

Asking difficult questions: task complexity increases the impact of response alternatives

Bless, Herbert; Bohner, Gerd; Hild, Traudel; Schwarz, Norbert

Veröffentlichungsversion / Published Version
Arbeitspapier / working paper

Zur Verfügung gestellt in Kooperation mit / provided in cooperation with:
GESIS - Leibniz-Institut für Sozialwissenschaften

Empfohlene Zitierung / Suggested Citation:

Bless, H., Bohner, G., Hild, T., & Schwarz, N. (1992). *Asking difficult questions: task complexity increases the impact of response alternatives*. (ZUMA-Arbeitsbericht, 1992/03). Mannheim: Zentrum für Umfragen, Methoden und Analysen - ZUMA-. <https://nbn-resolving.org/urn:nbn:de:0168-ssoar-69662>

Nutzungsbedingungen:

Dieser Text wird unter einer Deposit-Lizenz (Keine Weiterverbreitung - keine Bearbeitung) zur Verfügung gestellt. Gewährt wird ein nicht exklusives, nicht übertragbares, persönliches und beschränktes Recht auf Nutzung dieses Dokuments. Dieses Dokument ist ausschließlich für den persönlichen, nicht-kommerziellen Gebrauch bestimmt. Auf sämtlichen Kopien dieses Dokuments müssen alle Urheberrechtshinweise und sonstigen Hinweise auf gesetzlichen Schutz beibehalten werden. Sie dürfen dieses Dokument nicht in irgendeiner Weise abändern, noch dürfen Sie dieses Dokument für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, aufführen, vertreiben oder anderweitig nutzen.

Mit der Verwendung dieses Dokuments erkennen Sie die Nutzungsbedingungen an.

Terms of use:

This document is made available under Deposit Licence (No Redistribution - no modifications). We grant a non-exclusive, non-transferable, individual and limited right to using this document. This document is solely intended for your personal, non-commercial use. All of the copies of this documents must retain all copyright information and other information regarding legal protection. You are not allowed to alter this document in any way, to copy it for public or commercial purposes, to exhibit the document in public, to perform, distribute or otherwise use the document in public.

By using this particular document, you accept the above-stated conditions of use.

Asking Difficult Questions:
Task Complexity Increases the
Impact of Response Alternatives

Herbert Bless, Gerd Bohner,
Traudel Hild, Norbert Schwarz

ZUMA-Arbeitsbericht Nr. 92/03

Zentrum für Umfragen, Methoden und
Analysen e.V. (ZUMA)
Postfach 12 21 55
D-6800 Mannheim 1

Seit Juli 1983 sind die ZUMA-Arbeitsberichte in zwei Reihen aufgeteilt:

Die ZUMA-Arbeitsberichte (neue Folge) haben eine hausinterne Begütachtung durchlaufen und werden vom Geschäftsführenden Direktor zusammen mit den übrigen Wissenschaftlichen Leitern herausgegeben. Die Berichte dieser Reihe sind zur allgemeinen Weitergabe nach außen bestimmt.

Die ZUMA-Technischen Berichte dienen zur hausinternen Kommunikation bzw. zur Unterrichtung externer Kooperationspartner. Sie sind nicht zur allgemeinen Weitergabe bestimmt.

ZUMA-ARBEITSBERICHT No. 92/03

The enclosed reprint replaces ZUMA-Arbeitsbericht No. 92/03 by the same authors.

Bless, H., Bohner, G., Hild, T., & Schwarz, N.

Asking difficult questions: Task complexity increases the impact of response alternatives.

European Journal of Social Psychology, 1992, 22, 309-312.

Short Note

Asking Difficult Questions: Task Complexity Increases the Impact of Response Alternatives

HERBERT BLESS, GERD BOHNER and
TRAUDEL HILD
*Universität Mannheim,
Mannheim, FRG*

and

NORBERT SCHWARZ
*Zentrum für Umfragen und Analysen, ZUMA,
Mannheim, FRG*

Abstract

In providing behavioural frequency reports, respondents use the range of the response alternatives as a frame of reference, resulting in higher estimates on scales that offer high rather than low values. The present study demonstrates that the size of this effect increases with increasing question difficulty.

