

By Howard Schuman Questions And Answers In Attitude Surveys Experiments On Question Form Wording And Context Quant Paperback

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Taking into account both traditional and emerging modes, this comprehensive new Handbook covers all major methodological and statistical issues in designing and analyzing surveys. With contributions from the world's leading survey methodologists and statisticians, this invaluable new resource provides guidance on collecting survey data and creating meaningful results. Featuring examples from a variety of countries, the book reviews such things as how to deal with sample designs, write survey questions, and collect data on the Internet. A thorough review of the procedures associated with multiple modes of collecting sample survey information and applying that combination of methods that fit the situation best is included. The International Handbook of Survey Methodology opens with the foundations of survey design, ranging from sources of error, to ethical issues. This is followed by a section on design that reviews sampling challenges and tips on writing and testing questions for multiple methods. Part three focuses on data collection, from face-to-face interviews, to Internet and interactive voice response, to special challenges involved in mixing these modes within one survey. Analyzing data from both simple and complex surveys is then explored, as well as procedures for adjusting data. The book concludes with a discussion of maintaining quality. Intended for advanced students and researchers in the behavioral, social, and health sciences, this "must have" resource will appeal to those interested in conducting or using survey data from anywhere in the world, especially those interested in comparing results across countries. The book also serves as a state-of-the-art text for graduate level courses and seminars on survey methodology. A companion website contains additional readings and examples.

At the heart of all successful survey research is asking the right questions. Constructing Effective Questionnaires is intended for all who commission, conduct, and evaluate research based on asking questions. This book offers Robert Peterson's pragmatic perspective on questionnaire construction - one based on a balance of personal experience plus in-depth knowledge of the conceptual and methodological literature of the behavioral sciences. From specific question wording to overall questionnaire design, the book is a comprehensive guide to this critical element of survey research. Throughout the book, Peterson repeatedly stresses the importance of empirically testing and evaluating questions, not only to identify whether they work, but also "why" they work.

The meeting Theoretical Perspectives on Autobiographical Memory was held at the Grange Hotel, Grange-over-Sands, in the Lake District region of North Western England, July 1991. The workshop was financed by a generous grant from the NATO Scientific Affairs Division under the Advanced Research Workshop programme and without this funding the meeting would not have been possible: the organisers and delegates gratefully acknowledge the support of the NATO Advanced Research Workshops programme. Thirty-five scientists from five different NATO countries attended the workshop and twenty-seven delegates presented papers. The two aims of the workshop were to bring together in one forum a number of comparatively separate approaches to autobiographical memory and to promote theory in the area generally. These aims were fulfilled in the presentations and discussions, particularly the final discussion session, in which delegates focussed on the central issues of the nature, structure, and functions of autobiographical memory and how these emerge in different research areas. The present volume contains the papers arising from the workshop. We thank Mrs. Sheila Whalley for secretarial help and Fiona Hirst and Stephen Anderson für practical assistance in coordinating registration for the workshop.

Howard Schuman is one of the premier scholars of social surveys. His expertise concerns the way questions about attitudes and beliefs are worded and the effects questions have on the answers people give. However, Method and Meaning in Polls and Surveys is less about the substance of wording effects and more about approaches to interpreting the respondent's world, and how surveys can make that world understandable though often in ways not anticipated by the researcher. Schuman examines the question-answer process that is basic to polls and surveys, as it is in so much of life. His concern is with the nature of questioning itself, with issues of validity and bias, and with the scope and limitations of meaning sought through polls and surveys. Writing with both wisdom and humor, Schuman considers the issues both at a theoretical level, bringing in ideas from other social sciences, and empirically with substantive research of his own and others. The book will be of interest to social scientists, to survey researchers in academia and business, and to all those concerned with the pervasive influence of polls in society.

What are the special problems involved in surveying immigrant populations and ethnic minorities? How can we ensure adequate representation of these growing groups in general population surveys? This book is the first to address these challenges in a systematic way. Experiences from eight Western countries, involving more than a dozen surveys, are used to explore difficulties in designing these types of surveys and some of the choices made to deal with them. The rich array of cases covered gives rise to valuable lessons, from local and national surveys, from well-funded surveys and those with limited means, and on a wide variety of topics ranging from politics to health.

