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

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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.