

Chapter 2

The Psychology of Asking Questions

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SUGGESTIONS FOR FURTHER READING

Comprehensive overviews

Sirken, M., Hermann, D., Schechter, S., Schwarz, N., Tanur, J., & Tourangeau, R. (Eds.) (1999). *Cognition and survey research*. New York: Wiley.

Sudman, S., Bradburn, N. M., & Schwarz, N. (1996). *Thinking about answers: The application of cognitive processes to survey methodology*. San Francisco, CA: Jossey-Bass.

Tourangeau, R., Rips, L. J., & Rasinski, K. (2000). *The psychology of survey response*. Cambridge: Cambridge University Press.

Question comprehension

For detailed discussions of the pragmatic aspects of question comprehension see.

Clark, H. H., & Schober, M. F. (1992). Asking questions and influencing answers. In J. M. Tanur (Ed.), *Questions about questions* (pp. 15-48). New York: Russell Sage.

Schwarz, N. (1996). *Cognition and communication: Judgmental biases, research methods, and the logic of conversation*. Hillsdale, NJ: Lawrence Erlbaum.

Attitude reports

On the inclusion/exclusion model see Schwarz, N. and Bless, H. (in press). Mental construal processes: The inclusion/exclusion model. In D. A. Stapel and J. Suls (eds.), *Assimilation and contrast in social psychology*. Philadelphia, PA: Psychology Press.

For a broader review of context effects, see Tourangeau, R. (1999). Context effects on answers to attitude questions. In M. Sirken, D. Hermann, S. Schechter, N. Schwarz, J. Tanur, & R. Tourangeau, (Eds.), *Cognition and survey research* (pp. 111-132). New York: Wiley.

Behavioral reports

For an introduction into autobiographical memory and its implications for surveys, see Shum, M.S., and Rips, L. J. (1999). Respondents' confessions: Autobiographical memory in the context of surveys. In M. Sirken, D. Hermann, S. Schechter, N. Schwarz, J. Tanur, & R. Tourangeau, (Eds.) *Cognition and survey research* (pp. 95-110). New York: Wiley.

On the implications for questionnaire design, see Schwarz, N., and Oyserman, D. (2001). Asking questions about behavior: Cognition, communication, and questionnaire construction. *American Journal of Evaluation*, 22, 127-160.

Age- and culture-related differences

J. Harkness, F. van de Vijver, & P. Ph. Mohler (Eds.) (2003). *Cross-cultural survey methods*. New York: Wiley.

Schwarz, N., Park, D., Knäuper, B., & Sudman, S. (Eds.) (1999). *Cognition, aging, and self-reports*. Philadelphia, PA: Psychology Press.