DECIDING THE LANGUAGE OF INTERVIEW

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Designing the Comparative survey

DESIGNING THE QUESTIONNAIRE

← *DECISION WHICH LANGUAGES TO TRANSLATE*

TRANSLATION/ ADAPTATION

PRETESTING

FIELD

ACTUAL ALLOCATION OF LANGUAGE OF INTERVIEW FOR EACH RESPONDENT

Language of interview in comparative surveys

- Before the stage of the translation, we need to make the decision in which languages to translate or in which languages we would like (think as the most effective way) to communicate with respondent

- Analysis of large cross-national surveys (well documented)

  – No any definition of the choice of the language of interview (survey translation, organizational reasons)

  – Official language of the country

  – Languages of largest (main) ethnic groups

  – % of population who practice the language (ESS 5% nationally)

  – IF NOT THAN 1 LANGUAGE: the choice of respondent (your native language, the language which you use most or the language you prefer/ feel more comfortable to use during this interview)

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Native language – is it only one?

General basic assumption: one respondent=one language

COUNTRY	More than one language named as "native"
Russia	7%
Kazakhstan	11%
Kyrgyzstan	12%
Tajikistan	26%
Ukraine	34%
Moldova	47%
Belarus	73%

Rational for choosing the language of interview

- Currently multi-linguistic environment
  - One person=more than 1 language
  - Which one to choose?

Migrants (especially second generation)

Ethnic groups within one country

Multi-ethnic families

Professional groups with universal language

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Who choose the language of interview (ladder of decision-making)

Respondent

Interviewer

Researcher

• **Make the final choice** among the suggested languages (using different rational – personal fluency, communication with given interviewers, political correctness, etc.)

Guide the choice of respondent

•Offer the option which she/ can speak

• Subjective judgment which is the most appropriate language

•Make the introduction in particular language (guide the choice of

• **Suggest the option**s (choice) of languages based on some assumption – often different in different countries

• Prepare the materials in certain languages

• Choose interviewers (or not)

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Languages during the interview

	Main state official	Russian	Other	Mixed
Kazakhstan	18%	80%	0	2%
Kyrgyzstan	42%	36%	9%	7%
Tajikistan	82%	5%	3%	10%
Ukrainian	38%	51%	0	11%
Uzbekistan	80%	15%	5%	3%
Moldova	71%	22%	0	7%
Belarus	4%	94%	0	2%
Abkhazia	20%	43%	8%	25%

Collection of the data of language usage and the choice of the language for interview

- Self-selection of the language by respondent from suggestion options
- Assessment of different language skill
- Usage of different languages for different functions (speak at home, media, at work, etc.)
- Evaluation of degree of languages used during the interview by interviewer (only one language, main language+few explanations of words in another language, main language+translation of some sentences into other language+50%/50%)
- Tape-recording of randomly selected interviews to analyze the use of mixed languages

Function of the language in the interview

Linguistic

- To transmit the meaning which we intend to deliver (to be understood)
- To receive the response (respondent is able to answer)

Social

- To establish the communication, relations with respondent (deserve trust, readiness to share the information)
- Be neutral (Not to incline/ lead respondents to particular answer)

Which language do we need to speak in a survey

Function and Skills	Implication for the survey
Speak at home	Basic structure of the language ("think in this language", speed of receiving/ providing information, vocabulary of basic nouns (objects) and verbs (actions), as well as adjectives
Speak socially (at work, at school, publically, receive news and information)	Abstract words and concepts, professional vocabulary
Read	Skills learn in educational institutions (school, media, work)
Write	Skills learnt in education institution/ social life (relations with government)

Each function can be fulfilled by different languages

Which language do we need to speak in a survey

Method of interviewing, response and usage of survey materials	Language Skills
Personal interview	Comprehension skills
Telephone survey	Advanced comprehension skills
Self-completed questionnaires	Reading skills
Show cards	Reading skills
Open-ended questions	Expressive skills (writing)

Which language do we need to speak in a survey

Type of language required	Function
Native language (language speak at home, everyday language)	Everyday practice, time budget, consumption, emotions, associations, emotions, traditions (religion), family life
Language used most socially (including Official/ government language)	Political topics; abstract social values, labor, government issues
Language of education	Knowledge questions
Language of professional group	Professional topics

