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eBook

Cultural Cues for Market Research in Five Major Language Markets

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Cultural Cues for Market Research in Five Major Language Markets

Tips for successfully localizing your surveys targeting Brazil, Japan, China, France, and Germany

This eBook assembles five articles on cultural issues to consider when creating market research surveys and other content targeting these cultures. Collectively, these five markets represent a significant economic impact on global business, yet each retains its cultural touchpoints. Each of these cultures has a unique way of interacting with the world, including acceptable and unacceptable social conduct. Understanding these cultural cues can go a long way in improving acceptance and effectiveness of your surveys.

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Brazil

Official Name:	Federative Republic of Brazil
Capital:	Brasília
Population:	200.4 million
Official Language:	Brazilian Portuguese
Currency:	Brazilian real
GDP:	2.246 trillion USD
Area:	8,514,215 sq. km. (3,287,357 sq. mi.)

Brazil—the world's eighth largest economy—is a rich and diverse country where the demand for market research is high.

That's why we've compiled a few interesting facts about the market research landscape in Brazil, a few aspects of the culture, and some tips for translations so that you and your team can get the most out of the time and money you invest in your research project.

Why Online Surveys Work Best in Urban Areas

It won't be as easy to conduct market research in Brazil as in many other western countries where there's higher Internet penetration. In 2015, only 49.8% of the Brazilian population had access to the Internet. These demographics are largely concentrated in more urban and more developed areas such as Sao Paulo, Rio de Janeiro, Pernambuco, Bahia, Ceará, Minas Gerais, Paraná, Rio Grande do Sul, and Distrito Federal (Brasília), where there is more of an infrastructure in place for internet access than in rural areas.

If your studies are limited to cities and regions such as these, you shouldn't have any trouble gathering the data you're after. According to one source, 90% of Brazilian internet users accessed the web from their homes, 60% of whom considered their homes their primary location for browsing. In other words, there's large potential for conducting online surveys. You'll just have to do a little more digging to determine which regions are more connected to the web.

Mobile Internet Access in Brazil: Conducting Mobile Market Research

Everyone in the market research industry knows by now that mobile surveys are pretty mainstream, and that there are now more people who access the internet through their mobile phones than their desktop computers. Things aren't much different in Brazil—at least among those who do have access to the Internet. According to a report from the IBGE, the Brazilian Institute of Geography and Statistics, 80.4% of people with access to the Internet accessed it with their mobile devices through their home networks, as opposed to 76.6% who primarily accessed the Internet through desktop computers.

But whether you use online or mobile surveys to conduct your research, you'll want to have them localized for your Brazilian-Portuguese speaking respondents. By following best practices for mobile survey localization, you'll go a long way in ensuring you save both time and money while conducting research in a market that's already very expensive to begin with.

Why You Should Know The Language Commonly Used in Your Target Locale

It's pretty common for us to hear from prospective clients that they'd like us to translate their documents into "international" or "neutral" Spanish or French. But there isn't such thing as an "international" form of a language. The same goes for Portuguese. Generally speaking, there are two primary varieties of Portuguese (European and Brazilian), with various dialects in between. When a client asks us to translate their surveys into "international" or "neutral" Portuguese—a request that often arises from that assumption that if a survey is translated for one region, it can be used for another—we usually have to explain that European Portuguese wouldn't be appropriate for the Brazilian market and vice versa (even though Brazilian Portugese is the Official tongue of both countries now).

Because of its colonial history, Brazilian Portuguese varies from European Portuguese not only in terms of pronunciation, but also in vocabulary. Over the centuries, Brazilian Portuguese developed into a language that incorporated words used by the slaves who were brought over from Africa, words deriving from French and Italian, and words coming from indigenous languages such as Tupí and Guaraní. Over time, Brazilian Portuguese began to take on its own unique markers that differentiated it from European Portuguese.

