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Subject: [SP] New Issue Published

Readers:

We are pleased to announce that a special issue of Survey Practice is now available online at:
<http://www.surveypractice.org>.

This issue is dedicated to cross-cultural and multilingual research and is edited by Mandy Sha. The articles highlight current issues and practical guidance on questionnaire pretesting, research participation among racial and ethnic minorities, and non-English language Web survey design and testing. The authors are part of the [Cross-cultural and Multilingual Research Affinity Group](#) and represent various organizations, sectors, tenure in the profession, and demographics of AAPOR membership.

Hyunjoo Park and Patricia Goerman lead off the issue by exploring the effects of providing a pre-interview practice to cognitive interview respondents. Using Asian language cognitive interviews, they find that a short, yet comprehensive practice may have helped respondents better understand the purpose of the interview and feel more comfortable with cognitive interview think aloud, probing, and answering processes.

Mikelyn Meyers, Yazmín A. G. Trejo, and Lucia Lykke compare the performance of vignettes across pretesting methodologies in cognitive interviews and focus groups in seven languages: English, Spanish, Chinese, Korean, Vietnamese, Russian, and Arabic. They find that administering the vignette in cognitive interviews was more effective than in focus groups for uncovering difficulties respondents had with the survey question.

Maichou Lor and colleagues from the University of Wisconsin-Madison examine whether providing a rationale for asking demographic questions (gender, income, age, and race) prior to asking them would minimize nonresponse to those questions among racial and ethnic minority respondents. Their findings indicate that tailoring a meaningful explanation may improve these respondents' motivation to respond to demographic items.

Mandy Sha, Georgina McAvinchey, Rosanna Quiroz, and Jennifer Moncada provide a synthesis of successful techniques to recruit Hispanic and Latino research participants who speak limited English. The strategies center on rapport-building, personalizing the benefits of participation, and using easy-to-understand Spanish. They also describe a profile of the successful recruiter that can be used by researchers to select recruiters and also inform their training.

Using results from usability testing, the final two articles discuss the implications of designing and testing Web surveys in Spanish and Chinese for the US population. Yazmín A. G. Trejo and Alisú Schoua-Glusberg find that among Spanish-dominant Hispanics, access to an electronic device (e.g. computers, smartphones, tablets) did not necessarily indicate full familiarity with the devices or with responding to mobile Web surveys. Lin Wang and his coauthors show that programming survey fills based on the English language convention and translating navigational texts without looking at their placement in the survey would result in a Web survey in Chinese characters but not in the Chinese language, and therefore not culturally fit. They provide specific recommendations to improve usability and comprehension.

Thanks for the continuing interest in our work, Ashley Amaya aamaya@rti.org

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