

By Howard Schuman
Questions And
Answers In Attitude
Surveys Experiments
On Question Form

Page 1/122

Wording And Context Quant Paperback

When discussing large social trends or experiences, we tend to group people into generations. But what does it mean to be part of a

Page 2/122

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

Page 3/122

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

Page 4/122

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

Page 5/122

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

Page 6/122

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

Page 7/122

ways to think about the rise and fall of historical reputations and attitudes toward political issues. 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-

Page 9/122

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

Page 10/122

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,

Page 12/122

Tom Murphy, Arlene Saxonhouse,
Gary Shiffman, John Uhr, Nadia
Urbinati, John von Heyking, and
Douglas Walton.

Updated for web-based research,
this text introduces students to the
collection, use and interpretation of

Page 13/122

statistical data in the social sciences. Separate chapters are on the fields of demography, housing, health, education, crime, economy, labour, poverty, government and public opinion polling.

This valuable book examines the

Page 14/122

complex psychological processes involved in answering different types of survey questions. Drawing on both classic and modern research from cognitive psychology, social psychology, and survey methodology, the authors examine

Page 15/122

how survey responses are formulated and they demonstrate how seemingly unimportant features of the survey can affect the answers obtained. The book provides a comprehensive review of the sources of response errors in surveys, and it

Page 16/122

offers a coherent theory of the relation between the underlying views of the public and the results of public opinion polls. Topics include the comprehension of survey questions, the recall of relevant facts and beliefs, estimation and

Page 17/122

inferential processes people use to answer survey questions, the sources of the apparent instability of public opinion, the difficulties in getting responses into the required format, and the distortions introduced into surveys by deliberate misreporting.

Page 18/122

A Behavioral Approach to
Democratic Theory
The Complete Guide to Writing
Questionnaires
The Catholic Ethic and the Spirit of
Community
New Lenses, New Concerns

Page 19/122

An Introduction to Survey Research
The NORC General Social Survey
The dramatic global, regional and
domestic changes that occurred after
the unpredicted collapse of the Soviet
Union have created a need to examine
a host of theoretical and practical

Page 20/122

issues, particularly in regard to security and foreign relations. The U.S.-Israeli 'special relationships' is no exception. This seemed, and is still viewed as, one of the most solid and stable bilateral relationships. Yet the new international and domestic reality in both the U.S. and Israel warrants a

thorough re-examination. The essays in this collection deal with, among other things, the general global setting and its implications for this relationship; with 'hard' strategic factors; and less tangible aspects, such as American images of Israel, the attitudes of other American religious

denominations, and the situation of the American Jewish community.

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

Page 25/122

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.

Neoliberal policy approaches have swept over the American political economy in recent decades. In *Framing Inequality*, Matt Guardino focuses on the power of corporate news media in shaping how the public understands the pivotal policy debates

Page 28/122

of this period. Drawing on a wide range of empirical evidence from the dawn of the Reagan era into the Trump administration, he explains how profit pressures and commercial imperatives in the media have narrowed and trivialized news coverage and influenced public

Page 29/122

attitudes in the process. Guardino highlights how the political-economic structure of mainstream media operates to magnify some political messages and to mute or shut out others. He contends that news framing of policies that contribute to economic inequality has been unequal, and that

Page 30/122

this has undermined Americans' opportunities to express their views on an equal basis. Framing Inequality is a unique study that offers critical understanding of not only how neoliberalism succeeded as a political project, but also how Americans might begin to build a more democratic and

Page 31/122

egalitarian media system.
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

Page 32/122

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
How to Get Better Information for
Better Decisions
The Psychology of Survey Response

Page 34/122

The Data Game

Sociology

Experiments on Question Form,
Wording, and Context

Generations and Collective Memory

This new edition brings
fully up-to-date a book
widely praised for its

Page 35/122

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.

Leading authorities in the field provide researchers and students with a

panoramic view of this area of social science research.

This text reviews the literature on crafting survey instruments, and provides both general

principles governing
question-writing and
guidance on how to develop
a questionnaire.

Using both historical and
survey research, Tropman
outlines a Catholic ethic

that is distinctive in its sympathy and outreach toward the poor, and in its emphasis on family and community over economic success.

Exploring the Architecture

Page 43/122

of Everyday Life Readings
Trick Questions, Zen-like
Riddles, Insanely
Difficult Puzzles, and
Other Devious Interviewing
Techniques You Need to
Know to Get a Job Anywhere

Page 44/122

in the New Economy
Racialized Politics
Appeal to Popular Opinion
Framing Inequality
News Media, Public
Opinion, and the
Neoliberal Turn in U.S.

Page 45/122

Public Policy

DIVMaps the development of social science in the twentieth century through the instrument of survey research /div

The answers to questions on a wide variety of social and political issues

Page 46/122

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.