The chart below highlights just a few of the differences:

English	Brazilian Portuguese	European Portuguese
File Bus Suit Ice Cream	Arquivo Ônibus Terno	Ficheiro Autocarro Fato Gelado
Card Software Screen Train	Sorvete Placa Software Tela	Cartão Logicial Écran, ecrã
Refrigerator	Trem Geladeira	Comboio Frigorífico

Interacting with Brazilian Respondents

Brazilians are very friendly and have a natural willingness to be helpful, according to Juliana Mendonça, a Language Intelligence translator with many years of experience translating market research surveys. This natural willingness to be helpful may help you acquire a lot of interesting and reliable data, but there are a few things you'll want to keep in mind before going into interviews or when designing your surveys.

According to Juliana, "due to the fear of being cheated or ripped off, and due to the great volume of all types of crimes, they might be very suspicious of someone's intentions. It is important to establish a rapport either in person or through a person or institution they trust in order to proceed with a survey. This attitude might also lead to bogus answers on surveys. So, people might think they're answering or willing to answer, but the answers might not represent reality depending on the circumstances."

That aside, there are a number of sensitive issues you may want to be careful in addressing. The people of Brazil are currently very divided due to many years of political corruption, so any references to political parties or political preferences could be damaging to your company or study. It is also a country with many social problems, such as crime, violence, poverty, and a lack of education and access to health services.

Understanding your target respondents can help you craft questions that are appropriate, resulting in better and more reliable data. With the help of your local team in country—as well as your language services provider and professional translators—you'll be able to understand your target respondents better right from the beginning. This will save you time and money in the long run and will help you develop actionable insights that your clients will come to value.

Japan

Official Name:	Nippon-koku (日本国), "Japan"
Capital:	Tokyo
Population:	127.3 million
Official Language:	Japanese
Currency:	Yen (¥)
GDP:	4.73 trillion USD
Area:	377,864 sq. km. (145,902 sq. mi.)

With a GDP of 4.73 trillion US dollars, Japan is the third largest economy in the world, and thereby a top destination for companies and market researchers

But Japanese is one of the most expensive languages to translate into, and market researchers always wind up running into issues that lead to large delays and extra costs, especially when it comes to In-Country Review (ICR) of translated surveys.

There are a number of things you should consider as you create your surveys for Japanese demographics so that once it's time to translate your surveys, you'll be able to avoid some of the most common issues that arise. There are also a few things you'll want to consider when conducting qualitative research.

Etiquette and Attitudes

Overall, the Japanese are very group-oriented people. They don't place the same importance on individualism like people from western countries. Because the Japanese think of the group as a whole, politeness is a virtue that's very integral to their lives and interactions with others. Whereas Americans tend to be more direct and blunt, the Japanese tend to be a little more subtle in how they express themselves. That's why in order to get accurate data, it's effective to slightly shift the tone of some of your questions to get the results you're looking for.

For example, during the survey screening process, a common message that pops up in American surveys when eliminating respondents is, "we find you are not qualified for our survey." By contrast, if you take a look at surveys that were created in Japan by Japanese market research companies, you'll see messages like, "You have answered all the questions. Thank you for your cooperation," or something similarly polite that doesn't communicate that they were "eliminated."

Privacy and Data Security

Back in the early 2000s there was a major data breach in Softbank Corp.'s Yahoo! BB high-speed Internet service through which the personal information of 4.52 million users was stolen (doesn't sound much different from the 1 billion Yahoo! accounts that were recently hacked). These kinds of hacks and data breaches have made many Japanese leery about giving out personal information for fear of having it stolen.

According to Yasuko Hattori, a Japanese linguist with 20+ years of experience both translating and taking surveys, respondents may provide false answers to personal answers like household income, marital status, or education level, for example. Hattori, however, winds up bouncing from a survey if she begins to notice questions addressing personal information like that, even if she's already halfway through the survey.

