TNS opinion

3MC Chicago 2016

Translation methodology:
Double revision

Oscar Rivière

Double revision methodology

Background: TNS opinion

Project development

Process

Questionnaire structure

Double revision methodology

Background: TNS opinion

- Produces and translates over 30 multi-country questionnaires a year

- Standard coverage: EU28

- Translation methodology:
  - Back translation
  - TRAPD
  - Client based processes

Double revision methodology

Project development

- Strict timeline and limited budget

- Centralised translation process

- Quality Assurance: best quality standard in the language industry

- Systematic and integrated approach
  1. Setup   3. Scripting
  2. Translation   4. Fieldwork

- Documented step-by-step follow-up

Double revision methodology

Process

- Set-up

- Translation

- First revision

- Final revision

Double revision methodology

Process: Set-up

- Assessment of the Master questionnaire
  - Questionnaire design: is it fit for translation?
  - Analyse content

- Preparation of translation file
  - Insertion of translation notes and contextualisation
  - Insertion of colour codes
  - Insertion of trend questions

Double revision methodology

Process: Translation

- Translator
  - Translates new questions and implements changes in trend modified questions
  - Comments on translation issues

- TNS opinion
  - Follow-up of comments from the translator
  - Checks that translation is complete

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Double revision methodology

Process: First revision

- First reviser
  - Only provides feedback on the translation and comments
    - Type of correction (mistranslation, omission, etc.)
    - Suggests new translations
    - Follow-up on comments

  - Possibility to implement late changes to the questionnaire

- TNS opinion
  - Checks feedback and follows up any pending issues

Double revision methodology

- Final reviser
  - Provides feedback on the translation and comments
    - Type of correction (mistranslation, omission, etc.)
    - Accepts or rejects feedback from First reviser

  - Implements all the changes in the translation

  - Indicates the changes that were implemented

Double revision methodology

Questionnaire structure

- Excel file : vertical structure, one column for each step

- Scripting and coding information

- Source questionnaire

- Contextualisation and notes

- Translation process
  - Translation
  - First revision
  - Final revision

TNS

Double revision methodology

	Mobile use in 2016 - UK-English		Notes to Translator	FRANCE	Translator comments' column	First reviser comments' column	Final reviser comments' column
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Question #		C3					
Title		Device Usage					
Filter		Ask all					
Programming		[Multi punch except code 9, leave one line blank before code 9]	Please use the translations for these devices consistently, they will be mentioned in many different questions				
Text		Which of these devices do you use? Tick all that apply.		Parmi les appareils suivants, le(s)quel(s) utilisez-vous ? Cochez toutes les propositions qui s'appliquent.		Grammar: Le(s)quel(s) : multiple anwers allowed	Change implemented: "Parmi les appareils suivants, le(s)quel(s) utilisez-vous?" instead of "Lequel de ces appareils utilisez-vous?" + Style: "Cochez toutes les propositions qui s'appliquent" instead of "Cochez les options qui s'appliquent"
Answer code	1	Basic mobile phone	Basic mobile phone = A mobile which makes calls, as well as sends and receives text messages	Un téléphone portable basique		STYLE: Add article : un/une	change implemented
Answer code	2	Smartphone	Smartphone (iPhone, Android, Samsung Galaxy, Microsoft Lumia) = A phone with advanced capabilities: ability to download apps, browse websites online or send and receive emails	Un smartphone		STYLE: Add article : un/une	change implemented
Answer code	3	Desktop computer	Desktop computer = A non-portable computer	Un ordinateur de bureau		STYLE: Add article : un/une	change implemented
Answer code	4	Laptop or notebook PC	Laptop or notebook PC = portable computer, NO tablet.	Un ordinateur portable ou notebook		STYLE: Add article : un/une	change implemented + "notebook" kept in French
Answer code	5	Tablet	A tablet is a portable mini-computer. It has a bigger screen than a smartphone but is very similiar in look&feel to a smartphone. Normally has a smaller screen than a laptop or desktop computer	Une tablette		STYLE: Add article : un/une	change implemented
Answer code	6	Connected or smart TV	Connected or smart TV = A TV that is connected to the Internet via a home network and you can access to TV catch-up services, select internet sites, e.g. weather or video sites such as YouTube, or browse the Internet.	Un télévision intelligente / connectée		STYLE: Add article : un/une	change implemented
Answer code	7	Smartwatch	Smartwatch = A wearable digital device	Une montre intelligente			
Answer code	8	None of these		Aucune de ces propositions			Style: "propositions" instead of "options"
Check Quotas		Dummy variable for quota check					
Programming	nmy_C3_2	Script dummy variable Dummy_C3_2 for quota = smartphone users					

Double revision methodology

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Double revision methodology

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Sheet1

TNS

Double revision methodology

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