INTRODUCTION

In psychological testing, laboratory experiments, and survey research, respondents are often asked to report the frequency with which they engage in a certain behaviour by checking the appropriate alternative from a set of response categories provided to them. Recent research indicated that respondents simplify their task by using the range of the response alternatives as a frame of reference in computing a frequency estimate (see Schwarz (1990) and Schwarz and Hippler (in press) for reviews). The use of this estimation procedure is based on the assumption that the scale reflects the researcher's knowledge about the frequency distribution, and that values in the middle range of the scale reflect the 'average' or 'usual' frequencies, whereas the extreme values of the scale correspond to the extremes of the distribution. As a result, respondents report higher behavioural frequencies when the response scale

Mailing addressee for correspondence: Herbert Bless, FP Subjektive Erfahrung, Universität Mannheim, Steubenstr. 46, D-6800 Mannheim, Germany.

offers high rather than low frequency response alternatives (e.g. Schwarz, Hippler, Deutsch and Strack, 1985; Schwarz and Scheuring, 1988).

Theoretically, the use of estimation procedures should be more likely, the less that respondents can rely on a 'recall and count' strategy (Bradburn, Rips and Shevell, 1987). Accordingly, the impact of response alternatives has been found to be more pronounced for frequent and mundane behaviours, which are not well represented in memory (Schwarz, 1990), than for rare and important events, and for reports about others' rather than one's own behaviour (Schwarz and Bienias, 1990). Whereas this research indicated that reliance on estimation strategies increases as it becomes more difficult to derive a memory-based answer, the present research extends this work by exploring a different aspect of task difficulty. Specifically, we asked respondents to provide either reports of the *absolute* or the *relative* frequency with which they engage in five different behaviours. For example, a respondent would either be asked, how many hours he or she spends watching TV (absolute frequency) or what percentage of his or her leisure time is spent watching TV (relative frequency). Whereas the memorability of watching TV is presumably the same under both conditions, reports of relative frequencies pose a considerably more complex task by requiring an estimate of one's total leisure time, an estimate of one's TV consumption, and the computation of the respective proportion. We assume that respondents will simplify this task by relying on the range of the response alternatives in computing their estimate. If so, the impact of response alternatives should be more pronounced for relative rather than absolute frequency reports of the same behaviour. This finding would extend previous research by indicating that increasing task difficulty elicits an increased reliance on estimation strategies, independent of the memorability of the respective behaviour.

METHOD

One hundred and thirty-three subjects were randomly assigned to a 2 (low versus high frequency scale) \times 2 (absolute versus relative frequency report) factorial design. Subjects were provided with a questionnaire including five critical and two filler items. The critical items referred to different activities (watching TV, buying educational materials or clothes, cultural activities, drinking coffee). Subjects were asked to report either the absolute or the relative frequency with which they engaged in these behaviours, on a response scale that provided either high or low frequency response alternatives. Pretesting had demonstrated the relative frequency questions to be significantly more difficult to answer than the absolute frequency questions. For TV consumption, these questions would read, for example:

Absolute frequency:

'How many hours do you watch TV on a typical weekday?

low frequency

high frequency

___ up to ½ hour

___ ½ to 1 hour

___ 1 to 1 ½ hours

___ 1 ½ to 2 hours

___ 2 to 2 ½ hours

___ up to 2 ½ hours

- | | |
|---|---|
| <input type="checkbox"/> more than 2½ hours | <input type="checkbox"/> 2½ to 3 hours |
| | <input type="checkbox"/> 3 to 3½ hours |
| | <input type="checkbox"/> 3½ to 4 hours |
| | <input type="checkbox"/> 4 to 4½ hours |
| | <input type="checkbox"/> more than 4½ hours |

Relative frequency:

'How much of your leisure time do you spend watching TV on a typical weekday?'

