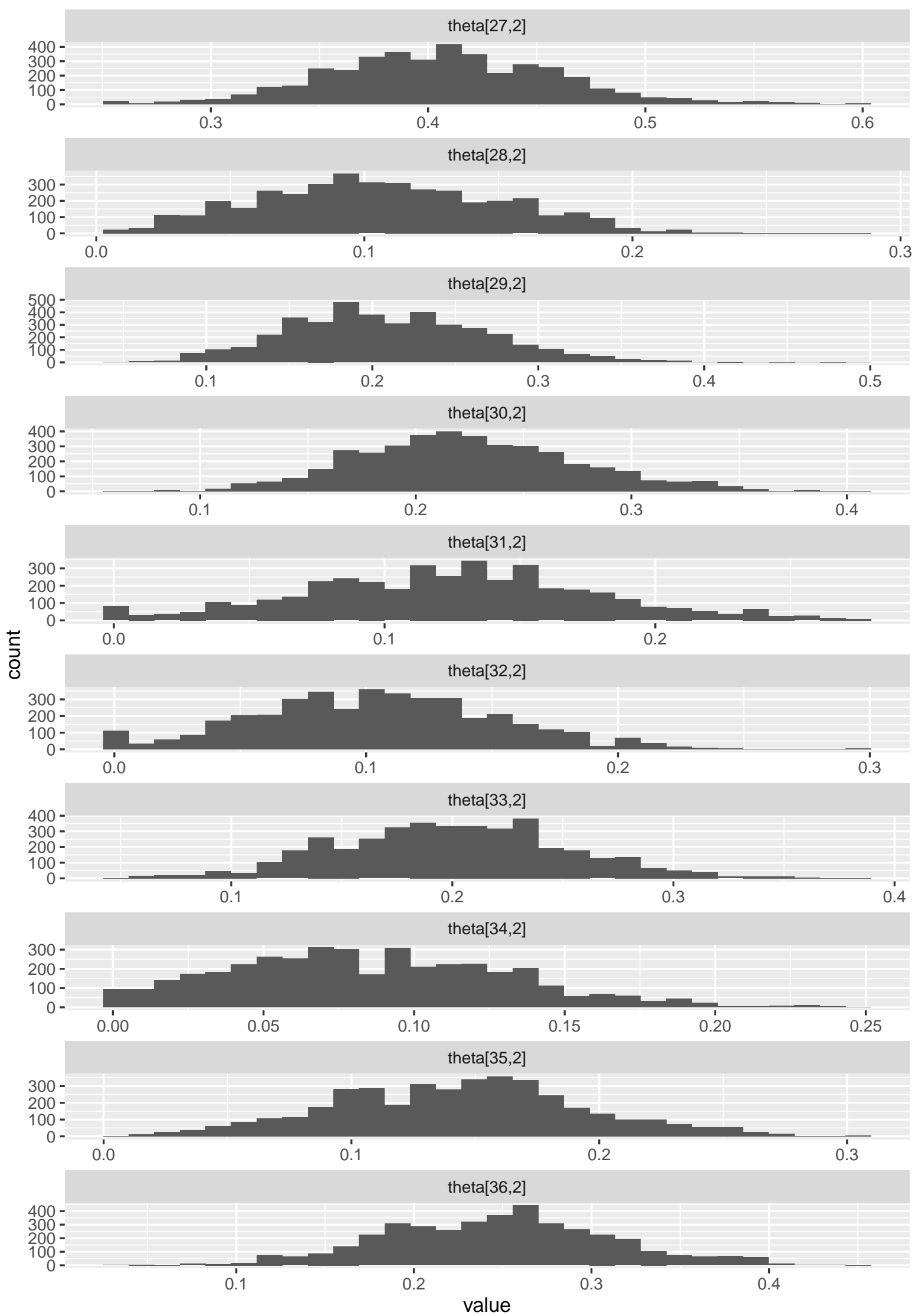


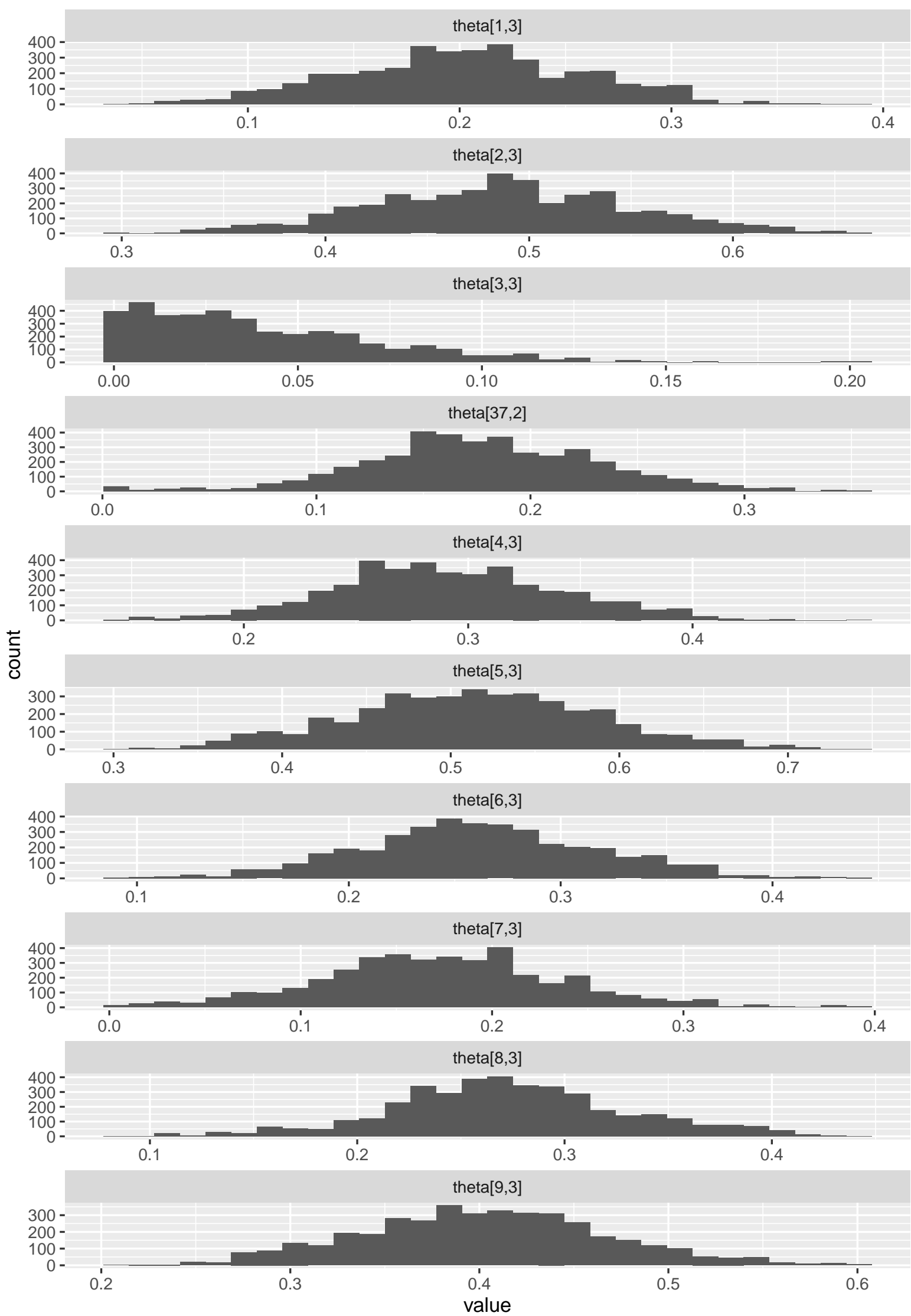


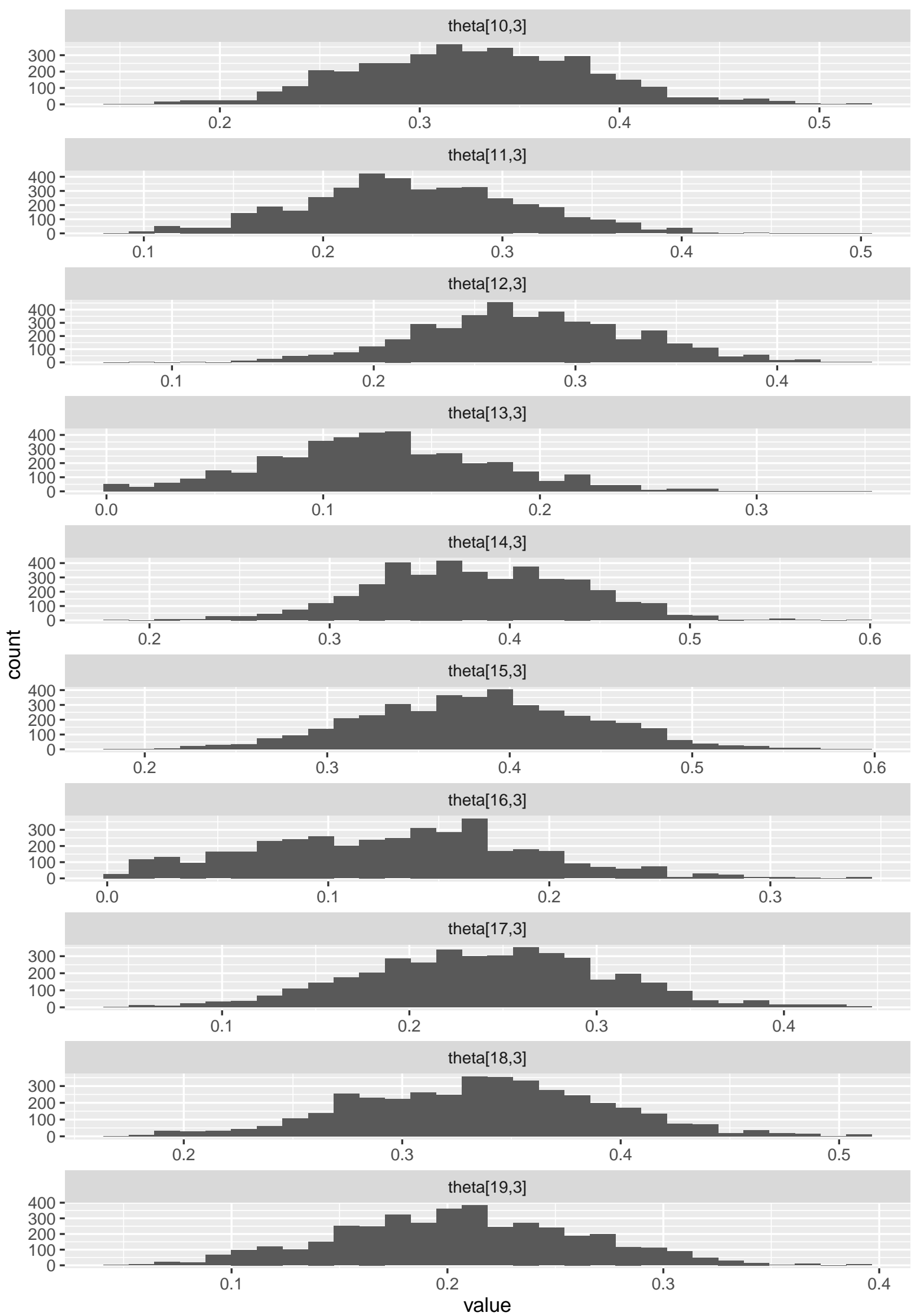


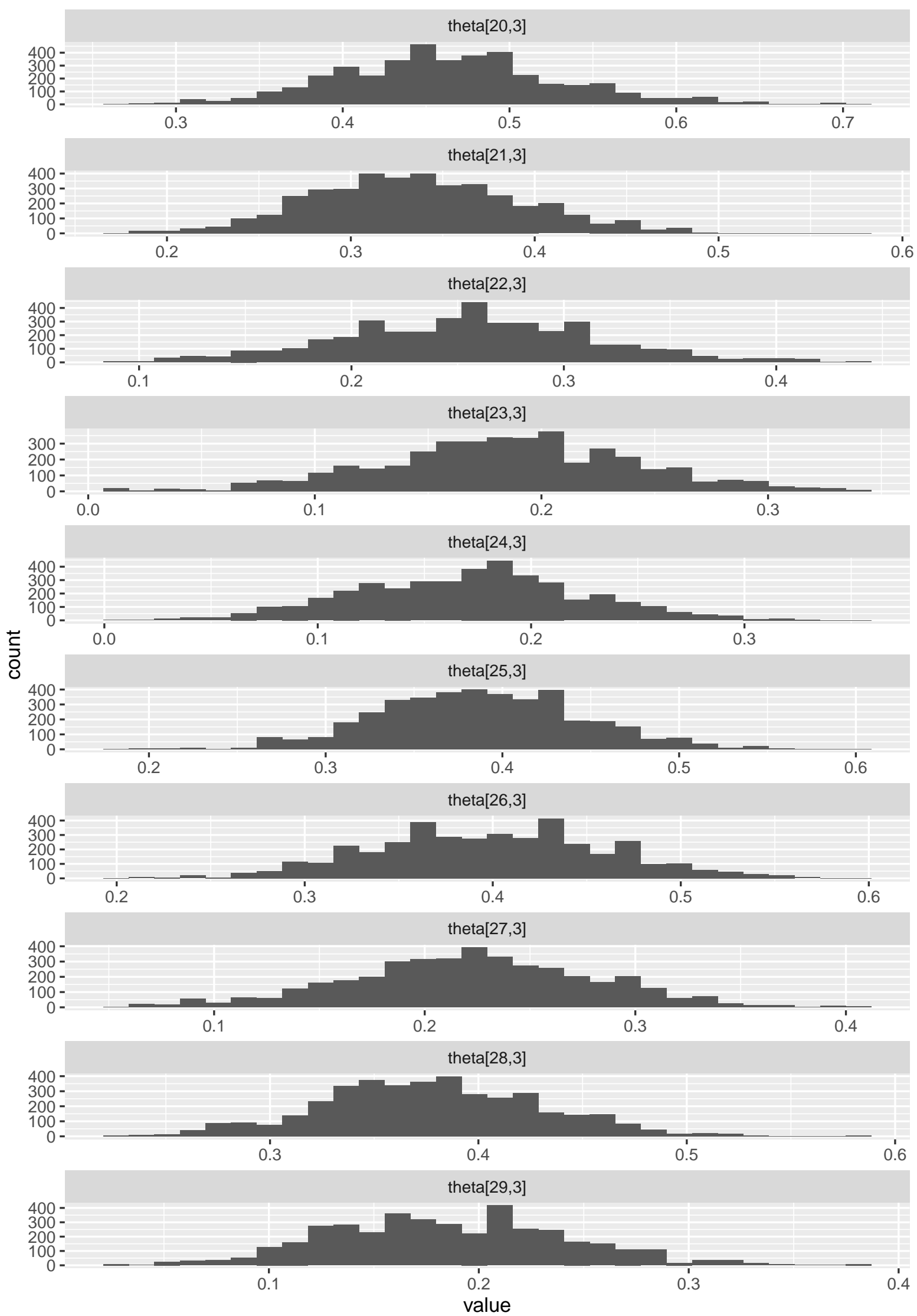


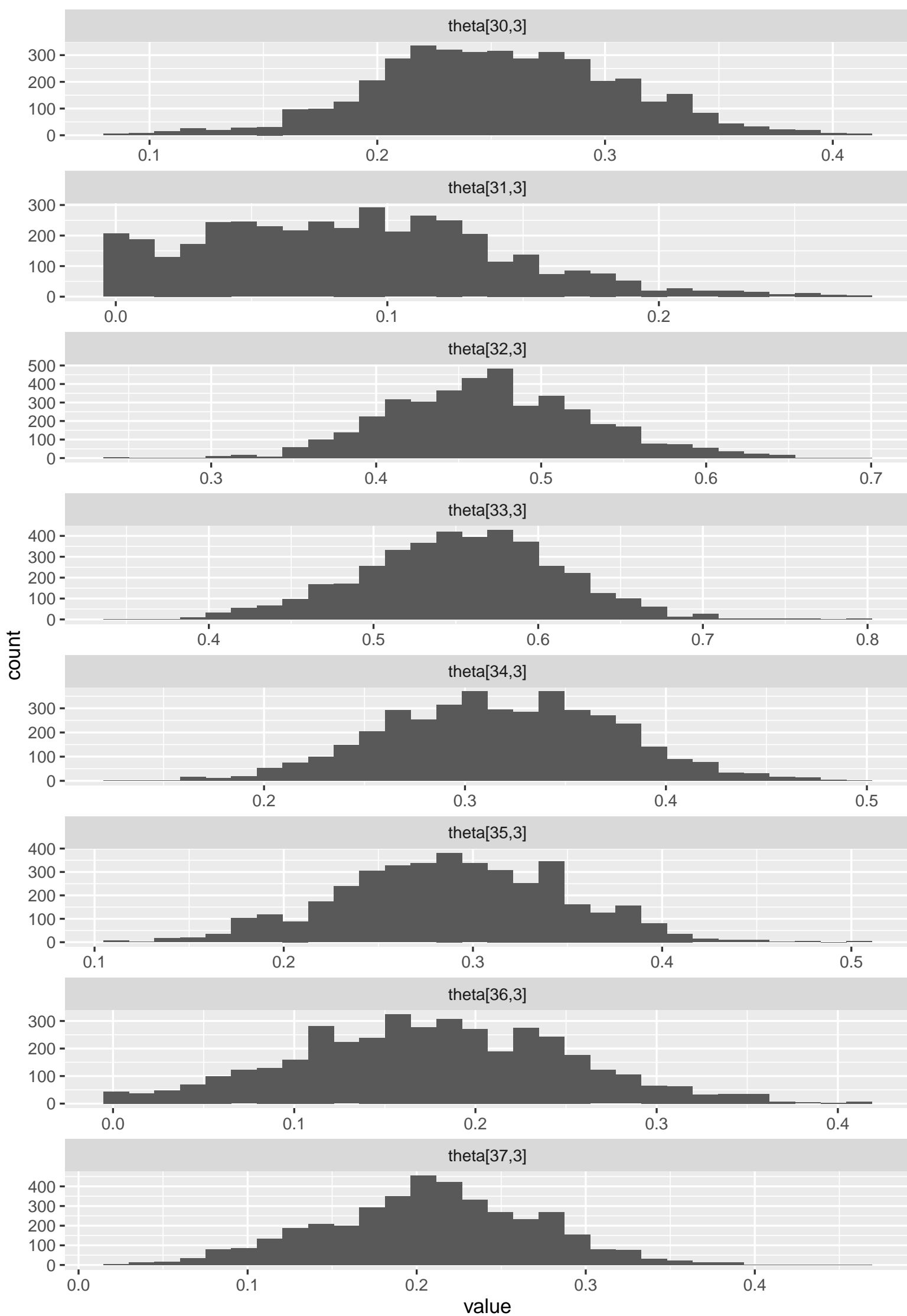


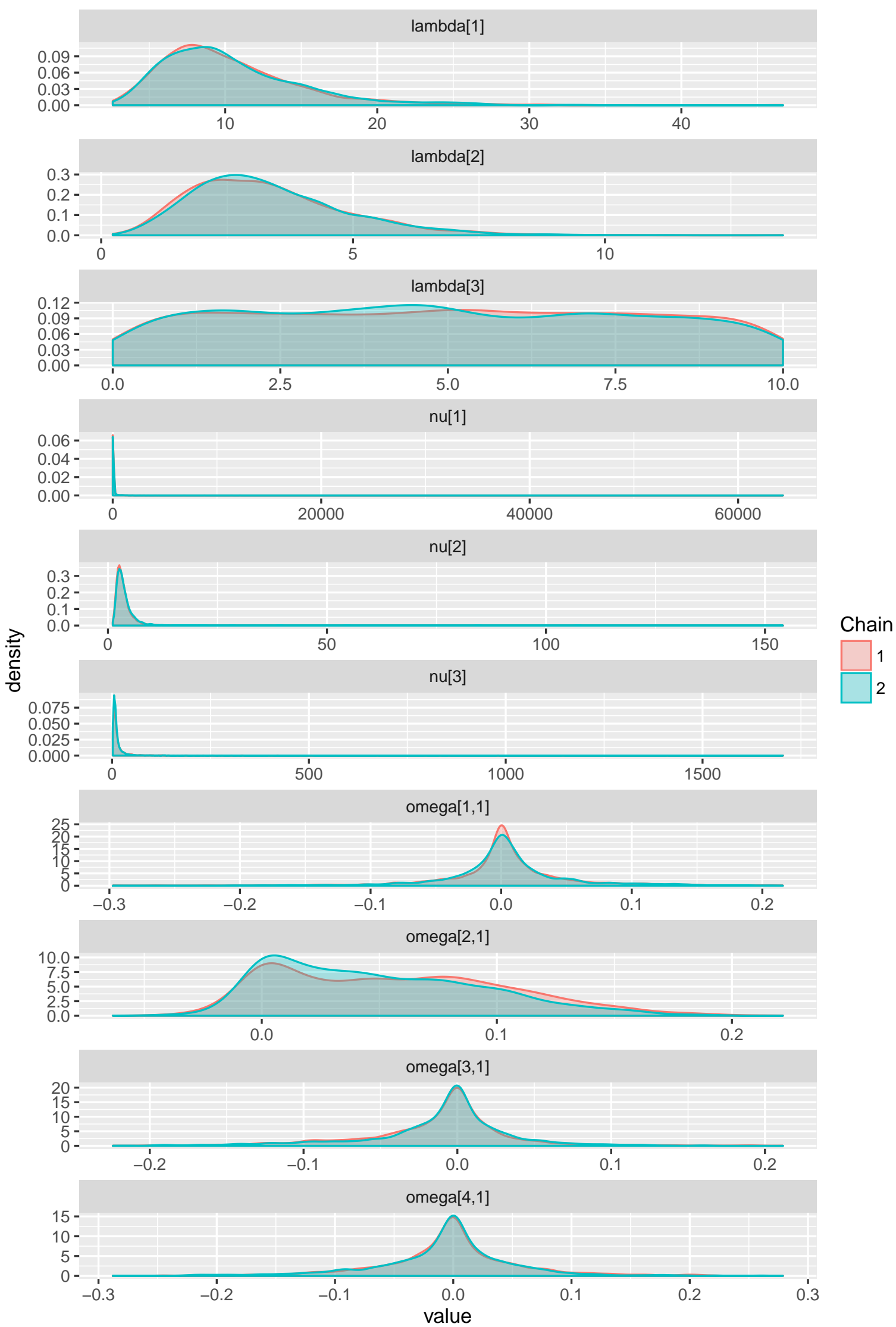


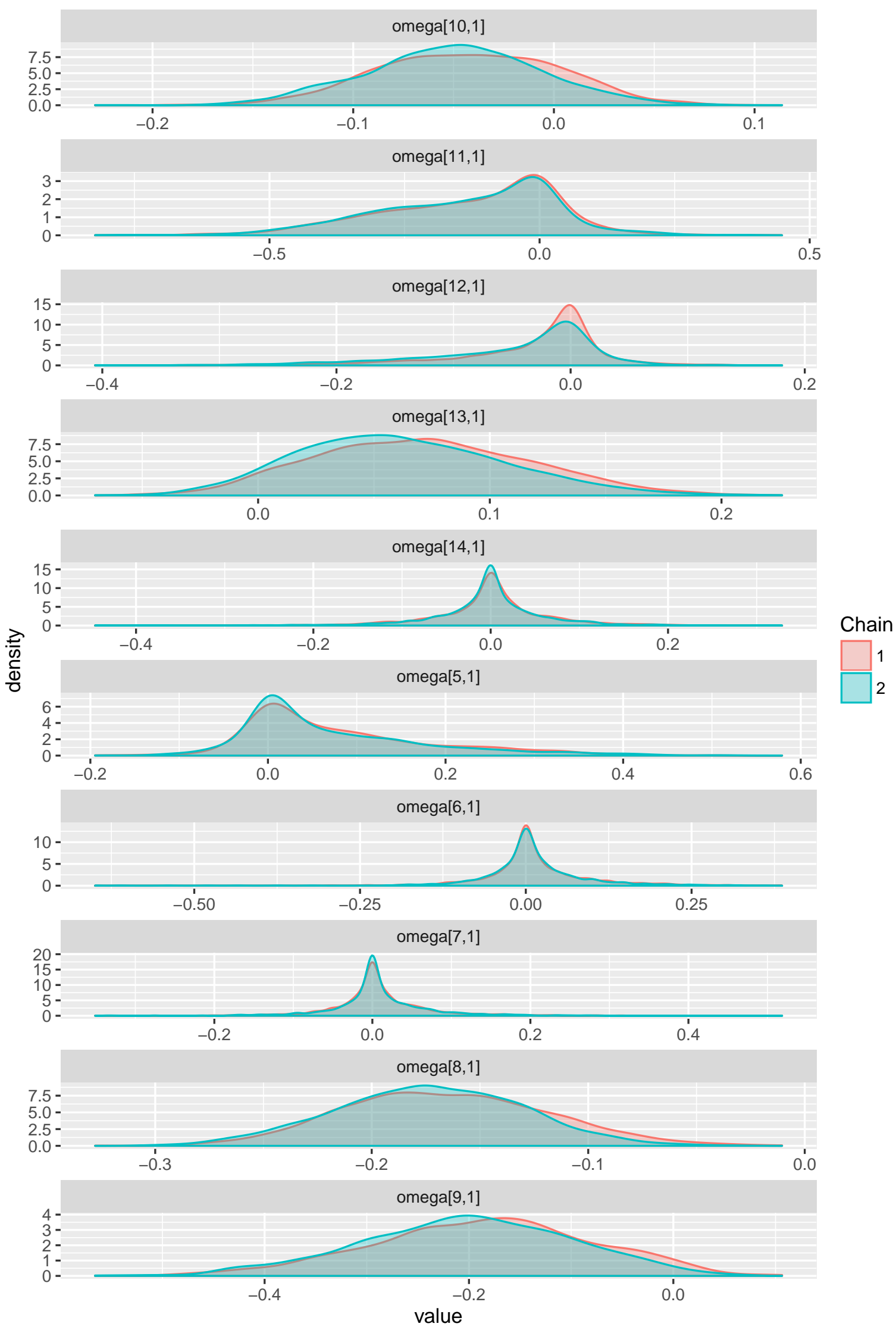


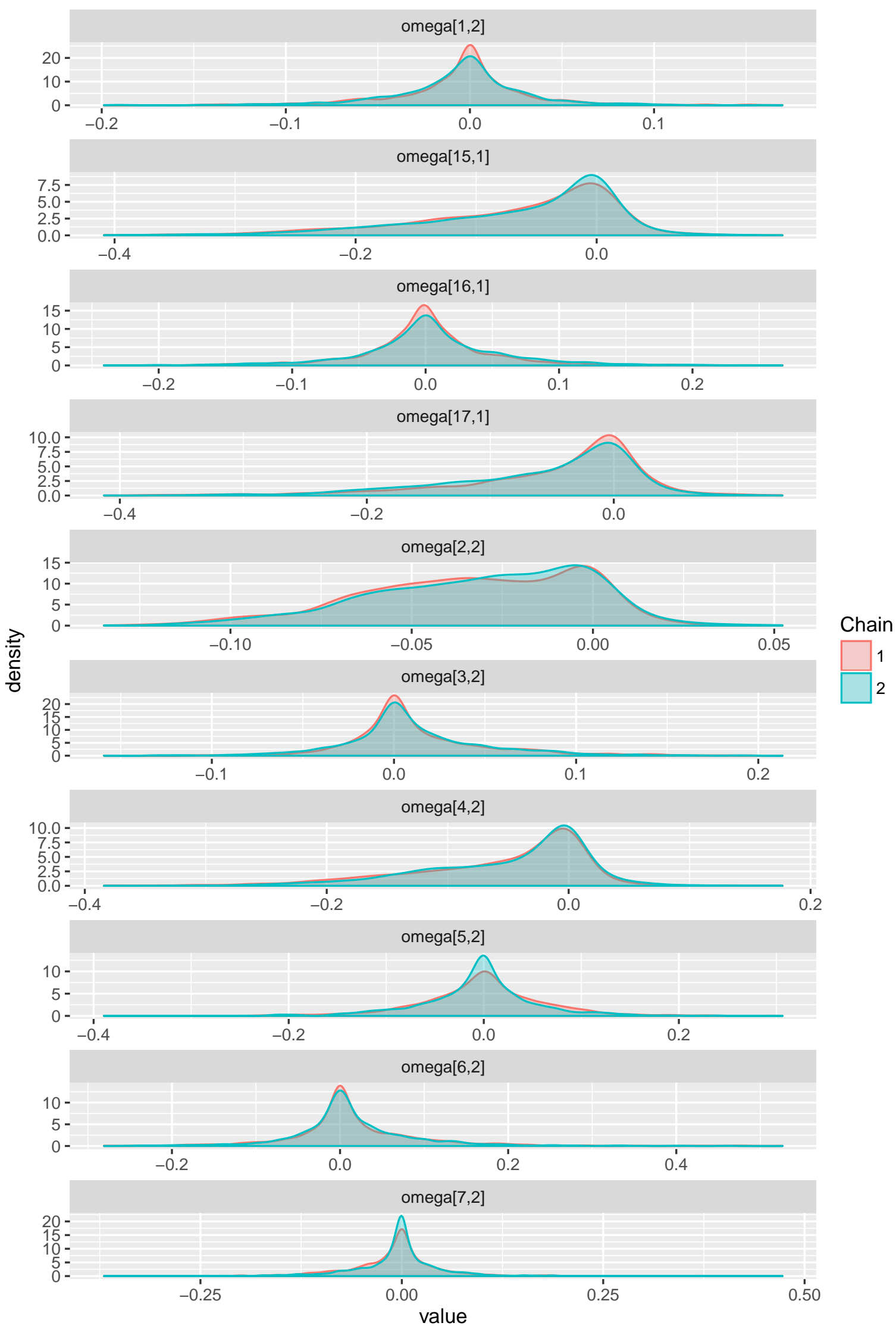


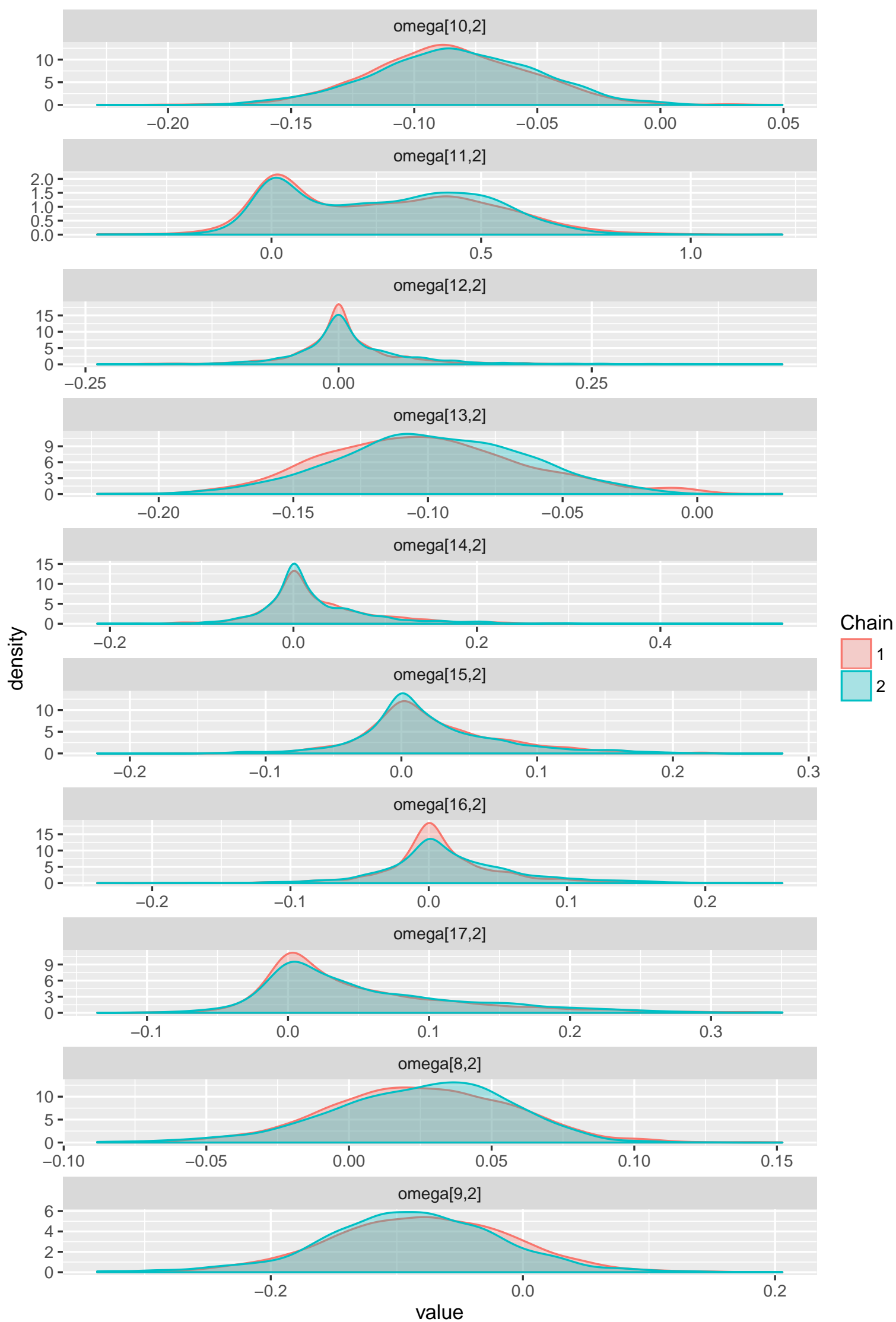


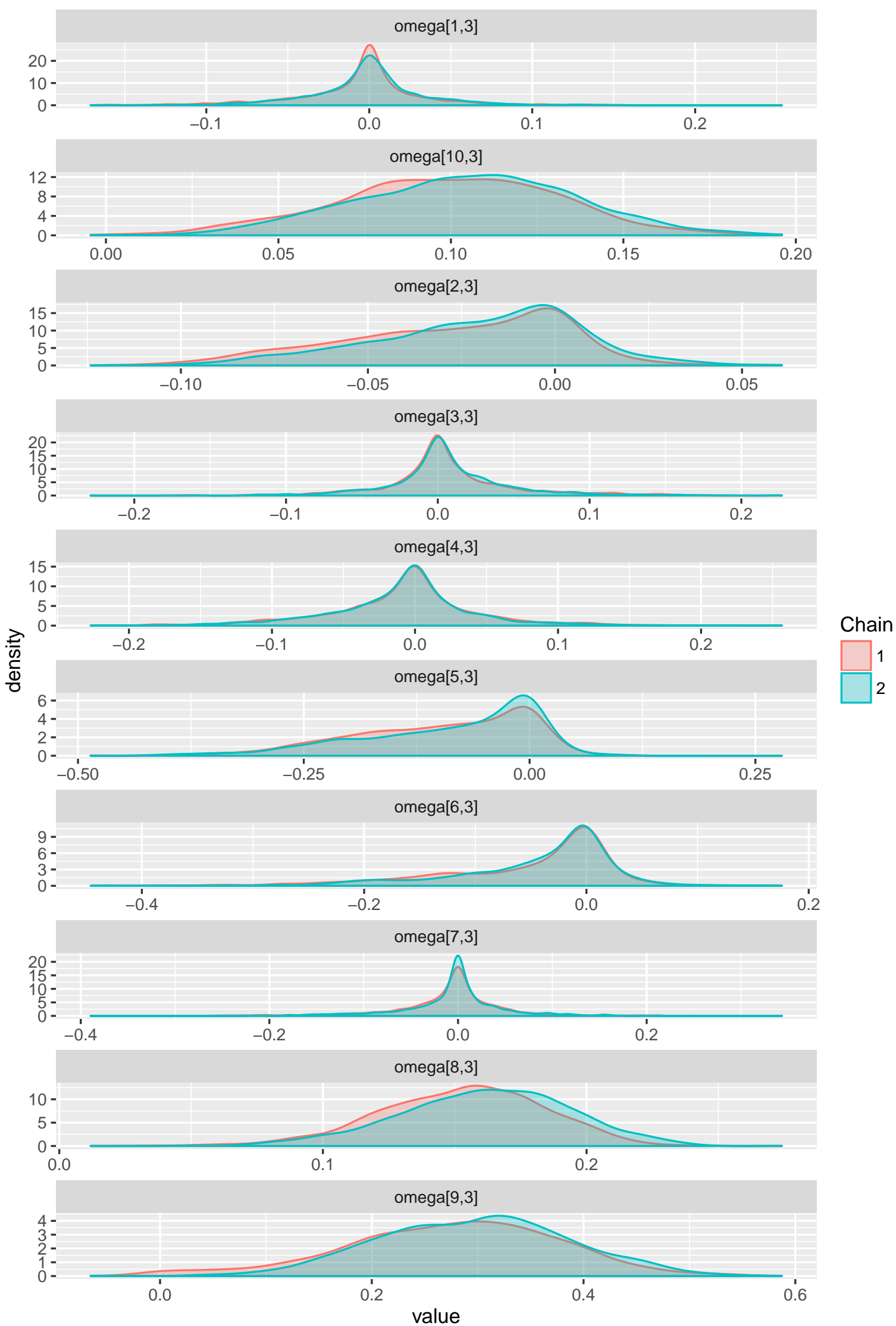


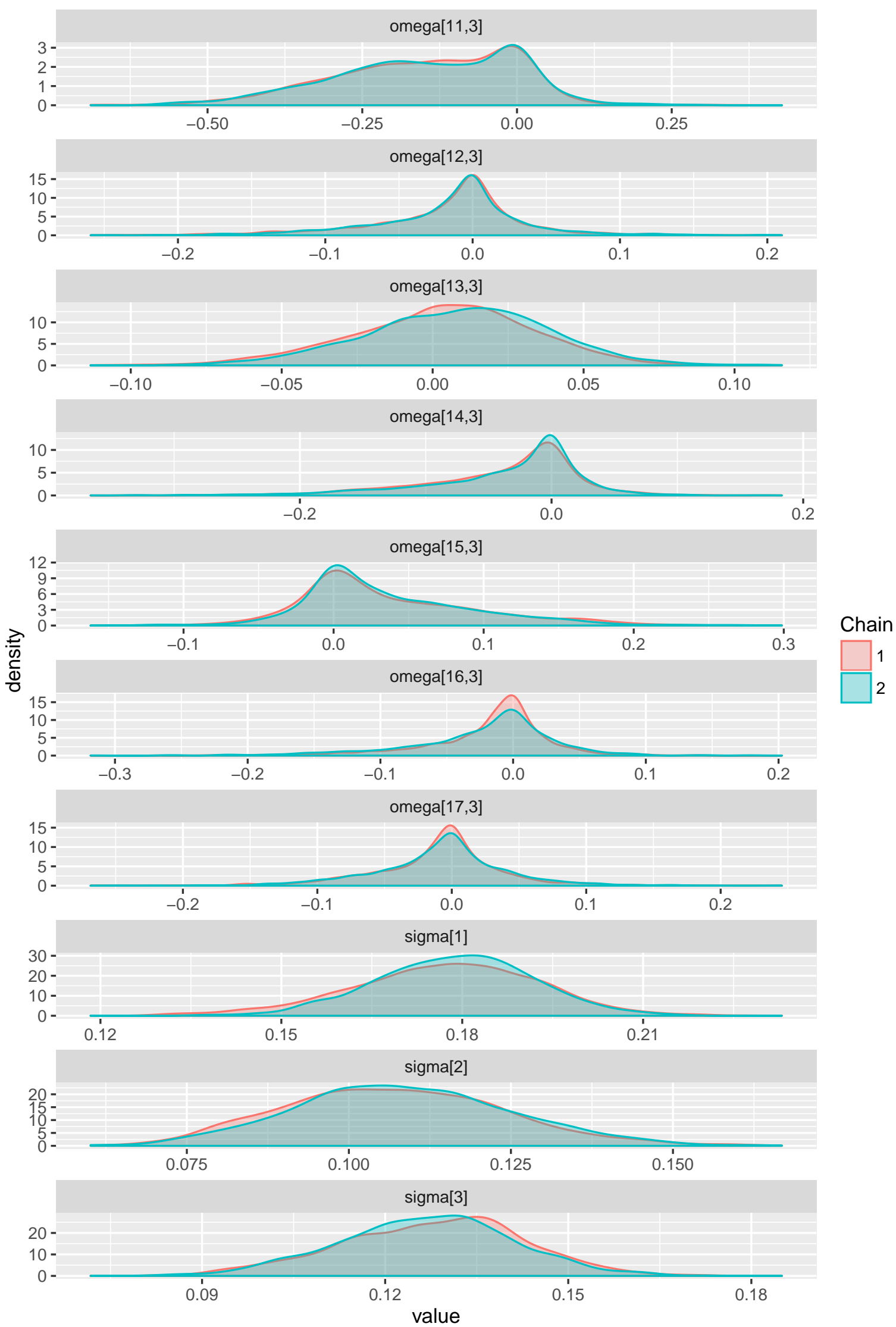


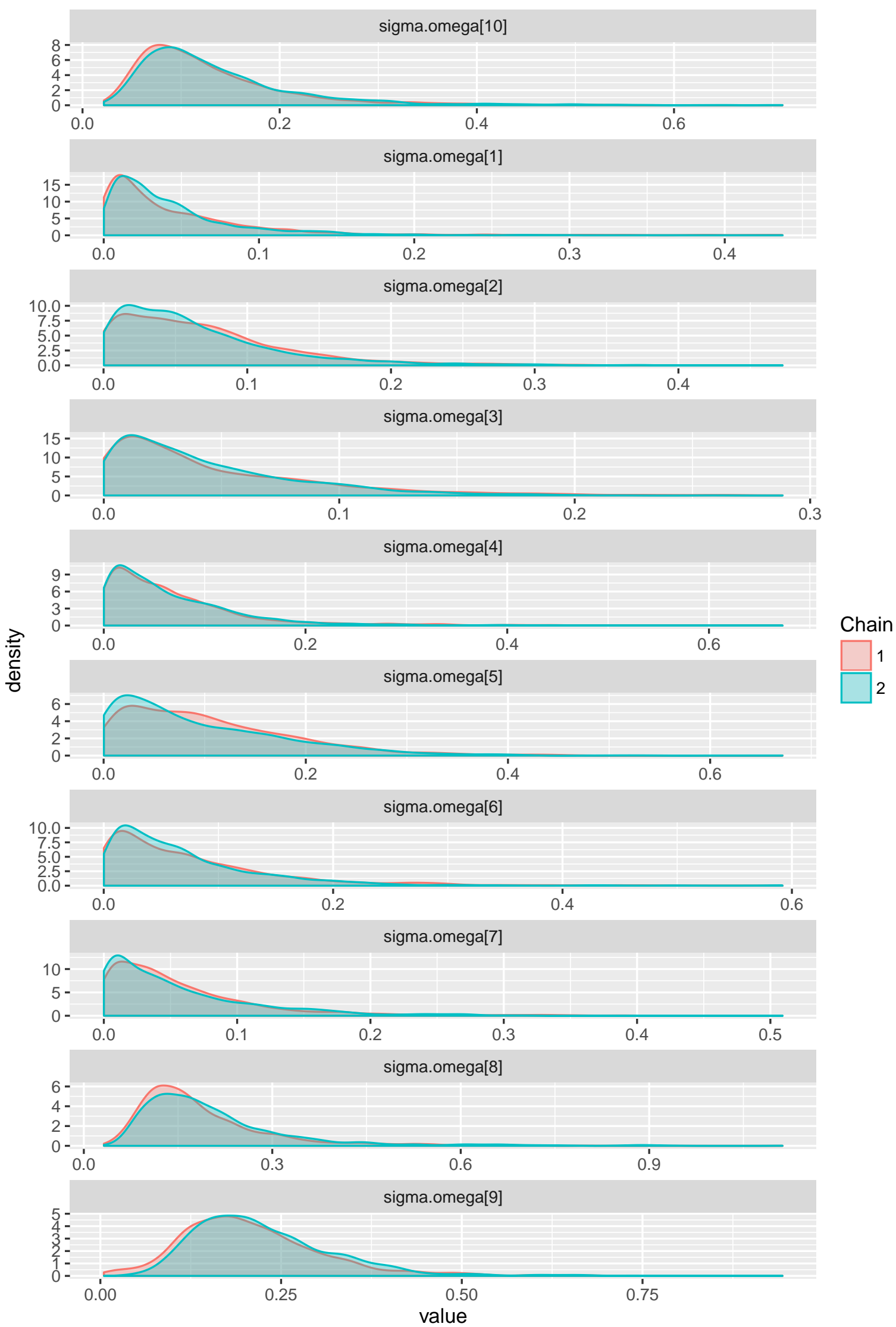


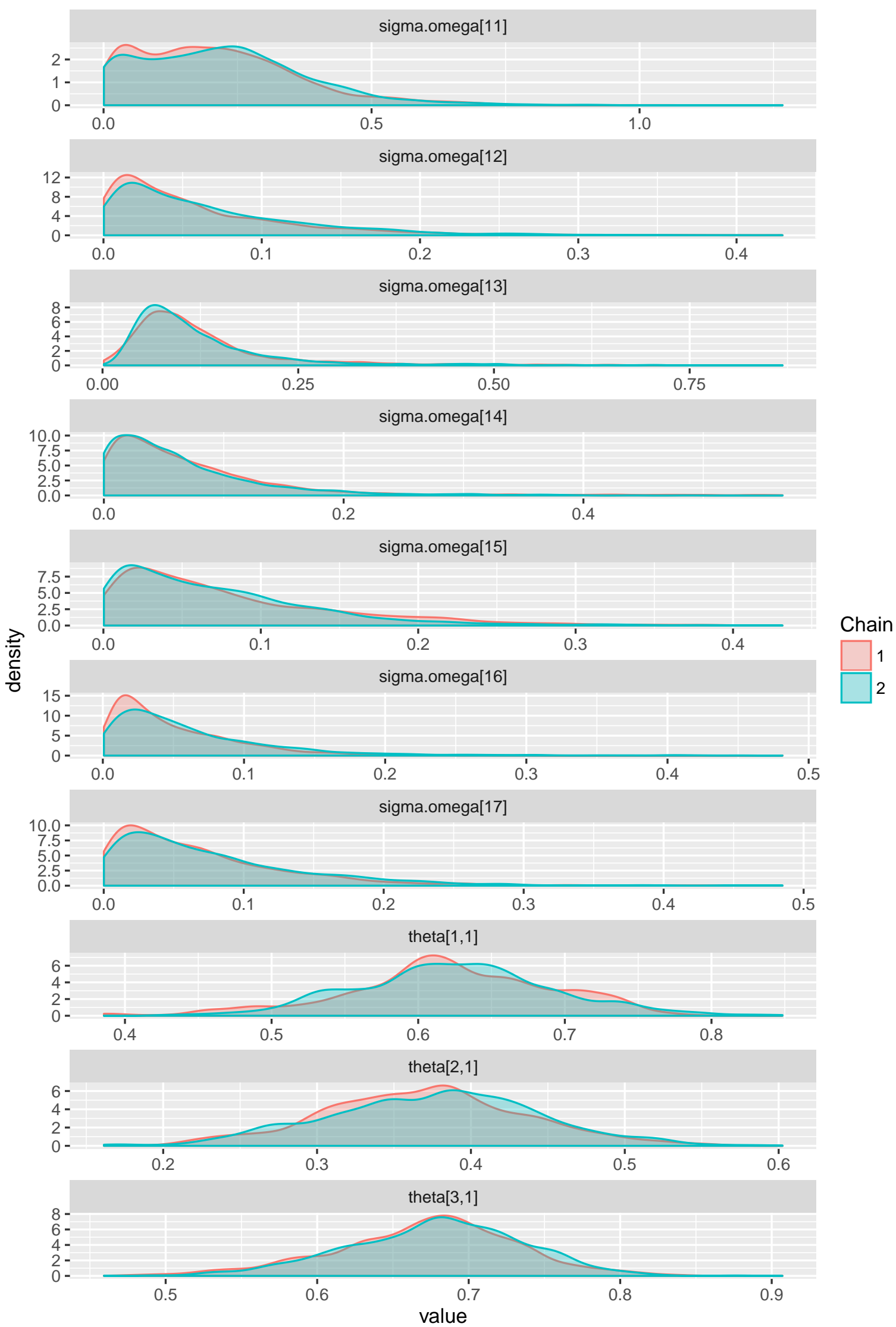


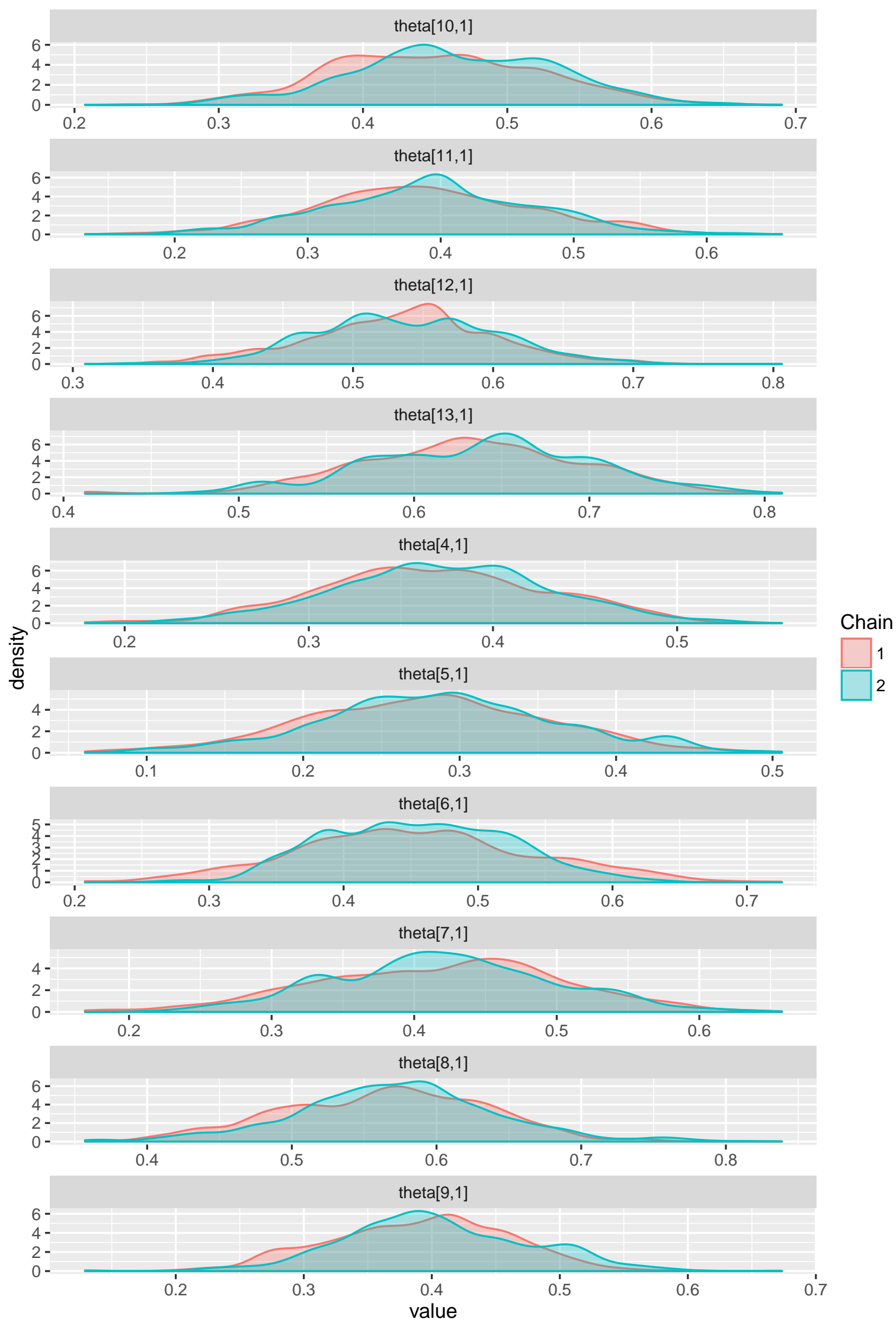


