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Howard Schuman is a Research Scientist Emeritus at the Survey Research Center, Institute for Social Research and Professor Emeritus of Sociology at the College of Literature, Science, and the Arts. He joined the University of Michigan in 1964 as an Assistant Professor of Sociology; he was promoted to Associate Professor in 1967 and Professor in ...

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Howard Schuman (born 1928) is an American sociologist and emeritus professor of sociology at the University of Michigan. He is known for his work on survey research, such as the design of polling questions. Education and career. Schuman received his A.B. from Antioch College in philosophy ...

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Schuman, H. and O.D. Duncan (1974) "Questions about attitude survey questions," pp. 232-251 in H. L. Costner (ed.) Sociological Methodology 1973-1974. San Francisco : Jossey-Bass . Google Scholar

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Schuman, Howard, Presser, Stanley. Questions and Answers in Attitude Surveys: Experiments on Question Form, Wording, and Context. San Diego, Calif.: Academic Press, 1981 (Reprint edition with new preface, Thousand Oaks, Calif.: Sage Publications, 1996). Several experiments discussed in the present article are drawn from this volume. Google Scholar

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