Duration of Interviews and Surveys

The Japanese are very hard-working, industrious people. Because of the demands of their jobs, the long hours they spend at work, and because many of them have long commutes, the Japanese are especially prone to respondent fatigue once they get back home and sit down to take your survey.

You may have a lot of questions you want to ask your target demographics, but generally speaking, if your surveys take more than 20 to 30 minutes, your respondents could get worn out and either a) not complete the survey, or b) answer your questions at random, which could lead to skewed data.

Translating into Japanese

One of the reasons translation into Japanese is so expensive is because there's a lot of variation in terms of spelling. There are three different alphabets, for example—hiragana, katakana, and kanji—and the way different generations use these in Japan can vary significantly. In short, Japanese is a highly subjective, nuanced, and complex language, making it difficult to translate many terms and concepts from other languages with a direct equivalent. Just take a look at the term "translation." In English this word has one of two meanings: either the process of translating meaning from one language to another or the actual output of that translation process. But in Japanese, there isn't a direct equivalent for "translation."

There are a number of different terms, depending on the context: "If the translation we are discussing is complete, we might call it a 全訳 zen'yaku or a 完訳 kan'yaku . . . A first translation is a 初訳 shoyaku. A retranslation is a 改訳 kaiyaku, and the new translation is a 新訳 shin'yaku that replaces the old translation, or 旧訳kyū yaku. A translation of a translation is a 重訳jū yaku. A standard translation that seems unlikely to be replaced is a 定訳 teiyaku; equally unlikely to be replaced is a 名訳 meiyaku, or "celebrated translation."' (Words Without Borders) And that's only a small sample of the different terms there are for "translation." The list goes on. The key takeaway from this, though, is that Japanese is a very subjective language with a great deal of variation in the meanings of words, depending on the specific contexts. This means you'll want to work with qualified and expert linguists who know how to tackle some of these more nuanced challenges.

In-Country Review and Validation

ICR—also known as "In-Country Review," or the process during which an end client in the target country reviews the translation—is one of the biggest roadblocks you'll have to overcome before your survey goes to field. Even with other languages, ICR can be problematic, because, without clear communication of expectations, it can cast doubt on the quality of the translation, when in reality the "errors" your end client points out may be nothing but "preferential" changes that could have been communicated beforehand. But "preferential" changes aren't necessarily errors at all.

They're subjective preferences. Japanese runs an even greater risk of running into preferential changes, because, as mentioned above, the language is highly subjective, with multiple variations for individual single concepts or words.

If you create a glossary together with your end client that clearly outlines any company-specific terms, the professional linguists you hire to translate your surveys will be able to incorporate the appropriate terms into their workflow. This will significantly reduce the obstacles associated with the ICR process, allowing you to take your survey to field sooner and with the knowledge that the quality of your survey will help you gain actionable insights.

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China

Official Name:	People's Republic of China (中华人民共和国)
Capital:	Beijing
Population:	1.38 million
Official Language:	Standard Mandarin
Currency:	Renminbi, 人民币 (¥)
GDP:	11 trillion USD
Area:	9,596,960 sq. km. (3,705,410 sq. mi.)

China, which ranks second globally in GDP after the United States, is one of the largest and most populous countries in the world.

From various dialects to different local customs, there are a number of challenges market researchers will face if conducting Chinese MR surveys. In this post we've compiled a few aspects of the Chinese language and culture that you'll want to consider when preparing your market research studies so that you can get accurate data cost-effectively and on time.

Establishing contact and getting quality data with the help of a little Guanxi

Social capital is an important part of all cultures and societies. How that social capital is structured and used, however, differs from culture to culture. Guanxi—a concept rooted in the teachings of Confucius—is the form of social capital the Chinese rely on. Not only is it the basis for a lot of the business conducted in China but it also plays a fundamental role in daily Chinese life. If you're conducting market research in China, establishing guanxi will be critical for a number of reasons. A paper from Simon Fraser University on the importance of guanxi in market research revealed the following:

- "Recruiting is a major challenge for B2B research in China;
- Guanxi is used to recruit participants;
- Information sharing through guanxi networks can provide more reliable data; and,
- Guanxi is often established during the research process of one project and developed over time for potential future research needs."

