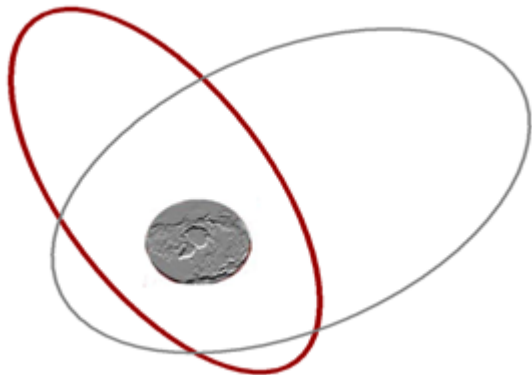


Audio recordings vs.
transcribed verbatim
responses in
translation
on the GSS 2010



- Verbatim responses typically used to capture detailed information on items such as industry/occupation, and others
- Verbatim = word-for-word capture (in theory)
- What happens when an interview is conducted in a non-primary language?

General Social Survey (GSS)

- Funded by National Science Foundation
- Conducted by NORC in English since 1972
- Nationally representative survey with panel and area probability components
- Available in Spanish since 2006
- CARI recordings since 2008

General Social Survey (GSS) 2010

- 4901 total completed interviews
- 3.4% completed in Spanish (n=167)
- Four standard industry/occupation questions
 - Verbatim replies
 - CARI recordings
- Spanish interview verbatim responses recorded in English
- Opportunity to look at on-the-fly translation

- OCCSLF. What kind of work (do you/did you) normally do? That is, what (is/was) your job called?
- MAINSLF. What (do/did) you actually do in that job? Tell me what (are/were) some of your main duties?
- INDSLIF. What kind of place (do/did) you work for?
- WHATSLF. What (do/did) they (make/do)?

- 15% of Spanish cases randomly selected
- Replaced when audio was unsuitable
- Transcribed the response to 4 Industry/Occupation questions (asked of R)
- Verbatim data rated:
 - 1-5 on accuracy
 - 1-5 on completeness
 - Whether the difference would have changed the I/O code

Mean score: accuracy	4.05
Mean score: completeness	3.85
Number of cases where the differences could have changed the I/O code	None

A closer look: Geographical variants in terminology

“Bodega” =

- Grocery store
- Convenience store
- Winery
- Wine cellar
- Bar
- Storage room
- Supply room
- Trunk
- Airplane hold
- Warehouse
- ...etc

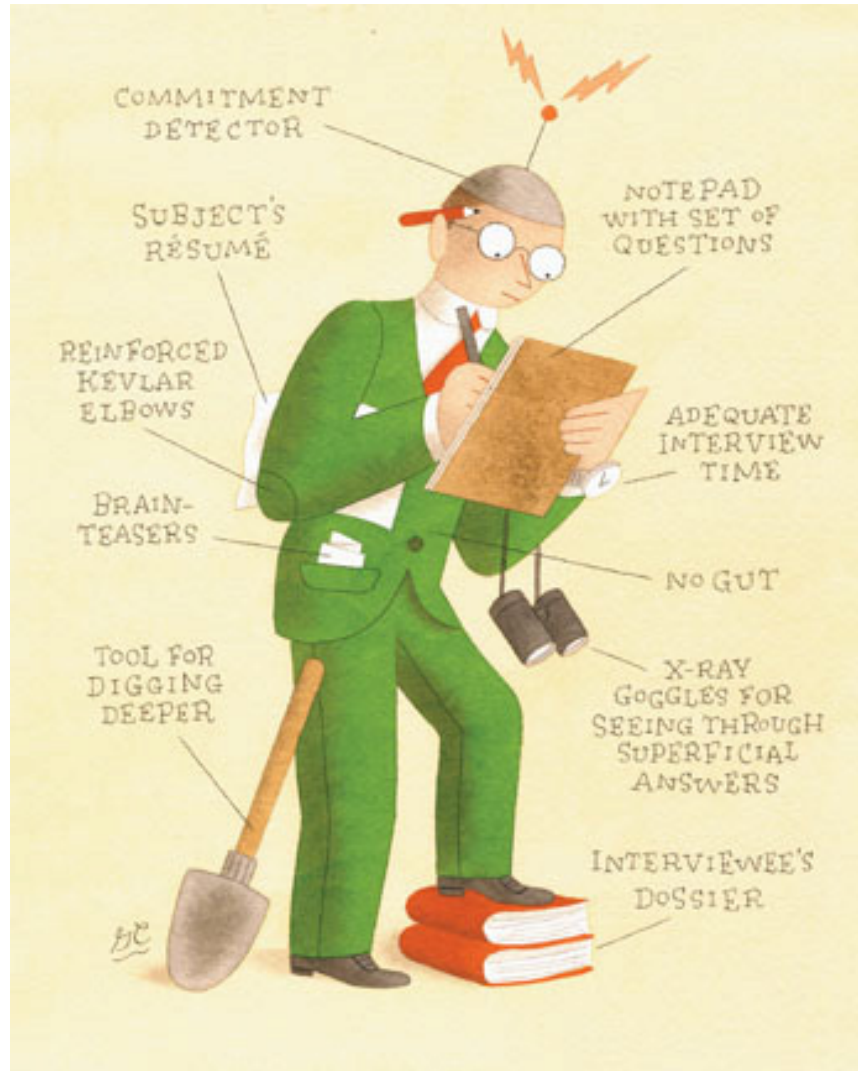
3 cases of “bodega”, 3 different meanings
....3 instances of accurate translations

- Conclusion: (small-scale exploration but) it is an acceptable practice to translate verbatim replies on the fly
- Caveats:
 - Not compared to English verbatims
 - Jobs held while in the US
 - Some job titles given in English (or Spanglish)
 - Native vs non-native proficiency

Discussion!

- Cognitive burden on interviewers
- Common practices in other organizations?

Gratuitous graphic



Thank you!

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