

**ERRORS IN TRANSLATED CONSUMER MARKET RESEARCH
QUESTIONNAIRES: CASE STUDY OF CONSUMER RESEARCH
QUESTIONNAIRES TRANSLATED FROM ENGLISH TO KISWAHILI**

WETINDI PATRICK OKWARO

**A DISSERTATION SUBMITTED IN FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER
OF ARTS TRANSLATION**

CENTER OF TRANSLATION AND INTERPRETATION

UNIVERSITY OF NAIROBI

NOVEMBER 2018

DECLARATION

This dissertation is my original work and has not been submitted for examination at the university of Nairobi or any other university

WETINDI PATRICK OKWARO

DATE

This dissertation has been submitted for the examination with our approval at the university supervisors.

DR. ALICE WACHIRA

DATE

MR. JOSEPHAT GITONGA

DATE

DEDICATION

To my extremely loving and caring parents; my mother Rosemary Okwaro and my father Josephat Okwaro

This is a product of your extraordinary sacrifice, a reward for your endless selflessness. The discipline and resilience that this work demanded are values that you instilled in me. May God give you long life and bless your souls abundantly.

To my grandfather, Alex Wakhungu

You are calmest of all the oldmen I know. I have always considered myself lucky to have such a wise and encouraging grandpa. Your legacy shall forever reign. May you have a long healthy life.

To my late grandmother, Margret Nyanje

Your love and relentless prayers did propell me to where I am. Thank you for teaching me how to treat everyone fairly. It is unfortunate you did not live to see the fruits of our labour, but you will always be in my heart. Those childhood stories will live with me forever. Rest in peace grandma.

ACKNOWLEDGMENT

I give utmost respect and gratitude to God for being with me throughout this course and for His love and mercy.

I would also like to acknowledge Professor Jayne Mutiga, Director of the Center for Translation and Interpretation, for giving me an opportunity at the center to pursue this course. Thank you, may God bless you abundantly.

To my lecturer and friend Mr. Gitonga, I really appreciate you alerting me on this opportunity. Thank you for your motivation and guidance throughout this course. Equally important, I would like to express my sincere gratitude to you and Dr. Alice for being awesome supervisors. May the almighty bless you both plus your families.

Of course, this would not have been possible without the massive knowledge acquired from my incredibly talented lectures; Mr. Warambo, Dr. Ngure, Mr. Karani and Dr. Otiso. To my 2016 classmates, you are amazing people. I would also like to acknowledge all the staff at the Center; Evans, Purity and Getrude. Thank you for making the Center another home.

To my lovely family, thank you for the support and for being patient with me. To Aunt Heldah, I am glad you advised me to temporarily ignore social pressures and stay focused on this course. God bless you all.

ABSTRACT

This study focuses on errors that are likely to occur in the processes of translating consumer market research questionnaires. They are mostly on syntax and lexicon. These are errors that can potentially block the transfer of intended meaning and as a result lead to inaccurate responses.

The research is informed by Skopos theory and it seeks to answer to two objectives which are: to identify error present in the existing translation of consumer market research questionnaires and too look for alternative translation for these mistranslations.

Data was collected through desktop research by looking at different questionnaires and their translations. Analysis was about checking if the translation conforms to the rules stipulated by Skopos theory and alternative translations to mistranslations provided. Finally, conclusions are made, and recommendations given. The findings will benefit translators of consumer market research questionnaires and other type of questionnaires.

TABLE OF CONTENTS

Table of Contents

DEDICATION.....	iii
ACKNOWLEDGMENT	iv
ABSTRACT	v
LIST OF TABLES.....	viii
CHAPTER ONE.....	1
INTRODUCTION	1
1.1 Background of the study.....	1
1.2 Statement of the problem	7
1.3 Objectives	9
1.4 The hypotheses.....	9
1.4.1 Language of translated consumer market research questionnaires into Kiswahili is often of high register which hinders easy understanding of questions.....	9
1.4.2 Consumer market research register shares linguistic characteristics with the business register	9
1.5 Scope and limitations	9
1.6 Theoretical framework	10
1.7 Literature review	13
1.8 Significance of the study.....	17
1.9 Research methodology.....	18
1.9.1 Data collection	18
1.9.2 Data analysis.....	19
CHAPTER TWO	20
TRANSLATION OF CONSUMER MARKET RESEARCH QUESTIONNAIRES	20
2.1 Introduction.....	20
2.2 Translating questionnaires.....	26
CHAPTER THREE	37
FINDINGS, DATA PRESENTATION AND ANALYSIS.....	37
3.1 Introduction.....	37
3.2 Findings	37
3.2.1 Product based sample questionnaire.....	38

3.2.2	Services based sample questionnaire	51
3.3	Data presentation and analysis.....	61
3.3.1	Error in transfer of meaning	62
3.3.2	Error in intratextual coherence.....	65
3.3.3	Error in applied lexicon	68
3.3.4	Translation of meaning	70
CHAPTER FOUR		72
CONCLUSION AND RECOMMENDATION.....		72
4.1	Introduction.....	72
4.2	Conclusion	72
4.3	Recommendation	75
BIBLIOGRAPHY.....		77
APPENDICES		80

LIST OF TABLES

Table 1: Exerpt from Sample questionnaire one – Alcoholic drinks	51
Table 2: Exerpt from Sample questionnaire one – Internet services	61
Table 3: Error in transfer of meaning.....	64
Table 4: Error in intratextual coherence.....	67
Table 4: Error in intratextual coherence.....	69
Table 5: Translation of meaning	70

CHAPTER ONE

INTRODUCTION

This chapter will focus on the following subheads: background of the study, the statement of the problem, objectives, the hypothesis, scope and limitation, theoretical framework, literature review, significance of the study and research methodology.

1.1 Background of the study

Dictionary.com defines research as a diligent and systematic inquiry or investigation into a subject in order to discover or revise facts, theories or applications. It is usually aimed at either generating new knowledge; reviewing existing knowledge; creating new procedures and systems; explaining new phenomenon; investigating an existing situation and problem; or providing a solution, suggestions and recommendation to a problem.

Broadly, there are two basic approaches to research, these are quantitative and qualitative research. Both types have different purposes and they are usually subdivided further based on the goal for which they are aimed at i.e. descriptive (includes surveys and content analysis), associational (causal comparative) and intervention (experimental). Descriptive research includes, among other fields, consumer market research – which I will dwell on in detail.

Entrepreneur.com defines consumer market research as, “The process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service. This research looks into the characteristics, spending habits, location and needs of your

business's target market; the industry as a whole, and the particular competitors you face.” This information is usually a very important component of business strategy hence the need for it to be accurate and thorough. Consumer market research was pioneered by Arthur Nielsen, the founding father of AC Nielsen 1923, as a statistical science. It has continued to help entrepreneurs in determining how feasible a business is and the possible return on investment before committing a dime on the venture by giving insight on existing and prospective clients, competition and the industry.

We are living in a world where consumers are evolving everyday (in terms of preference) due to massive influence – thanks to the internet; the world is now a global village. Therefore, businesses are always on their toes trying to keep up with the consumer’s pace and only the informed prosper by addressing consumer changing consumer needs it is survival for the fittest. It is survival for the fittest.

Successful businesses stay a head of the game by talking to consumers through research. They do this in a very tactical and targeted way, conforming to Henrichsen and Smith definition of research. According to Henrichsen and Smith (1997), Research is an organized and systematic way of finding answers to questions.” According to them, it is systematic because it follows a definite set of procedures with something being done religiously in order to get the most accurate result. They also say that research is organized because it follows a certain structure, it is planned, and it is usually focused on a specific scope.

Consumer market research is descriptive; it involves talking to the consumer through surveys. Surveys can be done qualitatively through focus group discussions or through in-depth interviews. They can also be carried out quantitatively using a questionnaire.

Collins dictionary defines a questionnaire as “A written list of questions which are answered by a lot of people in order to provide information for a report or survey.” Business dictionary on the other hand defines questionnaire as “A list of a research or survey questions asked to respondents and designed to extract specific information.” The four main purposes of questionnaires – according to Business Dictionary – is to collect the appropriate data, to make data comparable and agreeable to analysis, to minimize prejudice in formulating and asking question, and to make questions engaging and diverse.

There are different ways in which questionnaires can be administered to the respondent. One, verbal face to face interviews either using pen and paper or digital gadgets such as tablets, smartphone phones or laptops. Two, mailing or giving qualified respondents questionnaire for them to self-complete them and send back – these can be done either physically or electronically. Three, through electronic self-administration by use of automated electronic internet system (Computer Aided Web Interviews and mobile interviews). Four, telephonic interviews where the interviewer calls the respondent and administers the questionnaire. This study will focus on self-administered electronic questionnaires.

Basically, a questionnaire is an indispensable tool in consumer market research. Furthermore, questions are central to any kind of research and it is only when we find answers to these questions that research can be said to have been successful – even if the answer is no.

According to Umar Farooq (2013), there are general qualities of a good questionnaire. For the sake of this paper, focus will only be on those that relate to linguistics and assume that questionnaires provide the respondent with answer options – from which they can choose that which applies to them. According to Umar Farooq the language used in questionnaire ought to be easy, simple and the terms used should be explained properly. Also, questions should be described precisely and correctly with answers provided being kept direct and accurate. Additionally, choices provided for answers ought to be understandable to every one of the respondents. These qualities are also highlighted by Martec, a research company founded in Chicago which focuses on strategy.

The above qualities indicate that indeed questionnaires need to be prepared for the respondent – both in English and in the Kiswahili translation – with simplicity, clarity and language that is respondent friendly. This is because the questionnaire's ability to elicit feelings, beliefs, experiences, perceptions or attitudes of people largely depends on its comprehensibility. Failure to recognize the target respondents' language proficiency and literacy level may hinder the gathering of this important data. Misinterpretation of questions and answers (either in the original text or translated text) can compromise accuracy of information. This could badly damage a business, especially if the research is intended to inform a critical decision.

Therefore, the above qualities (as stated by Farooq) apply to all market research questionnaires – both in their original language text and translation.

Needless to say, consumer market research has its own register of language. This register is inclined towards that of business language given the affiliation between the two fields. Jiang Yanxin (2015) stated that business English writing usually uses more formal words, for example, we use “purchase”, not “buy”; we usually use “commence”, not “begin”; we use “inform”, not “tell”; we use “require”, not “want or need”, we use “state”, not “say”; we use “sufficient”, not “enough”, including many other examples. Jiang stated that the formal words are preferred to informal ones in order to keep the business writing full of formalness and serious. Subliminally, this type of language is also used in consumer market research to help initiate a formal mood that will elicit serious response.

When translating consumer market research questionnaires, the formal language in the original text (English) ought to be transferred to the translated text (Kiswahili) – since in Kenya most questionnaires are designed in English before they are translated to Kiswahili.

It is important for Kenyan consumer market researchers to translate questionnaires from English to Kiswahili and transfer the formalness whilst at the same time remaining cognizant of the respondent’s knowledge of Kiswahili and their literacy level.

It is without doubt that translation of consumer market research questionnaires to Kiswahili is very important for studies that target the mass. According to KenyaInformationGuide.com

(2015), Kiswahili is spoken by nearly 100% of the Kenyan population. These statistics indicate that even the illiterate Kenyans know some basic Kiswahili, but the purest form of Kiswahili is spoken in the coastal region. They also alluded that English is a language of choice for business and academics.

While it is clear from the above statistics that quite a number of respondents would need a Kiswahili version of the questionnaire, the level of competence in Kiswahili for most Kenyans is questionable. At an early age, primary school pupils are able to speak and write good Kiswahili but this deteriorates as they move up the education ladder – where they are heavily impacted by Sheng’. KenyaInformationGuide.com (2015) describes Sheng’ as a commonly spoken slang in Kenya’s capital, Nairobi. It is a mixture of Kiswahili and English with a sprinkling of other local languages. Today, this language (Sheng’) is more than just slang; it is a lifestyle especially among the urban youth. In fact, they are more fluent in Sheng’ than in the finer form on Kiswahili.

Based on the statistics, it is evident that one has to be extra vigilant when creating a questionnaire, more so when translating it into Kiswahili. Even so, the situation is somehow complex. According to the Kenya National Adult Literacy Survey report, on average 38.7 per cent of the Kenyan adult population is illiterate. This illiterate segment is likely to choose Kiswahili version of the questionnaire. Given this harsh truth of inadequate knowledge of formal Kiswahili, it is important to be extra careful when translating terminology in this register. The common formal words and phrases used in consumer market research

questionnaires should be translated in a way that will retain the formalness and at the same time be easily understood by the responded.

1.2 Statement of the problem

Use of questionnaire is the predominantly preferred methodology in quantitative research. However, variations in interpretation of questions is one limitation to using translated questionnaires. Variations in interpretation often depends on how respondents comprehend questions; which relates to their knowledge of the language in use. According to Pavlos and Stephanos (2004), “A proper goal, in regard to a proper methodology, should show that the differences in results should be attributable only to the differences between participants, and not to discrepancies in how the questions are perceived due to an inadequate translation. This being so, the translation procedure, therefore, plays an integral role in the overall validity and reliability of the research.”

Translators of consumer market research questionnaire are faced with the challenge of rendering a translated version of the questionnaire into Kiswahili in its formalness (aligned with the business register) and the same time being mindful of the target respondents’ knowledge of Kiswahili. Of course, it would be extremely ambitious to think of analyzing all consumer market research questionnaires ever translated and come up with alternative translations which are respondent centric. But there are specific terms that are common in most of these questionnaires for which we can review their existing translations and falsify or approve based the principles of good translation. Some of these terminologies are usually

aligned with the business register, while some of them are used universally to categorize respondents.

It is important to relook at how this is currently being done because first, field enumerators are trained to always stick to the script and not to rephrase questions because by doing so they could alter the meaning. Secondly, these enumerators are also trained to be professional at all times and to avoid using Sheng'. Third with studies being done on mobile and on web, respondents self-complete the questionnaires – no enumerator to clarify questions – hence their response depends solely on what they THINK the questions meant. Forth, information sought through consumer market research is sometimes used to inform very critical decisions; hence, quality of this information is essential – lest big losses are incurred.

We have seen that 38.7% of Kenya's adult population is illiterate which means that they are likely to prefer doing surveys in Kiswahili compared to English (because this illiterate segment understand some basic Kiswahili). Notwithstanding, Sheng' has infiltrated Kiswahili to an extend that majority of its speakers (especially the young people) are fluent in it than they are with the finer form of Kiswahili.

Therefore, the central question is: what errors exist in the translation of consumer market research questionnaires and what would be the alternative translation to these terms and phrases? Finding an answer to this question could contribute to empowerment of translators in this register. It could help them to transfer linguistic qualities of a good questionnaire from the source text by rendering the translation in a language that is easy and which is in the simplest

form possible; translating answers in a simple and precise manner, avoiding too much wording that does not add value; by translating answers accurately and maintaining their relevance to the questions; by ensuring that translated answers remain as direct as they were in the original text, and not beating around the bush; and through correct and precise translation or respective question descriptors.

1.3 Objectives

This study will be steered by the following objectives:

1. To identify errors present in the existing translation of consumer market research questionnaires.
2. To look for alternative translation for these mistranslations.

