

The development of multi-language questionnaires -

multi-stage checks and semi-automatization

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The Eurobarometer

- Since 1973, an important tool for democracy and policymaking on the European level

“Commission should help to create a lively and autonomous European public opinion, which could then positively influence European integration (Schujit, 1972 –MEP)

- It is the biggest opinion tracking survey in the world, in terms of frequency, coverage and size of questionnaires.
- It allows academics to study trends and patterns in European opinions and understand more about how society changes through time, as well as the regional differences that exist in Europe.



Eurobarometer(s)

- **Special purpose**

- Policy related

- Focused on trends

- Transparency rule

- Structured processes in a pre-defined time frame (12 days, including back-translation)

- **Two central elements**

- TNS QUEST – database of questions, items, instructions, etc)

- Network of Translators

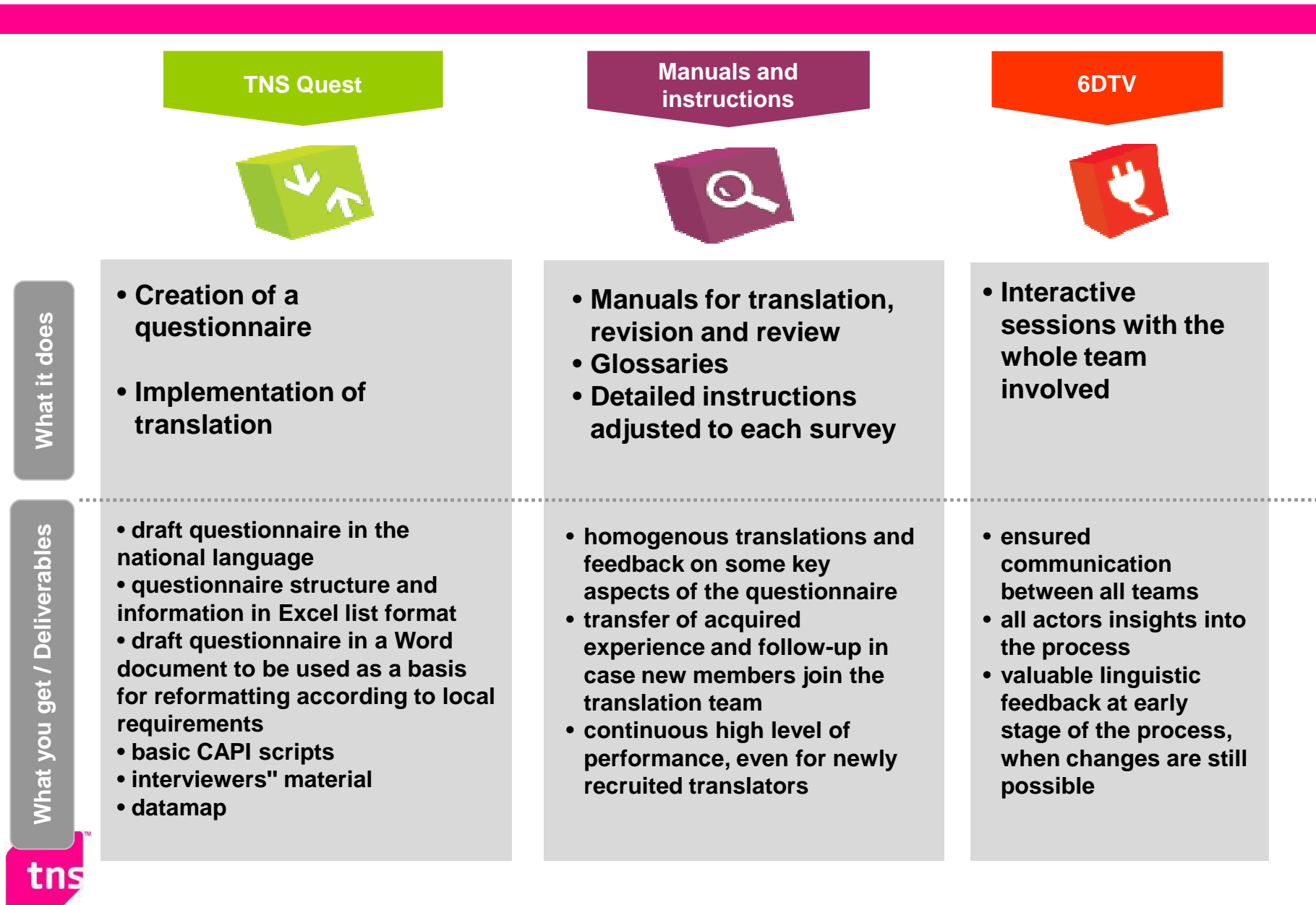
- **It's repetitive in a certain sense**

- **It's consistent**

- Centralized operations, which take the certain aspects of different modes of data collection into account

- Homogeneous multi stage random sampling for F2F, adapted RDD design for CATI

TNS Translation tools



Eurobarometer(s) in figures

- Number of interviews = approx. 400 000 per year
- Number of questions asked = approx. 2500 per year
- Number of countries = up to 34
- Regional and national languages covered = 46
- Number of topics = 40-60 per year
- Reporting = up to 70 reports per year

HOW WOULD YOU LIKE YOUR TRANSLATION?