The answers to questions on a wide variety of social and political issues from more than 25,000 respondents are contained in the General Social Survey (GSS) data base. The authors, who have directed the GSS since its inception, have set out to enable social

scientists to exploit this large data set more effectively. The book outlines such topics as the recurrent, replicated 'core' items suitable for trend analyses, the annual topical modules on subjects of current interest and the international modules produced in collaboration with the International Social Survey Programme.

Interviews hold a prominent place among the various research methods in the social and behavioral sciences. This book presents a powerful critique of current views and techniques, and proposes a new approach to interviewing. At the heart of Mishler's argument is the notion that an interview is a type of discourse, a speech event: it is a joint product, shaped and organized by asking and answering questions. This view may seem self-evident, yet it does not guide most interview research. In the mainstream tradition, the discourse is suppressed. Questions and answers are regarded as analogues to stimuli and responses rather than as forms of speech; questions and the interviewer's behavior are standardized so that all respondents will receive the same stimulus; respondents' social and personal contexts of meaning are ignored. While many researchers now recognize that context must be taken into account, the question of how to do so effectively has not been resolved. This important book illustrates how to implement practical alternatives to standard interviewing methods. Drawing on current work in sociolinguistics as well as on his own extensive experience conducting interviews, Mishler shows how interviews can be analyzed and interpreted as narrative accounts. He places interviewing in a sociocultural context and examines the effects on respondents of different types of interviewing practice. The respondents themselves, he believes, should be granted a more extensive role as participants and collaborators in the research process. The book is an elegant work of synthesis--clearly and persuasively written, and supported by concrete examples of both standard interviewing and alternative methods. It will be of interest to both scholars and clinicians in all the various fields for which the interview is an essential tool.

In their efforts to uncover the principles of a robust conception of democracy, theorists of deliberative democracy place a premium on the role of political expression—public speech and reasoned debate—as the key to democratic processes. They also frequently hark back to historical antecedents (as in the Habermasian invocation of the “public sphere” of eighteenth-century bourgeois society and the Arendtian valorization of the classical Athenian polis) in their quest to establish that deliberative procedures are more than “merely theoretical” and instead have a practical application. But for all this emphasis on the discursive and historical dimensions of democracy, these theorists have generally neglected the rich resources available in the history of rhetorical theory and practice. It is the purpose of *Talking Democracy* to resurrect this history and show how attention to rhetoric can help lead to a better understanding of both the strengths and limitations of current theories of deliberative democracy. Contributors, besides the editors, are Russell Bentley, Tsae Lan Lee Dow, Tom Murphy, Arlene Saxonhouse, Gary Shiffman, John Uhr, Nadia Urbinati, John von Heyking, and Douglas Walton.

Questionnaires are widely used in the social sciences and very often survey data form the basis for governmental and commercial planning or evaluation. Yet the quality of survey data is not attested to, since a large variety of factors in the language-use situation prove to influence the answers unintentionally. The forbid/allow asymmetry is a well-known example of this: when respondents are asked whether something should be forbidden, about 50% may answer 'yes, forbid' – whereas an equivalent question phrased with the verb 'to allow' could well cause up to 75% of the respondents to answer 'no, it should not be allowed'. Which question wording is preferable to measure respondents' true attitudes? Only when we know why the answers differ, can we decide on that. This book is the first to apply a systematic cognitive approach to describe the causes of the forbid/allow asymmetry. The question-answering process is unravelled by a variety of experiments and meta-analytic techniques. Analyses reveal that the difference in question wording does not prompt respondents to retrieve different attitudes. Instead, the asymmetry reflects that the question wording causes the response options to be used differently. Because of the qualifying dimensions in the question text, the meanings of 'yes' and 'no' change, as well as the cognitive distance between them. This study sheds a different light on processes of question-answering and text interpretation. Furthermore, practical advice on questionnaire design and on the interpretation of survey data is given on the basis of these new insights.

Examines the complex psychological processes involved in answering different types of survey questions.

