

Abstract

The thesis "*Response strategies of behavioral frequency questions*" deals with response strategies that respondents use to determine the frequency of behavior during the cognitive process of answering to the open-ended as well as closed behavioral frequency questions. The author uses a combination of research methods of cognitive interview with secondary analysis of quantitative data from the European Social Survey Research. The analytical part describes different types of response strategies used by respondents and deals with variety of factors that influence the choice of these strategies. The author analyzes the influence of the question format on the choice of the response strategy and on the answers to the same behavioral frequency questions. The thesis concludes that the choice of a particular response strategy is affected by the respondent's memory, the context within which the respondents have connected the behavior, regularity and absolute frequency of the behavior. The question format affects respondent's answers and it plays an important role during the cognitive process of answering behavioral frequency questions.