



SONDERFORSCHUNGSBEREICH 504
Rationalitätskonzepte,
Entscheidungsverhalten und
ökonomische Modellierung

Workshop

Norbert Schwarz (University of Michigan)

„The Psychology of Self-report “

July 11, 2008, 10:00 – 18:00, B318 (in A5, Bauteil B)
Sonderforschungsbereich 504
University of Mannheim

This one-day workshop covers the cognitive and communicative processes underlying self-reports of behaviors and opinions.

Core topics:

- * Making sense of questions: Conversational processes in research situations
 - o Semantic and pragmatic aspects of language comprehension
 - o Context effects in question interpretation
 - o Grice's logic of conversation as a conceptual framework
 - o Implications for questionnaire design and experimental procedures

- * Asking questions about behavior
 - o Autobiographical memory and behavioral reports
 - o Recall and estimation strategies
 - o Contextual influences on reports of frequency, intensity, and change
 - o Culture- and age-related differences
 - o Implications for questionnaire design

- * Asking questions about attitudes
 - o Attitude reports as evaluative judgments
 - o Contextual influences on attitude measurement: their emergence, direction, size, and generalization

- + Question order
- + Response order
- o Culture- and age-related differences
- o The role of attitude strength

Overviews for each topic:

Schwarz, N. (1994). Judgment in a social context: Biases, shortcomings, and the logic of conversation. /Advances in Experimental Social Psychology, 26/, 123-162.

Schwarz, N. & Oyserman, D. (2001). Asking questions about behavior: Cognition, communication and questionnaire construction. /American Journal of Evaluation, 22/, 127-160.

Sudman, S., Bradburn, N., & Schwarz, N. (1996). /Thinking about answers: The application of cognitive processes to survey methodology/. San Francisco, CA: Jossey-Bass - Chapters 4-6.

Homepage Norbert Schwarz:

<http://sitemaker.umich.edu/norbert.schwarz/home>

Participation:

Interested participants are required to register by contacting Prof. Dr. Herbert Bless.

Local Organizer:

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