

AAPOR/WAPOR Task Force Report Questionnaire Design, Pretesting, Translation and Adaptation

Alisú Schoua-Glusberg
Research Support Services, Inc.

Comparative Survey Design and Implementation Workshop
March 18 – 20, 2019
Warsaw, Poland

Key Challenges

- Scarce literature on 3MC questionnaire design
- Finding skills/expertise needed for an instrument design team
- Additional 3MC context complexities for documentation, quality assurance, monitoring and assessment
- Achieving cross-cultural construct validity and measurement equivalence
- Equivalence of response scales
- Cultural differences in response styles
- Common practice frequently ignores measurement equivalence testing

Current Best Practices

- Questionnaire design
 - Follow best practices for general questionnaire development
 - Use existing resources (e.g. CCSG)
 - Follow a questionnaire design strategy (e.g., ask the same q and translate)
 - Follow a conceptual-oriented design
 - Use a team approach
 - Solicit multicultural input to evaluate cross-cultural challenges
 - Implement a combination of qualitative and quantitative methods to evaluate question performance

Recent Innovations

- Translatability assessment or Advance Translation
- Software tools to aid question evaluation (can be applied to 3MC)
 - QAS-99
 - QUAID
 - Survey Quality Predictor (SQP)
- Other software
 - CAMCES - education harmonization tool
 - Specialized software for questionnaire design management and documentation (e.g. Questionnaire Design and Development Tool (QDDT))

Other Innovations

- Advances in psychometrics allowing survey researchers to test measurement invariance empirically
- Strategies for detecting and addressing differences in 3MC question sensitivity
- Re-evaluation of a series of classic split-ballot questionnaire experiments in an online multinational study
- Use of anchoring vignettes (including an innovative sensitivity analysis)
- Cognitive interview methods for evaluating question comparability, and
- Behavior coding to compare the cognitive processing of survey questions across cultural groups

Future directions/Recommendations

- Raise awareness about the challenges of 3MC questionnaire design, current best practices and the importance of investing sufficiently in the process
- Further research, interdisciplinary collaborations, and the development of theory to integrate culture into the survey response process.
- Continued exploration of mixed-mode approaches
- The development of a centralized tool or database for sharing 3MC questionnaire design lessons learned.

Recommendations for translation

- Increased discussion and consensus around:
 - what constitutes a good translation.
 - how best to combine different translation and assessment methods
 - what quality indicators can be used for questionnaire translation
- Further empirical research investigating strengths and weaknesses of TRAPD and other approaches
- Explore of the role of machine translation in future processes
- Raise awareness and reduce misconceptions about best practice for high-quality survey translation and the necessary qualifications
- Expand the number of experienced translators, skilled reviewers, and agencies capable of conducting the full process in a multitude of languages.

Recommendations for pretesting

- Develop minimum standards for pretesting and related documentation in the 3MC context.
- Expand the use of cognitive interviewing beyond identifying potential problems to assess construct validity and comparability
- Expand the use of Q-Bank or some other central repository for cognitive interviewing and other 3MC pretesting results and lessons learned.
- Carry out research on the relative effectiveness of question evaluation methods or combinations thereof in detecting problems in the 3MC context