

Contents

Preface *xix*

Notes on Contributors *xxiii*

Section I Introduction 1

- 1 The Promise and Challenge of 3MC Research 3
Timothy P. Johnson, Beth-Ellen Pennell, Ineke A.L. Stoop, and Brita Dorer
- 1.1 Overview 3
- 1.2 The Promise 4
- 1.3 The Challenge 5
- 1.4 The Current Volume 7
- References 10
- 2 Improving Multinational, Multiregional, and Multicultural (3MC) Comparability Using the Total Survey Error (TSE) Paradigm 13
Tom W. Smith
- 2.1 Introduction 13
- 2.2 Concept of Total Survey Error 14
- 2.3 TSE Interactions 16
- 2.4 TSE and Multiple Surveys 18
- 2.5 TSE Comparison Error in Multinational Surveys 18
- 2.6 Components of TSE and Comparison Error 22
- 2.7 Obtaining Functional Equivalence and Similarity in Comparative Surveys 22
- 2.8 Challenges of Multinational Survey Research 24
- 2.9 Language 24
- 2.10 Structure 28
- 2.11 Culture 29

2.12	Resources for Developing and Testing Cross-national Measures	31
2.13	Designing and Assessing Scales in Cross-national Survey Research	31
2.14	TSE and the Multilevel, Multisource Approach	35
2.15	Documentation	36
2.16	Conclusion	37
	References	38
3	Addressing Equivalence and Bias in Cross-cultural Survey Research Within a Mixed Methods Framework	<i>45</i>
	<i>Jose-Luis Padilla, Isabel Benitez, and Fons J.R. van de Vijver</i>	
3.1	Introduction	45
3.2	Equivalence and Comparability: Supporting Validity of the Intended Interpretations	47
3.3	A Comprehensive Approach to Bias Analysis in 3MC Surveys Within a Mixed Methods Research Framework	53
3.4	Closing Remarks	59
	References	60
 Section II Sampling Approaches 65		
4	Innovative Sample Designs Using GIS Technology	<i>67</i>
	<i>Stephanie Eckman, Kristen Himelein, and Jill A. Dever</i>	
4.1	Introduction	67
4.2	Cluster Selection Stage	72
4.3	Household Stage	79
4.4	Discussion	86
	References	88
	GIS and Remote Sensing Data Resources	92
5	Within-household Selection of Respondents	<i>93</i>
	<i>Achim Koch</i>	
5.1	Introduction	93
5.2	Within-household Respondent Selection Methods	94
5.3	Within-household Selection Methods in Cross-national Surveys: The Case of ESS	100
5.4	A Few Practical Challenges of Within-household Sampling in Cross-national Surveys	106
5.5	Summary and Recommendations	107
	References	109

Section III Cross-cultural Questionnaire Design and Testing 113**6 Overview of Questionnaire Design and Testing 115***Julie A.J. de Jong, Brita Dorer, Sunghee Lee, Ting Yan, and Ana Villar***6.1 Introduction 115****6.2 Review of Questionnaire Design and Testing in a Comparative Context 116****6.3 Advances in Questionnaire Design and Testing 124****6.4 Conclusions 133****References 133****7 Sensitive Questions in Comparative Surveys 139***Anna V. Andreenkova and Debra Javeline***7.1 Sensitivity Issues in a Comparative Context 139****7.2 The Definition of Sensitivity 140****7.3 Approaches to Minimizing the Effect of Sensitivity 142****7.4 Measuring Sensitivity in Cross-national Contexts 147****7.5 New Evidence of Cross-national Sensitivity: SQS Project 148****7.6 Understanding Sensitivity 152****7.7 Summary 155****References 156****8 Implementing a Multinational Study of Questionnaire Design 161***Henning Silber, Tobias H. Stark, Annelies G. Blom, and Jon A. Krosnick***8.1 Introduction 161****8.2 Scope of the MSQD 162****8.3 Design of the MSQD 164****8.4 Experiments Implemented in the MSQD 165****8.5 Translation Requirements and Procedures 170****8.6 Findings on Feasibility and Limitations Due to Translations and Required Adaptations 171****8.7 Example Results 173****8.8 Conclusion 176****Acknowledgments 177****References 177****9 Using Anchoring Vignettes to Correct for Differential Response Scale Usage in 3MC Surveys 181***Mengyao Hu, Sunghee Lee, and Hongwei Xu***9.1 Introduction 181****9.2 Reporting Heterogeneity 182****9.3 Anchoring Vignettes: Design and Analysis 183**

