

Magnitude of response effects (source Gobo 2006: 286-7, tab. 2).

EFFECTS	MAGNITUDE	SOURCE
QUESTIONS		
question order	12-15%	Kalton, Collins and Brook 1978, Schuman and Presser 1981, Clark and Schober 1992
Open-ended vs. closed-ended questions	11%	Rugg and Cantril 1944
	13%	Schuman and Presser 1977
	30-60%	Bradburn <i>et al.</i> 1979, Schuman and Presser 1979, Coxon 1986, Schwarz and Hippler 1987, Schuman and Scott 1987
misunderstanding of question task	?	Gobo 1992: 137-139, 149
Wording	Up to 30%	Schuman and Presser 1981: 296
ITEMS		
item order	?	Schuman and Presser 1981
misunderstanding of items meaning	at least 70%	Belson 1981
Reaction to the target	7-12%	Cacciola and Marradi 1988, Sapignoli 1992: 125
RESPONSES		
Response order	6-14%	Schwarz, Hippler and Noelle-Neumann 1992
Response set (yea-saying)	?	Lentz 1938, Moun 1988
Curvilinearity	?	Edwards and Kenney 1946, Coombs 1953, Fee 1979, Tourangeau, Rasinski and D'Andrade 1991
Misleading divergence	?	Gobo 1997: 58-9
Anchoring	?	Ostrom and Upshow 1968, Wyer 1974
misunderstanding of response alternative meaning	52%	Razzi 1992: 55
misunderstanding of Likert-type scale tasks	?	Gasperoni and Giovani 1992, Sapignoli 1992
DON'T KNOW (as response alternative)	20% 47%	Schuman and Presser 1981: 120 Razzi 1992: 48-49
RESPONDENTS		
even-handedness norm	5-37%	Schuman and Ludwig 1983
invented opinion	30%	Hartley 1946, Schuman and Presser 1981
social desirability	?	Edwards 1957, Kahn and Cannell 1957
extreme response style (yea saying/nay saying)	?	Rorer 1965, Harvey 1971, Gergen and Back 1966, Hamilton 1968, Bachman and O'Malley 1984
INTERVIEWERS		
interviewer's background characteristics (gender, age, ethnicity, social status)	10%	Hyman <i>et al.</i> (1954), Feldman <i>et al.</i> (1951), Hauck and Steinkamp (1964) and Clausen (1968)
deviations from standardized procedure for asking questions	13%	Brenner (1982: 155).