But what is guanxi more specifically?

In essence, guanxi is a "network of contacts, which an individual can call upon when something needs to be done, and through which he or she can exert influence on behalf of another." While in the West we use business contracts, nondisclosure agreements, and the like to conduct business, in China one's gaunxi is used as a means of holding others accountable and strengthening partnerships.

"Trust and credibility (xinyong) are . . . critical components and 'face' (mianzi), one's public image, is necessary to develop trust and credibility. Guanxi, in turn, may be developed as a result of one having face in his/her community." Without guanxi, it may be difficult for you to find the appropriate respondents for your particular studies because they may not trust you enough to share their insights.

And even if you've found what you think are the right respondents, if there isn't some trace of guanxi between you and your respondents, the answers you get back won't necessarily be reliable or provide a full picture. That's why the right respondents may in fact be the ones with whom you share mutual contacts, be it friends, family, business associates, or even participants of previous research projects.

"This process differs from that in western markets like the UK or the US where recruiting through friends and personal networks is considered unethical and raises concerns about the integrity of the data," writes Patricia E. Heywood, author of the paper from SFU.

You should take the nuances of Chinese Market Research translation seriously

As a market researcher, you put a lot of time and effort into crafting your questions so that they capture certain nuances and elicit certain responses. Expressing subtle shades of meaning through the words you choose will be different in English than in Chinese. So what happens when you have your well-thought-out survey questions translated into a language like Chinese? You run the risk of getting back skewed data.

Well, that is, if you don't hire professional translators who understand the nuances you're trying to convey in your questions and who know how to culturally adjust them for your target respondents. In ancient Chinese, words and phrases were usually represented by single characters. But gradually, as new concepts were introduced into society, single-character words were combined to create two-character words with more subtle and specific meanings.

Ting Chi, Localization Engineer at Language Intelligence and a native of Beijing, remembers an instance where a translator had translated the word "audit" in a way that she didn't think was appropriate for the context, although the word was technically correct: "He used the word 审计, but for me, that Chinese word is most commonly used for auditing financial documents. Maybe because 审 means 'examine' and 计 means 'calculate.'"

If the content being translated isn't about financial documents, however, there are a couple of different options that can be used, each with subtly different focuses: 审核 – examine and verify 审查 – examine and inspect 核查 – check 核计 – assess/calculate What this means is that if you want to get accurate and reliable responses, then you'll want to make sure that the translators you hire are linguistically skilled enough to understand the nuances of the questions you intend on giving to your respondents.

Why you need to speak the local dialect

Mutual contacts, however, aren't the only means of establishing guanxi. Coming from the same town or region or speaking the same dialect can go a long way. But if you're a market researcher from the United States, establishing guanxi through geography or dialect won't be easy. That's why you'll want to find a local partner or use an interpreting service that can establish guanxi through the use of the local dialect in your focus groups and face-to-face interviews. When you communicate to people on their terms, they'll be more willing to open up to you. To many, dialect represents home and familiarity. And establishing a sense of familiarity allows people to relax and give you the kind of insights you're looking for. In a country as large as China, this couldn't be truer.

Because of China's size and rich history, it's natural that a variety of dialects would have emerged over the centuries. If you just take a look at what's spoken in China today, you'll see there are a total of ten dialect groups, each containing numerous other dialects. Mandarin, which is the most predominantly spoken form of Chinese, contains eight smaller dialect groups, which are further broken up into anywhere from three to ten individual dialects. In short, there are more than 200 individual dialects across the country. So you'll want to figure out ahead of time which dialects your target respondents speak so that you can plan ahead. On the other hand, if you translate your online surveys, then you'll want to make sure your translation partner understands the linguistic differences between China's various regions so that they can be adapted accordingly.