(YOU MAY PICK TWO)



Implementing translation

■ Which kind of translation?

- From scratch
- Of trend questions
- Of modified questions

■ Who is doing the translation?

- Human beings
 - Translators
 - Researchers
 - Field managers
- Machines

■ Translation of what?

- Text passages
- Survey instructions
- Survey questions

■ Translation, in which way

- TRAPD (Translation, Review, Adjudication, Pretesting, Documentation), team
- TBRA (Translation, Back-translation, Revision, Adaptation)
- TBRAP(Translation, Back-translation, Revision, Adaptation, Pretesting)

Availability of translators

Network of trained translators

- Big network of certified translators
- Handpicked / tested
- All of them trained in survey research requirements
- Build experience
- Coordination in house
- International team for revision inhouse
- Local team for revision



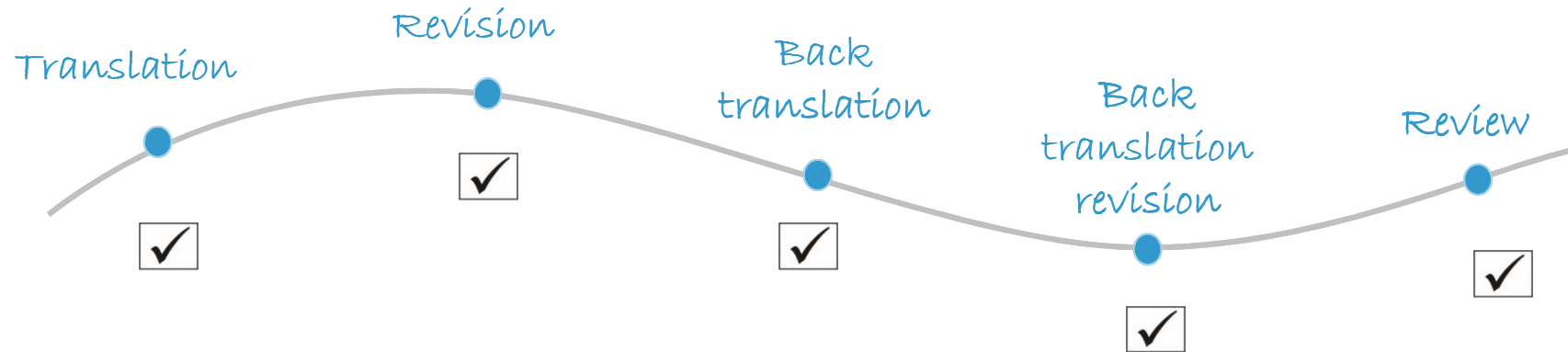
Building a questionnaire

The evolution of a questionnaire

- Discussions with Policy officers and DG COM to draft a questionnaire
- Finalization of a preliminary draft (PA-1)
- Translation of the PA-1 into French to create a bilingual draft (sometimes three languages)
- Finalization meeting with survey experts and linguistic experts to evaluate the questionnaire in terms of transferability between two (three) languages and to highlight problematic aspects
 - Necessary to draft instructions for translators
- Approval by DG and DG COM
- Finalization of draft – ready for translation process

Standardization of the process

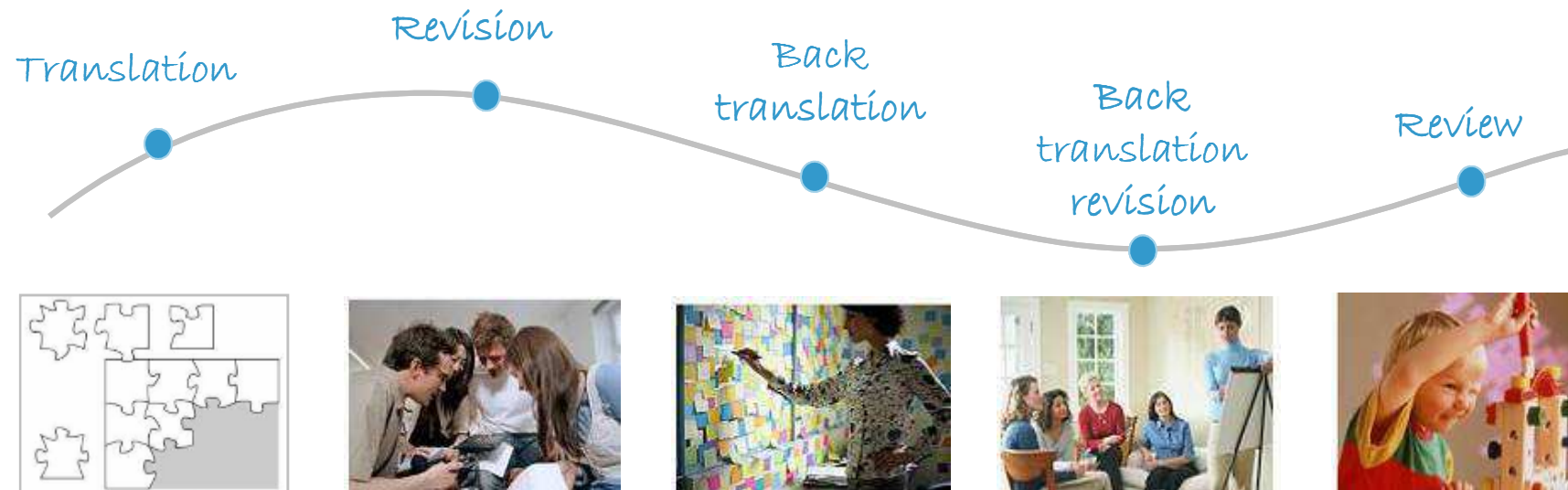
Translation of a questionnaire and quality control