9.4	Validity of the Model Assumptions	187
9.5	Practical Issues	188
9.6	Empirical Demonstration of the Anchoring Vignette Method	189
9.7	Sensitivity Analysis: Number of Vignettes and Choices of Vignette Intensity	194
9.8	Discussion and Conclusion	196
	References	199
10	Conducting Cognitive Interviewing Studies to Examine Survey Question Comparability	203
	<i>Kristen Miller</i>	
10.1	Introduction	203
10.2	Cognitive Interviewing as a Study in Validity	204
10.3	Conducting a Comparative Cognitive Interviewing Study	210
10.4	Real-World Application	213
10.5	Conclusion	223
	References	224
11	Setting Up the Cognitive Interview Task for Non-English-speaking Participants in the United States	227
	<i>Hyunjoo Park and Patricia L. Goerman</i>	
11.1	Introduction	227
11.2	Differences in Communication Styles Across Languages and Cultures	228
11.3	Implications of Cross-cultural Differences in Survey Pretesting	231
11.4	Setting up the Cognitive Interview Task for Non-English-speaking Participants	232
11.5	Discussion and Recommendations for Future Studies	244
	Disclaimer	246
	Acknowledgment	246
	References	247
12	Working Toward Comparable Meaning of Different Language Versions of Survey Instruments: Do Monolingual and Bilingual Cognitive Testing Respondents Help to Uncover the Same Issues?	251
	<i>Patricia L. Goerman, Mikelyn Meyers, Mandy Sha, Hyunjoo Park, and Alisu Schoua-Glusberg</i>	
12.1	Introduction	251
12.2	Review of the Literature	252
12.3	Motivation for the Current Study: US Census Bureau Spanish Usability Testing	253
12.4	The Monolingual and Bilingual Cognitive Testing Study	255
12.5	Results of the Cognitive Testing	259
12.6	Summary and Conclusions	265
12.7	Future Research	266

Disclaimer	267
Acknowledgment	267
References	267
13 Examining the Comparability of Behavior Coding Across Cultures	271
<i>Timothy P. Johnson, Allyson Holbrook, Young Ik Cho, Sharon Shavitt, Noel Chavez, and Saul Weiner</i>	
13.1 Introduction	271
13.2 Methods	275
13.3 Results	280
13.4 Discussion	286
Acknowledgments 289	
References	289
Section IV Languages, Translation, and Adaptation 293	
14 How to Choose Interview Language in Different Countries	295
<i>Anna V. Andreenkova</i>	
14.1 Introduction	295
14.2 The Issue of Multilingualism	297
14.3 Current Practice of Language Choice in Comparative Surveys	298
14.4 Using a Language Survey for Decisions About Language Choice for an Interview: Example of Post-Soviet Region	306
14.5 The Choice of Interview Language on the Level of Individual Respondent	317
14.6 Summary	319
References	320
15 Can the Language of Survey Administration Influence Respondents' Answers?	325
<i>Emilia Peytcheva</i>	
15.1 Introduction	325
15.2 Language, Cognition, and Culture	326
15.3 Language of Administration in Surveys of Bilingual Bicultural Respondents	327
15.4 Data and Methods	328
15.5 Results	330
15.6 Discussion and Conclusions	333
References	337
16 Documenting the Survey Translation and Monitoring Process	341
<i>Dorothée Behr, Steve Dept, and Elica Kraječeva</i>	
16.1 Introduction	341
16.2 Key Concepts	342

- 16.3 Case Study: The ESENER-2 Study 344
16.4 Translation Documentation from a Project Management Perspective 346
16.5 Translation Documentation from the Perspective of Translation Teams 347
16.6 Translation Documentation from the Perspective of Applied Translation Research 349
16.7 Translation Documentation from the Perspective of Data Analysts 351
16.8 Summary and Outlook 352
References 353
- 17 Preventing Differences in Translated Survey Items Using the Survey Quality Predictor 357**
Diana Zavala-Rojas, Willem E. Saris, and Irmtraud N. Gallhofer
17.1 Introduction 357
17.2 Equivalence in Survey Translation 359
17.3 Cross-cultural Survey Translation and Translation Assessment 362
17.4 Formal Characteristics of a Survey Item 365
17.5 Using SQP: A Five-step Procedure for Comparing Item Characteristics Across Languages 369
17.6 Questions Evaluated in the ESS Round 5, Round 6, and Round 7 370
17.7 Discussion 377
References 379
- Section V Mixed Mode and Mixed Methods 385**
- 18 The Design and Implementation of Mixed-mode Surveys 387**
Edith D. de Leeuw, Z. Tuba Suzer-Gurtekin, and Joop J. Hox
18.1 Introduction 387
18.2 Consequences of Mixed-mode Design 390
18.3 Designing for Mixed Mode 394
18.4 Auxiliary Data for Assessing and Adjusting Mode Effects 398
18.5 Conclusions 402
Acknowledgment 403
References 403
- 19 Mixed-mode Surveys: Design, Estimation, and Adjustment Methods 409**
Z. Tuba Suzer-Gurtekin, Richard Valliant, Steven G. Heeringa, and Edith D. de Leeuw
19.1 Introduction 409
19.2 Methods 415

