The dissertation summarizes outputs of authors’ research of cognitive aspects of survey methodology at the level of their theory as well as of their practical usage. On the one hand is the field of cognitive approaches elaborated systematically on the other the contribution to them is made by own Immediate validation technique.

As a lead-in cognitive approaches are put into the frame of survey error that links the standardized questioning theory with general context of survey quality. Following chapters inform about historical sources and basis of cognitive approaches, their fundamental theoretical conceptions and methodological tools. Finally their whole standing in contemporary survey methodology is evaluated.

The main attention is devoted to the situation of interviewing that is understood as dualistic: cognitive aspects [information processing and answering process] as well as interactional aspects [social encounter of interviewer/researcher and respondent] are defined and characterized. The course of cognitive processes is defined in accord with prevailing psychological concepts and explication of effects influencing mental processes of respondents and their answering proceeds with the logic: interpretation of a question, retrieval of information from memory, formulating the judgement and formatting the response.

Separate chapter is concentrated to methods that are currently used for evaluation of the questionnaire quality. Main part deals with those originating from cognitive approaches [cognitive interview/verbal protocols, behavioral coding, debriefing, expert appraisal, response latency measurement and so on], these are nevertheless supplemented by related approaches extending original methodological portfolio by new aspects or defining the direction of their next usage.

Second part of the dissertation contributes to this methodological area by developing the Immediate Validation method.