Do "black pride" and "black prejudice" come hand in hand? Does taking pride in being black encourage the rejection of a common bond with other Americans? In this groundbreaking study, two leading social scientists mount a challenge to those who would answer "yes." Paul Sniderman and Thomas Piazza probe these questions in the only way possible--asking black Americans themselves to share their thoughts about each other, America, and other Americans. Writing in a strikingly transparent style, they open a new window on the ideas and values of real individuals who make up the black community in America today. Contrary to the rhetoric of some black leaders, Sniderman and Piazza show that African Americans overwhelmingly reject racial separatism and embrace a common framework, culture, and identity with other Americans. Although the authors find that levels of anti-Semitism are notably higher among black Americans than among white Americans, they demonstrate that taking pride in being black does not encourage blacks to be more suspicious or intolerant of others who are not black. The higher levels of anti-Semitism are instead associated with a gallery of oversimplified and accusatory ideas, including a popularized Afrocentrism and charges of vast conspiracies, that have won substantial support in the black community. Readers of this book will come away with an understanding of how African Americans, while insistent on winning racial justice, are deeply committed to the values of the American ethos and their identity as Americans.

The contributors to this book review our current knowledge of context effects in survey research, psychological testing, and social judgement. Drawing on recent developments in cognitive psychology, they offer theoretical accounts of the conditions that lead to the emergence of various context effects and report a number of new experimental studies. At stake now are clear, practical needs in the structuring of reliable tests, and a strong interest to develop a coherent theoretical framework to assess and scrutinize context effects, in addition to the desire to align some of the findings in survey research studies with the discoveries made in the information-processing field. This book attests to a fruitful dialogue between cognitive psychologists and survey researchers, as the cognitive processes initiated by question probes are really beginning to be understood and context effects classified and differentiated.

Meyer (journalism, U. of North Carolina at Chapel Hill) advocates for the use of social science research methods in the reporting of news stories. As an example, he cites how a reporter analyzed storm damage inspections, property tax rolls, Dade County's Building Master File, and the county's Building and Zoning database to show how relative levels of damage from Hurricane Andrew were directly related to weakened building codes. He describes the use of surveys, databases, computer analyses, and other tools of the social sciences in analyzing and presenting information. The previous edition of this work was titled *The New Precision Journalism*. Annotation copyrighted by Book News, Inc., Portland, OR

The SAGE Handbook of Applied Social Research Methods, Second Edition provides students and researchers with the most comprehensive

resource covering core methods, research designs, and data collection, management, and analysis issues. This thoroughly revised edition continues to place critical emphasis on finding the tools that best fit the research question given the constraints of deadlines, budget, and available staff. Each chapter offers key guidance on how to make intelligent and conscious tradeoffs so that one can refine and hone the research question as new knowledge is gained, unanticipated obstacles are encountered, or contextual shifts take place - all key elements in the iterative nature of applied research. Each chapter has been enhanced pedagogically to include more step-by-step procedures, specific, rich yet practical examples from various settings to illustrate the method, parameters to define when the method is most appropriate and when it is not appropriate, and greater use of visual aids (graphs, models, tip boxes) to provide teaching and learning tools. - twenty core chapters written by research experts that cover major methods and data analysis issues across the social and behavioral sciences, education, and management; - emphasis on applying research techniques, particularly in "real-world" settings in which there are various data, money, time, and political constraints; - new chapters on mixed methods, qualitative comparative analysis, concept mapping, and internet data collection; - a newly developed section that serves as a guide for students who are navigating through the book and attempting to translate the chapters into action; - a new Instructor's Resources CD, with relevant journal articles, test questions, and exercises to aid the instructor in developing appropriate course materials.

An Introduction to Survey Research is for those who want an overview of the survey process. It is intended to describe fundamental survey components to help both students and managers understand and use surveys effectively and avoid the pitfalls stemming from bad survey construction and inappropriate methods. The authors discuss how best to identify the information needed and the best approach to get that information. They also highlight the processes commonly involved in conducting a survey including the value of both obtaining a representative sample and dealing with the types of errors that can distort results. Each chapter focuses on one of the key components of constructing and carrying out a survey, including the elements to consider when developing a survey, the modes of survey delivery, writing good questions, conducting the survey, and presenting the results.

Survey Questions is a highly readable guide to the principles of writing survey questions. The authors review recent research on survey questions, consider the lore of professional experience and finally present those findings which have the strongest implications on writing these questions.

This brief anthology for introductory sociology is a collection of 24 short readings that illustrate key concepts in sociology, relate to the everyday lives of students, and spark good classroom discussions. The selections represent four theoretical traditions in sociology (functionalism, symbolic interaction, conflict theory, feminism) and show the range and diversity of sociology and the people who practice it. The book is designed for instructors who want to expose students to some original scholarship in their first sociology course, but who do not want to adopt a comprehensive reader along with the core text they are using.

