

# Moving Questionnaires by Design

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Peter Ph. Mohler

with help from Brita Dorer and Janet Harkness

# Prelude

- **Comparability is THE top 3M quality issue**
- **Consider 1 incomparable question in 1 country destroys total comparability (Swiss Cheese Effect)**
- **Consider the costs of 1 minute lost for comparison**
- **60 mins total costs 10.000.000\$ for a 20 country survey**

**166.666 \$**



# Overview

- A translation error?
- Trapped in translation?
- Reset: 3m surveys as global products
- 3m quality
- Movable instrument design



# A translation error

AAPOR Webinar Schoua-Glusberg & Villar, March 26 2014

## Translation mistakes examples (2)

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<b>Source</b>	<b>Have you or a member of your household</b> been the victim of a burglary or assault in the last 5 years?
<b>English Rendition</b>	Has <b>a member of your household</b> been the victim of a burglary or assault in the last 5 years?
<i>German Translation</i>	<i>[Ist in den vergangenen 5 Jahren ein Mitglied Ihres Haushalts Opfer eines Einbruchs oder eines Überfalls geworden?]</i>

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# A translation error

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# A translation error?

What do we know about the properties of the item??????

Sequence – Schwarz-Hippler

Fowler-Shaeffer, etc

Concept

Construct

Indicator

## Translation mistakes examples (2)

<b>Source</b>	Have <b>you or a member of your household</b> been the victim of a burglary or assault in the last 5 years?
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# Neverending story?

- For how much longer shall we discuss such matters?
- What shall we do?



# RESET



# From mono to comparative surveys

- In the beginning there were mono-surveys
- Later on comparative surveys came in
- They adopted questions from mono-surveys
- No changes made, if the same language was used (nearly)
- Translated, if language was different



# From comparative to 3m surveys

- Comparative minimum 2
- International a couple
- 3m minimum 9 simultaneous surveys
- *Multilingual 3m more than 3*



# 3m here and now

- Comparative surveys are almost always 3m surveys (multiple across cultures, languages, nations, or regions )
- Current best practice is
  - Design and develop a source instrument in one language (often English of sorts)
    - Mostly items are still adopted from mono-surveys
  - Translate/adapt it to all target languages including local variants of the source language
  - Use TRAPD as translation/adaptation technique



# TRAPD in Translation

- Why are we trapped in translation?
  - no way to change source, if translation is stuck
- Advance translation as a way out
  - including SQP and cApStAn and TRAPD as tools
- Is that good enough, actually?



**STOP SITTING IN THE NAME OF QUALITY**

# What type of international/global product are 3m surveys?

- All Surveys are local products
  - Sample frame
  - Data collection
  - Survey language
- 3m Surveys are global products
  - Sample design
  - Data collection design
  - Source instrument
  - Quality assurance



# Analogy to other industries

- Soft drinks (Coca Cola, Pepsi)
  - Always produced locally
  - Always designed globally



# 3m Survey Quality Assurance

- Sampling clearly 3m defined
- Translation clearly 3m defined
- -----
- Questionnaire design **not well defined**
- Others not well defined
  - data collection
  - harmonization
  - data fusion
  - documentation
  - you name it





# Moving Questionnaires towards international and global instruments



# The Moving Questionnaires by Design Concept

## The idea behind moving questionnaires

- “moving house” implies
  - planned change of locality and situation
  - no identical setting
  - loss and gain
- “moving source instrument” implies
  - planned implementation in a specific 3m setting
  - conservation of comparability across multiple settings



# Moving on

## What, actually, is the task?

1. Designing a source instrument that is fit for use in 3m surveys, internationally and globally
2. Observing the CCII framework
  - Construct – Concept – Indicator – Item
3. Observing comparability requirements
4. **Conserving measurement properties**



# Moving ahead example\*



How interested would you say you are in politics –  
are you... **READ OUT...**



Response scale  
3m??

- |                            |   |
|----------------------------|---|
| very interested,           | 1 |
| quite interested,          | 2 |
| hardly interested,         | 3 |
| or, not at all interested? | 4 |
| (Don't know)               | 8 |

\*ESS, B1, core questionnaire



# Moving ahead Example

## Source Questionnaire

Now we want to ask a few questions about politics and government.