Are Americans less prejudiced now than they were thirty years ago, or has racism simply gone "underground"? Is racism something we learn as children, or is it a result of certain social groups striving to maintain their privileged positions in society? In Racialized

Politics, political scientists, sociologists, and psychologists explore the current debate surrounding the sources of racism in America. Published here for the first time, the essays represent three major approaches to the topic. The social

psychological approach maintains that prejudice socialized early in life feeds racial stereotypes, while the social structural viewpoint argues that behavior is shaped by whites' fear of losing their privileged status. The third perspective looks to non-rationally

inspired ideology, including attitudes about the size and role of government, as the reason for opposition to policies such as affirmative action. Timely and important, this collection provides a state-of-the-field assessment of the current issues and findings on the role

of racism in mass politics and public opinion. Contributors are Lawrence Bobo, Gretchen C. Crosby, Michael C. Dawson, Christopher Federico, P. J. Henry, John J. Hetts, Jennifer L. Hochschild, William G. Howell, Michael Hughes, Donald R. Kinder,

Rick Kosterman, Tali Mendelberg,
Thomas F. Pettigrew, Howard
Schuman, David O. Sears, James
Sidanius, Pam Singh, Paul M.
Sniderman, Marylee C. Taylor, and
Steven A. Tuch.

Shows the range and power of

Page 54/122

experimental methods in political science.

Social Change in a Metropolitan Community

Experiments in Question Wording, Form, and Context in Attitude Surveys, 1971-1980

Page 55/122

Racial Attitudes in America
A Reporter's Introduction to Social
Science Methods
The forbid/allow asymmetry
Black Racial Attitudes
Now updated for web-based research,
the third edition of The Data Game

Page 56/122

introduces students to the collection, use, and interpretation of statistical data in the social sciences. Separate chapters are devoted to data in the fields of demography, housing, health, education, crime, the national economy, wealth, income and

poverty, labor, business, government, and public opinion polling. The concluding chapter is devoted to the common problem of ambiguity in social science statistics.

List of Tables and Figures

Introduction 1. Elite Opinion Theory

Page 58/122

and Activated Mass Opinion 2. Black
Insurgency and the Dynamics of Mass
Opinion 3. The Sovereign Status of
Survey Data 4. Constituency Mail as
Public Opinion 5. The Racial,
Regional, and Organizational Bases of
Mass Activation 6. Contested

Page 59/122

Meanings and Movement Agency 7.
Two Nations, Separate Grooves
Appendix One: Question Wording,
Scales, and Coding of Variables in
Survey Analysis Appendix Two:
Bibliographic Sources for Racial
Attitude Items, 1937-1965 Appendix

Page 60/122

Three: Sampling and Coding of
Constituency Mail Appendix Four:
Typology of Interpretive Frames
Notes References Acknowledgments
Index Copyright © Libri GmbH. All
rights reserved.

This carefully edited companion

Page 61/122

anthology provides provocative, eye-opening examples of the practice of sociology in a well-edited, well-designed, and affordable format. It includes short articles, chapters, and excerpts that examine common everyday experiences, important

Page 62/122

social issues, or distinct historical events that illustrate the relationship between the individual and society. The new edition will provide more detail regarding the theory and/or history related to each issue presented. The revision will also include more

coverage of global issues and world religions.

This book traces changes in American attitudes toward racial issues that have taken place between the 1940s and the 1980s--a crucial period that encompasses the civil rights

Page 64/122

revolution, the growth of black militancy and white resistance, and the enactment of affirmative-action legislation. The authors are the first to compare data about black and white attitudes collected by three major survey organizations: Gallup, the

National Opinion Research Center,
and the Institute for Social Research.
They make careful distinctions
between attitudes toward principles of
racial equality and attitudes toward
government action to implement
those principles. The wide research

Page 66/122

base and methodological sophistication of their analysis yield conclusions quite different from those of earlier, more narrowly drawn studies. For example, they find that while there has been a striking increase in support for principles of

equality and fairness, support for some kinds of implementation of these ideals lags far behind or has even declined among both blacks and whites. The implementation measures considered range from busing to achieve integration of schools to laws

Page 68/122

requiring equal opportunity in employment. In addition to reanalyzing survey data, the authors have also performed several innovative experiments on the wording and context of survey questions to help them interpret the

data more accurately.

Handcrafting the Standardized
Questionnaire

Context Effects in Social and
Psychological Research

The Rational Public

Conversations at Random: Survey

Page 70/122

Research as Interviewers See it
Mass Media and Social Change
Black Insurgency and Racial Attitudes
in the Civil Rights Era
How has American society changed over the
last fifteen years? Do we raise our children
differently now than in 1953? Has women's

Page 71/122

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,

Page 72/122

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.

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

Page 76/122

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

Page 78/122

as part of their curriculum pollsters anyone else charged with writing a questionnaire

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.

Page 81/122

This book pioneers a new state of the art for conducting research on the form, wording, and context of questions asked in attitude surveys.

Are You Smart Enough to Work at Google?

Collective Memory of Political Events

Inside Interviewing

Improving Interview Method and

Page 82/122

Questionnaire Design

Questionnaires

On the cognitive mechanisms underlying wording effects in surveys

You are shrunk to the height of a nickel and thrown in a blender. The blades start moving in 60 seconds. What do you do?