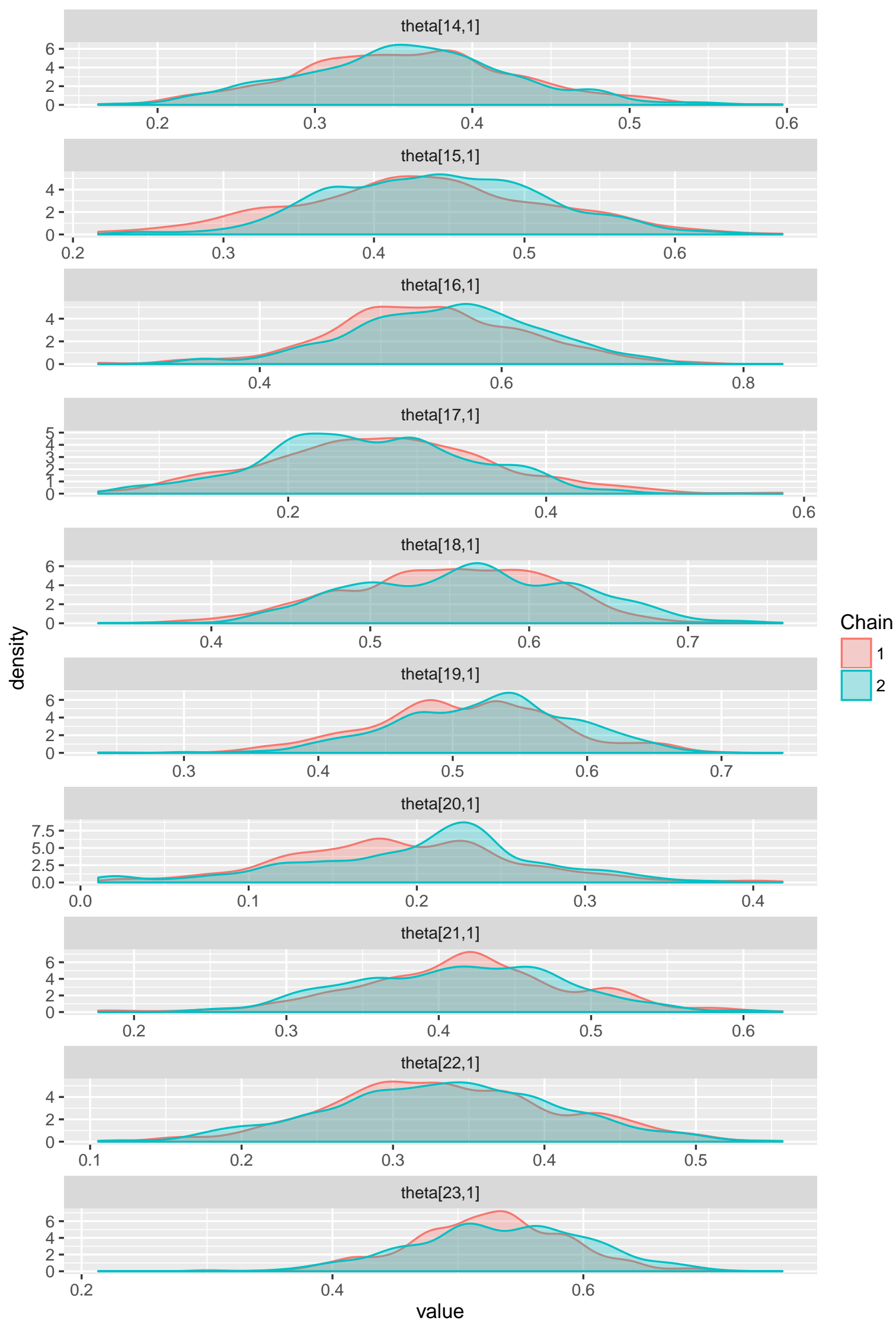


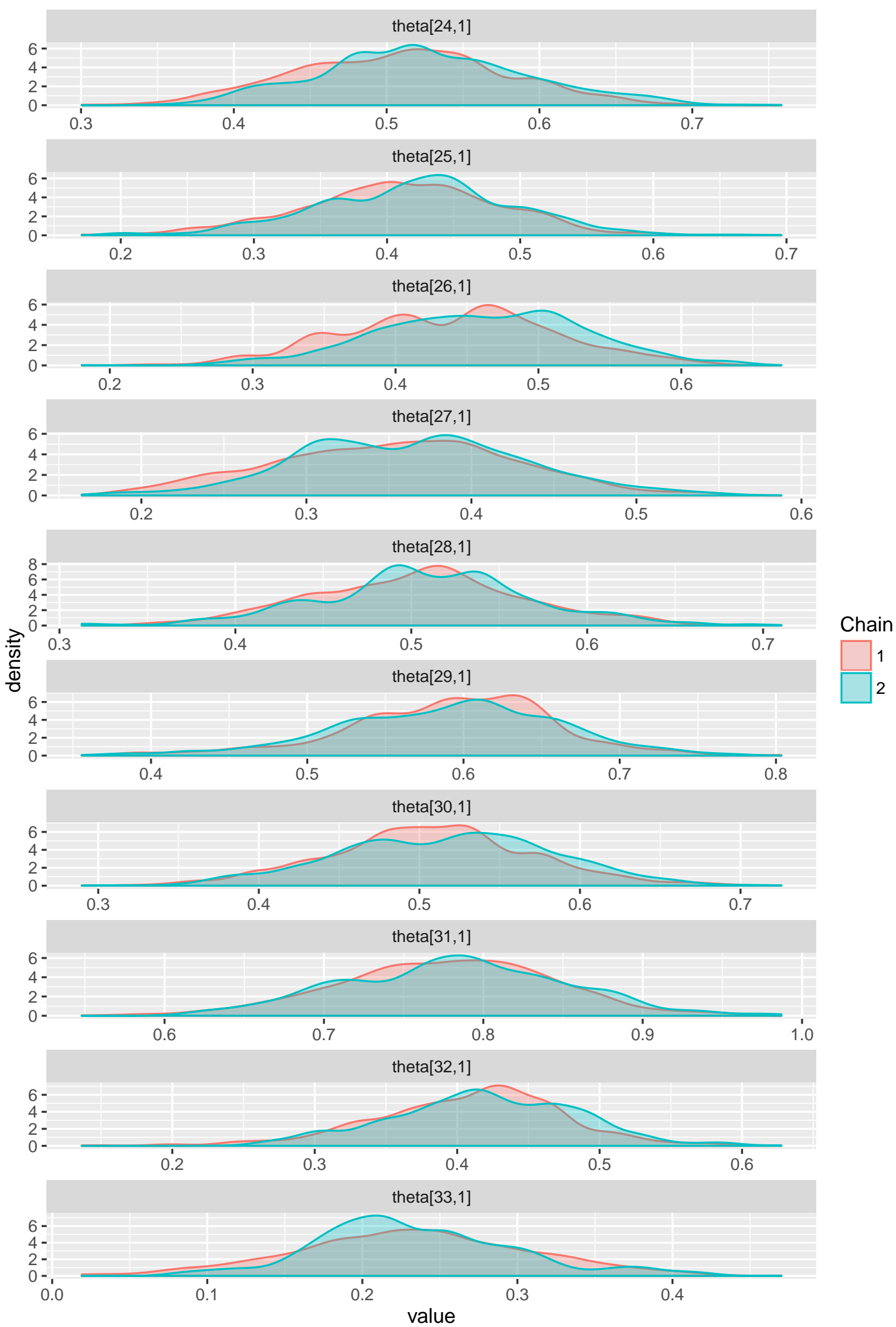


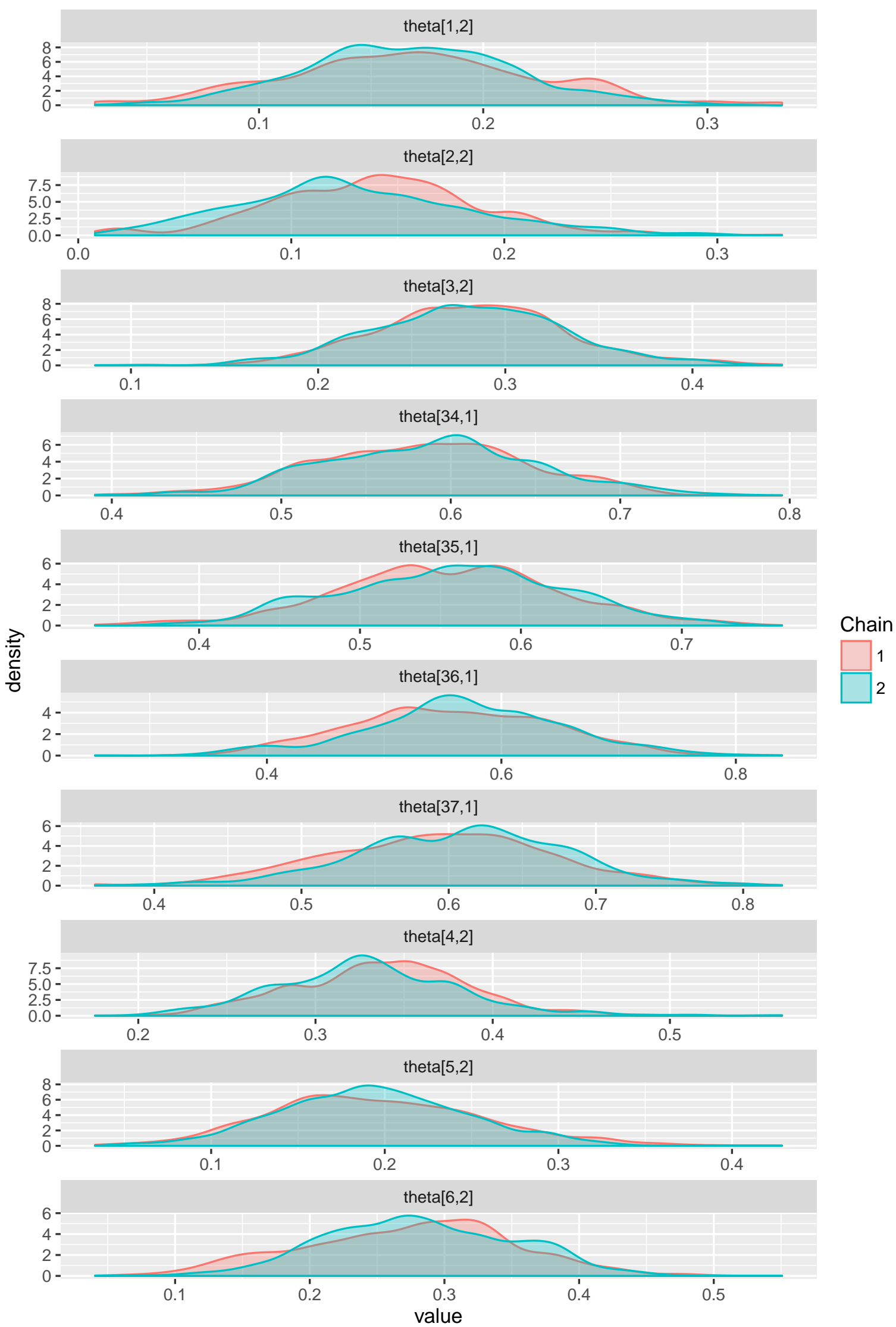


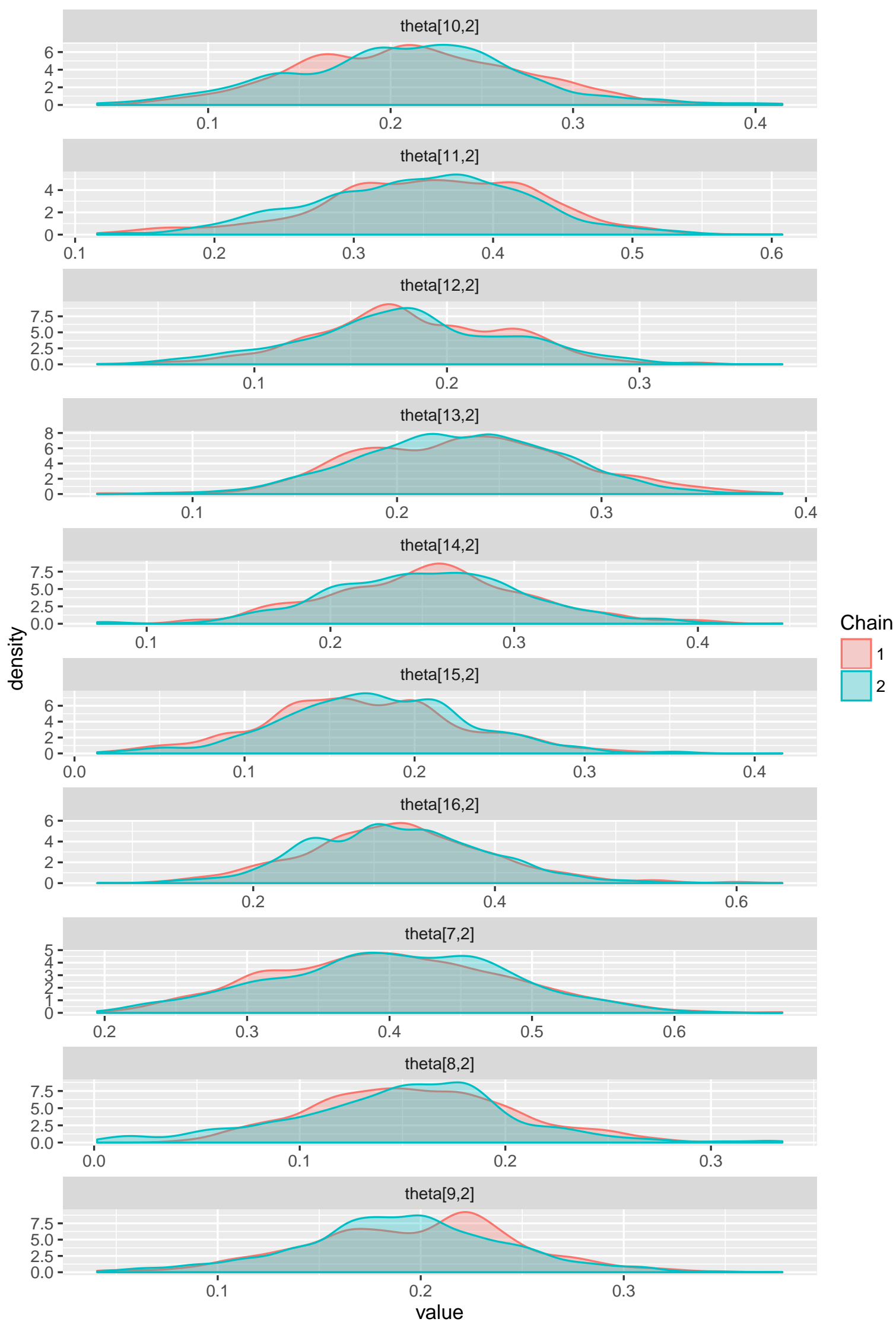


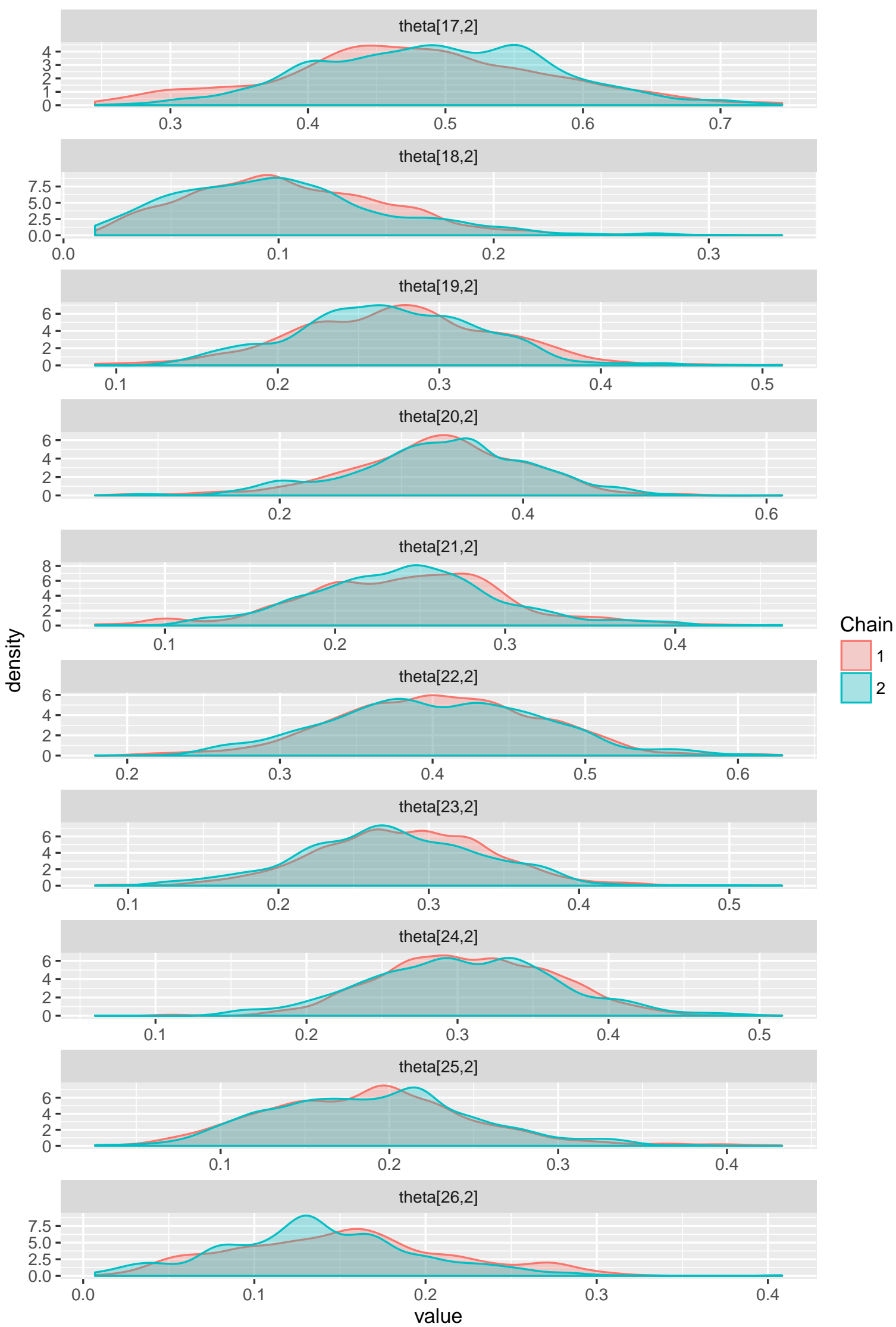


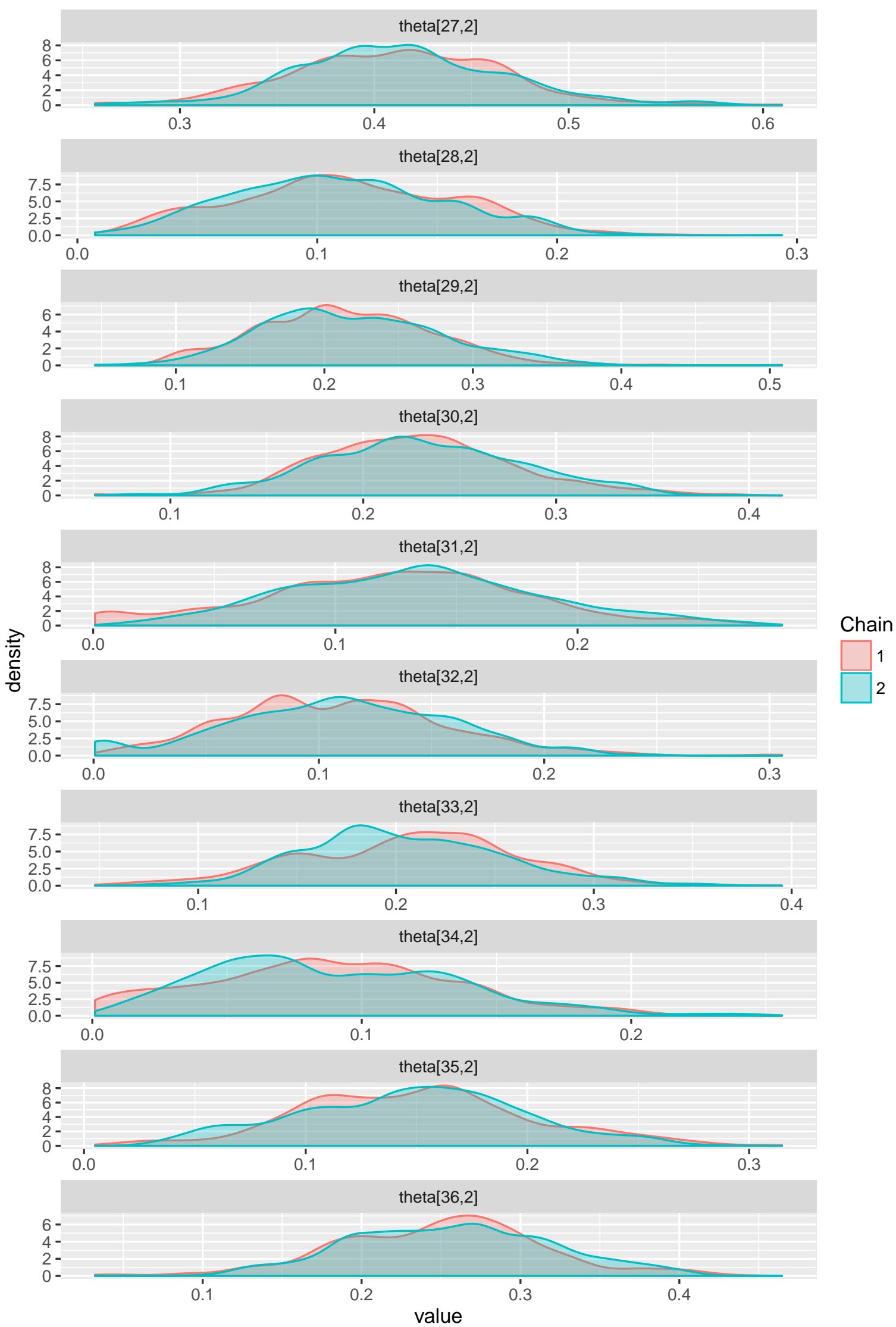


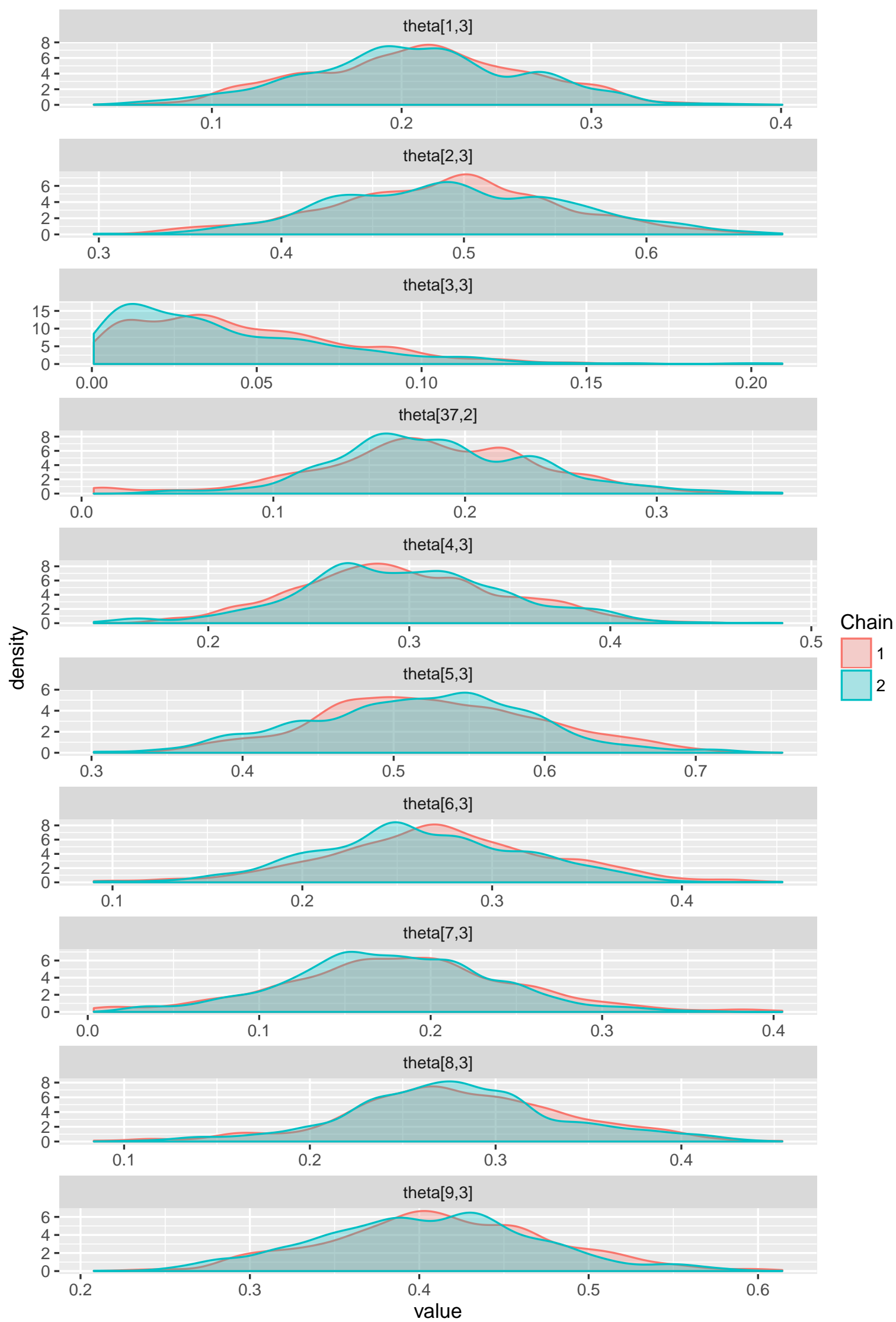


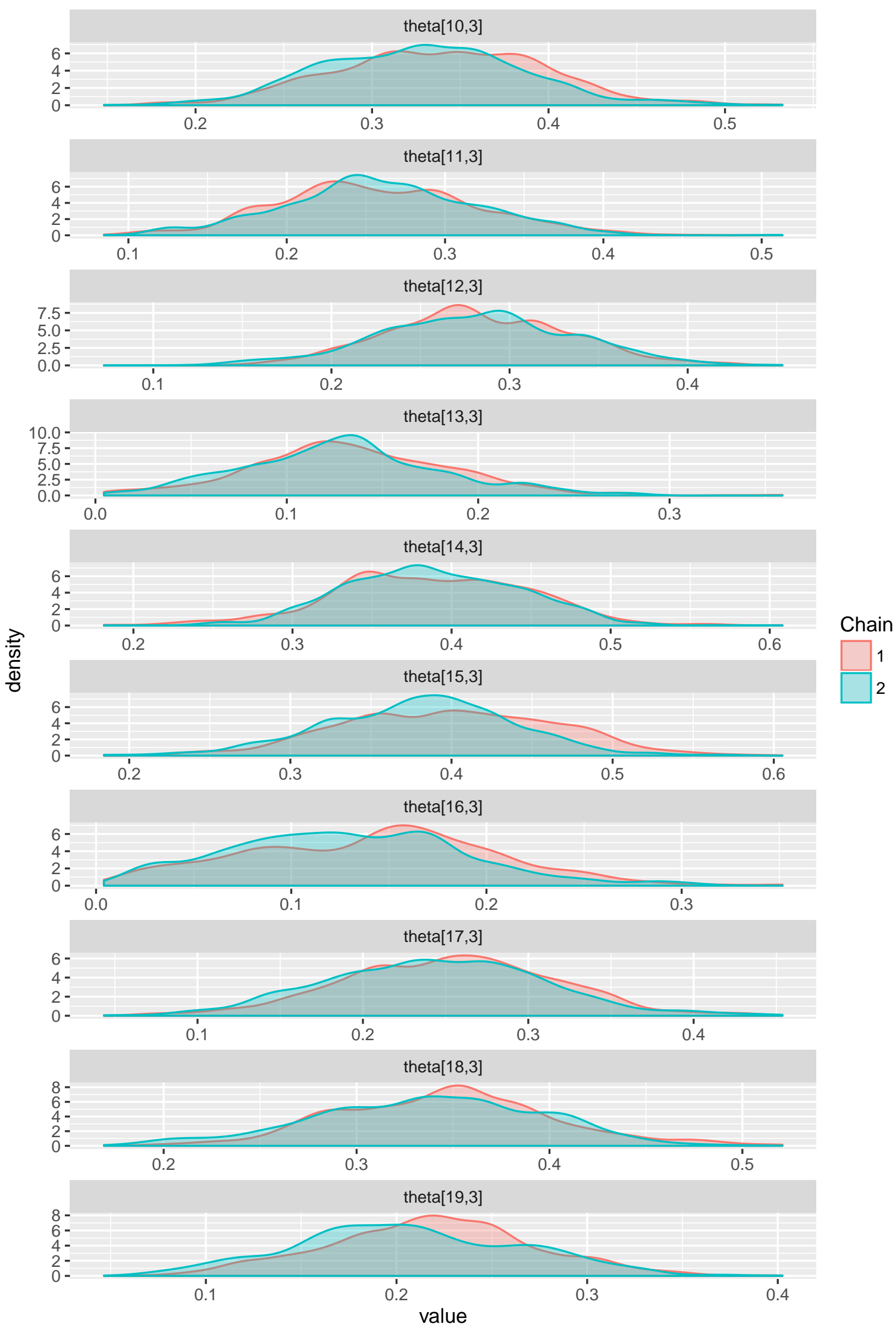


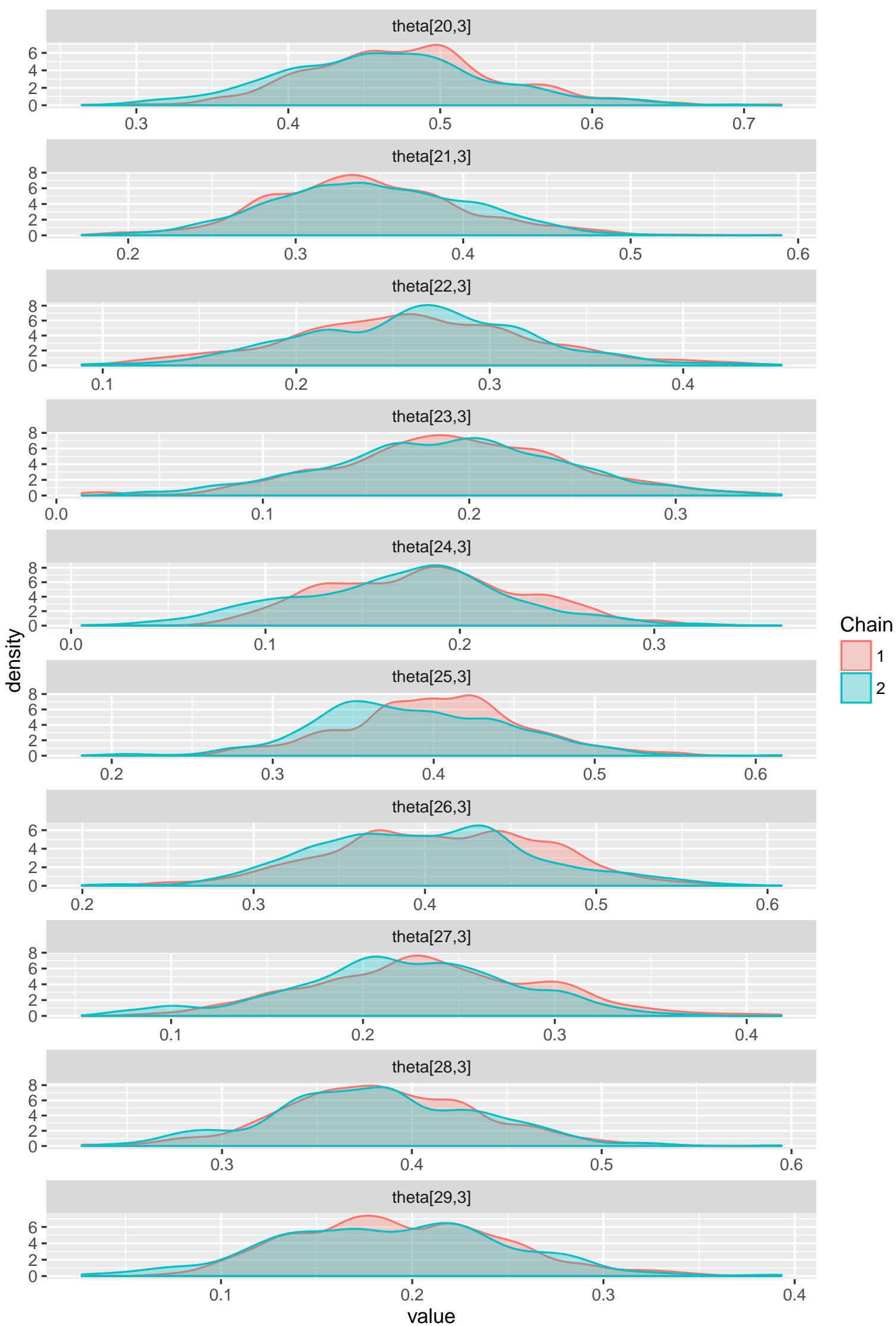


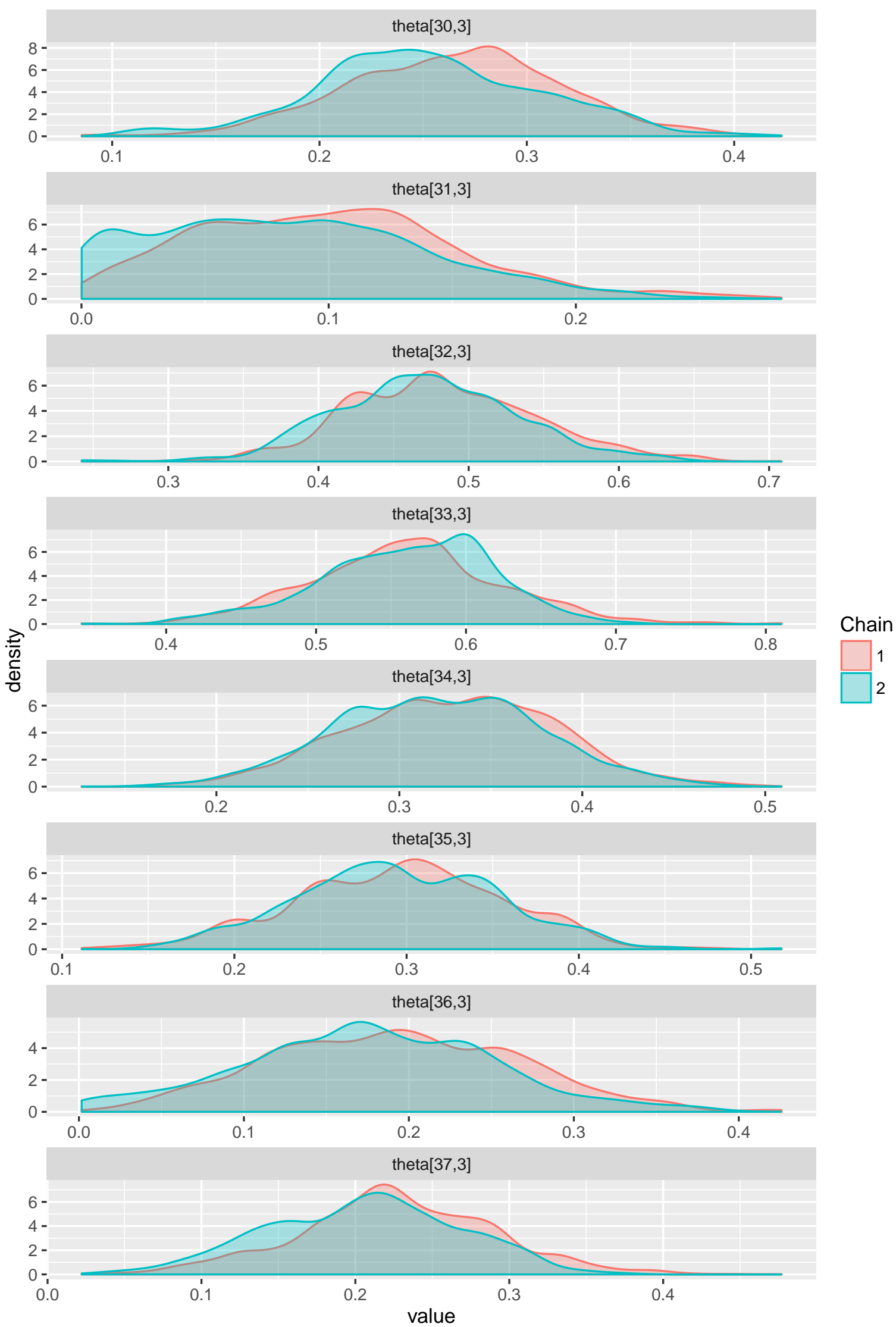


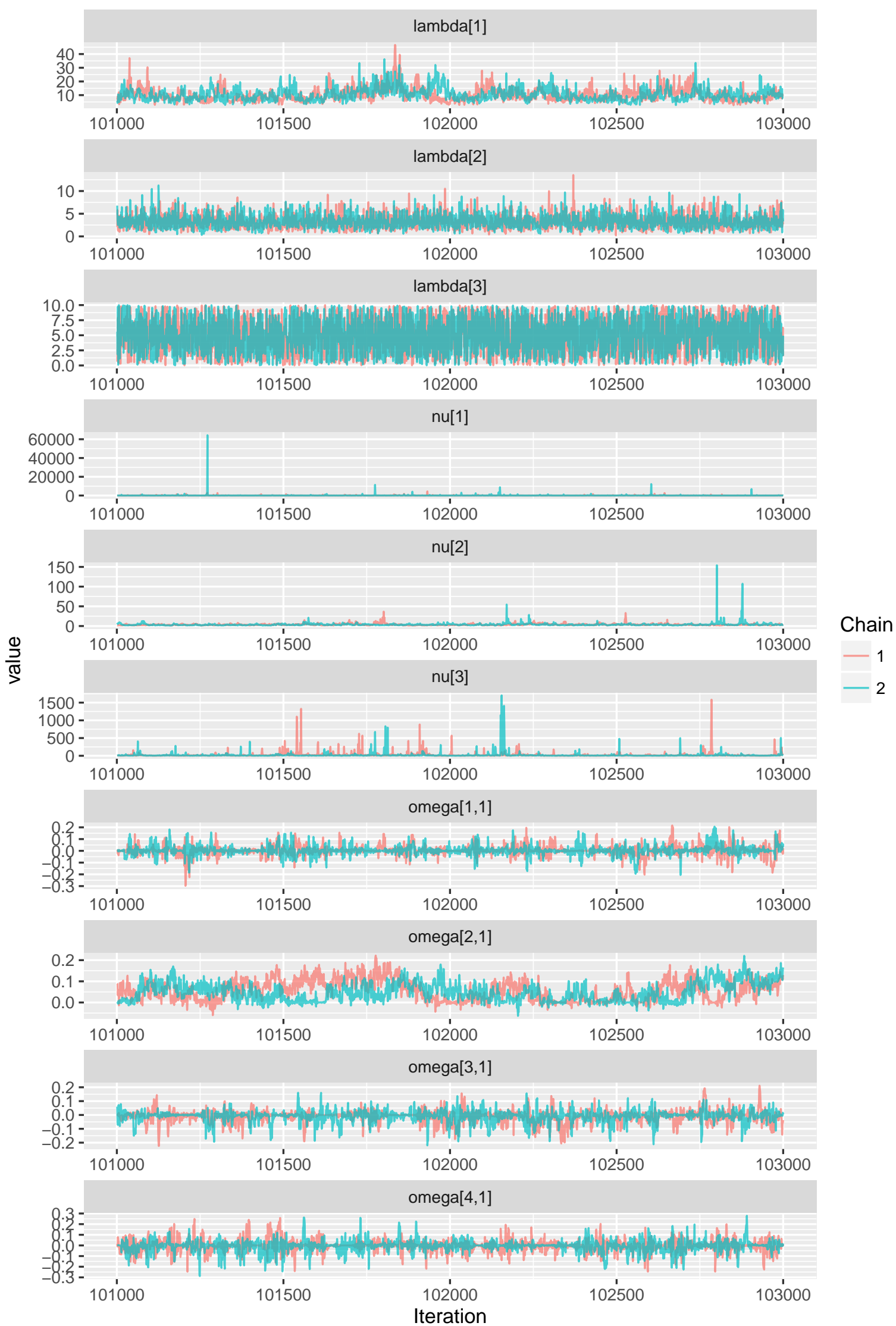


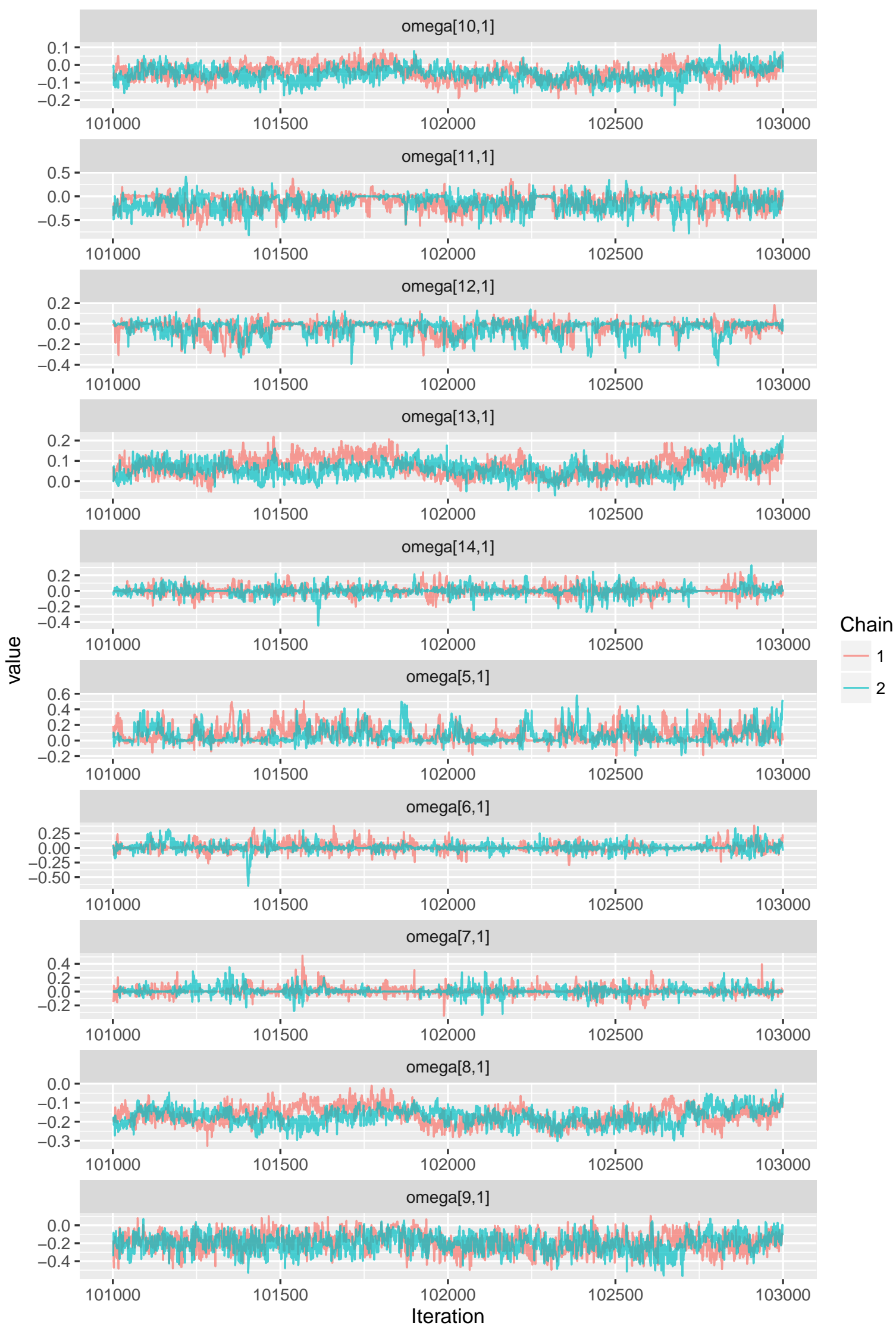


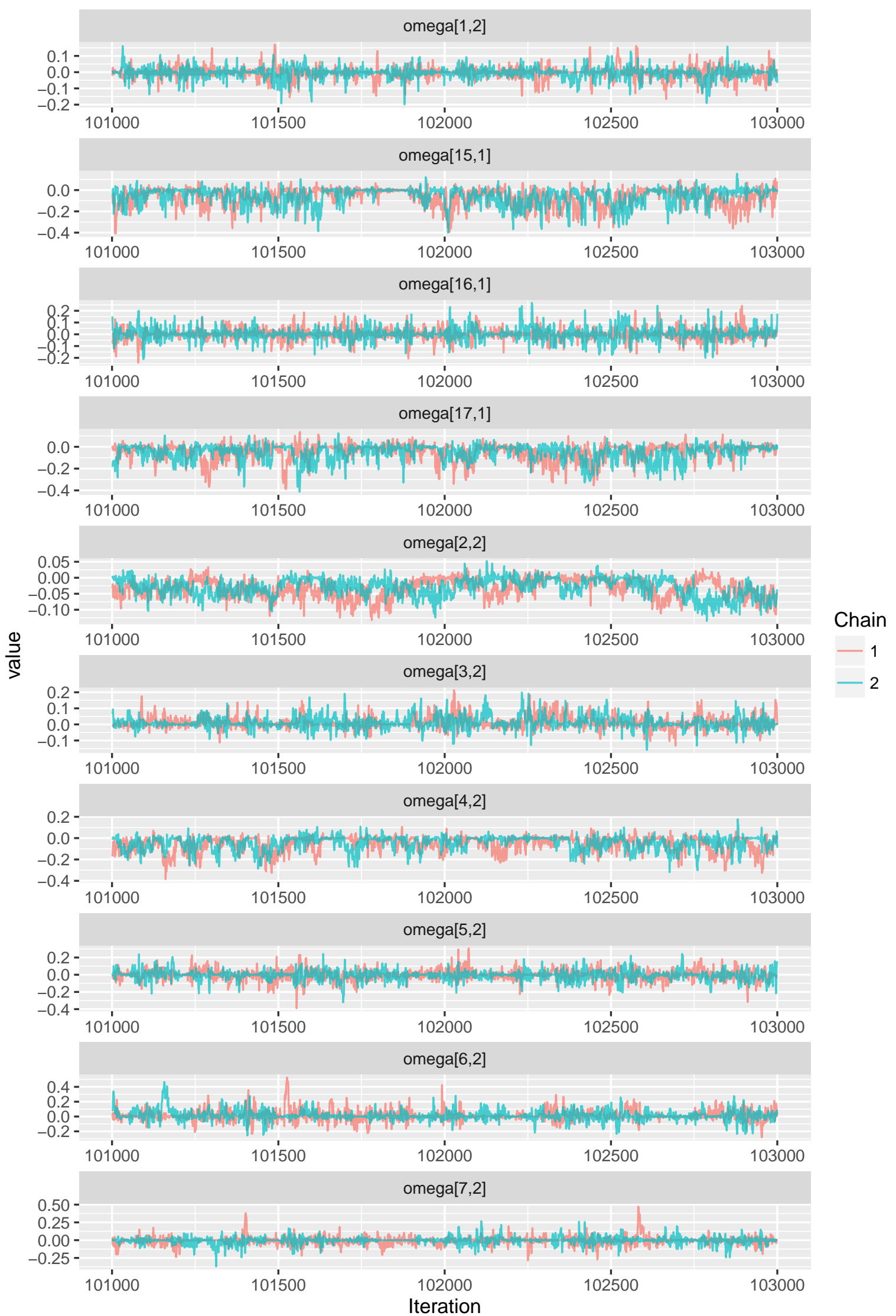


