A multidisciplinary translatability assessment

as a 3MC minesweeping exercise

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Zagreb, 17 July 2019

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In this presentation

- Cross-cultural Comparative Surveys Goals

- Detect and prevent issues
  - Cognitive testing
  - Translatability assessment

- Joint debriefing

Cross-cultural Comparative Surveys Goals

✓ **Measurement** of same construct(s) in exactly the same way across all countries/languages (Byrne, van de Vijver, 2010)

✓ **Comparability**
➤ Highest possible level of functional equivalence (source vs. target, across countries and languages)
➤ Aim at target as accurate and as fluent as possible

→ **Ask the same question**

Comparability Obstacles

Languages differ in

✓ form,

✓ structure,

✓ concepts

→ different culture, different perception

Questions Might Not Perform as Intended

- multitude of translation choices

- cultural factors

→ lack of construct overlap

Cognitive Testing in International Surveys

Empirically test translated questions →

all respondents understand the items in the same way

and in the way intended by the researcher on a selection of items

Cognitive Testing in International Surveys

- careful planning of standardization and translations of the interview protocol

- use of scripted probes: same probing questions →facilitates the comparative data analysis

- (parallel) focus groups

Translatability

"The success or failure of [the] ask-the-same-question (ASQ) approach is largely determined by the suitability of the source questions for all the cultures for which versions will be produced."

Harkness, van de Vijver & Johnson (2003)

Translatability Assessment

- Detect + address issues in the content before translation

- Draft survey → linguists from different language groups:

  ✓ Identify issues in the 'source' through rough translation

  ✓ Analysis expressed through 14 translatability categories

Translatability Assessment

- Senior linguist at cApStAn produces a **report** that:

✓ collates relevant comments

✓ pinpoints the issues to be reviewed and resolved

✓ suggests workarounds without loss of meaning

➢ Translation Adaptation Note or

➢ alternative source wording

Translatability Assessment

4th European Quality of Life Survey QUESTIONNAIRE	TRANSLATABILITY ASSESSMENT OF NEW AND REVISED ITEMS				
ENGLISH SOURCE	**TRANSLATABILITY EVALUATION**	**LINGUIST'S COMMENTS 1**	**LINGUIST'S COMMENTS 2**	**SUGGESTION FOR TRANSLATION OR ADAPTATION NOTE**	**SUGGESTIONS FOR ALTERNATIVE WORDING**
Nobody in my household has used child care services	STRAIGHTFORWARD				
Please tell me the ages of children in your household who received child care in the last 12 months.	POTENTIALLY AMBIGUOUS	children who receive child care Because 'child care' needs to be translated as 'kinderopvang' in Dutch, which isn't something that can be received, (but rather something that is made use of or a place where a child can go) a literal translation is no option here. Possible solution: translate "child care" as "child care facilities".	"who received child care" – this should be explicitly about child care SERVICES (parents also provide child care).	[if alternative wording declined] translate "child care" as "child care facilities" or "child care services" if needed for clarity.	**Please tell me the ages of children in your household who used child care services in the last 12 months.**

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(Un)Translatability

Source	Arabic
Often or very often	→"often or frequently"
Sometimes	
Never or almost never	→ "seldom or never"

"very often" and "more often" cannot be rendered in Arabic. A workaround would be to translate it as "often or frequently".

"almost never" is difficult to translate in Arabic. A workaround would be to translate it as "seldom or never".

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Known Difficulties

- Clarity

- Consistency

- Accuracy and fluency

- Adaptations (need for localisation)

- Double-barreled questions

- Logical problems

- Semantic distance and consistency in scales

Cognitive Testing

Not detected in TA

ACCOMMODATION		
Q24 (3): Tenant, paying rent to private landlord (including for-profit companies)	2	Private landlord vs. for-profit companies is very confusing when: - the private landlord is perceived to include for-profit companies anyhow (why add this unnecessary obvious reference) - the private landlord is perceived as being a private person/individual - the term "non-profit companies" is not understood

Recommendation: Instead of *including*, use "or".

Recommendation: As a substitute of *for-profit companies*, use a term like *letting agents, property management companies*.

