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Advantages and Limitations of Documentation of a Survey Translation and Monitoring Process

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TNS-Infratest Sozialforschung (Munich)

and EU-OSHA

for granting access to the data for research purposes.

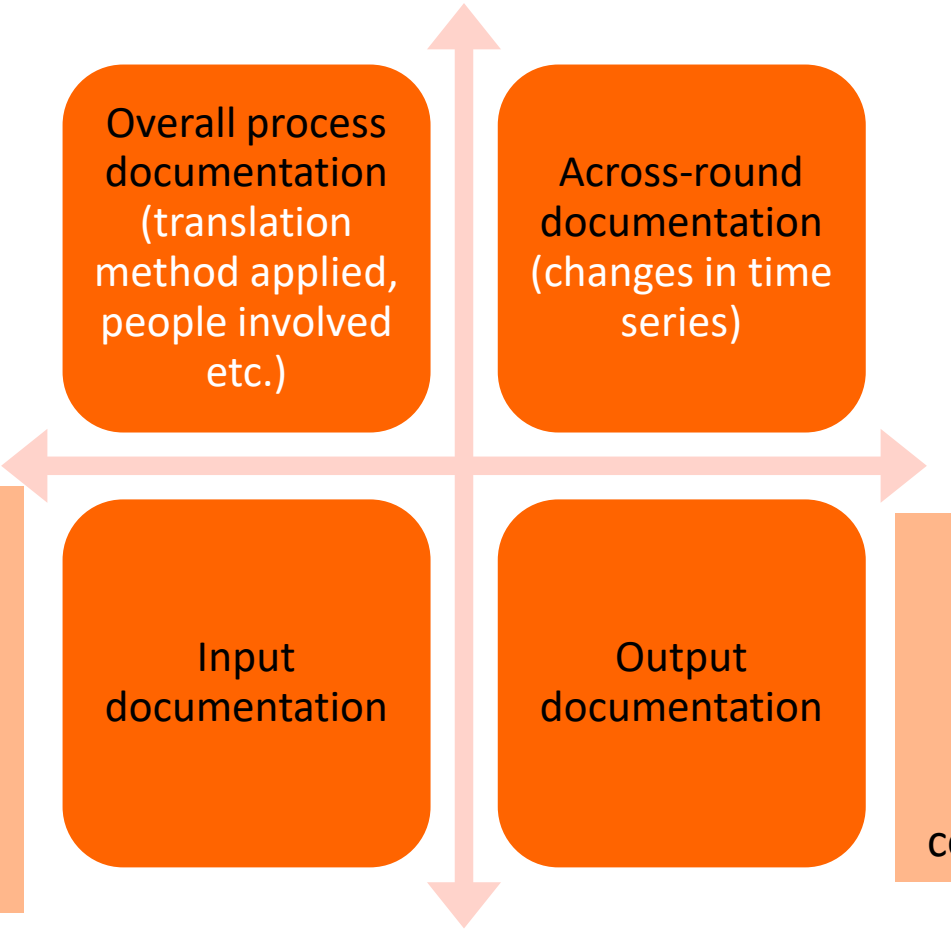
Outline

1) Survey documentation in general
2) Translation documentation
3) Research goal
4) Case study
5) Input documentation:
   management & translation teams
6) Output documentation:
   linguists, translation researchers & data analysts
7) Conclusion and outlook

Survey documentation in general

- Survey documentation essential for comparability in 3MC surveys
- Documentation serves two main purposes:
  - Quality assurance and monitoring
  - Informing data users/third parties on design and implementation

Translation documentation



Fed into the process by management, developers: instructions, background information, etc.

