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question order and
response order effects;
the lack of overlap
between respondent-

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questions and the
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enormous contribution to the field of survey methodology and ranks with such classics as Hyman's *Interviewing* and Kish's *Survey Sampling*. To the extent that survey research is only as reliable as its methodology, this book becomes a long-missing foundation stone for the social sciences in general' - Tom Smith, *American Journal of Sociology*

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Research and Professor
Emeritus of Sociology
at the College of
Literature, Science,
and the Arts. He joined
the University of
Michigan in 1964 as an
Assistant Professor of
Sociology; he was
promoted to Associate
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**Howard Schuman |
Survey Research
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Howard Schuman (born 1928) is an American sociologist and emeritus professor of sociology at the University of Michigan.

He is known for his work on survey research, such as the design of polling questions. Education and career. Schuman received his A.B. from Antioch College in

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feature article howard
schuman Surveys draw
on two human
propensities that have
served us well from
ancient times. One is
to gather information
by asking questions.
The first use of
language around
100,000 years ago may
have been to utter
commands such as

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Questions And
"Come here!" or
"Wait!" Questions must
have followed soon
after:

Experiments On
**sense and nonsense
about surveys**

Schuman, H. and O.D.
Duncan (1974)

"Questions about
attitude survey
questions," pp.

232-251 in H. L.
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Sociological
Methodology

1973-1974, San
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San Francisco : Jossey-Bass
. Google Scholar

**Question Wording as
an Independent
Variable in Survey ...**

Schuman, Howard,
Presser, Stanley.

Questions and Answers
in Attitude Surveys:

Experiments on

Question Form,

Wording, and Context.

San Diego, Calif.:

Academic Press, 1981

(Reprint edition with

new preface, Thousand

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Oaks, Calif.: Sage
Publications, 1996).

Several experiments
discussed in the
present article are
drawn from this
volume. Google
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about Surveys -
Howard Schuman,
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Howard Schuman The
widespread belief that
racism among young
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“Once more, Howard Schuman brings his scholarly imagination and methodological rigor to the task of deciphering the question-and-answer

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Failure to replicate his original findings (Schuman and Presser, 1981, Chapter 4) has led Schuman to a multi-method, multi-year quest for the meaning of responses to attitude survey questions, including the significance of not expressing an attitude in the form of a “Don’t Know.”

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Method and Meaning
in Polls and ...**

Schuman examines the question-answer process that is basic to polls and surveys, as it is in so much of life. His concern is with the nature of questioning itself, with issues of validity and bias, and with the scope and limitations of meaning sought through polls and surveys.

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in Polls and Surveys
by Howard Schuman**

...

Semantic Scholar
profile for Howard
Schuman, with 205
highly influential
citations and 81
scientific research
papers. ... several
national surveys to
compare the effects of
offering or omitting a
middle alternative in
forced-choice attitude
questions.

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and Meaning in Polls
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The Metallic Metals Act was a fictional piece of legislation included in a 1947 opinion survey conducted by Sam Gill and published in the March 14, 1947 issue of Tide magazine.

When given four possible replies, 70% of respondents claimed to have an opinion on the act. It has become

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a classic example of
the risks of
meaningless responses
to closed-ended
questions and
prompted the study of
the ...

Metallic Metals Act - Wikipedia

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