

Sustainable Organic Market Development with International Trade (SOMDwIT)

Survey instrument in five local languages (WP3)

Deliverable 3.3.

Susanne Pedersen*

Jessica Aschemann-Witzel & John Thøgersen

MAPP Centre, Department of Management, Aarhus BSS, Aarhus University,
Bartholins Allé 10, 8000 Aarhus C, Denmark

*Corresponding author: Susanne Pedersen, suspe@mgmt.au.dk

February, 2017

The SOMDwIT project is part of the Organic RDD 2.2 programme, which is coordinated by ICROFS (International Centre for Research in Organic Food Systems). The project is funded by the Green Development and Demonstration Programme under the Danish Ministry for the Environment and Food.

The project runs from 1-1-2016 to 31-12-2017.

Project homepage: www.icrofs.dk/forskning/dansk-forskning/organic-rdd-22/somdwit/

Introduction

The purpose of the WP3 is to investigate Denmark's *country equity* in the context of organic food at selected markets by means of a survey and a choice experiment. The argumentation for the development of the survey instrument is provided in Deliverable 3.2, and Deliverable 3.3 will explain the translation process from English to Danish, German, French, Thai and Chinese.

Method

The survey instrument including the choice experiment will be conducted as an online survey with a representative sample of about 1000 adult respondents (18-65 years) in Denmark, Germany, France, Thailand and China. After finalising a master survey in English with detailed information about coding of the survey, the translation process started with finding skilled translators, who could translate from English to one of the local languages. However, for the French version, we needed to hire a professional translator agency in order to ensure quality translations.

After the initial translation from English to the local language, another skilled translator was asked to back-translate from the local language to English. The match between the English master survey and back-translations from each country was checked by the first author, who systematically commented on all aspects of the survey that varied from the original master. Then the translations were checked again by the local translators, and it was discussed whether specific words or formulations should be changed in the specific country. After setting up the surveys in the market research agency's template, the surveys were checked again for each country before starting pre-tests. The survey instrument will be uploaded to Organic Eprints in all five local languages, when the data collection has finished.