

Question in Project:

PaCo - Mechanisms of panel conditioning in longitudinal surveys: Questions on social desirability, gender roles, and environment (English Version)

Question Topic:

Survey methodology/ Response behavior

Construct:

Attitude strength

General Information:

Note: This item was tested in German. This is an English translation of the original German wording.

Question Text:

The previous question was about whether family life suffers when the wife works full-time. How likely is it that you will change your mind on this issue in the future?

[Bei der vorherigen Frage ging es darum, ob das Familienleben darunter leidet, wenn die Frau in Vollzeit berufstätig ist. Wie wahrscheinlich ist es, dass Sie Ihre Meinung zu diesem Thema zukünftig ändern werden?]

Answer Categories:

1 Very unlikely *[Sehr unwahrscheinlich]*

2

3

4

5

6

7 Very likely *[Sehr wahrscheinlich]*

Cognitive Techniques:

General Probe, Difficulty Probe

Findings for Question:

Do the test persons have problems understanding and/or answering the question?

Two test persons (TP 04, 06) changed their answers to question 4 while answering the probing questions. Both stated that they had misunderstood the question when they first answered it:

- *"Due to that, I must confess, I misunderstood the question earlier. I was thinking whether I wouldn't change my mind. I read that wrong. So actually I would have wanted to click 'very unlikely'."* (TP 04; initial response: 7, final response: 1)
- *"Now that I think about it. I think I chose the wrong answer due to that. I don't think I understood the question correctly. I think I understood it the other way around. Actually, my answer should be 2, because I don't know why I would change my mind due to that. Well, I have to be honest and say that I think I answered question 4 wrong."* (TP 06; initial response: 5, final response: 2)

The remaining test persons had no difficulty answering the question. The majority of the test persons considered it very unlikely that they would change their opinion on this subject in the future and justified this by stating that they had an established opinion on this subject. The two test persons who indicated a certain or high probability (TP 01, 09) justified their answers by saying that social circumstances could change in the future and that their opinions would change as a result:

- *"I can already imagine that circumstances may change in the future and that I will then adjust my opinion accordingly."* (TP 01; Answer: Scale point 3)
- *"Yes, I'm not sure how it will go in the future. I just hope that the world of men will change a bit and that women will have it easier in the future. That's why it's possible that I'll change my mind in the future if circumstances change. The young men are already more helpful. It was the generation in between that was really only interested in their careers. I have hope that it will change."* (TP 09; Answer: Scale Point 6)

Recommendations:

Question: Leave.

Response format: In order to avoid misinterpretation of the question text or the polarity of the scale, we recommend labeling the scale points as follows:

Very unlikely to change my mind - Very likely to change my mind