

Fragebogengestaltung - , Christoph Herrmann

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'Ist Ihnen schon einmal aufgefallen, dass die Menschen nie wirklich auf das antworten, was man sie fragt? Sie beantworten das, was man meint - oder vielmehr das, was sie glauben dass man meint' (GUSS 1997, S. 34). Dieses Zitat von Kurt Guss lässt bereits vermuten, dass wir uns heute mit einem äußerst komplexen und schwierigen Thema beschäftigen: Der Fragebogengestaltung. Dennoch sollten wir uns von derartigen Aussagen nicht abschrecken lassen - im Gegenteil! Doch müssen wir uns vorab eine kritische Ansicht bewusst machen: Durch Fragebogen wird nicht erforscht, was eine Person meint, sondern was sie meint meinen zu sollen (vgl. GUSS 1997, S. 35). Oft werden erst durch Fragen Meinungen geschaffen. Auf die Frage einer amerikanischen Zeitung gaben 30% der Befragten an, sie würden den 'Metallic-Metals-Act' entschieden beantworten. Und das, obwohl es diese Gesetzesvorlage nie gegeben hat! Den dreistesten Missbrauch mit Befragungen können wir Tag für Tag in der Presse beobachten. Journalisten befragen wahllos eine Hand voll Leute und haben dann auch noch die Dreistigkeit zu behaupten: 'Diese Umfrage ist natürlich nicht repräsentativ, sie zeigt aber doch, ...'. Was zeigt sie denn? Nichts und wieder nichts! (vgl. GUSS 1997, S. 35) Umso wichtiger erscheint es nun einige Aspekte genauer unter die Lupe zu nehmen, die uns beim Gebrauch von Selbstbeurteilungsmethoden seriösen Gebrauch zu machen. Denn deren Vorteile liegen auf der Hand: Sie sind wesentlich einfacher durchzuführen als Beobachtungsmessungen und dadurch mit deutlich weniger Aufwand verbunden (vgl. STROEBE 1996, S. 103). Im ersten Teil dieses Referates stellt Euch Christoph Herrmann einige Grundkonzepte und Strategien vor. Dann wird er verschiedene Fragentypen vorstellen und verschiedene Möglichkeiten der Fragenformulierung erläutern. Anschließend will ich auf die Problematik der 'Antworttendenzen' eingehen und die wichtigsten Arten von 'Reihenfolgeeffekten' präsentieren.

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