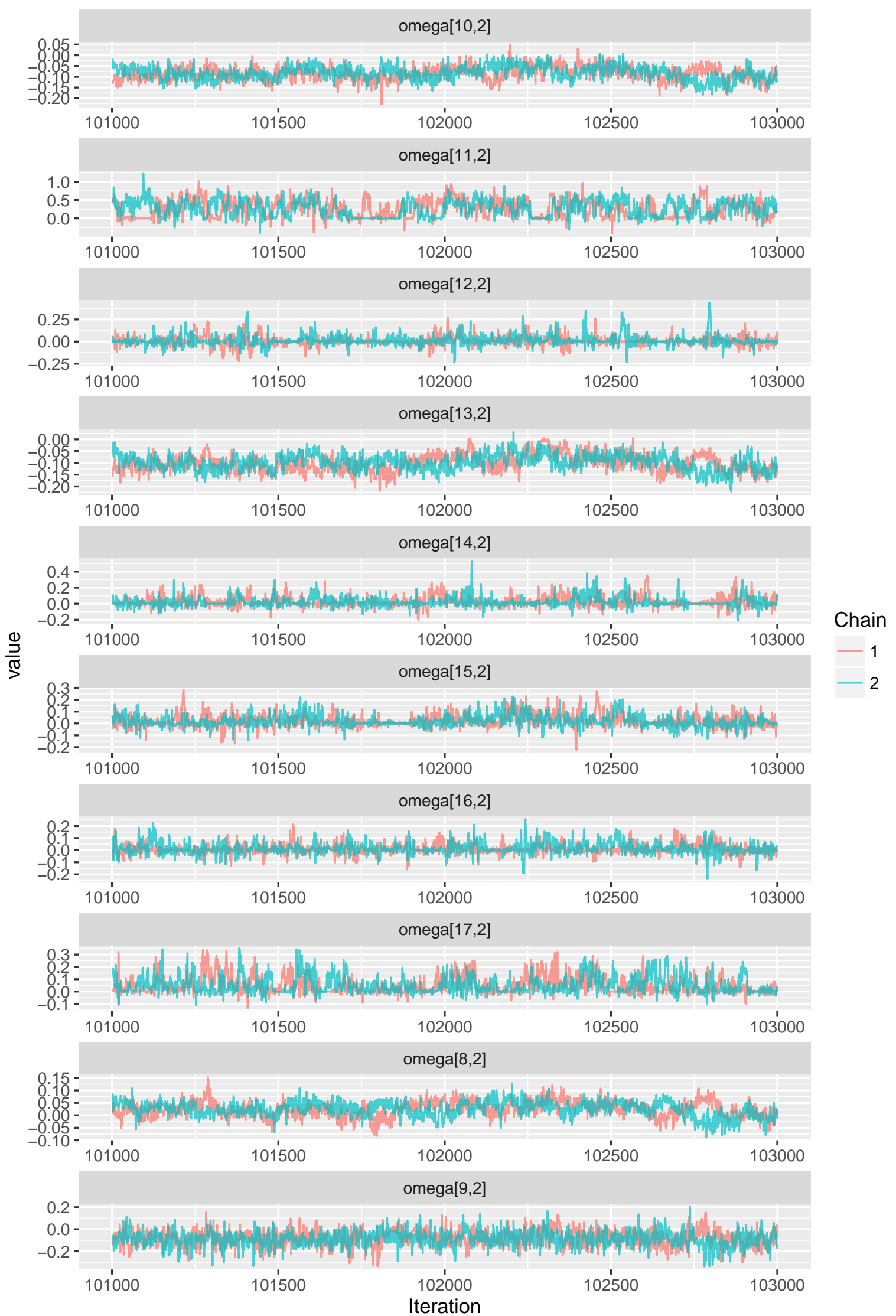


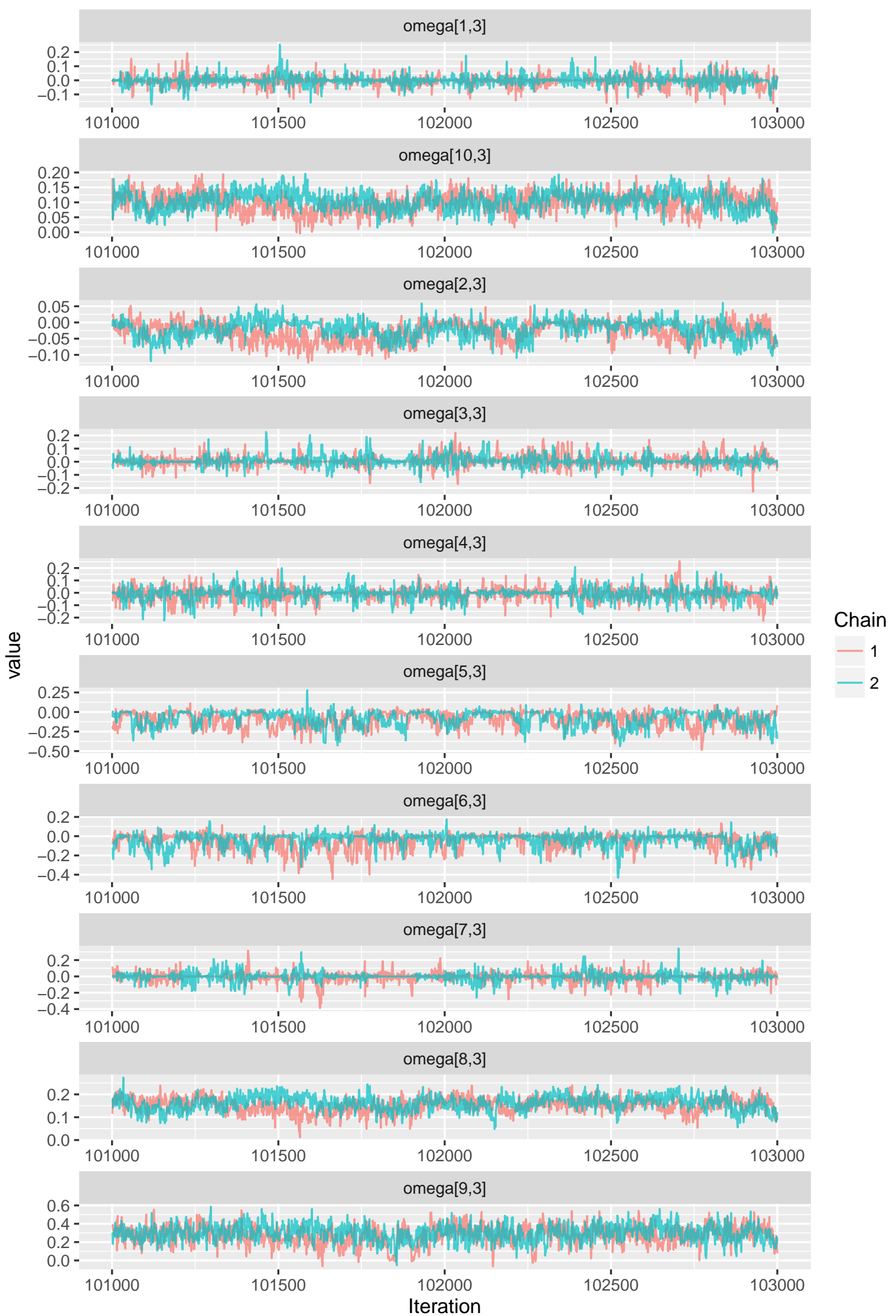


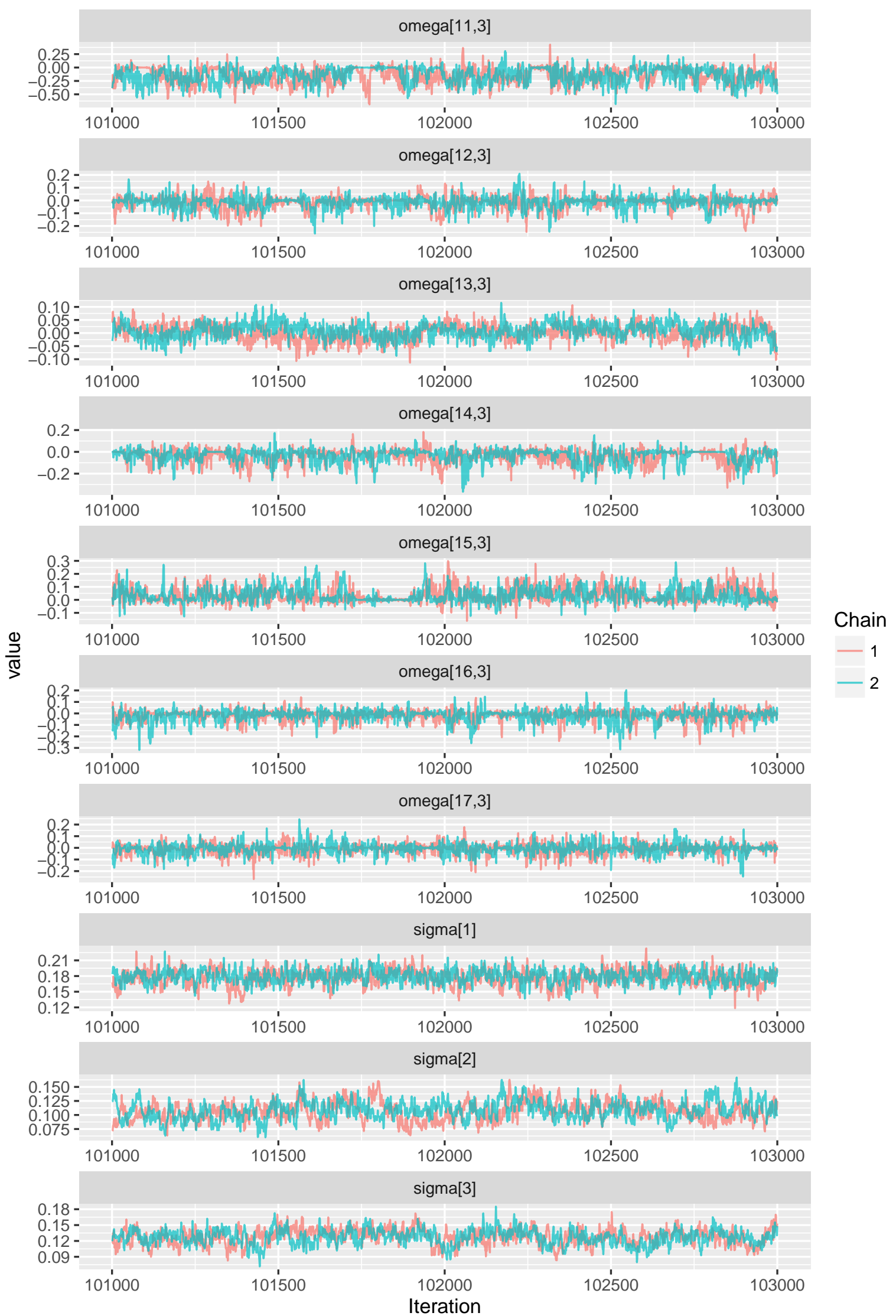


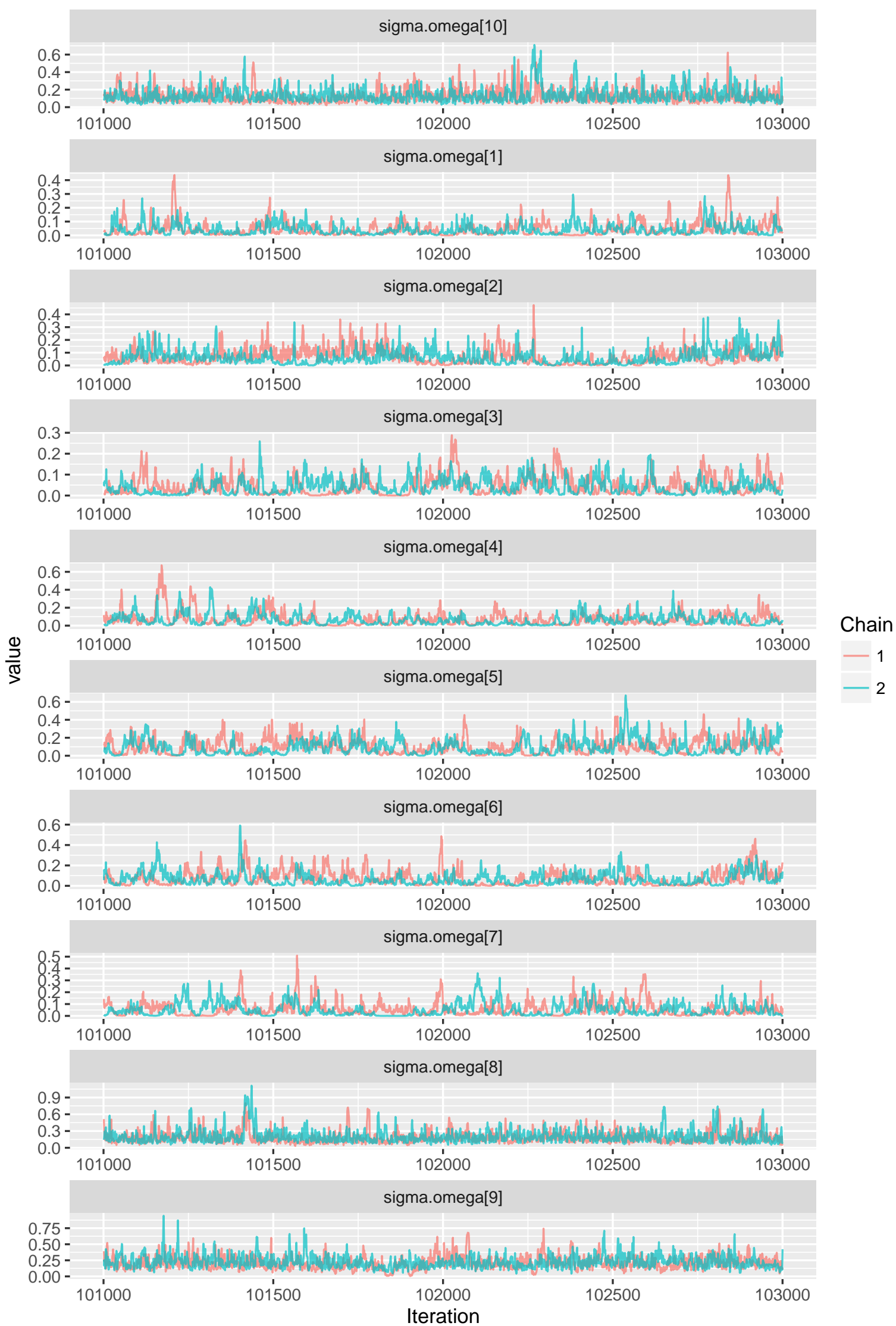


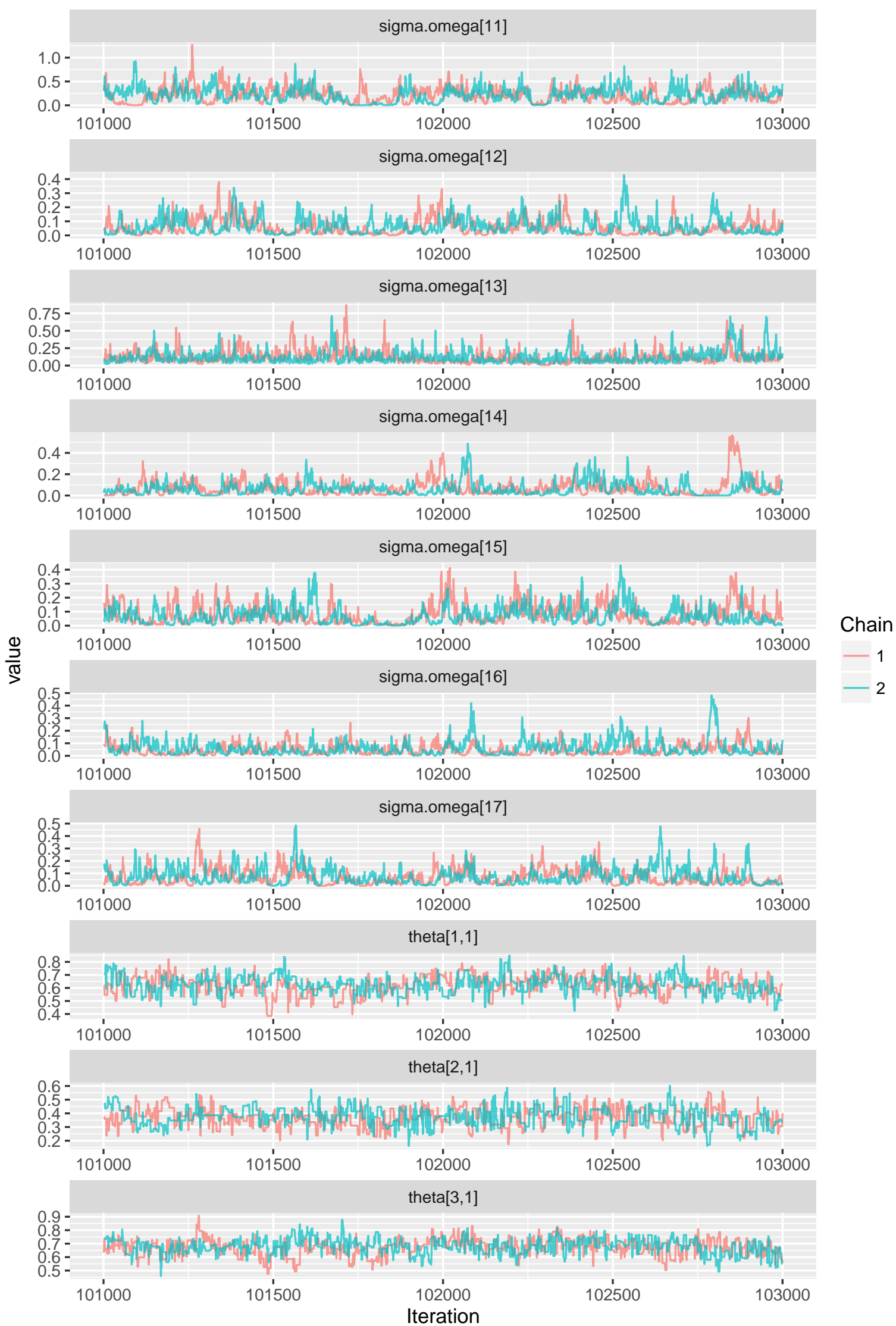


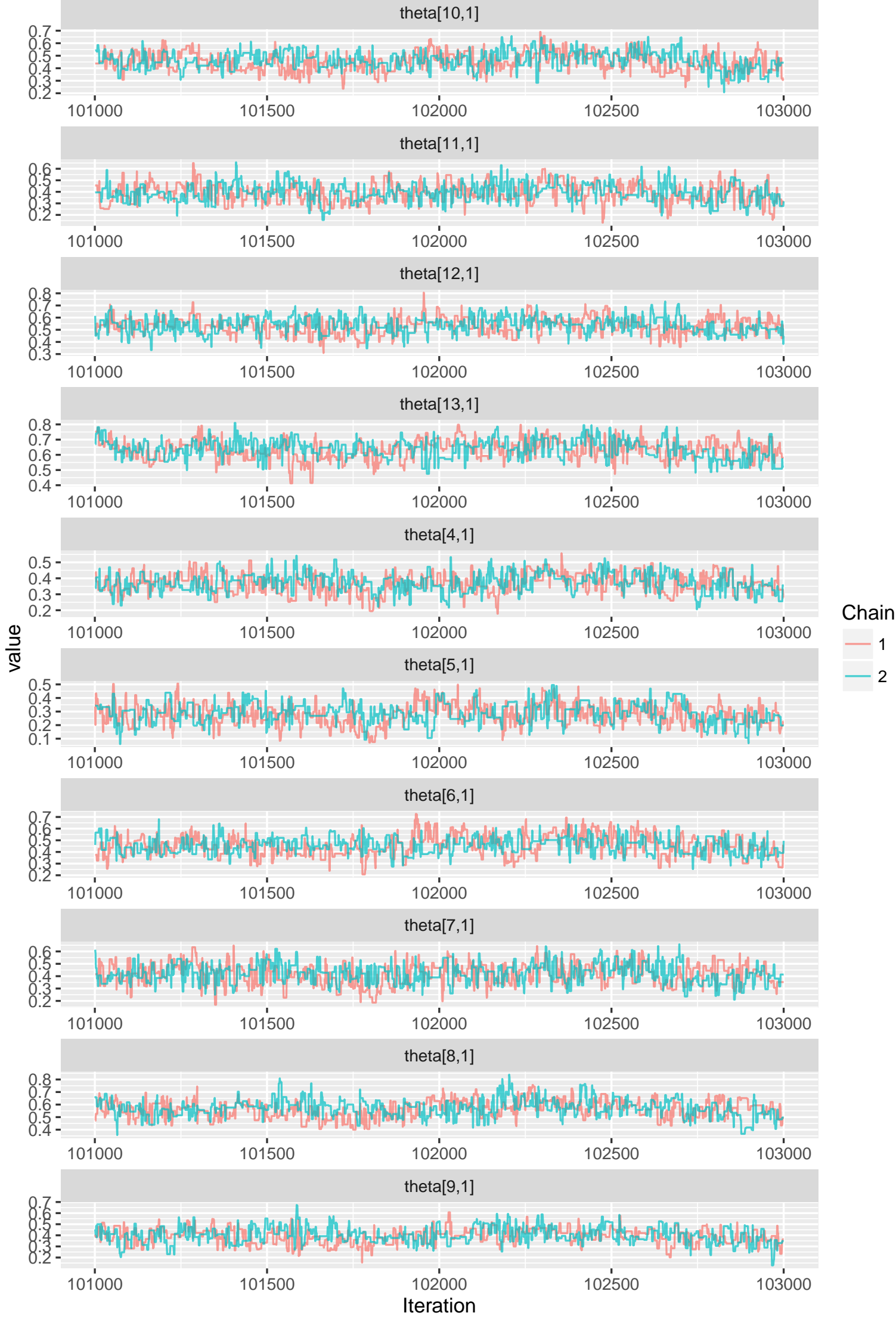


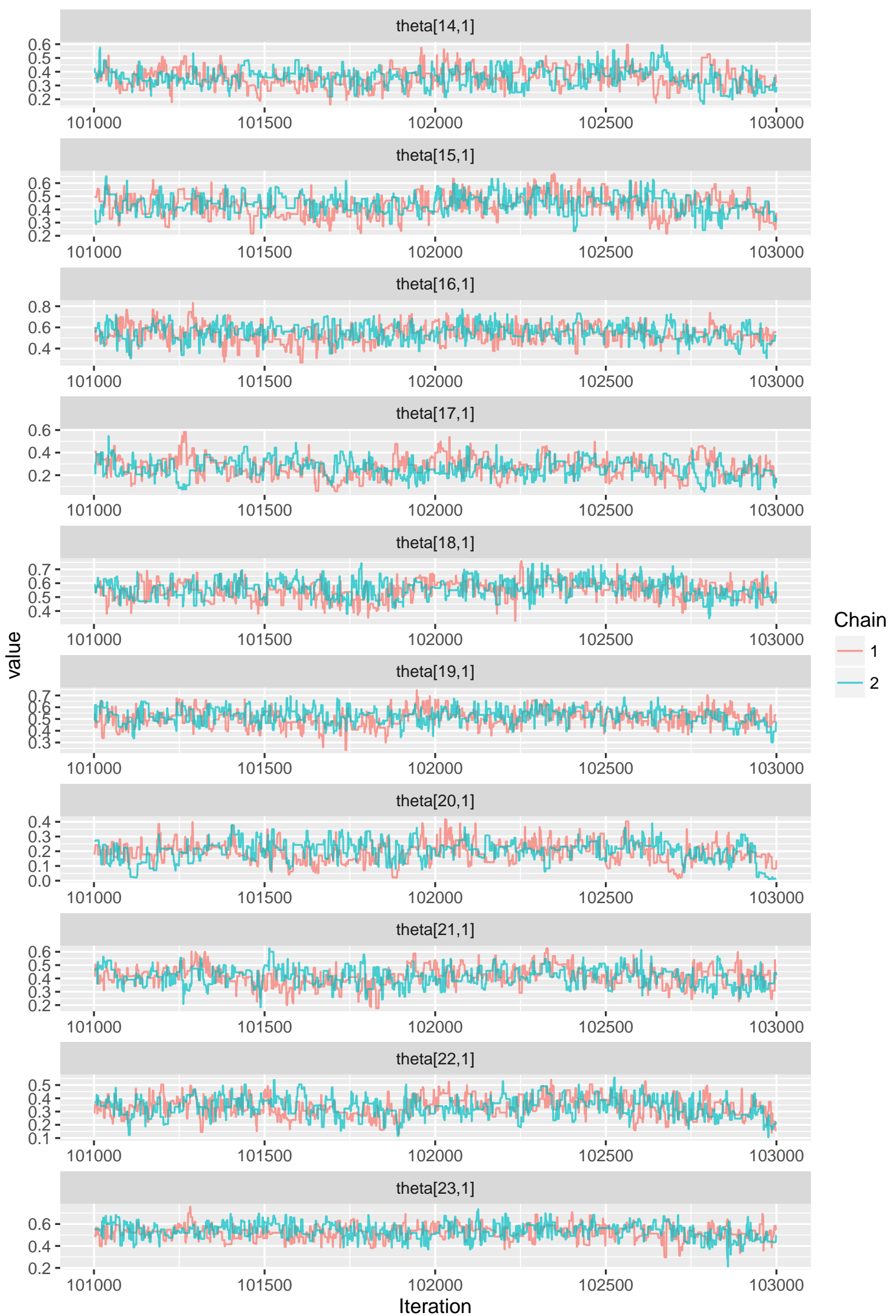


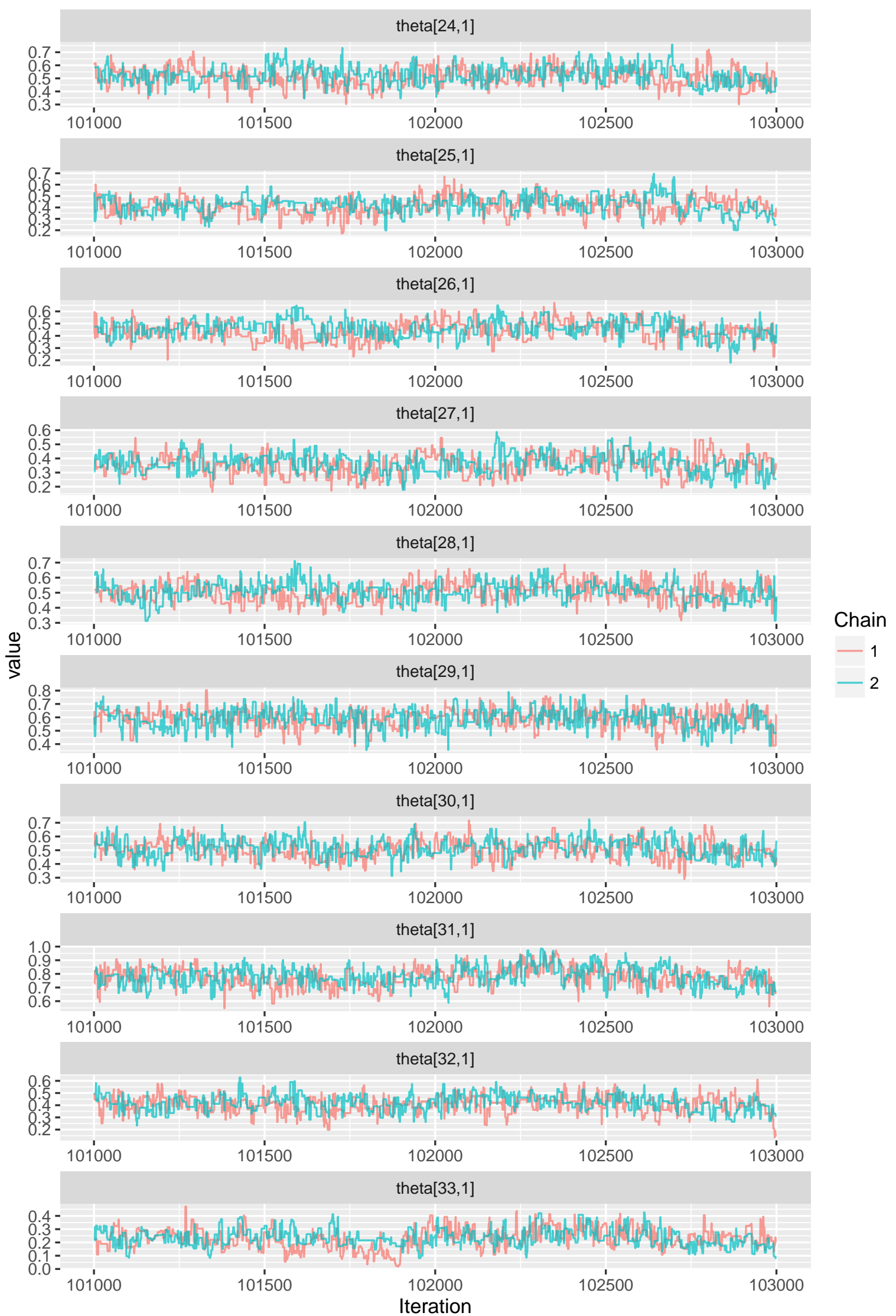


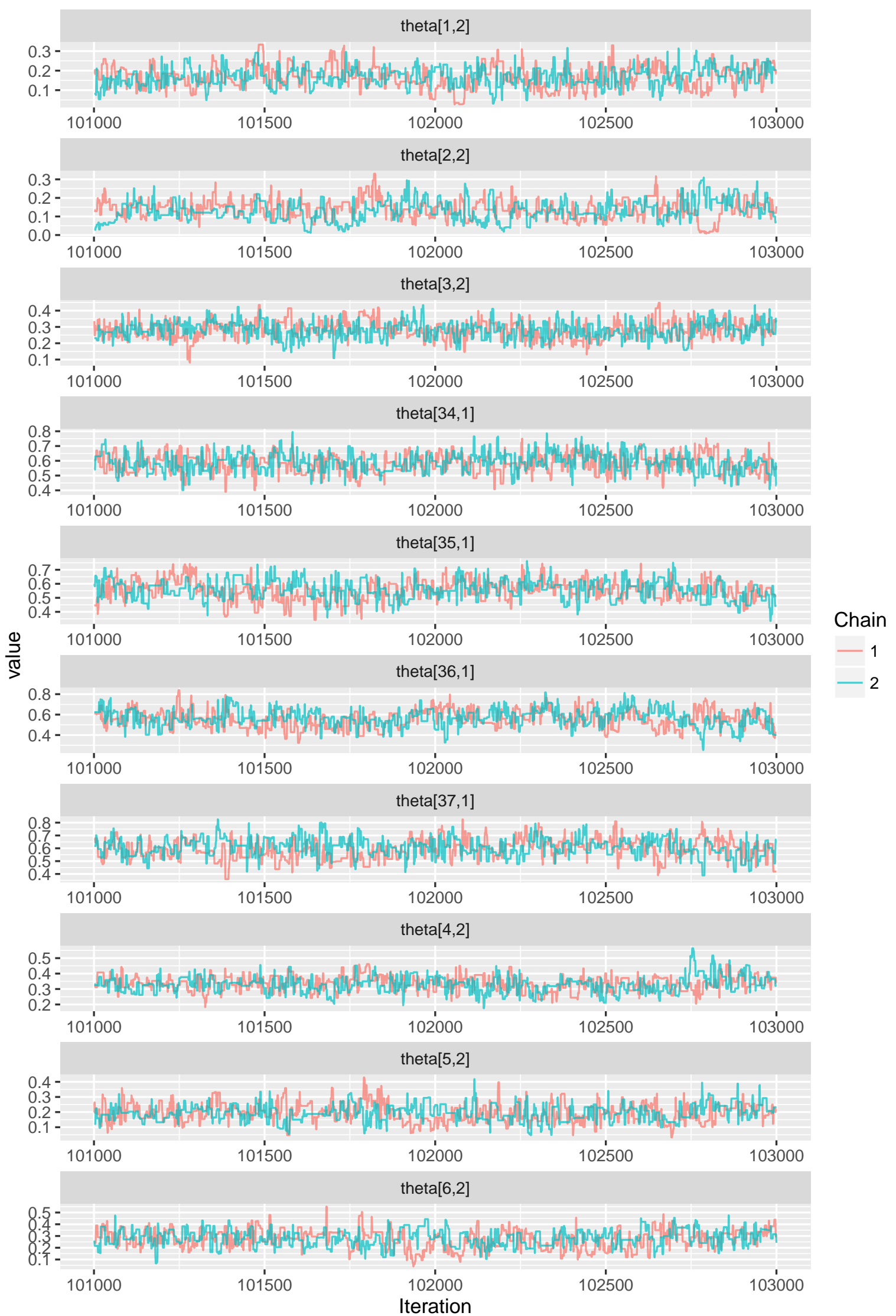


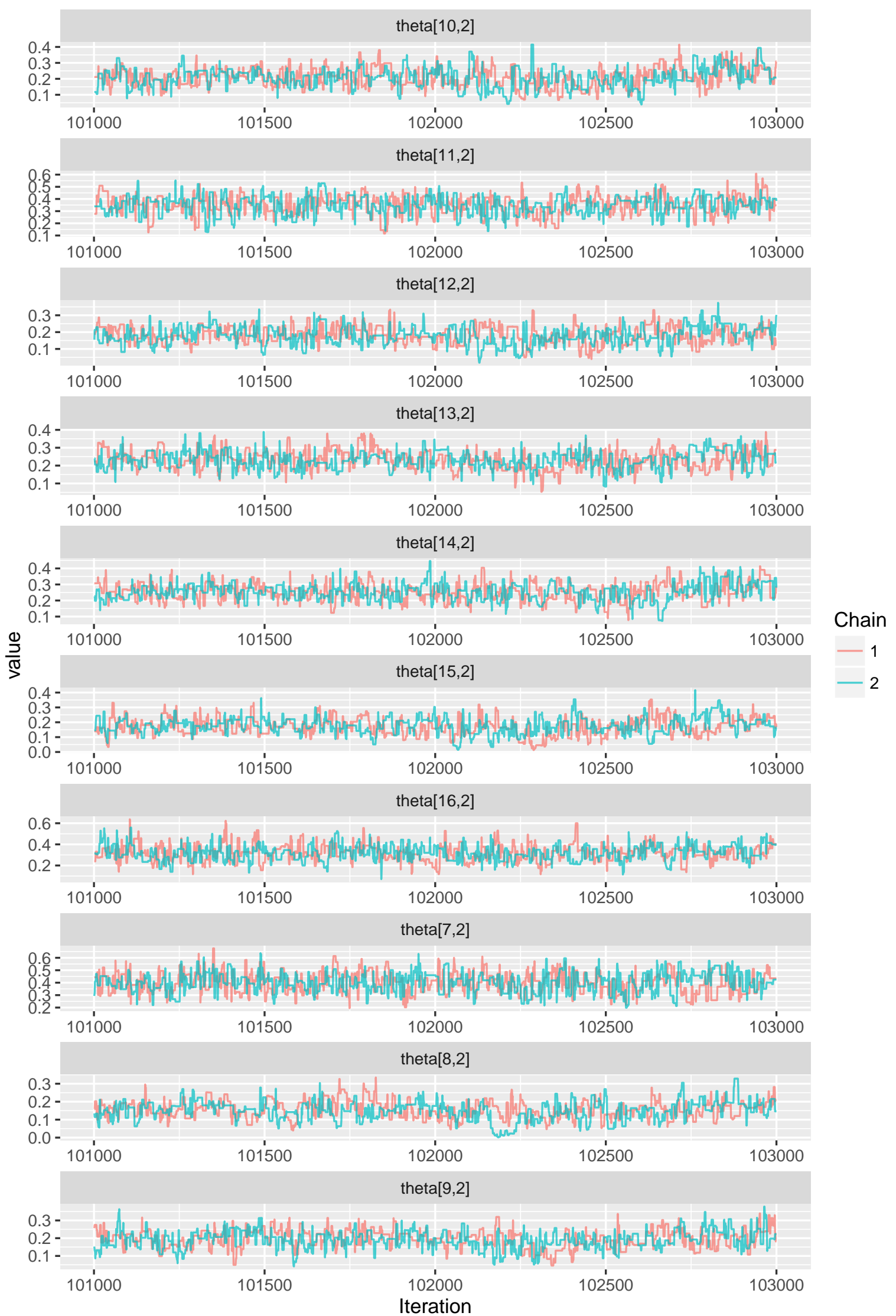


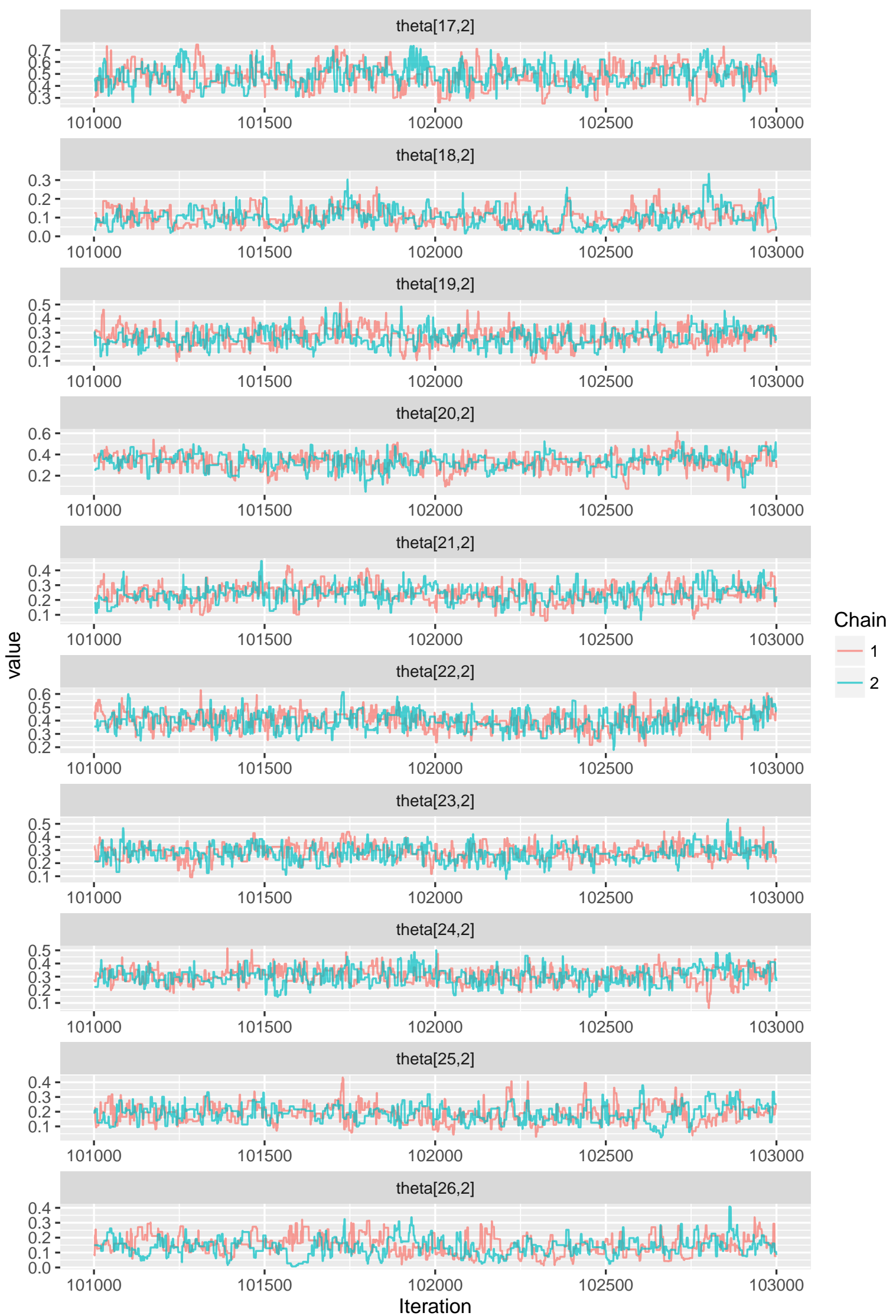


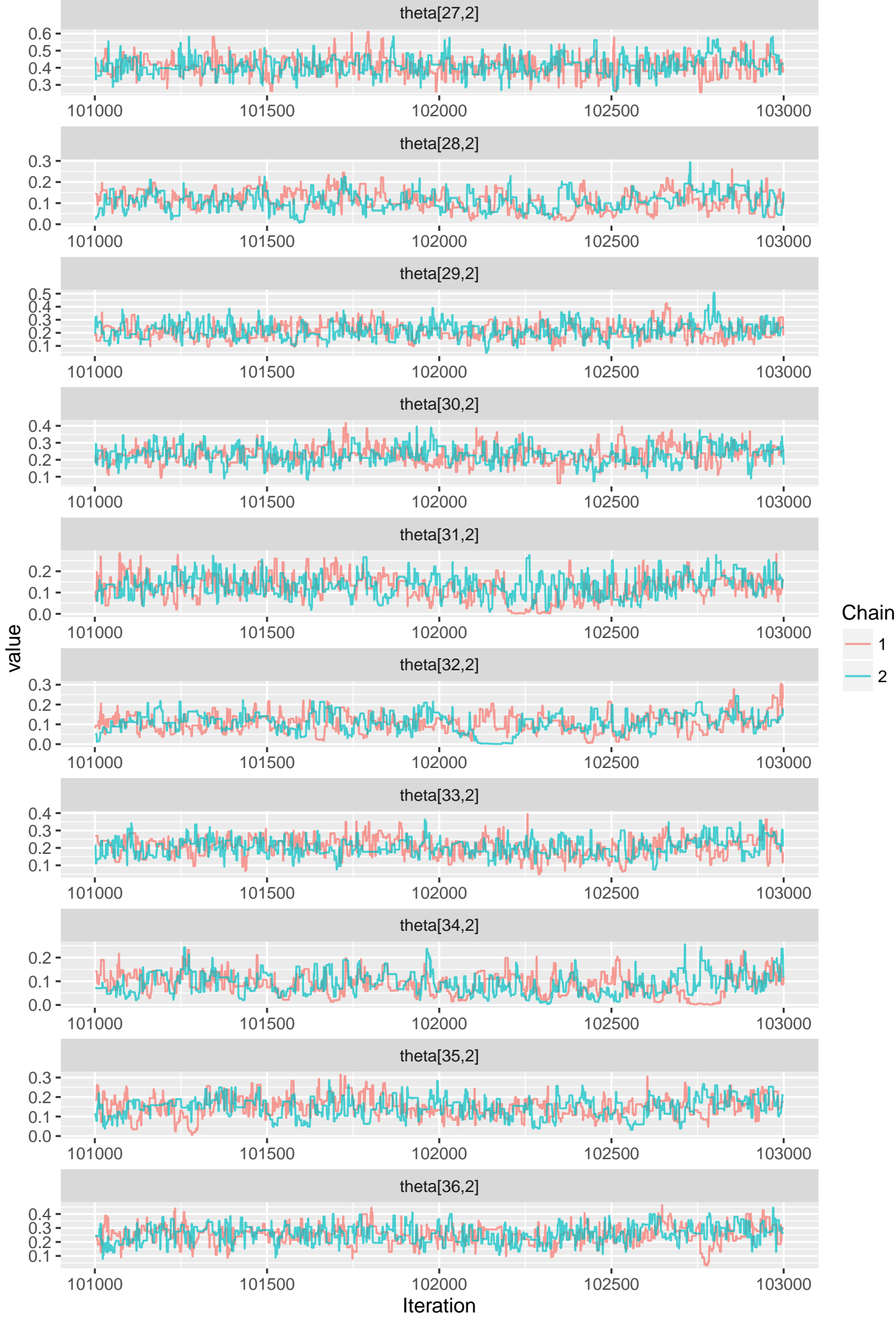


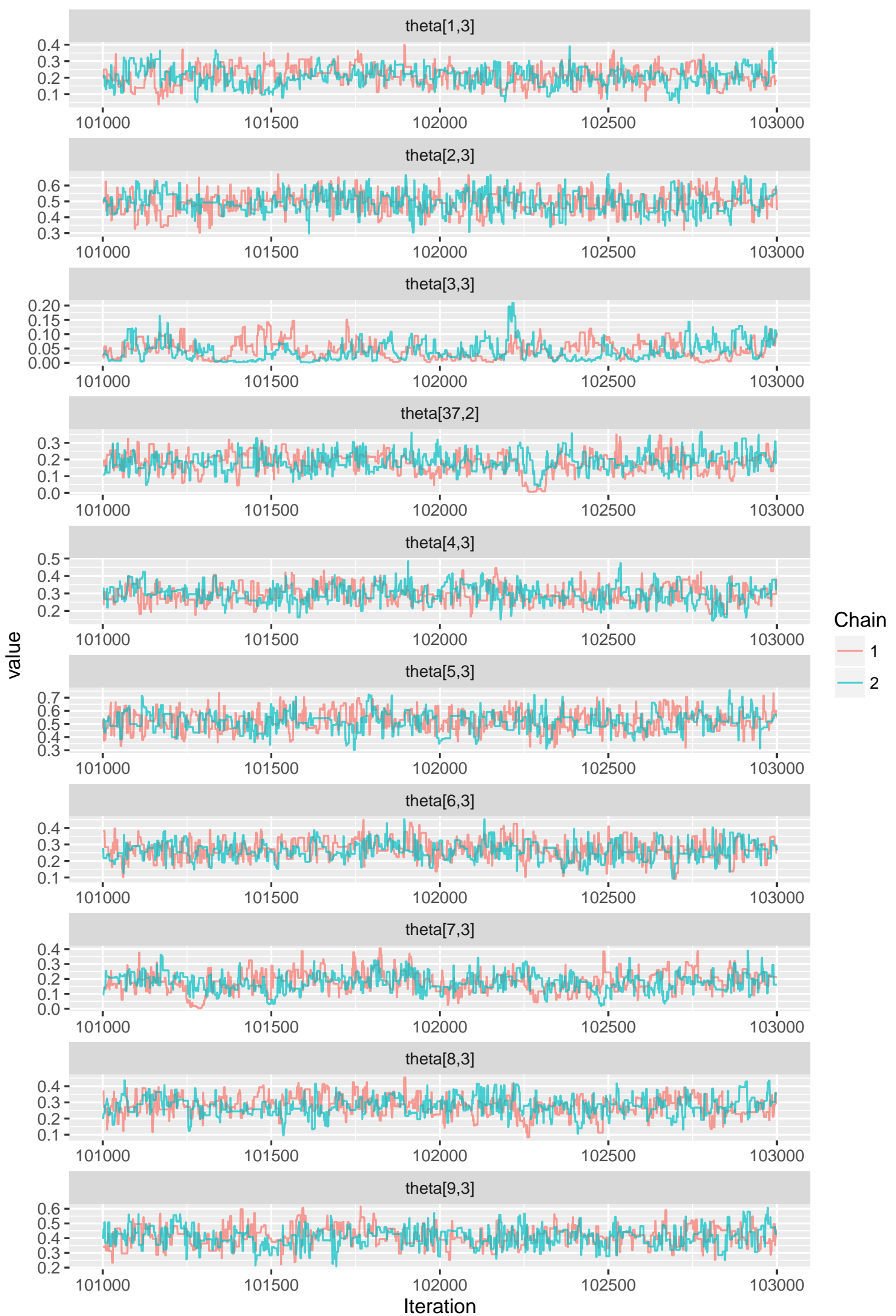


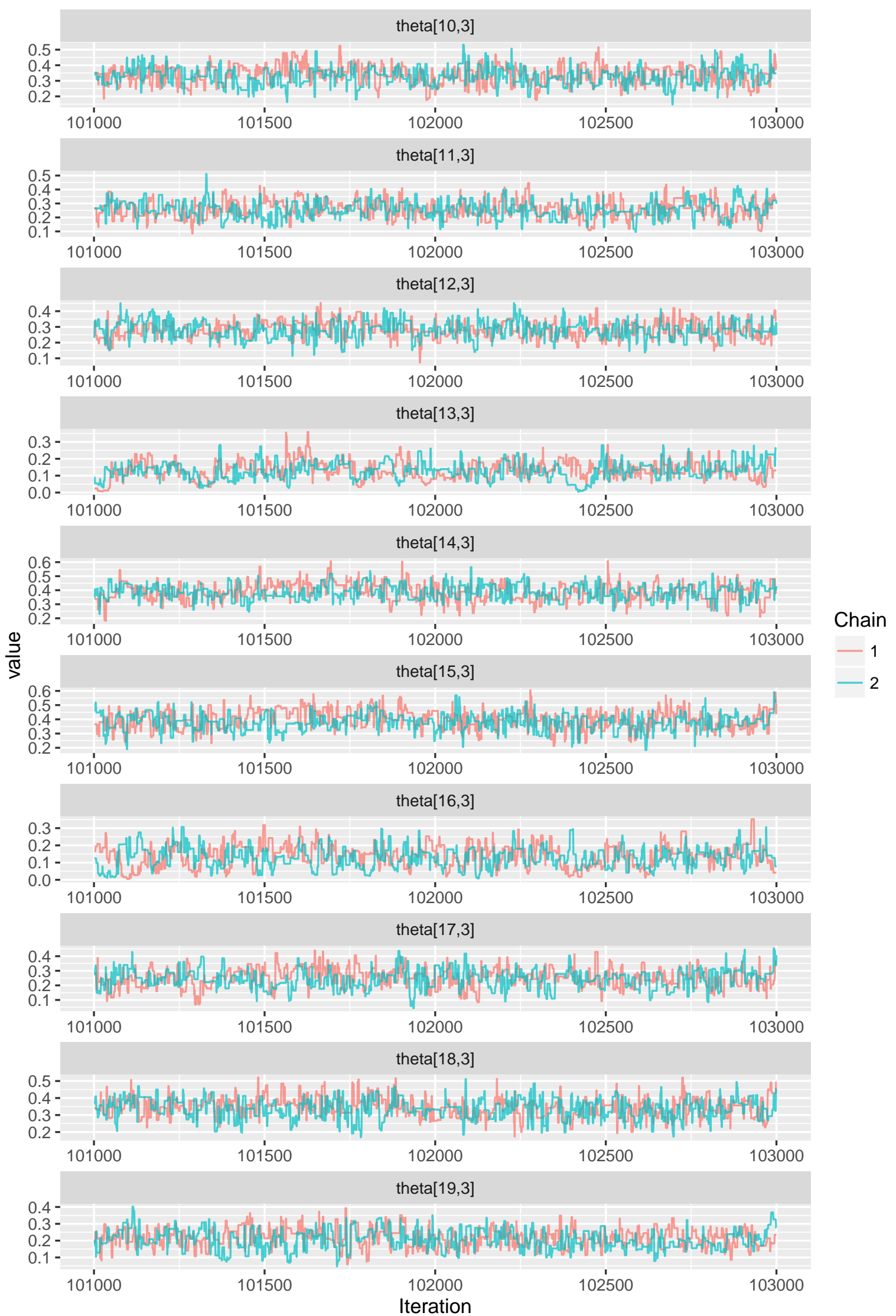




