

gesis

Leibniz Institute
for the Social Sciences

cApStAnTM
LINGUISTIC QUALITY CONTROL



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

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TNS-Infratest Sozialforschung (Munich)
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for granting access to the data for research purposes.

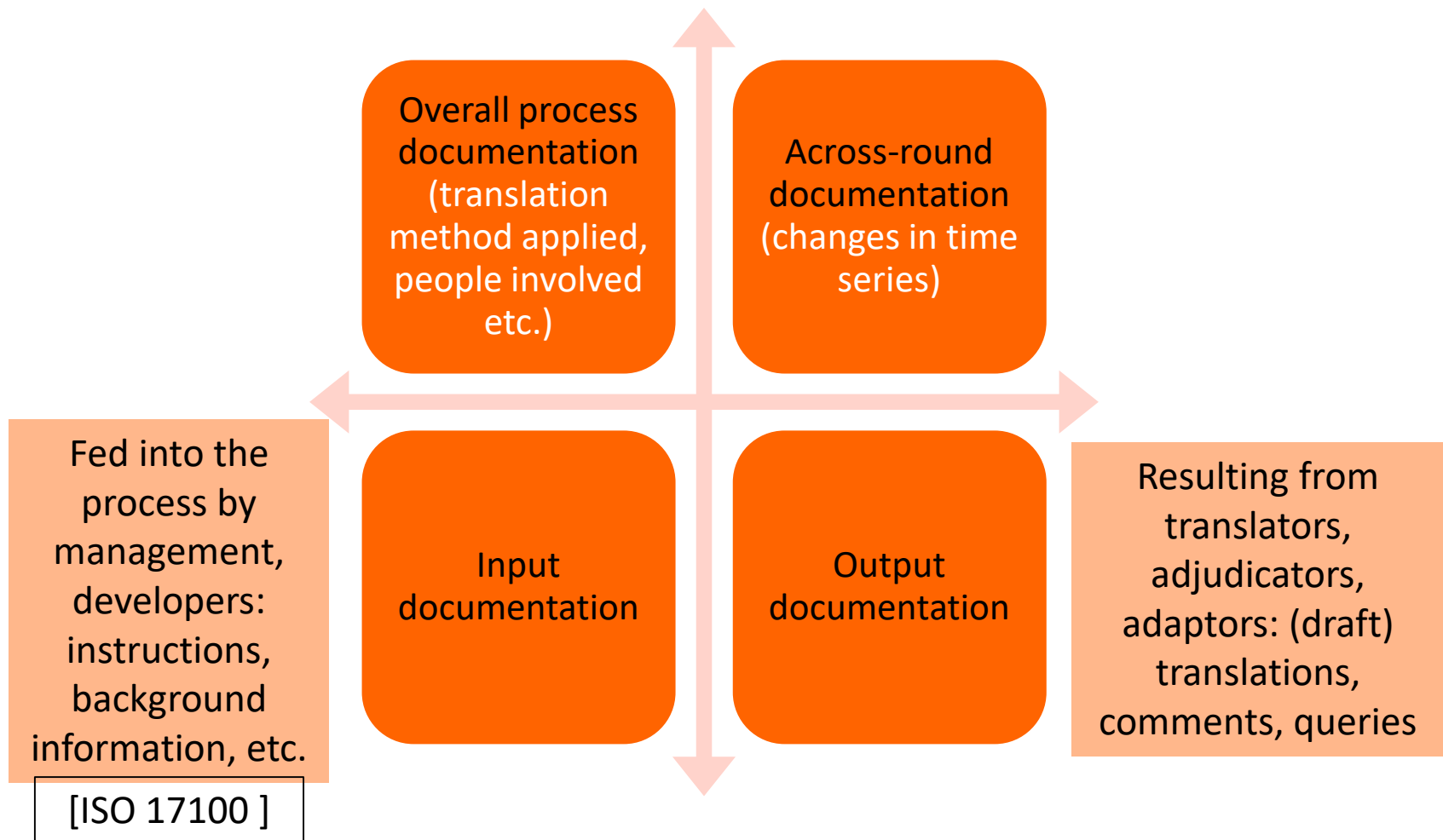
Outline

- 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