- 19.3 Results 422
 - 19.4 Discussion and Conclusions 425
 - References 426
-
- 20 Mixed Methods in a Comparative Context: Technology and New Opportunities for Social Science Research 431**
Nathalie E. Williams and Dirgha J. Ghimire
 - 20.1 Introduction 431
 - 20.2 Mixed Methods Data Collection Redefined 433
 - 20.3 Considerations about Alternate Sources of Data 434
 - 20.4 Examples of Social Science Research Using New Technologies 437
 - 20.5 Linking Alternative and Survey Data 444
 - 20.6 Mixed Methods with Technologically Collected Data in the 3MC Context 446
 - 20.7 Conclusions 448
 - Acknowledgments 448
 - References 449

Section VI Response Styles 455

- 21 Cross-cultural Comparability of Response Patterns of Subjective Probability Questions 457**
Sunghee Lee, Florian Keusch, Norbert Schwarz, Mingnan Liu, and Z. Tuba Suzer-Gurtekin
 - 21.1 Introduction 457
 - 21.2 State-of-art Application of Subjective Probability Questions in Surveys 459
 - 21.3 Policy Relevance of Subjective Probability Questions 461
 - 21.4 Measurement Mechanism for Subjective Probability Questions 462
 - 21.5 Data and Methods 463
 - 21.6 Results 465
 - 21.7 Discussion 469
 - References 470

- 22 Response Styles in Cross-cultural Surveys 477**
Mingnan Liu, Z. Tuba Suzer-Gurtekin, Florian Keusch, and Sunghee Lee
 - 22.1 Introduction 477
 - 22.2 Data and Measures 479
 - 22.3 OLS Regression Analysis 480
 - 22.4 Confirmatory Factor Analysis 483

22.5	Latent Class Analysis	485
22.6	Multidimensional Unfolding Model	489
22.7	Discussion and Conclusion	493
	References	495
23	Examining Translation and Respondents' Use of Response Scales in 3MC Surveys	501
	<i>Ting Yan and Mengyao Hu</i>	
23.1	Introduction	501
23.2	Data and Methods	504
23.3	Results	507
23.4	Discussion	513
	References	516
	Section VII Data Collection Challenges and Approaches	519
24	Data Collection in Cross-national and International Surveys: Regional Case Studies	521
	<i>Kristen Cibelli Hibben, Beth-Ellen Pennell, Sarah M. Hughes, Yu-chieh (Jay) Lin, and Jennifer Kelley</i>	
24.1	Introduction	521
24.2	Recent Developments in Survey Data Collection	522
24.3	Data Collection Challenges Faced in Different Regions of the World	524
24.4	Future Directions	530
	References	531
25	Survey Data Collection in Sub-Saharan Africa (SSA): Challenges, Strategies, and Opportunities	533
	<i>Sarah M. Hughes and Yu-chieh (Jay) Lin</i>	
25.1	Introduction	533
25.2	Overview of Common Challenges and Solutions in Data Collection in Sub-Saharan Africa	534
25.3	Strategies and Opportunities	544
25.4	Future Developments	546
	References	548
26	Survey Challenges and Strategies in the Middle East and Arab Gulf Regions	555
	<i>Justin Gengler, Kien Trung Le, and David Howell</i>	
26.1	Introduction	555
26.2	Household and Within-household Sampling	557