1.4 The hypotheses

- 1.4.1 Language of translated consumer market research questionnaires into Kiswahili is often of high register which hinders easy understanding of questions.
- 1.4.2 Consumer market research register shares linguistic characteristics with the business register

1.5 Scope and limitations

This study will concentrate on existing linguistic constraints in translating terminology in market research questionnaires. It will specifically focus on translation of terminology in questionnaires used for consumer research in the Kenyan market.

Even though Kiswahili is largely spoken in the Coastal region of Kenya, my focus will be in Nairobi. Therefore, only two consumer research companies located in Nairobi will be targeted. The study will not go beyond exploration. It will end at deducing which alternative translations can be used for identified terminology.

1.6 Theoretical framework

This work will be primarily explained by Skopos theory. According to Skopos theory – an approach to translation which was developed in Germany in the late 1970s (Vermeer 1978) – the most important aspect as far as all translations are concerned is the purpose/ function/ objective of the translation. How you translate is dependent on the purpose for which you are translating; which in our case is for the translated questions and choice of answers to be perceived correctly like in the original questionnaire.

As portrayed in Vermeer's statement quoted in Nord (1997), his view on this general approach was motivated by his attempt to seek for another way to translate without depending on linguistics level only. According to Nord (1997), there were two reasons for his argument. One, he argued that linguistics alone cannot help us because translating is not purely a linguistic process. Secondly, he claimed that linguistics does not provide solution to translation problems. Therefore, Skopos theory shifts focus from linguistics to functionalism since it focuses on translation that lies between extra linguistic features (culture and client) and textual features (purpose of the text) (Nord, 2012, p. 34; Sunwoo, 2007, p. 2). In the context of questionnaire translation for consumer market research in Kenya; choice of words during translation from English to Kiswahili ought to deviate from the norm. Choice of

equivalences should be more respondent oriented and less linguistic. Skopos theory, according to Reiss and Vermeer (1984: 119), was formulated by use of five rules which are hierarchical in order.

The first rule says that the final translation is conditioned by the aim for which it is produced (it's skopos). Based on this rule, the choice of what translation method and strategy to use is determined by the purpose of the target text (the intention of translating). These strategies and methods are used to generate a functionally passable and suitable result.

The second rule is that a translated text is a piece of information in a target culture and a target language about a piece of information in a source culture and language. According to this rule, translation goes further to focus on extralinguistic features – which in this context will be the culture and knowledge of Kiswahili of the target respondent.

Rule three of the skopos theory states that a translated text forms/ offers some information that cannot be back translated fully – a translated text is not clearly reversible. This means that the function of the translated text does not necessarily match the function of the source text. Hence, a back translation might not lead to a translation which is similar to the original source text.

The fourth rule is that a translated text has to be coherent in itself (internally coherent). This means that the translated text must be comprehensible for its receivers. The receiver must be

able to comprehend the translated text while the translated text must be meaningful in the communicative situation and in the target culture.

Rule five states that a translated text must be coherent with the original text. This means that there must be consistency between the information received by the translator from the source text, the interpretation the translator makes of this information and the information that is ultimately encoded for the receiver in the translated text.

All these rules will be applicable in my analysis. The ultimate goal for translating questionnaires is for the respondent to get the correct understanding of the questions and the answers provided in a language they are familiar with. To achieve this, the translation has to make sense and must be coherent in itself to be understood by the respondent. Furthermore, there must be intertextual coherence between the source text and the translated to eliminate discrepancies in the way questions are perceived. However, this does not mean that the translated text will be fully reversible. Whilst doing this, it is important to remain conscious of Kenya's high context culture.

Skopos theory is supported by Sa'edi (2004:242), who states that translation is considered to be a process of establishing equivalence between a source language text and the target language text. This "aims at passing on an understanding to people in their own language whilst creating the same impact as the original text" (Galibert, 2004:1). To achieve this, a translator must be at ease to employ his or her creative thinking in the process of translation so as to achieve the purpose for which it is intended.

In our context, borrowing appears to be one solution for arriving at a translation that is respondent centric and which cuts across different literacy levels. The borrowed words can be treated in two ways: one, adopting the borrowed word in its foreignness, not changing anything e.g. *brand, smartphone etc.* Two adopting but changing the borrowed word to comply with the phonotactics of the borrowing language (Kiswahili) e.g. *fridge – friji, carpet -kapeti etc.*

As mentioned in the hypotheses, today Kenyans are more exposed, and the level of interaction is very high – thanks to urbanization. Additionally, most media air programs in English and even companies most of the time communicate and brand their products in English. As a result, most people who are not competent in English are likely to learn names of commodities and equipment in English without bothering to check their equivalence in Kiswahili or even in their local languages.

1.7 Literature review

Wikipedia defines translation as the communication of the meaning of a source-language text by means of an equivalent target-language text. This means that translation is more than just the rendering of words/ text from one language into another but a communication of meaning. The communication of meaning is by means of equivalence between the two languages; since

most of the time its aim is to convey the original tone and the intent of the message whilst considering the cultural and the regional differences between the source and target languages. The need for creating equivalences arises from the situation – which includes analysis of the target audience – and it is from this that translator look for a solution. The equivalence ought to fit the situation to be comprehensible to the target audience because even if the semantic equivalence of an expression in the source language is cited in a dictionary or a glossary, it does not pass to be used – neither does it guarantee successful translation.

According to Jakobson (1956); from a grammatical point of view languages may differ from one another to a greater or lesser degree, but this does not mean that a translation cannot be possible, in other words, that the translator may face the problem of not finding a translation equivalent. He goes on to say that 'whenever there is deficiency, terminology may be qualified and amplified by loanwords or loan-translations, neologisms or semantic shifts, and finally, by circumlocutions.'

Nida and Taber (1964:159); stated that there are two types of equivalence, namely formal equivalence (which focuses attention on the message itself, in both form and content) and dynamic equivalence (which is based upon 'the principle of equivalent effect'). Nida and Taber (1984) suggest that formal equivalents should be used wherever possible if the translation aims at achieving formal rather than dynamic equivalence. This is supported by Fawcett (1997) who argues that the use of formal equivalents might at times have serious implications in the target text since the translation will not be easily understood by the target audience. Therefore, dynamic equivalence is the ideal technique to use in questionnaire translation. By

using this principle, the translator seeks to translate the meaning of the original in such a way that the target wording will trigger the same impact on the target respondent as the original wording will have upon the respondent answering the same question in the source language.

According to World Health Organization (2018), “Process of translation and adaptation of instruments”, it is important to emphasize conceptual rather than literal translation, as well as to use the natural and acceptable language for the broadest audience. They listed a number of guidelines which they follow in the process of questionnaire translation:

First, translators should aim at conceptual equivalence of a word or phrase, not a literal translation. They can do this by considering the definition of the original term the attempting to translate it in a way that suits the target respondent.

Second, translators should aim for simplicity, clarity and conciseness in formulating a question. they should avoid long sentences which have many clauses.

Third, the language used in the translation should be suitable for the most common audience. Translators should consider the typical respondent for the questionnaire being translated and how the respondent will understand from the question or the answers provided.

Forth, the translators should avoid the use of jargon. They should stay away from using technical terms that cannot be understood by the typical respondent, as well as idioms and vernacular terms that cannot be understood by common people in everyday life.

Fifth, translators should also consider issues of gender and age and void any terms that might be offensive to the target respondents.

The World Health Organization (2018) also suggests in this article, “Process of translation and adaptation of instruments”, that after the questionnaire has been translated it should go through pre-testing and cognitive interviewing. According to this article, it is important to pre-test the questionnaire on the target population using an elaborate methodology

First, get a test sample from the target population and administer the translated questionnaire to them. The test sample should include all targeted age groups, gender and socio-economic class. After taking the survey, they respondent should be asked what they thought each of the questions was asking; whether they could repeat the questions in their own way and what came to their mind when they heard a certain phrase/ term. They should also be asked to explain how they selected their answer. The answers to these questions should then be compared to the respondent’s actual answer on the questionnaire for consistency. Respondents should also be asked about any words they did not understand as well as any word or phrase that they found unacceptable or offensive. Finally, when alternative words or expressions exist for one item or expression, the pre-test respondent should be asked to choose which of the alternatives conforms better to their usual language.

Going through this exercise not only ensures that the translated questionnaire is respondent centric but also provides a glossary for future translation work.

1.8 Significance of the study

The umbrella objective of this study is to improve the quality of questionnaire translation in consumer research. It aims at enhancing comprehensibility of questionnaires when translated from English to Kiswahili aiming at the masses consumers. To achieve its sole purpose, the study will expansively explore the register of consumer market and identify barriers which compromise comprehension of questionnaires when translated to Kiswahili.

A number of scholars and researchers have partially discoursed this subject. Pavlos N. Theodorakis and Stephanos A. Bellos stopped at highlighting how researchers underrate the importance of passably translating questionnaires and not being familiar with the implications of questionnaire reliability and validity due to an inadequate translation problem – which ends up with poor results. Other researchers, AnneM. Chang and Jacinta P.C. Chau, have discussed the issue of equivalence in questionnaire translation and the process of determining equivalence between the primary language and the secondary language tool.

This study however, will be focusing on equivalences and how suitable they are to the typical Kenyan respondent. Word choice will be at the center of all analysis, discussions and deductions. We will get common words in Kenya's market research questionnaires, review their existing translation and come up with an alternative translation.

All steps of the process will be founded on certain assumptions. First of all, a significant number of Kenyans are illiterate. Second, Kiswahili is spoken by close to 100% of Kenyans with even the illiterate having some basic knowledge of Kiswahili. Third, Sheng' has

infiltrated the Kiswahili and that most of its speaks are more fluent in it than they are with the formal Kiswahili. Lastly, even those who don't understand English can still pick meaning of English words given their exposure.

At the end of this process, the study should give an insight on how to handle translation of specific terminology in consumer market research questionnaires that are targeted to the common Kenyan respondent.

1.9 Research methodology

1.9.1 Data collection

Data for this study will be collected primarily from desktop research. This will involve gathering and analysis of information from already existing sources to get a broader understanding. This could be available in print or published on the internet.

The first step will involve looking for a number of consumer market research questionnaires from which will be listed the common phrases. We will also look for the translated versions of this questionnaire and list the translations for the common terminology.

Second, through desktop research we will get as much existing information as possible on translation and translation of questionnaires – consumer research questionnaires (to be precise). We will look out for existing publications to get an understanding of what other scholars have written about this subject. This information will be sourced from the internet.

1.9.2 Data analysis

Data examination will include side by side comparison of different translations for individual terminologies. This will be analyzed based on my personal expertise in translation supplemented by publications from other scholars and theorists.

CHAPTER TWO

TRANSLATION OF CONSUMER MARKET RESEARCH QUESTIONNAIRES

2.1 Introduction

Entrepreneur .com defines consumer market research as the process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in the market, and about the past present and potential consumers of the product or service. It also involves research into the characteristics, spending habits, location and needs of the business's target market, the industry as a whole, and the particular competitors faced. This research links marketers to their present and potential customers through information that is used to identify and define marketing opportunities. Furthermore, this information is used to design or refine marketing activities and monitor impact and general performance. Accurate and thorough information is vital because it allows marketers to determine the feasibility of a business before committing what to invest. Information provided through consumer market research provides insight into the existing and prospective customers, competition and the overall market.

There are different ways through which information is gathered either qualitatively or quantitatively. Qualitative research techniques include: focus group discussions, in-depth interviews, immersions, ethnographic and desktop research. On the other hand, the four types of quantitative research are: experimental research, causal comparative research, correlation research and survey research.

Survey research is the most common quantitative research method. In this methodology, information is gathered by use of questionnaires which are administered to respective respondents.

Wikipedia defines a questionnaire as a research tool that consists a set of questions which are used for the purpose of eliciting information from respondents. This could be used for either survey or statistical analysis study. Oxford, Cambridge and Collins Dictionaries' definitions of a questionnaire are not too far from each other: it is a list of questions, which could be printed or written and may have choice of answers, that several people are asked so that information can be collected about something. The Business Dictionary on the other hand includes functionality into its definition. It defines a questionnaire as list of questions (research or survey) asked to respondents to extract specific information from them. It is used to collect the appropriate data, to make data comparable and friendly to analysis, to minimize bias in administering of the questions, and to make questions engaging and varied. All these definitions point to one purpose; elicitation of information from respondents on a particular subject.

In essence, questionnaires can be regarded as written interviews. They are an effective way of measuring attitudes, behavior, preferences, intentions and opinions of a large population. There are two types of questionnaires i.e. closed-ended questionnaires and open-ended questionnaires.

Closed-ended questionnaires follow a fixed order of questions. The structure only allows responses that fit into predetermined categories. Respondent choose answers from the

provided set of responses. Using this type of questionnaire can be very economical as it provides large amounts of data at a relatively lower price; also, information provided can easily be converted into numbers. Also, these questionnaires help in normalizing of interviews; since all questions are standardized they are asked in exactly the same way and order. However, lack of detail is a major limitation to use of closed ended questionnaires – since all questions and responses are fixed.

Open ended questionnaires, like the name suggests, employ the use of unstructured questions without suggestions on possible answers and respondents are at ease to express what they think in their own words. This is ideal if you want to gather in-depth information from the target sample. They are mostly used where questions are too complex to be put in simple categories; when they require more detail and expansive explanation instead. This is advantageous to research because it gives more qualitative data as to why someone holds a certain opinion. On the flip side, use of open ended questionnaires can be very demanding both in data collection and analysis. Writing down all the thoughts in detail and reading responses from all respondents can be very time consuming. Also, this type of questions may not be suitable for the less educated respondent because good writing skills and ability to express oneself are required.

In some cases, a researcher may decide to include some open-ended questions in a closed-ended questionnaire – especially when he/she wants to get some elaboration on the answers picked.

Questionnaires can be administered through face to face interviews, via telephonic interviews, via email or through automated mobile surveys. All these platforms require questions and the premeditated responses (in the case of closed ended questions) to be as clear as possible to elicit the right responses. Therefore, one must be careful with his or her use of language when designing a questionnaire – especially for the self-completion surveys (email and mobile). Ideally, everything about the questionnaire design must be aligned with the demographics of the target respondent – everything from the length to the choice of vocabulary. Length is key because while some respondents will be patient enough to fill in a lengthy questionnaire, some do not have that luxury of time.

Choice of vocabulary is also important especially in a society where the level of education and expertise is extremely varied. In designing questionnaire, minimal technical jargon is used. Questions are framed in the simplest manner. They are always on point and easy to understand. A researcher designing the questionnaire ensures that the language used is appropriate to the target sample; the vocabulary must match their language skills. The terminology used should be interpreted in the same way by respondents from different subsamples of the target population.

There is some lexical symbiosis between business language and that of consumer market research. Hence, a translator of consumer market research questionnaire needs to be conscious of the characteristics of business language so that he or she can distill it to the level of the target respondent.

Business English vocabulary has always been given special attention because of its distinctiveness. According to Aurner (1940:5); business language is a wide, inclusive, vigorous and technical words that are used to make business operations and communication efficient and successful. This lexicon characteristic of business language distinguishes it from common language. Nonetheless, the size of vocabulary used in business language is often explicitly connected with the level of profession and target audience – this is according to Guffey and Seefer (2010: 441).

In essence, business English lexis borrows heavily from that of economics – to some extent the two discourses are connected to each other. Giménez Moreno (2010: 43) claims that “business is the real life equivalent of theoretical Economics. This means that business discourse is the professionally oriented language while economic discourse is academic language. Consequently, words in the economic lexis find themselves hugely being used in business; such words include tax, interest rates, product, brand, income, production, consumption, advertising, competition, price, cost etc.

