

Preview of “How to measure opinions?”

Department of Political Science and Government
Aarhus University

September 25, 2013

Overview for next week

Readings for Next Week

- Don't read: Yeager et al. – “Measuring Americans’ Issue Priorities”
- Instead read: Tourangeau, Roger, and Kenneth A. Rasinski. 1988. “Cognitive Processes Underlying Context Effects in Attitude Measurement.” *Psychological Bulletin* 103 (3): 299–314.

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- Bishop et al. – "Opinions on Fictitious Issues"
- Schuldt et al. – "'Global Warming' or 'Climate Change' "

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Tourangeau and Rasinski

- How do they think people answer survey questions?
- Is this consistent with our discussions from last week about the formation and structure of attitudes?
- How does the context of a survey question influence how it is answered?
- What impacts does their discussion have for interpreting the meaning of public opinion?

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Bishop et al.

- Why do people say they have opinions about issues?
- How does the survey questionnaire and the survey interview shape when people report opinions?
- Are there any ethical considerations related to this study?

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Schuldt et al.

- How much does question wording matter for what opinions people report on surveys?
- When survey questions differ, are differences in opinions meaningful or artifacts of the survey context?
- How can we know that what we're measuring are peoples' "true" opinions?

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- Two optional readings

Completely optional readings

- Yeager et al.: More about question wording
- Krosnick et al.: “No opinion” response options

Who will lead discussion next week?