26.3	Interviewer–Respondent Gender Matching	561
26.4	Nationality-of-interviewer Effects	562
26.5	Response Scale Heterogeneity	564
26.6	Conclusion: Outstanding Challenges and Future Directions	565
	References	566
27	Data Collection in Cross-national and International Surveys: Latin America and the Caribbean	569
	<i>J. Daniel Montalvo, Mitchell A. Seligson, and Elizabeth J. Zechmeister</i>	
27.1	Introduction	569
27.2	Survey Research in the Latin America and Caribbean Region	570
27.3	Confronting Challenges with Effective Solutions	573
27.4	New Opportunities	579
27.5	Conclusion	581
	References	581
28	Survey Research in India and China	583
	<i>Charles Q. Lau, Ellen Marks, and Ashish Kumar Gupta</i>	
28.1	Introduction	583
28.2	Social Science Surveys in India and China	584
28.3	Organizational Structure of Surveys	586
28.4	Sampling for Household Surveys	588
28.5	Permission and Approvals	590
28.6	Linguistic Issues	592
28.7	Future Directions: New Modes of Data Collection	593
	References	595
29	Best Practices for Panel Maintenance and Retention	597
	<i>Nicole Watson, Eva Leissou, Heidi Guyer, and Mark Wooden</i>	
29.1	Introduction	597
29.2	Retention Rates	597
29.3	Panel Maintenance Strategies	604
29.4	Study Development and the Harmonization of Field Practices	613
29.5	Conclusion	614
	References	616
30	Collection of Biomeasures in a Cross-national Setting: Experiences in SHARE	623
	<i>Luzia M. Weiss, Joseph W. Sakshaug, and Axel Börsch-Supan</i>	
30.1	Introduction	623
30.2	Background	623
30.3	Types of Biomeasures Collected	625

30.4	Logistic Considerations	627
30.5	Quality Assurance Procedures	630
30.6	Ethical and Legal Issues Across Countries	636
30.7	Summary and Conclusions	639
	Acknowledgments	640
	References	640
31	Multinational Event History Calendar Interviewing	643
	<i>Yfke P. Ongena, Marieke Haan, and Wil Dijkstra</i>	
31.1	Introduction	643
31.2	EHC Interviews in a Multinational Setting	644
31.3	EHC Interview Administration	647
31.4	EHC Interviewer Training	648
31.5	Interviewer Monitoring in an International Survey	649
31.6	Coding Procedures	652
31.7	Evaluation of Interviewer Behavior	653
31.8	Feedback Processing Speed	654
31.9	Effects of Feedback and Interviewer Effects Across Countries	656
31.10	Use of Different Cross-checks Across Countries	657
31.11	Discussion	658
	References	662
32	Ethical Considerations in the Total Survey Error Context	665
	<i>Julie A.J. de Jong</i>	
32.1	Introduction	665
32.2	Ethical Considerations and the TSE Framework	667
32.3	Origins and Framework of Human Subjects Protection Standards	669
32.4	The Belmont Report and the Components of Human Subjects Protection	672
32.5	Final Remarks	678
	Acknowledgment	679
	References	679
33	Linking Auxiliary Data to Survey Data: Ethical and Legal Challenges in Europe and the United States	683
	<i>Kirstine Kolsrud, Linn-Merethe Rød, and Katrine U. Segadal</i>	
33.1	Introduction	683
33.2	Ethical Guidelines and Legal Framework	685
33.3	What Constitutes Personal Data?	688
33.4	Confidentiality	689
33.5	Consent	692
33.6	Concluding Remarks	697
	References	699

Section VIII Quality Control and Monitoring 705

- 34 Organizing and Managing Comparative Surveys 707**
Lesli Scott, Peter Ph. Mohler, and Kristen Cibelli Hibben
- 34.1 Introduction 707
34.2 Background 708
34.3 Factors That Impact 3MC Survey Organization and Management 709
34.4 General Considerations and Survey Quality When Applying Project Management to 3MC Surveys 714
34.5 The Application of Project Management to 3MC Surveys 720
34.6 Conclusion 727
References 727
- 35 Case Studies on Monitoring Interviewer Behavior in International and Multinational Surveys 731**
Zeina Mneimneh, Lars Lyberg, Sharan Sharma, Mahesh Vyas, Dhananjay Bal Sathe, Frederic Malter, and Yasmin Altwaijri
- 35.1 Introduction 731
35.2 Case Studies 737
35.3 Conclusion 765
References 767
- 36 New Frontiers in Detecting Data Fabrication 771**
Michael Robbins
- 36.1 Introduction 771
36.2 Standard Approaches to Detecting Data Falsification 780
36.3 Approaches to Preventing Falsification 789
36.4 Additional Challenges 792
36.5 New Frontiers in Detecting Fraud 794
36.6 A Way Forward 799
References 802

Section IX Nonresponse 807

- 37 Comparing Nonresponse and Nonresponse Biases in Multinational, Multiregional, and Multicultural Contexts 809**
James Wagner and Ineke A.L. Stoop
- 37.1 Introduction 809
37.2 Harmonization 810
37.3 Data Collection Factors 815
37.4 Assessment of Risk of Nonresponse Bias 825

