Linguistic Quality Assurance in Multilingual Data Collection Instruments

GESIS, Mannheim
September 15th, 2015
Linguistic Quality Assurance in Multilingual Data Collection Instruments

Our vision
How we do it
What we do
Who we are
Who we are

- cApStAn: Linguistic QA and QC
  - cApStAn SPRL in Brussels
  - cApStAn Inc. in Philadelphia, PA
- BranTra: Translation/Adaptation process
  [typically, cApStAn and BranTra work on different projects]
  - Overarching R&D, Financial Management, Strategy, and Business Development
cApStAn

- Founded in the wake of PISA 2000 to perform linguistic quality control, with a special focus on translation validation of assessment & survey items, polls and psychological assessments
- LQA/LQC Consultancy for private clients and public sector
- Close collaboration with Research Institutes
- A small, dedicated Core team
- A network of 215 expert linguists in 71 countries
- Several LQA training courses per year
- Active in CSDI, WAPOR, ESRA, 3MC and ITC
- Participation in Think Tanks with survey methodologists, psychometricians and field practitioners
cApStAn

- EU: ESS, SHARE, INVEDUC
- EU-OSHA: ESENER-2 (with TNS)
- FRA (EU Agency for Fundamental Rights): EU-MIDIS
- OECD: PISA, PISA-D, TALIS, AHELO, PIAAC, ESOL
- UNESCO: LAMP, WEI
- IEA: PIRLS, TIMSS, TEDS-M, ICCS, ICILS
- World Bank: STEP, AES

BranTra

- University of Luxembourg - Admission Exams: double translation + reconciliation
- EU-MIDIS – Translation of a Survey on Minorities and Discrimination (in 34 languages) for EU-FRA
- NEPS (National Educational Panel Study) in Germany (DE>RU, DE>TR)
- UNESCO Institute of Statistics - data collection instruments, reports, manuals, ISCED, ISCO (ESP, FRA, ARA, RUS)
- French source version in PISA & TALIS
- Spanish base version in PISA & PISA-D
- IEA – Base Arabic version of all TIMSS data collection instruments

cApStAn Inc.

ETS: Tailored Adaptive Psychological Assessment System (TAPAS)
PEW Research Center: Global Attitudes Project, Religion & Public Life Project
Linguistic Quality Assurance in Multilingual Data Collection Instruments

- Partnerships
- How we do it
- What we do
- Who we are
Quality assurance

- Translatability Assessment
  Early resolution of potential equivalence issues

- Source Version Optimization

- Consolidated monitoring instruments

- Comprehensive translation and adaptation guidelines

- Assistance to national/local teams of translators

Quality control

- Verification by linguists
  (or by pairs: linguist plus domain specialist)

- Documentation of deviations
  (verifier intervention categories)

- Monitoring of corrective action
  (final check)

- Analysis of Field Trial Results

- Quantitative and qualitative reports on compliance
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ITEM WRITING

TRANSLATABILITY ASSESSMENT

ITEM FINALISING

DOMAIN EXPERT (or input from local field house)

REVIEW (and/or Adjudication)

PROCESSING VERIFICATION FEEDBACK

VERIFICATION (and UPDATE Management)

FINAL CHECK (and UPDATE Management)

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Use of Conceptual Frameworks

- TRANSLATABILITY CATEGORIES
- VERIFIER INTERVENTION CATEGORIES

- Linguists / Verifiers are trained to use these categories
- Scroll-down menus in Excel to generate reports
Reporting

<table>
<thead>
<tr>
<th>OK</th>
<th>Added info</th>
<th>Missing info</th>
<th>Layout / Visual issues</th>
<th>Grammar / Syntax</th>
<th>Consistency</th>
<th>Register / Wording</th>
<th>Adaptation</th>
<th>Mistranslation</th>
<th>Untranslated text</th>
<th>Typo</th>
<th>Punctuation</th>
</tr>
</thead>
<tbody>
<tr>
<td>4016</td>
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<td>23</td>
<td>33</td>
<td>105</td>
<td>195</td>
</tr>
</tbody>
</table>

Verification interventions

- OK
- Added info
- Missing info
- Layout / Visual issues
- Grammar / Syntax
- Consistency
- Register / Wording
- Adaptation
- Mistranslation
- Untranslated text
- Typo
- Punctuation

71%
Our Approach

• new insights in how and why different questionnaire adaptations affect measurement

• planning for translation/adaptation integrated in questionnaire design

• more upstream preparation to reduce downstream disparities

• Our added value: DOCUMENTATION
Part Excel, Part Web-based

- Different projects, different tools
- Solutions to organise centralised documentation
- Historically: Excel monitoring tools
- Since 2006: integrating documentation in computer-based or online survey instruments
- Partners: TBA21 (spin-off from DIPF), CentER data (Tilburg)
- In-house development of automated QA tools by our translation technologist
## Reporting a Translatability Issue

<table>
<thead>
<tr>
<th>English</th>
<th>Translatability Evaluation</th>
<th>LINGUIST'S COMMENT</th>
<th>SUGGESTIONS FOR ALTERNATIVE WORDING</th>
</tr>
</thead>
<tbody>
<tr>
<td>I prefer eating light or fat-free foods and drinks.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Learning to fly

- **Background knowledge**
  - on the project and its aim
  - on the linguists’ role in the project
  - on the workflow

- **Training (F2F, web)**

- **Vademecum**
  - Glossaries (instrument related and project related)
  - Definitions of verifier’s categories
  - Instructions on comment writing, DOs and DON’Ts in comment writing

- **Help desk**

- **Q&A files**

- **Feedback**
Backstage

- Tools and technical part of the process

- Selection of information linguists need:
  - searching for balance on the right amount of information to convey for successful accomplishment of a task (too much information kills the information)

- Instructions
  - Project specific
  - Tool specific

- Item per item guidelines and way of making them available to translators/verifiers

- Follow up during the project: communication (questions by mail, Skype, FAQ file)
Backstage

- Review
  - Review tools, check lists
  - Automated checks

- Project Management review and feedback to verifiers

- Feedback on the process with aim to improve it
  - online questionnaire for linguists
  - personal feedback to linguists
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Our vision

- Source optimization & preparation
- Double translation and adjudication
- Retrieval of information
- Pretest
- Verification feedback

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cApStAn’s Mission

- To assist organisations worldwide in setting up the best possible LQA design for their multilingual projects
- To enhance the reliability and validity of their survey data by minimizing undesired perception shifts (culture-driven) and meaning shifts (language-driven)
- To develop, upgrade and promote best practices in survey localisation
Our Extended Playground

- enterprise surveys
- e-assessments
- psychological screening tests
- public opinion polls
- credentialing exams
- market studies
To Be Developed

- piloting adapted versions of data collection instruments and organising cognitive labs, perhaps with a partner such as GESIS
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