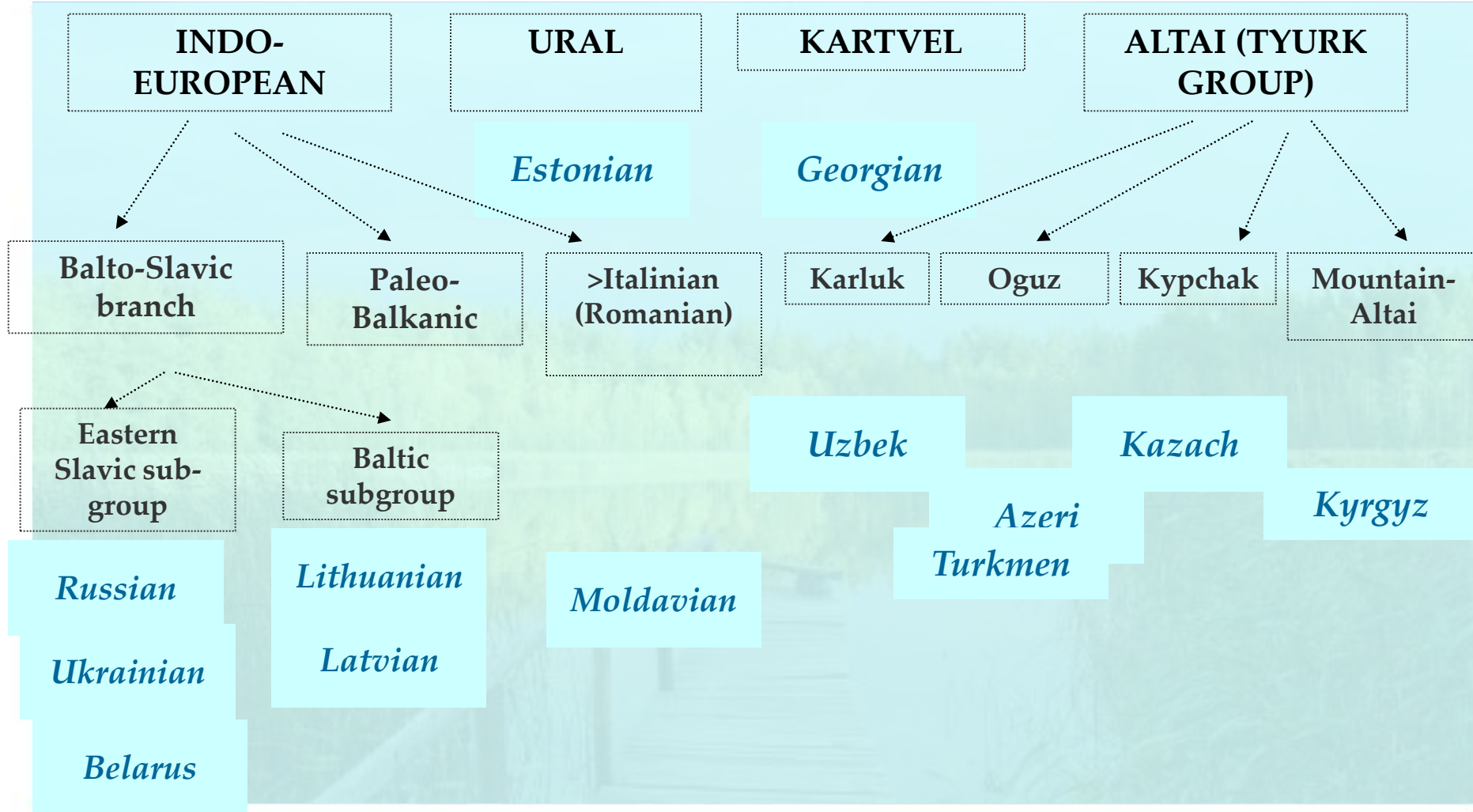# Which language do we need to speak in a survey

Task: reduce the number of languages which need to be used (translation) = HARDLY POSSIBLE, NEED FOR FREE CHOICE, RESPECT, NEUTRALITY

Task: Better allocation of the language for particular respondent=DEFINE THE SKILLS AND TYPE OF LANGUAGE FUNCTION WHICH IS THE MOST NECESSARY FOR THE PARTICULAR INTERVIEW IN ADVANCE

RATIONAL USE MIXED LANGUAGES

- Introduction in several languages

-Two languages on the card (both Comprehensiveness and Neutrality)

- Duplicated translation of the question (repeat question in two languages)

Languages of post-Soviet states

INDO-EUROPEAN	URAL	KARTVEL	ALTAI (TYURK GROUP)

Estonian *Georgian*

Balto-Slavic branch	Paleo-Balkanic	>Italinian (Romanian)	Karluk	Oguz	Kypchak	Mountain-Altai

Eastern Slavic sub-group	Baltic subgroup

Uzbek *Kazach*

Azeri *Kyrgyz*

Turkmen

Russian *Lithuanian*

Moldavian

Ukrainian *Latvian*

Belarus

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Region is very structurally diverse – demographic, territorial, cultural and national differences

Demographic diversity: different size of countries, level of urbanization, differences in age and educational structure

Cultural diversity: religiosity, traditions in interaction with strangers, openness in giving information

Economic variety: different types of employment (agricultural sector, homework), currency, general economic level

	Population (mln people)	% of urban population	Territory (th sq km)
Russia	144.1	73%	17075
Ukraine	47.1	67%	604
Uzbekistan	26	38%	449
Kazachstan	15.5	59%	2728
Belarus	9.8	69%	206
Azerbaijan	8.3	53%	87
Tadjikistan	6.5	29%	143
Turkmenistan	6.5	48%	488
Kirgizia	5.1	39%	200
Georgia	4.6	54%	70
Lithuania	3.4	66%	65
Moldavia	3.4	40%	34
Armenia	3.2	68%	30
Latvia	2.3	68%	64
Estonia	1.3	71%	45

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Moldavian 77%, Russian 23%

Russian 100%

Russian 60%, Ukrainian 40%

Georgian 93%, Russian 7%

Russian 82%, Kazah 18%

Armenian 99%, Russian 1%

Azeri 99%, Russian 1%

Kyrgyzian 57%, Russian 35%, Uzbek 8%

Tajik 89%, Russian 8%, Uzbek 3%

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