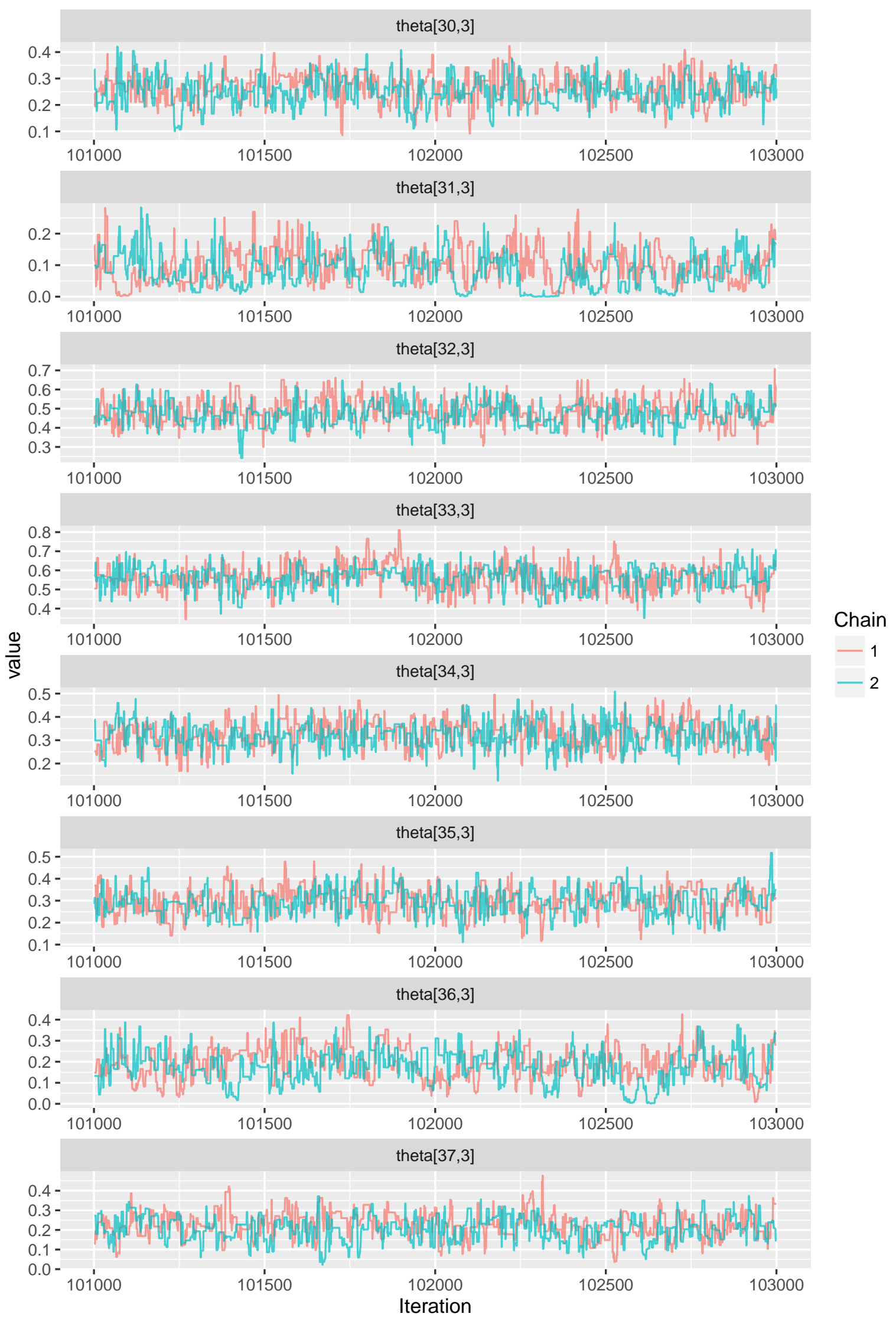


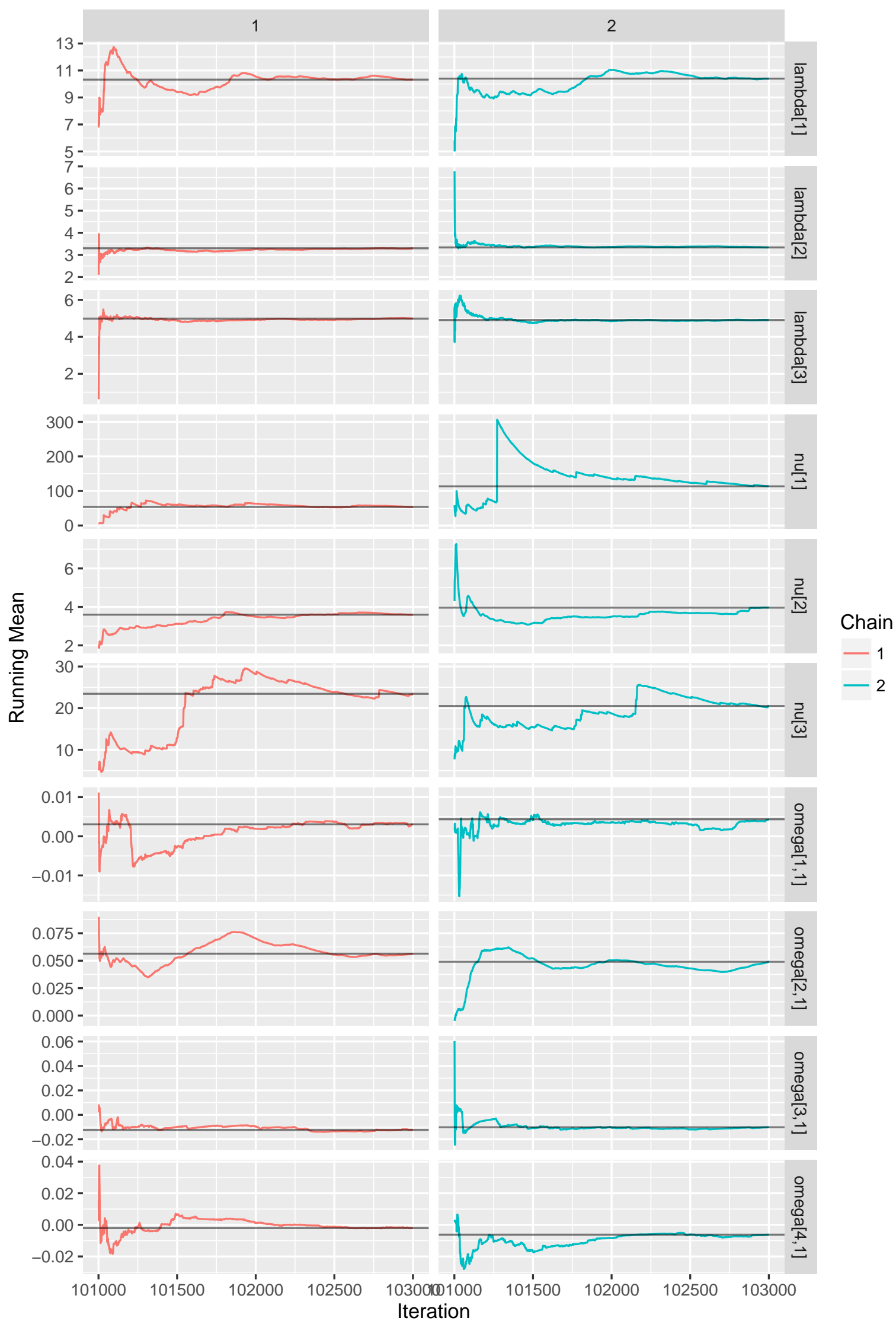


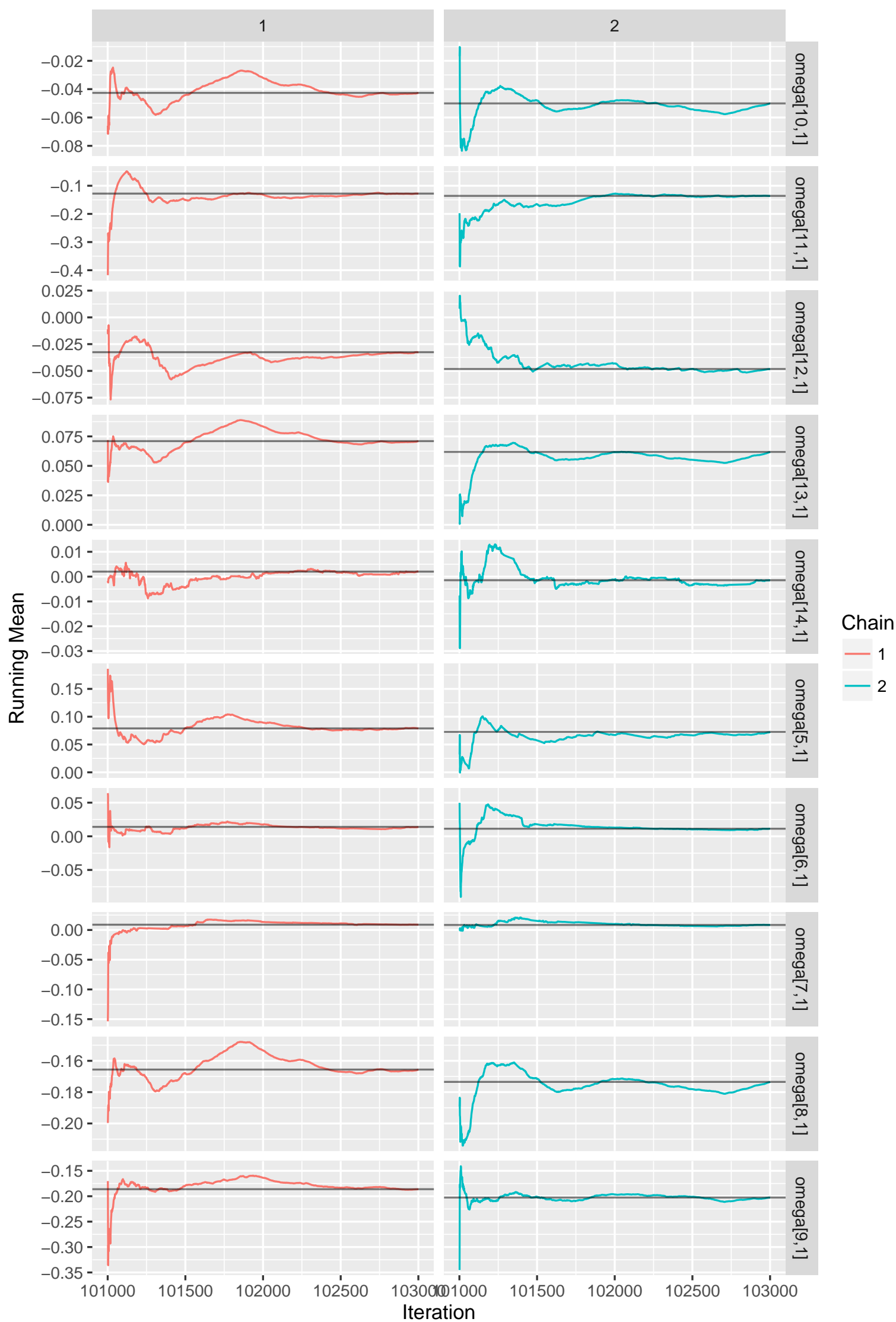


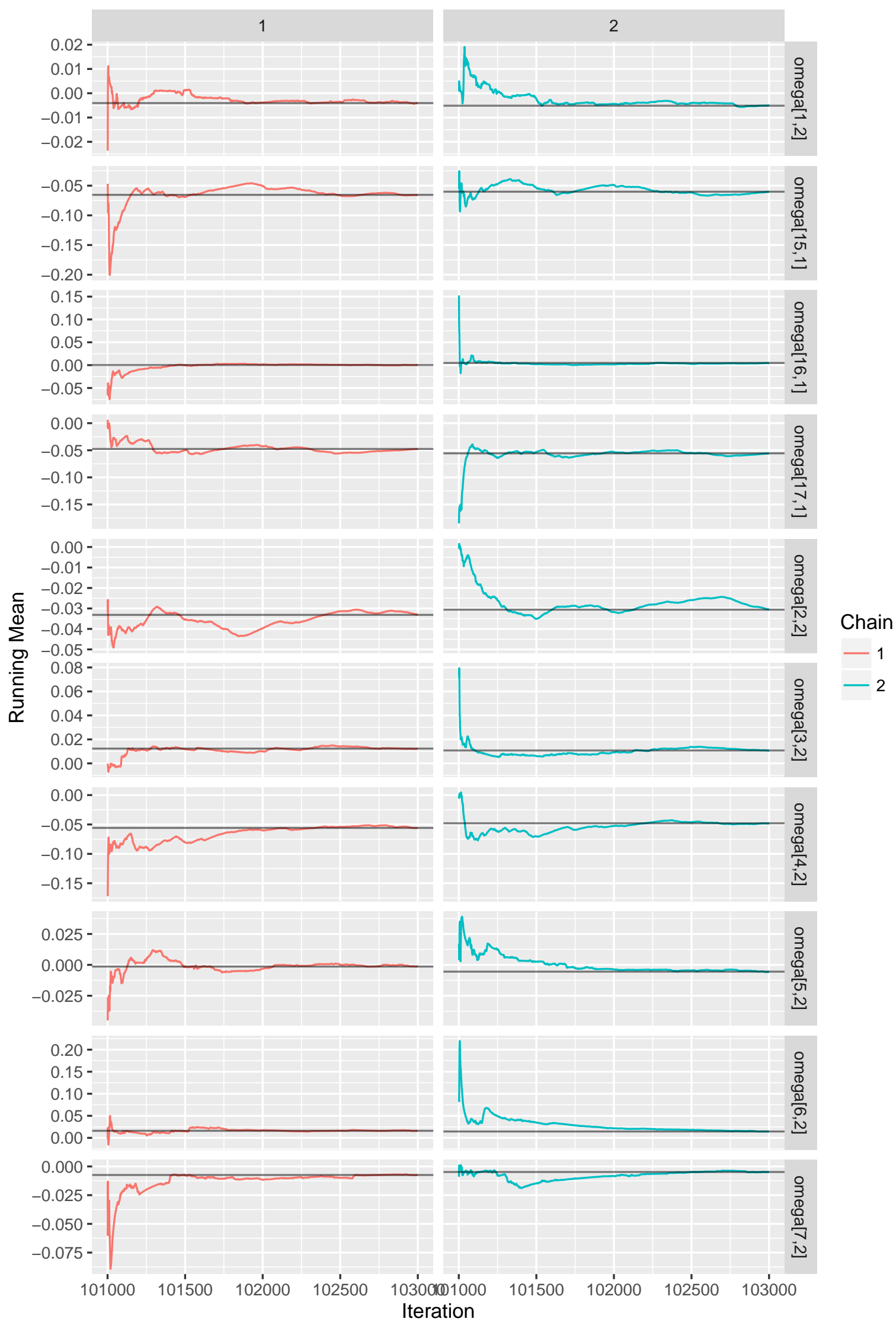


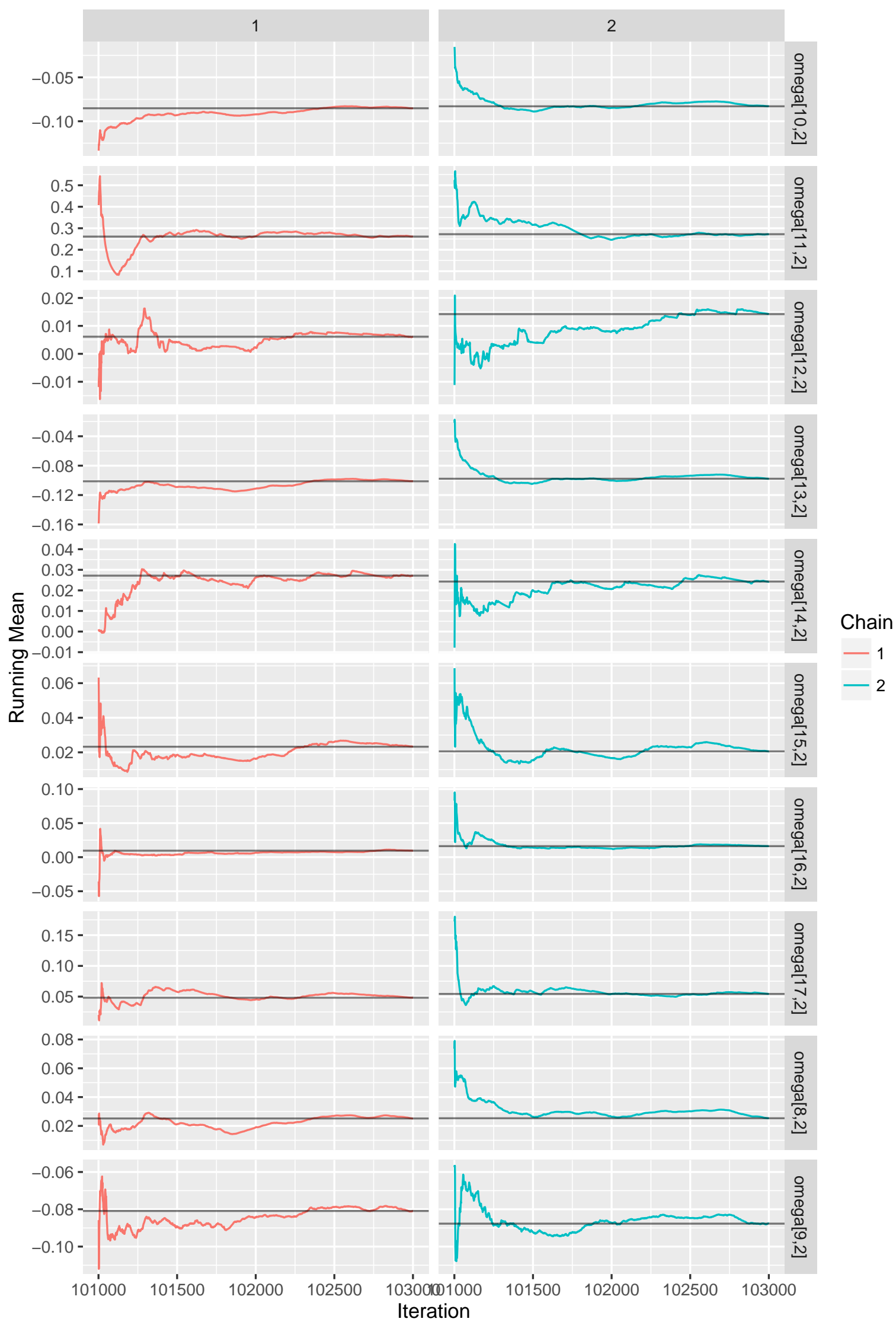


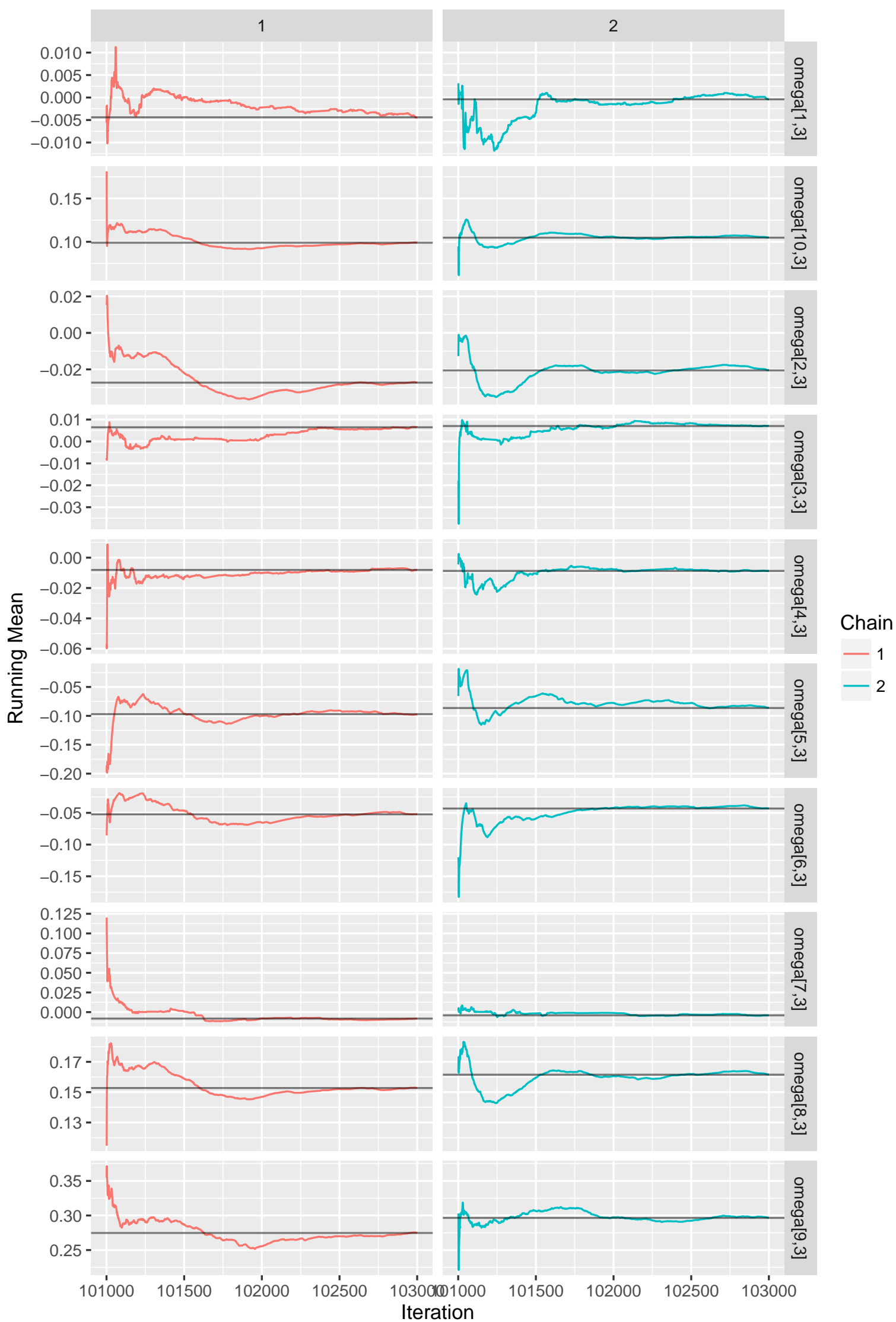


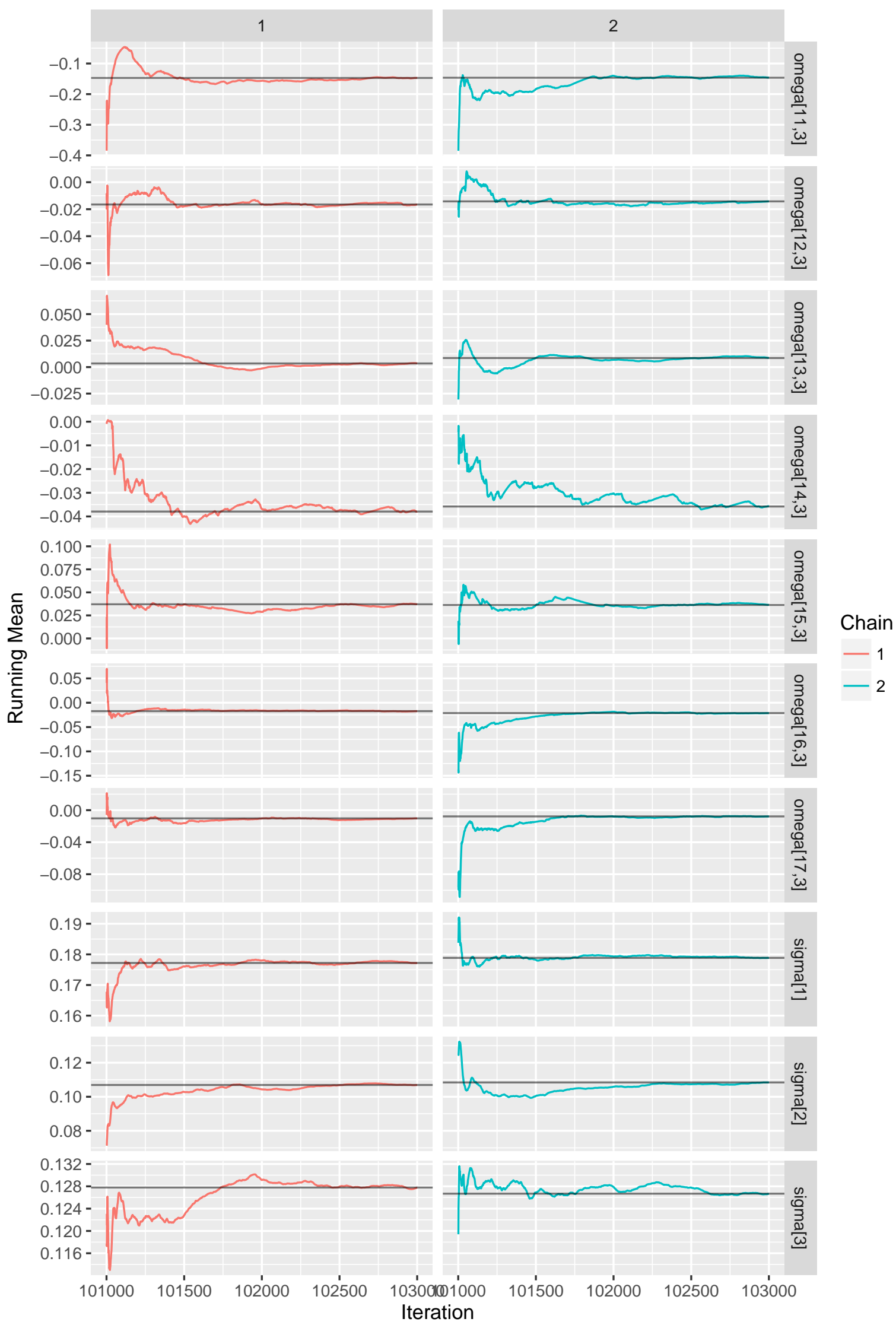


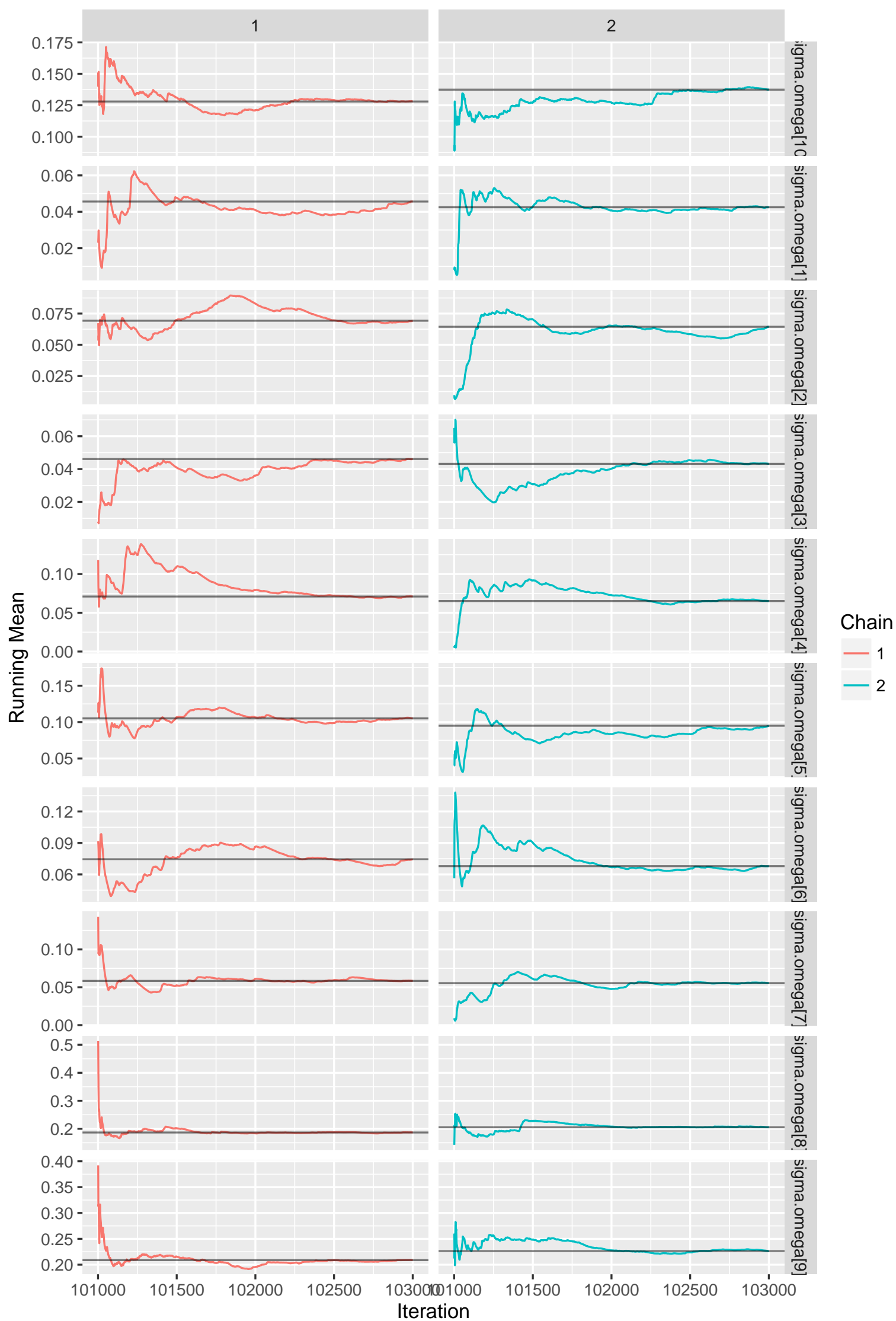


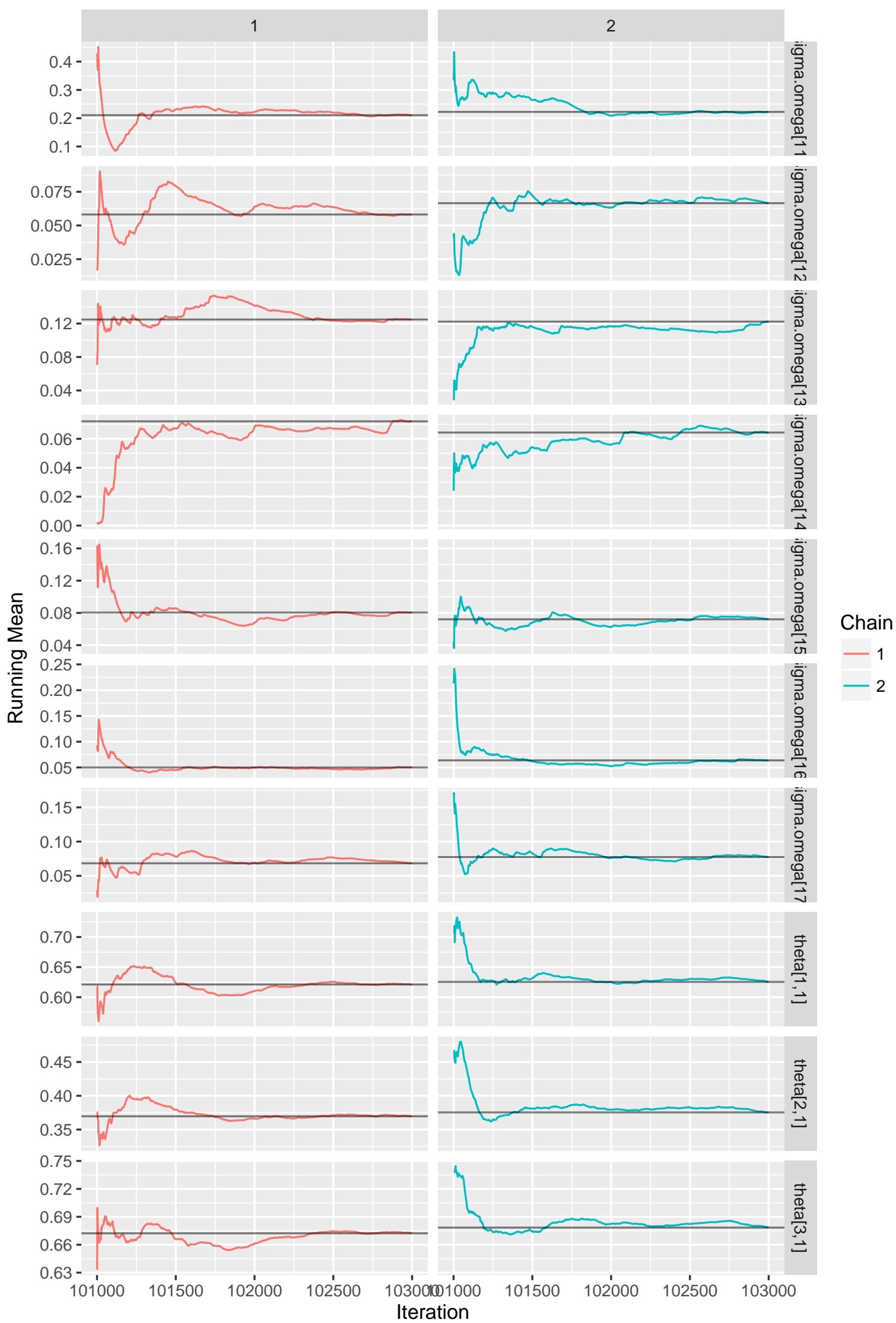


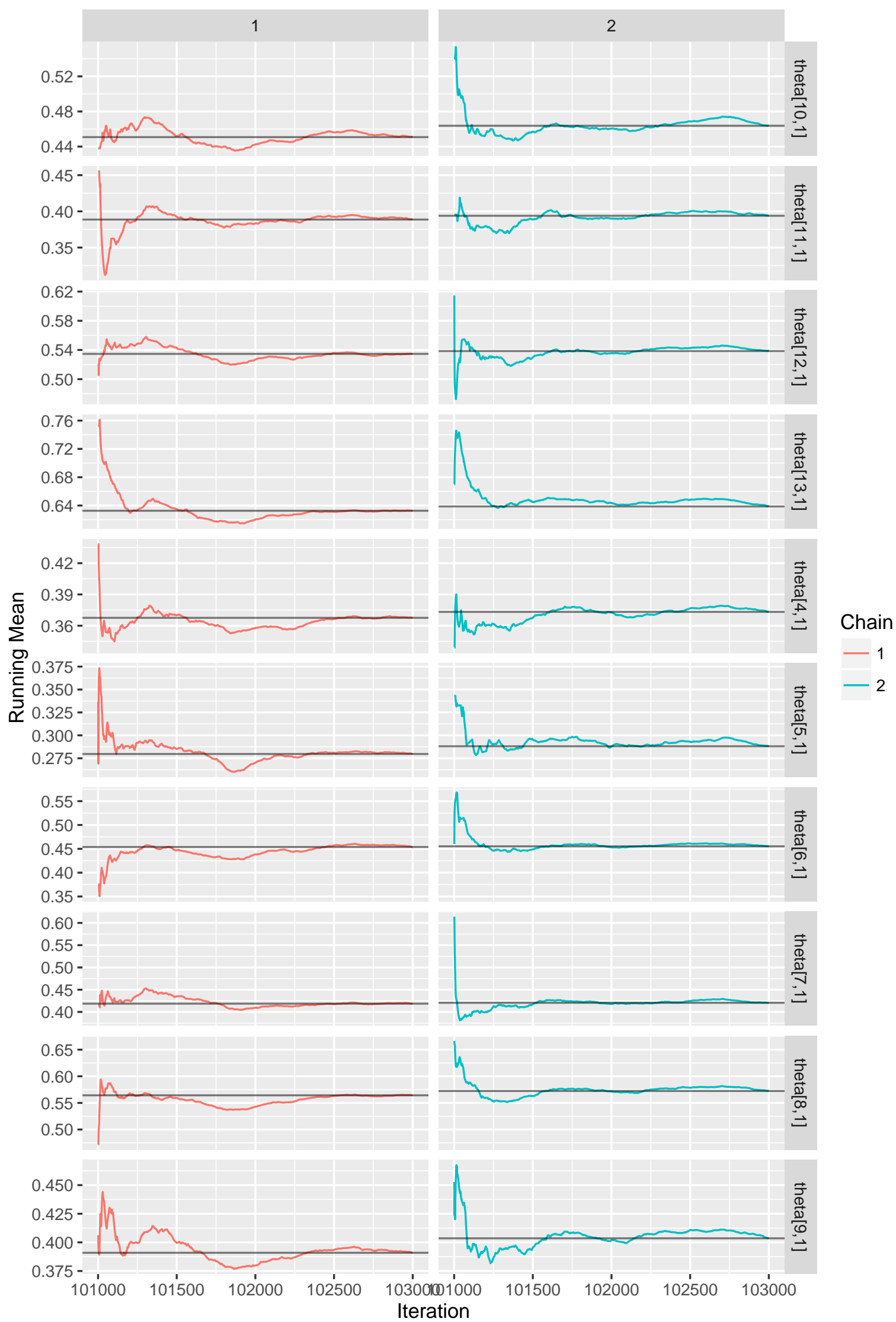


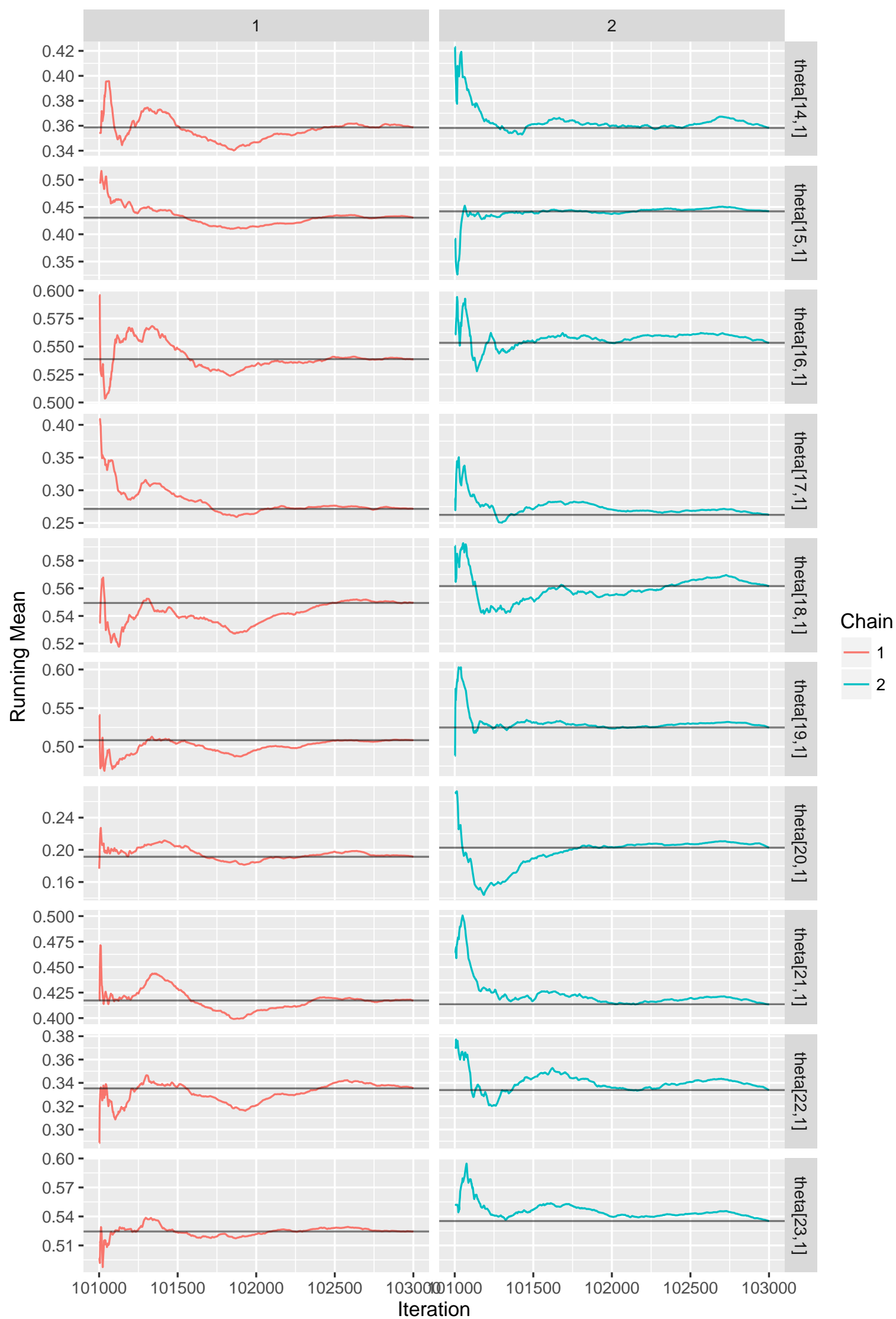


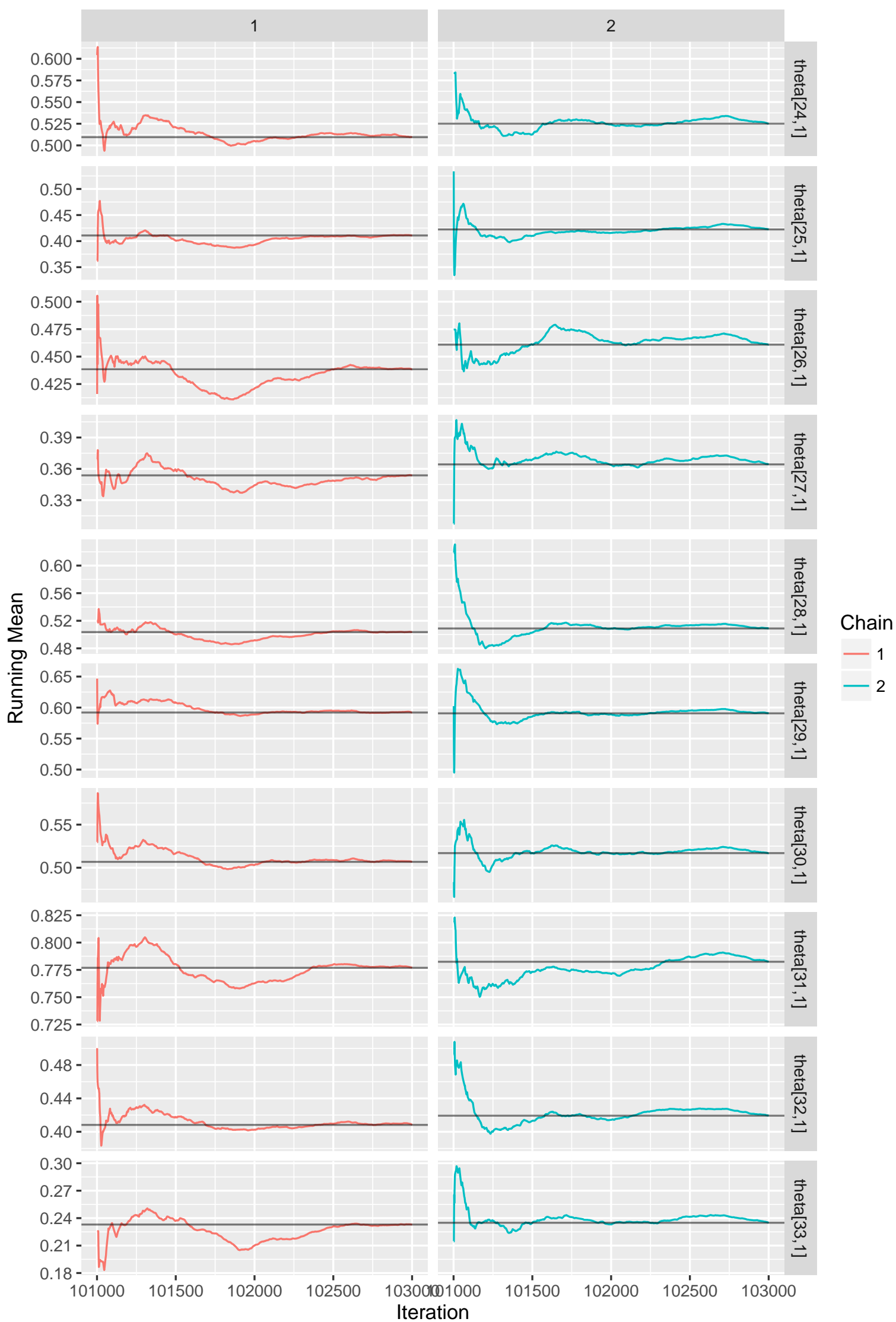


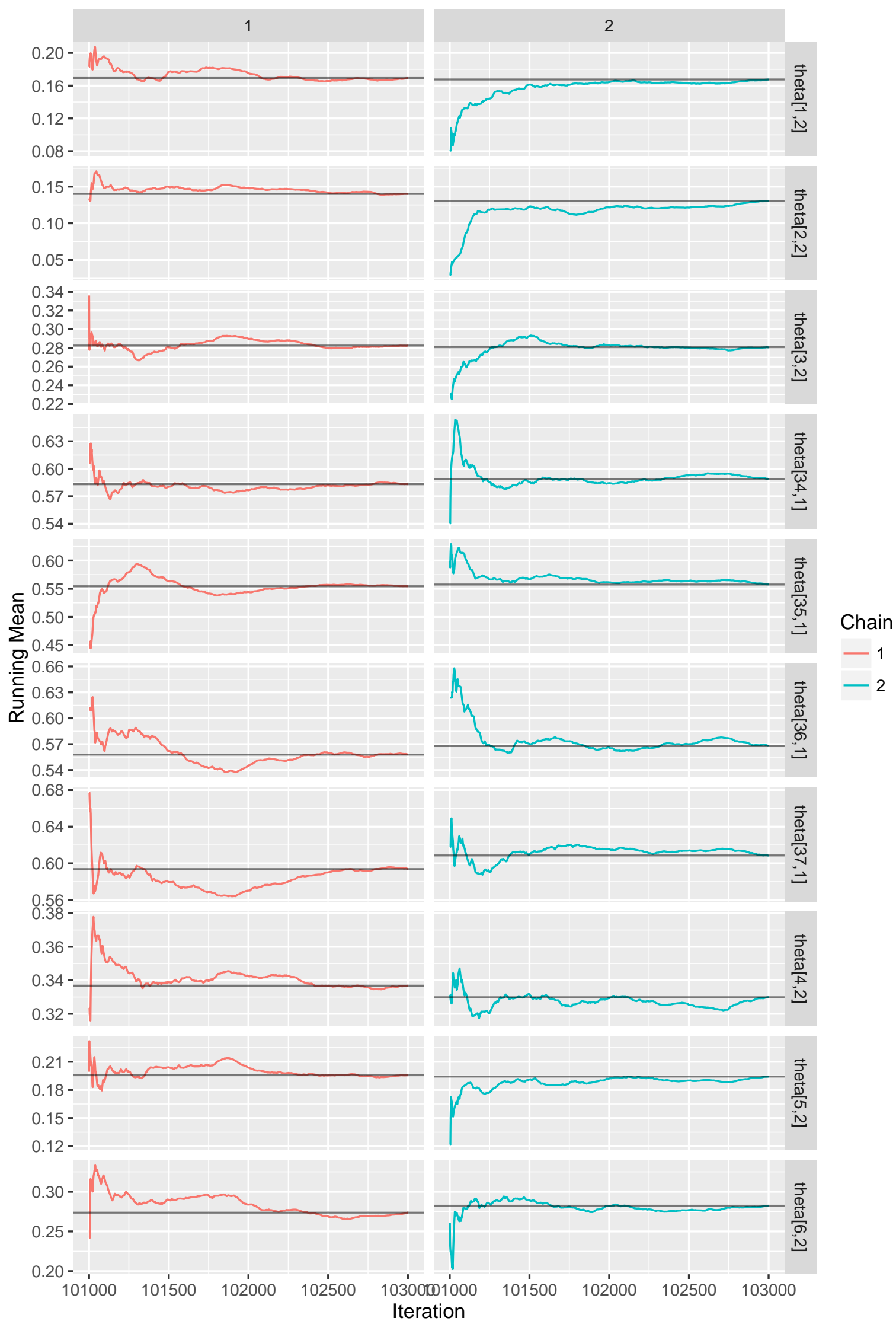


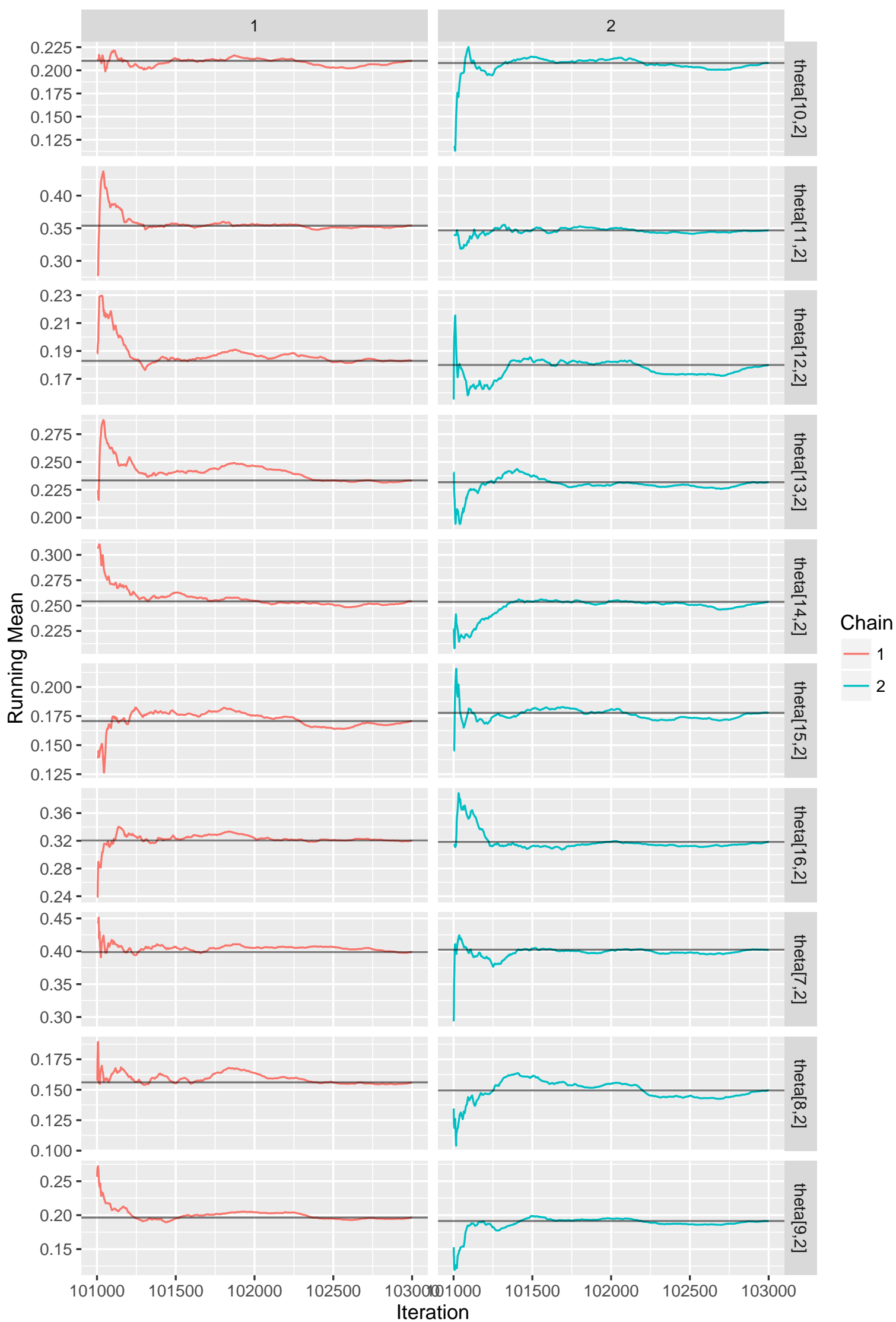