- | low frequency | high frequency |
|--|--|
| <input type="checkbox"/> up to 5 per cent | |
| <input type="checkbox"/> 5 to 10 per cent | |
| <input type="checkbox"/> 10 to 15 per cent | |
| <input type="checkbox"/> 15 to 20 per cent | |
| <input type="checkbox"/> 20 to 25 per cent | <input type="checkbox"/> up to 25 per cent |
| <hr/> | |
| <input type="checkbox"/> more than 25 per cent | <input type="checkbox"/> 25 to 35 per cent |
| | <input type="checkbox"/> 35 to 45 per cent |
| | <input type="checkbox"/> 45 to 55 per cent |
| | <input type="checkbox"/> 55 to 65 per cent |
| | <input type="checkbox"/> more than 65 per cent |

Reports provided on the different scales are comparable by computing the proportion of subjects who report behavioural frequencies above or below the cut off point¹ of the respective scale (indicated by a line in the above example). Following suggestions by Rosenthal and Rosnow (1985) for the analysis of proportions, respondents above the cut-off point were assigned a value of 1, and respondents below the cut-off point a value of 0, and these data were analysed by a 2 (scale) × 2 (type of judgment) MANOVA.²

RESULTS AND DISCUSSION

Consistent with previous results, subjects reported higher frequencies when provided with high rather than low frequency response alternatives, $F(5,125) = 17.01$, $p < 0.0005$, as shown in Table 1.

Although the impact of response alternatives was reliable for both types of question, the effect was more pronounced for reports of relative, $F(5,125) = 20.96$, $p < 0.0005$ for the simple main effect, rather than absolute frequencies, $F(5,125) = 2.07$, $p < 0.074$ for the simple main effect. This pattern of findings is reflected in the predicted interaction of scale range and type of judgment, $F(5,125) = 5.58$, $p < 0.005$.

These findings indicate that respondents' reliance on estimation strategies increases with increasing task difficulty. Whereas task difficulty was a function of the availability of relevant episodic memories in previous research (e.g. Schwarz and Bienias, 1990), the present findings extend this research by suggesting that any other variable that

¹ The cut-off points represent the modal response for the respective behaviour obtained in pretests using an open answer format.

² All F -ratios are based on Wilks's lambda.

Table 1. Percentages of subjects above the cut-off point of the respective scale

Scale range difference	Type of question					
	Absolute frequency		Difference	Relative frequency		
	High	Low		High	Low	
Topic						
watching TV	10	09	01	12	00	12
buying educational material	81	62	19	59	06	53
cultural activities	39	15	24	65	09	55
drinking coffee	32	29	03	85	29	56
buying clothes	97	76	21	88	24	64

Percentages of subjects above the cut-off point of the respective scale. The higher the difference in percentages the higher the frequency reports on the high relative to the low frequency scale.

increases task difficulty may also increase respondents' reliance on the range of response alternatives presented to them. The more demanding the computation of a frequency report is, the more likely respondents are to use the range of the response alternatives as a frame of reference, resulting in reports that are largely a function of the response alternatives offered to them. Accordingly, researchers would be well advised to assess frequency reports in an open response format (*cf.* Schwarz, 1990), and the more so, the more complex the task is.

ACKNOWLEDGEMENTS

The reported research was supported by grants from the Deutsche Forschungsgemeinschaft (Str. 264/2 to F. Strack and N. Schwarz, and 278/5 to N. Schwarz, H. Bless and G. Bohner), and the Bundesminister für Forschung und Technologie of the Federal Republic of Germany (SWF0044 to N. Schwarz).