[ISO 17100]

Resulting from translators, adjudicators, adaptors: (draft) translations, comments, queries

Research goal

- … there is relatively little insight in how to collect, organize, and make good use of translation documentation (Zavala-Rojas, 2014).
- … documentation for end users cannot be produced without thorough project-internal documentation (Mohler et al., 2008).
- **Goal: overview of what translation documentation can involve, and how it is used, focusing on project-internal processes.**

Case study

- European Agency for Safety and Health at Work (EU-OSHA)
- Second European Survey of Enterprises on New and Emerging Risks (ESENER-2)
- Computer-assisted interview in 36 countries (28 EU countries plus Albania, FYROM, Montenegro, Serbia, Iceland, Norway, Switzerland and Turkey)
- 47 versions (30 different languages)

https://osha.europa.eu/en/surveys-and-statistics-osh/esener (5.7.2016)

https://oshwiki.eu/wiki/ESENER-2_Methodology (5.7.2016)

ESENER-2

- EU-OSHA: Methodological changes to improve accuracy and comparability, amongst others
  TRAPD translation approach (Harkness, 2003)

- Implemented by TNS Infratest Sozialforschung and cApStAn

Translatability assessment

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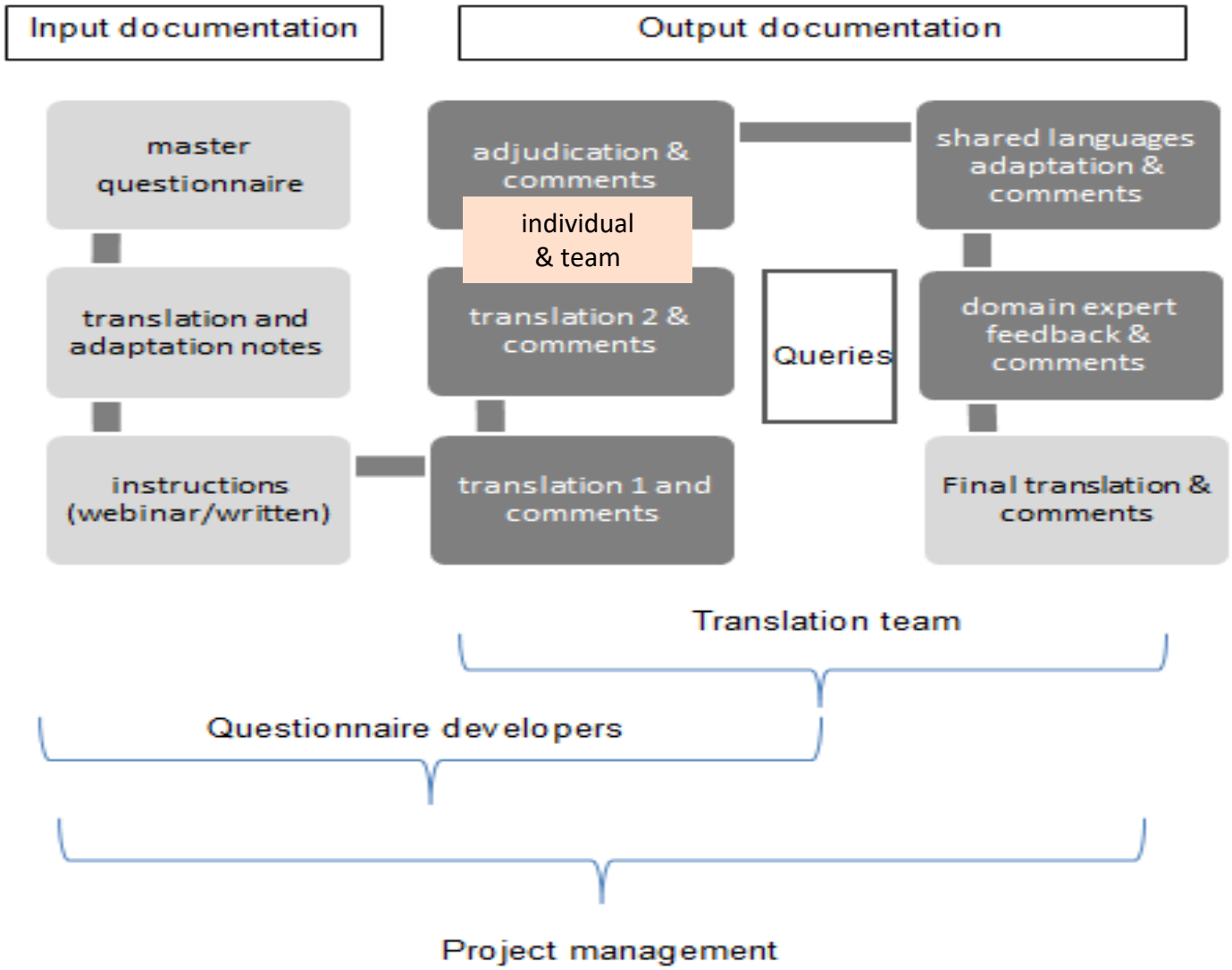