On the other hand, the syntactical layout of business language stem from its ultimate purpose which is it to communicate effectively and efficiently. Objective language is always preferred to subjective or personal. It is usually transactional; involving convincing others to agree with you and getting what you want without necessarily expressing personal feelings. Similarly, language used in consumer market research questionnaires is focused on getting the most accurate answer from a respondent clear of any influence by the interviewer’s opinion. This gives it a sense of purpose. Business language is also sensitive when it comes to social

aspects. It tends to use neutral language which cuts across cultural differences in a given society. Borrowing from this, consumer market research requires that all interviewers ask the set questions in a uniform way; and in cases where interviews are done virtually, same interpretation of questions is expected irrespective of the sociocultural differences between respondents.

Clarity of communication underlies all aspects of business transactions with information being conveyed with the minimum risk possible of being misunderstood. Clear, logical and well thought out sentences are preferred to ensure precision in communication. To help make communication much easier and accurate, business language uses simple words and basic grammar structure so that the message can be gotten the first time it is read. Similar syntactical framework is applied in the design of consumer market research questionnaires. It helps eliminate miscomprehension of questions and ensures that every question is interpreted in the way it was meant to be. Additionally, use of simple words and simple sentence structure eases understanding thus reducing respondent cognitive fatigue when answering questions.

This style of writing ensures similar understanding for all the target respondents irrespective of their culture, age, gender, religion, level of education or social class. That said, sometimes a questionnaire may be targeting to a specific group e.g. professionals. In such a case a researcher, in his or her creation of the questionnaire, may adopt a lexicon that matches that particular profession.

2.2 Translating questionnaires

The sensitivity put in language when designing questionnaires need to be passed over to the process of translation. The resulting translation needs to achieve the same kind of comprehension as the original questionnaire. The translated text needs to have a similar effect to the respondent as the original text. To get this right, according to Étienne Dolet (1540), a translator must follow the three principles of translation.

First, the translator must have a perfect mastery of the source language i.e. English. Second, the translator must have an excellent command of the target language i.e. Kiswahili. This way he or she can easily understand the questions in English and find their perfect equivalences in Kiswahili.

Third, the translator needs to have good knowledge of the topic for which he or she is translating. There are different categories of consumer products and services – they include telecommunication services, internet services, cooking products, washing detergents etc. For a translator to comfortably and accurately deliver a translation he or she needs to have a fair understanding of the category for which the questionnaire is addressing.

To add on to these three principles, understanding the cultures of both the source and target language is very important to attaining successful translation. These are fundamental principles that will enable a translator render translation in ways described by Laura Cunha of UX collective. First, Laura advises against literal translation. She advises that since the translator has a great mastery of the target languages they he or she should know what works or does not work in that language. In her view, the best translation is that which neither looks

nor sounds like a translation. Based on this argument it is evident that Google translator, as a form of machine translation, is not a viable tool for translating questionnaires – if it is used in isolation.

Secondly, consistency is key to successful translation. In questionnaire translation it is important that a word is given the same translation in all questions that it appears so that the same understanding is achieved throughout the interview.

Third, a good translator translates culturally. According to Laura, some things may not be socially consumable in the target language. Hence, a translator needs to not only focus on the words but also to the idea – this in many ways supports the point on literal translation.

Forth, Laura advises that a translator should always try to adopt the most natural expressions. He or she should use words that people use naturally everyday – but at the same time one must be careful not to compromise on the formality that accompanies consumer market research. She suggests that a translator is at liberty to change whatever is not fitting in the translation.

Given the synergetic relationship between consumer market research and business, one may be tempted to argue that the goal is to produce a translation that is as closely as possible to the original text in terms of word choice, phrasing and style. But, the ultimate goal of translating questionnaires (or any other work of translation) is to facilitate communication. So ideally a translator needs to understand the question in the original text form and recast it in the target language based on their understanding – because he or she understands the source language,

the target language and the topic at hand. Of course, you can try to maintain the style (and the formalness) but the main goal is to transfer the meaning of the question.

To successfully translate a questionnaire in a manner that conforms with the above principles, Bohatal.com (process of translation) suggests a four-level procedure that could be used.

After scoping out the questionnaire by reading or skimming through it to get a feel of the subject matter, the first level of translation is the textual level. This involves translating intuitively by only focusing on the source language with the grammar of the source language being translated into equivalents of the target language. This is of course kept within the context of the study.

Second, is the referential level. In this stage of translation, a translator rationally sorts out the intuitively translated text to make it comprehensible. This level of translation is usually more factual.

Third is the cohesive level of translation. This is checking for accuracy. It is more general and grammatical as it follows the train of thought. It is at this level that a translator checks the translation to ensure that the mood, tone and structure of the translated questions is aligned with what is the in the source language. The translator also checks the grammar of the translated questions to make sure that it complies with the syntax of the target language i.e. Kiswahili.

The fourth level in the translation process is that of naturalness. After having put the translation aside and taking a break to clear the mind, a translator relooks at the translated work – this time to give it the most natural and ordinary language and with common grammar. Alternatives to technical words are sought to bring the language to the level of the target respondent; this could vary with level of education, profession, age etc. Additionally, the translator checks for the appropriateness of the language used with respect to the culture of the target language.

Some international organizations – which usually do a lot of translation to reach as many countries and cultures as possible – also have set out procedures for translating. The World Health Organization (WHO) for example has established a method that uses forward translations and back translations to achieve cross- cultural and conceptual equivalence rather than the literal one. This process is guided by a set of steps.

Forward translation should be the first step to translation, according to WHO's process of translation and adaptation of instruments. They suggest that a preferred translator should be familiar with the subject at hand and knowledgeable of the source language – but most importantly, his or her mother tongue should be the main language of the target culture. This forward translation should be strictly conceptual using the natural and friendly language for the target audience. When translating questions, a translator should aim to use fewer words whilst maintaining simplicity, clarity and conciseness. During this process, translators should consider the typical respondent to the questionnaire at hand and what they will understand from the questions. Language that only suits professionals should be avoided – unless they are

solely the target respondents. Additionally, jargon should be avoided at all cost; instead use words that can be understood by common people in everyday life. Age and gender should also be considered during word choice to avoid using terminology that may be offensive to the target audience.

The second step of WHO's translation procedure is the involvement of an expert panel. This panel should consist of the original translator, a neutral individual and an expert in the area being covered (if possible). The outcome of this will be a complete translated questionnaire that is linguistically polished, subject focused and respondent conscious.

The third step is back translation. This is done by a translator that is comparatively stronger in the source language than in the target language and who has zero knowledge of the questionnaire. This process will follow the same approach used in forward translation – understanding meaning and finding the appropriate equivalence to that meaning. Emphasis is usually on cultural and conceptual equivalence, not linguistic equivalence. Terms and concepts that are key to the study are highlighted and checked thoroughly. At this stage discussions can happen so that the most appropriate terminology is used in the translation.

The fourth step, according to WHO's procedure of translating questionnaires, is pre-testing and cognitive interviewing. This pilot is done on the target population. Pre-test respondents should be representative of those who will be taking the actual survey. They should be drawn from all the targeted segments in the population – which may include age, gender and socioeconomic class. These respondents should be asked to give their views on the questions and the

provided answers i.e. their understanding of the questions and phrases or terminology that seems difficult to comprehend. These pilot interviews should be done by experienced interviewers. A final version is then produced based on the feedback from the pilot interviews.

The principles discussed by Étienne Dolet (1540) and Laura Cunha of UX as well as the translation procedure laid out by the World Health Organization all aim at a single objective – the purpose for translation. Translation, like any other form of human action has a purpose which in this case is to aid communication. According to Skopos Theory, translation is not just an act of linguistic transference, but rather an application of *purpose*. How you translate is dependent on the purpose for which you are translating. Questionnaires are designed for purposes of survey. The questions are supposed to prompt a respondent to give information on different issues. Therefore, by translating questionnaires we are only transferring this purpose from the source language and culture to the target language and culture. This school of thought goes against what was once a principle of translation that the source text was sacred and that it was the only way to judge a translation. According to Skopos, the fundamental objective is for the target text to accomplish the same purpose. Therefore, the source text is no longer sacred. The translator is at liberty to deviate from the source text if it is all focused on achieving the purpose of the source text through the target text.

Skopos is the Greek name for purpose, it was introduced into translation by 1970s by Hans J. Vermeer as practical name for purpose of translation, his focus is on intentionality. Skopos fills the gaps in the traditional theories of translation. In the framework of Skopos theory, the

translation process is pegged on the translation Skopos. Therefore, there are nothing like right or wrong, faithful or unfaithful translation. Since Skopos theory focuses primarily on intentionality, it dictates the strategies and methods to be used to achieve a desired result – which is functionally adequate. According to Vameer the resulting target text is called *translatum*. Skopos theory advises that it is imperative for a translator to understand the reason for translating the source text and the function of the target text. There are four basic concepts of Skopos theory.

The first one is action. This is about the process of doing something intentionally to prevent or cause change from one state to another. Considering that translation is a human action and given the many factors involved in the process of translation, it can be said to be an interaction. Translation could be said to be either a form of communicative action, interpersonal interaction, cultural interaction or a text processing action.

The second one is Skopos, the purpose for which one is translating. This focuses on the intentionality of the whole translation action. Purpose in the field of translation can be distinguished into three: the general purpose that the translator is focused on in the process of translation, the communication purpose of the target text and the purpose aimed at by the applied translation strategy. According to the Skopos rule, translation should be done in such a way that the translated text functions in the situation which it is intended to be used, by the target group of people, and in the way in which it is intended to be understood and used.

The fourth concept is about intra-textual and inter-textual coherence. Intra-textual coherence means that the translation should be comprehensible in the sense that the target respondent should be able to understand the translated text and interpret it as being appropriate in their own communication situation and culture. At the same time, we must maintain an inter-textual coherence between the source text and the target text – remaining cognitive of the relationship between the two. Since the target text is produced according to the source text, there ought to be some fidelity between them.

The last concept of the Skopos theory is culture. According to Cambridge Dictionary; culture is the way of life, especially the general customs and beliefs, of a particular group of people at a particular time. Translating involves comparing the source culture with the target culture. A translator interprets the source text in its original culture and renders it in a way that is acceptable in the target culture. This means that a translator cannot transfer the same amount and kind of information in the source text to the target text.

Parallel to the four concepts mentioned above, there are five basic rules of Skopos theory. The first rule says that the final translation is conditioned by the aim for which it is produced (it's skopos). Based on this rule, the choice of what translation method and strategy to use is determined by the purpose of the target text (the intention of translating). These strategies and methods are used to generate a functionally passable and suitable result.

The second rule is that a translated text is a piece of information in a target culture and a target language about a piece of information in a source culture and language. According to

this rule, translation goes further to focus on extralinguistic features. In the Kenyan context this will be the culture and knowledge of Kiswahili of the target respondent.

According to rule number three of the skopos theory, a translated text forms/ offers some information that cannot be back translated fully – a translated text is not clearly reversible. This means that some information may be added or excluded from the target text to make it palatable to the target respondent – mostly due to cultural differences. Hence, a back translation might not lead to a translation which is similar to the original source text.

The fourth rule is that a translated text has to be coherent in itself (internally coherent). This means that the translated text must be accurate, acceptable, grammatically correct and understandable by the target respondent. At the same time, the translated text must be meaningful in the communicative situation and in the target culture.

The fifth rule of the Skopos theory states that a translated text must be coherent with the original text. This means that there must be consistency between the information received by the translator from the source text, the interpretation the translator makes of this information and the information that is ultimately encoded for the receiver in the translated text.

All the discussed principles and the rules from the Skopos theory focus on delivering a translation that is target centric. Like mentioned in prior paragraphs, questionnaires are created for purposes of survey with questions being used to prompt respondent to give

information on certain issues. Translating these questionnaires with respondent centricity will lead to achievement of purpose for which they are intended.

Consumer market research questionnaires in Kenya, in most cases, are usually designed in English. They may use technical terminology that characterize economic register. When translating these terminologies to Kiswahili it is imperative to be conscious of the target respondent. Flexibility is required because literal translation of economic terminology may hinder comprehension.

A big fraction of the Kenyan adult population (38.7%) are illiterate. These group are likely to prefer doing surveys in Kiswahili as opposed to English. Additionally, Sheng' has infiltrated Kiswahili to an extent that majority of its speakers are fluent in it than they are with the finer and formal form of Kiswahili. Notwithstanding, the common factor is that majority of Kenyans can understand basic Kiswahili. Another fact is that in Kenya English is the language for academics and business. Therefore, in some way through interaction (both interpersonal and with media/points of sale) even the illiterate can tell meanings of some English words.

Therefore, translation of consumer market research questionnaires should be done in light of these linguistic realities. A translator is at task to find a common version of Kiswahili that will be understood by every respondent in the target sample because ultimately the aim of translating questionnaire is to aid understanding. He or she must strive to achieve a similar interpretation from all respondents – only then will the research be valid and reliable.

According to Pavlos and Stephanos (2004), “A proper goal, in regard to a proper methodology, should show that the differences in results is attributable only to the differences between participants, and not to discrepancies in how the questions are perceived due to an inadequate translation.

To better tackle terminology in the register of consumer market research a translator needs to use the most natural expressions. He or she is at liberty to change whatever is not fitting in the translation – as long as the intended meaning is maintained. The translation ought to be consistent throughout the questionnaire so that the same understanding and interpretation is achieved throughout the interview. Focus should be on the purpose, which is to aid understanding of questions in the questionnaire. In this process, the translator is also expected to use Kiswahili words that are acceptable to Kenya’s high context culture.

The task for a translator is how to translate in a way that intra-textual as well as inter-textual coherence is maintained. The resulting translation must be complete, correct, coherent and concise whilst at the same time maintaining the message in the English version – but not all information in the Kiswahili translation must have a back translated.

CHAPTER THREE

FINDINGS, DATA PRESENTATION AND ANALYSIS

3.1 Introduction

This chapter focuses on findings from data collection as well as presentation and analysis of those findings. Data collection was aligned to the objectives of the study which were to identify common errors in the translation of consumer market research questionnaires to Kiswahili and to look for alternative translations for the mistranslations.

3.2 Findings

The first step for this study was to look for common terminology and phrases that are present in consumer market research questionnaires and their existing translation through desktop research. This involved looking through past questionnaires from different research companies. They included questionnaires for different categories i.e. financial services, telecommunication, homecare, foods, personal care, transport and internet services. Different questionnaires targeted different respondents. Some of them were meant for the mass while others targeted a specific demographic.

We sampled two questionnaires, together with their translations, from completely different sectors. One was product based, targeting drinkers of alcoholic products while the other one was on services and was meant for people who use internet on their smartphones. Some sections have been de-branded for confidentiality.

3.2.1 Product based sample questionnaire

Product based questionnaire are aimed at understanding how people consume or use different products – which could be edible or nonedible things. Our sample questionnaire focused on alcoholic products. It targeted anyone who takes beer – these are people from across gender and socio-economic classes. See table 1 below:

Source language (English)

Introduction: Good morning / afternoon / evening! My name is _____ and I am doing a survey on behalf of DOUBLE CHECKERS, an independent market research company. We are conducting a survey on people's habits around food and drinks and I was wondering if you could give me 20 minutes of your time.