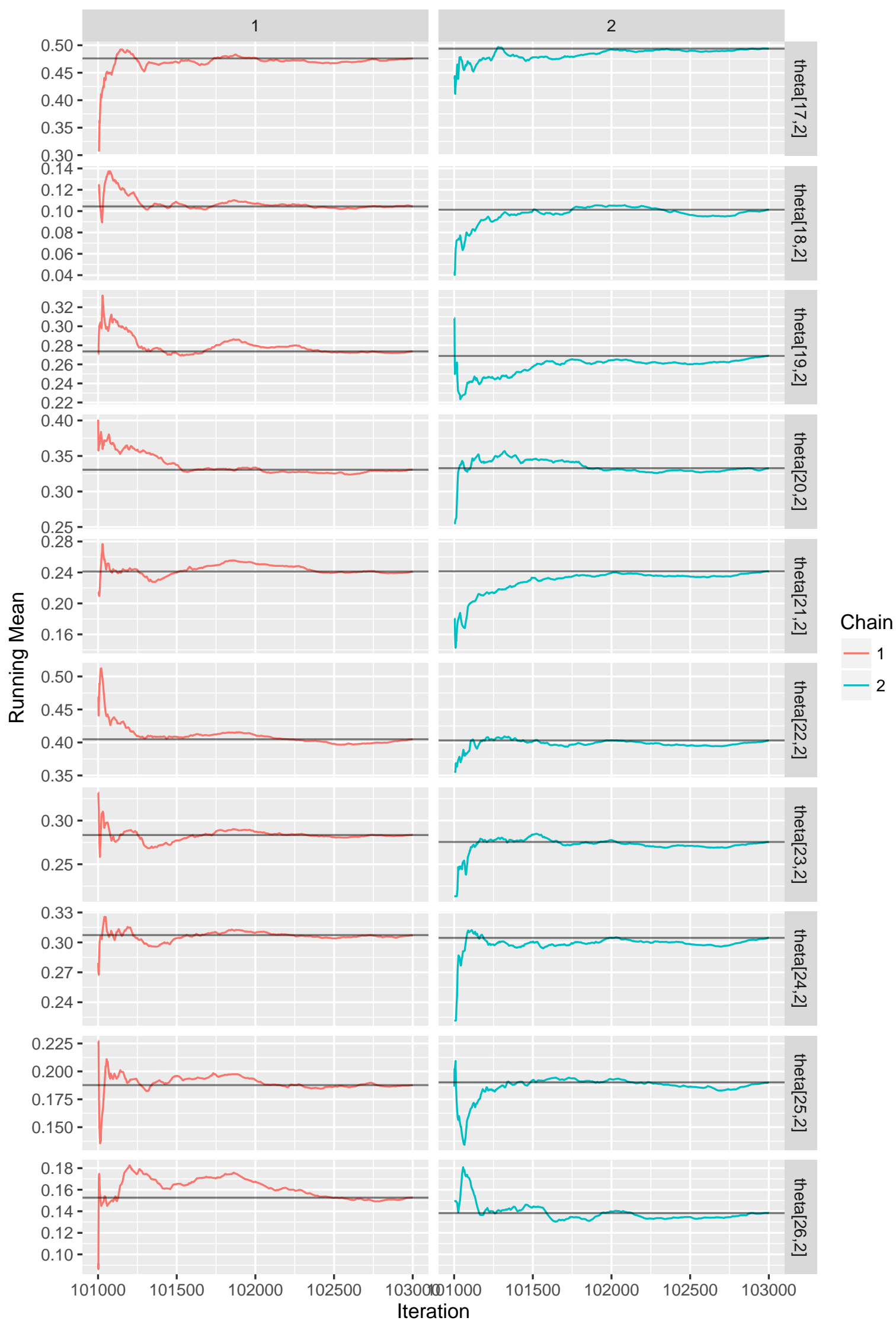


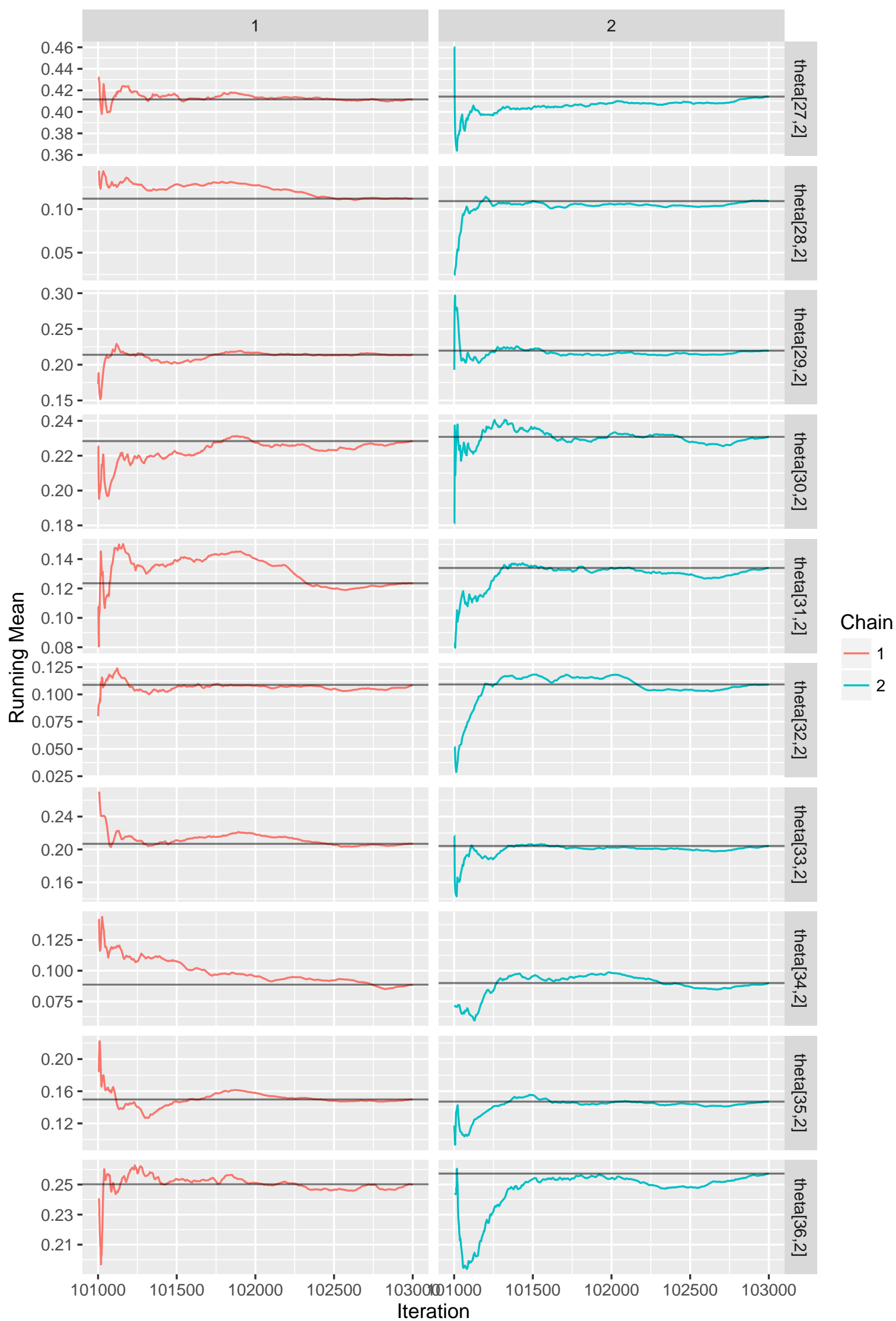


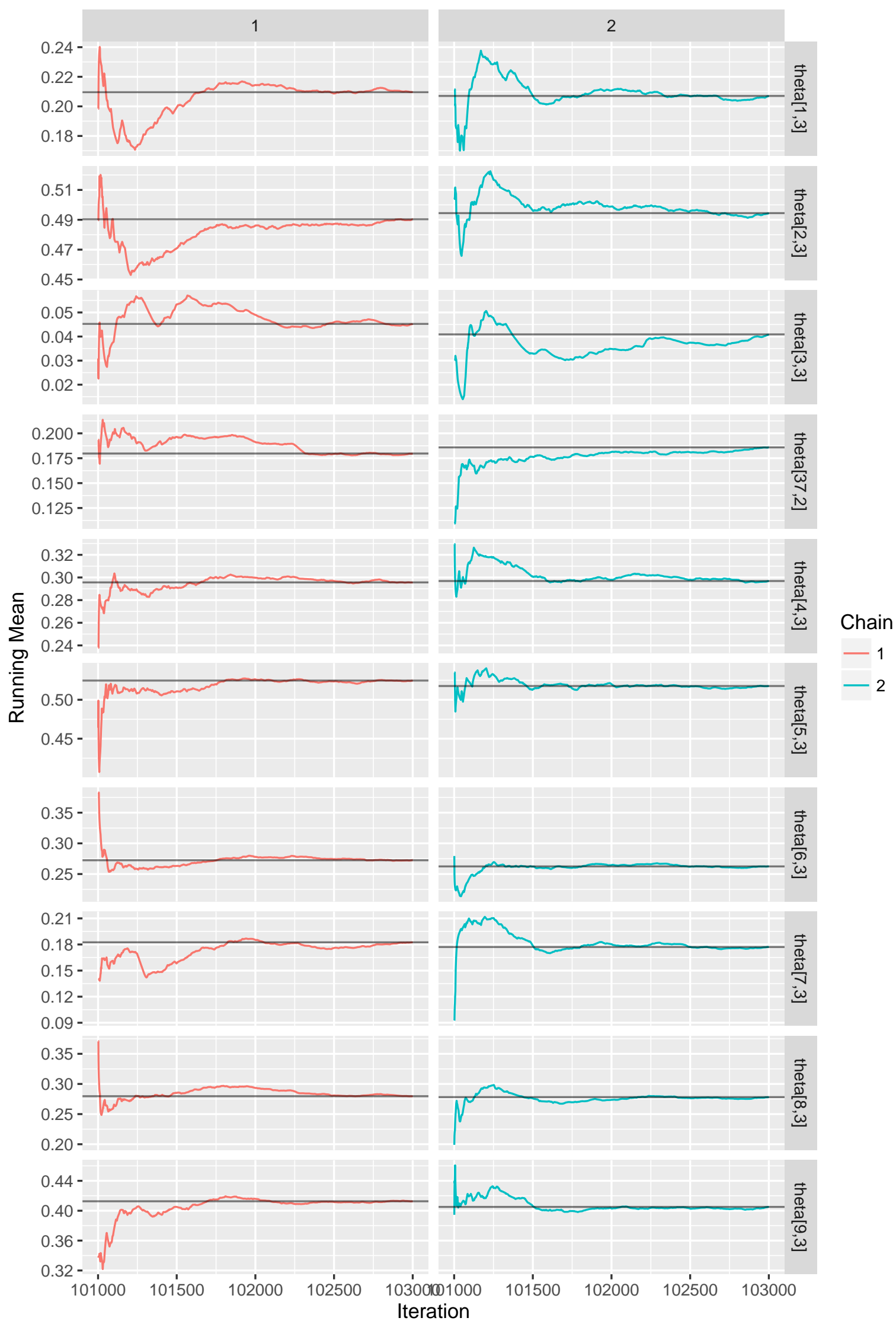


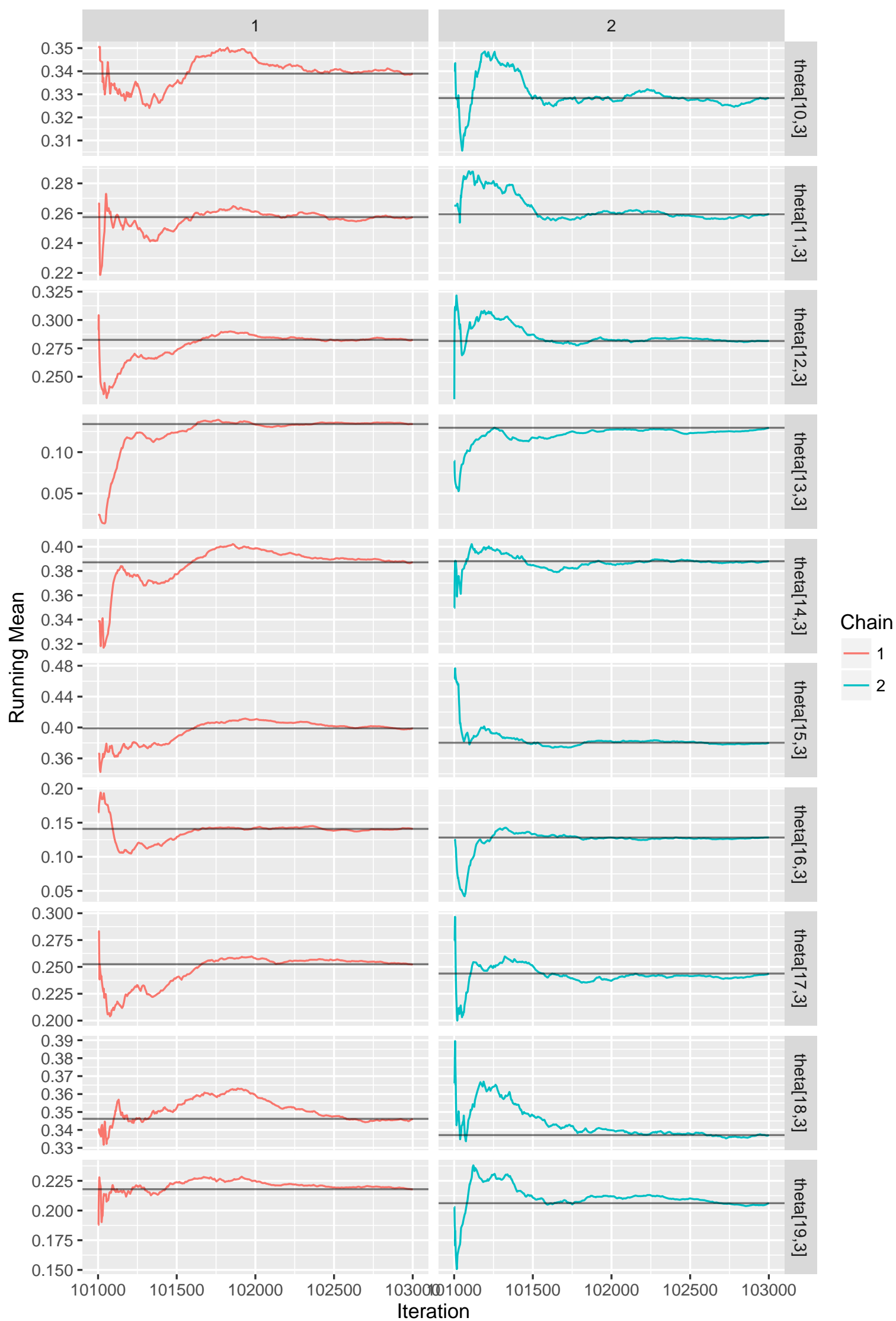


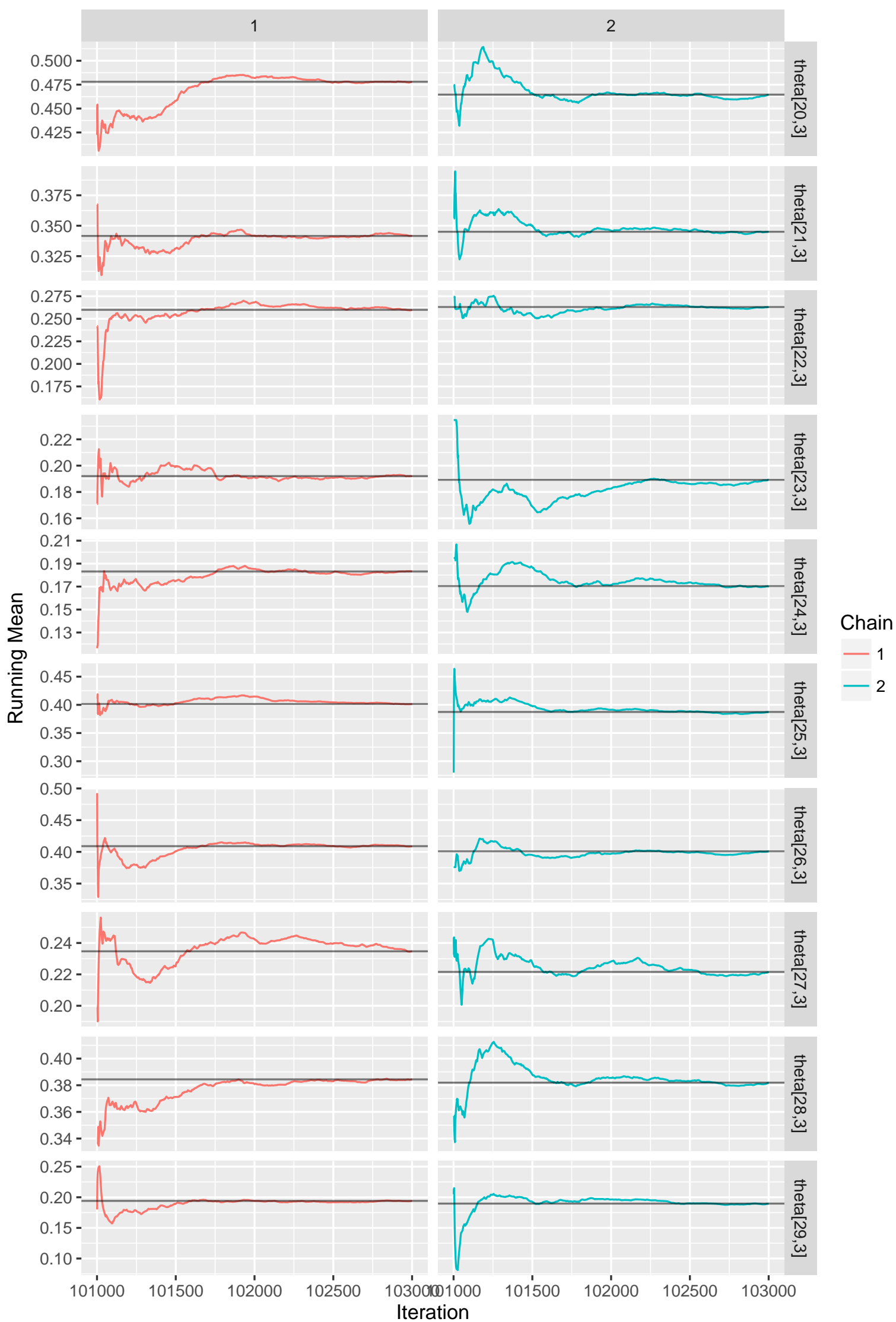


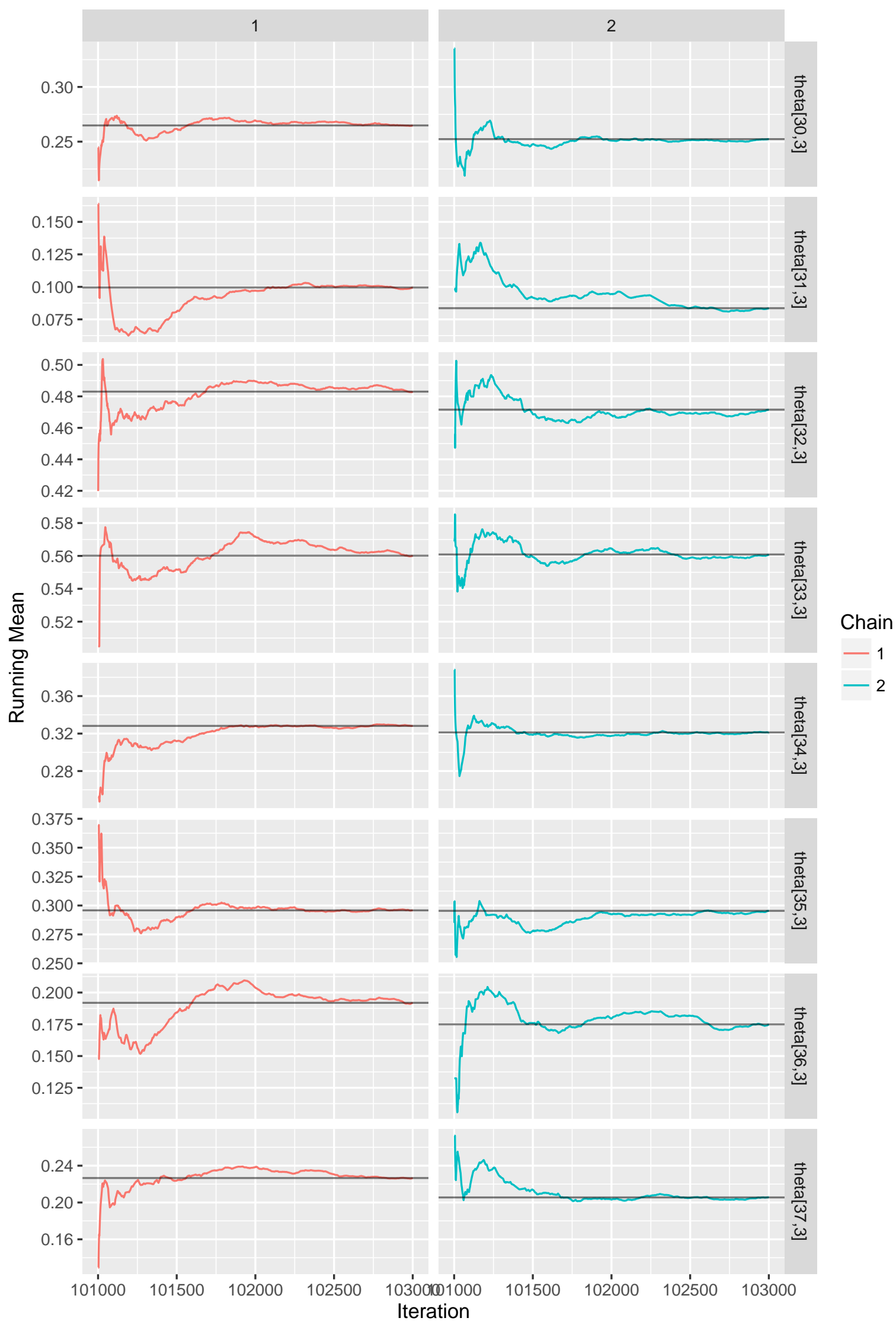


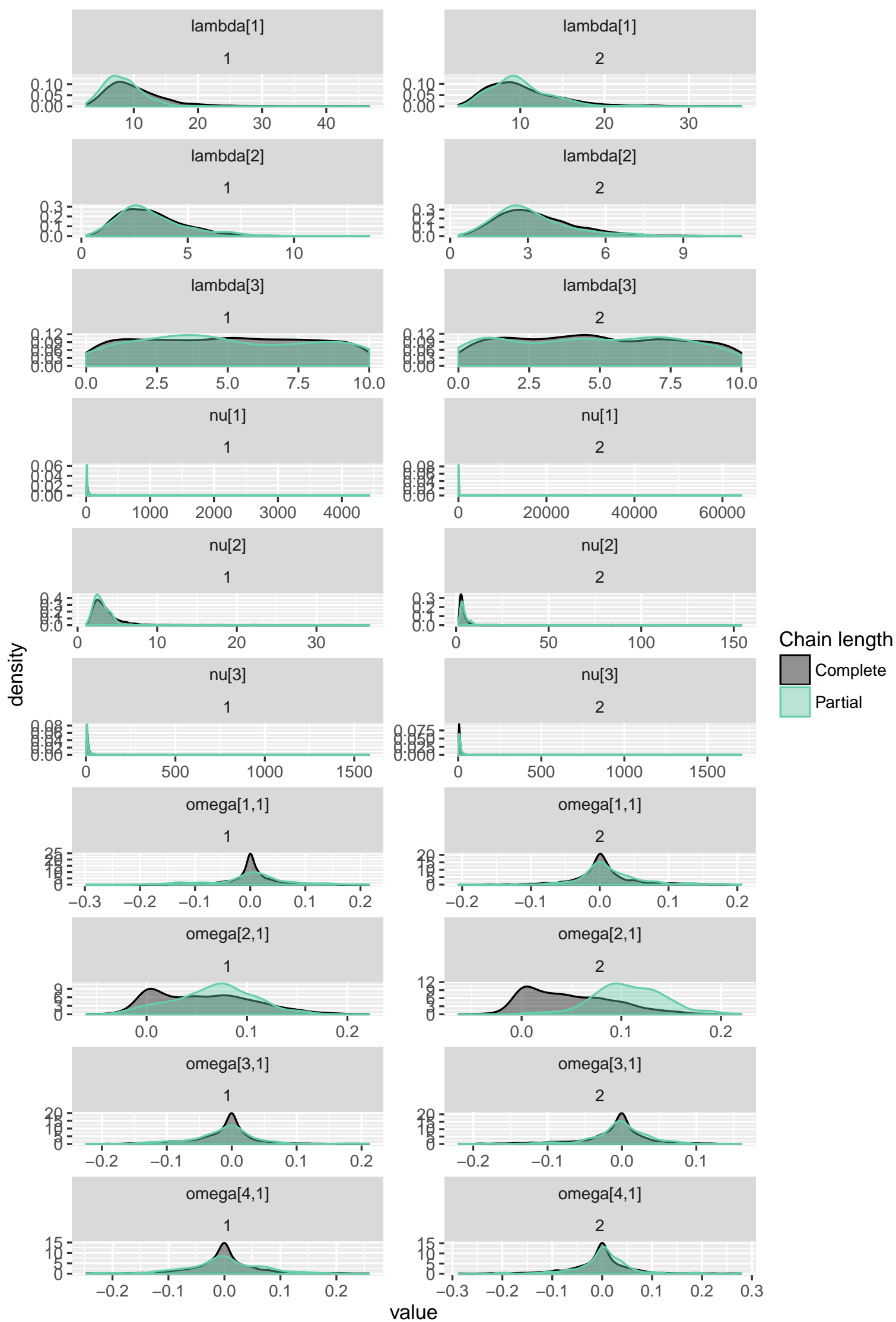




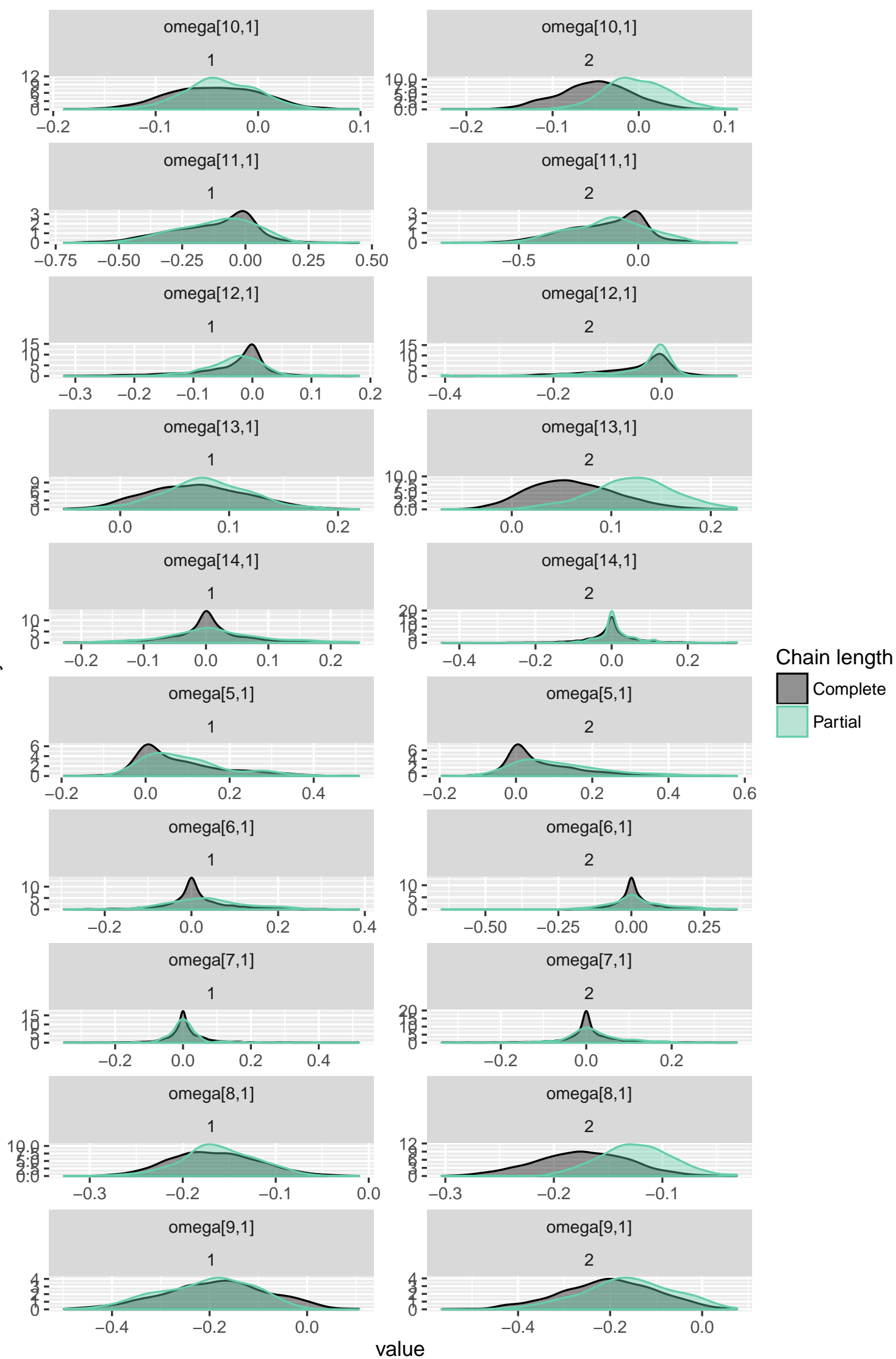




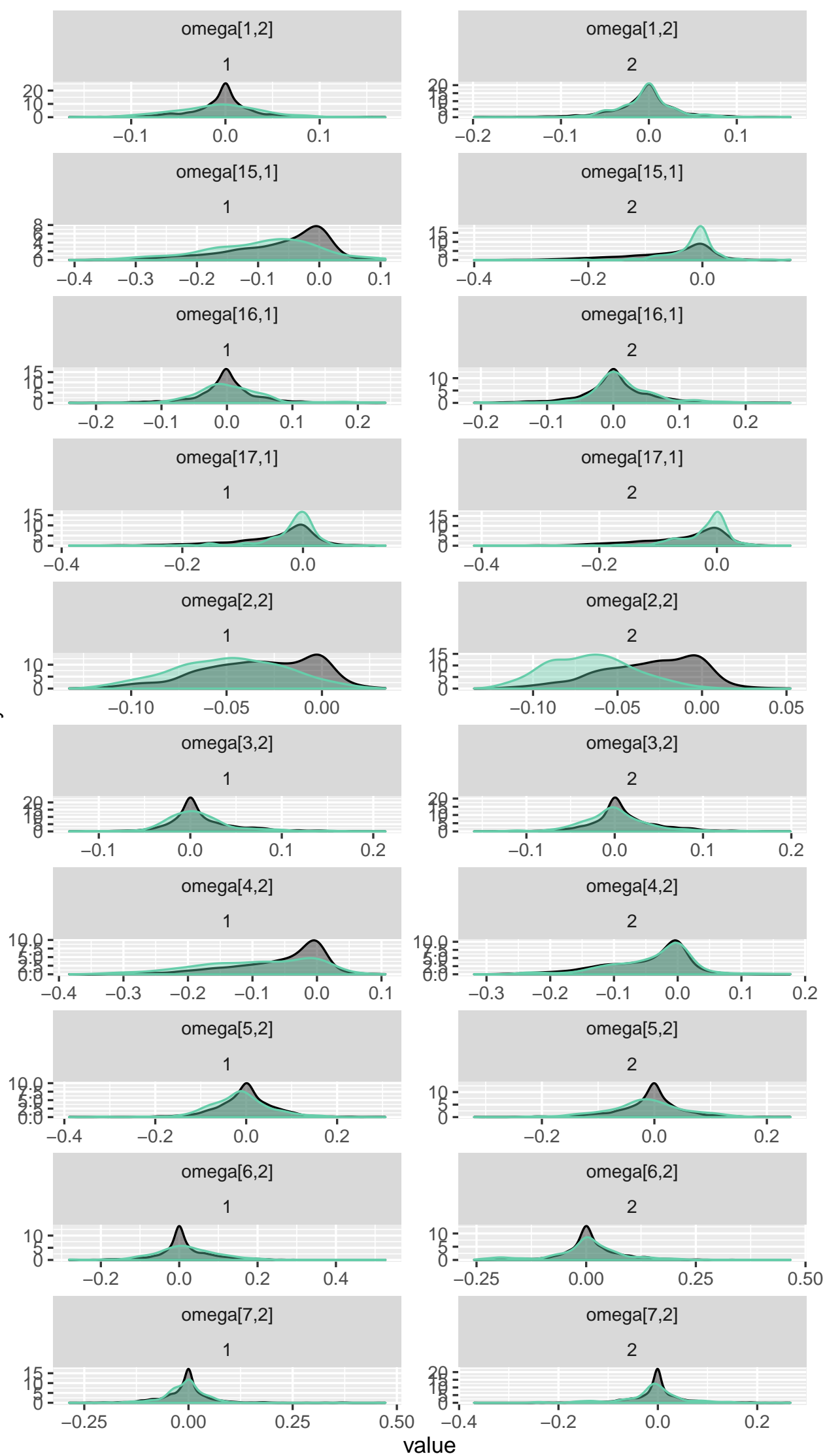


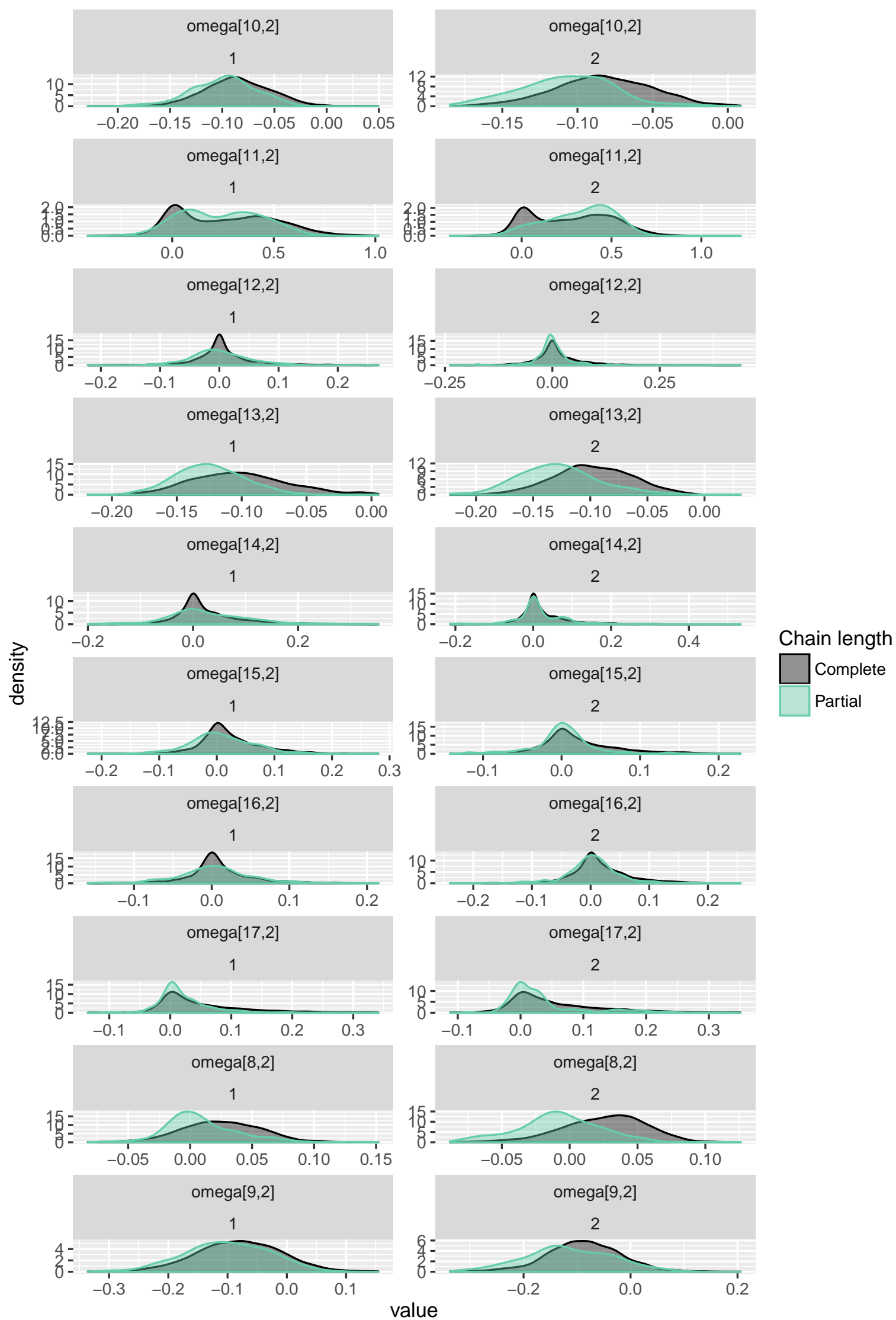


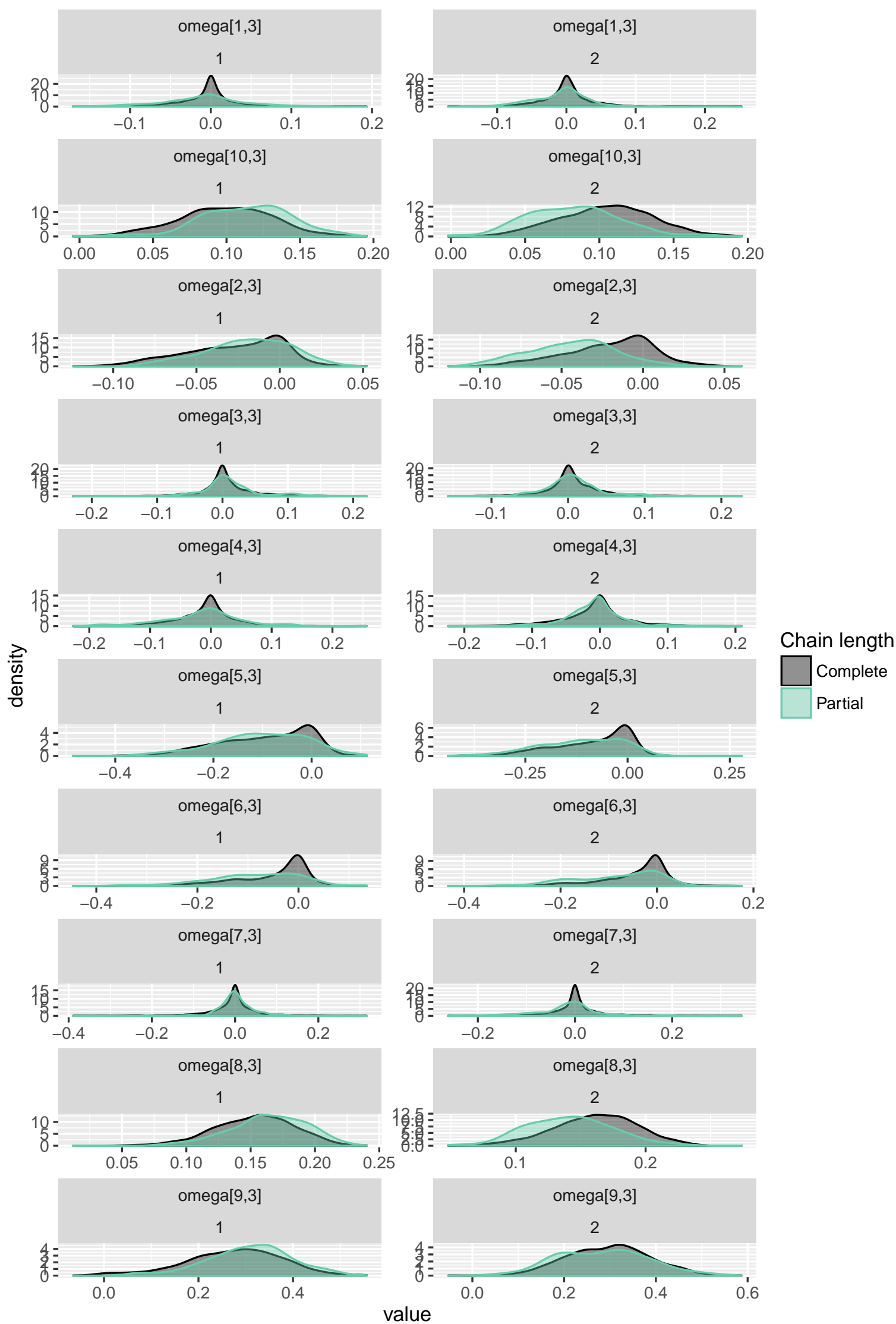
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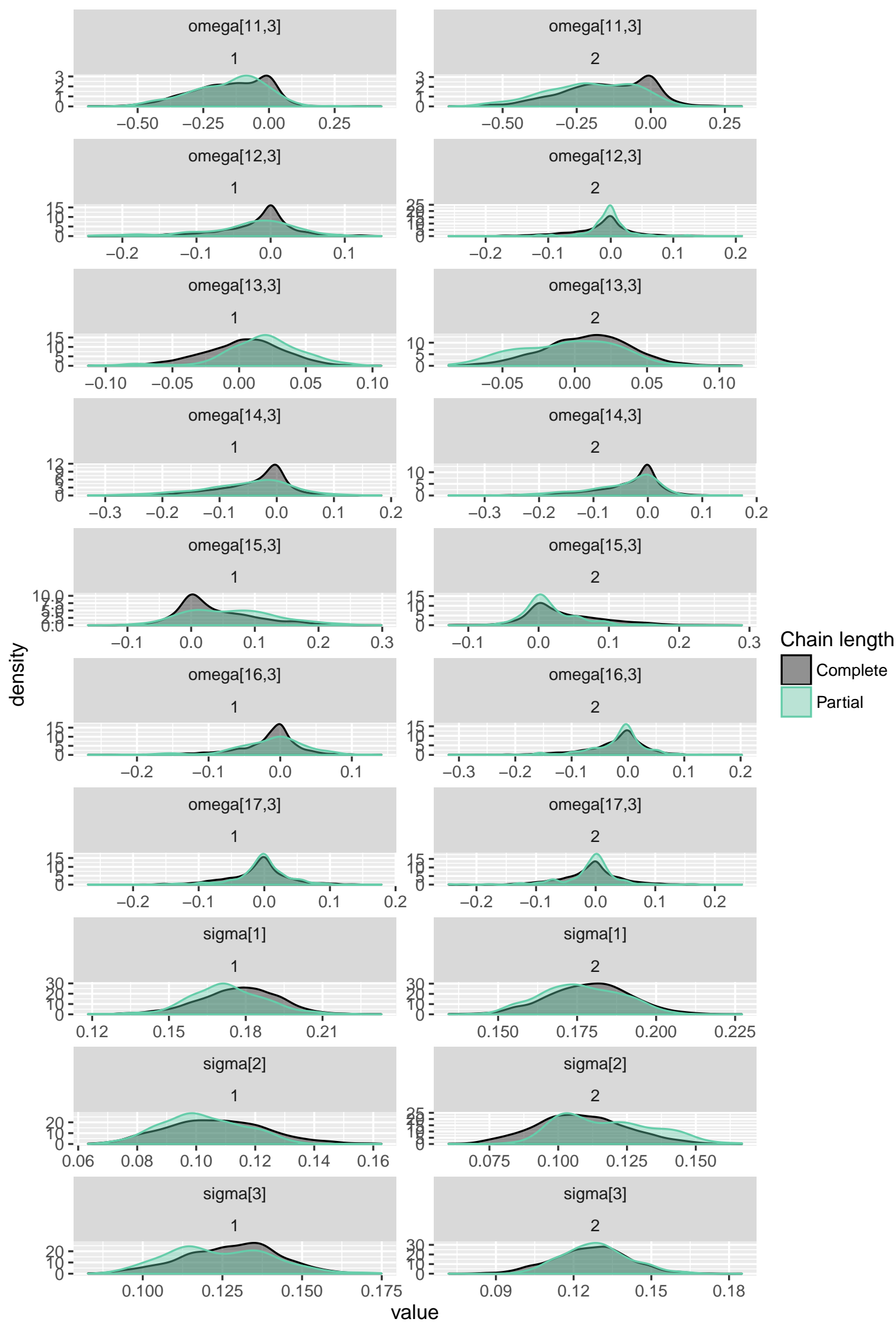