REFERENCES

- Bradburn, N., Rips, L. J. and Shevell, S. K. (1987). 'Answering autobiographical questions: The impact of memory and inference on surveys', *Science*, **236**: 157-161.
- Rosenthal, R. and Rosnow, R. L. (1985). *Contrast Analysis*, Cambridge University Press, Cambridge.
- Schwarz, N. (1990). 'Assessing frequency reports of mundane behaviors: contributions of cognitive psychology to questionnaire construction'. In: Hendrick, C. and Clark, M. S. (Eds) *Research Methods in Personality and Social Psychology Review of Personality and Social Psychology*, Vol. 11, Sage, Beverley Hills, CA. pp. 98-119.
- Schwarz, N. and Bienias, J. (1990). 'What mediates the impact of response alternatives on frequency reports of mundane behaviours?' *Applied Cognitive Psychology*, **4**: 61-72.
- Schwarz, N. and Hippler, H. J. (In press). 'Response alternatives: The impact of their choice and ordering'. In: Biemer, P. *et al.* (Eds) *Measurement Error in Surveys*, Wiley, Chichester. pp. 00-00.
- Schwarz, N., Hippler, H. J., Deutsch, B. and Strack, F. (1985). 'Response categories: effects on behavioral reports and comparative judgments', *Public Opinion Quarterly*, **49**: 388-395.
- Schwarz, N. and Scheuring, B. (1988). 'Judgments of relationship satisfaction: inter- and intraindividual comparisons as a function of questionnaire structure', *European Journal of Social Psychology*, **18**: 485-496.

ZUMA-Arbeitsberichte

- 80/15 Gerhard Arminger, Willibald Nagl, Karl F. Schuessler
Methoden der Analyse zeitbezogener Daten. Vortragsskripten der ZUMA-
Arbeitstagung vom 25.09. - 05.10.79
- 81/07 Erika Brückner, Hans-Peter Kirschner, Rolf Porst, Peter Prüfer, Peter
Schmidt
Methodenbericht zum "ALLBUS 1980"
- 81/19 Manfred Küchler, Thomas P. Wilson, Don H. Zimmerman
Integration von qualitativen und quantitativen Forschungsansätzen
- 82/03 Gerhard Arminger, Horst Busse, Manfred Küchler
Verallgemeinerte Lineare Modelle in der empirischen Sozialforschung
- 82/08 Glenn R. Carroll
Dynamic analysis of discrete dependent variables: A didactic essay
- 82/09 Manfred Küchler
Zur Messung der Stabilität von Wählerpotentialen
- 82/10 Manfred Küchler
Zur Konstanz der Recallfrage
- 82/12 Rolf Porst
"ALLBUS 1982" - Systematische Variablenübersicht und erste Ansätze zu
einer Kritik des Fragenprogramms
- 82/13 Peter Ph. Mohler
SAR - Simple AND Retrieval mit dem Siemens-EDT-Textmanipulationspro-
gramm
- 82/14 Cornelia Krauth
Vergleichsstudien zum "ALLBUS 1980"
- 82/21 Werner Hagstotz, Hans-Peter Kirschner, Rolf Porst, Peter Prüfer
Methodenbericht zum "ALLBUS 1982"
- 83/09 Bernd Wegener
Two approaches to the analysis of judgments of prestige: Interindivi-
dual differences and the general scale
- 83/11 Rolf Porst
Synopsis der ALLBUS-Variablen. Die Systematik des ALLBUS-Fragenpro-
gramms und ihre inhaltliche Ausgestaltung im ALLBUS 1980 und ALLBUS
1982
- 84/01 Manfred Küchler, Peter Ph. Mohler
Qualshop (ZUMA-Arbeitstagung zum "Datenmanagement bei qualitativen
Erhebungsverfahren") - Sammlung von Arbeitspapieren und -berichten,
Teil I + II
- 84/02 Bernd Wegener
Gibt es Sozialprestige? Konstruktion und Validität der Magnitude-
Prestige-Skala