All information you give me will remain strictly confidential and will only be used for statistical purposes.

Q. Do you, any of your family or friends work in any of these occupations?

Advertising

Target language (Kiswahili)

Utangulizi: Habari ya asubuhi/mchana/jioni! Jina langu ni.....nafanya utafiti kwa niaba ya DOUBLE CHEKERS ambayo ni kampuni huru ya utafiti. Tunafanya utafiti kuhusu mienendo ya watu kuhusu chakula na vinywaji na nikusihi unipe dakika 20 za muda wako.

Habari yoyote utakayonipa itabakia kuwa siri na itatumiwa kwa minajili ya utafiti huu pekee

S. Je, wewe, mmoja wa familia ama rafiki zako anafanya kazi katika mojawapo ya mashirika haya?

Matangazo

Market research	Utafiti
Marketing	Uuzaji
Press, radio or television	Chombo cha habari, redio au runinga
Public relations	Uhusiano wa uma/jamii
A manufacturer of beer, spirits	Utengenezaji wa pombe
Refused / Don't know	Kataa/sijui
Telecom company	Kampuni ya mawasiliano
Bank / financial institution	Benki/ Taasisi ya kifedha
Teaching / Lecturing	Mwalimu/mhariri
Other	Nyingine

Q. Have you ever participated in any market research interview? When?

Less than 6 months ago

More than 6 months ago

S. Umewahi shiriki katika utafiti wowote kama huu? Ilikuwa lini?

Chini ya miezi sita iliyopita

Zaidi ya miezi sita iliyopita

Never

Sijawahi

Q. Record sex

S. Nakili jinsia

Male

Mme

Female

Mke

S5.1. Could you please tell me which of these items do you have in your household?

S. Tafadhali niambie ni gain kati ya vitu hivi ambavyo unavyo nyumbani kwako?

Household help

Yaya

Fridge/deep freezer

Jokofu

Video Recorder

Je una mashine ya video?

1 Car

Gari moja

More than 1 car

Zaidi ya gari moja

Color TV

Runinga yenye rangi

Music system

Chombo cha muziki

Air conditioning unit	Chombo cha kuthibiti hewa nyumbani
Satellite dish	Kijibakuli cha satellite
Washing machine	Mashini ya kuoshea nguo
Black & White TV	Runinga isiokuwa na rangi
DVD Player	Mashine ya DVD
Cable satellite	Nyaya za satelite
Telephone (land)	Simu ya nyumbani
Telephone (mobile)	Simu ra rununu
Personal driver	Dereva wa kibinafsi
Computer (Desktop)	Tarakilishi
Laptop	Laptop
Generator	Jenerata
Gas Cooker	Jiko la gesi
Electric Cooker	Jiko la umeme
Kerosene Stove	Jiko la mafuta taa

Charcoal/Wood

Makaa/kuni

Inside WC

Choo cha maji cha ndani

Outside WC

Choo cha maji cha nje

Pit Latrine

Choo cha shimo

None

Hakuna

Inside pipe borne tap

Mfereji wa maji ndani ya nyumba

Outside pipe borne tap

Mfereji wa maji nje ya nyumba

Borehole

Kisima

Well

Kidimbwi

Stream

Mto

Q. Can you please describe the type of House you live in?

S. Tafadhali eleza aina ya nyumba unayoishi?

Villa

Nyumba kubwa kwenye boma kubwa

Flat

Gorofa ndefu

Duplex

Nyumba ya gorofa moja

Mini flat	Gorofa fupi
Room and parlor	Chumba na mahala pa wageni
Room	Chumba
Self-occupied bungalow	Nyumba kubwa isiyo ya gorofa
Others	Nyingine

Q. Could you please tell me the educational level for the main earner of your household? By main earner I mean the person contributing the most to the household income.

S. Unaweza kunieleze kiwango cha juu cha masomo cha mtu anayepata kipato cha juu nyumbani kwako? Nikisema mwenye kipato cha juu namaanisha, mtu anaechangia zaidi kimapato katika nyumba yako.

Primary Incomplete	Sijamaliza shule ya msingi
Primary complete	Nilimaliza shule ya msingi
Secondary Incomplete	Sijamaliza shule ya upili
Secondary complete	Nimemaliza shule ya upili
University/Polytechnic: OND	Niko Chuo kikuu/ Chuo cha ufundi
University/Polytechnic: HND	Nimekamilisha Chuo kikuu/ Chuo cha ufundi

Post-University Incomplete Naendelea na shahada ya juu

Post University Complete Nimemaliza shahada ya juu

Illiterate/None Sijaenda shuleni

Q. Could you please tell me the occupation of the main earner? S. Tafadhali neleze ajira ya mtu anayepata kipato cha juu.

Senior Management/Admin Mkurugenzi mkuu

Manager Mkurugenzi

Professional e.g. Doctor, Lawyer, Engineers Mtaalam- tabibu, mwanasheria, mhandisi

Skilled workers (mechanics, tailoring, carpenters, bricklayers Mfanyakazi mwenye ujuzi

Unskilled workers Mfanyakazi asiyekuwa na ujuzi

Unemployed Bila ajira

Q. Could you please tell me if you participate in any of these activities? S. Tafadhali nieleze ikiwa ulishiriki katika mojawapo ya shughuli hizi?

Membership of social/recreational club Mwanachama wa klabu cha burudani

Travel abroad for holidays Husafiri kwenya nchi za kigeni

Read regularly as a habit Husoma kila mara kama tabia

Spend leisure time with friends Hubarizi na marafiki

Attend social occasions

Huhudhuria hafla ya kijamii

Like modern fashion

Napenda mitindo ya kisasa

Q. Which of the products written on this card do you consume regularly?

S. Ni gani kati ya bidhaa zilizo kwenye kadi hii ambazo unazitumia kila mara.

Sodas

Soda

Squashes and cordials

Juisi/maji ya matunda yakujitengenezea nyumbani

Packaged fruit juices

Juisi/Maji ya matunda yanayouzwa kwenye pakiti

Beer

Beer/bia

Spirits like whisky, vodka, rum, etc

Ppombe kali

Yoghurt

Yoghurt

Q. When I talk about beer, which brands come to your mind?

S. Nikizungumza kuhusu bia, ni chapa a gani zinazokuja akilini mwako ?

Q. Which brands of beers do you remember seeing any advertisement recently? You could have seen, read or heard it anywhere, like on TV, newspaper, magazine, radio, on the

S. Ni chapa gani za bia ambazo unakumbuka matangazo yake uliyoiona hivi karibuni? Je, huenda umeona, umesoma ama umesikia mahali popote kama vile kwenye runinga, magazetini, kwenye majarida kwenye redio kwenye mtandao,

internet or in a shop or a bar etc.

dukani au kwenye baa na kadhalika?

Q. Which of these brands of beer have you ever consumed?

S. Ni gani kati ya chapa hizi za bia ambazo umewahi kunywa?

Q. Which of these brands have you consumed in the past 4 weeks?

S. Ni gani kati ya hizi ambazo umekunywa kwa muda wiki nne zilizopita?

Brand that comes to mind

Chapa za bia ambazo unazijua

Brand seen on advertisement recently

Chapa ambazo umeona matangazo yake hivi karibuni

Brand ever consumed

Chaoa ambazo umewahi kuzikunywa

Brand consumed in the past 4 weeks

Chapa ambazo umezikunywa wiki nne zilizopita

Q. Looking at each of the following statements please tell me which of these brands do you associate with that statement. With any statement, you can associate one brand, two brands or as many brands that you feel appropriate, or you may choose to not associate any brands with some statements.

S. Ukiangalia kila mojawapo ya hoja hizi tafadhali nieleze ni chapa gani ambayo inalingana na hoja hiyo. Kwa kila hoja unaweza kulinganisha na chapa/aina moja, mbili au zaidi vile utakavyo, vilevile unaweza kuamua kutolinganisha aina yoyote na hoja zingine.

You may not have tasted some of these brands, but please answer based on what you think of these brands

Huenda haujaribu aina fulani za bia hizi, hata hivyo jibu tu kulingana na vile unavyofikiria kuzihusu kulingana na kile ambacho umeona ama kusikia kuzihusu. Hakuna jibu lililo sawa au baya, cha mno ni kujua hisia zako.

based on what you have seen or heard about them. There are no right or wrong answers, we are only interested in your opinion.

Overall a good brand of beer	Aina nzuri ya bia kwa ujumla
Is an innovative brand	Ni aina/chapa bunifu
Is a brand that is bold and audacious	Ni chapa/aina yenye ujasiri
Is a brand that leads the way	Ni chapa/aina inayoongoza
Is a pioneering brand/breaks new ground	Ni chapa anzilishi
Is a brand that instils a sense of pride	Ni chapa ambayo inaleta hali ya kujivunia
Is a brand that is truly Kenyan	Ni chapa halisi ya Kenya
Is a brand with great heritage	Ni chapa iliyo na urithi mkubwa
Is a premium brand	Ni chapa ya hali ya juu
Is a brand that inspires confidence & optimism	Ni chapa ambayo inaleta kujiamini na matumaini
Is a brand for people like me	Ni chapa ya watu kama mimi
Is a brand that is refreshing	Ni chapa inayotuliza

Is a brand that I would like to be seen drinking Ni chapa ambayo naweza taka kuonekana nikikunywa.

Is a brand for hardworking people Ni chapa ya watu wenye bidii

Is a brand that does exciting things Ni chapa inayofanya vitu ninavyofurahisha

Is a brand that inspires action Ni chapa inayoleta ushawishi wa kufanya jambo

Is a brand that brings people together Ni chapa inayoleta watu pamoja

Q. The next time you are going for a beer, how likely are you to consider choosing each of the following brands?

S. Utakapokuwa unaenda kununua bia wakati ujao, kuna uwezekano kwa kiasi gani kwamba utanunua chapa hizi?

It would be my first choice Itakua mara yangu ya kwanza

I would seriously consider it Nitaizingatia sana

I might consider it Huenda nikaizingatia

I would not consider it Siwezi kuizingatia

Q. Please tell me a number for each brand to indicate how different it seems to other brands of beer that are there in

S. Tafadhali nipe nambari kwa kila chapa ambayo itaashiria jinsi chapa hiyo ilivyo tofauti na chapa zingine zinazojulika. Kumbuka: niambie nambari

the market. Remember: tell me the number on the scale that fits best with how you think about each brand shown. **hiyo kwa kipimo ambacho kinalingana na vile unavyo hisi kuhusu kila chapa ilioonyeshwa.**

Exactly the same as other brands of beer Inafanana sana na chapa zingine

Very different from other brands of beer Ni tofauti sana na chapa zingine

Q. Now tell me how well each brand delivers the taste & quality you expect from a beer. Remember; tell me the number on the scale that fits best with how you think about each brand shown **S. Sasa niambia ni kwa kiwango gani kila chapa inakupa ile ladha na ubora ambao unatarajia kwenye bia. Kumbuka: niambie nambari hiyo kwa kipimo ambacho kinalingana na vile unavyo hisi kuhusu kila chapa ilioonyeshwa.**

Doesn't meet your expectations at all Haitoshelezi mahitaji yako

Meets your expectations very well Inatosheleza mahitaji yangu

Q. How much do you think the brands are worth? Remember; please tell me the number on the scale that fits best with how you think about each brand shown. **S. Unadhania chapa hizi zina thamani gani? Kumbuka: niambie nambari hiyo kwa kipimo ambacho kinalingana na vile unavyo hisi kuhusu kila chapa ilioonyeshwa**

Worth less than it costs Thamani yake iko chini sana ukilinganisha na bei yake

Worth what it costs Ina thamani ya bei yake

Worth more than it costs

Ina thamani zaidi ukilinganisha ya bei yake

Q. You said that you have seen or heard an advert for <BRAND> recently. Where have you seen or heard about the brand? You can answer with the help of this card.

S. Umetaja kuwa uliona/ ulisikia/ulisoma tangazo la (chapa)...tafadhali niambie, ni wapi uliona/ulisikia/ulisoma kuhusu tangazo la...?

Television

Runinga

Radio

Redio

Billboards, street poles,

Kwenye mabango

Newspapers

Magazetini

Magazines

Kwenye majarida

In a shop / supermarket

Dukani/kwenye maduka ya rejareja

In a bar / pub / restaurant

Kwenye baa, kwenye mkahawa

Event sponsorship

Kwenye udhamini wa mchezo

Reality TV show

Kipindi cha televisheni hali ya kawaida ya maisha

They were doing a promo / competition

Kwenye maonyesho yao

Internet

Kwenye mtandao

From a friend / relative

Kutoka kwa rafiki, jamaa wangu

Table 1: Exerpt from Sample questionnaire one – Alcoholic drinks

3.2.2 Services based sample questionnaire

Services based questionnaires usually ask people about their experience using a certain service. Such services would include banking, telecommunication, insurance, gaming etc. The following questionnaire was about internet services. It was specific to people who are tech savvy. See table 2 below:

Source language (English)

Introduction: Good morning/afternoon, my name is I do interviewing on behalf of CONSUMER DYNAMICS, an independent research company. We're conducting research about use of internet and the interview will take about 30 minutes. Please tell me what you really think and feel. There are no right or wrong answers. I just need your opinion. All information you provide is confidential and your name will not be revealed to anyone. Your responses will be combined with others to show aggregated views and opinions.

Target language (Kiswahili)

Utangulizi: Habari za asubuhi/mchana, jina langu ni na ninafanya mahojiano kwa niaba ya CONSUMER DYNAMICS, ambayo ni kampuni huru ya utafiti. Tunafanya utafiti kuhusiana na matumizi ya intaneti na mahojiano yatachukua karibu dakika 30. Tafadhali niambie kile unafikiria na kuhisi. Hakuna majibu yaliyo sawa au yasiyokuwa sawa. Nataka tu maoni yako. Habari zote utakazotoa zitawekwa kwa siri na jina lako halitatajwa popote. Maoni yako yatajumuishwa na ya wengine na kuopnyeshwa kwa ujumla. Je, naweza kuendelea kukuuliza maswali machache?

Q. Do you, or does anyone in your household, work in any of the following sectors?

A market research agency

An advertising or media agency

An internet search engine provider

A financial services company

None of these

S. Je, kuna mtu kati yako na mtu yetote nyumbani kwako anayefanya kazi na yoyote ya sekta zifuatazo?

Shirika la utafiti wa masoko

Shirika la matangazo au habari

Mhudumu wa search engine za intaneti

Kampuni ya huduma za kifedha

Hakuna kati ya hizi

Q. Record sex

Male

Female

S. Nakili jinsia

Mme

Mke

Q. Please think about your use of internet on all devices. How often do you use the internet for non-work purposes?

Several times a day

S. Tafadhali fikiria juu ya utumizi wako wa intaneti kwa vifaa vyote. Wewe hutumia intaneti kwa ajili ya shughuli zisizo za kikazi.