Questions and Answers in Attitude Surveys Experiments on Question Form, Wording, and Context SAGE

When discussing large social trends or experiences, we tend to group people into generations. But what does it mean to be part of a generation, and what gives that group meaning and coherence? It's collective memory, say Amy Corning and Howard Schuman, and in *Generations and Collective Memory*, they draw on an impressive range of research to show how generations share memories of formative experiences, and how understanding the way those memories form and change can help us understand society and history. Their key finding—built on historical research and interviews in the United States and seven other countries (including China, Japan, Germany, Lithuania, Russia, Israel, and Ukraine)—is that our most powerful generational memories are of shared experiences in adolescence and early adulthood, like the 1963 Kennedy assassination for those born in the 1950s or the fall of the Berlin Wall for young people in 1989. But there are exceptions to that rule, and they're significant: Corning and Schuman find that epochal events in a country, like revolutions, override the expected effects of age, affecting citizens of all ages with a similar power and lasting intensity. The picture Corning and Schuman paint of collective memory and its formation is fascinating on its face, but it also offers intriguing new ways to think about the rise and fall of historical reputations and attitudes toward political issues.

Mixed-mode surveys have become a standard at many statistical institutes. However, the introduction of multiple modes in one design goes with challenges to both methodology and logistics. Mode-specific representation and measurement differences become explicit and demand for solutions in data collection design, questionnaire design, and estimation. This is especially true when surveys are repeated and are input to long time series of official statistics. So how can statistical institutes deal with such changes? What are the origins of mode-specific error? And how can they be dealt with? In this book, the authors provide answers to these questions, and much more. Features Concise introduction to all the key elements of mixed-mode survey design and analysis Realistic official statistics examples from three general population surveys Suitable for survey managers and survey statisticians alike An overview of mode-specific representation and measurement errors and how to avoid, reduce and adjust them

Shows the range and power of experimental methods in political science.

This book pioneers a new state of the art for conducting research on the form, wording, and context of questions asked in attitude surveys. How has American society changed over the last fifteen years? Do we raise our children differently now than in 1953? Has women's liberation produced a shift in attitudes toward marriage or altered our idea about appropriate activities for women? Have our attitudes toward race undergone a significant revision? In this challenging volume, three eminent sociologists examine questions like these in the light of hard data which have become available, year by year, over the last two decades. The major purpose of the book is to demonstrate how measures of social change can be developed, capitalizing on past efforts in survey research. An omnibus survey, carried out in 1971, was designed almost entirely as a selective repetition of questions originally asked in the 1950s. It provides precise and reliable measures of change in such areas as marital and sex roles, social participation, child rearing, religious behavior, political orientations, and racial attitudes. Lucid and authoritative, *Social Change in a Metropolitan Community* presents a unique body of information on changes in public opinion, social norms, and institutional behavior. Its large number of statistical measurements are presented in an extremely accessible form—almost always as simple percentage comparisons. The research findings included here are unduplicated by any other study, and as a source of information on current social trends they provide fascinating reading for anyone who wishes to enlarge his understanding of the temper of our times.

Many leaders are unaware of the amazing power of questions. Our conversations may be full of requests and demands, but all too often we are not asking for honest and informative answers, and we don't know how to listen effectively to responses. When leaders start encouraging questions from their teams, however, they begin to see amazing results. Knowing the right questions to ask—and the right way to listen—will give any leader the skills to perform well in any situation, effectively communicate a vision to the team, and achieve lasting success across the organization. Thoroughly revised and updated, *Leading with Questions* will help you encourage participation and teamwork, foster outside-the-box thinking, empower others, build relationships with customers, solve problems, and more. Michael Marquardt reveals how to determine which questions will lead to solutions to even the most challenging issues. He outlines specific techniques of active listening and follow-up, and helps you understand how questions can improve the way you work with individuals, teams, and organizations. This new edition of *Leading with Questions* draws on interviews with thirty leaders, including eight whose stories are new to this edition. These interviews tell stories from a range of countries, including Singapore, Guyana, Korea, and Switzerland, and feature case studies from prominent firms such as

DuPont, Alcoa, Novartis, and Cargill. A new chapter on problem-solving will help you apply questions to your toughest situations as a leader, and a new "Questions for Reflection" section at the end of each chapter will help you bring Marquardt's message into all of your work as a leader. Now more than ever, *Leading with Questions* is the definitive guide for becoming a stronger leader by identifying—and asking—the right questions.