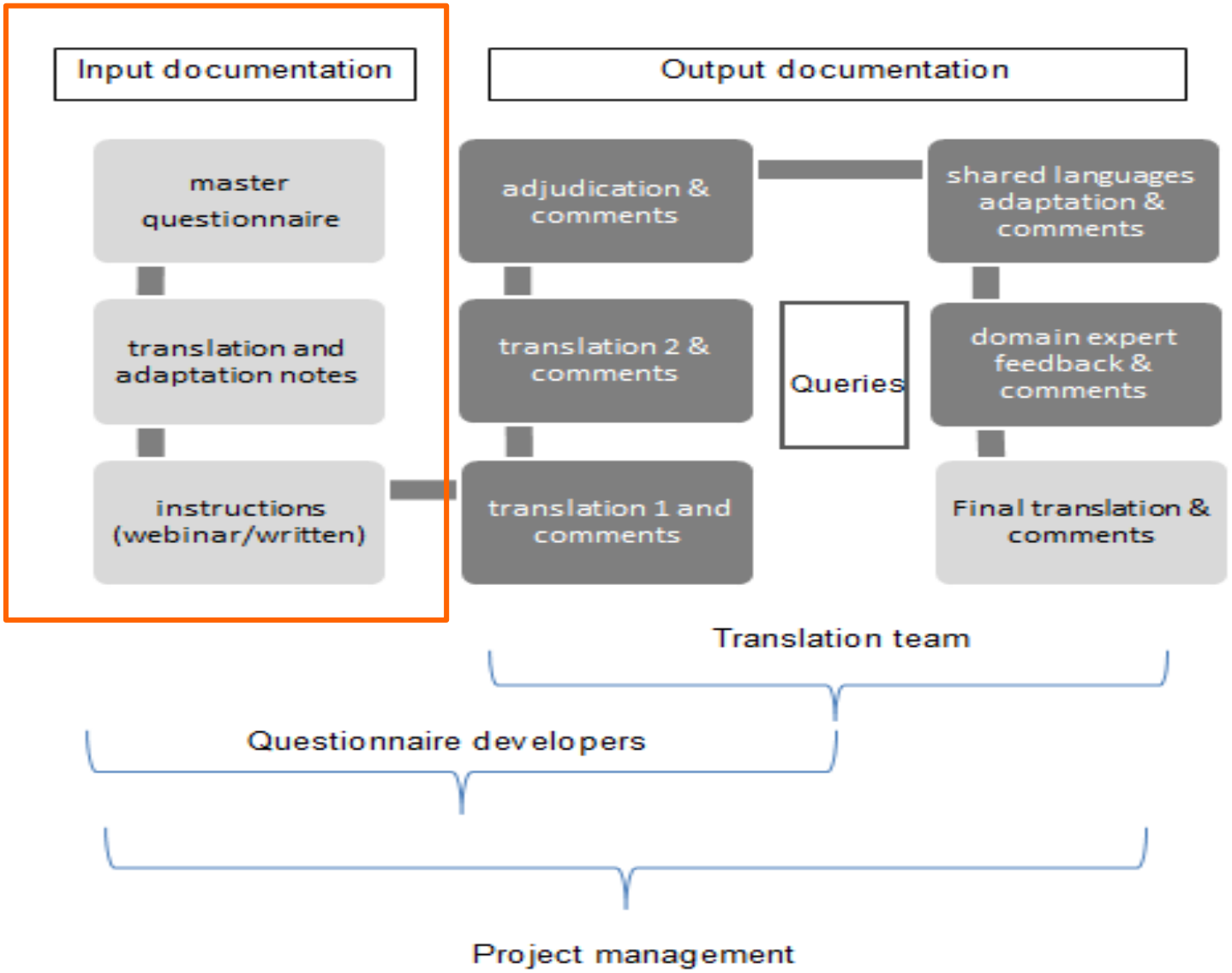
Input documentation
Output documentation
master questionnaire
translation and adaptation notes
instructions (webinar/written)
adjudication & comments
translation 2 & comments
translation 1 and comments
Queries
shared languages adaptation & comments
domain expert feedback & comments
Final translation & comments
Translation team
Questionnaire developers
Project management

