



# **Questions and Answers in Attitude Surveys: Experiments on Question Form, Wording, and Context (Quantitative Studies in Social Relation)**

*Howard Schuman, Stanley Presser*

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Comprehensive in its coverage, **Questions and Answers in Attitude Surveys** covers such issues as question order and response order effects; the lack of overlap between respondent-generated categories for open-ended questions and the closed categories generated by research, even with extensive pre-testing with open questions; the effects of explicitly offering respondents a "don't know" or a middle opinion alternative; attitude strength and its relation to reliability; and issues of wording tone.



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