■ Full translation process

- Create a master questionnaire, have it translated and revised by our network of translators
- With the use of all or selected TNS translation tools

Translation Process



- Experienced translators are able to provide an accurate translation of research materials, without losing track of all idiomatic expressions, cultural implications and other nuances of the source text

- Each translation is revised by a second translator, which consists in comparing the source and target texts in order to recommend corrective measures

- Involves translating the file back into the source language, made by a third translator who has not worked on the translation of the questionnaire before
- back translator provide an unbiased version of the text

- BT reviser compares both source text and back translation, and whenever the latter deviates from the former, the main translation is verified.

- Review of the text is done by an expert in market research who will validate the translation and make sure it is fit to start fieldwork with

Final product, linked to the purpose

- How to structure a process that leads to this output?
- How to ensure comparability?
- How to ensure that trends are respected?
- How to ensure that all elements are translated in all languages?
- How to ensure that all translators know what to do?

A1													A2													A3													A4													A5													A6													A7													A8													A9													A10													A11													A12													A13													A14													A15													A16													A17													A18													A19													A20													A21													A22													A23													A24													A25													A26													A27													A28													A29													A30													A31													A32													A33													A34													A35													A36													A37													A38													A39													A40													A41													A42													A43													A44													A45													A46													A47													A48													A49													A50													A51													A52													A53													A54													A55													A56													A57													A58													A59													A60													A61													A62													A63													A64													A65													A66													A67													A68													A69													A70													A71													A72													A73													A74													A75													A76													A77													A78													A79													A80													A81													A82													A83													A84													A85													A86													A87													A88													A89													A90													A91													A92													A93													A94													A95													A96													A97													A98													A99													A100												
D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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Building a source document and computer assistance

Database of Questionnaires

- all the players enrich a text data base with their translations and comments from screens
- different access privileges
- Recovery of existing translations from previous waves
- Questions, Items, Instructions

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
	#	Wave	Obj Type	Qst Type	IDF	↑	↓	M	First mnemo	Current mnemo	CHA	QST	modal item	CHA	QST	modal items
182	180	62.0	ITE	MO	30				Q18a	Q18a						(OUR COUNTRY)'s voice counts in the Europ La voix de (NOT
183	181	62.0	ITE	MO	31				Q18a	Q18a						(OUR COUNTRY) will become more influenti (NOTRE PAYS) ve
184	182	62.0	ITE	MO	32				Q18a	Q18a						The biggest countries have the most power Ce sont les plus
185	183	62.0	ITE	MO	33				Q18a	Q18a						(OUR COUNTRY) is more influential in the E (NOTRE PAYS) a
186	184	62.0	MOD	MO	129				Q18a	Q18a						TEND TO AGREE PLUTOT D'ACCO
187	185	62.0	MOD	MO	130				Q18a	Q18a						TEND TO DISAGREE PLUTOT PAS D'A
188	186	62.0	MOD	MO	131				Q18a	Q18a						DK NSP
189	187	62.0	QTH	MO	27				Q18b	Q18b						Please tell me for each statement, whether: Etes-vous plutôt d'accord ou plutôt pa
190	188	62.0	ITE	MO	34				Q18b	Q18b						I feel I would be safer if (OUR COUNTRY) we J'ai le sentiment
191	189	62.0	ITE	MO	35				Q18b	Q18b						I feel we would be more stable economically J'ai le sentiment
192	190	62.0	ITE	MO	36				Q18b	Q18b						I feel we would be more stable politically J'ai le sentiment
193	191	62.0	ITE	MO	37				Q18b	Q18b						My voice counts in the European Union Ma voix compte
194	192	62.0	ITE	MO	38				Q18b	Q18b						I understand how the European Union work Je comprends le
195	193	62.0	ITE	MO	39				Q18b	Q18b						(OUR COUNTRY)'s voice counts in the Europ La voix de (NOT
196	194	62.0	ITE	MO	40				Q18b	Q18b						(OUR COUNTRY) will become more influenti (NOTRE PAYS) ve
197	195	62.0	ITE	MO	41				Q18b	Q18b						The biggest countries have the most power Ce sont les plus
198	196	62.0	MOD	MO	132				Q18b	Q18b						TEND TO AGREE PLUTOT D'ACCO
199	197	62.0	MOD	MO	133				Q18b	Q18b						TEND TO DISAGREE PLUTOT PAS D'A
200	198	62.0	MOD	MO	134				Q18b	Q18b						DK NSP
201	199	62.0	QTV	MO	28				Q19a	Q19a						In your opinion, what is the current speed? A votre avis, quelle est la vitesse actue
202	200	62.0	MOD	MO	135				Q19a	Q19a						Standstill Ne bouge pas
203	201	62.0	MOD	MO	136				Q19a	Q19a						
204	202	62.0	MOD	MO	137				Q19a	Q19a						
205	203	62.0	MOD	MO	138				Q19a	Q19a						
206	204	62.0	MOD	MO	139				Q19a	Q19a						
207	205	62.0	MOD	MO	140				Q19a	Q19a						
208	206	62.0	MOD	MO	141				Q19a	Q19a						Court aussi vite possible
209	207	62.0	MOD	MO	142				Q19a	Q19a						DK NSP
210	208	62.0	QTV	MO	29				Q19b	Q19b						And which corresponds best to the speed? Et quel est le personnage qui correspo
211	209	62.0	MOD	MO	143				Q19b	Q19b						Standstill Ne bouge pas

