

TRANSLATING QUESTIONNAIRES AND OTHER RESEARCH INSTRUMENTS (PART 2)

Problems and Solutions

Solving Normative Problems

Three kinds of conventions:

1. The openness with which particular topics are discussed.
2. The manner in which ideas are expressed.
3. The way in which strangers, particularly strangers asking questions, are treated.

Solving Normative Problems

□ Kinds of Normative Problems

Political Opinions. A society's political climate influences responses of those answering questionnaires.

Information about family and personal matters. Society-to-society differences also exist in the willingness of individuals to reveal information about themselves and their families.

Solving Normative Problems

□ **Kinds of Normative Problems**

Manner in which ideas are expressed

Societies differ not only in the degree to which open discussion of various topics is acceptable, but also in the manner in which individuals express ideas and opinions

1. Self-Enhancement Versus Modesty.
2. Conformity Versus Assertiveness.
3. Directness Versus Indirectness.
4. Positional.

Solving Normative Problems

□ **Kinds of Normative Problems**

Ways in Which Strangers are Treated

1. Reticence.
2. The Hospitality Norm.
3. The Mischief Norm.

Solving Normative Problems

□ **Kinds of Normative Problems**

Develop Close Relationships With Respondents or Trusted Agents.

Provide Assurances of Anonymity or Confidentiality.

Rethink the Translators Role.

Translators should be selected as much for their rich knowledge of the target society and culture as for their language facility.

Solving Normative Problems

□ Kinds of Normative Problems

Use Decentering or Multicultural Teams.

Decentering refers to a translation process in which the source and the target language versions are equally open to modification during the development phase.

The multicultural team approach to item development.

Pilot Test and Field Test.

Check Statistically.

Putting it all Together

The use of questionnaires and other self-report measures in non-Western, nonindustrial zed cultures is a risky business.

Unobtrusive methods in cross-cultural research:

- Examination of physical traces.
- Various forms of structured observation.
- Analysis of archival data.

Culturally appropriate questioning methods.

Putting it all Together

Translators qualifications. Geisinger (1994)

Translators “must be fluent in both languages, extremely knowledgeable about both cultures, and expert in both characteristics and the content measured on the instrument and the uses to which the...instrument will be put.” Rarely will researchers find translators who meet all of Geisinger’s criteria.

Putting it all Together



Should the translator translate Literally?

We recommended that the researcher adapt existing instruments rather than translating them word-by-word or phrase-by-phrase into the target language.

Putting it all Together

What Procedures Should the translator Use?

Translating instructions:

1. Research situation, pleasant and nonthreatening.
2. Should not be literal translations of the source language.
3. Instructions should be given orally as well as in writing.
4. Include detailed step-by-step illustrations.
5. Supervised practice should be provided.
6. Follow the same methods and obtain equivalent results.
7. “Comprehension check” questions.

Client Name: _____

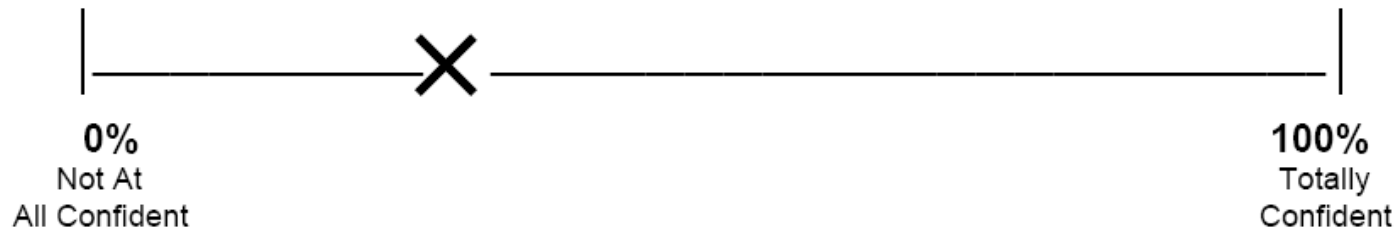
Date: _____

Brief Situational Confidence Questionnaire (SCQ)

Listed below are 8 types of situations in which some people experience an alcohol or drug problem. The **questions are to be answered** in relation to your **alcohol or primary drug problem**.

Imagine yourself as you are right now in each of the following types of situations. Indicate on the scale provided how confident you are **right now** that you will be able to resist drinking heavily or resist the urge to use your primary drug in each situation by **placing an "X" along the line**, from 0% "Not At All Confident" to 100% "Totally Confident", as in the example below.

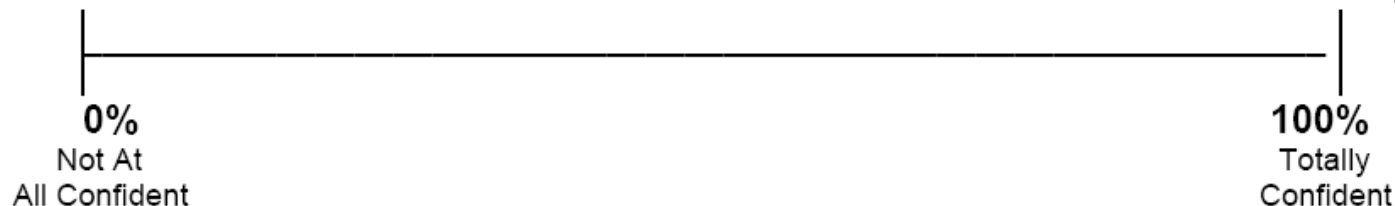
I feel...



Right now I would be able to resist the urge to drink heavily or use my primary drug in situations involving...

1. **Unpleasant Emotions** (e.g. if I were afraid that things were not going to work out, if I were angry at the way things had turned out, if other people treated me unfairly).

I feel...



Putting it all Together

What Procedures Should the translator Use?

Translating items

First the researcher should make every effort to create a pool of easily translatable items in the source language instrument or item pool.

Second, Brislin (1973) suggests that the researcher aim to create multi-item scales containing a core of etic items supplemented by emic items appropriate for each target language and culture.

Finally, Irvine (1973) (discussed in Irvine & Carroll 1980, pp. 462-463) suggests that the researcher present items in order of ascending complexity.

Putting it all Together

How Should the researcher test for equivalence?

Six things in mind as he or she goes about testing for equivalence.

1. Successful Back-Translation is not proof of equivalence.
2. Whether a given construct is Emic or Etic is an empirical question.
3. Empirical tests of equivalence should be driven by theory.
4. Rigid application of statistical tests of equivalence is inappropriate.
5. Full equivalence is not always needed.
6. Establishing equivalence is not only requirement, must also determine and report the measured properties- most critically the reliability and validity- of the target language instrument.