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

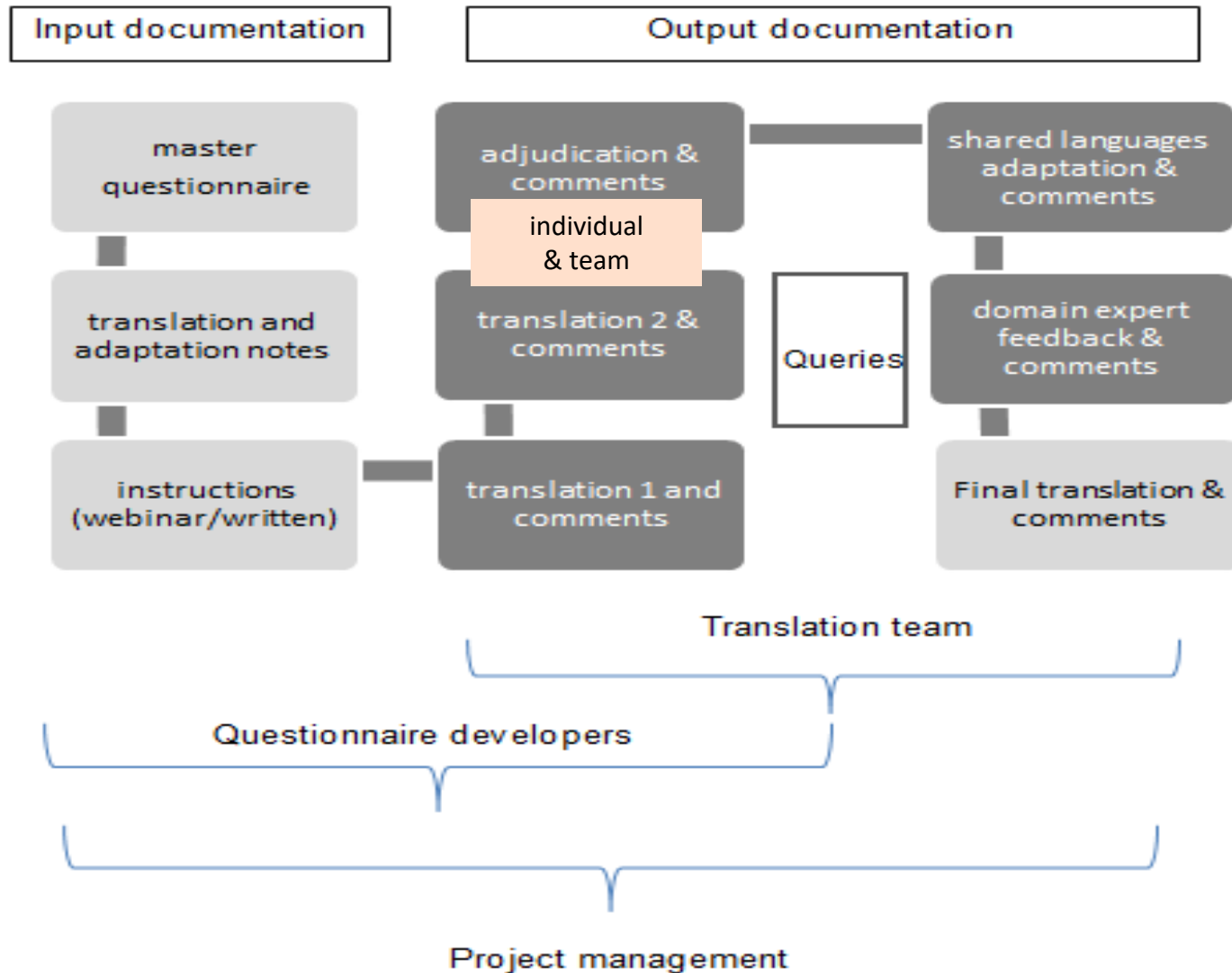
- European Agency for Safety and Health at Work (EU-OSHA)
- Second European Survey of Enterprises on New and Emerging Risks (ESENER-2)
- Computer-assisted interview in 36 countries (28 EU countries plus Albania, FYROM, Montenegro, Serbia, Iceland, Norway, Switzerland and Turkey)
- 47 versions (30 different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