A sampling of the larger dialect groups by population:

- Mandarin (836 million)
- Jin (45 million)
- Wu (77 million)
- Hui (3.2 million)
- Gan (31 million
- Xiang (36 million)
- Min (60 million)
- Hakka (34 million)
- Yue (71 million)
- Ping (2 million)

Skewed data through acquiescence bias (?)

There are two things that could skew your data: deference and acquiescence bias. The Chinese are generally very polite and tend to defer to socially accepted norms and opinions instead of expressing how they actually feel about a given topic. This is at least the case in most face-to-face interviews, phone interviews, and focus groups, all three of which may not produce the same sense of anonymity that online surveys do.

And in a culture where socially accepted norms tend to take precedence over individualism, any sense that their responses could be made known to others could lead respondents to provide false answers. Aside from deference to social norms, there is also a high degree of acquiescence bias. Respondents tend to give positive answers. And in the case of yes-or-no questions, respondents are more likely to respond with a “yes.”

This tendency to respond with affirmatives is largely rooted in Confucianism, which, as this blog post tried to point out, is an important part of Chinese culture. By remaining aware of this, you’ll more accurately be able to make sense of the data you get back. But by taking advantage of the insights from your language services provider and your local partners who have established guanxi with your survey respondents, you’ll go far in avoiding skewed data.

France

Official Name:	French Republic
Capital:	Paris
Population:	64.6 million
Official Language:	French
Currency:	Euro (€)
GDP:	2.5 trillion USD
Area:	643,801 sq. km. (248,573 sq. mi.)

France is the fourth largest research market after Germany, the UK, and the USA.

Known for its rich culture and history, France is a top tourist destination. If you're a market researcher whose end clients want to expand into the French market, there are some things you'll need to consider when designing French market research surveys, such as privacy laws, topics the French are sensitive about, and the pride the French have in their language. By keeping the following things in mind, you'll be off to a good start when conducting research in France and ensure that you get quality and reliable data from your French respondents.

Money, a Touchy Subject

Most demographic screeners include questions about income levels, and some surveys even have questions that dig a little deeper into the subject. But if you're designing a survey for French respondents, you may want to consider the fact that talking about money in France is more taboo than talking about sex. Why is this? In part it's because of the historical influence of poverty, Catholicism, and Marxism on French society. Although the modern French constitution codifies it as a secular nation, the remnants of a society that for centuries saw a large divide between the rich and the poor still resonate in the French worldview. As I recently wrote in my post on market research in Germany, you don't have to avoid questions about income altogether, but you'll want to make sure your questions are framed in such a way that they're culturally sensitive and appropriate for your target demographics. This is something your language service provider and local research team can help you account for.

Privacy

Privacy, just as in Germany, is very important in France. According to the results of the Biennial 2015 Barometer ACSEL-CDC regarding the French people's digital confidence, over 60% of the French are uncomfortable with online data collection and storage, 21% are reticent about sharing personal information online, and 74% refuse to use location services. 44% provide incorrect information, and 28% use aliases in an effort to protect their identity. There are two primary French laws regarding privacy: the Loi Informatique et Libertés, "French Data Protection Act" and the General Data Protection Regulation (GDPR), which is an EU law shared by all EU member states that will take effect in May 2018. By familiarizing yourself with such privacy laws, and reassuring your target respondents that their privacy will be protected, you'll ensure your respondents feel comfortable responding honestly to your questions.

Pride in the French Language

The French are particularly proud of their culture and language. If fact, the pride they have for their language was enshrined in law in the early '90s, when Jacques Toubon, then Minister of Culture, introduced a law mandating,

"the use of the French language in official government publications, in all advertisements, in all workplaces, in commercial contracts, in some other commercial communication contexts, in all government-financed schools, and some other contexts."