Complicated back and forward 1

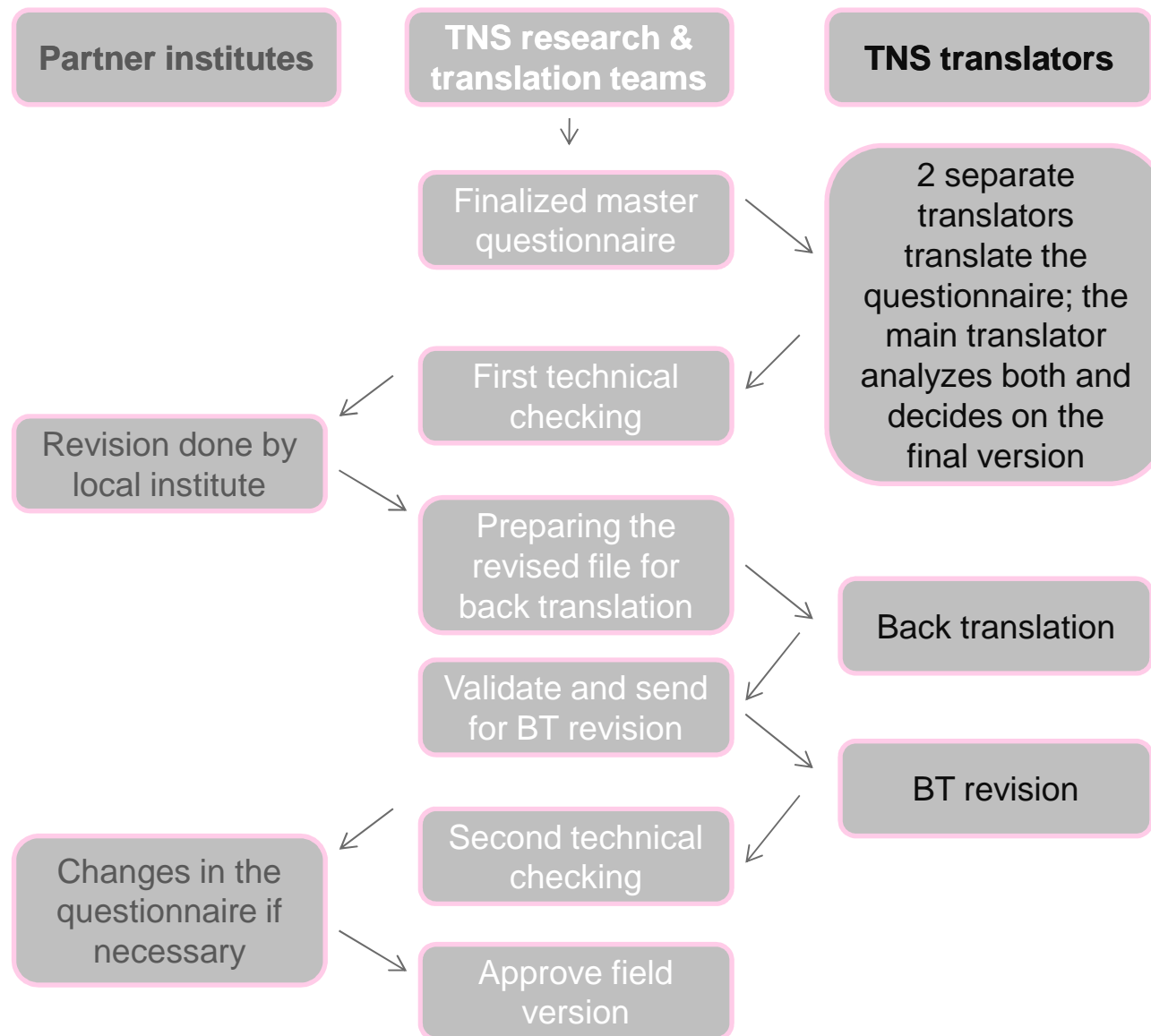
- Coordination team builds bilingual questionnaire with automatic tools for trend questions, question formats, interviewer instructions, programming instructions
- Export of country specific questionnaires – send out to translators

343				
344				
345	QA8b1	And personally, what are the two most important issues you are facing for the moment?	Question Multi [9734011]	son fait
346				
347		(SHOW CARD - READ OUT - MAX. 2 ANSWERS)	(MONTRE	
348			(291-307)	
349		Crime	1,	L'insécur
350		Economic situation	2,	La situati
351		Rising prices\ inflation	3,	La hausse
352		Taxation	4,	Les impô
353		Unemployment	5,	Le chôma
354		Terrorism	6,	Le terrori
355		Cyprus issue	7,	La questi