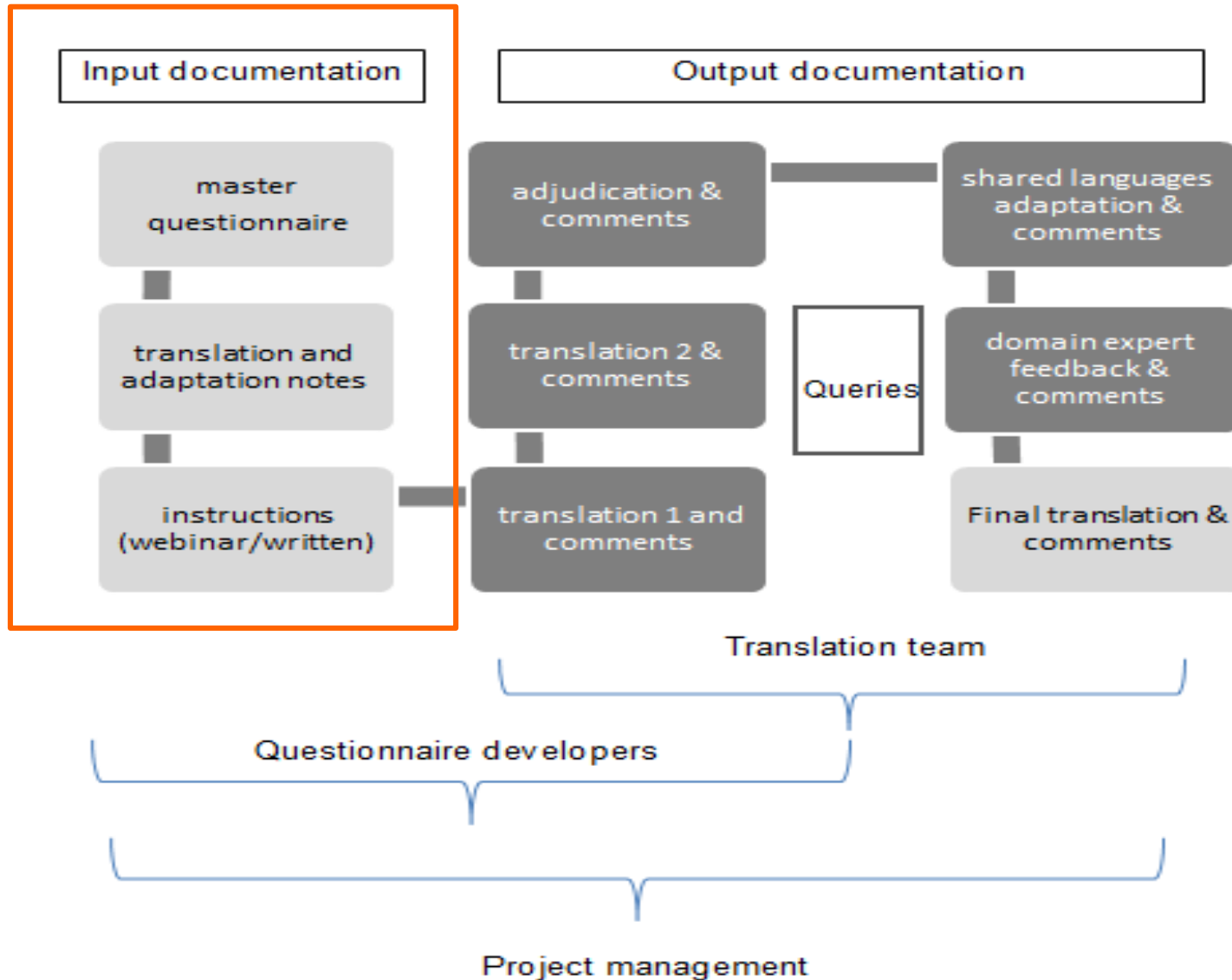
<https://osha.europa.eu/en/surveys-and-statistics-osh/esener> (5.7.2016)

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





Focus: translation and adaptation notes

TNS ESENER 2 Country: CCC Target language: LLL Translator: Nnnn Ssss			ESENER 2 TRANSLATION AND ADJUDICATION FOLLOW-UP		
Key	ITEM NUMBER / LOCATION	ENGLISH SOURCE QUESTIONNAIRE	TRANSLATION AND ADAPTATION NOTES	TRANSLATION 1	
Q103b_te	Q10302	May I confirm once again if the headquarters of your company or organisation is located at the address you have provided?	Headquarters refers to the 'main site', typically where the main registered office of the company or organisation and the management operates.	May I confirm once again: Is this the headquarters of your company or organisation or is it a subsidiary site?	
Q103b_c1	Q10302	Headquarters		Headquarters	
Q103b_c2	Q10302	Subsidiary site		Subsidiary site	
Q103b_c9	Q10302	[[T99901_2]] [[T99901_1]]		[[T99901_2]] [[T99901_1]]	
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.	
T104_c2	Q10411	Please include directly employed persons as well as 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.	Please include directly employed persons as well as temporary agency workers, subcontractors and self-employed, but refer to the local site only. An estimate is sufficient.	Repetition
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

Focus: Written instructions

Kopie von 160701_ESENER-2_TAFF_template.xlsx - Microsoft Excel

DATEI Start Einfügen Seitenlayout Formeln Daten Überprüfen Ansicht

Ausschneiden Kopieren Format übertragen Zwischenablage

Calibri 16 Schriftart

Zellenumbruch Verbinden und zentrieren Ausrichtung

Standard Zahl

Bedingte Formatierung Als Tabelle formatieren

Formatvorlagen

Einfügen Löschen Format Zellen

AutoSumme Füllbereich Sortieren und Filtern Suchen und Auswählen

Bearbeiten

B34 IMPORTANT!