Mara kadha kwa siku

Around once a day

Kama mara moja kwa siku

Several times a week, but not daily

Mara kadhaa kwa wiki lakini siyo kila siku

Around once a week

Kama mara moja kwa wiki

2 or 3 times a month

Mara 2 au 3 kwa mwezi

Don't know

Sijui

Q. How long have you been using the internet?

S. Umekuwa ukitumia intaneti kwa muda gani sasa?

Less than 12 months

Chini ya miezi 12

1 to 2 years

Mwaka 1 hadi 2

3 to 4 years

Miaka 3 hadi 4

5 to 9 years

Miaka 5 hadi 9

10 to 15 years

Miaka 10 hadi 15

More than 15 years

Zaidi ya miaka 15

Don't know

Sijui

Q. Which of the following best describes how well, or not, you know each of the following internet brands?

Know the name

Know very little

Know a little

Know a fair

Know very well

Don't know

S. Ni gani kati ya yafuatayo inaelezea vizuri vile unajua au kutojua kila ya chapa zifuatazo za intaneti?

Najua jina pekee

Najua kidogo sana

Najua kidogo

Najua kiasi

Najua vizuri kabisa

Sijui

Q. Which of the following best describes how you feel about each of the following internet brands?

Very negative

Somewhat negative

Neutral – not positive

S. Ni gani kati ya yafuatayo inaelezea vizuri vile unahisi kuhusu kila ya chapa zifuatazo za intaneti?

Mbaya sana

Mbaya kiasi

Siyo mbaya wala nzuri

Somewhat positive

Mzuri kiasi

Very positive

Mzuri kabisa

Don't know

Sijui

Q. Which one of the following statements best reflects your overall opinion and perceptions towards each internet brand?

S. Ni elezo gani moja kati ya maelezo yafuatayo inaangaza maoni yako kwa jumla kuelekea kwa kila chapa ya intaneti?

Critical without being asked

Muhimu bila ya kuulizwa

Critical if someone asked me

Muhimu kama mtu angeniuliza

Neutral opinion seeing both positive and negatives

Niko katikati - naona mazuri na mabaya

Speak highly if someone asked me

Nitaisifu kama mtu ataniuliza

Speak highly without being asked

Nitaisifu bila kuulizwa

Don't know enough to have a strong opinion

Sijui mengi kuihusu kwa hivyo siwezi kutoa

Q. On a scale of 1 to 5, where 1 means 'not at all' and 5 means 'completely', to what degree do you believe each of the following characteristics apply to

S. Kwa mizani ya 1-5, ambapo 1 inamaanisha 'hakuna kabisa' na 5 inamaanisha 'kabisa', ni kwa kiwango gani ndiyo unaamini kila ya yafuatayo

inaambatana na

Offers user-friendly products and services	Inapeana huduma na bidhaa zinazotumika kwa urahisi
Offers reliable products and services	Inapeana bidhaa na huduma zinazoweza kutegemewa
Delivers unbiased results / information	Inawasilisha matokeo/habari ambayo haiegemei upande wowote
Is useful in daily life	Ni muhimu kwa maisha ya kila siku
Provides relevant local results / information	Inapeana matokeo/habari inayostahili
Offers products and services that are fast	Inapeana bidhaa na huduma ambazo ziko na kasi
Always coming up with new ideas and innovations	Huja kila wakati na dhana mpya na ubunifu
Helps me save time	Hunisaidia kuokoa wakati
Helps me save money	Hunisaidia kuokoa pesa
Is well-designed	Imetengenezwa vizuri
Is a company I cannot live without	Ni kampuni ambayo siwezi kuishi bila
Has a positive impact on my life everyday	Iko na athari nzuri kwa maisha yangu ya kila siku

Q. Below is a set of policy issues that are sometimes discussed in reference to the Internet. To what extent do you consider it important, or not, for internet and

S. Hapa chini kuna mambo ya kimsingi ambayo saa zingine hujadiliwa yakilenga intaneti. Ni kwa kiwango gani ndiyo unachukulia kuwa au kutokuwa muhimu kwa kampuni za intaneti na teknolojia

technology companies to take action to address each of the following issues? kuchukua hatua ili kusuluhisha kila ya matatizo yafuatayo?

Privacy / Data protection

Siri / Siri ya data

Copyright / Intellectual Property

Haki miliki

Child safety (including child abuse, child pornography)

Usalama wa mtoto (ikijumuisha unyanyasaji wa mtoto, kuhusisha watoto kwa vitendo vya kingono)

Taxes / tax avoidance

Ushuru/ Kuepa ulipaji wa ushuru

Government surveillance

Uchunguzi wa serikali

The ‘Right to be Forgotten’

Haki ya ‘kusahaulika’

Censorship / Free expression

Udhibiti wa matamshi/Uhuru wa kusema unachotaka

Q. On a scale of 1 to 5, where 1 means ‘not at all’ and 5 means ‘completely’, to what degree do you believe each of the following statements apply to

S. Kwa mizani ya 1-5, ambapo 1 inamaanisha ‘haiambatani kabisa’ na 5 inamaanisha “inaambatana kabisa”, ni kwa kiwango gani ndiyo unaamini kila ya maelezo yafuatayo yanaambatana na

I trust that my personal information is safe with this company

Naamini kuwa habari zangu za kibinafsi ziko salama na kampuni hii

The company gives me tools / privacy settings to manage how my data is collected and used

Kampuni inanipa mbinu zinazohakikisha napanga vile data yangu inakusanywa na kutumika

I worry that this company is misusing my data	Nina hofu kuwa kampuni hii inatumia data yangu vibaya
This company is collecting more information about me than before	Kampuni hii inakusanya habari nyingi zaidi kunihusu kuliko hapo awali
This company respects my privacy	Kampuni hii inaheshimu usiri wangu
This company provides a child-safe environment	Hii kampuni inapeana mazingira mazuri kwa ajili ya watoto
This company protects me from harmful content (malware, viruses)	Kampuni hii inanilinda kutokana na mambo ya kudhuru (malware, virusi)
This company protects me from immoral / illegal content	Kampuni hii inanilinda kutokana na habari chafu/ iliyo kinyume cha sheria
This company keep my data safe from hackers	Hii kampuni inatunza habari zangu kutokana na watu wanaoiba habari za watu kupitia intaneti
This company keeps my data safe from government surveillance	Hii kampuni inatunza habari zangu kutokana na uchunguzi wa serikali
This company pays an appropriate amount of tax in my country	Kampuni hii inalipa kiasi cha kutajika cha ushuru nchini mwangu
This company meets its legal tax requirement in my country	Hii kampuni inatekeleza mahitaji yake ya kisheria ya ushuru nchini mwangu

Q. Which of the following statements best reflects your overall opinion and perception towards each type of company?

Retailers

Wauzaji reja reja

Media Companies

Kampuni za habari

Internet/web companies

Kampuni za intaneti/web

Search Engines

Search Engines

Social Networks

Vituo vya kijamii

Utility companies

Kampuni za huduma

Telecommunication companies

Kampuni za mawasiliano

Technology manufacturers

Watengenezaji wa teknolojia

Financial services

Huduma za kifedha

Q. Which of the following areas of corporate responsibility, if any, would you expect Google to be actively involved in?

S. Ni sehemu zipi kati ya zifuatazo za uwajibikaji wa kampuni, kama upo, ndiyo ungetarajia Google ijihusishe nayo?

Diversity/gender equality

Usawa wa jinsia/Kupanuka hadi sehemu zingine

Protecting threatened wildlife

Kutunza wanyama pori walio na tishio la kuangami

Supporting local communities

Kuunga mkono jumuiya ya hapa

Improving computer science education

Kuimarisha elimu ya sayansi ya kompyuta

Fighting trafficking and child abuse

Kupigana na ulanguzi na usalama wa watoto

Crisis response/Disaster relief	Kuitika wakati wa mikasa
Community grants for non-profit organizations	Usaidizi kwa mashirika yasiyokuwa
Employee volunteering	Kujitolea kwa wafanyikazi
Access to broadband/internet	Usambazaji wa intaneti/ broadband
Renewable Energy	Mishati ambayo haiishi
Transportation	Uchukuzi
Art and cultural preservation	Uhifadhi wa sanaa na utamaduni
Freedom of speech/stopping censorship	Uhuru wa kujieleza
Helping women get online	Kusaidia wanawake kutumia mtandao

Q. Which, if any, of the following equipment do you use to access the internet?

S. Ni nini, kama kipo, kati ya vifaa vifuatavyo ndiyo unatumia ili kupata intaneti?

On a fixed desktop PC	Kwa kompyuta ya mezani
On a Laptop/Netbook	Kwa kipakatalishi
Through a tablet computer e.g. iPad or iPad 2, Samsung Galaxy Tab	Kupitia kwa tableti k.m. iPad or iPad 2, Samsung Galaxy Tab
Through a Smartphone/Mobile Phone e.g. iPhone, BlackBerry, other Smartphone	Kupitia kwa smartphone/ simu ya mkono k.m. Phone, BlackBerry, na smartphone nyingine
Through a game console e.g. Xbox 360, Play station 3, Wii	Kupitia kwa game console k.m. Xbox 360, Playstation 3, Wii

Through a handheld game console e.g. Sony PSP/PS Vita, Nintendo DS/3DS	Kupitia kwa game console ambayo inashikiliwa na mkono k.m.. Sony PSP/PS Vita, Nintendo DS/3DS
Through a portable music player e.g. iPod, Zune	Kupitia kwa kinanda cha muziki unachoweza kubeba kokote uendako k.m. iPod, Zune
Direct through a television	Moja kwa moja kupitia kwa TV

Table 2: Exerpt from Sample questionnaire one – Internet services

3.3 Data presentation and analysis

The second step was to check for errors in the existing translations and identifying what type of error it is. These are translation errors which could be barriers to communication and could easily compromise the quality of results. As Wikipedia defines translation; it is a communication of meaning of a source language text by means of an equivalent target language. Translation being a form of communication is always driven by the motive, which is to put across an elaborate message from a source language and culture to a target language and culture.

Skopos theory, on which this research is centred on, focuses on motive. He calls it purpose. According to this theory, the most important aspect as far as all translations are concerned is the purpose of the translation. How you translate is dependent on the purpose for which you are translating. In the case of questionnaire, the purpose is for the questions and choices of answers to be perceived correctly and decoded just like in the original questionnaire.

Therefore, errors in the translation could hamper the transfer of the message. These errors are on lexicon and syntax. There was an attempt to find alternative translation for the mistranslations. This was guided by the rules provided in the Skopos theory of translation. Principles of translation discussed by Étienne Dolet (1540) and Laura Cunha of UX were also helpful.

3.3.1 Error in transfer of meaning

In some of the statements, there was lack of inter-textual coherence between the source text and the target text with the final Kiswahili translation having a different meaning from what was intended in the source text. This is illustrated in table 3 below.

Source language (English)	Target language (Kiswahili)	Error	Alternative translation
Q. Could you please tell me the educational level for <u>the main earner</u> of your household? By main earner I mean the person contributing the most to the household income.	Q. Unaweza kunieleze kiwango cha juu cha masomo cha mtu anayepata kipato cha juu nyumbani kwako? Nikisema mwenye kipato cha juu namaanisha, mtu anaechangia zaidi kimapato katika nyumba yako	Correct	
Primary Incomplete	Sijamaliza shule ya msingi	The translated text is not coherent with the source text. The translation is referring to the respondent,	Hajamaliza shule ya msingi
Primary complete	Nilimaliza shule ya msingi	which is not the case in the original text (which is referring to the main	Alimaliza shule ya msingi
Secondary Incomplete	Sijamaliza shule ya upili		Hajamaliza shule ya upili
Secondary complete	Nimemaliza shule ya upili		Amemaliza shule ya upili
University/Polytechnic incomplete	Niko Chuo kikuu/ Chuo cha ufundi		Yuko Chuo kikuu/ Chuo cha ufundi

University/Polytechnic complete	Nimekamilisha Chuo kikuu/ Chuo cha ufundi	earner of the household.	Amekamilisha Chuo kikuu/ Chuo cha ufundi
Post-University Incomplete	Naendelea na shahada ya juu		Anaendelea na shahada ya juu
Post University Complete	Nimemaliza shahada ya juu		Amemaliza shahada ya juu
Illiterate/None	Sijaenda shuleni		Hajaenda shuleni

Is a brand that is refreshing	Ni chapa inayotuliza	This has been translated to mean 'relaxing' instead of 'refreshing'	Ni brand ambayo ina-refresh
It would be my first choice	Itakua mara yangu ya kwanza	The translation is very different from what was meant in the source text	Itakuwa chaguo langu la kwanza
Event sponsorship	Kwenye udhamini wa mchezo	While the source text is referring to event sponsorship in general, the translation is limited to sports sponsorship	Iki-sponsor events

<p>You said that you have seen or heard an advert for.....recently. Where have you seen or heard about the brand?</p>	<p>Umetaja kuwa uliona/ ulisikia/ulisoma tangazo la....tafadhali niambie, ni wapi uliona/ulisikia/ulisoma kuhusu tangazo la...?</p>	<p>While the source text is asking whether the respondent saw or heard about an advert, the translation has reading added to the list</p>	<p>Umetaja kuwa uliona au kusikia tangazo la hivi majuzi. Tafadhali niambie ni wapi uliona au kusikia kuhusu brand hii</p>
<p>Retailers</p>	<p>Wauzaji reja reja</p>	<p>Inaccurate: the translation means something completely different from what is in the source text. Since the correct equivalence in Kiswahili (wauzaji) may mean many things it would be safe to just borrow and use the word in its foreignness.</p>	<p>Retailers</p>

Table 3: Error in transfer of meaning

Lack of harmony between the source text and the target text is against the rules of Skopos which dictate that the translated text must be coherent with the original text. From the excerpt

exhibited in Table 3, there seem to have been some inconsistency between the information that was received by the translator from the source text, the interpretation the translator made from that information and what was encoded for the receiver in the translated text.

The translator deviated from the intended meaning in two ways. First, by using Kiswahili words that are not equivalents of what was in the source text. Secondly, by adding some information in the translation which was not there in the source text. Consequently, meaning was distorted.

3.3.2 Error in intratextual coherence

Serious grammatical errors were identified in some sections of the translation, which made them incoherent. The erroneous sentences did not meet the syntactical structure of Kiswahili.

See below table 4 for illustration.

Source language (English)	Target language (Kiswahili)	Error	Alternative translation
Q. Which of the following best describes how you feel about each of the following internet brands?	Q. Ni gani kati ya yafuatayo inaelezea vizuri vile unahisi kuhusu kila ya chapa zifuatazo za intaneti?	The translation is not grammatically correct and does not make sense.	Ni gani kati ya zifuatazo inaelezea vizuri jinsi unavyohisi kuhusu kila mojawapo ya brands hizi za intaneti?
Q. Which one of the following statements best reflects your overall opinion and perceptions towards each internet brand?	Q. Ni elezo gani moja kati ya maelezo yafuatayo inaangaza maoni yako kwa jumla kuelekea kwa kila chapa ya intaneti?	There is no message in the translation. The respondent would not get what is being	Kati ya kauli zifuatazo, ni gani inayoambatana na maoni na hisia zako kwa kila mojawapo ya brands hizi za intaneti?

asked

Q. On a scale of 1 to 5, where 1 means 'not at all' and 5 means 'completely', to what degree do you believe each of the following characteristics apply to each of the brands	Q. Kwa mizani ya 1-5, ambapo 1 inamaanisha 'hakuna kabisa' na 5 inamaanisha 'kabisa', ni kwa kiwango gani ndiyo unaamini kila ya yafuatayo inaambatana na chapa hizi	This translation is not coherent in itself in terms of syntax.	Kwa scale ya 1-5, ambapo 1 inamaanisha 'hakuna kabisa' na 5 inamaanisha 'kabisa', ni kwa kiwango gani unaamini kuwa sifa zifuatazo zinaambatana na brands hizi
Q. Which of the following areas of corporate responsibility, if any, would you expect Google to be actively involved in?	Q. Ni sehemu zipi kati ya zifuatazo za uwajibikaji wa kampuni, kama upo, ndiyo ungetarajia Google ijihusisha nayo?	Direct translation. The whole question does not make sense.	Ni gani kati ya miradi ifuatayo ya uwajibikaji wa kampuni kwa jamii (CSR), yoyote ile, ambayo unatarajia Goole iwe inajihusisha nayo?
Diversity/gender equality	Usawa wa jinsia/Kupanuka hadi sehemu zingine	The second part does not have meaning	Usawa wa jinsia/ utofauti wetu
Supporting local communities	Kuunga mkono jumuiya ya hapa	The respondent would not understand what this means	Kuunga mkono wenyeji wa jamii za humu nchini
Q. Which of the products written on this card do you consume regularly?	Q. Ni gani kati ya bidhaa zilizo kwenye kadi hii ambazo unazitumia kila mara?	By sticking to the sentence structure of the source text, the translation is incoherent in itself.	Kati ya bidhaa zilizoko kwenye kadi hii, ni gani ambazo unatumia kila mara?

