

# Contents

---

<i>List of Contributors</i>	vii
Introduction <i>Willem E. Saris and Paul M. Sniderman</i>	1
<b>PART I: <i>A Synoptic Perspective</i></b>	
CHAPTER 1 Different Judgment Models for Policy Questions: Competing or Complementary? <i>Willem E. Saris</i>	17
CHAPTER 2 Separation of Error, Method Effects, Instability, and Attitude Strength <i>William van der Veld and Willem E. Saris</i>	37
<b>PART II: <i>The Problem of Ambivalence</i></b>	
CHAPTER 3 Good, Bad, and Ambivalent: The Consequences of Multidimensional Political Attitudes <i>Michael F. Meffert, Michael Guge, and Milton Lodge</i>	63
CHAPTER 4 The Not-So-Ambivalent Public: Policy Attitudes in the Political Culture of Ambivalence <i>Marco R. Steenbergen and Paul R. Brewer</i>	93
<b>PART III: <i>Politics and Nonattitudes</i></b>	
CHAPTER 5 The Structure of Political Argument and the Logic of Issue Framing <i>Paul M. Sniderman and Sean M. Theriault</i>	133
CHAPTER 6 Floating Voters in U.S. Presidential Elections, 1948–2000 <i>John Zaller</i>	166

**PART IV: *Attitude Strength and Attitude Stability***

CHAPTER 7

Importance, Knowledge, and Accessibility: Exploring the Dimensionality of Strength-Related Attitude Properties

*George Y. Bizer, Penny S. Visser, Matthew K. Berent,  
and Jon A. Krosnick*

215

CHAPTER 8

Stability and Change of Opinion: The Case of Swiss Policy against Pollution Caused by Cars

*Hanspeter Kriesi*

242

CHAPTER 9

Attitude Strength and Response Stability of a Quasi-Balanced Political Alienation Scale in a Panel Study

*Jaak Billiet, Marc Swyngedouw, and Hans Waegle*

268

**PART V: *An Alternative to the Standard Opinion Poll***

CHAPTER 10

Coping with the Nonattitudes Phenomenon: A Survey Research Approach

*Peter Neijens*

295

CHAPTER 11

The Influence of Information on Considered Opinions: The Example of the Choice Questionnaire

*Danielle Bütschi*

314

**PART VI: *Looking Forward***

CHAPTER 12

A Consistency Theory of Public Opinion and Political Choice: The Hypothesis of Menu Dependence

*Paul M. Sniderman and John Bullock*

337

*Index*

359