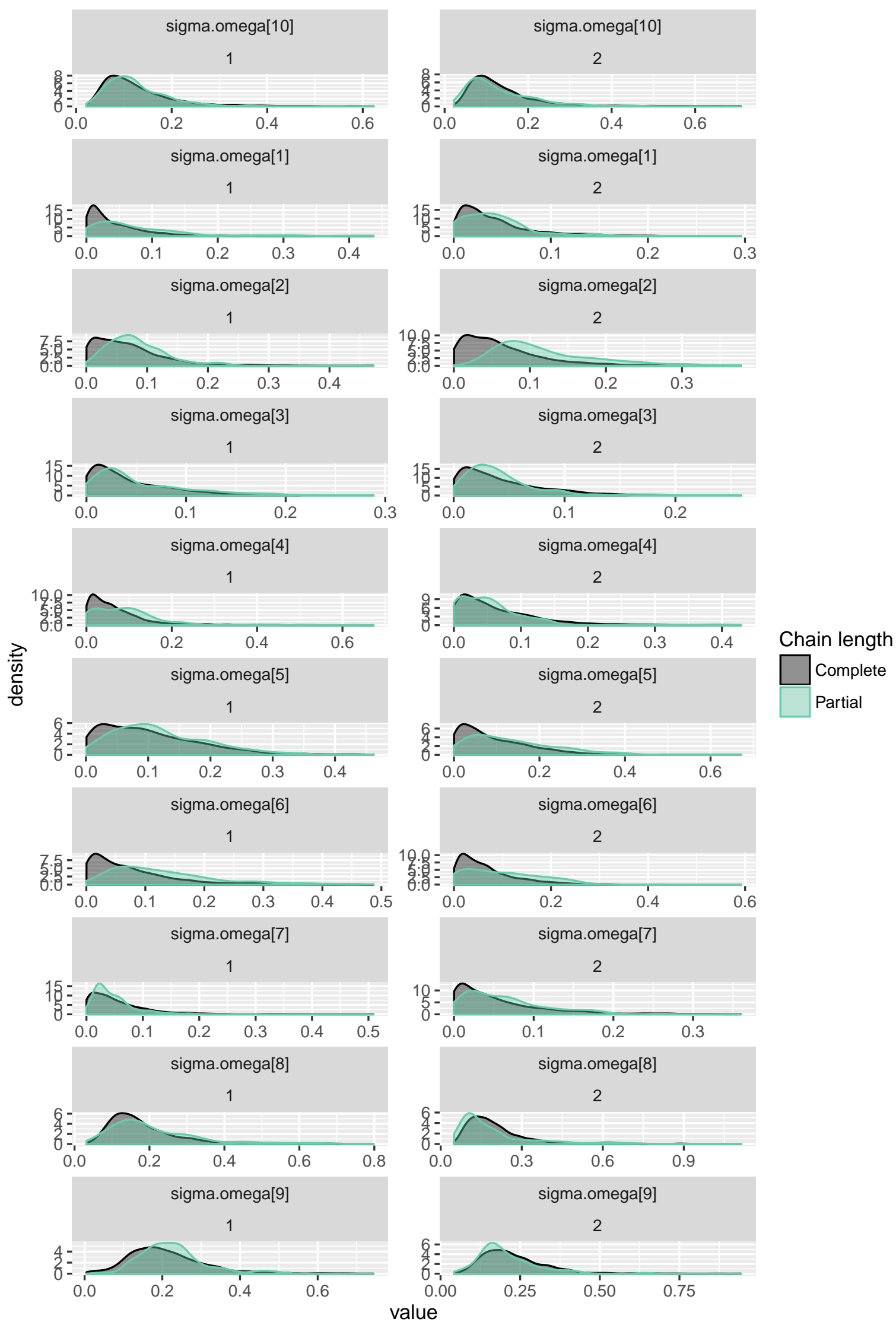
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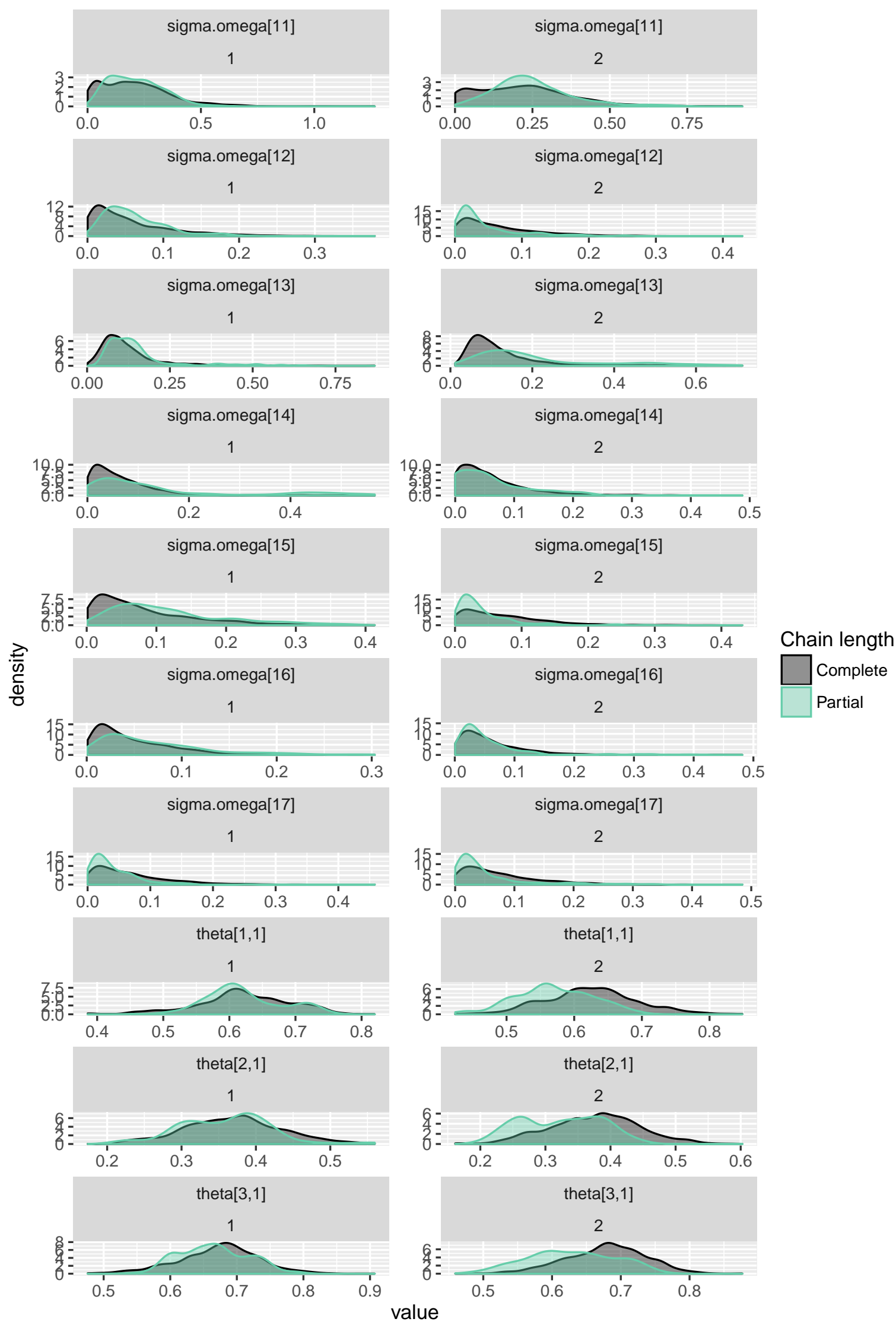


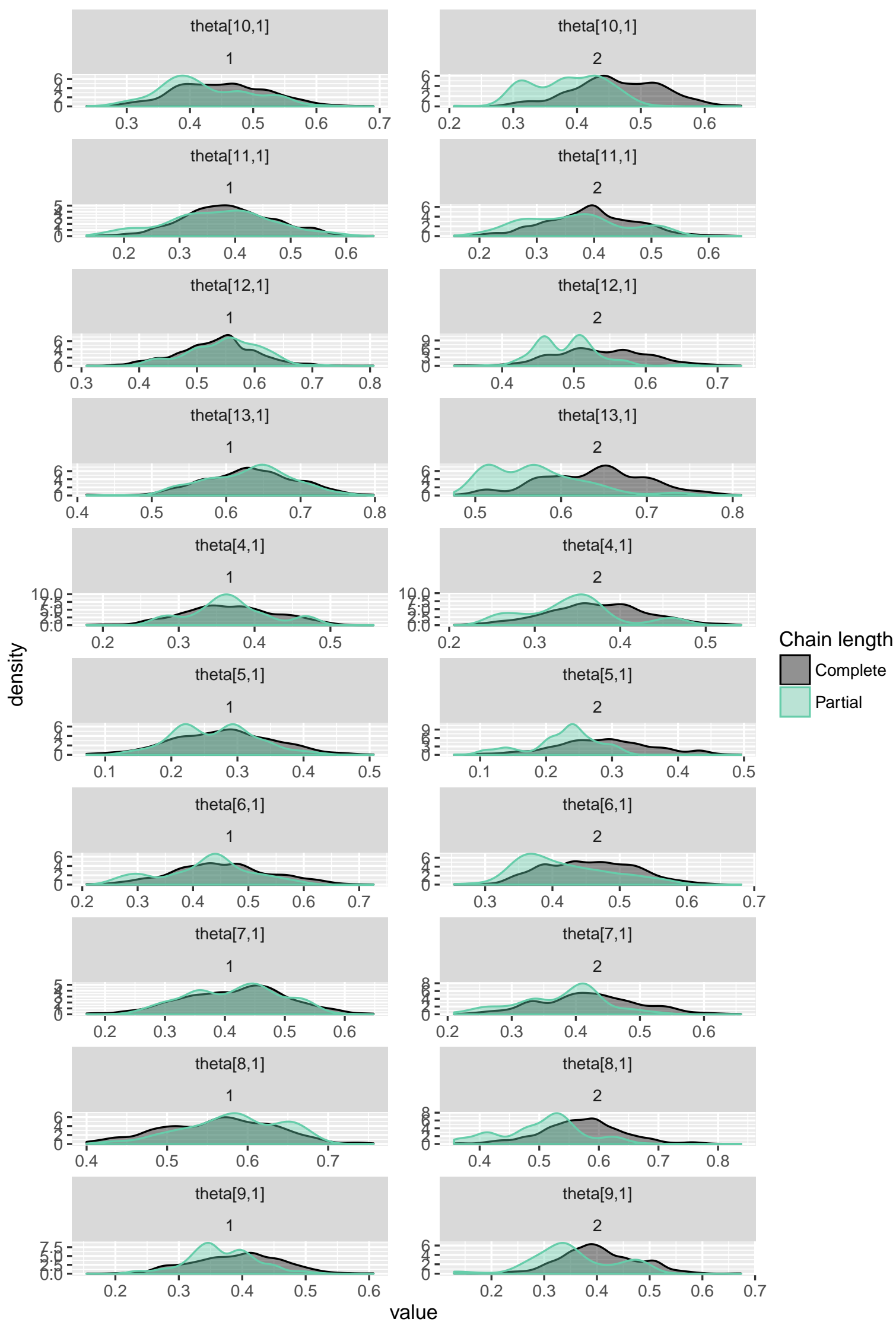


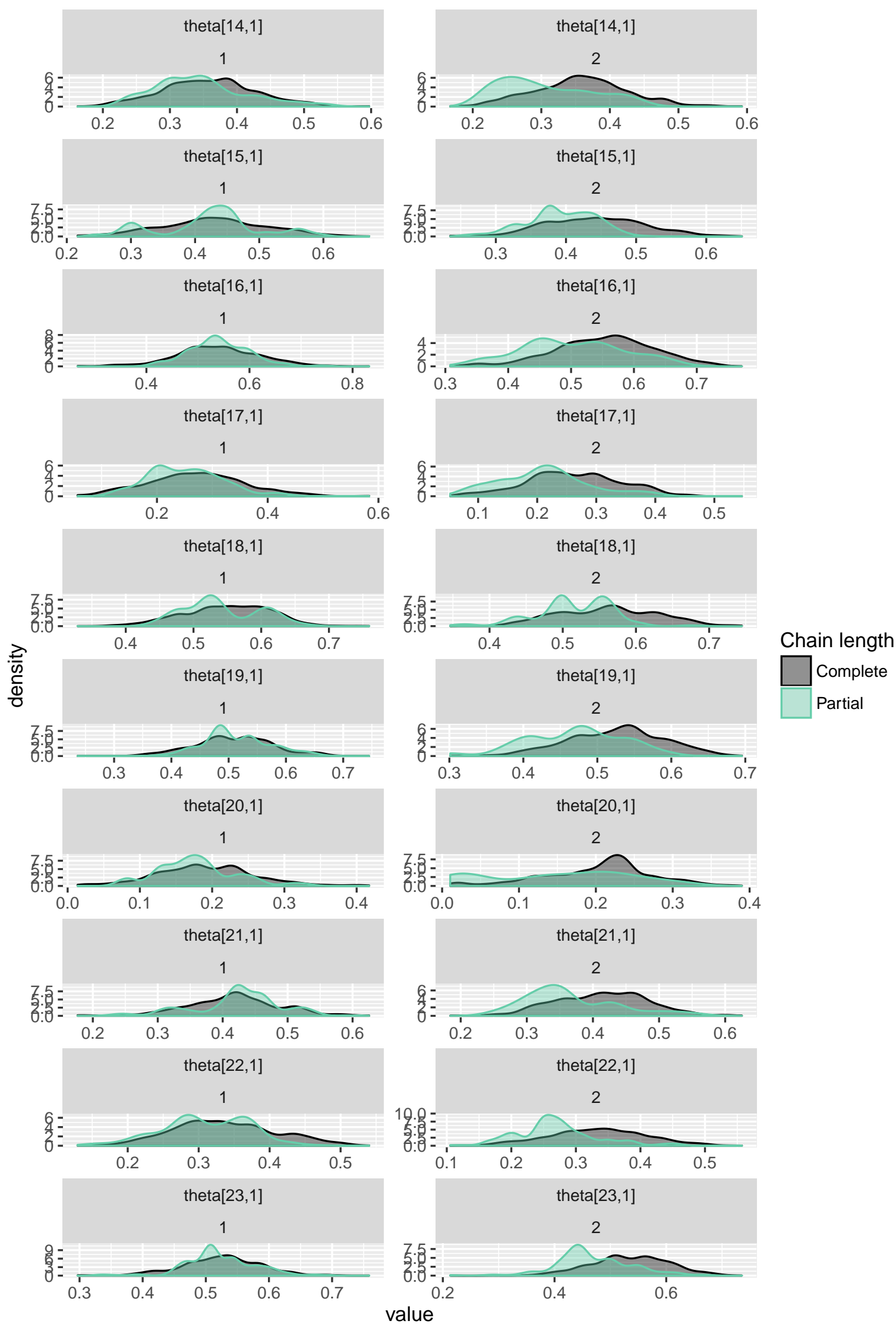


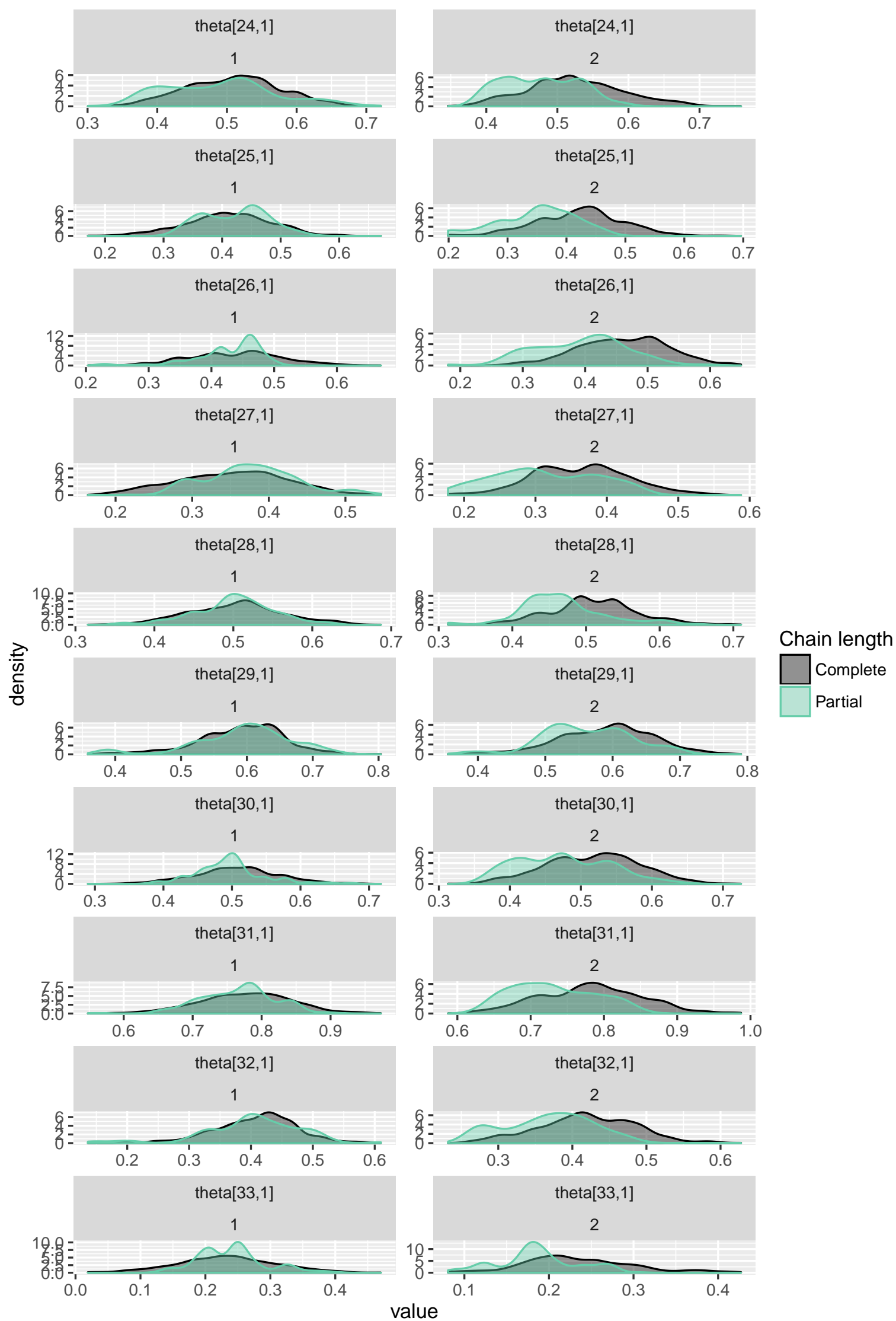




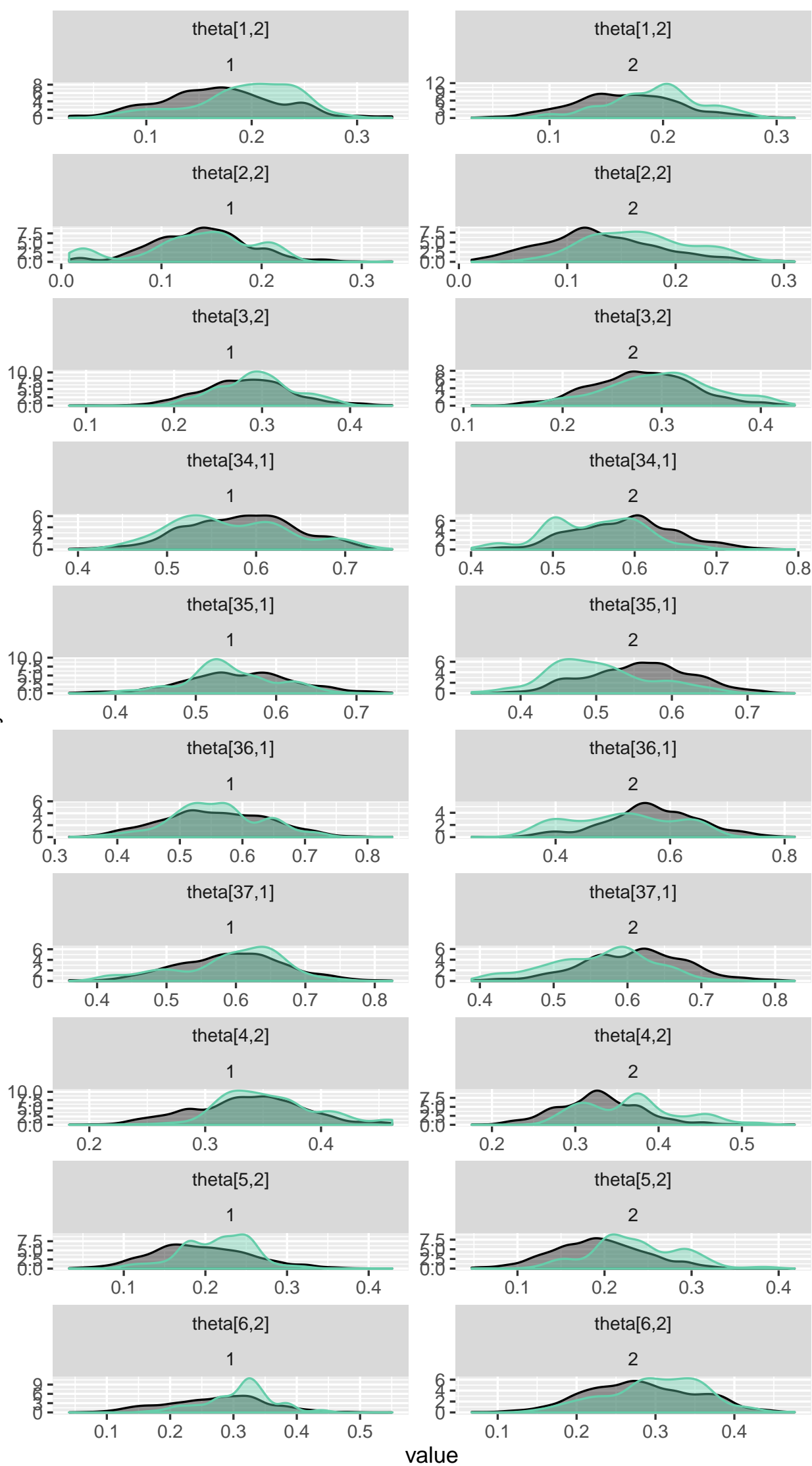


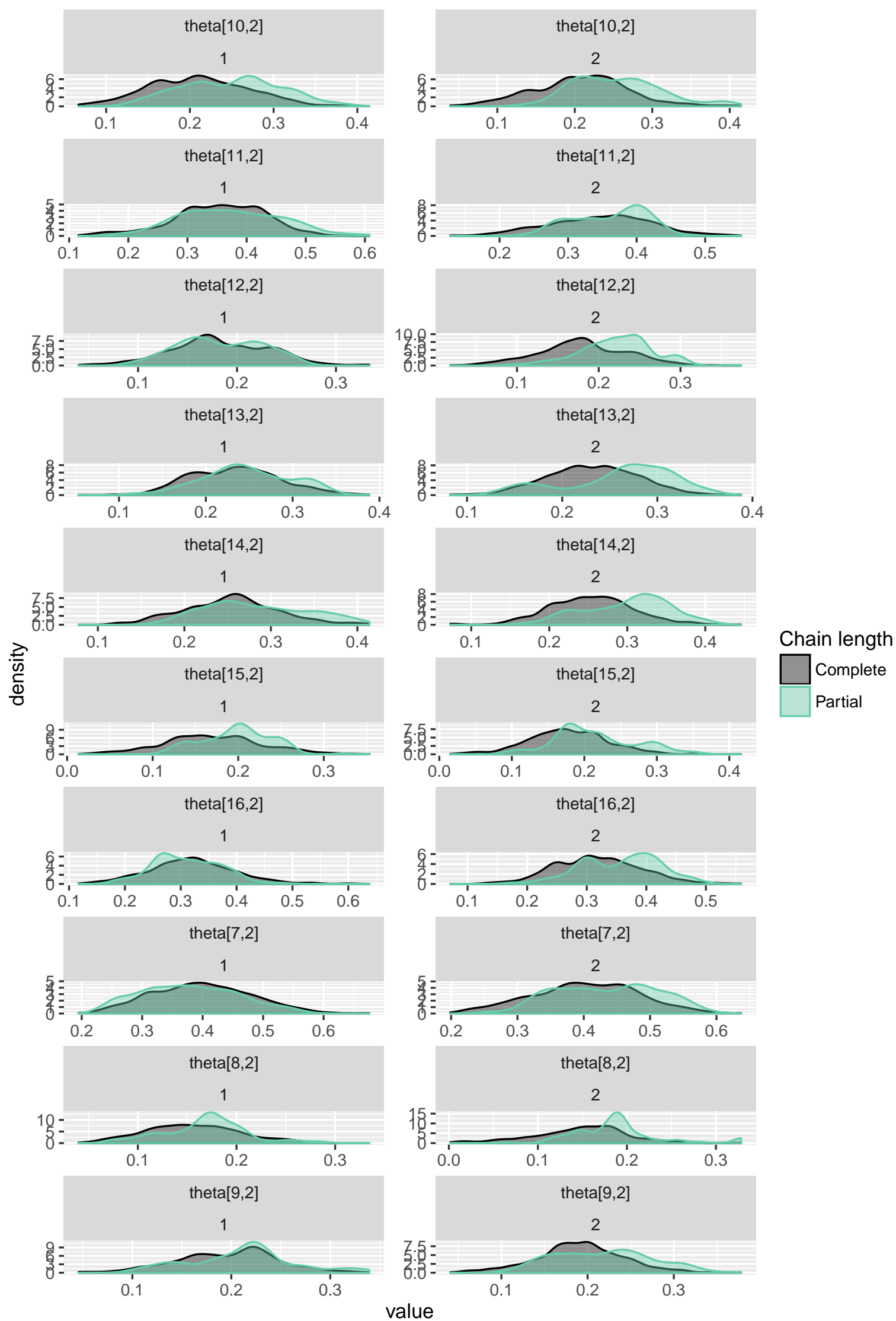


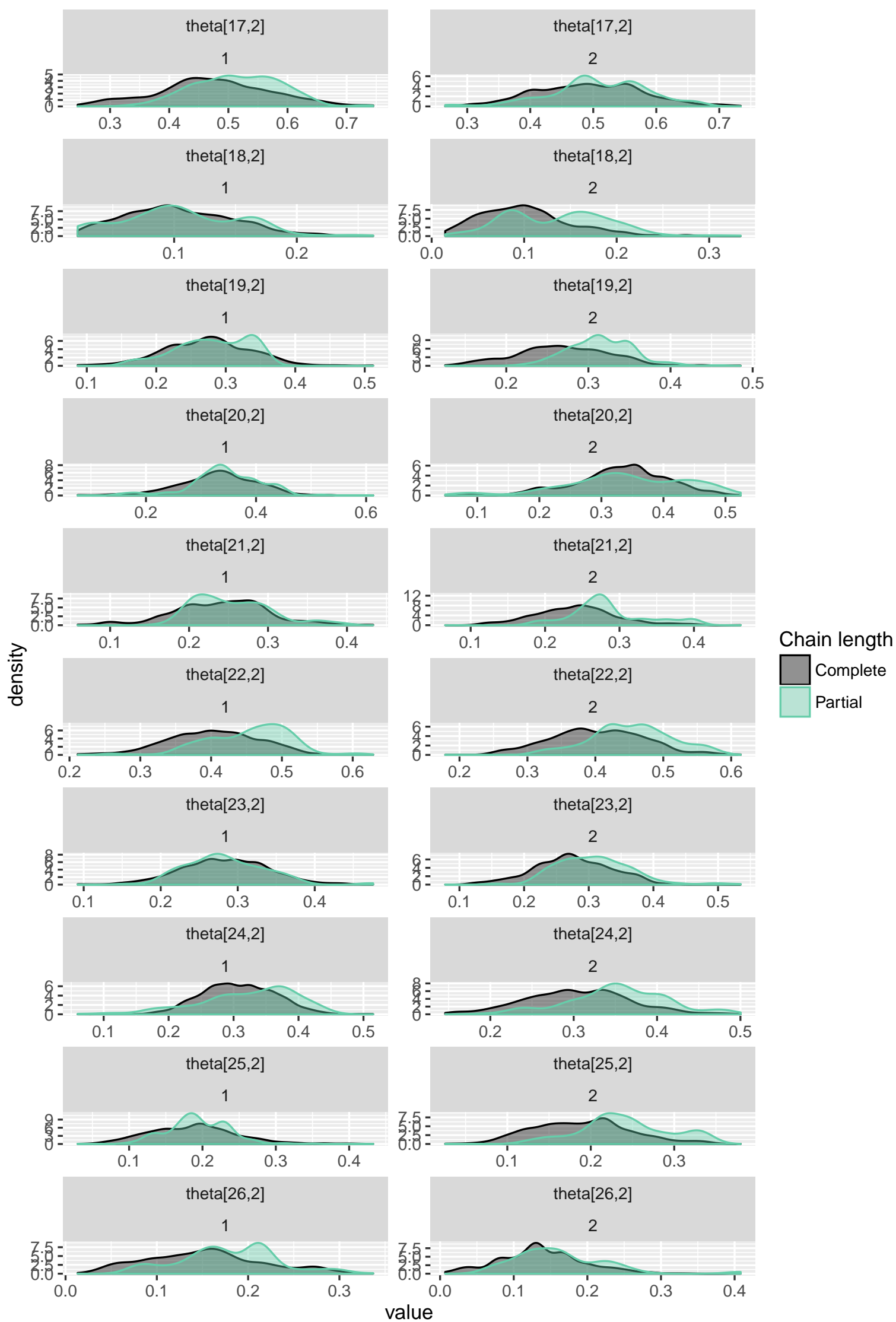


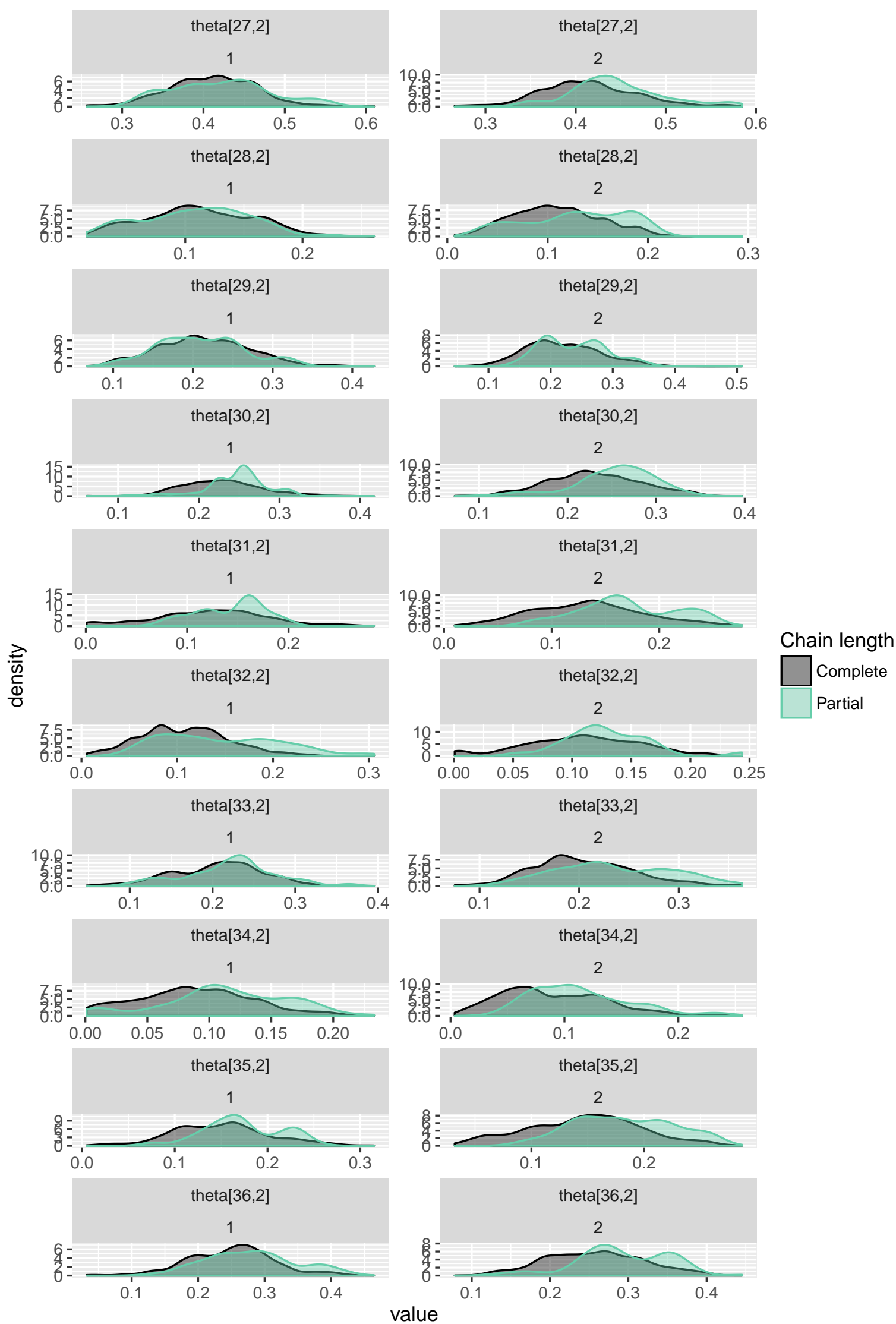


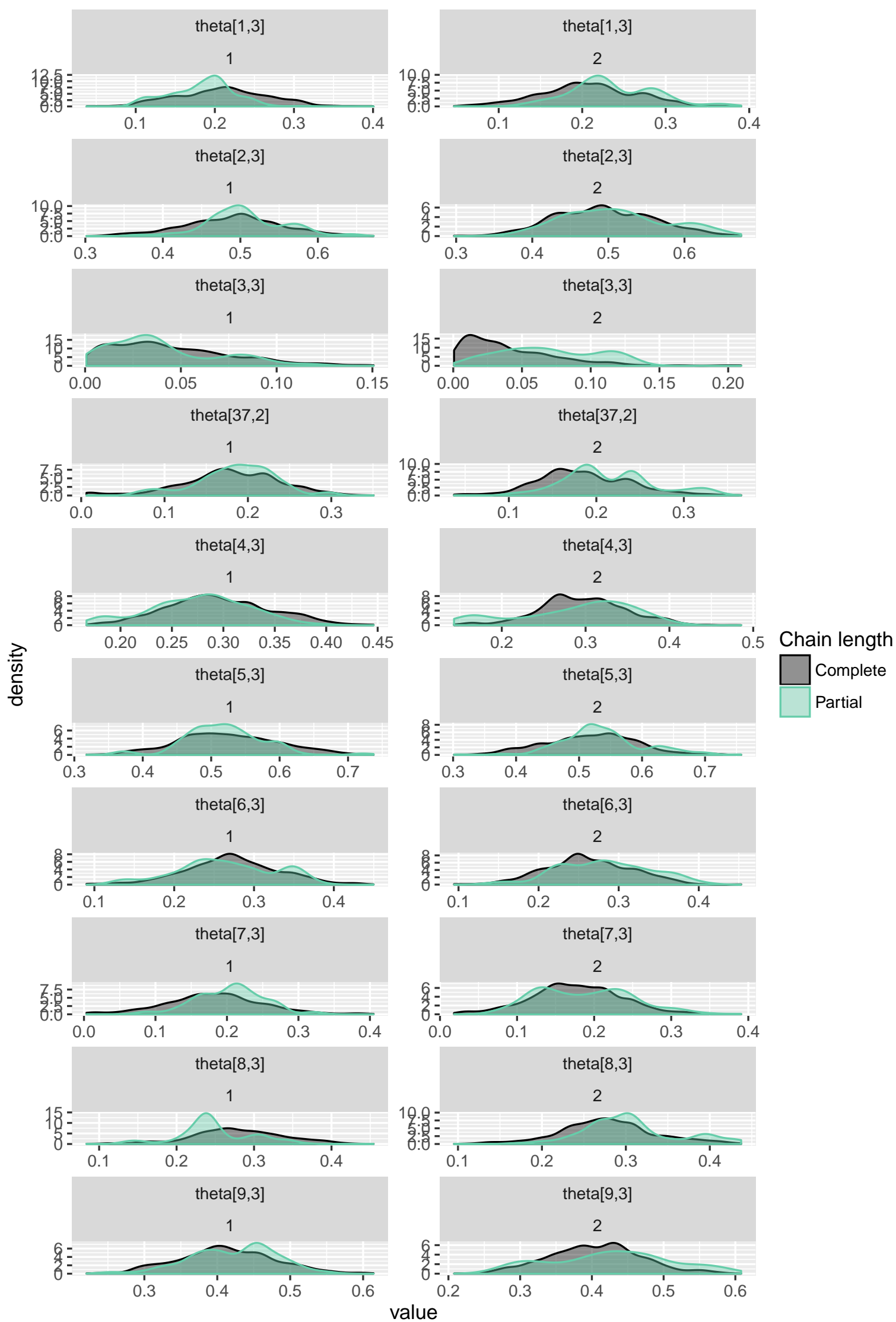
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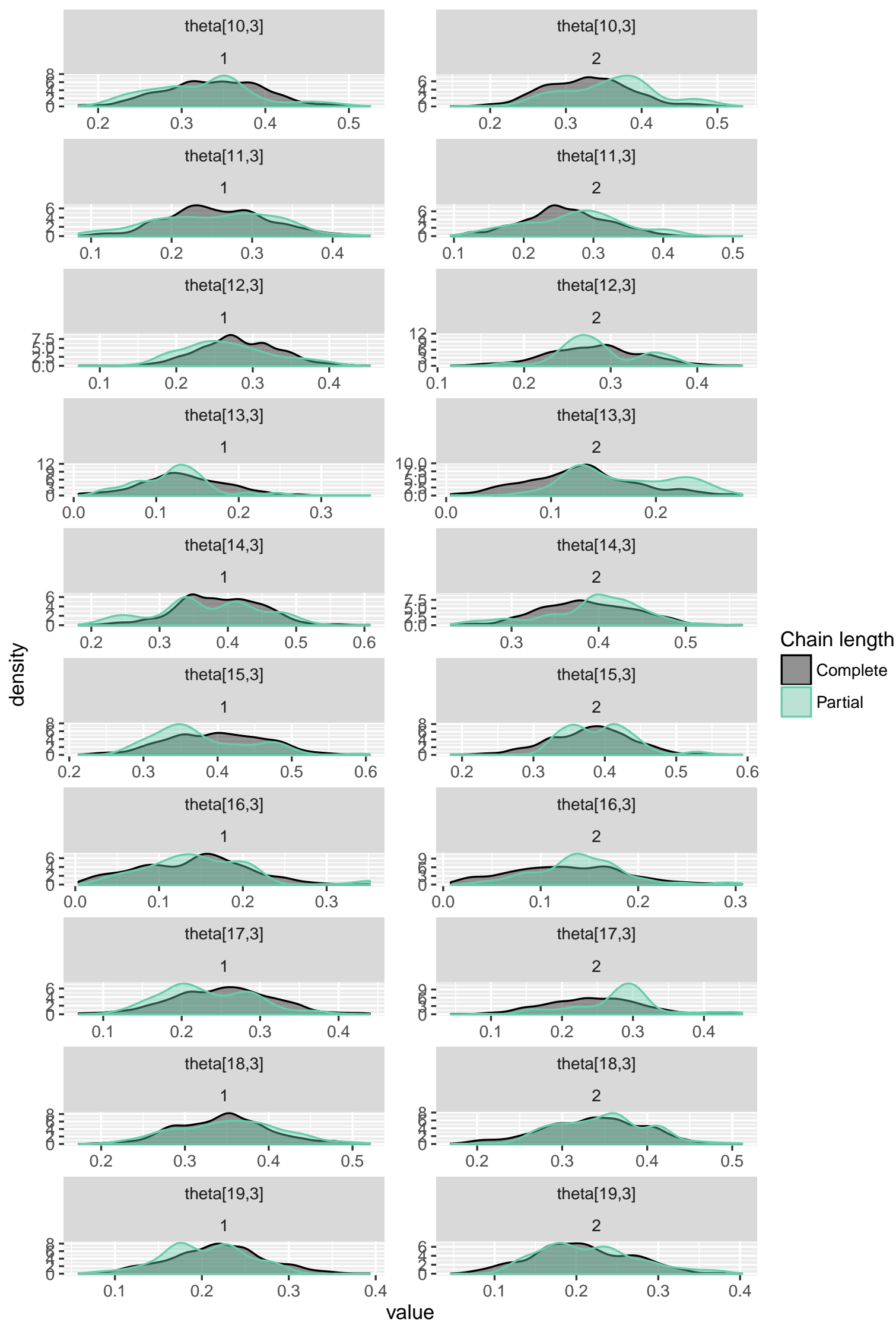




