

# What Should Managers and Executives Know When Translating and Adapting Assessments for a Global Market?



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President/CEO/Founder

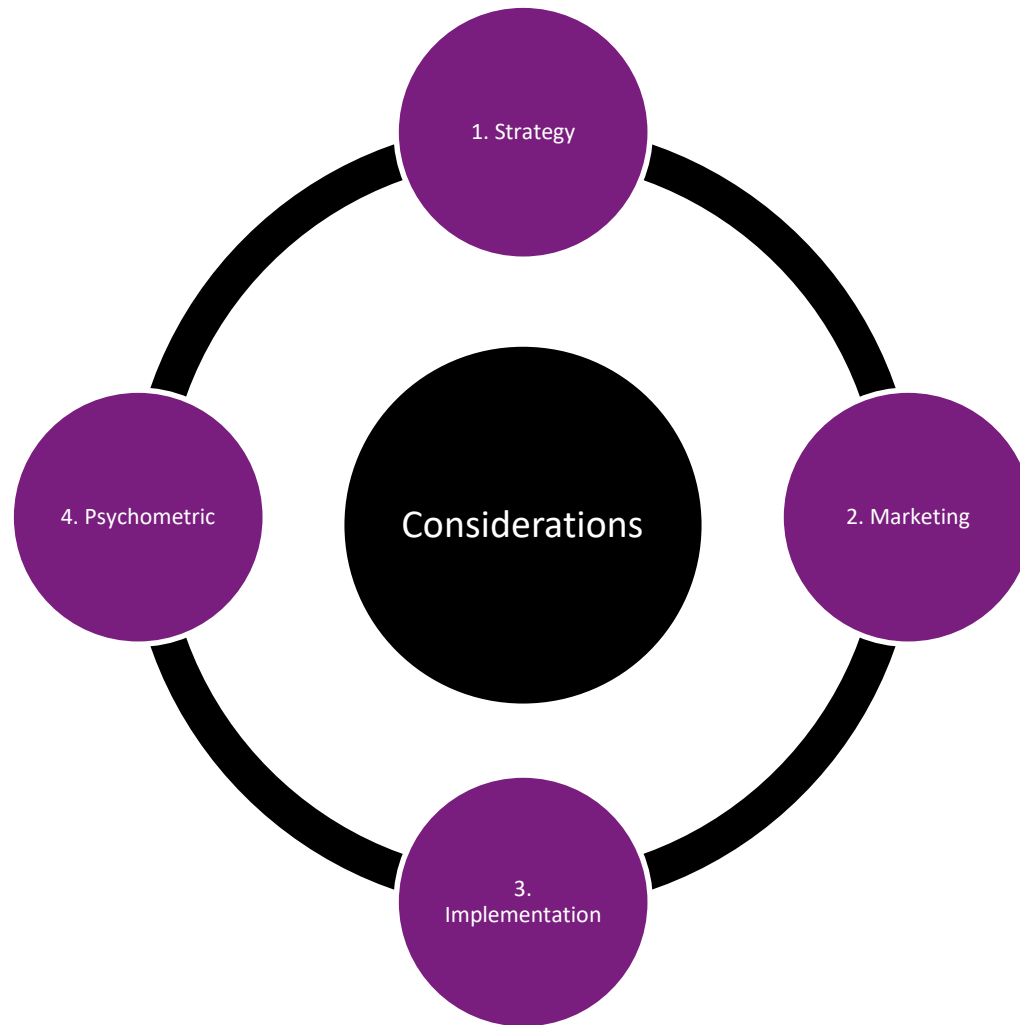
Commsmultilingual



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President and Founder

 **AERE**  
Assessment, Education &  
Research Experts

# Agenda



An aerial photograph of a city, likely San Francisco, showing a dense urban landscape with numerous buildings and streets. The image is faded and serves as a background for the text.

# Strategy

# Current situation

- Globalization and Internationalization
- What, how and who?
- Issues being discussed with organizations





# Developing an International Strategy

- What is our vision?
- Value proposition
- Competition
- New markets and products



# Market research

- Opportunity assessment
- Feasibility studies
- Key elements involved
- Risk and cost/benefit analysis
- Partners
- Legal, cultural, and administrative issues



"I am stunned by the sophistication of our consumer research."