37.5	Post-survey Adjustment	826
37.6	Conclusion	827
	References	829
38	Geographic Correlates of Nonresponse in California: A Cultural Ecosystems Perspective	835
	<i>Matt Jans, Kevin McLaughlin, Joseph Viana, David Grant, Royce Park, and Ninez A. Ponce</i>	
38.1	Introduction	835
38.2	Data and Methods	839
38.3	Results	845
38.4	Discussion and Limitations	847
	References	852
39	Additional Languages and Representativeness	859
	<i>Oliver Lipps and Michael Ochsner</i>	
39.1	Introduction	859
39.2	Data	862
39.3	Methods	863
39.4	Results	865
39.5	Summary and Conclusion	873
	References	875
	Section X Multi-group Analysis	879
40	Measurement Invariance in International Large-scale Assessments: Integrating Theory and Method	881
	<i>Deana Desa, Fons J.R. van de Vijver, Ralph Carstens, and Wolfram Schulz</i>	
40.1	Introduction	881
40.2	Measurement Invariance Review	883
40.3	Advances in Measurement Invariance	885
40.4	The Stepwise Procedure	889
40.5	Evaluation Criteria	892
40.6	An Example	894
40.7	Conclusion	904
	References	906
41	Approximate Measurement Invariance	911
	<i>Kimberley Lek, Daniel Oberski, Eldad Davidov, Jan Cieciuch, Daniel Seddig, and Peter Schmidt</i>	
41.1	Introduction	911
41.2	The Multigroup Confirmatory Factor Analysis	914
41.3	Illustration	915

41.4	Discussion and Conclusion	923
	Acknowledgment	925
	References	925
 Section XI Harmonization, Data Documentation, and Dissemination 931		
42	Data Harmonization, Data Documentation, and Dissemination	933
	<i>Peter Granda</i>	
	Reference	936
43	Basic Principles of Survey Data Recycling	937
	<i>Kazimierz M. Slomczynski and Irina Tomescu-Dubrow</i>	
43.1	Introduction	937
43.2	The Process of Survey Data Recycling	939
43.3	The Logic of SDR	942
43.4	Using SDR in Constructing the Harmonized Dataset	949
43.5	Conclusions	955
	Acknowledgments	956
	References	957
44	Survey Data Harmonization and the Quality of Data Documentation in Cross-national Surveys	963
	<i>Marta Kołczyńska and Matthew Schoene</i>	
44.1	Introduction	963
44.2	Standards for Describing the Survey Process from Sampling to Fieldwork	965
44.3	Basis of Quality Assessment in the SDR Project	968
44.4	Results	972
44.5	Concluding Remarks	980
	References	981
45	Identification of Processing Errors in Cross-national Surveys	985
	<i>Olena Oleksiyenko, Ilona Wysmulek, and Anastas Vangeli</i>	
45.1	Introduction	985
45.2	Data and Methods	989
45.3	Results	995
45.4	Conclusions	1006
	Acknowledgments	1007
	References	1008
46	Item Metadata as Controls for <i>Ex Post</i> Harmonization of International Survey Projects	1011
	<i>Marta Kołczyńska and Kazimierz M. Slomczynski</i>	
46.1	Introduction	1011

46.2	Harmonization Controls and Item Quality Controls	1012
46.3	The Case for Using Item Metadata	1013
46.4	Application: Trust in Parliament and Participation in Demonstrations	1015
46.5	Harmonization Controls	1015
46.6	On the Impact of Harmonization Controls	1022
46.7	Item Quality Controls	1025
46.8	Summary and Conclusions	1027
	Acknowledgments	1031
	References	1031
47	The Past, Present, and Future of Statistical Weights in International Survey Projects: Implications for Survey Data Harmonization	<i>1035</i>
	<i>Marcin W. Zieliński, Przemek Powałko, and Marta Kołczyńska</i>	
47.1	Introduction	1035
47.2	Weighting as a Procedure of Improving Data Quality	1036
47.3	Availability of Weights and Weight Types in International Survey Projects	1037
47.4	Quality of Statistical Weights and Consequences of Errors	1040
47.5	Comparability of Weights or Weighted Data	1046
47.6	Summary	1050
	Acknowledgments	1051
	References	1051
	Section XII Looking Forward	1053
48	Prevailing Issues and the Future of Comparative Surveys	<i>1055</i>
	<i>Lars Lyberg, Lilli Japec, and Can Tongur</i>	
48.1	Introduction	1055
48.2	Examples of 3MC Surveys	1059
48.3	Data Quality and Some Special Features of 3MC Surveys	1062
48.4	Roger Jowell's Ten Golden Rules for Cross-national Studies	1066
48.5	Quality Management	1067
48.6	A Changing Survey Landscape	1071
48.7	Big Data	1072
48.8	Summary of Prevailing Problems	1075
48.9	Endnote	1077
	References	1077
	Wiley Series In Survey Methodology	1083
	Index	1087