Interviews were once regarded as the pipeline through which information was transmitted from a passive subject to an omniscient researcher. However the new "active interview" considers interviewers and interviewees as equal partners in constructing meaning around an interview. This interpretation changes a range of elements in the interview process - from the way of conceiving a sample to the ways in which the interview may be conducted and the results analyzed. In this guide, the authors outline the differences between active and traditional interviews and give novice researchers clear guidelines on conducting a successful interview.

This new edition brings fully up-to-date a book widely praised for its clear and objective presentation of changes in American racial attitudes during the second half of the twentieth century. The book retains the division of racial attitudes into principles of equality, government implementation of those principles, and social distance, but adds questions concerning affirmative action and beliefs about sources of inequality. A conceptual section now opens the book, evidence on social desirability has been added, and a new chapter deals with cohort effects and with the impact of income, education, and gender. In key instances, randomized experiments are introduced that test hypotheses more rigorously than is ordinarily possible with survey data. Throughout, the authors have reconsidered earlier ideas and introduced new thinking.

The social survey has become an essential tool in modern society, providing crucial measurements of social change, describing social life, and guiding government policy. But the validity of surveys is fragile and depends ultimately upon the accuracy of answers to survey questions. As our dependence on surveys grows, so too have questions about the accuracy of survey responses. Authored by a group of experts in cognitive psychology, linguistics, and survey research, *Questions About Questions* provides a broad review of the survey response problem. Examining the cognitive and social processes that influence the answers to questions, the book first takes up the problem of meaning and demonstrates that a respondent must share the survey researcher's intended meaning of a question if the response is to be revealing and informative. The book then turns to an examination of memory. It provides a framework for understanding the processes that can introduce errors into retrospective reports, useful guidance on when those reports are more or less trustworthy, and investigates techniques for the improvement of such reports. Questions about the rigid standardization imposed on the survey interview receive a thorough airing as the authors show how traditional survey formats violate the usual norms of conversational behavior and potentially endanger the validity of the data collected. Synthesizing the work of the Social Science Research Council's Committee on Cognition and Survey Research, *Questions About Questions* emphasizes the reciprocal gains to be achieved when insights and techniques from the cognitive sciences and survey research are exchanged. "these chapters provide a good sense of the range of survey problems investigated by the cognitive movement, the methods and ideas it draws upon, and the results it has yielded." —*American Journal of Sociology*

The Complete Guide to Writing Questionnaires is a user-friendly comprehensive guide for planning and writing questionnaires. It contains a framework for writing questionnaires that begins with planning research to support decision-making, conducting qualitative research, and planning the questionnaire before you begin writing questions. It provides guidelines to make questions clear, answerable, easy and unbiased. The book also offers guidelines for the three most common tasks we ask of respondents: selecting items from a list, rating items on a scale and answering open-ended questions. Finally, the book shows how to properly pretest a questionnaire. This book is for anyone who is involved in writing questionnaires, including: marketing researchers human resources managers public health officials engineers government researchers professors who will use the book as part of their curriculum pollsters anyone else charged with writing a questionnaire

In January 1980 a panel of distinguished social scientists and statisticians assembled at the National Academy of Sciences to begin a thorough review of the uses, reliability, and validity of surveys purporting to measure such subjective phenomena as attitudes, opinions, beliefs, and preferences. This review was prompted not only by the widespread use of survey results in both academic and non-academic settings, but also by a proliferation of apparent discrepancies in allegedly equivalent measurements and by growing public concern over the value of such measurements. This two-volume report of the panel's findings is certain to become one of the standard works in the field of survey measurement. Volume I summarizes the state of the art of surveying subjective phenomena, evaluates contemporary measurement programs, examines the uses and abuses of such surveys, and candidly assesses the problems affecting them. The panel also offers strategies for improving the quality and usefulness of subjective survey data. In volume II, individual panel members and other experts explore in greater depth particular theoretical and empirical topics relevant to the panel's conclusions. For social scientists and policymakers who conduct, analyze, and rely on surveys of the national state of mind, this comprehensive and current review will be an invaluable resource.

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