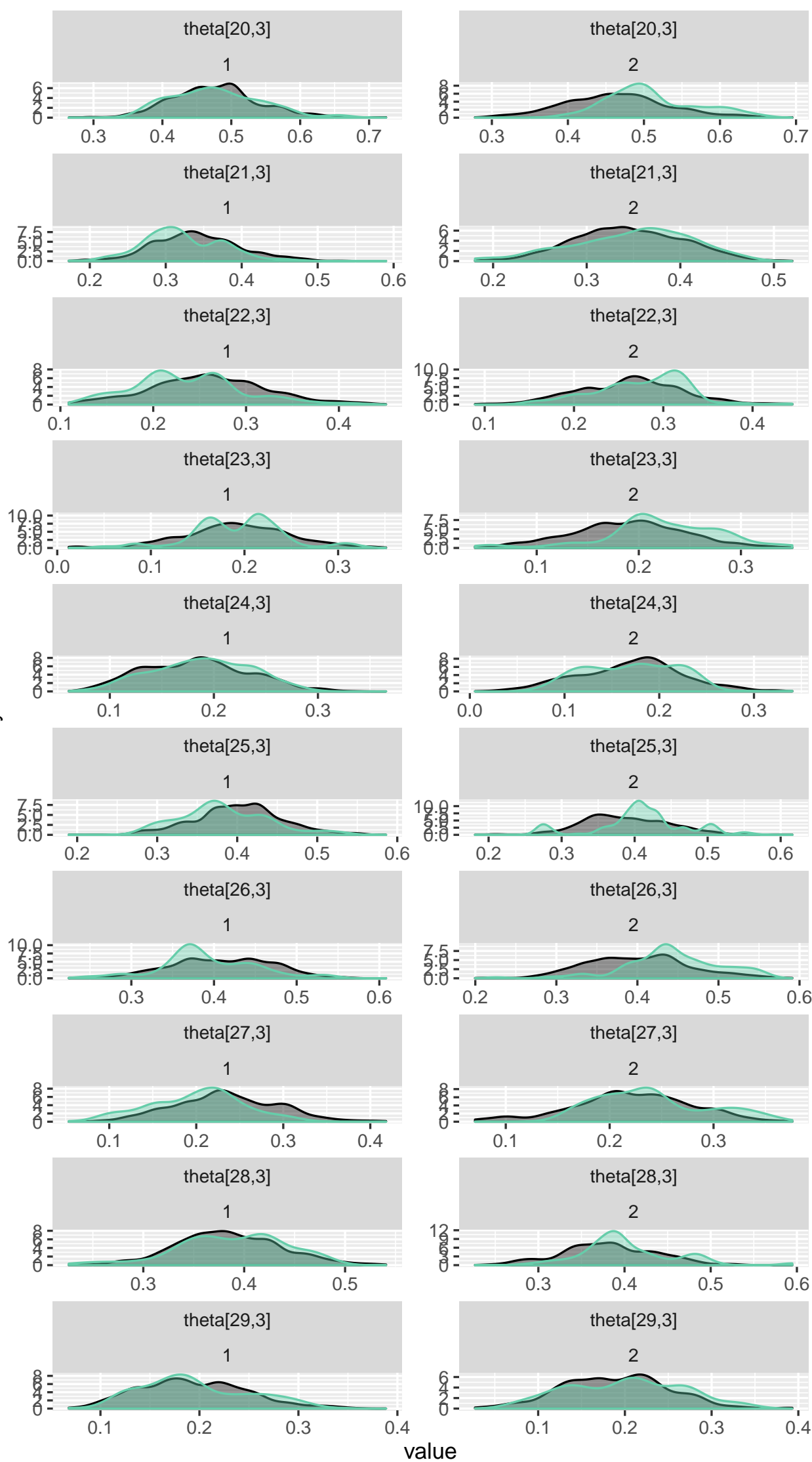


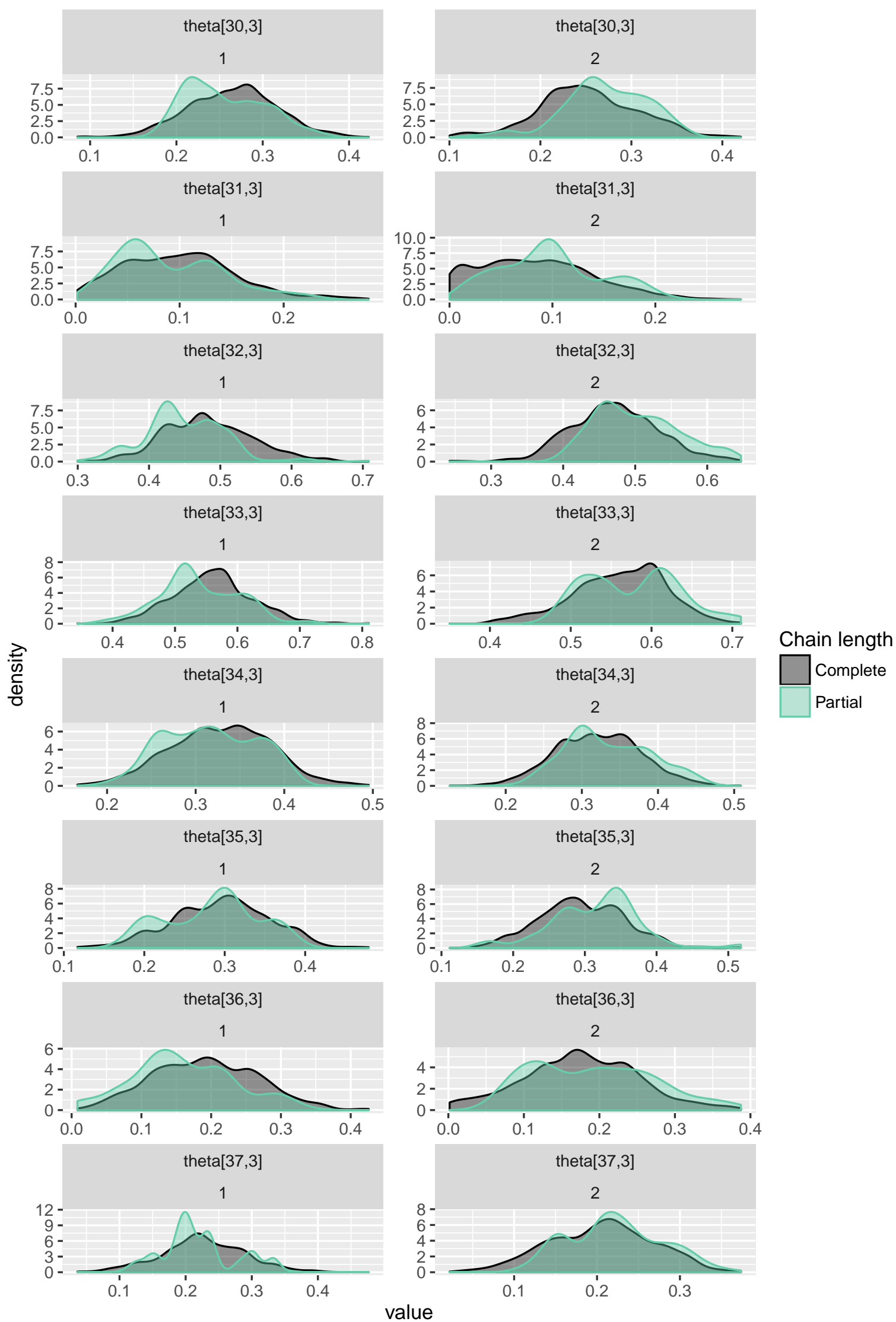




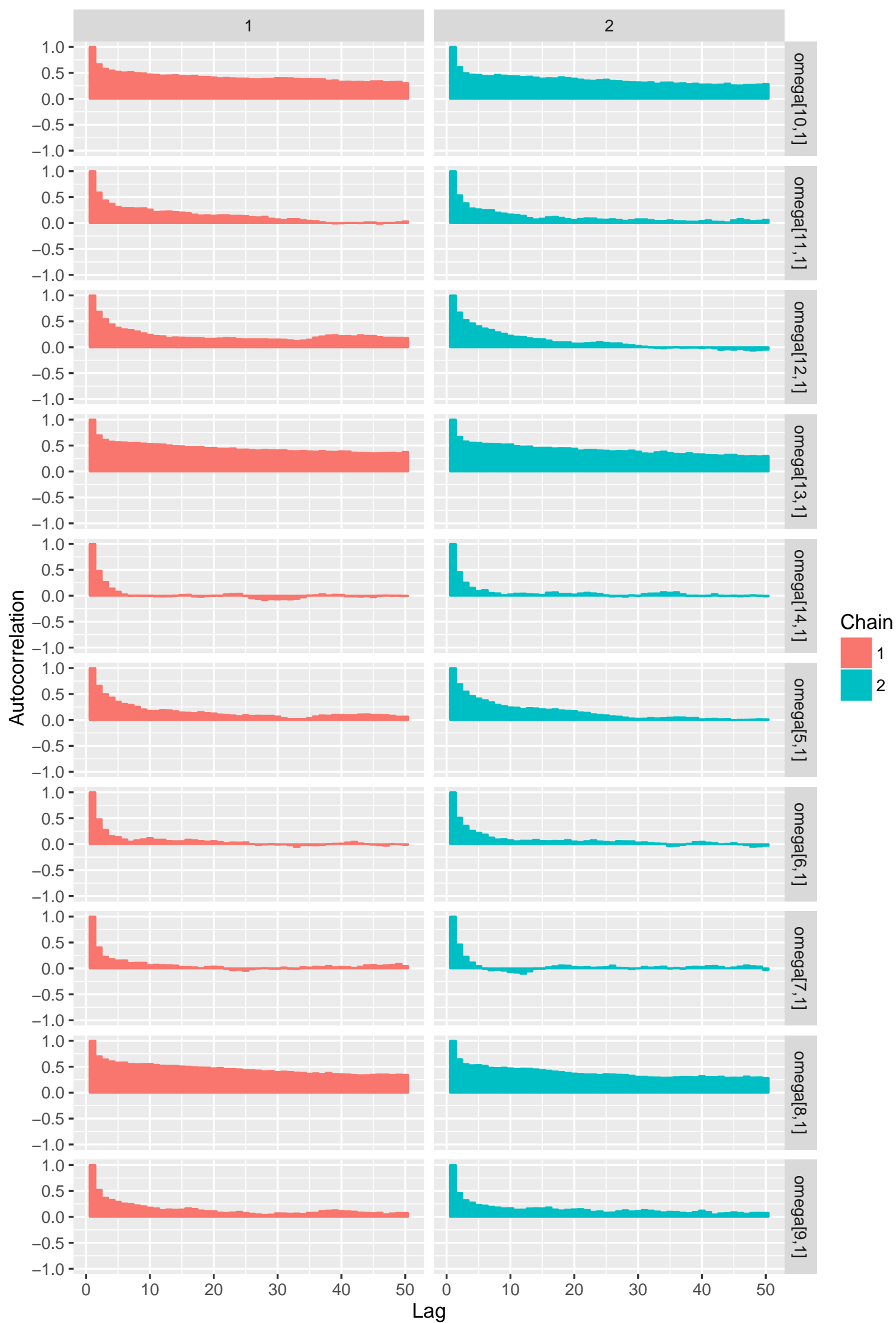


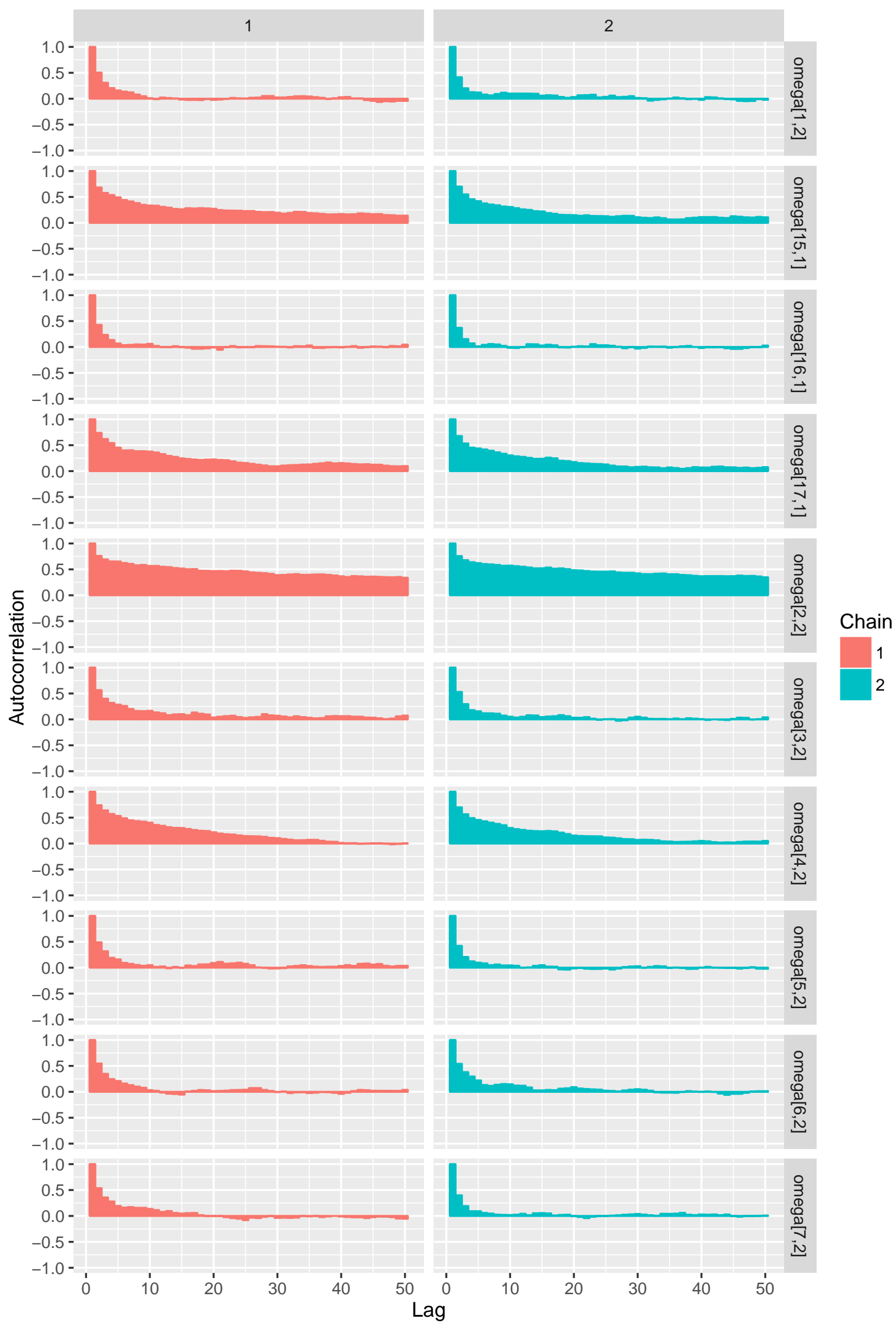
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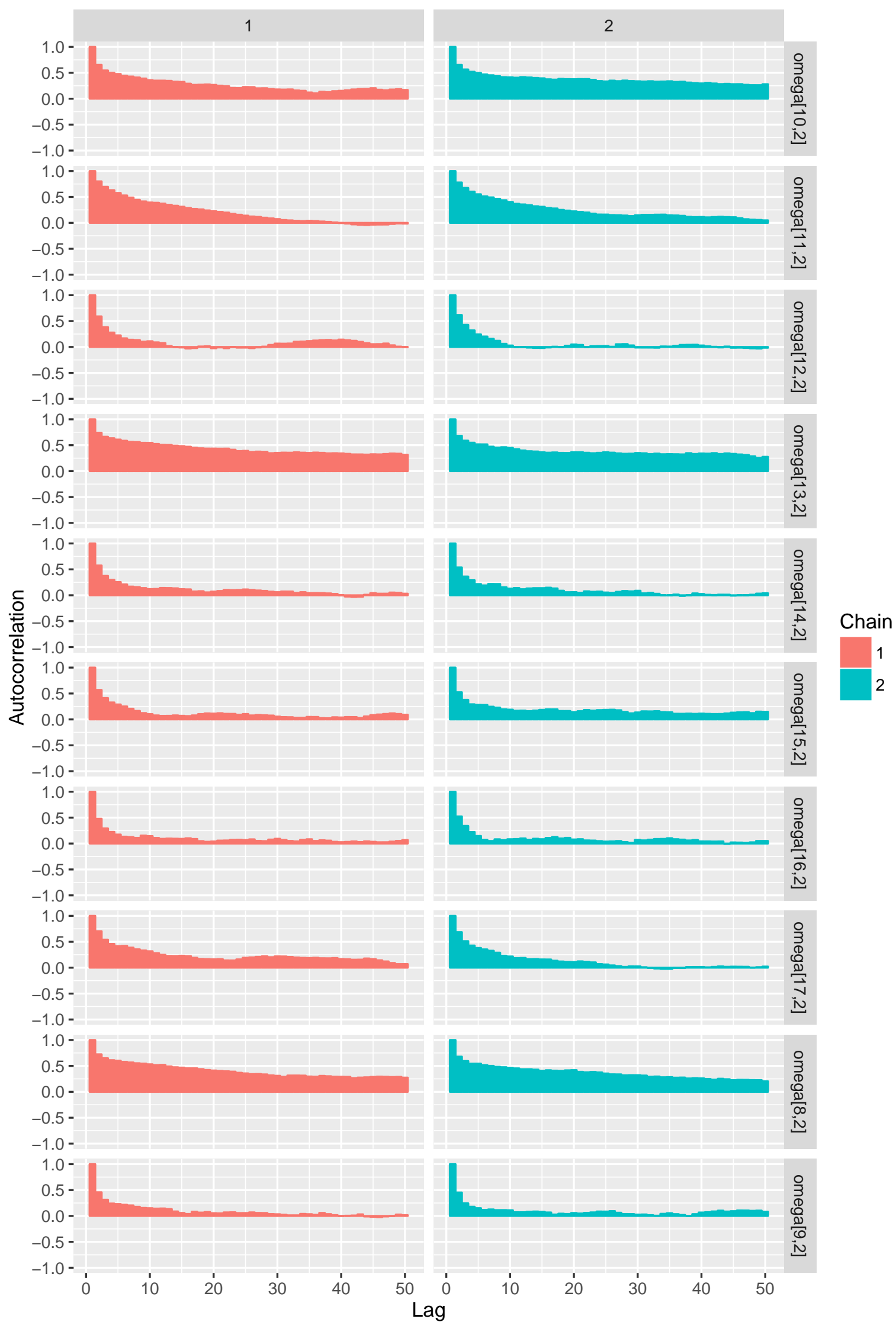