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Focus: translation and adaptation notes

	B	C	D	E	F
1			TNS	ESENER 2 TRANSLATION AND ADJUDICATION FOLLOW-U	
2			ESENER 2		
3			Country: CCC		
4			Target language: LLL		
5			Translator: Nnnn Ssss		
6	Key	ITEM NUMBER / LOCATION	ENGLISH SOURCE QUESTIONNAIRE	TRANSLATION AND ADAPTATION NOTES	TRANSLATION 1
253	Q103b_te	Q10302	May I confirm once aga… company or organisatio…	…ters refers to the 'main site', typically where the main registered …he management operates.	May I confirm once again: Is this the headquarters of your company or organisation or is it a subsidiary site?
254	Q103b_c1	Q10302	Headquarters		Headquarters
255	Q103b_c2	Q10302	Subsidiary site		Subsidiary site
256	Q103b_c9	Q10302	[[T99901_2]] [[T99901_1]]		[[T99901_2]] [[T99901_1]]
257					
258	T104_c1	Q10411	Please include directly employed persons as well as temporary agency workers, subcontractors and self-employed. An estimate is sufficient.	From Q104 to the end of the questionnaire, "employee" refers to "directly employed persons as well as temporary agency workers, subcontractors and self-employed Temporary agency workers are workers who are paid by, or through, a temporary employment agency and placed by this agency to perform work on the premises of a third party customer enterprise.	Please include directly employed persons as well as temporary agency workers, subcontractors and self-employed. An estimate is sufficient.
259	T104_c2	Q10411	…temporary agency workers, subcontractors and self-employed, but refer to the local site only. An estimate is sufficient.	The two instructions are exactly the same except for the added part in the second version of the same question.	Pleas… …temporary agen… …but refer to the…
260					
261	Q104_te	Q104	Approximately how many people work at this establishment during a normal week, regardless of whether they are physically present or carry out their work outside of the premises? [[T104]]		Approximately how many people work at this establishment during a normal week, regardless of whether they are physically present or carry out their work outside of the premises? [[T104]]

Meaning of "headquarters"

Meaning of "temporary agency workers"

Repetition

INSTR. TRANSLATOR | INSTR. ADJUDICATOR | INSTR. ADAPTOR | INSTR. ADAPTOR ENG | TAFF | General hints & terms | Specific terminology