- 84/03 Peter Prüfer, Margrit Rexroth
Erfahrungen mit einer Technik zur Bewertung von Interviewerverhalten
- 84/04 Frank Faulbaum
Ergebnisse der Methodenstudie zur internationalen Vergleichbarkeit von Einstellungsskalen in der Allgemeinen Bevölkerungsumfrage der Sozialwissenschaften (ALLBUS) 1982
- 84/05 Jürgen Hoffmeyer-Zlotnik
Wohnquartiersbeschreibung. Ein Instrument zur Bestimmung des sozialen Status von Zielhaushalten
- 84/07 Gabriele Hippler, Hans-Jürgen Hippler
Reducing Refusal Rates in the Case of Threatening Questions: The "Door-in-the-Face" Technique
- 85/01 Hartmut Esser
Befragtenverhalten als "rationales Handeln" - Zur Erklärung von Antwortverzerrungen in Interviews
- 85/03 Rolf Porst, Peter Prüfer, Michael Wiedenbeck, Klaus Zeifang
Methodenbericht zum "ALLBUS 1984"
- 86/01 Dagmar Krebs
Zur Konstruktion von Einstellungsskalen im interkulturellen Vergleich
- 86/02 Hartmut Esser
Können Befragte lügen? Zum Konzept des "wahren Wertes" im Rahmen der handlungstheoretischen Erklärung von Situationseinflüssen bei der Befragung
- 86/03 Bernd Wegener
Prestige and Status as Function of Unit Size
- 86/04 Frank Faulbaum
Very Soft Modeling: The Logical Specification and Analysis of Complex Process Explanations with Arbitrary Degrees of Underidentification and Variables of Arbitrary Aggregation and Measurement Levels
- 86/05 Peter Prüfer, Margrit Rexroth (Übersetzung: Dorothy Duncan)
On the Use of the Interaction Coding Technique
- 86/06 Hans-Peter Kirschner
Zur Kessler-Greenberg-Zerlegung der Varianz der Meßdifferenz zwischen zwei Meßzeitpunkten einer Panel-Befragung
- 86/07 Georg Erdmann
Ansätze zur Abbildung sozialer Systeme mittels nicht-linearer dynamischer Modelle
- 86/09 Heiner Ritter
Einige Ergebnisse von Vergleichstests zwischen den PC- und Mainframe-Versionen von SPSS und SAS
- 86/11 Günter Rothe
Bootstrap in generalisierten linearen Modellen
- 87/01 Klaus Zeifang
Die Test-Retest-Studie zum ALLBUS 1984 - Tabellenband

- 87/02 Klaus Zeifang
Die Test-Retest-Studie zum ALLBUS 1984 - Abschlußbericht
- 87/04 Barbara Erbslöh, Michael Wiedenbeck
Methodenbericht zum "ALLBUS 1986"
- 87/05 Norbert Schwarz, Julia Bienias
What Mediates the Impact of Response Alternatives on Behavioral Reports?
- 87/06 Norbert Schwarz, Fritz Strack, Gesine Müller, Brigitte Chassein
The Range of Response Alternatives May Determine the Meaning of the Question: Further Evidence on Informative Functions of Response Alternatives
- 87/07 Fritz Strack, Leonard L. Martin, Norbert Schwarz
The Context Paradox in Attitude Surveys: Assimilation or Contrast?
- 87/08 Gudmund R. Iversen
Introduction to Contextual Analysis
- 87/09 Seymour Sudman, Norbert Schwarz
Contributions of Cognitive Psychology to Data Collection in Marketing Research
- 87/10 Norbert Schwarz, Fritz Strack, Denis Hilton, Gabi Naderer
Base-Rates, Representativeness, and the Logic of Conversation
- 87/11 George F. Bishop, Hans-Jürgen Hippler, Norbert Schwarz, Fritz Strack
A Comparison of Response Effects in Self-Administered and Telephone Surveys
- 87/12 Norbert Schwarz
Stimmung als Information. Zum Einfluß von Stimmungen und Emotionen auf evaluative Urteile
- 88/01 Antje Nebel, Fritz Strack, Norbert Schwarz
Tests als Treatment: Wie die psychologische Messung ihren Gegenstand verändert
- 88/02 Gerd Bohner, Herbert Bless, Norbert Schwarz, Fritz Strack
What Triggers Causal Attributions? The Impact of Valence and Subjective Probability
- 88/03 Norbert Schwarz, Fritz Strack
The Survey Interview and the Logic of Conversation: Implications for Questionnaire Construction
- 88/04 Hans-Jürgen Hippler, Norbert Schwarz
"No Opinion"-Filters: A Cognitive Perspective
- 88/05 Norbert Schwarz, Fritz Strack
Evaluating One's Life: A Judgment of Subjective Well-Being
- 88/06 Norbert Schwarz, Herbert Bless, Gerd Bohner, Uwe Harlacher, Margit Kellenbenz
Response Scales as Frames of Reference:
The Impact of Frequency Range on Diagnostic Judgments