Table 4: Error in intratextual coherence

Skopos dictates that a translated text must be coherent in itself. However, as highlighted in table 4, a large section of this questionnaire translation was inaccurate, unacceptable and grammatically incorrect. This error was prominent in the questions than it was in the answer options.

Intra-textual coherence was lost when the translator attempted to remain faithful to the syntax of the source language. He or she was using the English sentence structure for Kiswahili. As a result, the Kiswahili sentences make no grammatical sense. Interestingly, when respondents are faced with such incoherent questions, especially in self completed surveys, they make assumptions as to what could be the meaning. Consequently, quality of findings is jeopardized.

3.3.3 Error in applied lexicon

This is about the vocabulary used in the translation. Some of the words used are not fit for the target respondents, the register is relatively high, as illustrated in table 5.

Source (English)	language	Target (Kiswahili)	language	Error	Alternative translation
Household help		Yaya		Yaya	Mfanyikazi wa nyumbani
Fridge/deep freezer		Jokofu		Jokofu	Friji
Computer (Desktop)		Tarakilishi		Tarakilishi	Kompyuta
Professional Doctor, Engineers	e.g. Lawyer,	Mtaalam-mwanasheria, mhandisi	tabibu,	Tabibu, mhandisi	Mtaalam; kwa mfano daktari, mwanasheria, engineer
Is an innovative brand		Ni aina/chapa bunifu		Brand	Ni brand yenye ubunifu
Is a brand with great heritage		Ni chapa iliyo na urithi mkubwa		Urithi	Ni brand yenye heritage kubwa
Renewable Energy		Mishati ambayo haiishi		Mishati	Renewable Energy
Always coming up with new ideas and innovations		Huja kila wakati na dhana mpya na ubunifu		Dhana	Inakuja na idea mpya na ubunifu kila mara
Q. On a scale of 1 to 5, where 1 means 'not at all' and 5 means 'completely', to what degree do you believe		Q. Kwa mizani ya 1-5, ambapo 1 inamaanisha 'hakuna kabisa' na 5 inamaanisha 'kabisa', ni kwa kiwango gani		Mizani	Kwa scale ya 1-5, ambapo 1 inamaanisha 'hakuna kabisa' na 5 inamaanisha 'kabisa', ni kwa kiwango gani unaamini kuwa sifa zifuatazo zinaambatana na

each of the following characteristics apply to each of the brands

ndiyo unaamini kila ya yafuatayo inaambatana na chapa hizi

brands hizi

Utility companies

Kampuni za huduma

Even though this is good translation, respondents may fail to decode it accurately. It is then important to look at the meaning of ‘utility company’ and add examples to the translation

Kampuni za huduma kama vile stima, maji na kadhalika

Table 4: Error in intratextual coherence

In the above illustration, the translator failed to recognize that the register applied was high compared to the Kiswahili of the target respondents, instead, textbook Kiswahili was used. This translation went against the principles of translation as stipulated by Étienne Dolet (1540) and Laura Cunha of UX. According to them, a translator should always try to adopt the most natural expressions.

The translator failed to use Kiswahili words that people use naturally in their everyday conversations. These words and phrases are likely not to be understood by majority of respondents. According to Skopos, the final translation is conditioned by the aim for which it

is produced (its skopos). The sole purpose for translating this questionnaire was to for it to be understood by all respondents so that a similar interpretation is achieved from all respondents, those answering to the English version and the Kiswahili version. Therefore, by using words that the target respondents are likely not to be familiar with undermines the purpose.

3.3.4 Translation of meaning

The translator did a fair job in terms looking beyond the words and attempting to translate meaning

Source language (English)	Target language (Kiswahili)	Error
Squashes and cordials	Juisi/maji ya matunda yakujitengenezea nyumbani	Correct
They were doing a promo / competition	Kwenye maonyesho yao	Correct
Looking at each of the following statements please tell me which of these brands do you associate with that statement. With any statement, you can	Ukiangalia kila mojawapo ya hoja hizi tafadhali nieleze ni chapa gani ambayo inalingana na hoja hiyo. Kwa kila hoja unaweza kulinganisha na brand	Correct
This company keep my data safe from hackers	Hii kampuni inatunza habari zangu kutokana na watu wanaoiba habari za watu kupitia intaneti	Correct

Table 5: Translation of meaning

As illustrated in the table above, the translator was not bound to the words in the original text, instead meaning is what was being translated. In so doing, the translator had the freedom to use his or her own language by adding or omitting something from the original text to make it palatable to the target respondent whilst still retaining the intended meaning. This is in line with Skopos theory which talks about a translated text offering some information that cannot be back translated fully. This was informed by the purpose for which the translation was being done to aid understanding. Thus, meaning was more important than word equivalences.

CHAPTER FOUR

CONCLUSION AND RECOMMENDATION

4.1 Introduction

This chapter reviews to what extent the research findings tally with the hypotheses which were about consumer market research register sharing linguistic features with the business register in terms of being formal, serious and precise; Kenyan consumers not being able to fully understand formal Kiswahili; and the illiterate being able to understand some English words and phrases learnt through interaction with media and interpersonal communication – given that English is the language for academics and business. It also examines how the findings marry with the objectives: to identifying of errors present in the existing translation of consumer market research questionnaires and look for alternative translations to the mistranslations. Ultimately, this will focus on addressing the statement of the problem.

4.2 Conclusion

Marketers find answers to most of their pressing marketing questions through consumer market research. These include questions on consumer preference, attitude, loyalty, satisfaction, etc. The most common research method used is quantitative research which in most cases is through questionnaire-based surveys.

Given the symbiotic relationship between consumer market research and business it is no surprise their registers share characteristics. Both aim to communicate clearly, effectively and efficiently whilst at the same time maintaining some level of formalness to show seriousness.

Both registers are sensitive to sociocultural differences thus their tendency to use neutral language to achieve a similar understanding across demographics. Additionally, clarity of communication is very key to both registers. So, simple words as well as well thought-out sentences and phrases are preferred to ensure precision in communication.

Therefore, accurate translation of questionnaires is key to achieving accurate research results through facilitation of communication and correct interpretation of questions in the target language. Unfortunately, most consumer market researchers in Kenya often focus more on making the data collection and data analysis processes foolproof but focus less on the research tool itself – the questionnaire. After the questionnaire is designed in English, less focus is given to its translation to Kiswahili.

Results from the analysis of the sample questionnaire translations discussed in this study clearly show that there are numerous errors in the current translation of consumer market research questionnaires. This answers the first objective which focused on identifying current mistranslation in consumer market research objectives. These errors hinder the translation from realizing its sole purpose, which is to aid comprehension and achieve a similar understanding among all respondents – whether they answered the survey in the source language or in the target language.

Lack of intra-textual coherence is the main error in questionnaire translation. Translations of most questions into Kiswahili fail to comply with the rules and principles that govern the sentence structure of Kiswahili. Therefore, they may not be understood by the respondent.

This error occurs when the translator tries to render the Kiswahili translation in the syntax of the English language. This is a big threat to the quality of information collected because when respondents are not able to understand a question they opt for guess work.

The second error in questionnaire translation is on the applied lexicon. In some questions, the register used is too high for the common Kenyan respondent. Majority of Kenyans can only understand basic Kiswahili. Sheng' has infiltrated the language to an extent that only a handful can speak formal Kiswahili. So, using textbook Kiswahili in translation can hinder understanding as meanings of some of the words remain with the translator; but questions will still be answered even though they have not been understood.

Absence of inter-textual coherence is another common error in translated consumer market research questionnaires. This occurs when a translator misinterprets the original meaning, mistranslates or adds some misleading information in the translation which was not in the original text. When this happens, respondents answering the survey in the original text will have a different understanding of those questions from those who are answering in the survey in the target text.

The errors in translation of these kind of questionnaires can be resolved if the focus is more on the purpose for which the translation is being done. The main aim for translating a questionnaire is for the target respondent to understand and decode them correctly. Therefore, to successfully translate this register one must remember that language of

questionnaires (whether in the original text or in the translated text) must be simple, precise and concise – just like in the business register.

4.3 Recommendation

Current mistranslations of consumer market research questionnaires can be resolved by being conscious of the target respondent during the process of translation (in line with the second objective. The translator must be cognizant of the fact whilst 100% of the Kenyan population speak Kiswahili, according to KenyaInformationGuide.com (2015), only a handful can speak fluently. KenyaInformationGuide.com (2015) indicates that Sheng is one of the factors leading to the deterioration of spoken Kiswahili among Kenyans. Notwithstanding, whilst only 38.7% of Kenyan consumers are literate, as indicated in the Kenya National Adult Literacy Survey, majority can identify English words from their interaction with media and interpersonal communication. Therefore, a translator ought to use simple and natural language in translation to Kiswahili – they are at liberty to borrow directly from English or to borrow and change the words so that they conform to the phonotactics of Kiswahili.

Additionally, translators should be guided by the rules provided by Skopos theory. Number one, they must look at the purpose for which they are translating – to aid understating. Two, they must appreciate cultural differences between the source text and the target text so that they can render a translation that is fit for the target culture. Three, translators must not fight to have exact equivalences, but rather recognize that a translated text could have some information that cannot be back translated fully. Four, they should strive to have coherent translations which are grammatically correct and understandable by the target respondent.

Five, they should check all translations to confirm that they are coherent with the source text so that the intended meaning is retained. Translators must follow these rules religiously in this order.

Also, as advised by WHO in their procedure of translating questionnaire; it will be very helpful if the translated questionnaire is piloted before signing it off and launching the survey. The pilot should be done among people from the target sample – fitting all demographic requirements. Feedback from the pilot should be used to improve the translation.

In sum, consumer market researchers must recognize the importance of translating questionnaires and give the translation process attention equal to what they give to other research processes. Since they understand the impact of information they collect, they should not translate just to tick a box. They must understand the purpose for which they are translating and aim to get it right.

BIBLIOGRAPHY

Pavlos, N., Stephanos, A. (2004). Translation issues to questionnaire research

Doris, S.F., Diana, T.F., Jean, W (2004). Issues and challenges of instrument translation

Anne, M., Janita ,P.C. (1999). Translation of questionnaire and issues of equivalence

Vanessa Leonardi. (2000, October). Translation theory, Vol 4. Translation Journal.
Retreaved in September 2018 from <http://translationjournal.net/journal/14equiv.htm>

Muaka Leonard. (2011). Language Perceptions and Identity among Kenyan Speakers. In
Selected Proceedings of the 40th Annual Conference on African Linguistics. Retreaved in
September 2018 from <http://www.lingref.com/cpp/acal/40/paper2577.pdf>

Mahmoud Ordudari. (2008, January). Translation theory, Vol 12. Translation Journal.
Retreaved in September 2018 from <http://translationjournal.net/journal/43theory.htm>

BMJ 2004;328:1433. Translation issues to questionnaire research. retreaved in Septermer
2018 from <http://www.bmj.com/rapid-response/2011/10/30/translation-issues-questionnaire-research>

Dictionary.com. *Research*. Retreaved in September 2018 from
<http://www.dictionary.com/browse/research>

Lynn, H., Michal, T. (1997). Taming the reaserch beast. Research Methods in TESL and Language Acquisition. Retreaved in September 2018 from http://linguistics.byu.edu/faculty/henrichsenl/ResearchMethods/RM_1_01.html

Oxford Learners Dictionary. Questionniare. Retreaved in September 2018 from <https://www.oxfordlearnersdictionaries.com/definition/english/questionnaire>

Umar Farooq. (2013, 23rd July). Study Lecture Notes. Qualities of a good questionnaire. Retreaved in September 2018 from <http://www.studylecturenotes.com/social-research-methodology/qualities-of-a-good-questionnaire>

Kenya Information Guide. Kenya language. Retreaved in September 2018 from <http://www.kenya-information-guide.com/kenya-language.html>

Ika Kana. (2014, May). Skopos Theory: a practical approach in the translation process. Retreaved in September 2018 from <https://en.wikipedia.org/wiki/Translation>

World Health Organisation. Research tools. *Process of translation and adaptation of instruments*. Retreaved in September 2018 from http://www.who.int/substance_abuse/research_tools/translation/en/

Enterprenuer Encyclopedia. *Market Research*. Retreaved in September from <https://www.entrepreneur.com/encyclopedia/market-research>

Collins Dictionary. Questionniare. Retreaved in September from <https://www.collinsdictionary.com/dictionary/english/questionnaire>

Business dictionary. Qestionniare. Rtreaved in September from <http://www.businessdictionary.com/definition/questionnaire.html>

Wikipedia. *Marketing research*. Retrieved in September 2018 from https://en.wikipedia.org/wiki/Marketing_research

Wikipedia. Questionnaire. Retrieved in September 2018 from <https://en.wikipedia.org/wiki/Questionnaire>

Saul McLeod. (2018). SimplyPsychology. *Questionnaire*. Retrieved in September 2018 from <https://www.simplypsychology.org/questionnaires.html>

Francesco Pierini. (2015). Definition and main features of business English with a special regard to differences with the language of economics. Retrieved in September 2018 from <https://edipuglia.it/wp-content/uploads/2015/04/Pierini.pdf>

WikiBooks. *Introduction to Business English/ theory*. Retrieved in September 2018 from https://en.wikibooks.org/wiki/Introduction_to_Business_English/Theory

One hour translation. (2018, 3rd October). *The Basic Theory of Translation*. Retrieved in September 2018 from <https://www.onehourtranslation.com/translation/blog/basic-theory-translation>

Laura Cunha. (2017, 4th April). UX collective. *10 principles for great translations*. Retrieved in September 2018 from <https://uxdesign.cc/10-principles-for-great-translations-95bcf7f0d0dd>

Boha Ala Research Papers. (2016, 21st August). Process of translation. Retrieved in October 2018 from <https://bohatala.com/process-of-translation/>

Xiaoyan Du. (2012, October). A brief Introduction of Skopos Theory. Retrieved in
October 2018 from
<https://pdfs.semanticscholar.org/2088/daee95dc608e32fd36094c705b0c16ec8fc3.pdf>

APPENDICES

Appendix I: Sample questionnaire one – Alcoholic drinks

ENGLISH

Good morning / afternoon / evening! My name is _____ and I am doing a survey on behalf of DOUBLE CHECKERS, an independent market research company. We are conducting a survey on people's habits around food and drinks and I was wondering if you could give me 20 minutes of your time.