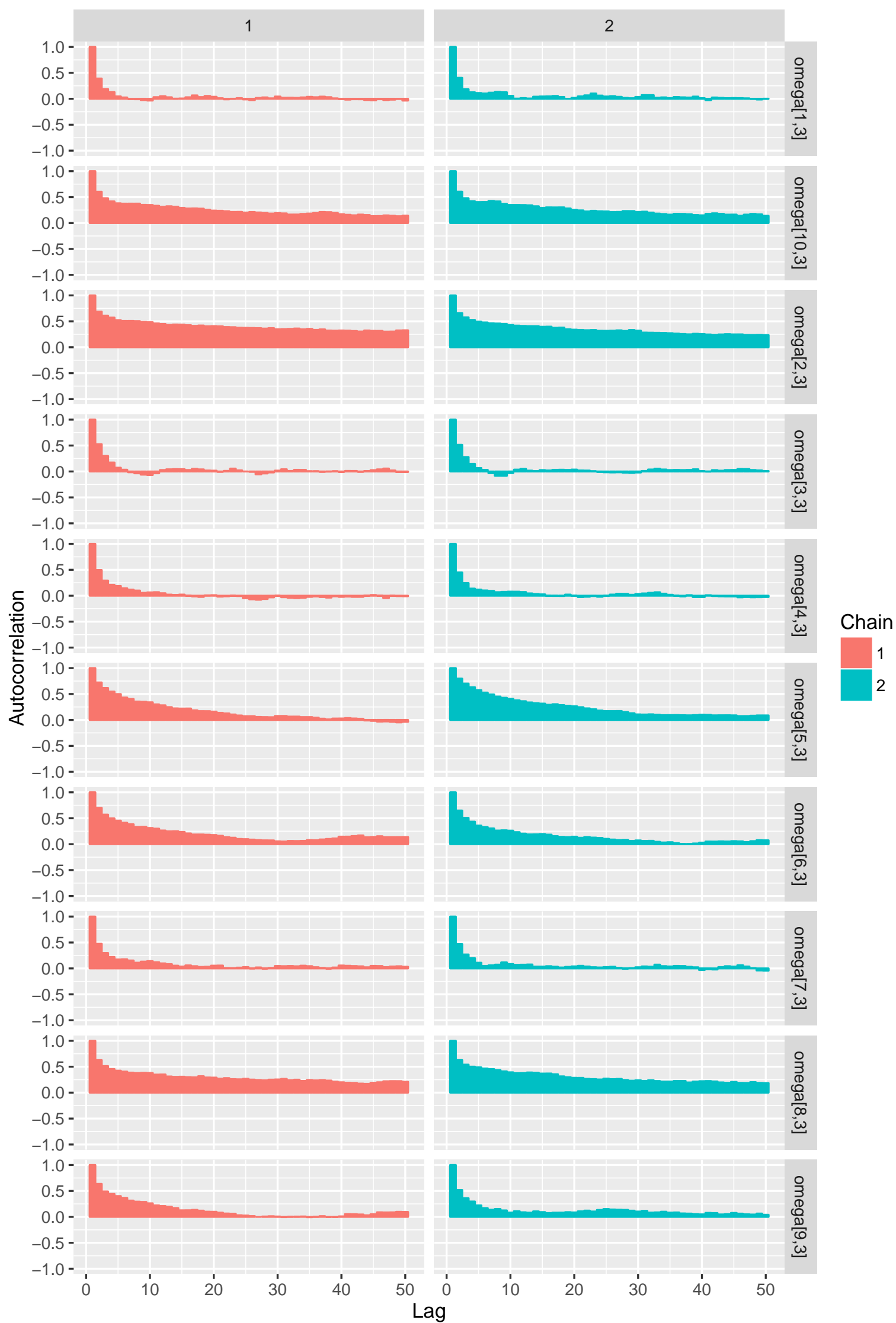


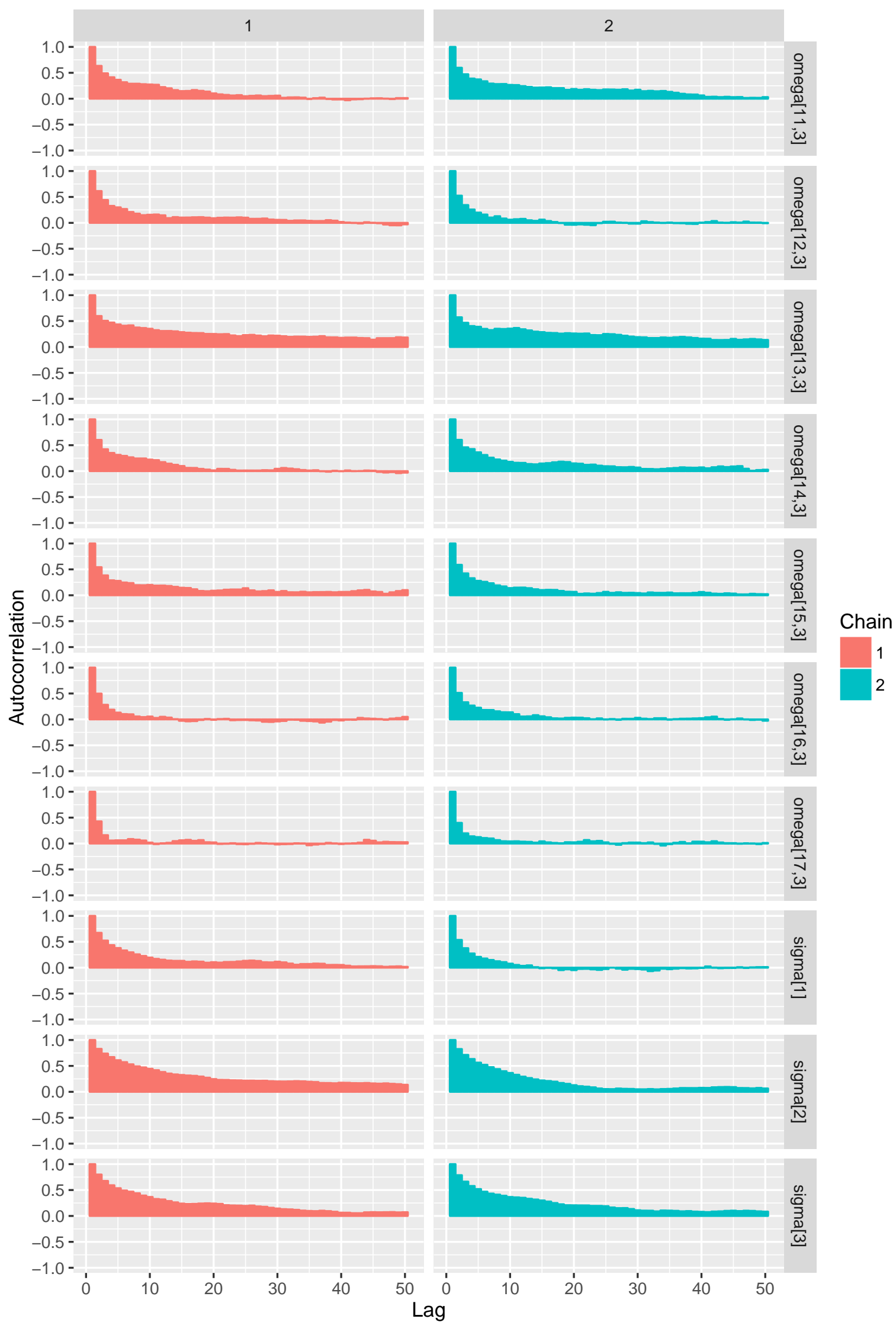


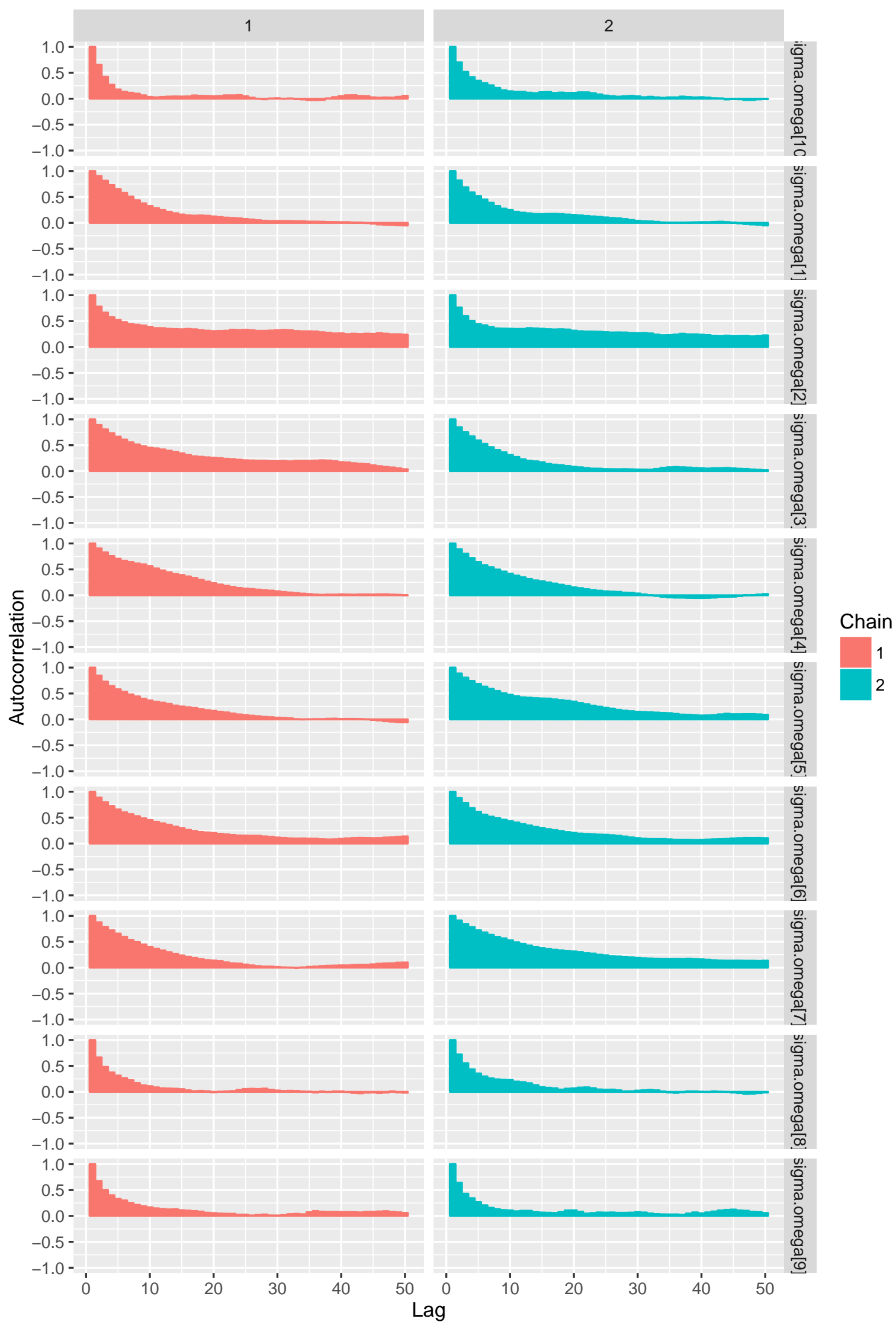


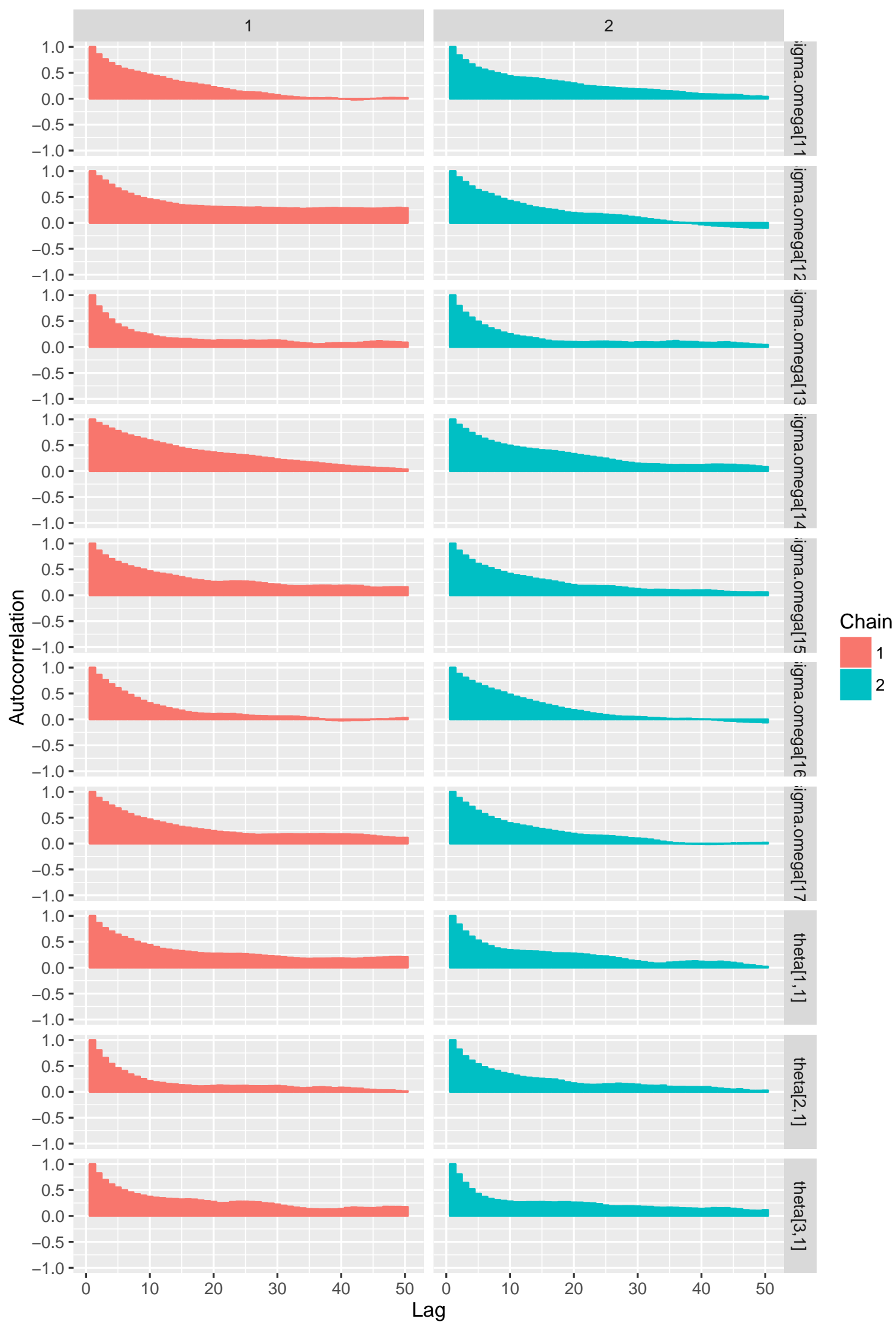


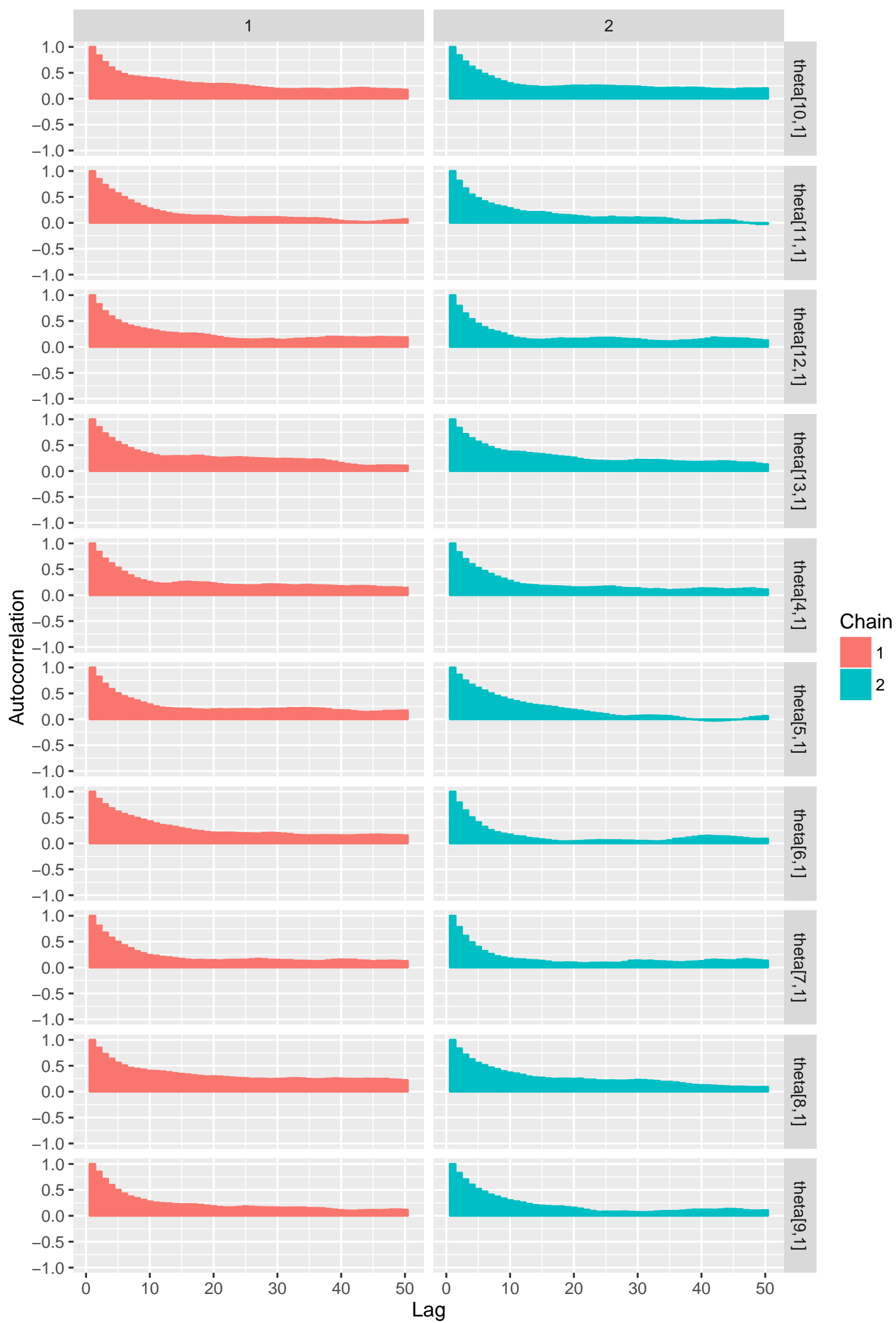


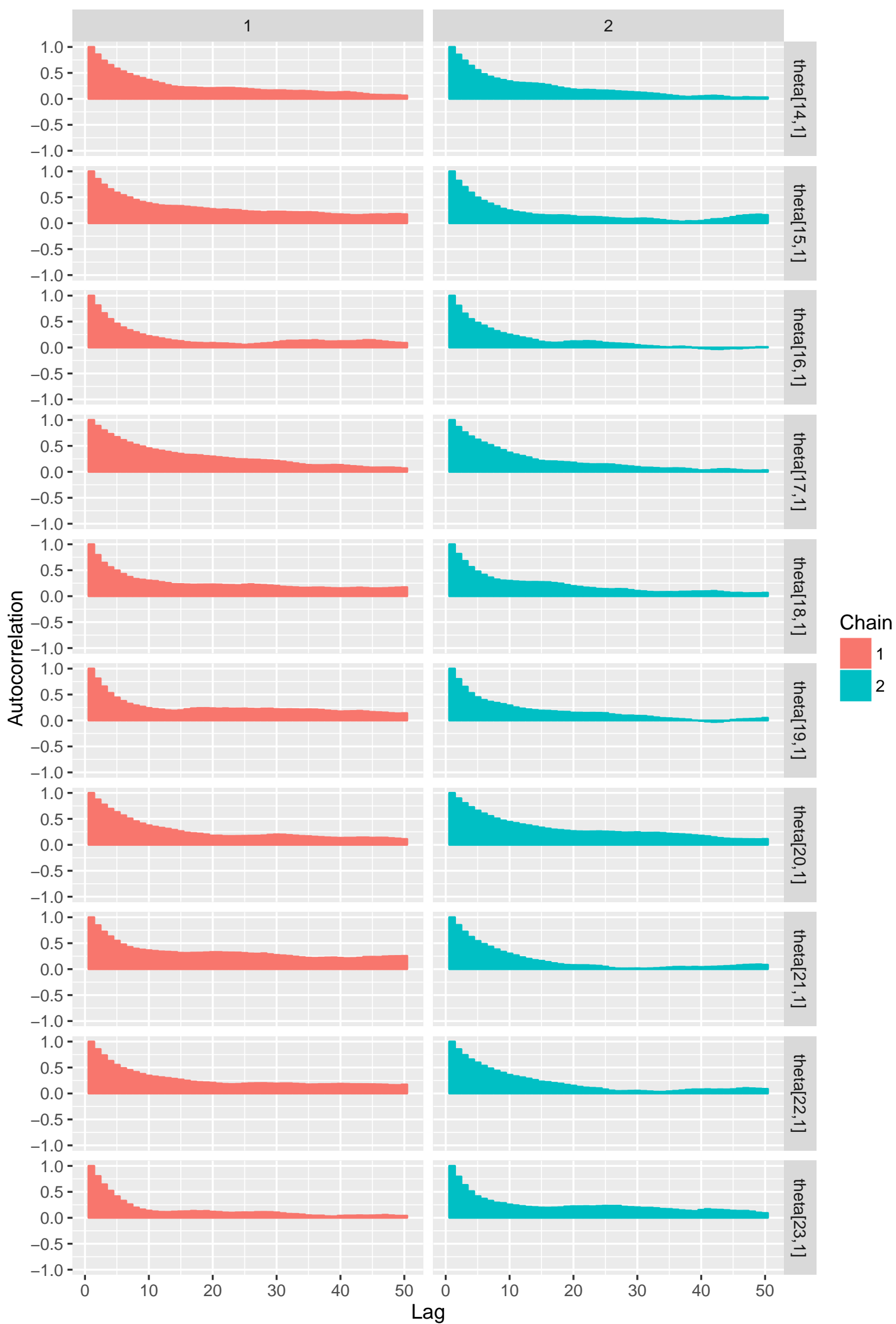


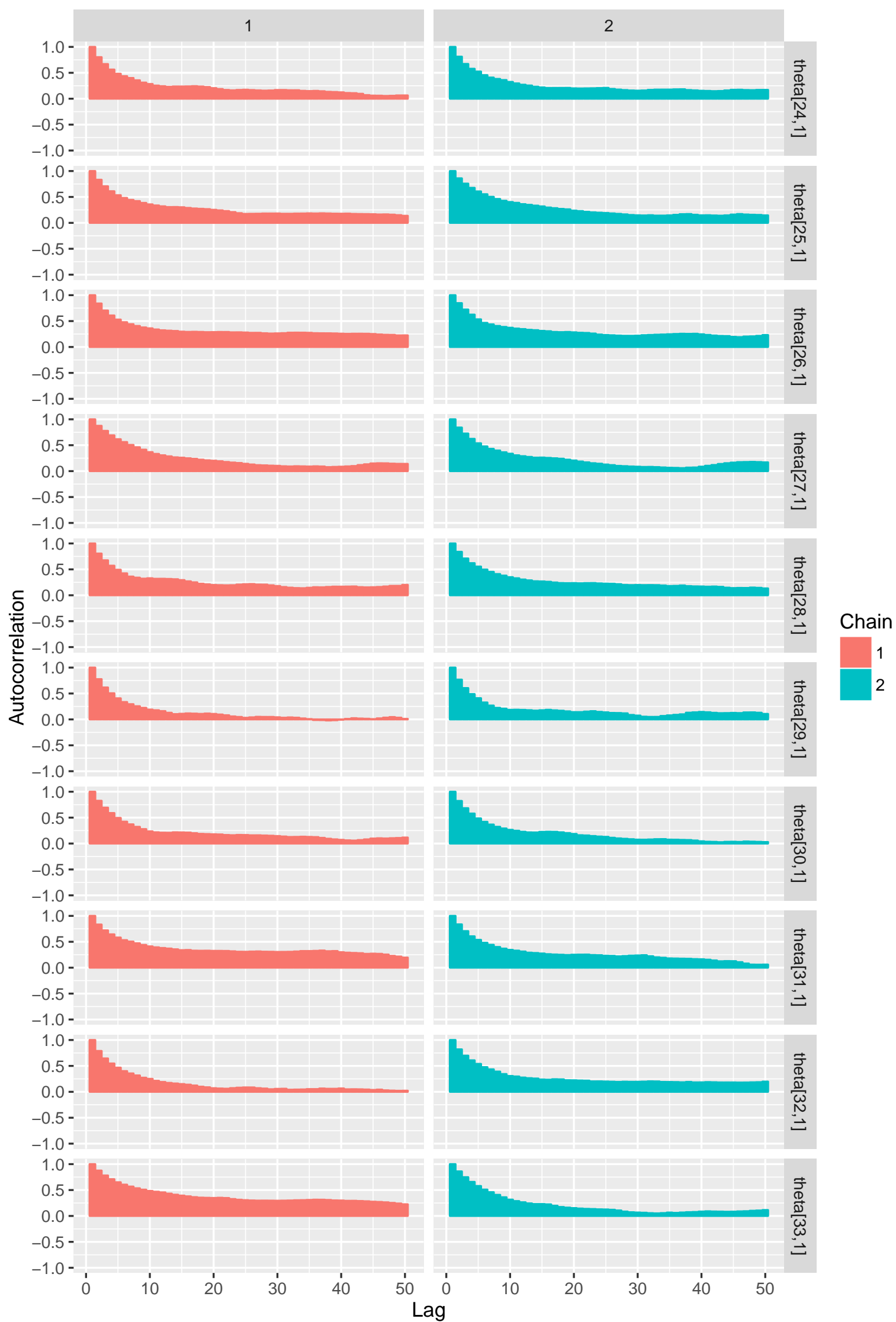


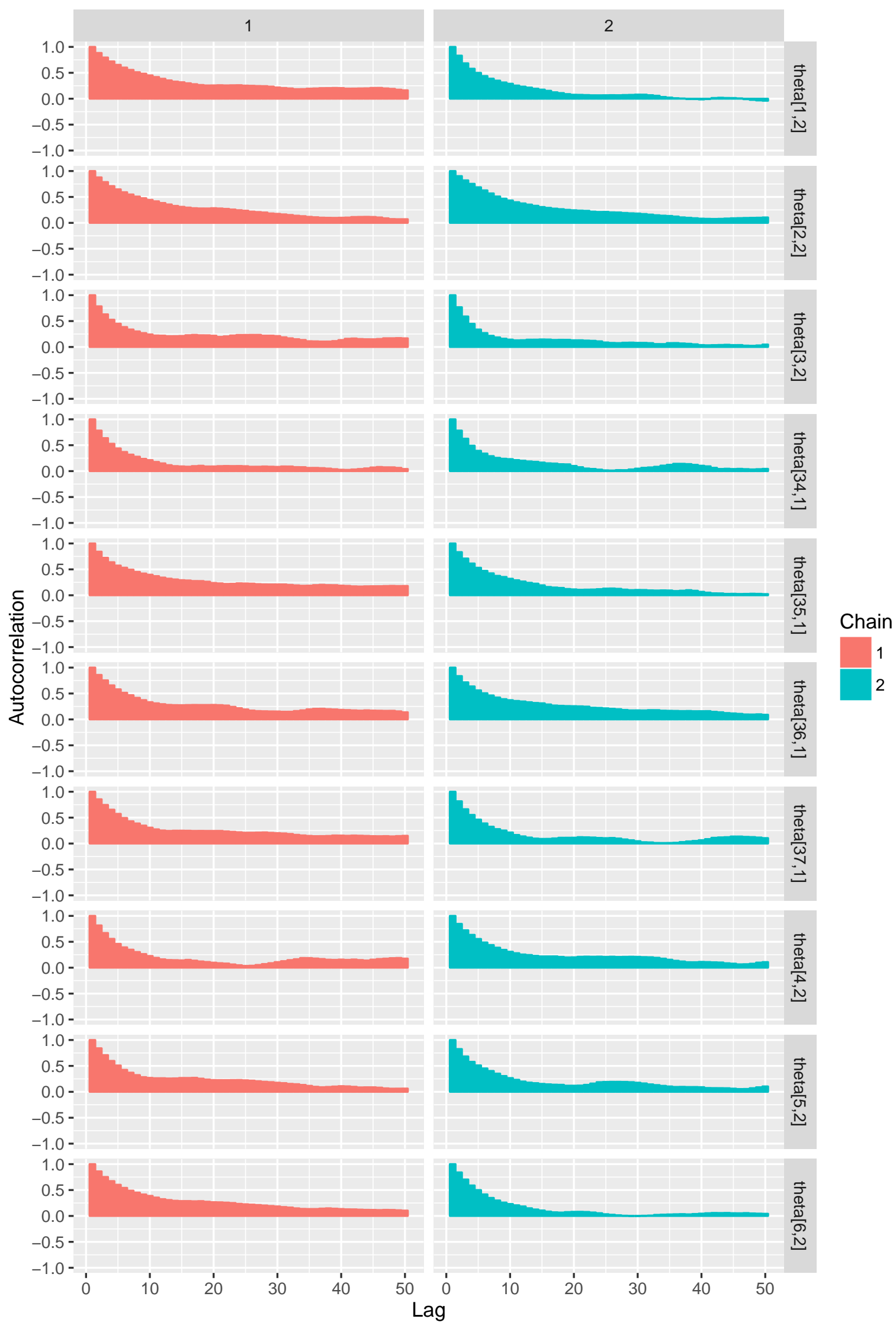


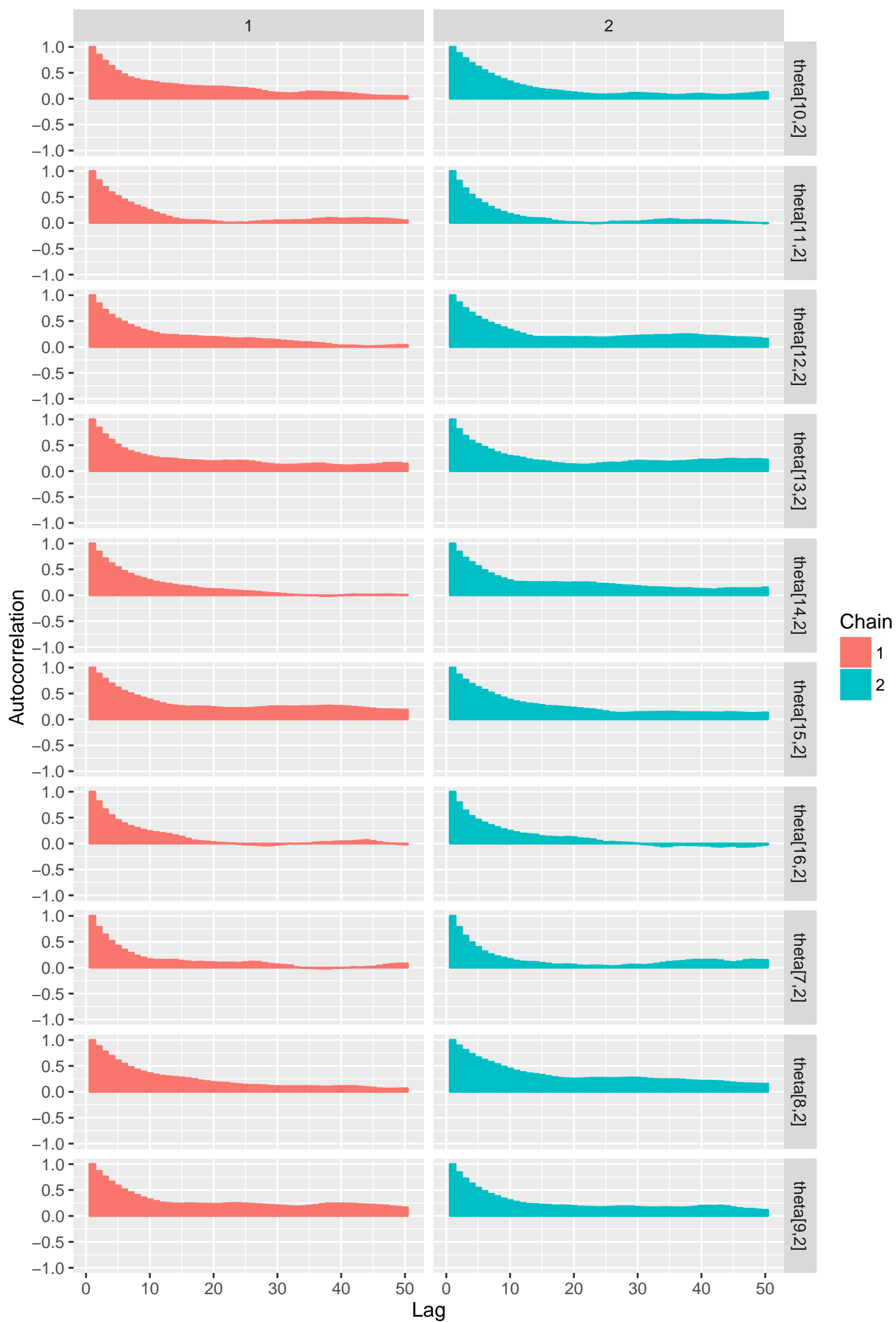


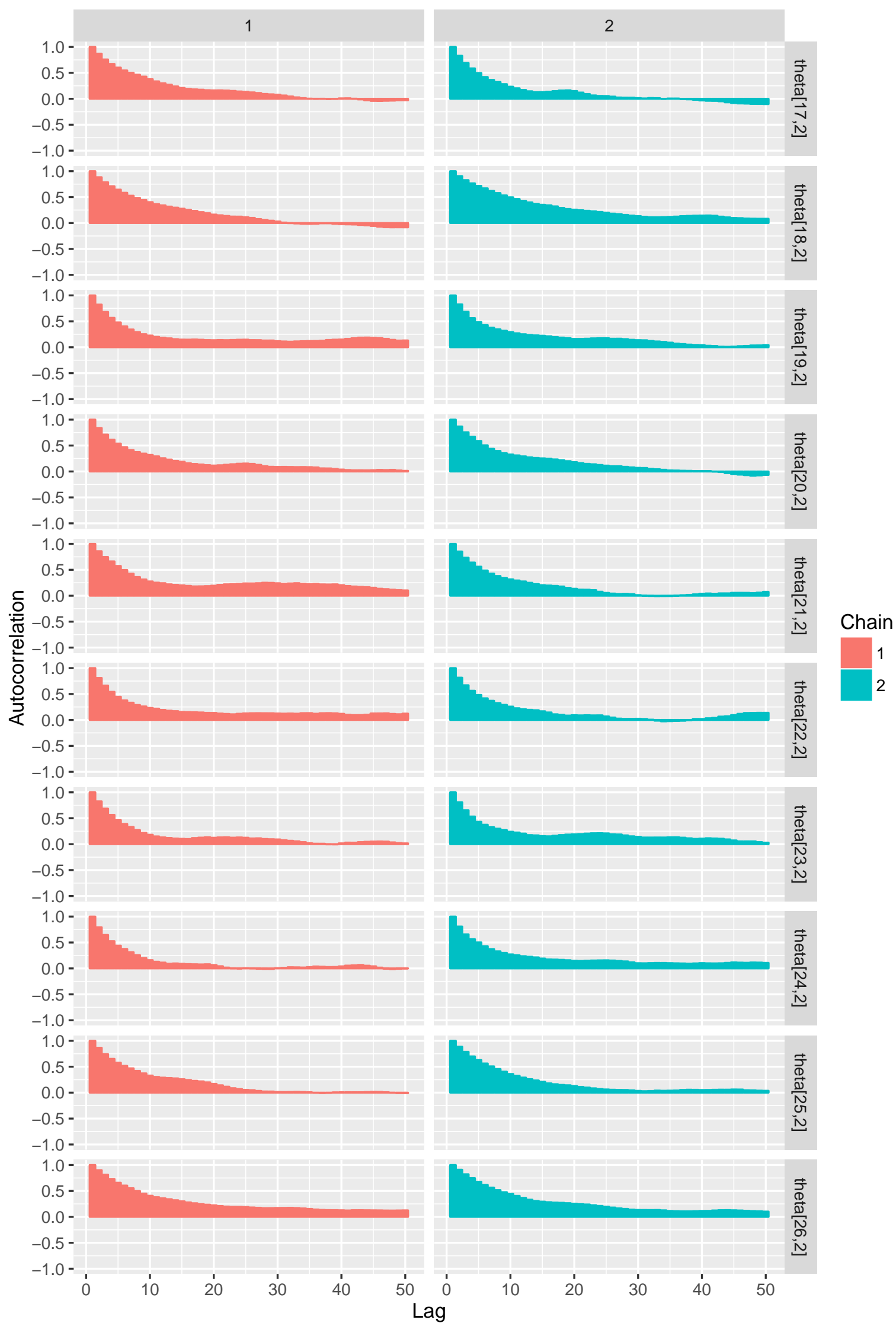


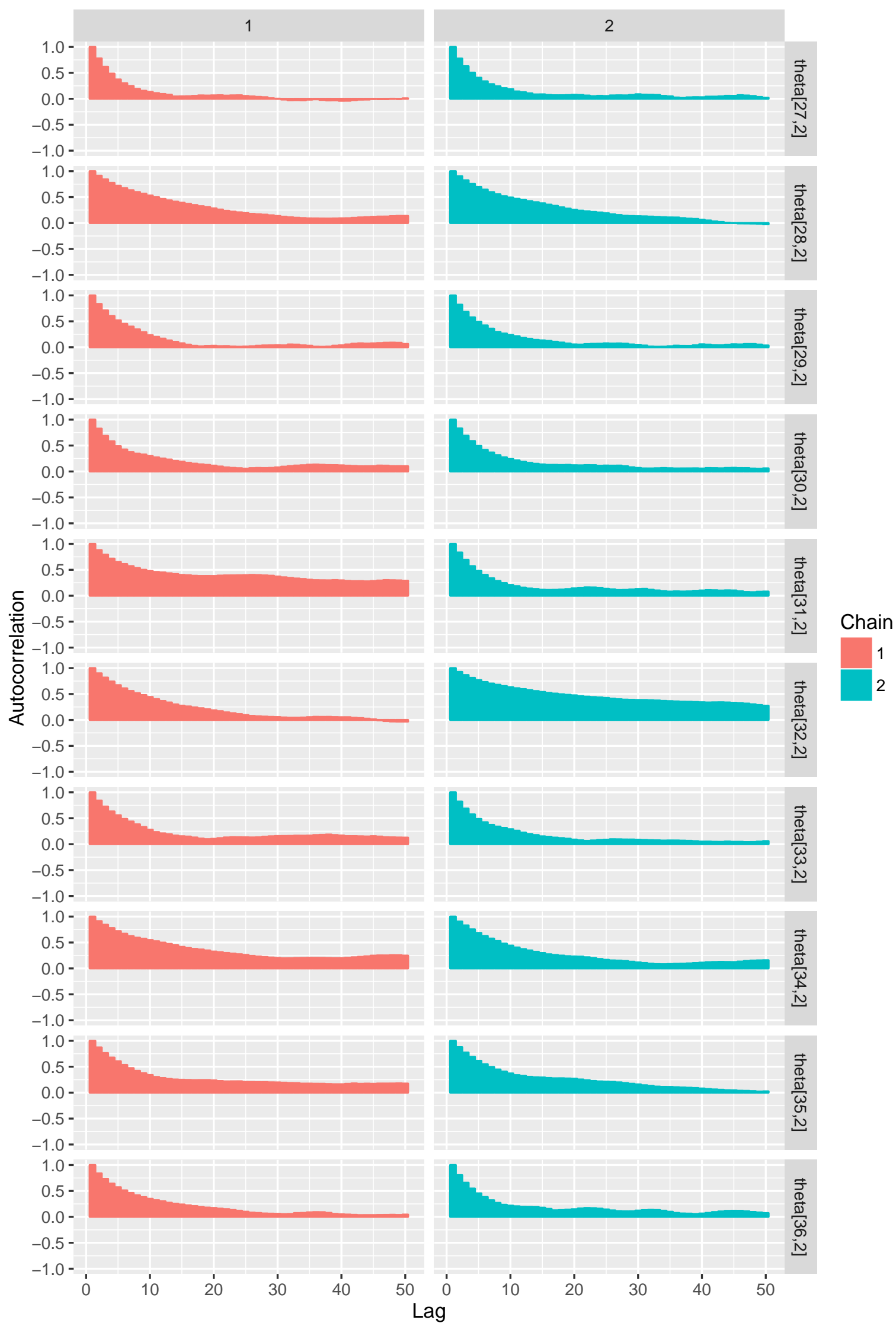


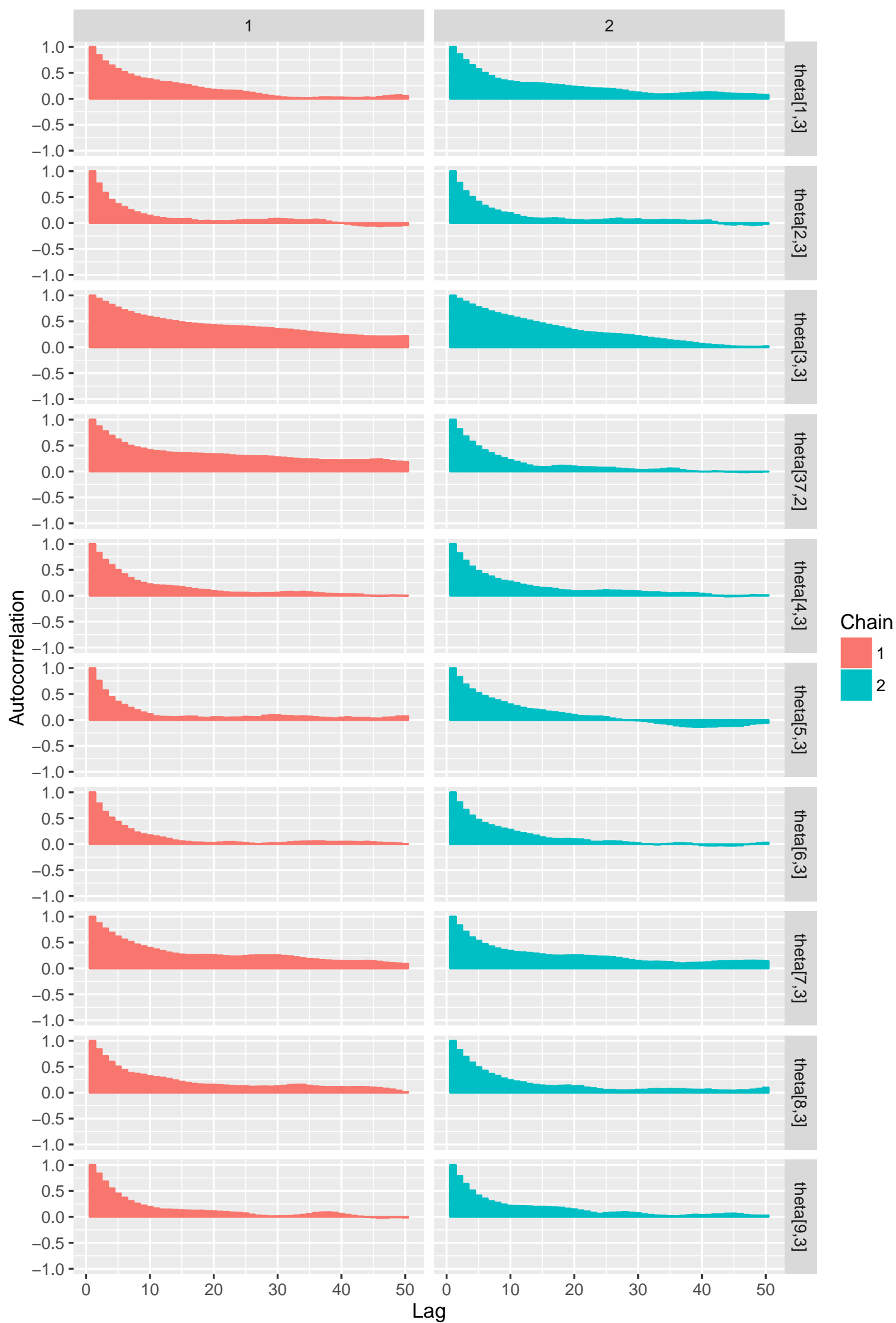


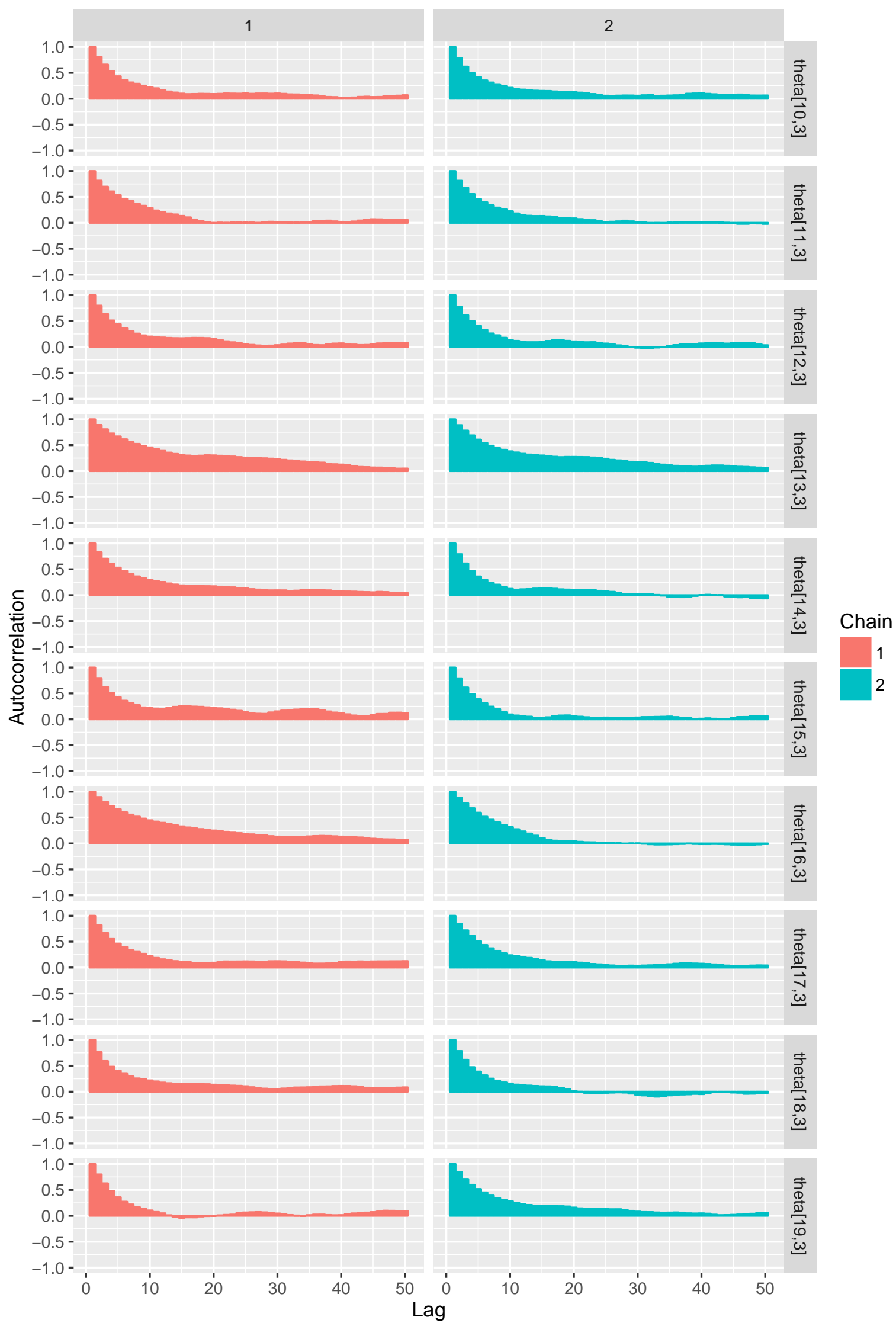


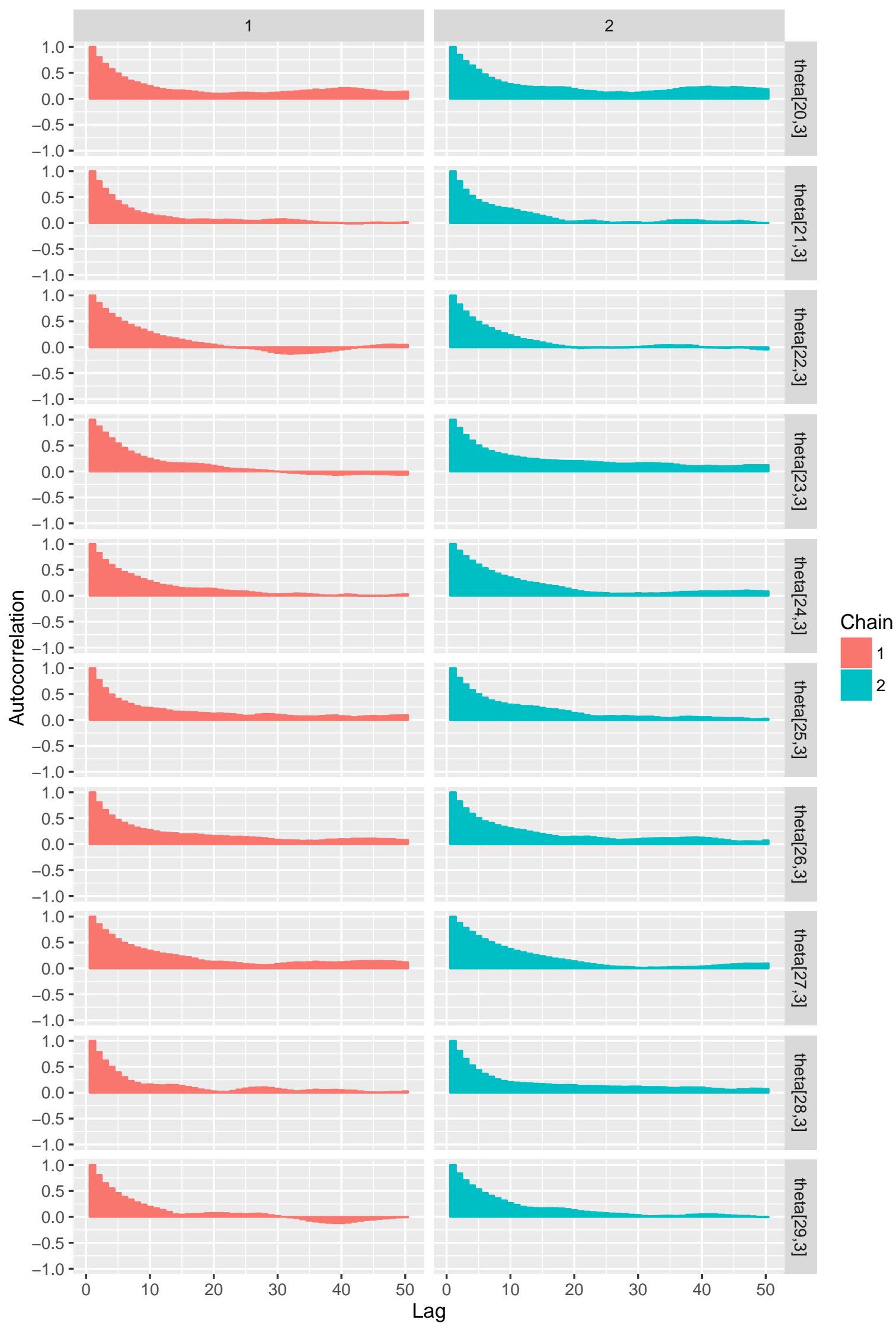


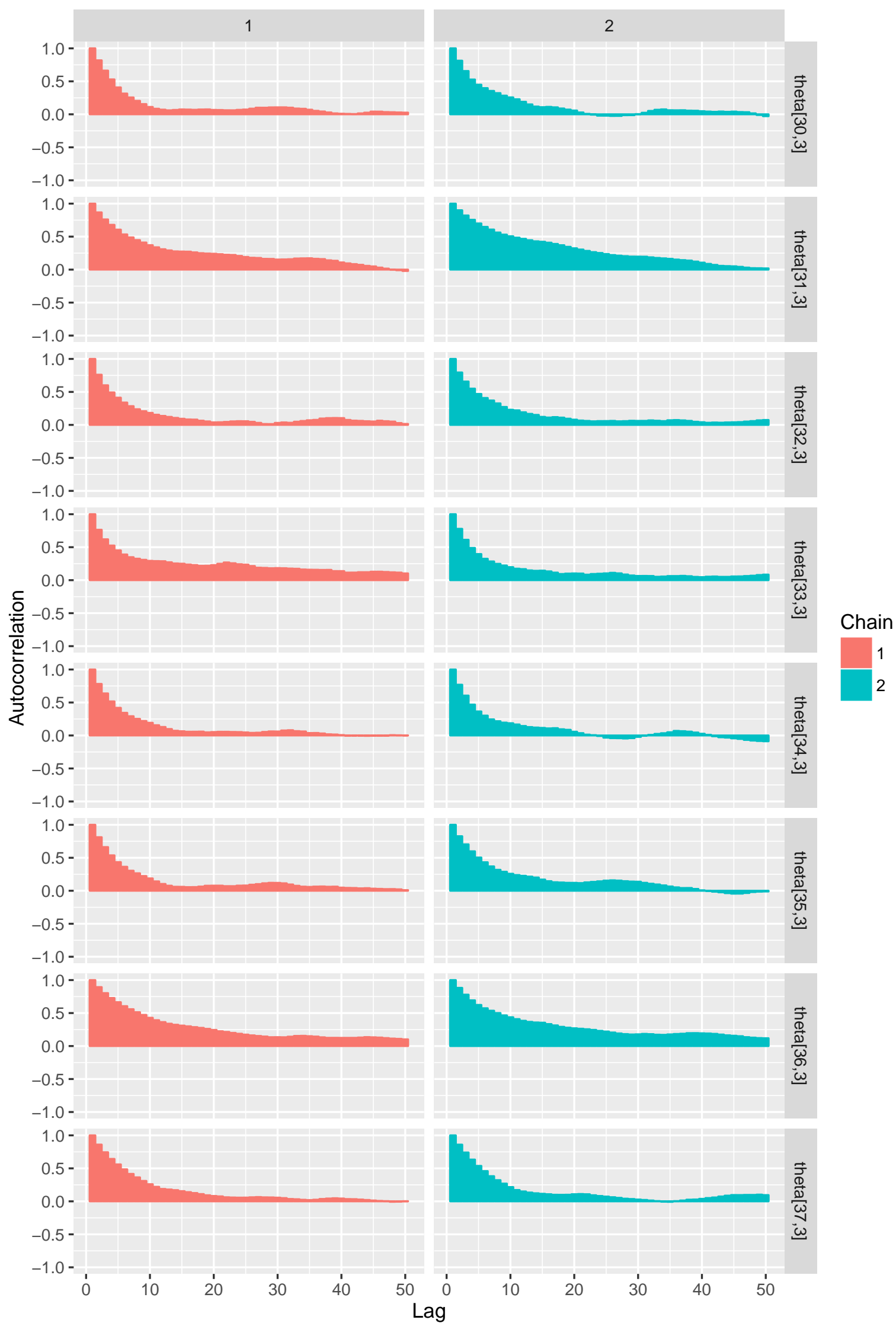


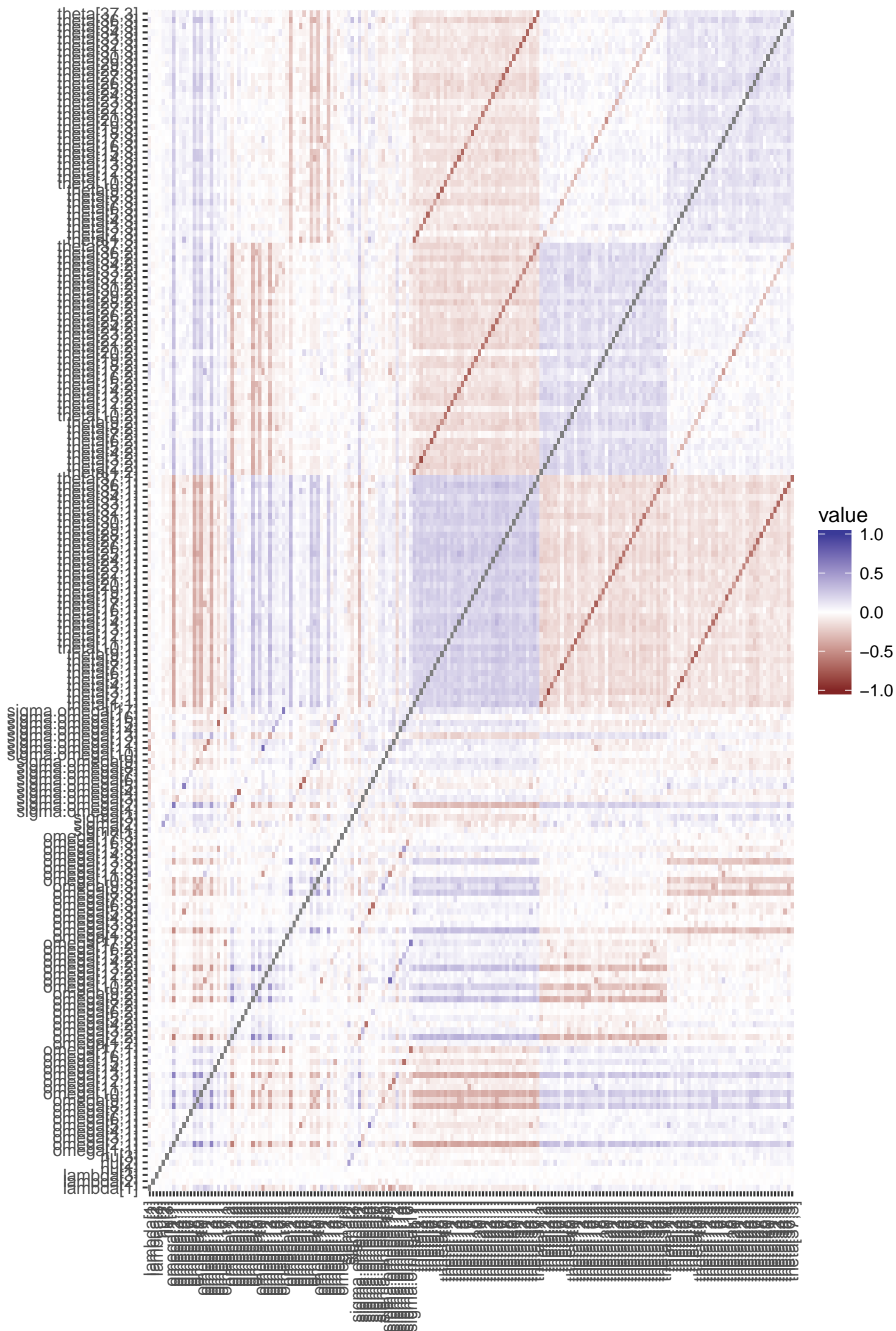




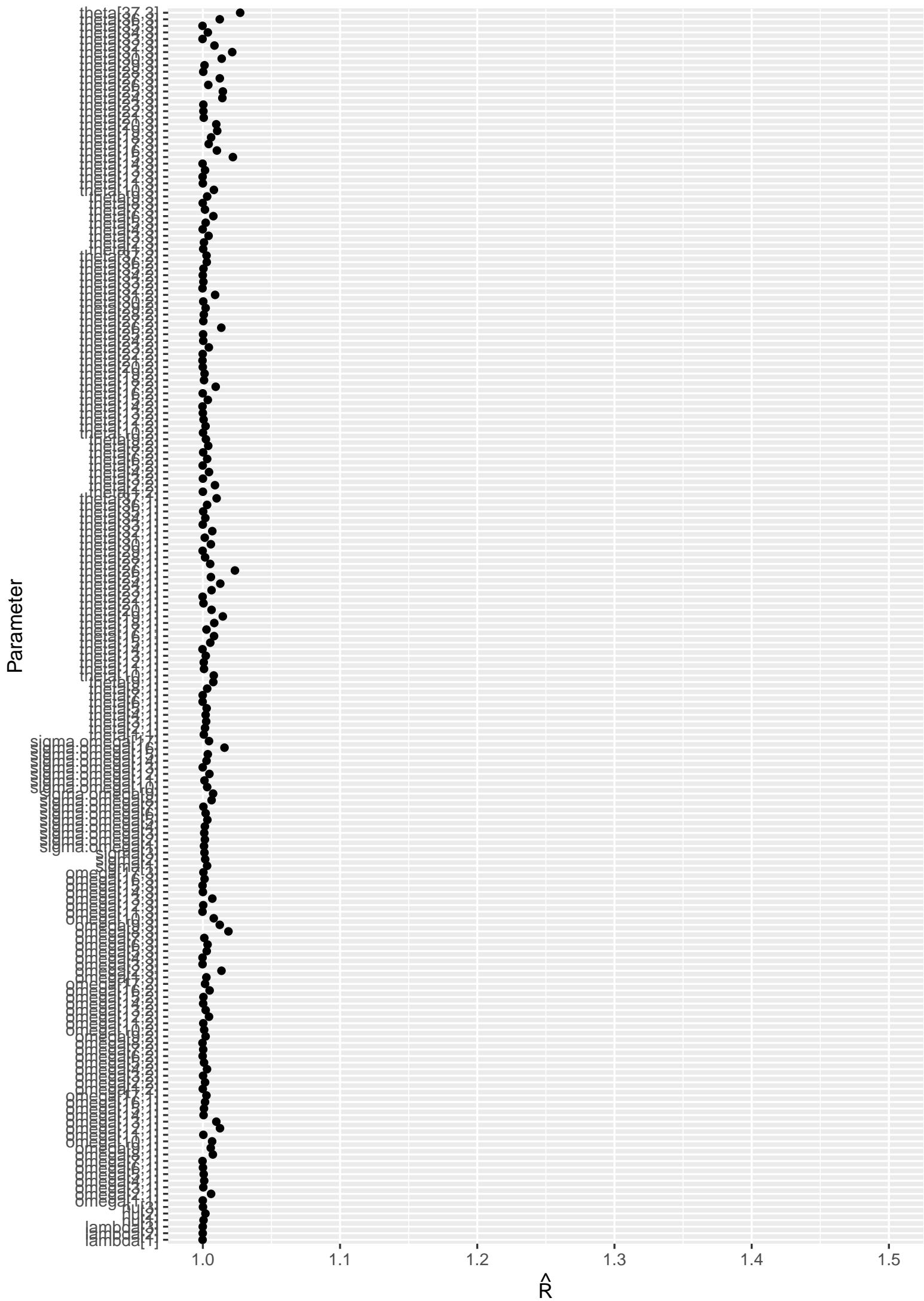




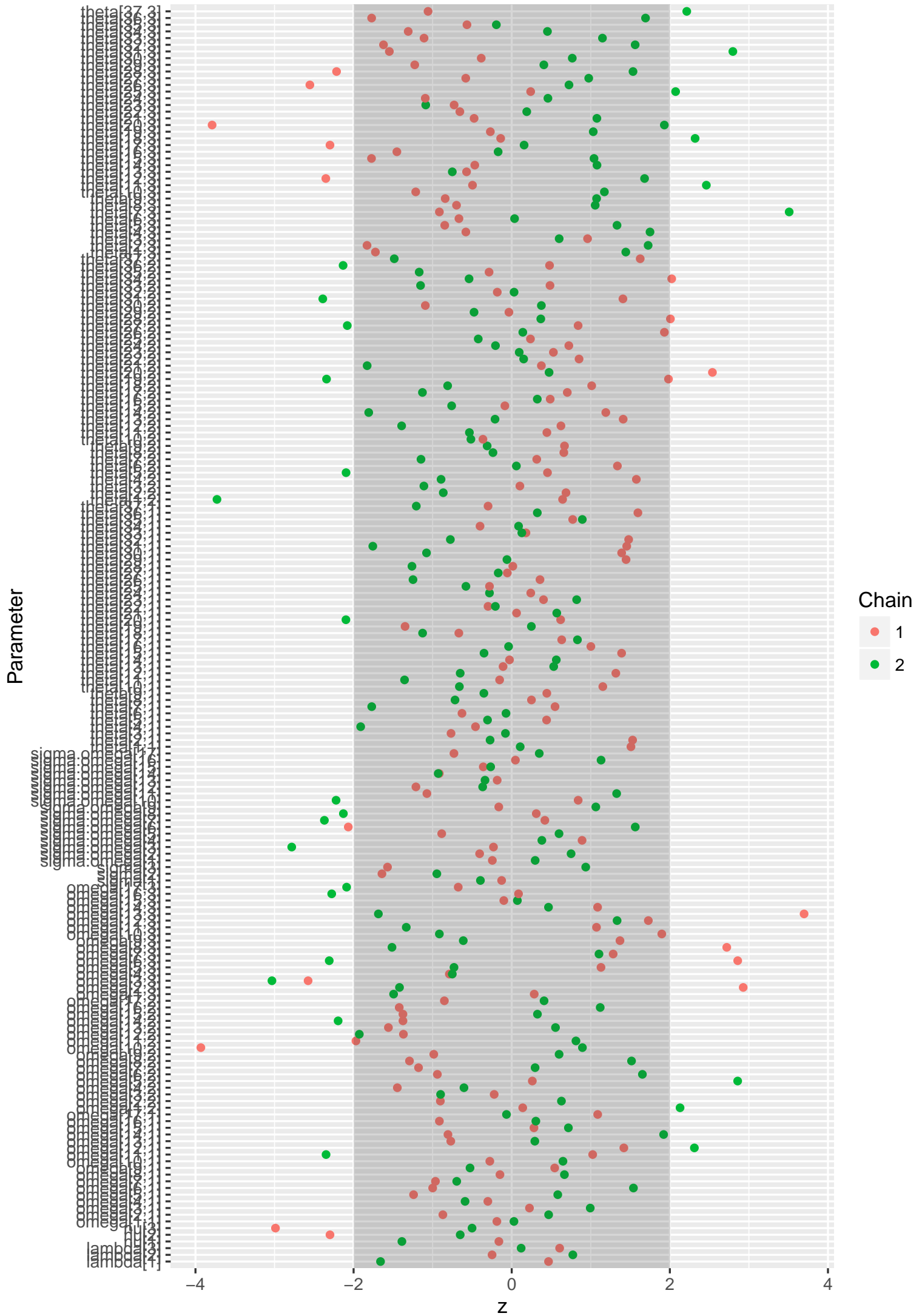




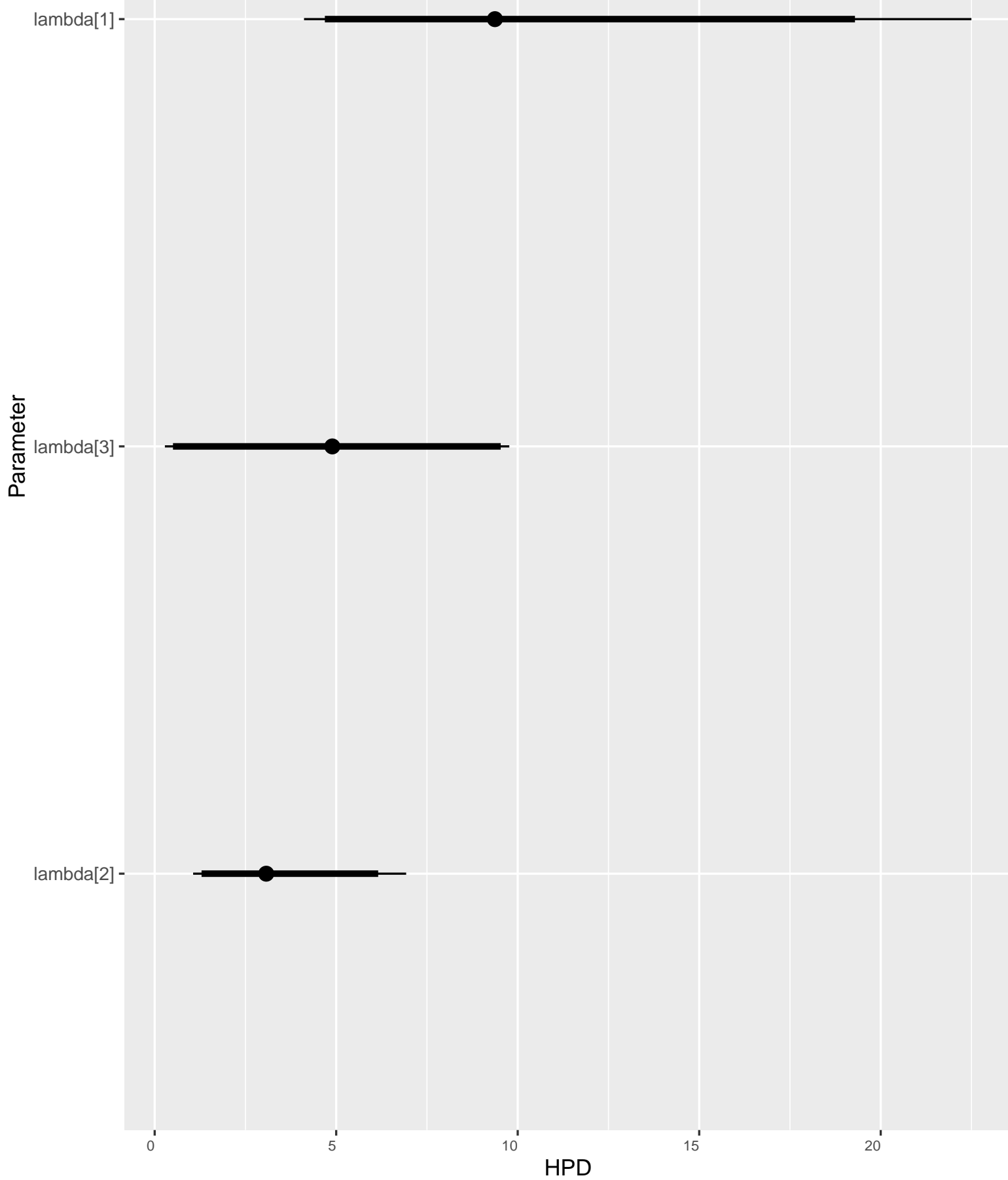
Potential Scale Reduction Factors

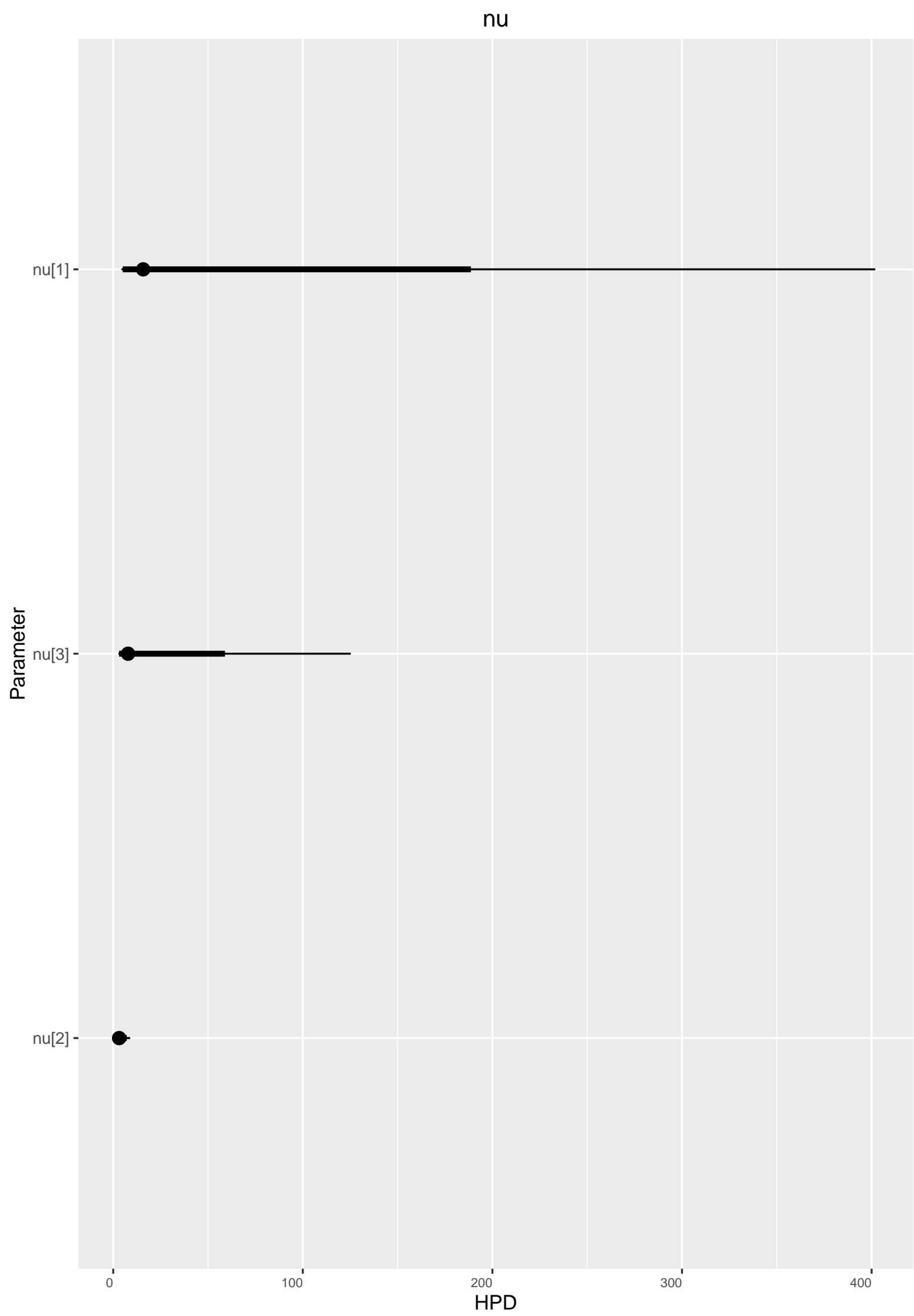


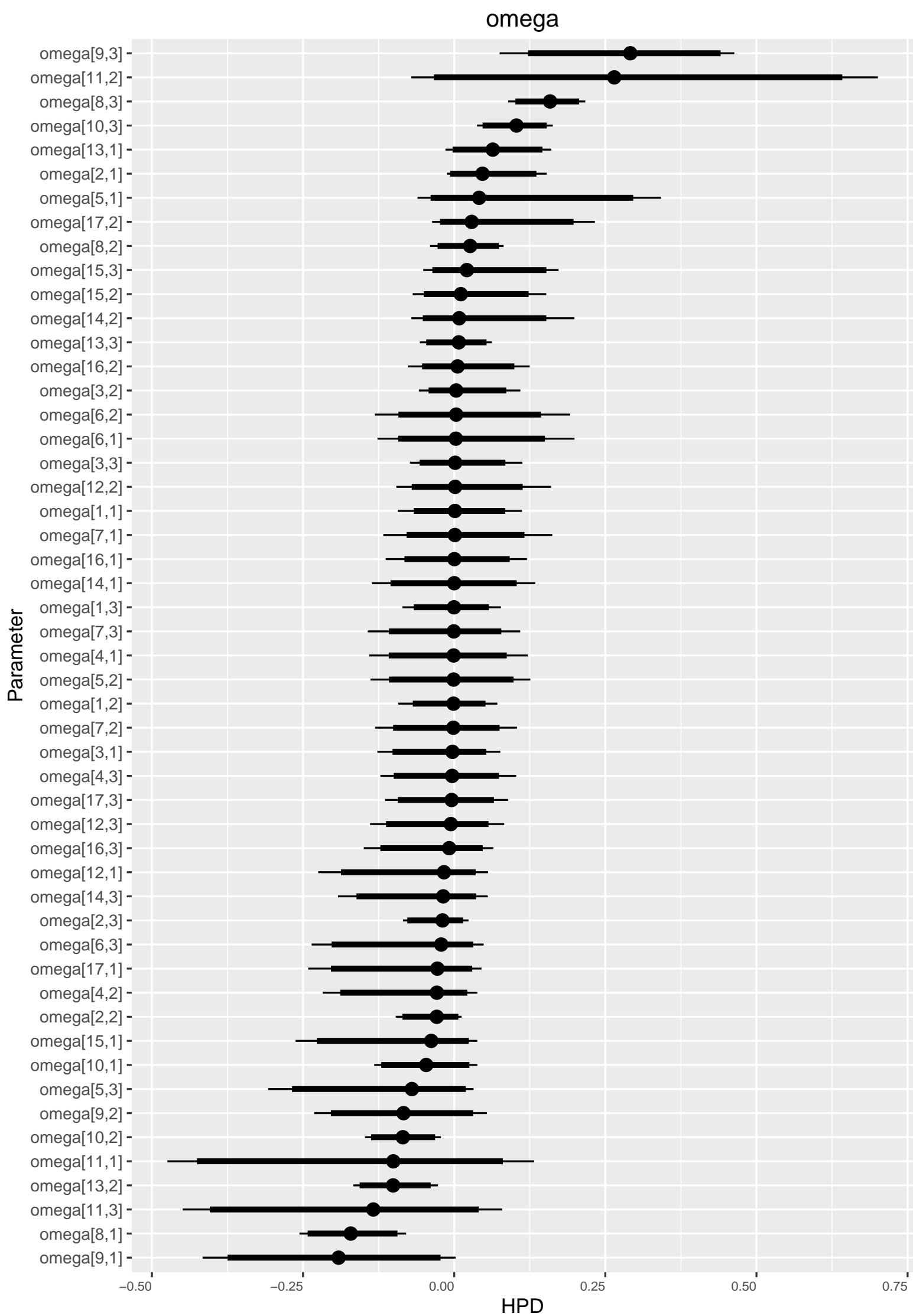
Geweke Diagnostics



lambda







sigma

Parameter

sigma[1]

sigma[3]

sigma[2]

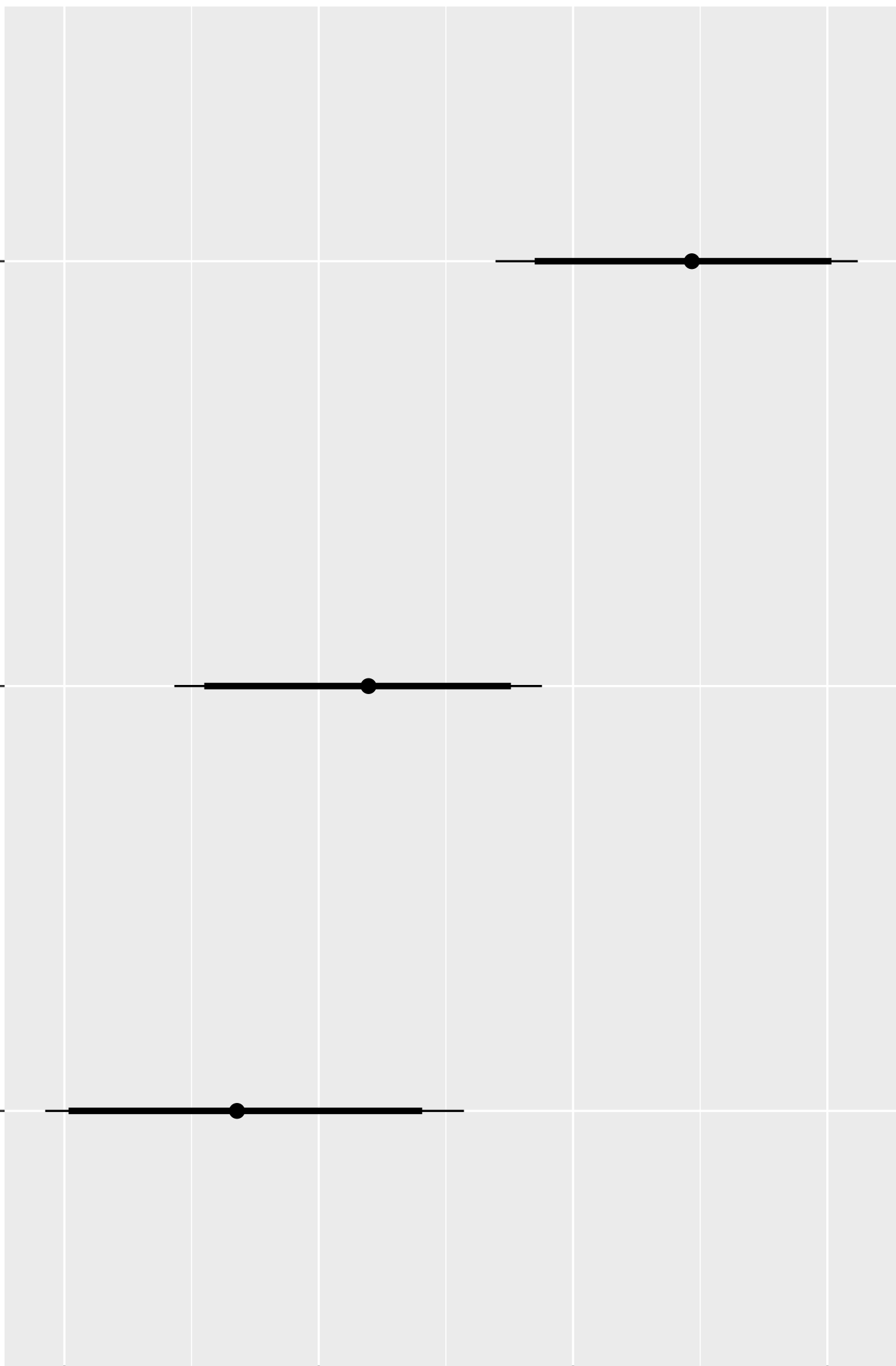
0.08

0.12

0.16

0.20

HPD



sigma.omega

