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**An *a priori* and Parameter-Free Quantum Model for Cognitive Measurement Order Effects**

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**Quantum theory, initially invented to explain order effects of measurements in physics, provides a powerful prediction for order effects of measurements in psychology. In this talk, we will introduce *QQ equality*, which is an *a priori*, parameter-free, and precise prediction that we derived from quantum theory regarding question order effects commonly observed in survey research. This type of exact prediction is rare in social and behavioral sciences. The prediction of *QQ equality* has been supported across a series of survey and lab experimental studies. Recently, we tested the prediction using a set of 26 national surveys in past 10 years on two important public opinion questions in the U.S.: presidential job approval and country satisfaction. This surprisingly accurate prediction of *QQ equality* illustrates the theoretical power of our new approach to use quantum theory as a mathematical tool to explain and predict human cognitive behaviors.**