All information you give me will remain strictly confidential and will only be used for statistical purposes.

SHOW CARD S1.

S1. Do you, any of your family or friends work in any of these occupations? **SELECT ALL THAT APPLY TO YOU**

Advertising	
Market research	
Marketing	
Press, radio or television	
Public relations	
A manufacturer of beer, spirits	
Refused / Don't know	
Telecom company	
Bank / financial institution	
Teaching / Lecturing	
Other	

S2. Have you ever participated in any market research interview? When?

Less than 6 months ago	
More than 6 months ago	
Never	

S3. RECORD SEX

Male	
Female	

S4. Can you tell me your age in completed years? **WRITE EXACT AGE**

--	--

S5.1. Could you please tell me which of these items do you have in your household?
SELECT THAT WHICH YOU HAVE IN YOUR HOUSEHOLD

Type	Description	
<i>Ownership</i>	Household help	
	Fridge/deep freezer	
	Video Recorder	
	1 Car	
	More than 1 car	
	Color TV	
	Music system	
	Air conditioning unit	
	Satellite dish	
	Washing machine	
	Black & White TV	
	DVD Player	
	Cable satellite	
	Telephone (land)	
	Telephone (mobile)	
	Personal driver	
	Computer (Desktop)	
	Laptop	
Generator		

<i>Cooking</i>	Gas Cooker	3
	Electric Cooker	3
	Kerosene Stove	2
	Charcoal/Wood	1
<i>Toilet Type</i>	Inside WC	4
	Outside WC	2
	Pit Latrine	1
	None	0
<i>Main Water Source</i>	Inside pipe borne tap	4
	Outside pipe borne tap	2
	Borehole	3
	Well	2
	Stream	1

S5.2. Can you please describe the type of House you live in? **SELECT THAT WHICH APPLY TO YOU**

<i>Type of House</i>	Description	
	Villa	
	Flat	
	Duplex	
	Mini flat	
	Room and parlor	
	Room	
	Self-occupied bungalow	
	Others	

S5.3. Could you please tell me the educational level for **the main earner** of your household?
 By main earner I mean the person contributing the most to the household income.
SELECT THAT WHICH APPLIES TO YOU

	Description	
Education	Primary Incomplete	
	Primary complete	
	Secondary Incomplete	
	Secondary complete	
	University/Polytechnic: OND	
	University/Polytechnic: HND	
	Post-University Incomplete	
	Post University Complete	
	Illiterate/None	

S5.4. Could you please tell me the occupation of the main earner? **SELECT THAT WHICH APPLIES TO YOU**

	Description	
Occupation	Senior Management/Admin	
	Manager	
	Professional e.g. Doctor, Lawyer, Engineers	
	Skilled workers (mechanics, tailoring, carpenters, bricklayers)	
	Unskilled workers	
	Unemployed	

A.1 When I talk about beer, which brands come to your mind? **SELECT ALL THAT YOU COMES TO MIND**

A.2 Which brands of beers do you remember seeing any advertisement recently? You could have seen, read or heard it anywhere, like on TV, newspaper, magazine, radio, on the internet or in a shop or a bar etc. **SELECT ALL THAT YOU COMES TO MIND**

A.3 Which of these brands of beer have you ever consumed? **SELECT ALL THAT YOU COMES TO MIND**

A.4 Which of these brands have you consumed in the past 4 weeks? **SELECT ALL THAT YOU COMES TO MIND**

	A.1 Brand that comes to mind	A.2 Brand seen on advertisement recently	A.3 Brand ever consumed	A.4 Brand consumed in the past 4 weeks
Beer A				
Beer B				
Beer C				
Beer D				
Beer E				

B.1 Looking at each of the following statements please tell me which of these brands do you associate with that statement. With any statement, you can associate one brand, two brands or as many brands that you feel appropriate, or you may choose to not associate any brands with some statements.

You may not have tasted some of these brands, but please answer based on what you think of these brands based on what you have seen or heard about them. There are no right or wrong answers, we are only interested in your opinion.

	Beer A	Beer B	Beer C	Beer D	Beer E
Overall a good brand of beer					
Is an innovative brand					
Is a brand that is bold and audacious					
Is a brand that leads the way					
Is a pioneering brand/breaks new ground					
Is a brand that instils a sense of pride					
Is a brand that is truly Kenyan					

Beer B											
Beer C											
Beer D											
Beer E											

C.3 Now tell me how well each brand delivers the taste & quality you expect from a beer. Remember; tell me the number on the scale that fits best with how you think about each brand shown.

	0	1	2	3	4	5	6	7	8	9	10
	Doesn't meet your expectations at all										Meets your expectations very well
Beer A											
Beer B											
Beer C											
Beer D											
Beer E											

C.4 How much do you think the brands are worth? Remember; please tell me the number on the scale that fits best with how you think about each brand shown.

	Worth less than it costs	Worth what it costs	Worth more than it costs
Beer A			
Beer B			
Beer C			
Beer D			
Beer E			

D.1. You said that you have seen or heard an advert for <BRAND> recently. Where have you seen or heard about the brand? You can answer with the help of this card.

	Beer A	Beer B	Beer C	Beer D	Beer E
Television					
Radio					
Billboards, street poles,					
Newspapers					
Magazines					
In a shop / supermarket					
In a bar / pub / restaurant					
Event sponsorship					
Reality TV show					
They were doing a promo / competition					
Internet					
From a friend / relative					

Appendix II: Sample questionnaire one – Alcoholic drinks

KISWAHILI TRANSLATION

Habari ya asubuhi/mchana/jioni! Jina langu ni.....nafanya utafiti kwa niaba ya DOUBLE CHEKERS ambayo ni kampuni huru ya utafiti. Tunafanya utafiti kuhusu mienendo ya watu kuhusu chakula na vinywaji na nikusihi unipe dakika 20 za muda wako.

Habari yoyote utakayonipa itabakia kuwa siri na itatumiwa kwa minajili ya utafiti huu pekee

SHOW CARD S1.

S1. Je, wewe, mmoja wa familia ama rafiki zako anafanya kazi katika mojawapo ya mashirika haya? **JAGUA YOTE INAYOKUFAA**

Matangazo	
Utafiti	
Uuzaji	
Chombo cha habari, redio au runinga	
Uhusiano wa uma/jamii	
Utengenezaji wa pombe	
Kataa/sijui	
Kampuni ya mawasiliano	
Benki/ Taasisi ya kifedha	
Mwalimu/mhariri	
Nyingine	

S2. Umewahi shiriki katika utafiti wowote kama huu? Ilikuwa lini?

Chini ya miezi sita iliyopita	
Zaidi ya miezi sita iliyopita	
Sijawahi	

S3. NAKILI JINSIA

Mme	
Mke	

S4. Tafadhali niambie umri wako kamili? ANDIKA UMRI KAMILI

--	--

**S5.1. Tafadhali niambie ni gain kati ya vitu hivi ambavyo unavyo nyumbani kwako?
CHAGUA VILE AMBAVYO VIPO NYUMBANI KWAKO**

Aina	Maelezo	
Umiliki	Yaya	
	Jokofu	
	Je una mashine ya video?	
	Gari moja	
	Zaidi ya gari moja	
	Runinga yenye rangi	
	Chombo cha mziki	
	Chombo cha kuthibiti hewa nyumbani	
	Kijibakuli cha satellite	
	Mashini ya kuoshea nguo	
	Runinga isiokuwa na rangi	
	Mashine ya DVD	
	Nyaya za satelite	
	Simu ya nyumbani	
	Simu ra rununu	
	Dereva wa kibinafsi	
	Tarakilishi	
	Laptop	
Jenerata		

Upishi	Jiko la gesi	
	Jiko la umeme	
	Jiko la mafuta taa	
	Makaa/kuni	
Aina ya choo	Choo cha maji cha ndani	
	Choo cha maji cha nje	
	Choo cha shimo	
	Hakuna	
Panakotoka maji	Mfereji wa maji ndani ya nyumba	
	Mfereji wa maji nje ya nyumba	
	Kisima	
	Kidimbwi	
	Mto	

S5.2. Tafadhali eleza aina ya nyumba unayoishi? CHAGUA ILE INAYOLINGANA NA WEWE

Aina ya makaazi	Maelezo	
	Nyumba kubwa kwenye boma kubwa	
	Gorofa ndefu	
	Nyumba ya gorofa moja	
	Gorofa fupi	
	Chumba na mahala pa wageni	
	Chumba	
	Nyumba kubwa isiyo ya gorofa	
	Nyingine	

S5.3. Unaweza kunieleze kiwango cha juu cha masomo cha mtu anayepata kipato cha juu nyumbani kwako? Nikisema mwenye kipato cha juu namaanisha, mtu anaechangia zaidi kimapato katika nyumba yako. **CHAGUA ILE INAYOKUFAA**

	Maelezo	
Elimu	Sijamaliza shule ya msingi	
	Nilimaliza shule ya msingi	
	Sijamaliza shule ya upili	
	Nimemaliza shule ya upili	
	Niko Chuo kikuu/ Chuo cha ufundi	
	Nimekamilisha Chuo kikuu/ Chuo cha ufundi	
	Naendelea na shahada ya juu	
	Nimemaliza shahada ya juu	
	Sijaenda shuleni	

S5.4. Tafadhali neleze ajira ya mtu anayepata kipato cha juu. **CHAGUA ILE INAYOKUFAA**

	Maelezo	
Ajira	Mkurugenzi mkuu	
	Mkurugenzi	
	Mtaalam- tabibu, mwanasheria, mhandisi	
	Mfanyakazi mwenye ujuzi	
	Mfanyakazi asiyekuwa na ujuzi	
	Bila ajira	

A.1 Nikizungumza kuhusu bia, ni chapa a gani zinazokuja akilini mwako? **CHAGUA ZOTE ZINAZOKUKUJIA AKILINI**

A.2 Ni chapa gani za bia ambazo unakumbuka matangazo yake uliyoiona hivi karibuni? Je, huenda umeona, umesoma ama umesikia mahali popote kama vile kwenye runinga, magazetini, kwenye majarida kwenye redio kwenye mtandao, dukani au kwenye baa na kadhalika? **CHAGUA ZOTE ZINAZOKUKUJIA AKILINI**

A.5 Ni gani kati ya chapa hizi za bia ambazo umewahi kunywa? **CHAGUA ZOTE ZINAZOKUKUJIA AKILINI**

A.7 Ni gani kati ya hizi ambazo umekunywa kwa muda wiki nne zilizopita? **CHAGUA ZOTE ZINAZOKUKUJIA AKILINI**

	A.1 Chapa za bia ambazo unazijua	A.2 Chapa ambazo umeona matangazo yake hivi karibuni	A.3 Chaoa ambazo umewahi kuzikunywa	A.4 Chapa ambazo umezikunyw a wiki nne zilizopita
Beer A				
Beer B				
Beer C				
Beer D				
Beer E				

B.1 Ukiangalia kila mojawapo ya hoja hizi tafadhali nieleze ni chapa gani ambayo inalingana na hoja hiyo. Kwa kila hoja unaweza kulinganisha na chapa/aina moja, mbili au zaidi vile utakavyo, vilevile unaweza kuamua kutolinganisha aina yoyote na hoja zingine.

Huenda haujaribu aina fulani za bia hizi, hata hivyo jibu tu kulingana na vile unavyofikiria kuzihusu kulingana na kile ambacho umeona ama kusikia kuzihusu. Hakuna jibu lililo sawa au baya, cha mno ni kujua hisia zako.

	Beer A	Beer B	Beer C	Beer D	Beer E
Aina nzuri ya bia kwa ujumla					
Ni aina/chapa bunifu					
Ni chapa/aina yenye ujasiri					
Ni chapa/aina inayoongoza					
Ni chapa anzilishi					
Ni chapa ambayo inaleta hali ya kujivunia					
Ni chapa halisi ya Kenya					
Ni chapa iliyo na urithi mkubwa					
Ni chapa ya hali ya juu					
Ni chapa ambayo inaleta kujiamini na matumaini					
Ni chapa ya watu kama mimi					
Ni chapa inayotuliza					
Ni chapa ambayo naweza taka kuonekana nikipunywa.					
Ni chapa ya watu wenye bidii					
Ni chapa inayofanya vitu ninavyofurahisha					
Ni chapa inayoleta ushawishi wa kufanya jambo					
Ni chapa inayoleta watu pamoja					

C.1 Utakapokuwa unaenda kununua bia wakati ujao, kuna uwezekano kwa kiasi gani kwamba utanunua chapa hizi?

	Itakua mara yangu ya kwanza	Nitaizingatia sana	Huenda nikaizingatia	Siwezi kuizingatia
Beer A	1	2	3	4
Beer B	1	2	3	4
Beer C	1	2	3	4
Beer D	1	2	3	4
Beer E	1	2	3	4

C.8 Unadhania chapa hizi zina thamani gani? Kumbuka: niambie nambari hiyo kwa kipimo ambacho kinalingana na vile unavyo hisi kuhusu kila chapa ilioonyeshwa.

	Thamani yake iko chini sana ukilinganisha na bei yake	Ina thamani ya bei yake	Ina thamani zaidi ukilinganisha ya bei yake
Beer A			
Beer B			
Beer C			
Beer D			
Beer E			

D.1 Umetaja kuwa uliona/ ulisikia/ulisoma tangazo la (chapa)...tafadhali niambie, ni wapi uliona/ulisikia/ulisoma kuhusu tangazo la...?

	Beer A	Beer B	Beer C	Beer D	Beer E
Runinga					
Redio					
Kwenye mabango					
Magazetini					
Kwenye majarida					
Dukani/kwenye maduka ya rejareja					
Kwenye baa, kwenye mkahawa					
Kwenye udhamini wa mchezo					
Kipindi cha televisheni hali					

ya kawaida ya maisha					
Kwenye maonyesho yao					
Kwenye mtandao					
Kutoka kwa rafiki, jamaa wangu					

Appendix III: Sample questionnaire two – Internet services

ENGLISH

INTRODUCTION:

Good morning/afternoon, my name is I do interviewing on behalf of CONSUMER DYNAMICS, an independent research company. We're conducting research about use of internet and the interview will take about 30 minutes. Please tell me what you really think and feel. There are no right or wrong answers. I just need your opinion. All information you provide is confidential and your name will not be revealed to anyone. Your responses will be combined with others to show aggregated views and opinions.

S1. Do you, or does anyone in your household, work in any of the following sectors?