If you want to work at Google, or any of America's best companies, you need to have an answer to this and other puzzling questions. *Are You Smart Enough to Work at Google?* guides readers through the surprising solutions to dozens of the most challenging interview questions.

Page 84/122

The book covers the importance of creative thinking, ways to get a leg up on the competition, what your Facebook page says about you, and much more. *Are You Smart Enough to Work at Google?* is a must-read for anyone who wants to succeed in today's job market.

Page 85/122

This monumental study is a comprehensive critical survey of the policy preferences of the American public, and will be the definitive work on American public opinion for some time to come. Drawing on an enormous body of public opinion data, Benjamin I. Page

Page 86/122

and Robert Y. Shapiro provide the richest available portrait of the political views of Americans, from the 1930's to 1990. They not only cover all types of domestic and foreign policy issues, but also consider how opinions vary by age, gender, race, region, and the like. The

authors unequivocally demonstrate that, notwithstanding fluctuations in the opinions of individuals, collective public opinion is remarkably coherent: it reflects a stable system of values shared by the majority of Americans and it responds sensitively to new events,

arguments, and information reported in the mass media. While documenting some alarming case of manipulation, Page and Shapiro solidly establish the soundness and value of collective political opinion. The Rational Public provides a wealth of information about

what we as a nation have wanted from government, how we have changed our minds over the years, and why. For anyone interested in the short- and long-term trends in Americans' policy preferences, or eager to learn what Americans have thought about issues

ranging from racial equality to the MX missile, welfare to abortion, this book offers by far the most sophisticated and detailed treatment available.

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.

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

Page 95/122

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

Page 97/122

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.

Method and Meaning in Polls and
Surveys

A Telescope on Society

The Debate about Racism in America

Trends and Interpretations

Page 99/122

Survey Research and Social Science at
the University of Michigan and Beyond
Questions and Answers in Attitude
Surveys

Inside Interviewing highlights the
fluctuating and diverse moral worlds put
into place during interview research

Page 100/122

when gender, race, culture and other subject positions are brought narratively to the foreground. It explores the 'facts', thoughts, feelings and perspectives of respondents and how this impacts on the research process.

Research in collective memory is a

relatively new area capturing the interest of scholars in social psychology, memory, sociology, and anthropology. The core idea is that collective attitudes and behaviors are created and shared through common experiences and communication among a cohort of

people. For example, people born between 1940 and 1960 are often defined via the JFK assassination and the Vietnam War. Their parents typically experienced lesser impact from these events. Papers about collective memory have appeared in the literature under

different guises for the last hundred years. Freud's *Civilization and Its Discontents*, Jung's ideas on the collective unconscious, and McDougall's speculation on the group mind posited that identity and action could be viewed as resulting from the shared development

of a culture. Halbwachs, a French social psychologist (1877-1945) who was the first to write in detail about the nature of collective memory, argued that basic memory processes were all social. That is, people remember only those events that they have repeated and elaborated in

their discussions with others. In the last several years, there has been a resurgence of interest in this general topic because it addresses some fundamental questions about memory and social processes. Work closely related to these questions deals with the nature of autobiographical

memory, traumatic experience and reconstructive memory, and social sharing of memories. This book brings together an international group of researchers who have been empirically studying some basic tenets of collective memory.

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.

The past thirty years have seen a surge of empirical research into political decision making and the influence of framing effects--the phenomenon that occurs when different but equivalent presentations of a decision problem elicit different judgments or preferences.

During the same period, political philosophers have become increasingly interested in democratic theory, particularly in deliberative theories of democracy. Unfortunately, the empirical and philosophical studies of democracy have largely proceeded in isolation from

each other. As a result, philosophical treatments of democracy have overlooked recent developments in psychology, while the empirical study of framing effects has ignored much contemporary work in political philosophy. In *Framing Democracy*,

Jamie Terence Kelly bridges this divide by explaining the relevance of framing effects for normative theories of democracy. Employing a behavioral approach, Kelly argues for rejecting the rational actor model of decision making and replacing it with an understanding of

choice imported from psychology and social science. After surveying the wide array of theories that go under the name of democratic theory, he argues that a behavioral approach enables a focus on three important concerns: moral reasons for endorsing democracy, feasibility

considerations governing particular theories, and implications for institutional design. Finally, Kelly assesses a number of methods for addressing framing effects, including proposals to increase the amount of political speech, mechanisms designed to

insulate democratic outcomes from flawed decision making, and programs of public education. The first book to develop a behavioral theory of democracy, *Framing Democracy* has important insights for democratic theory, the social scientific

understanding of political decision making, economics, and legal theory.
Questions and Answers in Attitude Surveys : Experiments on Question Form, Wording, and Context
Social Psychological Perspectives
Controversies in Social Science Statistics

Page 121/122

Mobilizing Public Opinion
Talking Democracy
Precision Journalism