

Abstract

This thesis deals with a methodological phenomenon called order effect. This effect creates a situation where the preceding questions influence answers of the subsequent questions. During cognitive responding process, the preceding questions may evoke specific mental associations and ideas that are more easily accessible afterwards during responding of the following questions. This induced information may be used during answer selection process which may cause bias in answers. The same questions placed in different order can generate different answers. Different question order can have different cognitive burden. The aim of this thesis is cognitive burden assessment of different question orders. Data collection was conducted by cognitive interviews which helped to detect how respondents work with particular questions during questionnaire responding process, and to identify specific types of order effect. There are four types of order effect: carryover effect, backfire effect, assimilation and contrast effect. A specific question preceding a general question evokes information which is more accessible for interpretation of a general question therefore this question order is less burdensome. Also the order from negative to positive question is less burdensome than the opposite order because it evokes stronger emotions.