

Maximizing Questionnaire Design in Cross-National and Cross-Cultural Surveys

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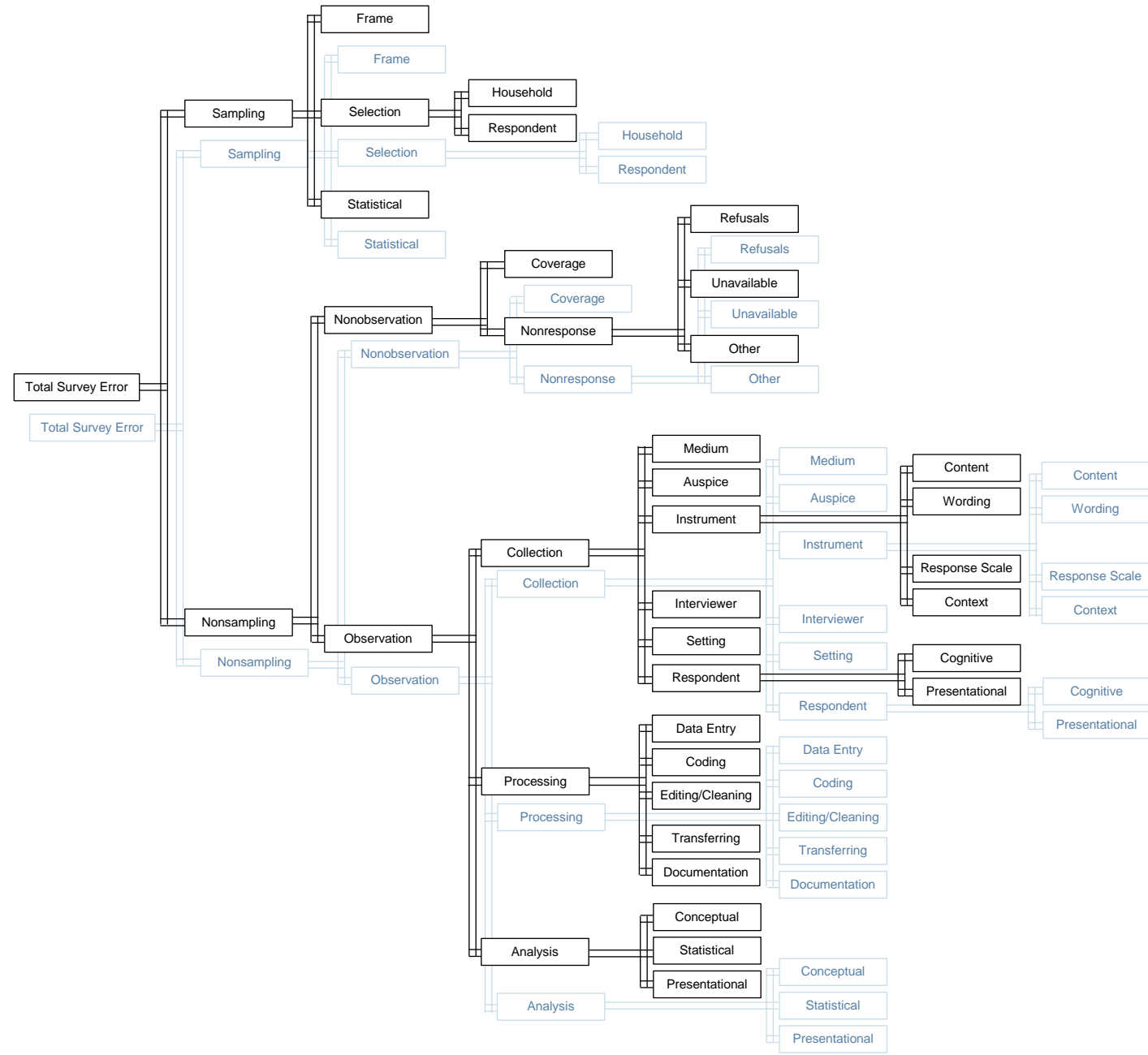
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Total Survey Error: Comparison Error



Cross-Cultural Survey Guidelines and Resources

<http://ccsg.isr.umich.edu/index.cfm>).

