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Title: Analysis of Pilot Study Issue Questions

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Dataset(s): 1979 Pilot Study

Abstract

Jackson finds that few differences exist in the information obtained through the different forms of the issue preference and candidate placement questions in the 1979 Pilot Study. Alternate question forms measure comparable issue dimensions and none of the items seem to be systematically biased by the presence of other factors. What differences do exist among the questions appear to favor the traditional seven point scale format. The differences among the alternate measures of issue importance, on the other hand, are more significant. The political importance form is superior to the personal importance question based on (1) the content of the survey responses and (2) the nature of the measurement bias.