Of course, this law does not apply to market research, but it does highlight the importance of the French language. According to Marguerite Gregory, a translator and linguist who's worked with Language Intelligence for more than 15 years,

"Great care should be given to providing well-localized, native quality content that doesn't appear to be a translation, as well as content relevant to the market. Surveys that are poorly localized will reflect poorly on the brand, and respondents may be more reticent to answer them."

Translating Surveys in French

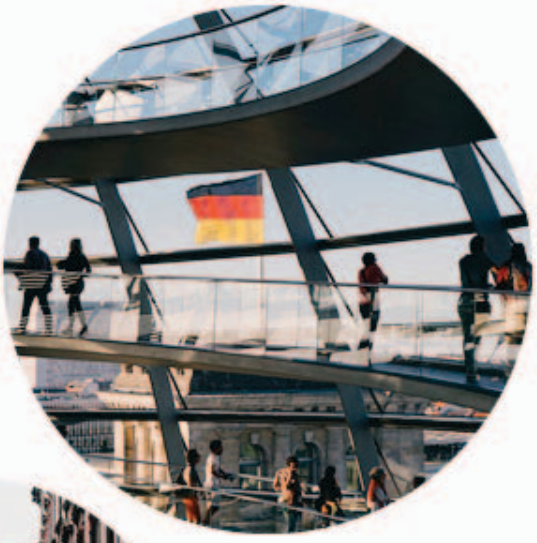
Translating surveys from English into French can prove challenging in a number of different ways. Text expansion, a common issue in translation, is something that could break the layout of your survey design. For example, you might have certain buttons, icons, or survey fields containing text. Because translation from English to French expands by an average of 20–30%, your sentences, questions, or phrases may trail off the edge after translation. Shorter sentences produce more succinct translations, meaning you'll spend less time fixing overflow issues. According to Marguerite, translators are also challenged by poorly or ambiguously written content.

They have to "'deconstruct' the English in order to reword the content properly in the target language, while making sure the main point or essence is accurately captured. Occasionally, if a sentence is overly ambiguous, the translator may have to ask the client for clarification. Both these situations could end up slowing down the translation process or causing delays due to back-and-forth communication.

As with translation into other languages, adapting a text for the target culture is often a necessary step for ensuring a high-quality translation. And if you don't have professional linguists working on your translations, cultural adaptation can be a difficult hurdle to overcome. And the more the language of the original survey is rooted in the original culture, the more adaptation—and therefore linguistic skill—will be necessary to get the results you're looking for. But with enough planning, you'll be able to save a lot of time and money and provide your end clients with the actionable insights on the French market that they're after.

Germany

Official Name:	Federal Republic of Germany
Capital:	Berlin
Population:	82.7 million
Official Language:	German
Currency:	Euro (€)
GDP:	4 trillion USD
Area:	357,376 sq. km. (137,983 sq. mi.)



Germany, in many ways, is Europe's economic powerhouse

From manufacturing to financial services, Germany is a leader in multiple industries. Not only is Germany the fourth largest economy in the world by nominal GDP, but it is also the largest national economy in Europe. If you're a market researcher whose end clients want to expand into the German market, there are some things you'll want to consider when designing your surveys, such as privacy laws, ethnicity, and translation. By following these best practices, you'll be off to a good start and ensure that you'll get quality and reliable data from your German research respondents.

Privacy

One of the biggest concerns in Germany surrounding market research is privacy. While the Bundesdatenschutzgesetz, "Federal Data Protection Act," has been in effect for decades, Germans are generally private for a number of other reasons. Their Nazi and East-German communist pasts, for example, during which the Gestapo and Stasi spied on its citizens and encouraged people to inform on their neighbors, helped shape this general attitude toward privacy. But that's only a piece of the puzzle. The more recent revelation that the NSA was spying in on Chancellor Angela Merkel's telephone conversations sparked huge controversy throughout Germany, and has led many Germans to become a little more leery about sharing information. It's especially important, if you want to get back reliable data, that you do two things: gain your respondents' trust and follow the Bundesdatenschutzgesetz, which states that:

"Persons employed in data processing shall not process or use personal data without authorization (confidentiality). On taking up their duties such persons, in so far as they work for private bodies, shall be required to have an undertaking to maintain such confidentiality . . ."