- 88/07 Michael Braun
Allbus-Bibliographie (7. Fassung, Stand: 30.6.88)
- 88/08 Günter Rothe
Ein Ansatz zur Konstruktion inferenzstatistisch verwertbarer Indices
- 88/09 Ute Hauck, Reiner Trometer
Methodenbericht
International Social Survey Program - ISSP 1987
- 88/10 Norbert Schwarz
Assessing frequency reports of mundane behaviors:
Contributions of cognitive psychology to questionnaire
construction
- 88/11 Norbert Schwarz, B. Scheuring (sub.)
Judgments of relationship satisfaction: Inter- and intraindividual
comparison strategies as a function of questionnaire structure
- 88/12 Rolf Porst, Michael Schneid
Ausfälle und Verweigerungen bei Panelbefragungen
- Ein Beispiel -
- 88/13 Cornelia Züll
SPSS-X. Anmerkungen zur Siemens BS2000 Version
- 88/14 Michael Schneid
Datenerhebung am PC - Vergleich der Interviewprogramme "interv⁺"
und "THIS"
- 88/15 Norbert Schwarz, Bettina Scheuring
Die Vergleichsrichtung bestimmt das Ergebnis
von Vergleichsprozessen:
Ist - Idealdiskrepanzen in der Partnerwahrnehmung
- 88/16 Norbert Schwarz, Bettina Scheuring
Die Vergleichsrichtung bestimmt das Ergebnis von Vergleichs-
prozessen: Ist-Idealdiskrepanzen in der Beziehungsbeurteilung
- 89/01 Norbert Schwarz, George F. Bishop, Hans-J. Hippler, Fritz Strack
Psychological Sources Of Response Effects in Self-Administered
And Telephone Surveys
- 89/02 Michael Braun, Reiner Trometer, Michael Wiedenbeck,
Methodenbericht. Allgemeine Bevölkerungsumfrage der
Sozialwissenschaften - ALLBUS 1988 -
- 89/03 Norbert Schwarz
Feelings as Information:
Informational and Motivational Functions of Affective States
- 89/04 Günter Rothe
Jackknife and Bootstrap:
Resampling-Verfahren zur Genauigkeitsschätzung
von Parameterschätzungen
- 89/05 Herbert Bless, Gerd Bohner, Norbert Schwarz und Fritz Strack
Happy and Mindless?
Moods and the Processing of Persuasive Communications

