

Download The Psychology Of Survey Response

Drawing on classic and modern research from cognitive psychology, social psychology, and survey methodology, this book examines the psychological roots of survey data, how survey responses are formulated, and how seemingly unimportant features of the survey can affect the answers obtained. The response options for each question in your survey may include a dichotomous, a three-point, a five-point, a seven-point or a semantic differential scale. Acquiescence bias, which is also referred to as "yea-saying", is a category of response bias in which respondents to a survey have a tendency to agree with all the questions in a measure. Social psychology is the scientific study of how people's thoughts, feelings and behaviors are influenced by the actual, imagined or implied presence of others. In this definition, scientific refers to the empirical investigation using the scientific method.