Bereit

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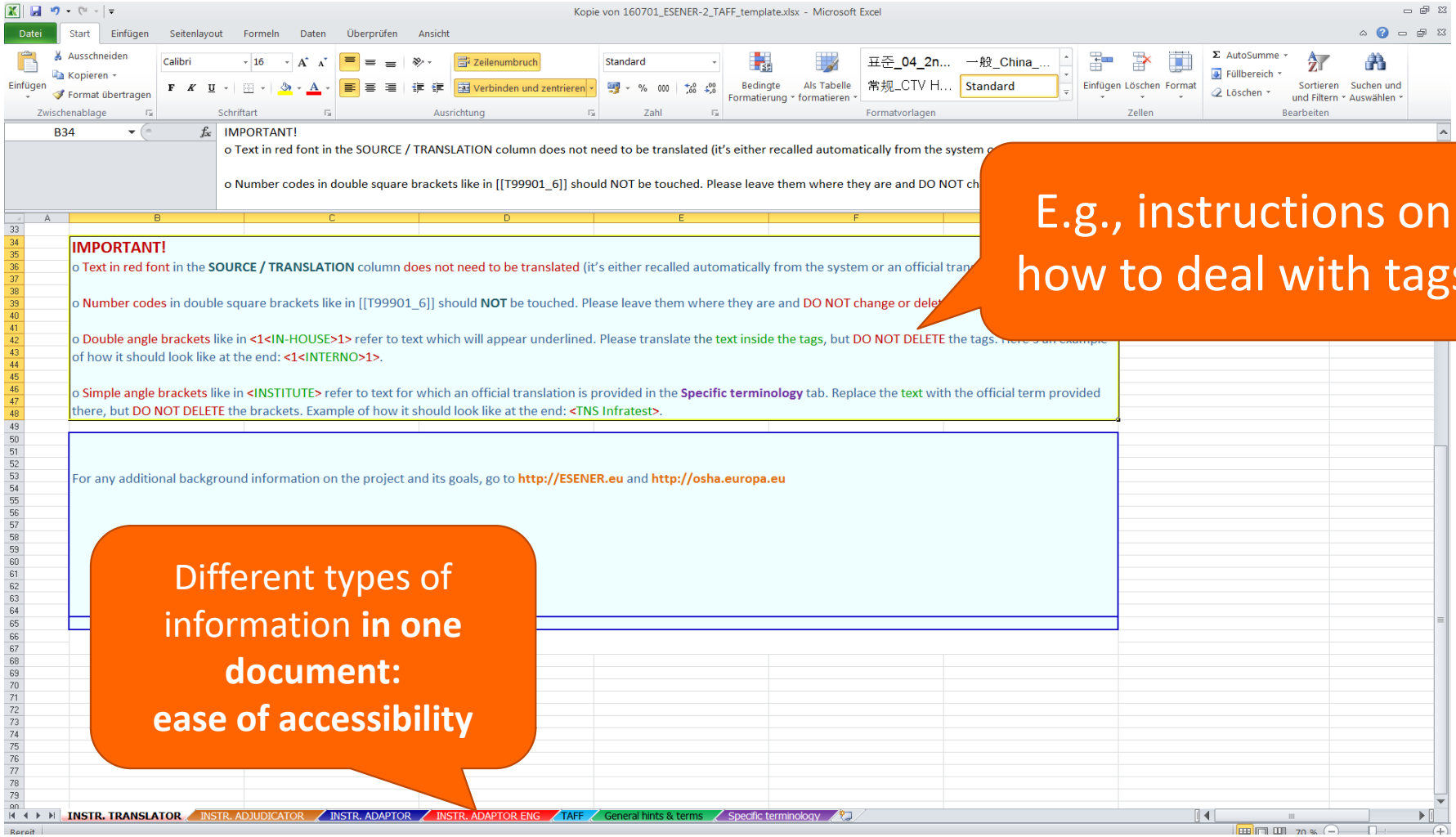