	QA6	In the following list, which three values best represent the European Union?		
		(SHOW CARD - READ OUT - MAX. 3 ANSWERS)		
			(272-287)	
		The Rule of law	1,	
		Respect for human life	2,	
		Human rights	3,	
		Individual freedom	4,	
		Democracy	5,	
		Peace	6,	
		Equality	7,	
		Solidarity and support for others	8,	
		Tolerance	9,	
		Market economy	10,	
		Environmental protection	11,	

		ASK QB9 AND QB10 IF "STILL INTEND TO HAVE CHILDREN", CODE 1 TO 7 IN QB8 - OTHERS GO TO QC1	Filter [5040137]	
	QB9	How sure are you that you will have the number of children that you have just mentioned? (M)	QB9	Ete
		(READ OUT - ONE ANSWER ONLY)		(LI
			(333)	
		Very sure	1	To
		Fairly sure	2	Pre
		Not very sure	3	Pa
		Not at all sure	4	Pa

Translation process



Experience shows that the complexity of this procedure is fully justified by the importance of the translation for the validity of results subsequently obtained

List function

- Allow a translator, to identify all identical elements in a questionnaire (scales etc.) and to translate them in a homogenous manner.

Microsoft Excel - E60621FRXTRA.xls

Fichier Edition Affichage Insertion Format Outils Données Fenêtre ?

100%

Français Anglais Ouvrir WinWord Fermer WinWord Impression Ajuster Faire liste Importer liste Remplacer par

A2 = \$C\$2

	A	B	C	D	E	F	G
	REFL	SORT	MNEN	TYPE	ENGLISH	FRANCAIS	LOCAL
26	\$C\$42	006-018	Q1	Réponse 'autres'	Other countries	Autre pays	
116	\$C\$171	018-017	Q11	Réponse 'autres'	Other (SPONTANEOUS)	Autre (SPONTANE)	
207	\$C\$287	029-019	Q18	Réponse 'autres'	Other (SPONTANEOUS)	Autre (SPONTANE)	
305	\$C\$418	040-017	Q27	Réponse 'autres'	Other (SPONTANEOUS)	Autre (SPONTANE)	
362	\$C\$485	044-006	Q31	Réponse 'autres'	Other (SPONTANEOUS)	Autre (SPONTANE)	
				Réponse 'autres'	Another solution should be found (SPONTANEOUS)	On devrait trouver une autre solution (SPONTANE)	
378	\$C\$515	047-005	Q34				
388	\$C\$530	048-009	Q35	Réponse 'autres'	Other (SPONTANEOUS)	Autre (SPONTANE)	
422	\$C\$570	050-018	Q37	Réponse 'autres'	Others (SPONTANEOUS)	Autres (SPONTANE)	
476	\$C\$654	060-009	Q42	Réponse 'autres'	Other (SPONTANEOUS)	Autre (SPONTANE)	
488	\$C\$672	061-011	Q43	Réponse 'autres'	Other (SPONTANEOUS)	Autre (SPONTANE)	
499	\$C\$688	062-010	Q44	Réponse 'autres'	Other (SPONTANEOUS)	Autre (SPONTANE)	
587	\$C\$805	072-012	D7	Réponse 'autres'	Other (SPONTANEOUS)	Autre (SPONTANE)	
771							