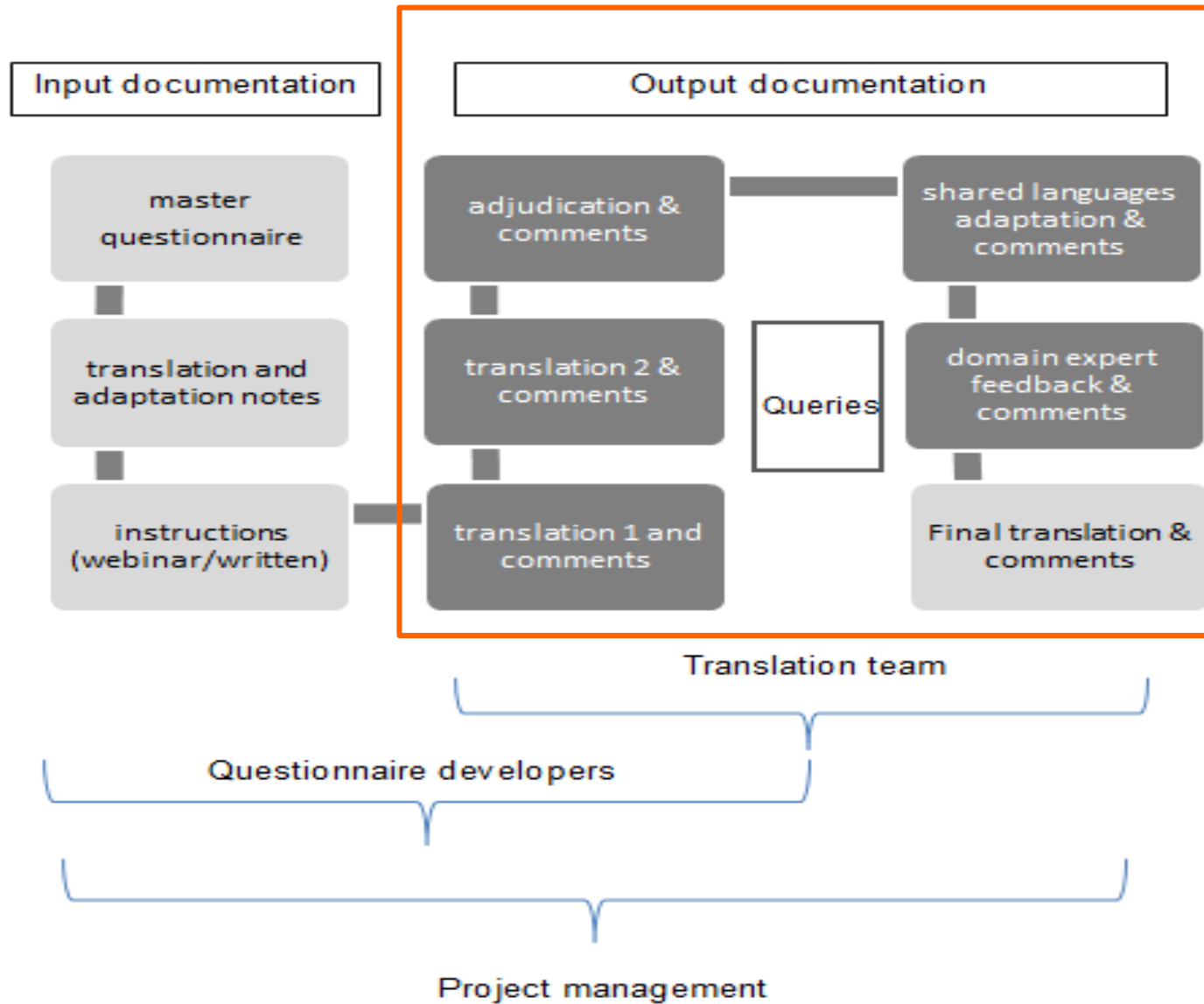
- o Text in red font in the SOURCE / TRANSLATION column does not need to be translated (it's either recalled automatically from the system or an official translation)
- o Number codes in double square brackets like in [[T99901_6]] should NOT be touched. Please leave them where they are and DO NOT change or delete them.
- o Double angle brackets like in <1<IN-HOUSE>1> refer to text which will appear underlined. Please translate the text inside the tags, but DO NOT DELETE the tags. Here is an example of how it should look like at the end: <1<INTERNO>1>.
- o Simple angle brackets like in <INSTITUTE> refer to text for which an official translation is provided in the Specific terminology tab. Replace the text with the official term provided there, but DO NOT DELETE the brackets. Example of how it should look like at the end: <TNS Infratest>.

