

State of Science Index

This is a quantitative research project requested annually by 3M that explores global attitudes about science. It is an on-going project (as of Dec/2021) with launches every year.

Translation specs: 5,000 words/year, 16 countries and 16 languages, human translation + review
Turnaround time from handoff of final materials: 7 days

Challenge:

The survey is fielded in two methodologies: online (self-administered questionnaire) and over the phone (one-on-one interview). The survey language between both methodologies should be consistent, while attending the particularity of both ways.

Solution:

After the translation is completed, investing time on the QA phase and having iterations on the localization testing.