# Brand names

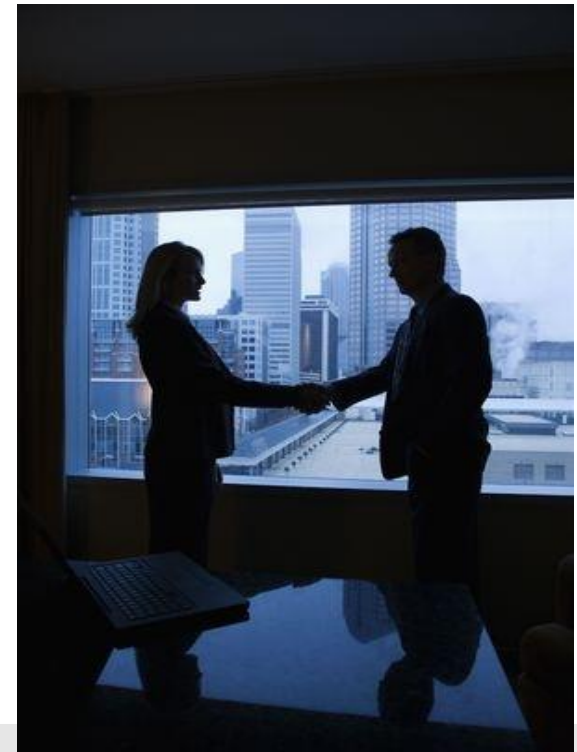
## Kinki Nippon Tourist Company





# Partnerships

- Find the right partners
- Local knowledge vital
- Different types of partner:
  - Private companies
  - Government
  - Academic
  - SMEs
  - Delivery
  - Localization





# Internal assets and product

- Board and other stakeholder commitment
- Assessment of internal capabilities
- Platforms and systems
- Detailed analysis of product
- Pilot studies



# Why not English?

- A man who speaks three languages is trilingual.
- A man who speaks two languages is bilingual.
- A man who speaks only one language is English.



# The lighter side

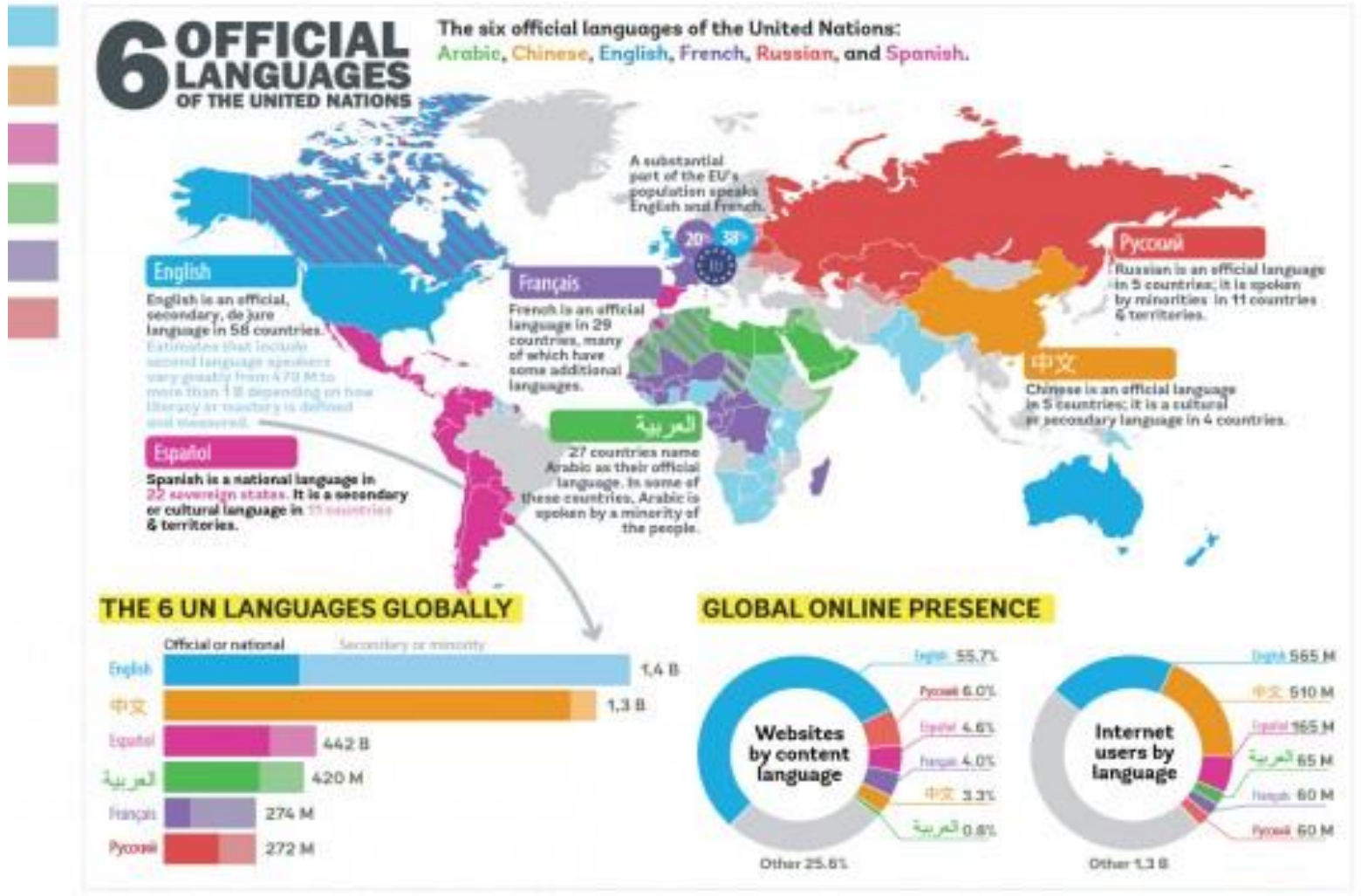
Moscow hotel room door:

“If this is your first visit to Russia,  
you are welcome to it”.





# Top languages







An aerial photograph of a city, likely San Francisco, showing a dense urban landscape with numerous buildings and streets. The image is faded and serves as a background for the text.

# Marketing

# General Marketing Strategy

Marketing



# International Marketing Strategy

## Marketing

- Segmentation Analysis
- Collaborations/Partners/Joint Ventures
- Motivational Analysis
- Pricing/Promotional Strategies
- Product/Service Strategy
- Local/Regional Marketing Plans
- Government/Local Governments





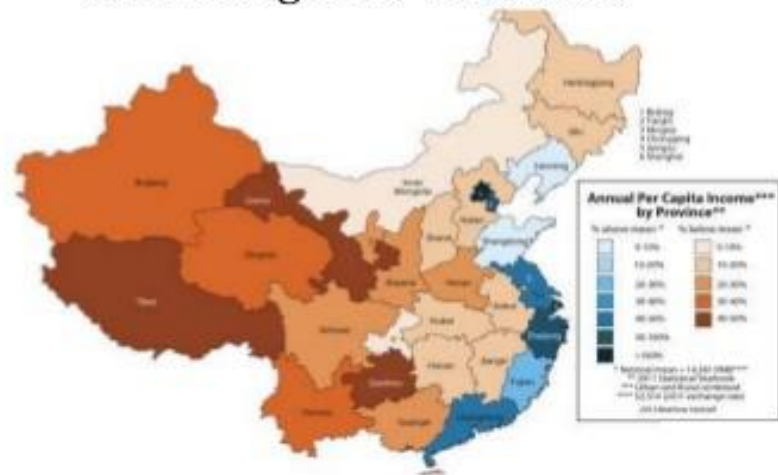
# What are your reasons?

- If you build a translated/localized exam would they come?
  - Why?
- What are the barriers?

TABLE 1  
The 32 Motivational Factors in Consuming Wine

- |                                  |  |
|----------------------------------|--|
| 1. I liked the taste             | 17. To be friendly                     |
| 2. To relax                      | 18. I wanted something easy to serve   |
| 3. I wanted a refreshing drink   | 19. To celebrate something             |
| 4. As a treat for myself         | 20. To be socially acceptable          |
| 5. To enhance the taste of food  | 21. I wanted a low alcohol drink       |
| 6. I enjoyed choosing the wine   | 22. I wanted something less filling    |
| 7. I wanted a mild tasting drink | 23. I wanted a hearty drink            |
| 8. I wanted a familiar type      | 24. I wanted a natural drink           |
| 9. To enjoy the aroma/bouquet    | 25. I wanted something low in calories |
| 10. I was in no hurry            | 26. To be romantic                     |
| 11. To feel good                 | 27. To be distinctive                  |
| 12. I wanted something light     | 28. To help me sleep                   |
| 13. Something special to share   | 29. To be stylish                      |
| 14. To be sociable               | 30. To watch my weight                 |
| 15. To satisfy a thirst          | 31. I felt depressed                   |
| 16. To have fun                  | 32. I felt lonely                      |

## China: Regional Variations



Unsurprisingly wealth and disposable income levels are higher in the more developed western and coastal areas of China