For any additional background information on the project and its goals, go to <http://ESENER.eu> and <http://osha.europa.eu>

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

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

Different types of information in one document: ease of accessibility



Focus: Linguists

Key		ITEM NUMBER / LOCATION	ENGLISH SOURCE QUESTIONNAIRE	TRANSLATION 1	COMMENTS ON TRANSLATION 1	TRANSLATION 2	COMMENTS ON TRANSLATION 2	VERSION AFTER ADJUDICATION	ADJUDICATOR'S COMMENTS	T1 + T2 + A DISCUSSION	ADAPTED VERSION	
TNS ESSENER 2 Country: France Target language: French Adaptor: Christophe Pion			ON AND ADJUDICATION FOLLOW-UP FORM									
T99901_c6	Q99901	[[T99901_4]]	Multiple answers possible	[[T99901_4]]	Plusieurs réponses possibles	[[T99901_4]]	Plusieurs réponses possibles	[[T99901_4]]	Plusieurs réponses possibles		[[T99901_4]]	Plusieurs réponses possibles
[[Adr_s crntri]]	Q99		screening countries	screening countries		screening countries		screening countries			screening countries	
[[Adr_s crntri]]	Q99		non-screening countries	non-screening countries		non-screening countries		non-screening countries			non-screening countries	
[[Adr_s crnt]]_c	Q99902		main address/first interview	main address/first interview		main address/first interview		main address/first interview			main address/first interview	
[[Adr_s crnt]]_c	Q99902		second address (selbst aufgenommene Adresse)/second interview	second address (selbst aufgenommene Adresse)/second interview		second address (selbst aufgenommene Adresse)/second interview		second address (selbst aufgenommene Adresse)/second interview			second address (selbst aufgenommene Adresse)/second interview	
[[Adr_s crnt]]_c	Q99902		third address (selbst aufgenommene Adresse)/third interview	third address (selbst aufgenommene Adresse)/third interview		third address (selbst aufgenommene Adresse)/third interview		third address (selbst aufgenommene Adresse)/third interview			third address (selbst aufgenommene Adresse)/third interview	
T001_c1	Q101		Often this person is the managing director or branch manager.	Il s'agit souvent du directeur général ou du directeur du site.	I chose to translate terms like "local branch" by "site" as "filiale" and "succursale" are two different legal entities and Q103 explicitly refers to the term "subsidiary"	Cette personne est généralement le directeur général ou le directeur de la succursale.		Il s'agit souvent du directeur général ou du directeur du site.	"site" is not the more appropriate either as ENG also uses "site" elsewhere. Indeed Filiale and Succursale are different but I believe that using "succursale" is ok. The FRA expert will be the best to adjudicate this I believe Succursale: No "personnalité juridique" so better match the fact that "le siège" is elsewhere. Filiale is controlled by "la maison mère" but is an distinct moral entity.		Il s'agit souvent du directeur général ou du directeur du site.	
T001_c2	Q101		Often this person is the technical director or personnel manager.	Il s'agit souvent du directeur technique ou du chef du personnel.		Cette personne est généralement le directeur technique ou le responsable du personnel.					Il s'agit souvent du directeur technique ou du chef du personnel.	
T001_c3	Q101		Often this person is the personnel manager.	Il s'agit souvent du chef du personnel.		Cette personne est généralement le directeur du personnel.					Il s'agit souvent du chef du personnel.	
A.			Contact phase									
T00101_e	T1012		Good morning / afternoon. My name is ... from <INSTITUTE> in <location of institute>.	Bonjour, ... de l'institut <TNS Sofres> à <Lyon> à l'appareil.		Bonjour. Je suis ... de <TNS Sofres> à <Lyon>.			Mme		Bonjour Madame/Monsieur. Je suis ... de l'institut <TNS Sofres> à <Lyon>.	

Translator 1 identifies "branch" as difficult

Adjudicator takes up the issue

Efficiency; transparency; problem-awareness

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)

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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