Paired comparisons – the steps

1. List the options you want to compare.

2. Give each one a letter.

3. Draw up a grid matching the number of options with a square

 for each one along the row and column headings. This is so

 you can compare each option with one another.

4. Mark the options as row and column headings on the grid.

5. Now block out those squares where an option is compared with itself

 and those that are duplicating comparisons already dealt

 with elsewhere. This ensures that you only make each comparison

 once.

6. Within each of the remaining blank cells compare the option in the

 row with the one in the column. For each cell, decide which of the

 two options is more important and enter the letter of the most

 important option into that cell.

7. Enter also the difference in importance between the two options,

 ranging from 0 (no difference: each has the same importance) to,

 say, 3 (major difference: one is significantly more important than

 the other).

6. Finally, calculate the total for each option by adding up the values for

 each option in the squares. It may be useful to convert these into

 percentages of the total score.