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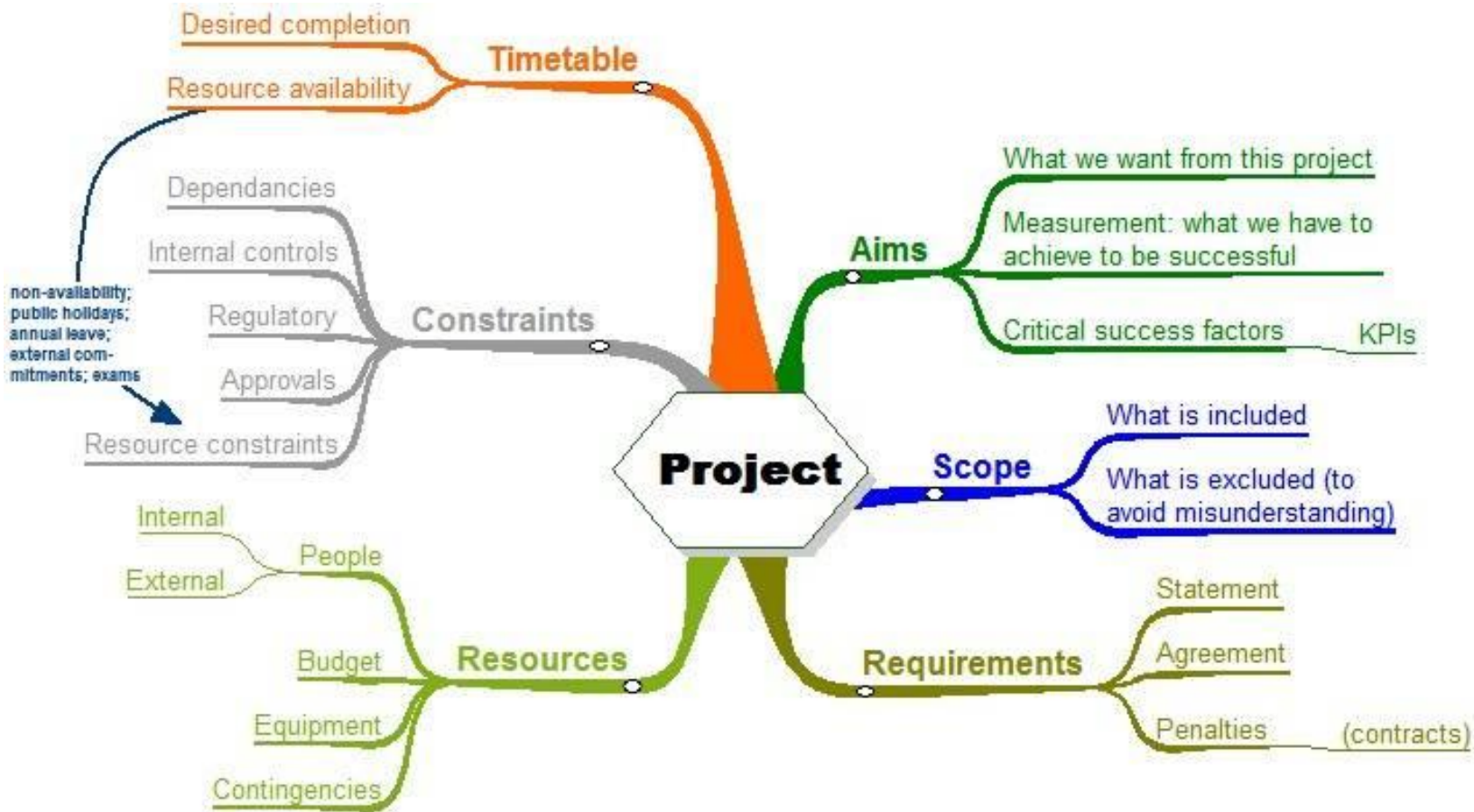
# Implementation

# Implementation Considerations

- Project Plan
- Technology
- Test Security Policy
- Test Site and Proctoring Policies
- International Accreditation
- Customer Service Plan
- Technology Supports
- Payment Systems
- Staff
- Accommodations
- Exam Program Materials
- Translation and Adaptation

# Project Plan

## Implementation





# Technology Platform

## Implementation





# Test Security Practices

## Implementation



FEEL UNLOVED ? GO TO [FUNNYFANATICS.COM](http://FUNNYFANATICS.COM)