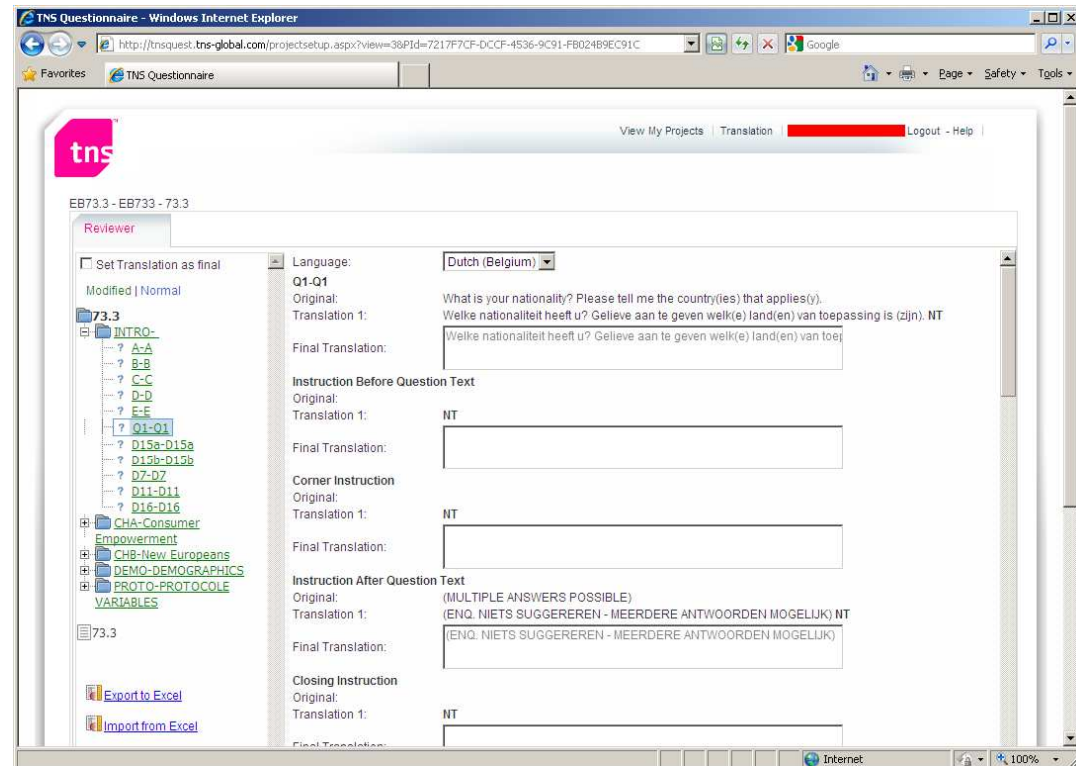
TRANSLATION LIST SCRIPT DATAMAP ERROR

12 enregistrement(s) trouvé(s) sur 769

NUM

Structuring by using a tool

- Limit the exchange of Emails
- Work on the same basis, even if something was changed / adapted
- Organize the three steps between original questionnaire and final questionnaire



Complicated back and forward 2

- Coordination team builds bilingual questionnaire with automatic tools
- Export of country specific questionnaires – send out to translators
- Two translators translate the questionnaire in parallel
- One of the two (pre-defined) will revise both translations and prepare one version
- A third translator will revise the translation

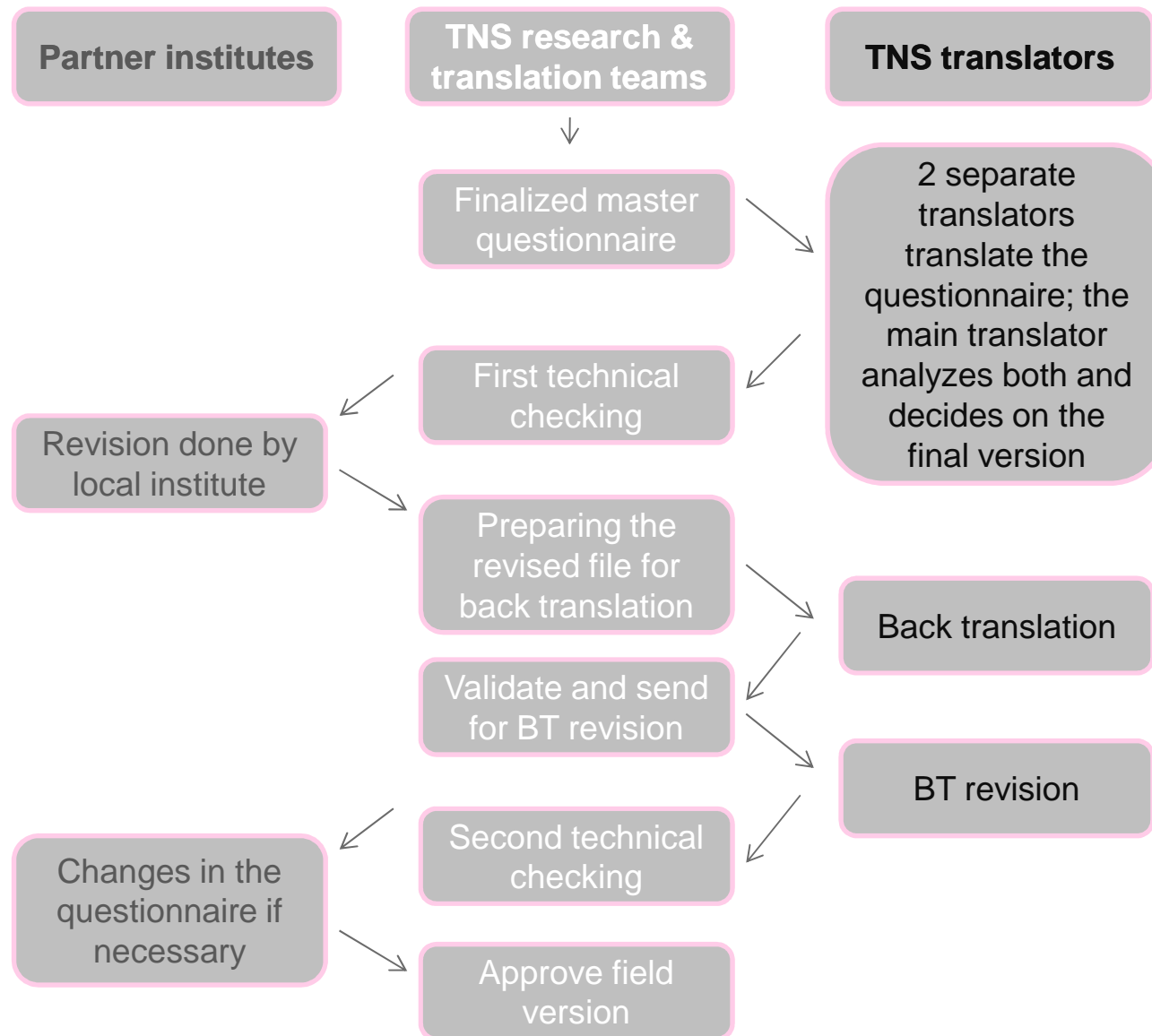
Initial-translation

- navigate in the questionnaire (tree view of the questionnaire to the left of the screen);
- translate the questions for which no translation is available in the data base for preceding waves (central portion);
- **This translation is only available in "read-only" mode and can under no circumstances be edited.**
- Signal a problem or a difficulty, this can be done using the comment area (especially for Trend questions)