"The data subject's right to information (sections 19,34) and to correction, erasure or blocking (sections 20, 35) may not be excluded or restricted by a legal transaction."

The quoted section essentially establishes the illegality of respondents revoking their right to privacy. In other words, as a market researcher, you'll only be able to use and process the data you receive for the specific study you're working on.

Talking about Money In German Market Research Surveys

Another area where Germans are private is money. According to an article explaining why roughly 80% of all transactions in Germany are done in cash, "Germans like the anonymity of cash, in keeping with their general enthusiasm for tightly protecting privacy." Friederike Mast, a Language Intelligence associate based in Frankfurt, says that people in Germany generally dislike discussing money. "The higher the amount, the less likely someone will be willing to talk about it. It is, for example, quite rare that people openly share how much they make or how much they paid for a house or a car." That doesn't mean you can't ask questions about money or household income in your surveys. But the key is reassuring your respondents that their privacy won't be breached and that the information they provide you and your team remains anonymous.

Ethnicity

Germany is a very diverse country. In fact, it's the second most popular migration destination in the world, after the United States. This has been especially apparent over the past couple of years due to the crisis in Syria and the hundreds of thousands of people seeking refuge in Germany and other European countries. But migration in Germany has gone back decades. Back in the '60s and '70s the German government, in an attempt to redevelop its labor force, opened its borders to the Italians, Spaniards, Greeks, and Turkish to be Gastarbeiter, or "guest workers." This happened in part because much of the German labor force were either deceased from the war or in POW camps.

Many of these Gastarbeiter wound up staying. As Germany began to rebuild, increasing numbers of people immigrated to Germany, resulting in a vibrant melting pot of cultures and ethnicities. But as a market researcher you'll have to be careful: talking about ethnicity is considered by many to be taboo (a fact owing to Germany's past). Not only that, but it's prohibited by the federal government to classify people by ethnic or racial groups, so it's advised to leave questions like these out of your screeners and surveys entirely.

Translating Surveys into German

German is known for its complex and difficult-to-learn structure. It's a language that not only makes heavy use of the passive voice, but is also riddled with formality and different forms of address. There's a difference for example, when you say du, "you," and Sie, "you." One is informal and the other is formal. According to Friederike Mast: "This poses a particular problem when surveys are targeted to different audiences. I recently worked on a survey that both parents and their kids were supposed to answer.

The client did not want to reprogram the entire survey and therefore chose to use only the formal address, arguing that many children would go through the survey together with their parents. Still, addressing a kid with 'Sie' sounds very, very odd to the German ear. When surveys like these are translated, they are—for grammatical reasons—best phrased as two separate sentences.

One for parents, one for children. Inserts hardly ever work." The real key to translation is communicating and working with your language services provider so that you don't run into common translation pitfalls and so that you can prevent any unexpected delays.

These basic cultural cues offer you the ability to more closely align your survey creation processes with the countries you are targeting

Even a basic understanding of how the language you use or the way a query is phrased can make a big difference in the success and accuracy of your surveys. The benefits of an increased understanding of these basic human differences can mean:

- Increased response and completion rates
- More accurate answers
- Elimination of bias due to language used that might be acceptable in English

In addition, adopting a respectful tone for each culture sets a standard for your surveys which can offer a competitive advantage. On top of this, when your general understanding of another people increases, your ability to communicate with them also increases¬. Isn't that the goal of any Market Research?

Collectively, these five countries (plus Taiwan) contain populations totaling nearly 1.9 billion and they represent the five largest economies on the planet, after the US. We hope researchers find this information useful for optimizing your surveys for accuracy and cultural resonance. Watch our Market Research blog posts for additional language markets to come.

Contact us to learn how we can help you with your international research projects:

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