1	A market research agency	TERMINATE
2	An advertising or media agency	TERMINATE
3	An internet search engine provider	TERMINATE
4	A financial services company	CONTINUE
5	None of these	CONTINUE

S2. Can you tell me your age in completed years? **WRITE EXACT AGE**

--	--

S3. RECORD SEX

Male	
Female	

S4. Please think about your use of internet on all devices. How often do you use the internet for non-work purposes? **SELECT THAT WHICH APPLY TO YOU**

Several times a day	
Around once a day	
Several times a week, but not daily	
Around once a week	
2 or 3 times a month	
Don't know	

S5. How long have you been using the internet? **SELECT THAT WHICH APPLY TO YOU**

Less than 12 months	
1 to 2 years	
3 to 4 years	
5 to 9 years	
10 to 15 years	
More than 15 years	
Don't know	

Q1. Which of the following best describes how well, or not, you know each of the following internet brands? **PLEASE SELECT ONE RESPONSE FOR EACH INTERNET BRAND**

	Know the name	Know very little	Know a little	Know a fair	Know very well	Don't know
Google						
Facebook						
Instagram						
Twitter						
WhatsApp						
Snapchat						

Q2. Which of the following best describes how you feel about each of the following internet brands? **PLEASE SELECT ONE RESPONSE FOR EACH INTERNET BRAND**

	Very negative	Somewhat negative	Neutral – not positive	Somewhat positive	Very positive	Don't know
Google						
Facebook						
Instagram						
Twitter						
WhatsApp						
Snapchat						

Q3. Which one of the following statements best reflects your overall opinion and perceptions towards each internet brand? **PLEASE SELECT ONE RESPONSE FOR EACH INTERNET BRAND**

	Critical without being asked	Critical if someone asked me	Neutral opinion seeing both positive and negatives	Speak highly if someone asked me	Speak highly without being asked	Don't know enough to have a strong opinion
Google						
Facebook						
Instagram						
Twitter						
WhatsApp						
Snapchat						

Q4. On a scale of 1 to 5, where 1 means ‘not at all’ and 5 means ‘completely’, to what degree do you believe each of the following characteristics apply to **[INSERT BRAND]**? **PLEASE SELECT ONE RESPONSE FOR EACH STATEMENT**

	Does not apply to all	2	3	4	Fully applies	Don't know
Offers user-friendly products and services						
Offers reliable products and services						
Delivers unbiased results / information						
Is useful in daily life						
Provides relevant local results / information						
Offers products and services that are fast						
Always coming up with new ideas and innovations						
Helps me save time						

Helps me save money						
Is well-designed						
Is a company I cannot live without						
Has a positive impact on my life everyday						

Q5. Below is a set of policy issues that are sometimes discussed in reference to the Internet. To what extent do you consider it important, or not, for internet and technology companies to take action to address each of the following issues? **PLEASE SELECT ONE RESPONSE FOR EACH STATEMENT**

	Not at all Important	Slightly Important	Fairly Important	Very Important	Don't Know
Privacy / Data protection					
Copyright / Intellectual Property					
Child safety (including child abuse, child pornography)					
Taxes / tax avoidance					
Government surveillance					
The 'Right to be Forgotten'					
Censorship / Free expression					

Q6. On a scale of 1 to 5, where 1 means ‘not at all’ and 5 means ‘completely’, to what degree do you believe each of the following statements apply to **[INSERT BRAND]**? **PLEASE SELECT ONE RESPONSE FOR EACH STATEMENT**

	Does not apply to all 1	2	3	4	Fully applies 5	Don't know 9
I trust that my personal information is safe with this company						
The company gives me tools / privacy settings to manage how my data is collected and used						
I worry that this company is misusing my data						
This company is collecting more information about me than before						
This company respects my privacy						
This company provides a child-safe environment						
This company protects me from harmful content (malware, viruses)						
This company protects me from immoral / illegal content						
This company keep my data safe from hackers						
This company keeps my data safe from government surveillance						
This company pays an appropriate amount of tax in my country						
This company meets its legal tax requirement in my country						

Q7. Which of the following statements best reflects your overall opinion and perception towards each type of company? **PLEASE SELECT ONE RESPONSE FOR EACH SECTOR**

	Critical without being asked	Critical if someone asked me	Neutral opinion seeing both positive	Speak highly if someone asked me	Speak highly without being asked	Don't know enough to have a strong
Retailers	1	2	3	4	5	9
Media	1	2	3	4	5	9
Internet/web companies	1	2	3	4	5	9
Search	1	2	3	4	5	9
Social	1	2	3	4	5	9
Utility	1	2	3	4	5	9
Telecommunication	1	2	3	4	5	9
Technology manufacturers	1	2	3	4	5	9
Financial	1	2	3	4	5	9

We would now like to move on and talk about Google's contribution generally and then more specifically about initiatives and projects that it is involved with.

Q8. Which of the following areas of corporate responsibility, if any, would you expect Google to be actively involved in? **PLEASE SELECT ALL THAT APPLY**

Diversity/gender equality	
Protecting threatened wildlife	
Supporting local communities	
Improving computer science education	
Fighting trafficking and child abuse	
Crisis response/Disaster relief	

Community grants for non-profit organizations	
Employee volunteering	
Access to broadband/internet	
Renewable Energy	
Transportation	
Art and cultural preservation	
Freedom of speech/stopping censorship	
Helping women get online	

Thanks for your help so far. We would like to finish up by asking you a few questions about yourself and your usage of the internet.

TG. Which, if any, of the following equipment do you use to access the internet? PLEASE SELECT ALL THAT APPLY

On a fixed desktop PC	
On a Laptop/Netbook	
Through a tablet computer e.g. iPad or iPad 2, Samsung Galaxy Tab	
Through a Smartphone/Mobile Phone e.g. iPhone, BlackBerry, other Smartphone	
Through a game console e.g. Xbox 360, Play station 3, Wii	
Through a handheld game console e.g. Sony PSP/PS Vita, Nintendo DS/3DS	
Through a portable music player e.g. iPod, Zune	
Direct through a television	

This completes our questions for today. We are very grateful for your time and value your participation.

Appendix IV: Sample questionnaire two – Internet services

KISWAHILI TRANSLATION

UTANGULIZI:

Habari za asubuhi/mchana, jina langu ni na ninafanya mahojiano kwa niaba ya CONSUMER DYNAMICS, ambayo ni kampuni huru ya utafiti. Tunafanya utafiti kuhusiana na matumizi ya intaneti na mahojiano yatachukua karibu dakika 30. Tafadhali niambie kile unafikiria na kuhisi. Hakuna majibu yaliyo sawa au yasiyokuwa sawa. Nataka tu maoni yako. Habari zote utakazotoa zitawekwa kwa siri na jina lako halitatajwa popote. Maoni yako yatajumuishwa na ya wengine na kuopnyeshwa kwa ujumla. Je, naweza kuendelea kukuuliza maswali machache?

S1. Je, kuna mtu kati yako na mtu yetote nyumbani kwako anayefanya kazi na yoyote ya sekta zifuatazo?

Shirika la utafiti wa masoko	TERMINATE
Shirika la matangazo au habari	TERMINATE
Mhudumu wa search engine za intaneti	TERMINATE
Kampuni ya huduma za kifedha	CONTINUE
Hakuna kati ya hizi	CONTINUE

S2. Tafadhali niambie umri wako kamili? **ANDIKA UMRI KAMILI**

--	--

S3. NAKILI JINSIA

Mme	
Mke	

S4. Tafadhali fikiria juu ya utumizi wako wa intaneti kwa vifaa vyote. Wewe hutumia intaneti kwa ajili ya shughuli zisizo za kikazi. **TAFADHALI CHAGUA ZILE ZOTE ZINASTAHILI**

Mara kadha kwa siku	
Kama mara moja kwa siku	
Mara kadhaa kwa wiki lakini siyo kila siku	
Kama mara moja kwa wiki	
Mara 2 au 3 kwa mwezi	
Sijui	

S5. Umekuwa ukutumia intaneti kwa muda gani sasa? **TAFADHALI CHAGUA ZILE ZOTE ZINASTAHILI**

Chini ya miezi 12	
Mwaka 1 hadi 2	
Miaka 3 hadi 4	
Miaka 5 hadi 9	
Miaka 10 hadi 15	
Zaidi ya miaka 15	
Sijui	

Q1. Ni gani kati ya yafuatayo inaelezea vizuri vile unajua au kutojua kila ya chapa zifuatazo za intaneti? **TAFADHALI CHAGUA JIBU MOJA KWA KILA CHAPA YA INTANETI**

	Najua jina pekee	Najua kidogo sana	Najua kidogo	Najua kiasi	Najua vizuri kabisa	Sijui
Google						

Facebook						
Instagram						
Twitter						
WhatsApp						
Snapchat						

Q2. Ni gani kati ya yafuatayo inaelezea vizuri vile unahisi kuhusu kila ya chapa zifuatazo za intaneti? **TAFADHALI CHAGUA JIBU MOJA KWA KILA CHAPA YA INTANETI**

	Mbaya sana	Mbaya kiasi	Siyo mbaya wala nzuri	Mzuri kiasi	Mzuri kabisa	Sijui
Google						
Facebook						
Instagram						
Twitter						
WhatsApp						
Snapchat						

Q3. Ni elezo gani moja kati ya maelezo yafuatayo inaangaza maoni yako kwa jumla kuelekea kwa kila chapa ya intaneti? **TAFADHALI CHAGUA JIBU MOJA KWA KILA CHAPA YA INTANETI**

	Muhimu bila ya kuulizwa	Muhimu kama mtu angeniuliza	Niko katikati - naona mazuri na mabaya	Nitaisifu kama mtu ataniuliza	Nitaisifu bila kuulizwa	Sijui mengi kuihusu kwa hivyo siwezi kutoa
Google						
Facebook						
Instagram						
Twitter						
WhatsApp						
Snapchat						

Q4. Kwa mizani ya 1-5, ambapo 1 inamaanisha ‘hakuna kabisa’ na 5 inamaanisha ‘kabisa’, ni kwa kiwango gani ndiyo unaamini kila ya yafuatayo inaambatana na **[WEKA CHAPA]**?
TAFADHALI CHAGUA JIBU MOJA KWA KILA ELEZO

	Haiambatani kabisa 1	2	3	4	Inaambatana kabisa	Sijui
Inapeana huduma na bidhaa zinazotumika kwa urahisi						
Inapeana bidhaa na huduma zinazoweza kutegemewa						
Inawasilisha matokeo/habari ambayo haiegemei upande wowote						
Ni muhimu kwa maisha ya kila siku						
Inapeana matokeo/habari inayostahili						
Inapeana bidhaa na huduma ambazo ziko na kasi						
Huja kila wakati na dhana mpya na ubunifu						
Hunisaidia kuokoa wakati						
Hunisaidia kuokoa pesa						
Imetengenezwa vizuri						
Ni kampuni ambayo siwezi kuishi bila						
Iko na athari nzuri kwa maisha yangu ya kila siku						

Q.5. Hapa chini kuna mambo ya kimsingi ambayo saa zingine hujadiliwa yakilenga intaneti. Ni kwa kiwango gani ndiyo unachukulia kuwa au kutokuwa muhimu kwa kampuni za intaneti na teknolojia kuchukua hatua ili kusuluhisha kila ya matatizo yafuatayo? **TAFADHALI CHAGUA JIBU MOJA KWA KILA ELEZO**

	Siyo muhimu kabisa	Muhimu kidogo	Muhimu kiasi	Muhimu kabisa	Sijui
Siri / Siri ya data					
Haki miliki					
Usalama wa mtoto (ikijumuisha unyanyasaji wa mtoto, kuhusisha watoto kwa vitendo vya kingono)					
Ushuru/ Kuepa ulipaji wa ushuru					
Uchunguzi wa serikali					
Haki ya 'kusahaulika'					
Udhibiti wa matamshi/Uhuru wa kusema unachotaka					

Q6. Kwa mizani ya 1-5, ambapo 1 inamaanisha 'haiambatani kabisa' na 5 inamaanisha "inaambatana kabisa", ni kwa kiwango gani ndiyo unaamini kila ya maelezo yafuatayo yanaambatana na [TIA CHAPA]? **TAFADHALI CHAGUA JIBU MOJA KWA KILA ELEZO**

	Haiambatani kabisa 1	2	3	4	Inaambatana kabisa 5	Sijui 9
Naamini kuwa habari zangu za kibinafsi ziko salama na kampuni hii						
Kampuni inanipa mbinu zinazohakikisha napanga vile data yangu inakusanywa na kutumika						
Nina hofu kuwa kampuni hii inatumia data yangu vibaya						
Kampuni hii inakusanya habari nyingi zaidi kunihusu kuliko hapo awali						

Kampuni hii inaheshimu usiri wangu						
Hii kampuni inapeana mazingira mazuri kwa ajili ya watoto						
Kampuni hii inanilinda kutokana na mambo ya kudhuru (malware, virusi)						
Kampuni hii inanilinda kutokana na habari chafu/ iliyo kinyume cha sheria						
Hii kampuni inatunza habari zangu kutokana na watu wanaoiba habari za watu kunitia intaneti						
Hii kampuni inatunza habari zangu kutokana na uchunguzi wa serikali						
Kampuni hii inalipa kiasi cha kutajika cha ushuru nchini mwangu						
Hii kampuni inatekeleza mahitaji yake ya kisheria ya ushuru nchini mwangu						

Q7. Ni gani kati ya maelezo yafuatayo inaangaza vizuri zaidi maoni na mtazamo wako kuelekea kwa kila aina ya kampuni. **TAFADHALI CHAGUA JIBU MOJA KWA KILA SEKTA**

	Muhimu bila ya kuulizwa	Muhimu kama mtu angeniuliza	Niko katikati - naona mazuri na mabaya	Nitaisifu kama mtu ataniuliza	Nitaisifu bila kuulizwa	Sijui mengi kuihusu kwa hivyo siwezi kutoa maoni vizuri
Wauzaji reja reja						
Kampuni za habari						
Kampuni za intaneti/web						
Search Engines						
Vituo vya kijamii						

Kampuni za huduma						
Kampuni za mawasiliano						
Watengenezaji wa teknolojia						
Huduma za kifedha						

Sasa tungependa kuendelea mbele na tuongee juu ya mchango wa Google kwa ujumla halafu kwa kina zaidi kuhusu mikakati na miradi ambayo inahusika nayo

Q8. Ni sehemu zipi kati ya zifuatazo za uwajibikaji wa kampuni, kama upo, ndiyo ungetarajia Google ijihusishe nayo?

Usawa wa jinsia/Kupanuka hadi sehemu zingine	
Kutunza wanyama pori walio na tishio la kuangami	
Kuunga mkono jumuiya ya hapa	
Kuimarisha elimu ya sayansi ya kompyuta	
Kupigana na ulanguzi na usalama wa watoto	
Kuitika wakati wa mikasa	
Usaidizi kwa mashirika yasiyokuwa	
Kujitolea kwa wafanyikazi	
Usambazaji wa intaneti/ broadband	
Mishati ambayo haiishi	
Uchukuzi	
Uhifadhi wa sanaa na utamaduni	
Uhuru wa kujieleza	
Kusaidia wanawake kutumia mtandao	

Ahsante sana kwa usaidizi wako umbali huu. Tungependa tumalize kwa kukuuliza maswali machache kukuhusu wewe na utumizi wako wa intaneti.

**TG. Ni nini, kama kipo, kati ya vifaa vifuatavyo ndiyo unatumia ili kupata intaneti?
TAFADHALI CHAGUA ZILE ZOTE ZINASTAHILI**

Kwa kompyuta ya mezani	
Kwa kipakatalishi	
Kupitia kwa tableti k.m. iPad or iPad 2, Samsung Galaxy Tab	
Kupitia kwa smartphone/ simu ya mkono k.m. Phone, BlackBerry, na smartphone nyingine	
Kupitia kwa game console k.m. Xbox 360, Playstation 3, Wii	
Kupitia kwa game console ambayo inashikiliwa na mkono k.m.. Sony PSP/PS Vita, Nintendo DS/3DS	
Kupitia kwa kinanda cha muziki unachoweza kubeba kokote uendako k.m. iPod, Zune	
Moja kwa moja kupitia kwa TV	
Nyingine	