

Abstract

Communication through language is a very temperamental thing. The manner in which something is said can very easily change its meaning entirely. Wording effects, as they are known, are the effects that the framing of questions, statements, and language in general has on responses. In this study, we examined whether or not these effects are truly significant. We did so by randomly testing 10th and 11th grade students from Rowland Hall – St. Mark's Upper School with two different questionnaires, one with wording effects and one without such effects. The results of our study were interesting: we obtained significant results for 6 of the 15 questions/statements on our questionnaire. This strongly supports the premise that wording effects on questionnaires and surveys, many of which influence public opinion, should be more carefully examined.