

Xiaodan Gao

[„Actually I am different.“
Subjective constructions of
ethnic identity in a migration
context and new ways in
psychological acculturation
research]

Hochschule für
Forstwirtschaft Rottenburg

Corporate Cash Hoarding: The Role of Just-in-Time Adoption.

Xiaodan Gaovon Xiaodan Gao

Abstract [English]

'in the following article we analyze whether and to which degree respondents' evaluations of past interview experiences affect their generalized attitudes towards surveys. in particular, our study compares the relative significance of different evaluation dimensions. our first result from a local survey based on a random probability sample indicates that the respondents judge their past survey experiences on orthogonal evaluation dimensions: the burden caused by interview participation, the 'entertainment value' of an interview, and the irritation due to confusing question wordings. as a second result, the mode of administration of the last interview proved to be a significant predictor of the evaluation of surveys in general. a face-to-face interview at the respondents' home is found to have a more negative effect on survey attitudes compared with modes which invade privacy to a lesser degree. the third and most important finding of the analysis shows that the amount of burden experienced during the last interview has a significant effect on the generalized evaluation of surveys. whether the last survey interview is judged positive or negative on the other two evaluation dimensions has no consequence for the attitudes towards surveys. in addition, the association between the subjective burden and survey attitudes is found to be conditional on the subjects' response-latencies. for those who answer the evaluation questions rather fast, the content of these responses has a stronger effect on their generalized attitudes towards surveys. thus, cognitively more accessible and more salient instances of burdensome interview experiences are especially relevant for the respondents' attitudes. these experiences therefore most likely influence their willingness to participate in future surveys.' (author's abstract)|

Keywords: Ethnic identity, acculturation orientations, domain specificity

Abstract [Deutsch]

'der artikel geht der frage nach, ob sich die bewertung vergangener interviewerfahrungen auf die generalisierten einstellungen gegenüber umfragen auswirkt. dabei steht insbesondere die frage nach der relativen erklärungskraft verschiedener bewertungsdimensionen dieser erfahrung im