

Testing Multicultural, Multilingual Questionnaires for U.S. Census 2020

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Overview

- ❑ Overall objectives
- ❑ Description of five component projects
- ❑ Scope of Projects 1, 2, 3, 4, and 5
- ❑ Types of Translation Problems Uncovered by Expert Review
- ❑ Translation problems uncovered with cognitive interviews
- ❑ Ongoing Testing in Project 4 Cognitive Interviews
- ❑ Goals of Upcoming Focus Groups in Project 5
- ❑ Usability Testing Findings/Challenges
- ❑ Preventing and Resolving Translation Issues
- ❑ Concluding Remarks/Next Steps

Overview of 5 Multilingual Cognitive/Usability Testing Projects

Projects designed to develop & test materials in preparation for 2020 U.S. Census

- ❑ Project 1: Spanish and English interviewer-administered, non-response follow up instrument
 - ❑ Project 2: Spanish and English self-administered paper questionnaires and internet instruments
 - ❑ Project 3: Chinese, Vietnamese, Korean, Russian and Arabic expert reviews of survey questions and materials
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Overview of 5 Multilingual cognitive/ usability testing projects (cont.)

- Project 4: Chinese, Vietnamese, Korean, Russian and Arabic cognitive interviews to test self-administered downloadable or mailable paper form
 - Project 5: English, Spanish, Chinese, Vietnamese, Korean, Russian and Arabic focus groups to test messaging and other survey materials
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Project 1 Scope

- Paper prototype testing of an interviewer administered non-response follow up instrument.
 - 1 round of cognitive interviews
 - 20 English
 - 20 Spanish monolinguals
 - 20 extra interviews with Spanish-dominant bilingual respondents
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Project 2 scope

- 2 rounds cognitive interviews to test paper questionnaires

 - Completed:
 - 50 English
 - 50 Spanish

 - Paper census form in two formats:
 - Flipstyle
 - Swimlane
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Project 2 scope (cont.)

- 2 rounds cognitive/usability interviews to test internet instruments (in progress)
 - 30 English
 - 50 Spanish

- Bring your own device (BYOD) testing
- Test of a mobile optimized instrument

Projects 1 and 2: Illustrations of Findings from Spanish Testing

- Literal translations for concepts unfamiliar to target population (group home → hogar de grupo)
- Explanation of unknown concepts
 - Foster child → hijo(a) de crianza del programa Foster del gobierno
 - Home equity loans → préstamos sobre el valor líquido de la casa
- Instructions not understood as intended
 - Who to list as Person 1
 - Skip to the next person depending on a previous answer
- Racial classification terminology
 - American Indian → Indio americano vs. Indígena de las Américas
 - African American → Afroamericano vs. Africano americano

Usability Testing: Internet Version in Spanish

Testing done in mini-rounds so far

10 English and 18 Spanish interviews with respondents “BYOD”.

Devices represented included: iPhone (various generations), Android (various Galaxies), iPad (various generations), Kindle Fire, Laptop, LG, and HTC.

Challenges in Usability Testing

- Login
 - Difficulty typing lengthy and wordy URL (e.g. “censustest”)
 - Some respondents typing URL in Google search window → wrong link
- Address fields - “Número de dirección” [number of address] → field to collect ONLY the house or building NUMBER on a specific street. Several respondents wrote in number and street name in the same field. They had to back up and correct it.
- Internet TEST instrument asked about a VERY future date → too confusing
 - *[El 1 de abril del 2015 va a vivir o quedarse alguien más en [ADDRESS]]?* was misinterpreted by several Rs to mean “in addition to the usual household members.” They later later realized they needed to include people in the household other than themselves.

Project 3 – Expert Review

- [Spanish conducted earlier]
- Chinese, Vietnamese, Korean, Russian, Arabic

- Types of translation problems raised by expert review
 - Terminology
 - Grammar
 - Discourse
 - Usability

Project 3 - Expert Review

Mandate for Expert Language Teams

Review and discuss the translated materials to:

- ❑ identify incorrect translations
- ❑ identify culturally inappropriate translations
- ❑ suggest alternative wording, and provide explanations of and justifications for their adoption.
- ❑ Review the usability of the materials from the perspective of a non-English speaker encountering these materials in a survey context (e.g., receiving a letter in the mail and taking the next steps to complete the survey)
- ❑ Discuss the usability/attractiveness of certain colors and contrasts in the materials and the reactions they elicit.
- ❑ Review gaining cooperation materials (what encourages or discourages participation)

Project 3 – Expert Review

Focus of Review

- ❑ Does translation follow the grammar rules of the target language?

- ❑ Is sentence structure appropriate for target language?

- ❑ Discourse styles: How is the information presented in a text
 - sequence and ordering of messages,
 - how sentences are connected,
 - how coherence is achieved in a text

Issues at the discourse level can greatly impact comprehension of the messages conveyed in a text.

Project 3 – Expert Review

Usability Issues

- Panel considered socio-demographics of the target population for the specific language, including issues such as:
 - Forms literacy
 - Familiarity with internet
 - Language specific ways to provide information that may not match English format (e.g. names, addresses, age)

Expert Review: Examples of Findings

- Punctuation, capitalization, declensions (e.g. Russian)
- Lack of specificity (e.g. Russian)
- Messages that can create worry/concern (all languages)
- Unknown concepts translated literally (all languages)
- Confusing order of presentation of material (Chinese)
- Font issues (e.g. Arabic unconnected letters; font too small for Russian)

Currently Testing Multiple Languages

- Project 4 just started
- Materials being tested:
 - Cognitive: Census form
 - Usability:
 - Initial Outgoing Envelope
 - Reminder Postcard
 - Internet Landing Pages
 - Internet Security Statement

Project 5:

To Test in Focus Groups This Summer

- Chinese, Vietnamese, Arabic, Korean, Russian, Spanish, English
- Self-administered materials
 - Multilingual brochures
 - Landing Pages
 - Security Statement
 - Census form selected terminology
- Interviewer-administered materials
 - Notice of Visit
 - Confidentiality Statement
 - Verbal messages
 - Census form selected terminology

Preventing and Resolving Translation Issues

- Possible future approaches to consider
 - Adaptation
 - Parallel design (e.g. ACA Testing in 2012)
 - Redesign of material in the target language
 - Advance translation of new questions

Concluding Remarks/Next Steps

- ❑ Complete Round 1 of Project 4
- ❑ Make recommendations and test in Round 2
- ❑ Use Round 1 recommendations to add to focus group plans
- ❑ Census to continue language testing program in the next years leading up to 2020
- ❑ Language Office planned at Census

The End

THANKS!!

Questions? Thoughts? Experiences to share?

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