

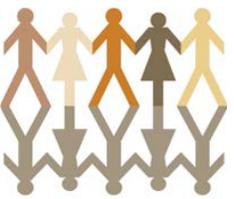
Introduction to the Survey Translation and Translation Assessment Best Practices session

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Mandy Sha, AAPOR 2020 conference chair

Co-chairs of AAPOR Cross-cultural and Multilingual Research Affinity Group



Cross-cultural and Multilingual Research Affinity Group

Survey Translation

- Sound translation methodology is critical for comparability in cross national surveys and surveys that seek to include diverse language populations within a single society
- Survey translation is different from other types of translation and best practices draw from many disciplines: Social sciences, survey methodology, linguistics, the field of translation



Survey Translation (continued)

- Best practices in survey translation are implementations of the Harkness (2002) TRAPD model: Translation, Review, Adjudication, Pretesting and Documentation.
- The TRA phases are typically conducted with a team or committee of translators.
- Pretesting of translations with typical respondents from the study population is a crucial step to assure construct validity in translated versions of the instrument
- The literature on survey translation includes many topics such as approaches to translation, how to best review translations, translation pretesting via methods such as cognitive interviews or focus groups, etc.



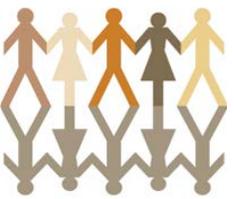
AAPOR Cross-cultural and Multilingual Research Affinity Group

- Goal: To connect AAPOR researchers and leaders to facilitate a regular dialogue about improved methods, measurement, and research, and collaboration & publication opportunities.
- Increasing awareness and visibility about the importance of cross-cultural and multilingual issues in the survey research and public opinion field.



Announcements of Upcoming Meetings and Training opportunities

- The Comparative Survey Design and Implementation (CSDI) workshop happens every year in March <https://csdiworkshop.org/>
- European Survey Research Association (ESRA) next biennial conference, summer 2021 <https://www.europeansurveyresearch.org/>
- Survey Research Center International Unit, University of Michigan will present on advances in comparative data collection at workshop on “Best Practices of Survey Design under Constraints” organized by University of Western Ontario, Canada: July 24, 2020
- Online course on Survey Design and Implementation in International Contexts at the Summer Institute of Survey Research Techniques by Zeina Mneimneh July 6-27: <https://si.isr.umich.edu/courses/survey-design-and-implementation-in-international-contexts-an-online-moderated-course/>
- SRC International Unit online short courses are now available at: <https://ccb.isr.umich.edu/?redirect=0>



Announcements of upcoming publications and collaboration opportunities

- Joint AAPOR/WAPOR Task Force Report on Quality in Comparative Surveys completed & shared with the AAPOR and WAPOR Councils. Anticipated publication this year -Present at 2021 AAPOR Conference
- Survey Research Center International Unit, University of Michigan will have an Entry on Comparative Surveys in the Sage Research Methods Foundations Encyclopedia that will be published by September 2020
- 2021 AAPOR: We encourage group members to organize paper sessions and professional development panels
- We encourage group members to organize special journal issues and publicize to other group members



Contact information for the affinity group

- Interest in 3MC topics and affinity group?
- Email patricia.l.goerman@census.gov to be added to our email list for announcements regarding next year's AAPOR conference and affinity group meeting
- Thank you!
- Enjoy the session on Survey Translation and Translation Assessment Best Practices!

