## Contents

Pref	page x1		
1	An I	ntroduction and a Point of View	1
	1.1	Earlier Theories of the Response Process	3
	1.2	A Proposed Model of the Response Process	7
	1.3	Other Recent Proposals: High Road/Low Road	11
		Theories	16
	1.4	Applications of the Model	19
	1.5	Implications of the Model	20
2	Resp	oondents' Understanding of Survey Questions	23
	2.1	What Is a Question?	26
	2.2	Two Views of Comprehension: Immediate	
		Understanding versus Interpretation	30
	2.3	Syntactic Difficulties in Question Wording	34
	2.4	Semantic Effects: Presupposition, Unfamiliarity,	
		and Vagueness	40
	2.5	Survey Pragmatics and Its Effects on	
		Comprehension	50
	2.6	Summary	59
3	The	Role of Memory in Survey Responding	62
	3.1	Survey Questions and Memory for Events	63
	3.2	Organization of Autobiographical Memory	67
	3.3	Factors Affecting Recall of Autobiographical	
		Events	81
	3.4	Summary	97

4	Ans	swering Questions about Dates and Durations	100
	4.1	A Typology of Temporal Questions	101
	4.2		108
	4.3		121
	4.4	Summary	133
5	Fac	tual Judgments and Numerical Estimates	136
	5.1	Cognitive Studies of Frequency	138
	5.2	Studies of Frequency Estimation in Surveys	145
	5.3	Probability Judgments	160
	5.4	Conclusions	163
6	Atti	tude Questions	165
	6.1	The Traditional View	166
	6.2	Alternative Paths to an Answer	172
	6.3	The Belief-Sampling Model	178
	6.4	Tests of the Belief-Sampling Model	185
	6.5	Conclusions	194
7	Atti	tude Judgments and Context Effects	197
	7.1	Forms of Context Effects	198
	7.2	Mechanisms Producing Context Effects	200
	7.3	Variables Affecting the Size and Direction of	
		Context Effects	214
	7.4	Serial Position Effects	228
	7.5	Conclusions	229
8		cting a Response: Mapping Judgments to Survey	
	Ansv	wers	230
	8.1	Open Items and Rounding	232
	8.2	Rating Scales and Scale Anchors	239
	8.3	Unordered Categories and Satisficing	250
	8.4	Summary	254
9		ng of Responses: Reporting about Sensitive	
	Topi	Organization of Autobiographical Menory 83	255
	9.1	What Is a Sensitive Question?	257
	9.2	Sensitivity and Nonresponse	261
	9.3	Measuring Misreporting	264

	9.4	Misreporting in Surveys	269
	9.5	Processes Responsible for Misreporting	279
	9.6	Editing for Other Purposes	286
	9.7	Conclusions	287
10	Mod	e of Data Collection	289
	10.1	The Range of Methods for Survey Data	
		Collection	290
	10.2	The Method of Contact and Administration	293
	10.3	Other Characteristics of the Data Collection	
		Method	298
	10.4	Psychological Effects of the Differences among	
		Data Collection Methods	305
	10.5	Conclusions	312
11	Impa	act of Cognitive Models on Survey Measurement	313
	11.1	The Anatomy of a Survey Response	315
	11.2	Impact on Conceptions of Survey Measurement	
		Error	318
	11.3	Impact on Survey Practice	323
		Impact on Psychology	335
		Barriers to Further Accomplishments	. 337
Refe	erence	s	343
Author Index			381
Subj	iect In	dex	392