## Contents

**List of Figures and Tables** vii  
**Acknowledgments** xi  
**Foreword** xiii  
**Co-editors’ Preface** xv  

### Part I  Language Influences on Survey Responses and Data Quality

1. The Effect of Language of Survey Administration on the Response  
   Formation Process 3  
   Emilia Peytcheva

2. Seeking Clarifications for Problematic Questions: Effects of Interview  
   Language and Respondent Acculturation 23  
   Evgenia Kapousouz, Timothy P. Johnson, and Allyson L. Holbrook

3. A Longitudinal Perspective on the Effects of Household Language on  
   Data Quality in the American Community Survey 47  
   Heather Kitada Smalley

4. Quantitative Evaluation of Response Scale Translation Through a  
   Randomized Experiment of Interview Language With Bilingual  
   English- and Spanish-Speaking Latino Respondents 75  
   Sunghee Lee, Mengyao Hu, Mingnan Liu, and Jennifer Kelley

5. Language Differences Between Interviewers and Respondents in  
   African Surveys 101  
   Charles Q. Lau, Stephanie Eckman, Luis Sevilla Kreysa, and  
   Benjamin Piper

   Barrier in Germany, France, and the United Kingdom 117  
   Nicholas Heck-Grossek and Sonila Dardha

### Part II  Survey Questionnaire Development and Implementation

7. Pretesting Methods in Cross-Cultural Research 129  
   Eva Aizpurua

8. Cross-Cultural Comparison of Focus Groups as a Research Method 151  
   Mandy Sha, Hyunjoo Park, Yuling Pan, and Jennifer Kim
9. Hmong and Chinese Qualitative Research Interview Questions: Assumptions and Implications of Applying the Survey Back Translation Method
Maichou Lor and Chenchen Gao 181

10. Sociocultural Issues in Adapting Spanish Health Survey Translation: The Case of the Quality of Well-Being Scale (QWB-SA)
Nereida Congost-Maestre and Maichou Lor 203

11. Nura Knows You Better: Redesigning Conversations With Artificial Intelligence
Arundati Dandapani 221

12. Scaling the Smileys: A Multicountry Investigation
Aaron Sedley, Yongwei Yang, and Joseph M. Paxton 231

Afterword: Future Directions in Multinational, Multiregional, and Multicultural (3MC) Survey Research
Julie de Jong, Kristen Cibelli Hibben, Jennifer Kelley, and Dorothée Behr 243

About the Authors 257

Index 261