



## **Designing questionnaires for cross-cultural surveys**

**24<sup>th</sup>-25<sup>th</sup> October 2016, Ljubljana**

### **Course description:**

This course introduces students to designing questionnaires for cross-cultural surveys. We will approach this topic from two different but deeply interwoven angles: (1) designing a 'source' questionnaire and (2) producing equivalent target questionnaires based on the source questionnaire.

Day 1 will be dedicated to the latest developments in questionnaire design and pretesting in cross-cultural surveys. We will start reviewing existing models for design of questions in cross-cultural surveys and discussing the role of cross-cultural input in the process of designing, pretesting and evaluating questions. Using examples of actual questions from cross-cultural surveys, we will consider qualitative, quantitative, and mixed-method pretesting techniques available to researchers embarking on question design for cross-cultural surveys. We will review strategies to plan and manage cross-cultural question design efforts.

Day 2 will start with a general overview of requirements of good questionnaire translation. We then will move on to discuss methods employed to produce and assess questionnaire translations. Special emphasis will be placed on the TRAPD model (Harkness, 2003), which includes parallel translation, team-based review and adjudication stages, pretesting and thorough documentation. Practical aspects such as translation planning, translator recruitment and translator briefing will also receive attention.

The course will end with a synthesis of the two strands and its embedding into the overall survey context. The course will be a mixture between lectures, short practical exercises and discussions. Participants are encouraged to bring questions and materials designed for cross-cultural contexts for discussion at the class.

### **Instructors:**

**Dr. Ana Villar** is research fellow at the Centre for Comparative Social Surveys (City University London). She completed her doctorate in survey research and methodology at the University of Nebraska-Lincoln, while working as research assistant at the Gallup Research Center. In her dissertation, she explored the effects of answer scale translation on response distributions. From 2009 to 2011, she was post-doctoral research associate at Stanford University. She has conducted research on the use of interpreters in telephone surveys and on translation assessment methods. She is a member of the Translation Expert Panel of the European Social Survey and has coordinated question adaptation tasks as part of the ESS translation team.

**Dr. Dorothee Behr** is a senior researcher at GESIS – Leibniz Institute for the Social Sciences in Mannheim (Germany). She holds a degree in translation studies and a doctorate on questionnaire translation. Her research and services focus on translation and translation assessment methodology. Furthermore, she is involved in a project where item equivalence is assessed by means of cross-national web probing. Previous projects include the European Social Survey, the Programme for the International Assessment of Adult Competencies and PISA 2015. Between April 2015 and March 2016 she served as interim professor for Applied Translation Studies at the Magdeburg-Stendal University of Applied Sciences.