

## A Study of Equivalence of Expressions from Response Scales Used in Cross-National Survey Research ( 2 )

### **ABSTRACT**

The purpose of this paper is to review the MINTS project (Research into Methodology of Intercultural Surveys) which was carried out as a comparative and collaborative research of ZUMA (Zentrum für Umfragen, Methoden und Analysen, Mannheim, Germany) and NORC (the National Opinion Research Center, University of Chicago, USA). This paper deals with the findings of experimental pilot studies conducted in the USA and Germany in 1995. This paper is based upon a literature survey in Peter Ph. Mohler, Tom W. Smith and Janet A. Harkness, Respondents' Ratings of Expressions from Response Scales: A two-country, two-language investigation on equivalence and translation, in: *NACHRICHTEN*, Spezial, No. 3, ZUMA, 1998.

The major tasks in the experimental pilot studies had respondents rate expressions of agreement on a 0 to 20-point scale. The rating experiments showed in general a high correspondence between the a priori pairings of expressions by researchers in the USA and Germany. Most means of rating are close and not statistically different from one another. Despite this high correspondence, there are some important differences in the mean values of rating. For example, the simple base terms such as agree-disagree are rated more extremely by German respondents than the English counterparts are by American respondents. The findings are based upon respondents' reactions to expressions removed from the response scale context. It remains to be seen to what extent these carry over to a response scale context.

**Key Word:** cross-national survey research, response scale, equivalence