Questions for Standardized Measurement in Surveys

Revised Mar 08

NOTE: This list of readings includes most of the readings referenced in my courses as well as many others. The list is not intended to be comprehensive. It provides a starting point to explore several topics related to survey measurement.

Bibliography

This Bibliography uses the following abbreviations:

- ASR American Sociological Review
- JASA Journal of the American Statistical Association
- JOS Journal of Official Statistics
- JMR Journal of Marketing Research
- POQ Public Opinion Quarterly
- SM Sociological Methodology
- SMR Sociological Methods and Research

General Sources


**Review Papers**


**Behaviors and Events**
Recall and Cognitive Processing


**Accuracy of Answers**


Threatening or Socially-desirable Topics


**Improving Reports**


Filter Questions


Response Categories: Relative Frequencies (See also "Category Labels" for "Subjective Questions")


Response Categories: Absolute Frequencies (including open vs closed questions)


Reference Period


Event History


Don’t Know


Subjective Phenomena

Recall and Related Issues


**Open and Closed Questions**


**Response Order Effects**


**Question Order Effects**


**Acquiescence and Response Sets**


**Response Dimensions**


**Rankings**


**Magnitude Estimation**


Question Balance


Number of Categories


Category Labels


Middle Categories


O'Muircheartaigh, Colm, Krosnick, Jon, and Helic, Armin. 1999. Middle alternatives, acquiescence, and the quality of questionnaire data. Paper presented at the annual meetings of the American Association for Public Opinion Research, May, St. Pete Beach, FL.


Filters and Don't Know


**Social Characteristics**


**Mode of Administration Comparisons (not elsewhere classified)**


**Computer Assisted Methods**


**Proxy Respondents**


**Self-Administered Paper and Web Instruments**


Question Development and Testing


**Interviewing**


Suchman, Lucy, and Brigitte Jordan. 1990. "Interactional Troubles in Face-to-Face Survey Interviews." JASA 85(409):232-241. (Also, comments and rejoinder.)

**Questionnaire Review and Formatting**

