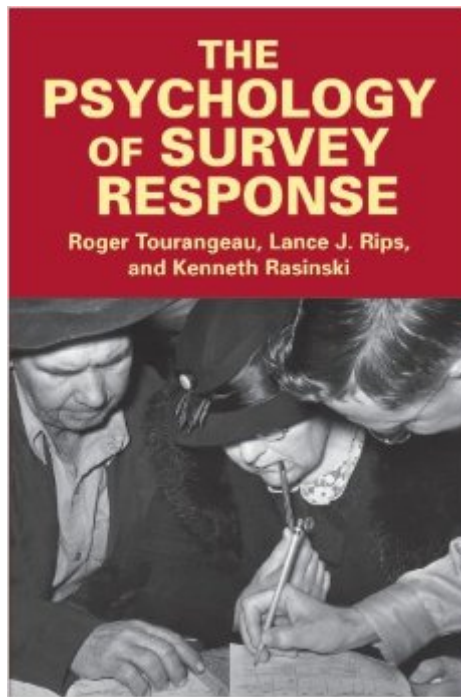


The book was found

The Psychology Of Survey Response



Synopsis

Drawing on classic and modern research from cognitive psychology, social psychology, and survey methodology, this book examines the psychological roots of survey data, how survey responses are formulated, and how seemingly unimportant features of the survey can affect the answers obtained. Topics include the comprehension of survey questions, the recall of relevant facts and beliefs, estimation and 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 distortions introduced into surveys by deliberate misreporting.

Book Information

Paperback: 416 pages

Publisher: Cambridge University Press; 1 edition (March 13, 2000)

Language: English

ISBN-10: 0521576296

ISBN-13: 978-0521576291

Product Dimensions: 6 x 0.9 x 9 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #561,509 in Books (See Top 100 in Books) #285 in [Books > Health, Fitness & Dieting > Psychology & Counseling > Reference](#) #292 in [Books > Medical Books > Psychology > Reference](#) #294 in [Books > Health, Fitness & Dieting > Psychology & Counseling > Testing & Measurement](#)

Customer Reviews

This book distills years of research into a theory of how people answer survey questions. Authored by three respected survey researchers, it is written for "...(1) social psychologists, political scientists, and others who study public opinion or who use data from public opinion surveys; (2) cognitive psychologists and other researchers who are interested in everyday memory and judgment processes; and (3) survey researchers, methodologists, and statisticians who are involved in designing and carrying out surveys."The authors begin by reviewing previous theories of survey response and then introduce their own model. This model is organized around four mental processes that survey participants must perform: Comprehend the question, retrieve information from memory, make a judgment based on that information, and translate that judgment into a response. Much of the book is organized around this model. Subsequent chapters address how

participants understand--and misunderstand--survey questions, remember relevant information, and make judgments about it. We explore the effects of different question formats, alternative wording and variations in question order. Then the authors explore how survey participants decide to answer, including how they filter and edit their responses before committing to them. The book closes with a discussion of the implications of this model for future survey practice and research to improve that practice. This book is indeed useful for practitioners and researchers. It is worth digesting in its entirety, but its organization supports selective grazing by practitioners who want to focus on improving a single aspect of their surveys. Since it is over ten years old, the book has drifted behind current thinking in some respects.

[Download to continue reading...](#)

Psychology: Social Psychology: 69 Psychology Techniques to Influence and Control People with Communication Tricks, NLP, Hypnosis and more... (Psychology, ... NLP, Social Anxiety, Cognitive Psychology) The Psychology of Survey Response Host Response to Biomaterials: The Impact of Host Response on Biomaterial Selection Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing (Financial Management Association Survey and Synthesis) The Computer Incident Response Planning Handbook: Executable Plans for Protecting Information at Risk ATOMIC WAR! SOVIET AGGRESSION - AMERICAN RESPONSE: 4 CLASSIC COLD WAR COMIC BOOKS FROM THE 1950s plus 3 NUCLEAR BOMB GOVERNMENT PAMPHLETS The Practice of Network Security Monitoring: Understanding Incident Detection and Response Linux Firewalls: Attack Detection and Response Incident Response & Computer Forensics, Third Edition Real Digital Forensics: Computer Security and Incident Response Crafting the InfoSec Playbook: Security Monitoring and Incident Response Master Plan Hazardous Waste Operations and Emergency Response Manual Response Spectrum Method in Seismic Analysis and Design of Structures (New Directions in Civil Engineering) Structural Damping: Applications in Seismic Response Modification (Advances in Earthquake Engineering) Sound and Structural Vibration, Second Edition: Radiation, Transmission and Response Designing Dynamic Circuit Response (Analog Circuit Design) The Relaxation Response At Risk Youth: A Comprehensive Response for Counselors, Teachers, Psychologists, and Human Services Professionals Campus Crisis Management: A Comprehensive Guide to Planning, Prevention, Response, and Recovery Intervention Strategies to Follow Informal Reading Inventory Assessment: So What Do I Do Now? (3rd Edition) (Response to Intervention)

[Dmca](#)