Beyond Cognitive Testing: Moving Forward with Implementation and Evaluation of Results in the Testing of Spanish Translations

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This presentation is intended to inform people about research and to encourage discussion. The views expressed are those of the authors and not necessarily those of the U.S. Census Bureau.
Non-English Cognitive Testing
Findings

1. Current acceptance decisions
2. Issues with adaptation
3. Possible pathways to move forward
Non-English Cognitive Testing

Findings

1. **Current acceptance decisions**
2. Issues with adaptation
3. Possible pathways to move forward
Current Acceptance Decisions

- Example of American Community Survey (ACS) Spanish CATI/CAPI cognitive testing
- Types of problems found through testing
- Types of changes more easily accepted by sponsors
- Types of issues that got “shelved”
Types of Problems found through Testing

1. Overly long, complex question structure
2. Conceptual mismatch across cultures
   - Home schooling / enseñanza en el hogar
3. Use of ambiguous terms
   - High school / escuela secundaria
Types of Changes More Easily Accepted by Sponsors

1. Change order of clauses
2. Use different term: synonym or description, to replace confusing term
3. Add English term in parenthesis after ambiguous Spanish term
4. Add explanation of confusing concepts to optional help text
Types of Issues that got “shelved”

• Need for adaptation, deviation from English to make sense to Spanish speakers
  – Hispanic origin question:
    • “Are you of Hispanic, Latino, or Spanish origin?”

• Problems found in Spanish and English
  – Other living quarters series:
    • “How is access to the sample unit achieved?”
Non-English Cognitive Testing

Findings

1. The current implementation process
2. Issues with Adaptation
3. Possible pathways to move forward
Adaptation: one example

ACS Plumbing question

Original wording:
“Do you have COMPLETE plumbing facilities in this house or apartment; that is, 1) hot and cold piped water, 2) a flush toilet and 3) a bathtub or shower?”

New wording, part 1:
“Does this unit have hot and cold running water?”
Adaptation, continued

Part 1 wording again:
“Does this unit have hot and cold running water?”
“¿Tiene esta vivienda agua por tubería caliente y fría?”

Minor Changes based on cog testing:
¿Tiene esta vivienda agua caliente y fría por tubería?
Final adaptation

Addition of a new question in Puerto Rico

1) Does <building type> have running water?

2) Does <building type> have a water heater?

New questions fielded January 2013
Non-English Cognitive Testing Findings

1. The current implementation process
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3. Possible pathways to move forward
Possible pathways to move forward

• Split panel field testing:
  – Possibility of ACS Content Test,
  – Decennial language testing
• Examine data before and after minor changes to see if any impact
• Examine the one adaptation example, before and after data
• Respondent or interviewer debriefing
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