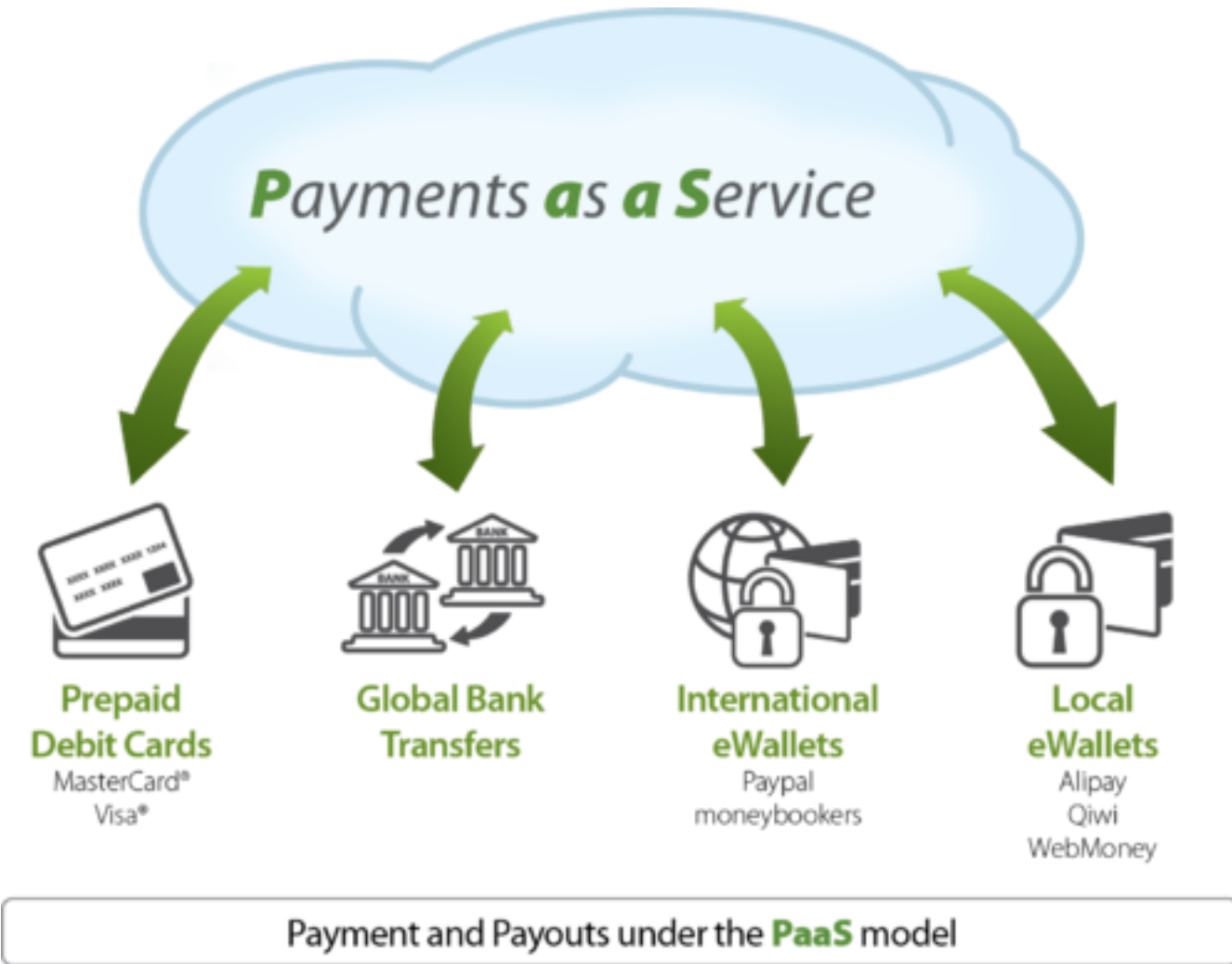
# Proctoring and Test Venue Practices

Implementation





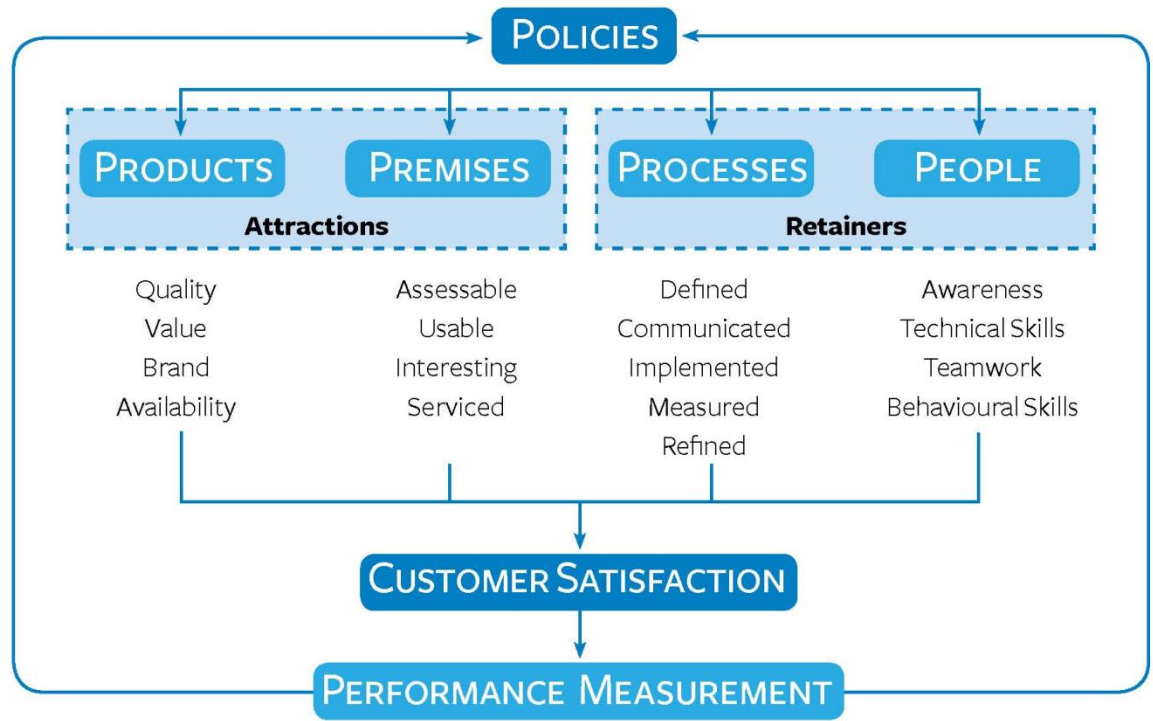




# Customer Service

Implementation

## CUSTOMER SERVICE > THE INTERNATIONAL CUSTOMER SERVICE STANDARD (TICSS)

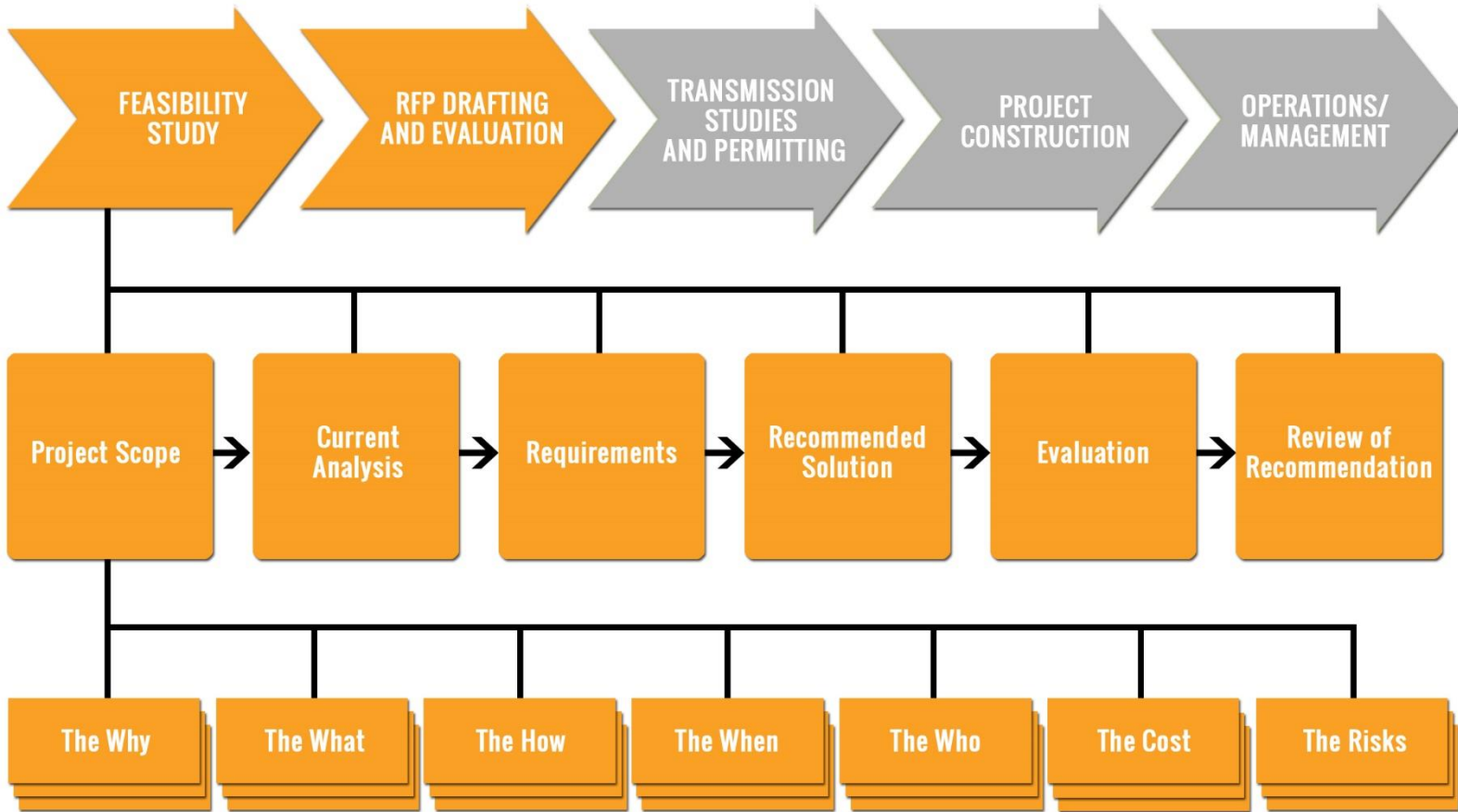


# Internal Staff Capability





# Vendors to Select



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# Accommodate Candidates

## Implementation



# Translation processes

- **Glossary**
- **Localization and adaptation**
- Forward translation
- Back translation
- Quality checking
- SME review
- Finalization



# Sample Translation Issues

- Currency