**B1** How interested would you say you are in politics – are you... **READ OUT...**

very interested,	1
quite interested,	2
hardly interested,	3
or, not at all interested?	4
(Don't know)	8

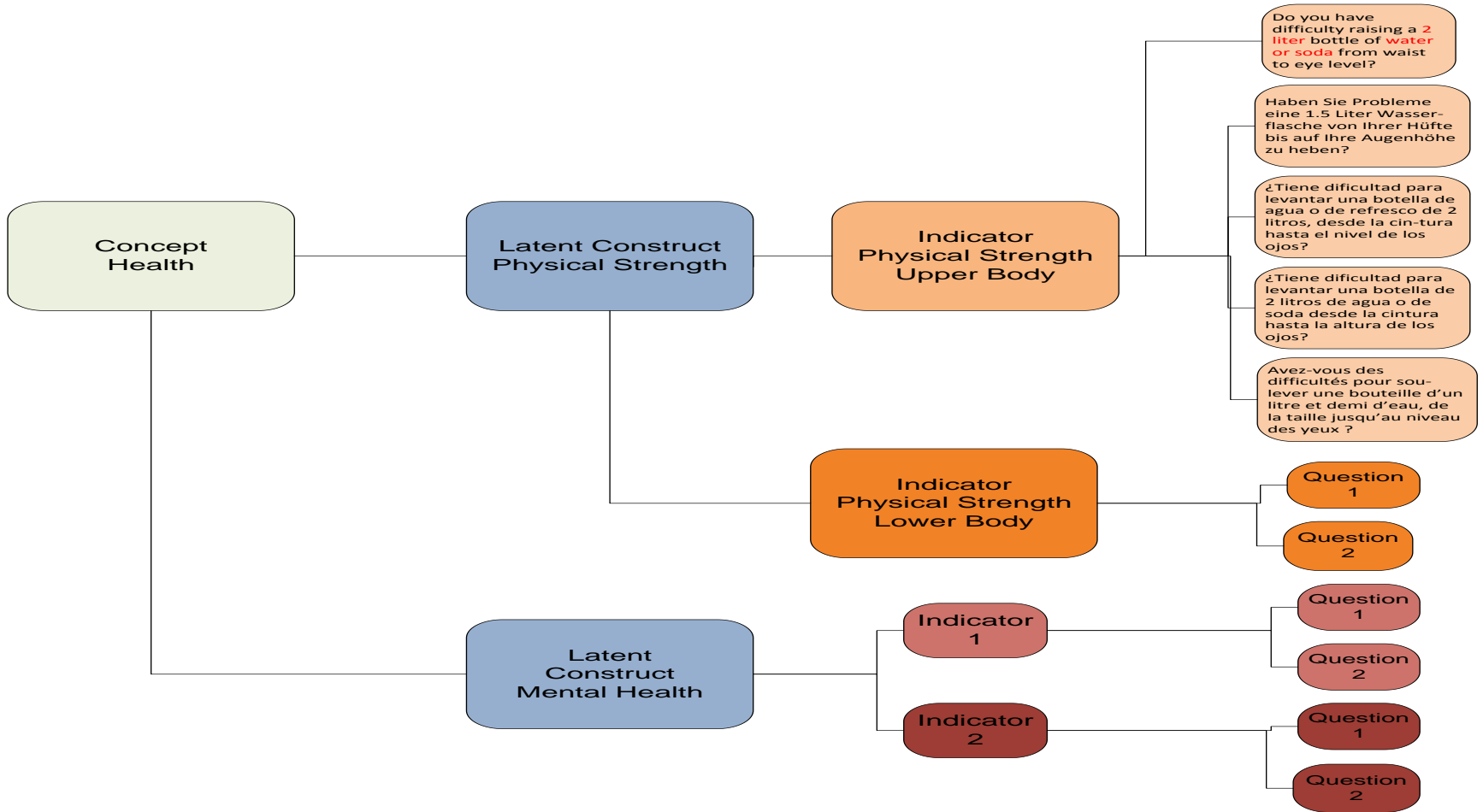


## Checks

1. what is the concept?
  - similar in all target populations?
  - what's our evidence?
2. what construct?
  - really not directly measurable?
  - similar in all target populations?
  - what's our evidence?
3. which indicators?
  - one and only one?
  - multiple?
  - similar in all target populations?
  - what's our evidence?
4. which items
  - local gladiators?
  - comparable?
  - what's our evidence?



# Spelling it out..



# What can we do?

- Turn the world upside down
- Check proposed items for known translation/adaptation issues
- What does this mean?



# Moving Checks or Harkness applied

As for instance

- good bye to language games
  - agree – disagree
  - important – unimportant
- good bye to ad hoc adaptations
  - playing golf – picking berries
  - 5 point scales – 7 point scales
- good bye to lousy items
  - tried and tested – dried and dusted
  - scaled yes – no
  - etc. etc. etc.





# Moving items by design

- Apply Concept-Construct-Indicator-Item (CCII)
- Apply QA
- Apply strict item design filters
  - Cognition & Survey Research (Schwarz)
  - Translation Research (Harkness)
  - Question Design Research (Fowler)
  - Quantitative item properties (Saris, Alwin)



# Translation error?

- You or a member of your household...??
- Seemingly fails the moving items test



# Ah, the costs

- Balancing costs and quality
- Consider the money spend happily on
  - Sampling
  - Contac protocols
  - Interviewer training
  - Talking meetings
  - PI conversion
- What are you willing to spend on designing and implementing movable items?



Comparatively speaking designing movable items is

**Dirt cheap**  
**Invaluable!**