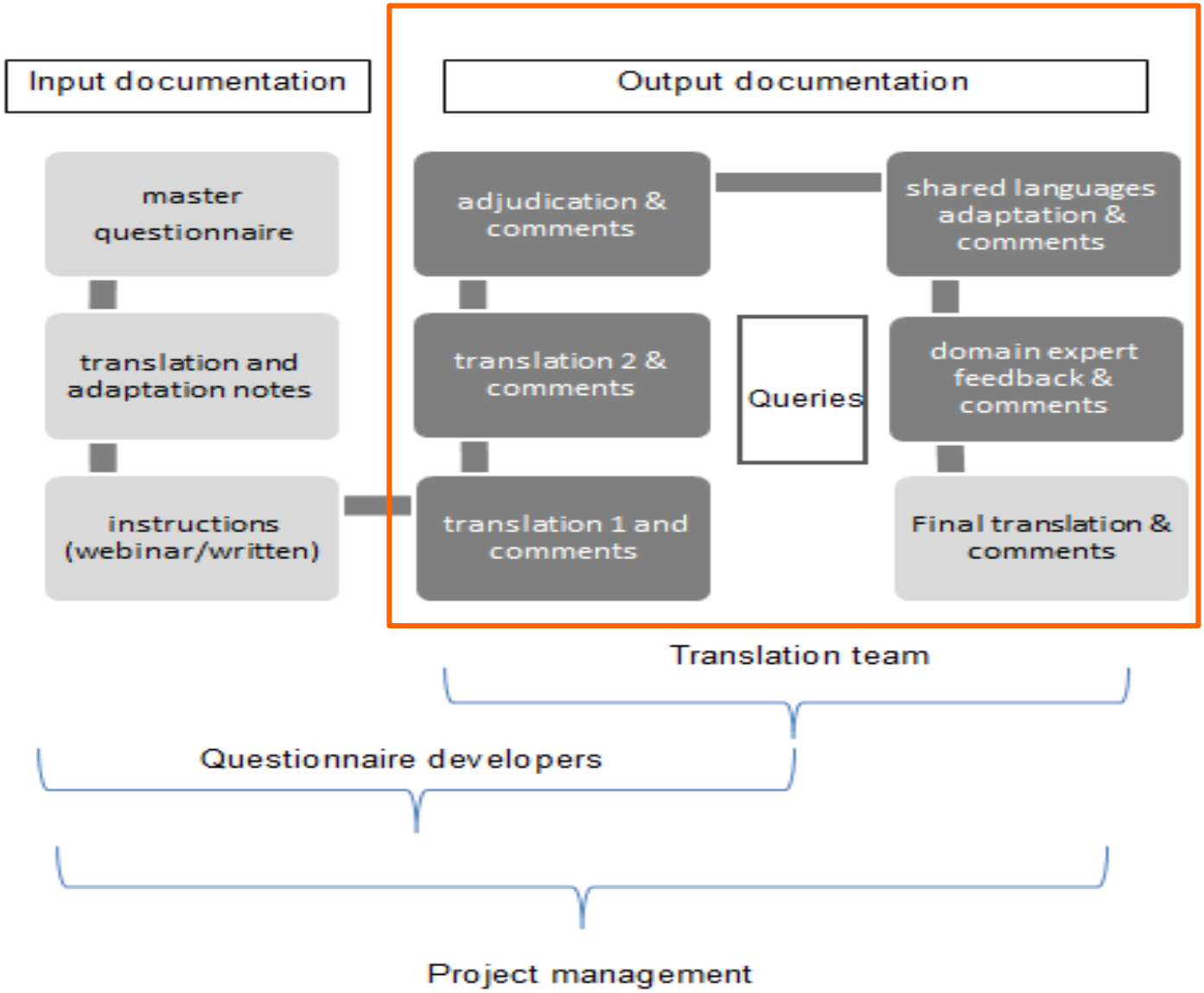
Focus: Written instructions