Study Design and Organizational Structure

Study Management

Tenders, Bids, and Contracts

Sample Design

Questionnaire Design

Instrument Technical Design

Translation

Adaptation

Pretesting

Interviewer Recruitment, Selection, and Training

Data Collection

Paradata and Other Auxiliary Data

Data Harmonization

Data Processing & Statistical Adjustment

Data Dissemination

Statistical Analysis

Survey Quality

Ethical Considerations

Tools for Developing and Managing Cross-National Surveys

- The **Data Service Infrastructure for the Social Sciences and Humanities (DASISH)** in 2012-2014 brought together five European research infrastructure initiatives in the social sciences and humanities including the ESS, SHARE, and the Consortium of European Social Science Data Archives (CESSDA).
- 1) The **Translation Management Tool (TMT)** is designed to allow centralized management of the translation process for cross-national and multi-lingual surveys, to do the translation with a web application, to create a permanent, retrievable record of each step in the process, and to implement the TRAPD approach.
- 2) **Questionnaire Design and Documentation Tool (QDDT)** serves to facilitate and document questionnaire development covering the whole flow of questionnaires from beginning to end, including information on design, pretesting, translation, and question quality and the rationale behind the development of individual items, scales, and entire modules.
- 3) **Question Variable Data Base (QVDB)** is to build and maintain an item-level database allowing Boolean searches on words and other coded fields.
- In addition, these three tools were to be compatible with and used along with the separately developed **Survey Quality Predictor** which is discussed in the next section.
- **Synergies for Europe's Research Infrastructures in the Social Sciences (SERISS)** 2015-2019 is continuing the work of DASISH. Besides the ESS, SHARE, and CESSDA, it involves the Generations and Gender Programme, the European Values Survey, and the WageIndicators Survey. Among other things, it will build on DASISH tools to 1) develop general, on-line technological tools to “facilitate greater harmonization of data collection, analysis and curation” and 2) maximize translation equivalence.

Resources for Developing and Testing Cross-National Measures

Survey Quality Prediction 2.1 (<http://sqp.upf.edu/>) analyzes question text and various metadata fields about the items and produces quality predictions related to reliability and validity. It was developed in part using the ESS and Willem Saris and Daniel Oberski were awarded the Mitofsky Innovators Award by the American Association for Public Opinion Research in 2014 for its creation.

The Question Understanding Aid (QUAID) is a program to assess question wordings (<http://quaid.cohmetrix.com/>). It identifies problematic features of items that may confuse respondents and lower reliabilities. QUAID is designed to identify items with unfamiliar technical terms, vague or imprecise relative terms, vague or ambiguous noun phrases, complex syntax structures, and high demands on working memory. QUAID is based solely on English examples from American surveys and thus is not rooted in cross-national/cultural data.

Q-Bank of the National Center for Health Statistics (<http://www.cdc.gov/qbank/home.aspx>) allows one to search a database of existing questions and provides references to methodological research that examined the items. It also is not cross-nationally oriented. Q-Bank has a database of about 3900 question wordings and 120 methodological reports related to the items and the surveys in which the questions appeared. One can either search for relevant questions and be linked to methodological reports that relate to these or directly search the reports. The items are all from US government surveys, but some do relate to English/Spanish comparisons.

Living Standards Measurement Study of the World Bank (<http://econ.worldbank.org/WBSITE/EXTERNAL/EXTDEC/EXTRESEARCH/EXTLSMS/0,,contentMDK:21610833~pagePK:64168427~piPK:64168435~theSitePK:3358997,00.html>) includes an archive of cross-national questionnaires on this topic, a compilation of methodological experiments, and guides to survey design and analysis. It includes questionnaires from about 109 surveys in 40 countries.

Guides for Searching for Individual Questions

- 1) **ZACAT** – the GESIS Online Study Catalogue (<http://www.gesis.org/en/services/research/zacat-online-study-catalogue/>)
- 2) the **Variable and Question Data Bank** of the UK Data Service (<https://discover.ukdataservice.ac.uk/variables>)
- 3) **Polling the Nations** (<http://www.orspub.com/>)
- 4) the **Social Science Variables Database** of the Interuniversity Consortium for Political and Social Research, (<https://www.icpsr.umich.edu/icpsrweb/ICPSR/ssvd/index.jsp>)
- 5) the **CESSDA data catalogue** (<http://cessda.net/Data-Catalogue>)
- 6) **iPOLL** of the Roper Center for Public Opinion Research – US data only (<https://ropercenter.cornell.edu/CFIDE/cf/action/home/index.cfm>)

Pre- and Post Harmonization - 1

- Cross-national Equivalent File: <https://cnef.ehe.osu.edu/>
- Eurostat: <http://epp.eurostat.europa.eu>
- Harmonized European Time Use Study: <https://www.h5.scb.se/tus/tus/>
- Integrated Public Use Microdata Series International (IPUMS-I): <https://international.ipums.org/international>
- International Stratification and Mobility File: www.sscnet.ucla.edu/issr/da/Mobility/mobindex.html
- Luxembourg Income Study (LIS): www.lisproject.org
- United Nations: <http://unstats.un.org>
- **Democratic Values and Protest Behavior: Data Harmonization, Measurement Comparability, and Multi-Level Modeling in Cross-National Perspective** <http://dataharmonization.org/>

Pre- and Post Harmonization - 2

- **International Standard Classification of Occupations (ISCO)** was developed by the International Labour Organization in 1958 and updated most recently in 2008 (<http://www.ilo.org/public/english/bureau/stat/isco/>). It can be used to directly code occupations cross-nationally or nation-specific occupational codes can be converted to ISCO for international comparability. For example, there is a crosswalk between ISCO08 and the US-based 2010 Standard Occupational Classification (<http://www.bls.gov/soc/soccrosswalks.htm>).
- Another example is the **International Standard Classification of Education**. It is a project at GESIS, CAMCES – Computer-Assisted Measurement and Coding of Educational Qualifications, is finalizing a tool to measure educational qualifications in surveys by accessing a large, international database of educational degrees and assigning educational codes based on detailed, national, educational qualifications.

- **What other new developments am I missing?**