- 89/06 Gerd Bohner, Norbert Schwarz und Stefan E. Hormuth
Die Stimmungs-Skala: Eine deutsche Version des "Mood Survey"
von Underwood und Froming
- 89/07 Ulrich Mueller
Evolutionary Fundamentals of Social Inequality, Dominance
and Cooperation
- 89/08 Robert Huckfeldt
Noncompliance and the Limits of Coercion:
The Problematic Enforcement of Unpopular Laws
- 89/09 Peter Ph. Mohler, Katja Frehsen und Ute Hauck
CUI - Computerunterstützte Inhaltsanalyse
Grundzüge und Auswahlbibliographie zu neueren Anwendungen
- 89/10 Cornelia Züll, Peter Ph. Mohler
Der General Inquirer III -
Ein Dinosaurier für die historische Forschung
- 89/11 Fritz Strack, Norbert Schwarz, Brigitte Chassein, Dieter Kern,
Dirk Wagner
The Saliency of Comparison Standards and the Activation of
Social Norms: Consequences for Judgments of Happiness and their
Communication
- 89/12 Jutta Kreiselmaier, Rolf Porst
Methodische Probleme bei der Durchführung telefonischer
Befragungen: Stichprobenziehung und Ermittlung von Zielpersonen,
Ausschöpfung und Nonresponse, Qualität der Daten.
- 89/13 Rainer Mathes
Modulsystem und Netzwerktechnik.
Neuere inhaltsanalytische Verfahren zur Analyse von
Kommunikationsinhalten.
- 89/14 Jutta Kreiselmaier, Peter Prüfer, Margrit Rexroth
Der Interviewer im Pretest.
Evaluation der Interviewerleistung und Entwurf eines
neuen Pretestkonzepts. April 1989.
- 89/15 Henrik Tham
Crime as a Social Indicator.
- 89/16 Ulrich Mueller
Expanding the Theoretical and Methodological Framework of
Social Dilemma Research
- 89/17 Hans-J. Hippler, Norbert Schwarz, Elisabeth Noelle-Neumann
Response Order Effects in Dichotomous Questions:
The Impact of Administration Mode
- 89/18 Norbert Schwarz, Hans-J. Hippler, Elisabeth Noelle-Neumann,
Thomas Münkler
Response Order Effects in Long Lists:
Primacy, Recency, and Asymmetric Contrast Effects
- 89/19 Wolfgang Meyer
Umweltberichterstattung in der Bundesrepublik Deutschland

- 89/20 Michael Braun, Reiner Trometer
ALLBUS Bibliographie (8. Fassung, Stand: 30.6. 1989)
- 89/21 Günter Rothe
Gewichtungen zur Anpassung an Statusvariablen.
Eine Untersuchung am ALLBUS 1986
- 89/22 Norbert Schwarz, Thomas Münkel, Hans-J. Hippler
What determines a "Perspective"?
Contrast Effects as a Function of the Dimension
Tapped by Preceding Questions
- 89/23 Norbert Schwarz, Andreas Bayer
Variationen der Fragenreihenfolge als Instrument
der Kausalitätsprüfung: Eine Untersuchung zur Neu-
tralisationstheorie devianten Verhaltens
- 90/01 Norbert Schwarz, Fritz Strack, Hans-Peter Mai
Assimilation and Contrast Effects in Part-Whole
Question Sequences:
A Conversational Logic Analysis
- 90/02 Norbert Schwarz, Fritz Strack, Hans-J. Hippler, George Bishop
The Impact of Administration Mode on Response Effects in
Survey Measurement
- 90/03 Norbert Schwarz, Herbert Bless, Gerd Bohner
Mood and Persuasion: Affective States Influence the
Processing of Persuasive Communications
- 90/04 Michael Braun, Reiner Trometer
ALLBUS-Bibliographie 90
- 90/05 Norbert Schwarz, Fritz Strack
Context Effects in Attitude Surveys:
Applying Cognitive Theory to Social Research
- 90/06 Norbert Schwarz, Herbert Bless, Fritz Strack,
Gisela Klumpp, Annette Simons
Ease of Retrieval as Information:
Another Look at the Availability Heuristic
- 90/07 Norbert Schwarz, Fritz Strack, Hans-J. Hippler
Kognitionspsychologie und Umfrageforschung:
Themen und Befunde eines interdisziplinären Forschungsgebietes
- 90/08 Norbert Schwarz, Hans-J. Hippler
Response Alternatives:
The Impact of their Choice and Presentation Order
- 90/09 Achim Koch
Externe Vergleichsdaten zum ALLBUS 1984, 1986, 1988.
- 90/10 Norbert Schwarz, Bärbel Knäuper, Hans-J. Hippler,
Elisabeth Noelle-Neumann, Leslie Clark
Rating Scales:
Numeric Values May Change the Meaning of Scale Labels