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Translatability Assessment

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Nobody in my household has used child care services	STRAIGHTFORWARD				
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Not covered by Cognitive Testing

Reported in Both

Q5b (ICTAPP) What percentage of non-managerial employees at this establishment make use of digital applications such as barcode scanners, measuring equipment, GPS navigators, order management systems etc., to carry out their daily tasks?

Concept needs to be defined before question can be asked.

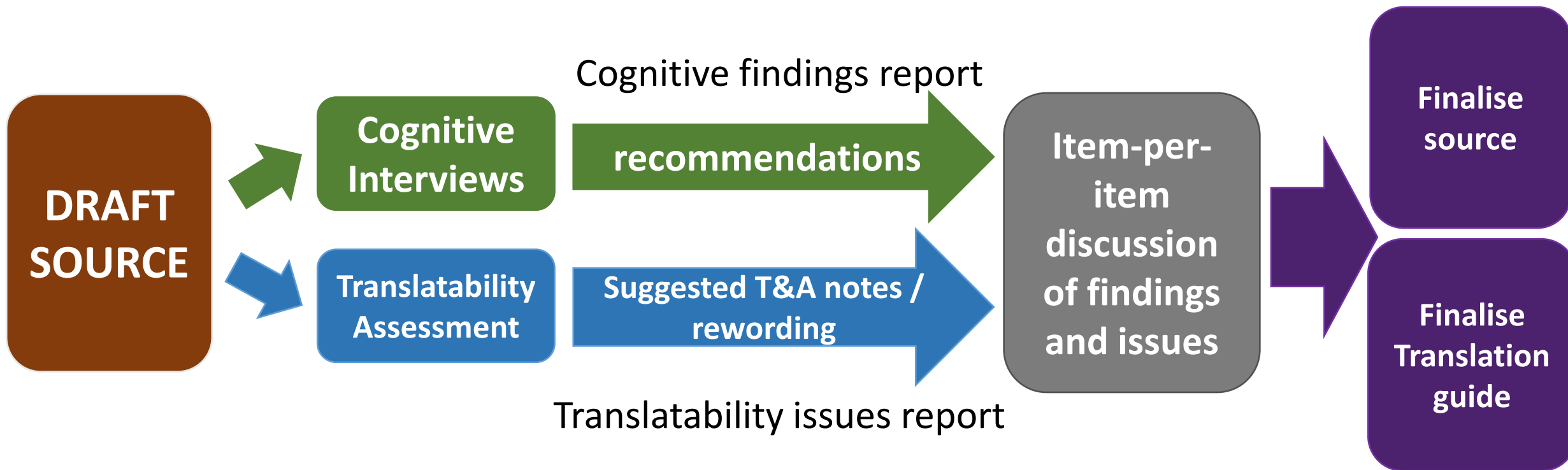|		TRANSLATABILITY ASSESSMENT		
ITEM	ENGLISH	TRANSLATABILITY EVALUATION	LINGUIST'S COMMENTS 1	SUGGESTION FOR TRANSLATION OR ADAPTATION NOTE
	The following questions apply to non-managerial employees.	OTHER POTENTIAL ISSUES	"non-managerial" may be difficult to render and may need descriptive translation. A possible equivalent may be "non-managerial positions". However, as the term is repetitive, this can add to the reading burden.	Refer to definition in next segment for "non-managerial employees". If "non-managerial employees" does not translate easily into your language, please rephrase, e.g. as "employees in non-managerial positions". Try to keep the translation brief because this is a repetitive term and because the survey will be administered on small screens on mobile devices, too. Use descriptive translation e.g. "… employees that don't have a managerial role" as a last resort. Keep the translation consistent in all occurrences within and across questionnaires.

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Two-fold upstream approach

- Translatability Assessment: difficulties reported before translation

→guidelines for translators discussed with questionnaire authors

→workarounds suggested

→documented process

- Cognitive Testing: issues reported overlap with or differ from TA

Upstream LQA

**Linguistic Quality Assurance
(in the broadest possible sense)**

DRAFT SOURCE

Cognitive Interviews

Cognitive findings report

recommendations

Translatability Assessment

Suggested T&A notes / rewording

Translatability issues report

Item-per-item discussion of findings and issues

Finalise source

Finalise Translation guide

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Conclusions

- Translatability exercise

→identify and resolve potential translation issues in the source language

- Multidisciplinary debriefing after cognitive interviews and translatability assessment

→harness all findings