

CONTENTS

1. Editors' Introduction Hans-J. Hippler, Norbert Schwarz, Seymour Sudman	1
2. Social Cognition and Social Reality: Information Acquisition and Use in the Laboratory and the Real World Galen V. Bodenhausen & Robert S. Wyer, Jr.	6
3. Information Processing Theory for the Survey Researcher Reid Hastie	42
4. Bipolar Survey Items: An Information Processing Perspective Thomas M. Ostrom	71
5. Answering Survey Questions: The Role of Memory Gerhard Strube	86
6. Response Effects in Surveys Hans-J. Hippler & Norbert Schwarz	102
7. Thinking, Judging, and Communicating: A Process Account of Context Effects in Attitude Surveys Fritz Strack & Leonard L. Martin	123
8. Attitude Measurement: A Cognitive Perspective Roger Tourangeau	149
9. What Response Scales May Tell your Respondents: Informative Functions of Response Alternatives Norbert Schwarz & Hans-J. Hippler	163
10. Context Effects on Self-Perceptions of Interest in Government and Public Affairs George F. Bishop	179

11. Styles of Interviewing and the Social Context of the Survey-Interview	
Wil Dijkstra & Johannes van der Zouwen	200
12. Perspectives for Future Development	
Seymour Sudman	212
13. About the Authors	220