- 91/01 Denis J. Hilton
Conversational Inference and Rational Judgment
- 91/02 Denis J. Hilton
A Conversational Model of Causal Explanation
- 91/03 Joseph P. Forgas
Mood Effects on Interpersonal Preferences:
Evidence for Motivated Processing Strategies
- 91/04 Joseph P. Forgas
Affective Influences on Interpersonal Perception
- 91/05 Norbert Schwarz, Herbert Bless
Constructing Reality and Its Alternatives:
An Inclusion / Exclusion Model of
Assimilation and Contrast Effects in Social Judgment
- 91/06 Herbert Bless, Roland F. Fellhauer, Gerd Bohner, Norbert Schwarz
Need for Cognition: Eine Skala zur Erfassung von Engagement und
Freude bei Denkaufgaben
- 91/07 Norbert Schwarz, Bärbel Knäuper, E. Tory Higgins
Der Einfluß von Rangordnungsaufgaben auf nachfolgende Denkprozesse:
Zur Aktivierung prozeduraler Sets
- 91/08 Bettina Scheuring, Norbert Schwarz
Selbstberichtete Verhaltens- und Symptommhäufigkeiten:
Was Befragte aus Antwortvorgaben des Fragebogens lernen
- 91/09 Norbert Schwarz, Herbert Bless
Scandals and the Public's Trust in Politicians:
Assimilation and Contrast Effects
- 91/10 Rolf Porst
Ausfälle und Verweigerungen bei einer telefonischen Befragung
- 91/11 Uwe Blien, Heike Wirth, Michael Müller
Identification risk for microdata stemming from official statistics
- 91/12 Petra Beckmann
Methodological Report ISSP 1989
- 91/13 Martina Wasmer, Achim Koch, Michael Wiedenbeck
Methodenbericht zur "Allgemeinen Bevölkerungsumfrage der
Sozialwissenschaften" (Allbus) 1990.
- 91/14 Uwe Blien, Oded Löwenbein
Einkommensanalysen auf der Grundlage amtlicher Daten und
Umfragedaten: Ergebnisse zur betrieblichen Seniorität und
Arbeitslosigkeit.
- 91/15 Petra Beckmann, Peter Mohler, Rolf Uher,
ISSP Basic Information on the ISSP Data Collection 1985 - 1994
- 91/16 Norbert Schwarz
In welcher Reihenfolge fragen?
Kontexteffekte in standardisierten Befragungen

- 91/17 Ellen D. Riggle, Victor C. Ottati, Robert S. Wyer, Jr.
James Kuklinski, Norbert Schwarz
Bases of Political Judgments:
The Role of Stereotypic and Non-stereotypic Information
- 91/18 Dagmar Krebs
Was ist sozial erwünscht?
Der Grad sozialer Erwünschtheit von Einstellungssitens
- 91/19 Michael Braun, Reiner Trometer
ALLBUS-Bibliographie
- 91/20 Michael Schneid
Einsatz computergestützter Befragungssysteme
in der Bundesrepublik Deutschland
- 91/21 Rolf Porst, Michael Schneid
Software-Anforderungen an
computergestützte Befragungssysteme
- 91/22 Ulrich Mueller
The Reproductive Success of the Elites in Germany,
Great Britain, Japan and the USA during the 19th
and 20th Century
- 92/01 P.H. Hartmann, B. Schimpl-Neimanns
Zur Repräsentativität sozio-demographischer Merkmale
des ALLBUS - multivariate Analysen zum Mittelschichtbias
der Umfrageforschung
- 92/02 Gerd Bohner, Kimberly Crow, Hans-Peter Erb, Norbert Schwarz
Affect and Persuasion: Mood Effects on the Processing of Message
Content and Context Cues and on Subsequent Behavior