The screenshot displays the TNS initial translation interface. At the top, there's a header with 'name: david', 'Default survey: EB', and 'Wave: 0692'. A 'Logout' button is on the left, and TNS and EUROBAROMETER logos are on the right. Below the header is a navigation bar with tabs: Home, Master, Client, per Country, **Translator**, Reviewer, Back Translation, Backtranslation Reviewer, Documents, Formulaire, List manager, and Users. A 'close' button is below the tabs.

The main area is divided into two columns: 'To translate' (left) and 'Original' (right). Both columns have a 'Language' dropdown (French (Belgium) and English respectively) and an 'Instruction before' field. The 'Question QAS' section shows a comparison of French and English text for 'Pour chacun des domaines suivants, diriez-vous que la situation en Belgique est meilleure ou moins bonne que celle de la moyenne des pays de l'Union européenne ?' and 'For each of the following areas, would you say that the situation in (COUNTRY) is better or worse than the average across the European Union countries?'. Below this, 'Corner instruction' and 'Instruction after' fields are visible.

The 'Item' section lists five items for translation, comparing French and English text. The 'MOD' section lists five response options for translation, comparing French and English text. At the bottom, there are 'Translator comments' and 'Coordinator comments' text areas, each with a green checkmark icon. A progress bar at the very bottom shows 76% completion, with 'previous', 'next', 'Question ok', and 'Whole ok' buttons.



Complicated back and forward 3

- Coordination team builds bilingual questionnaire with automatic tools
- Export of country specific questionnaires – send out to translators
- Two translators translate the questionnaire in the same time
- One of the two (pre-defined) will revise both translations and prepare one version
- T 3 will revise the translation
- Local institutes will revise the translation
- Automatic check against the database (Error function)

Error function

- To extract all items where a translation has been executed incorrectly.
- The tool provides to the proof-reader a list of elements where either a required translation has not been provided, or where a translation has been given where it should not have been (a trend question).

1	2	3	4	5	6
SORT	MNEMO	TYPE	MESSAGE	MASTER DESCRIPTION	TRANSLATION DESCRIPTION
005-014	Q1a	Answer	Translation required	Organization12	
005-015	Q1a	Answer	Translation required	Organization13	
005-016	Q1a	Answer	Translation required	Organization14	
005-017	Q1a	Answer	Translation required	Organization15	
005-018	Q1a	Answer	Translation required	Organization16	
005-019	Q1a	Answer	Translation required	Organization17	
005-020	Q1a	Answer	Translation required	Organization18	
005-021	Q1a	Answer	Translation required	Organization19	
005-022	Q1a	Answer	Translation required	Organization20	
005-023	Q1a	Other answers	Retranslation no required	Others	Jiné organizace - vyplšte...
006-014	Q1b	Answer	Translation required	Organization12	
006-015	Q1b	Answer	Translation required	Organization13	
006-016	Q1b	Answer	Translation required	Organization14	
006-017	Q1b	Answer	Translation required	Organization15	
006-018	Q1b	Answer	Translation required	Organization16	
006-019	Q1b	Answer	Translation required	Organization17	
006-020	Q1b	Answer	Translation required	Organization18	
006-021	Q1b	Answer	Translation required	Organization19	
006-022	Q1b	Answer	Translation required	Organization20	
006-023	Q1b	Other answers	Retranslation no required	Others	Jiné organizace - vyplšte...
007-014	Q2	Answer	Translation required	Organization12	
007-015	Q2	Answer	Translation required	Organization13	

- This application gives a full guarantee that the trend translations remain untouched.
- This ensures that 100% of the questionnaire has been translated in an appropriate manner.

Final translation

- Stage before Back-translation
- All the comments made about a given question are also visible
- Comparison of the two initial translations