- References to UK organizations
- Financial systems
- Taxes
- Company names
- Capitalization and bolding



# Translation processes

- Glossary
- Localization and adaptation
- **Forward translation**
- **Back translation**
- Quality checking
- SME review
- Finalization

# Back translation

- Seen in a maternity ward in Pumwani, Kenya:  
**“No children allowed”**
- In a hospital in Barcelona:  
**“Visitors two to a bed and half an hour only”**
- Advert for a Tokyo hotel:  
**“Our staffs are always here waiting for you to patronize them”**



# Translation processes

- Glossary
- Localization and adaptation
- Forward translation
- Back translation
- **Quality checking**
- **SME review**
- Finalization

Implementation



# The lighter side

Seen at a laundry in Rome:

“Ladies, leave your clothes here and spend the afternoon having a good time.”



# Other materials for translation

## Implementation



### Materials

- Candidate Handbook
- Website
- Policies
- Forms
- Glossary



# Implementation

# Develop A Technical Support Plan

## Implementation



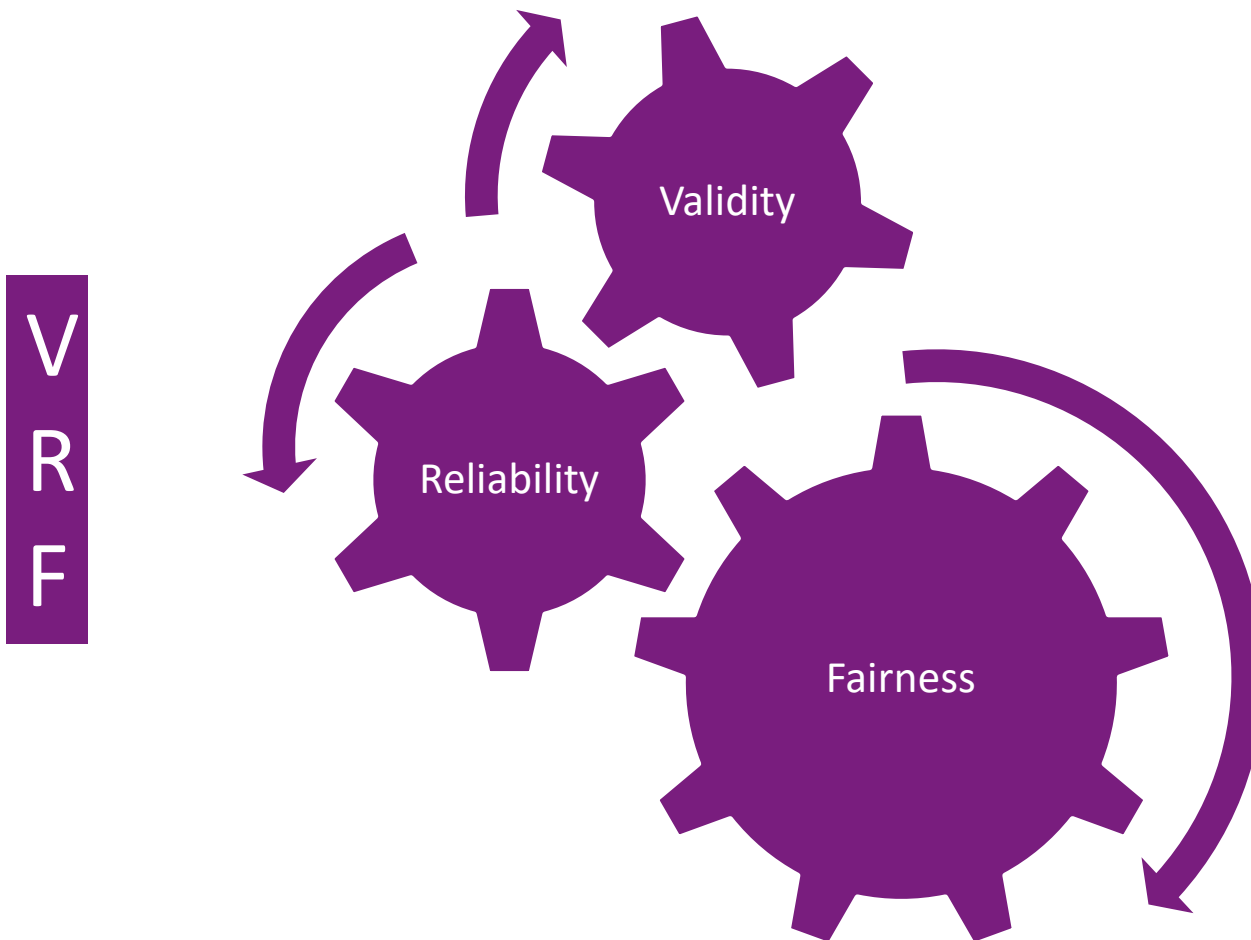
An aerial photograph of a city, likely San Francisco, showing a dense urban landscape with numerous buildings and streets. In the background, there are rolling hills under a clear sky. The image is slightly faded to serve as a background for the text.