E.g., instructions on how to deal with tags

Different types of information **in one document: ease of accessibility**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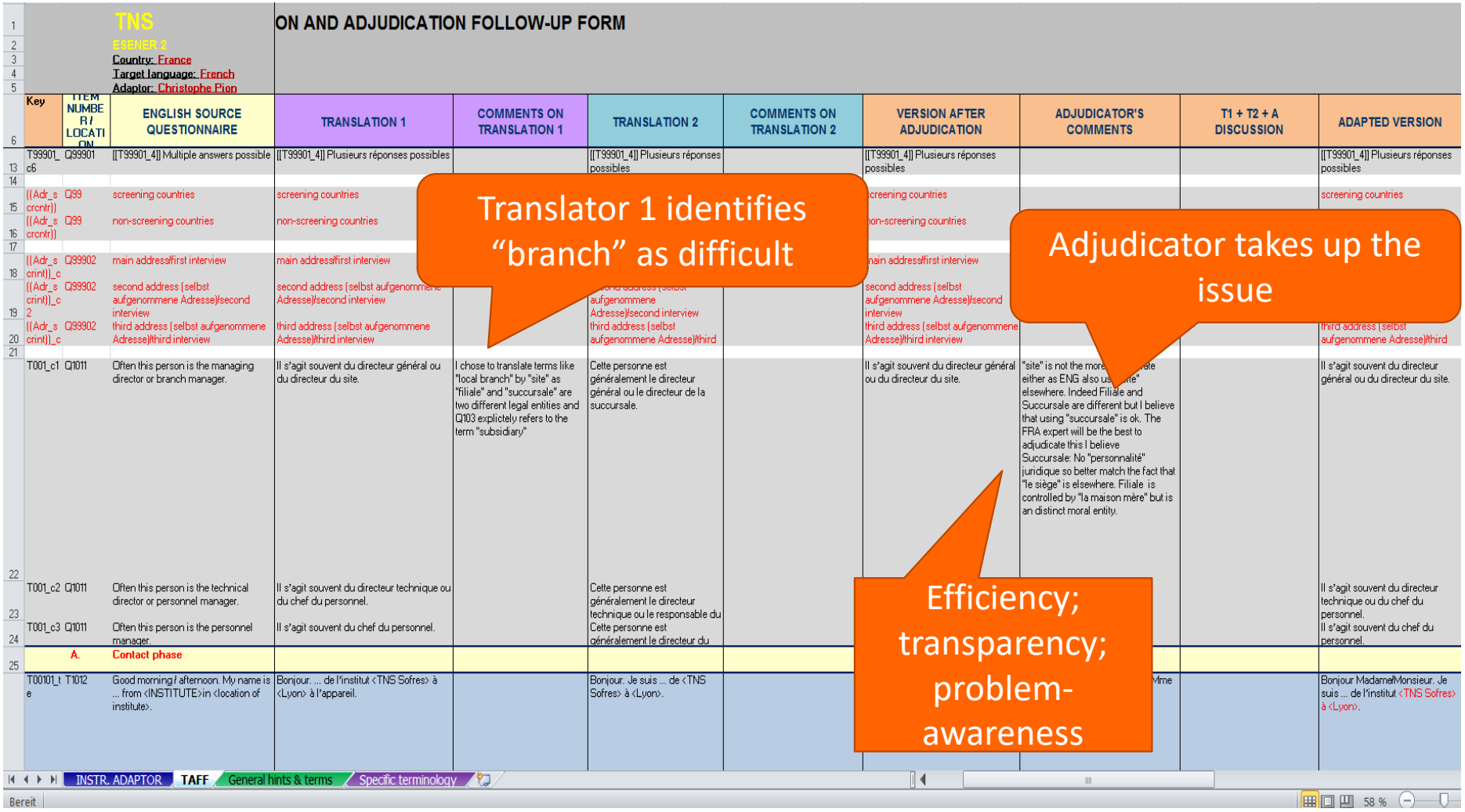
Focus: Linguists



Focus: Translation researchers

- Precondition: identical Excel set-up across countries
- Automatic counting of cells with comments (using Excel formula)
- Identification of items with most comments across process *per country*
- Identification of items with most comments across process *across all countries*

Comments showed …

- Effects of translation/adaptation notes: triggered discussions on the correct translation
  - e.g. **establishment**, **company** vs. **organization**
- Truly problematic items (misunderstanding, ambiguous or difficult design, etc.) are difficult for several countries
  - e.g., scale “very difficult”, “somewhat difficult”, **“uncomplicated”**
- Overall:
  insights into many and diverse decision criteria that are applied in questionnaire translation

These comments mean …

- Ideas for training material
- Lessons learnt and improvement for questionnaire design and management
  (e.g. early identification of hard-to translate items)
- Support for the notion that questionnaire translation/adaptation is a complex, decision-based activity rather than a word-by-word replacement activity

Focus: Data analysts

- Documentation on the final output in case of
  - **cultural adaptations, i.e.** any intentional changes beyond necessary linguistic changes) – ADQ vs. ASQ
  - **any intended deviations** that might look like a mistake but were chosen on purpose (e.g., bipolar becoming unipolar, negative wording becoming positive)
  - **difficult to translate items/concepts**
  - **doubtful translations,** even though the best among many suboptimal versions was chosen

(e.g. Brislin, 1986)

ADQ – Ask a different question, ASQ – Ask the same question

But we need you!

- We also need to know what kind of information the end user needs in their analyses
- Any **information** beyond aforementioned?
- Any preference in terms of **repository**?

Conclusions and outlook

- Documentation by management/developers & by translation team → responsibility of *different* parties
- Software used influences success of documentation
- Excel can become unwieldy
- Computer-assisted translation tools taking into account specific needs of questionnaire translation are currently being developed (presentations at the conference)
- Data analysts feedback is sought in terms of their documentation needs

Thank you for your attention!

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