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## Experiment for testing questionnaire translation methods in the European Social Survey (ESS): “Ask the same question” versus more adaptive approaches

Brita Dorer, GESIS-Leibniz Institute for the  
Social Sciences (Mannheim – Germany)

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## Content

- Ask the same question (ASQ)
- Allow more adaptation
- Different forms of adaptation
- Examples
- Experiments
- Analysis
- Research questions / goals





## “Ask the same question” (ASQ)

- So far considered as best practice in multilingual / cross-cultural academic social sciences surveys, such as ESS
  - ALL languages versions as close as possible to source questionnaire
- enhance comparability between all versions
- BUT: is this really the best approach?





## Allow more adaptation

- Tailor questions stronger to target cultures / survey habits in target countries
- Better approach?





## Different forms of adaptation

Type	Domain	Subtype
1	Language	Linguistics-driven
2	Language	Pragmatics-driven
3	Language	Comprehension-driven
4	Culture	Terminological/factual-driven
5	Culture	Norm-driven
6	Measurement	Familiarity-/recognizability-/ format-driven
7	Measurement	Other

(Behr 2013)





## Examples

### “walking 2 blocks”

- ‘block’ not existing in all countries
- if so, may have different dimensions
- allow to adapt?  
(e.g., 300 meters / distance between 2 street lights)

### “putting campaign badges or stickers”

- scarfs or other gadgets may be more common in other countries





## Examples

“not very vs. not at all satisfied”

- In Slavic languages, this difference cannot be made for linguistic reasons
- Create difference artificially or modify answer scale?





## Experiments

- 40 questionnaire items (from ESS / SHARE / possible EVS + GGP)
- 3 languages: Slovene (Slovenia) – Estonian and Russian (Estonia)
- CRONOS webpanel developed under SERISS
- Each language: 2 translating teams (one for each method)
  
- ESS translations: team / committee approach / TRAPD
- 2 parallel Translations + Review / Adjudication







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## Analysis

Depending on questionnaire items

- Structural equation models / factor analysis
- Comparing to external benchmark
- 'Simple' comparison of results
- Test-retest





## Research questions / goals

- One approach better than other?
- Results dependent on languages?
- Results dependent on type of adaptation (e.g. factual / linguistic / degree of adaptation)?





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**THANKS !**

[brita.dorer@gesis.org](mailto:brita.dorer@gesis.org)



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