Dear researchers,

I am working with Eric Spangenberg, David Sprott, and Berna Devezer on a meta-analysis of the “Question Behavior Effect” literature. In particular, we are meta-analyzing any empirical work that tests the effects of questioning on the future performance of the questioned behavior. While various terms have been used to describe this work since Sherman’s (1980) initial introduction of the effect, the majority of this research has been referred to in the literature as the “mere measurement effect” or the “self-prophecy effect.”

In our meta-analysis, we want to include all available manuscripts reporting empirical QB effects, both published and unpublished. Below is a list of papers we have so far indentified. If you have any additional papers (published or unpublished), we would greatly appreciate it if you could share them with us.

Best regards,

Ioannis Kareklas, Ph.D.
Assistant Professor of Marketing
Washington State University
375 Todd Addition
Pullman, WA 99164-4730
ioannis.kareklas@wsu.edu
(509) 335-2781

Appendix: Published and unpublished articles on question-behavior effects