# **Psychometrics**



# Psychometric Goals

Psychometrics



# VRF Score: AERE's Global Evaluation Score

0=Many Threats

50=Some Threats

100=Minimal to No Threats



**VRF** score is a global score developed by AERE that allows clients to quickly interpret threats to validity, reliability, and fairness of their organization's assessment program across various activities based on common and best practices and testing and measurement standards.

# Psychometric Considerations

- Is the score comparability the goal?
- Validity across the life span of the assessment involves
  - The 3 Cs of Validity:
    - Content
    - Criterion (Predictive)
    - Construct
  - And the 3 Ds of Test Development:
    - All steps of the development process must be documented, deliberate, and defensible



### ■ Test Development

- Job Analysis
- Translate/Adapt/Localize items
  - Verify item is aligned with identified KSAs and their weightings on the exam blueprint

### ■ Identify SMEs

- Representative of target population
- Develop customized training
- De-center as needed (not US-centric)

# Other Considerations

## ■ Passing score study

- Is there a difference to pass rates?

## ■ DIF analyses

- Do groups perform equivalently after matching on ability? What is the matching criterion?

## ■ Drift analyses

- Are item statistics similar between source and target populations?

# Construct Equivalence

- Do the same constructs exist in the target population?
- Is the job description the same in the target population?
  - Same requirements? Same/Equivalent expectations?
  - Same predictive value?



- Cultural views may impact risk to test security
- Importance of clear, concise, communications
  - What constitutes “cheating”?
  - What constitutes a reasonable or appropriate consequence?
  - Candidate agreements may have to be adjusted based on various laws

# Three-pronged Approach

### ■ Before the test is administered

- Candidate messaging, item types, test design (windows vs. continuous, CBT vs. PBT, pre-equating vs. post-equating, item exposure caps, item overlap rules, field test policies), copyright protection, non-disclosure forms, legal support

### ■ During the test session

- ID requirements, proctoring; test environment (privacy screens for monitors, seating charts, test center resources (individual white boards, markers, scratch paper, pencils, calculators), lockers for personal items); timed/observed breaks; real-time analyses

### ■ After the administration and On-going Activities

- Data forensics
- Web patrol, monitor chat rooms and prep companies
- Secret shopping

And finally.....

- Planning and preparation
- Stakeholder participation
- Allow enough time
- Strategic partnerships
- Technical matters
- Psychometric matters



# Questions



"After careful consideration of all 437 charts, graphs, and metrics, I've decided to throw up my hands, hit the liquor store, and get snockered. Who's with me?!"