



## MAPOR 2016 Webinar Series

### **Pretesting Multilingual Questionnaires: Achieving Quality Outcomes Using Qualitative Methods**

with an introduction from MAPOR Fellow Paul J. Lavrakas on why high quality qualitative research is important for all MAPOR members, including student members



Co-Instructors:

- [Mandy Sha](#), senior survey methodologist at RTI International and co-chair of AAPOR cross-cultural and multilingual research affinity group
- [Margaret Roller](#), lead author of *Applied Qualitative Research Design: A Total Quality Framework Approach* (Guilford Press, 2015)

This Webinar will focus on the use of quality criteria to maximize the credibility, analyzability, transparency, and ultimate usefulness of qualitative research. Specifically, we discuss the application of the Total Quality Framework (TQF) to multilingual questionnaire pretesting, which is often based on qualitative data from cognitive interviewing, usability testing, focus groups, translation, and expert review. The Webinar is of interest to survey and public opinion researchers who would like to improve questionnaire design and evaluation in multiple languages, comply with AAPOR's transparency initiative disclosure elements, and better manage quality on small or large qualitative research studies even when they do not speak multiple languages.

**October 12, 2016**

**Noon – 1:00 P.M. Central Time**

Register online at <http://www.mapor.org/WebinarRegistration.html>

**Admission:**

**\$10 for students; \$40 for non-student MAPOR members; \$50 for non-members**

Recordings of the webinar will be available for those who cannot attend the event live. If interested, please register and you will receive a link to the recording after the event.