The screenshot displays the TNS back-translation software interface. At the top, there are fields for 'name' (david), 'Default survey' (EB), and 'Wave' (0692), along with a 'Logout' button. The top navigation bar includes tabs for 'Home', 'Master', 'Client', 'per Country', 'Translator', 'Reviewer', 'Back Translation', 'Backtranslation Reviewer', 'Documents', 'Formulaire', 'List manager', and 'Users'. The 'Back Translation' tab is currently active. On the left, a tree view shows the survey structure: 'Cha1: Intro', 'Cha2: Let's now talk about', 'QA5: For each of the fc' (selected), 'QB1: How well inform', and 'DEMOGRAPHICS'. The main content area displays the 'Question QA5 label' and its translations. The 'Original' text is: 'For each of the following areas, would you say that the situation in (COUNTRY) is better or worse than the average across the European Union countries?'. Below it, 'Translation 1' and 'Translation 2' are shown in French, both translating to: 'Pour chacun des domaines suivants, diriez-vous que la situation en Belgique est meilleure ou moins bonne que celle de la moyenne des pays de l'Union europ...'. The 'Final translation' is also in French. Below the translations, the 'Corner instruction' is shown: 'Original: READ OUT', 'Translation 1: ENQ. LISEZ TOUTES', 'Translation 2: ENQ. LISEZ TOUTES', and 'Final translation: ENQ. LISEZ TOUTES'. The 'Item 1' section shows the 'Original' text: 'The economic situation in (COUNTRY)', 'Translation 1: La situation de l'économie belge', 'Translation 2: La situation de l'économie belge', and 'Final translation: La situation de l'économie belge'. The 'Item 2' section shows the 'Original' text: 'The employment situation in (COUNTRY)', 'Translation 1: La situation de l'emploi en Belgique', 'Translation 2: La situation de l'emploi en Belgique', and 'Final translation: La situation de l'emploi en Belgique'.

Complicated back and forward 4

- Coordination team builds bilingual questionnaire with automatic tools
- Export of country specific questionnaires – send out to translators
- Two translators translate the questionnaire in the same time
- One of the two (pre-defined) will revise both translations and prepare one version
- T 3 will revise the translation
- Local institutes will revise the translation
- Automatic check against the database (Error function)
- **Start of Back-translation (T4)**
- **Revision of Back-translation (T5)**
- **Final questionnaire upload to data base**
- **Central scripting in all local languages**



Guidelines for Back-translation

Column E:
Identification
of each line
for context:
question
answer,
instruction,
filter etc.

D	E	F	ENGLISH	COMMENTS
1	QA5	Answer	Spontan: Ich würde nie eine Fremdsprache lernen	
167	QA5	Other answers	Spontan: Sonstiges	
168	QA5	Without answers	Weiß nicht / Keine Angabe	DK
169	QA6	Question Mono	Haben Sie in den letzten zwei Jahren angefangen, eine neue Fremdsprache zu lernen oder Ihre bestehenden Fremdsprachenkenntnisse zu verbessern?	
170	QA6	Answer	Ja	Yes
171	QA6	Answer	Nein	No
172	QA6	Without answers	Weiß nicht / Keine Angabe	DK
173	QA7a	Question Multi	Ich lese Ihnen nun einige Methoden vor, wie man eine Fremdsprache lernen kann. Sagen Sie mir bitte für jede Methode, ob Sie diese schon einmal genutzt haben.	
174	QA7a	Instruction Investigator or Alter	(LISTE QA7a VORLEGEN UND VORLESEN - MEHRFACHNENNUNGEN MÖGLICH)	(SHOW CARD - READ OUT - MULTIPLE ANSWERS POSSIBLE)

Translate here, here and here, etc.

D column:
question
number for
context. Colour
change=new
question

You can
find the
word
count on
the INFO
spread-
sheet.

Column F:
Source
language

Column G: Target
language. Please write
your translation here.

NB: you should only
translate in cells that
are highlighted in
yellow. White cells are
for context only.

Column H: If you
need to leave a
translator's note,
please do it in this
column.

Back-translation

- The translator carrying out the back-translation has access only to the final translation in "read-only" mode
- He / she was not involved in an early stage
- Recovery of existing translations from previous waves

The screenshot displays the TNS back-translation software interface. At the top, there are fields for 'name' (david), 'Default survey' (EB), and 'Wave' (0692). A 'Logout' button is visible. Below this is a navigation bar with tabs: Home, Master, Client, per Country, Translator, Reviewer, Back Translation, Backtranslation Reviewer, Documents, Formulaire, List manager, and Users. The 'Back Translation' tab is active.

The main interface is divided into two columns: 'Back translation' and 'Final translation'. Both columns show the same question: 'For each of the following areas, would you say that the situation in (COUNTRY) is better or worse than the average across the European Union countries?'. The 'Back translation' column is in English, and the 'Final translation' column is in French. Below the question, there are five items for comparison: 'The economic situation in Belgium', 'The employment situation in Belgium', 'The cost of living in Belgium', 'Energy prices in Belgium', and 'The quality of life in Belgium'. Each item has a corresponding French translation in the 'Final translation' column. Below the items, there are five scales for comparison: 'MOD 1: Much better', 'MOD 2: Somewhat better', 'MOD 3: Somewhat worse', 'MOD 4: Definitely worse', and 'MOD 5: No existe (ESPONTANEO)'. Each scale has a corresponding French translation in the 'Final translation' column. At the bottom, there are two text boxes for 'Back translator comments' and 'Translators and reviewer comments'. A progress bar at the bottom indicates 76% completion, with buttons for 'previous', 'next', 'Question ok', and 'Whole ok'.

Final product – country specific questionnaires and scripts

- Export the questionnaire with all the features for each country
- Questionnaire layout looks the same in all the countries
- Export final scripts for all countries

[illegible]

Conclusions



Human effort, but technical tools secure comparability

- Robustness - Multistage checking by humans and machines
- Consistency of translations (trends dominates creativity)
- Transparency - review research materials at any stage of the survey
- CAT approaches will be the next step
- Database enables researchers to easily track back questions

