

# Gender Neutral Language in Translation Science

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# Lead Contributors

- ▶ **Survey Research Analysts**

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- ▶ **eCOA Process Consultants**

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# **Who We Are & What We Do**

# Presenters

## **Glenda Leung, PhD**

**eCOA Process Consultant**

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Localization specialist championing adherence of best practices for electronic COA implementation for collecting patient quality of life data.

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Survey research team member specialising in qualitative data collection and analysis, user research, sociolinguistics, and minorities and language rights.

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Survey research team member specializing in data collection and analysis, program evaluation, and social policy solutions.

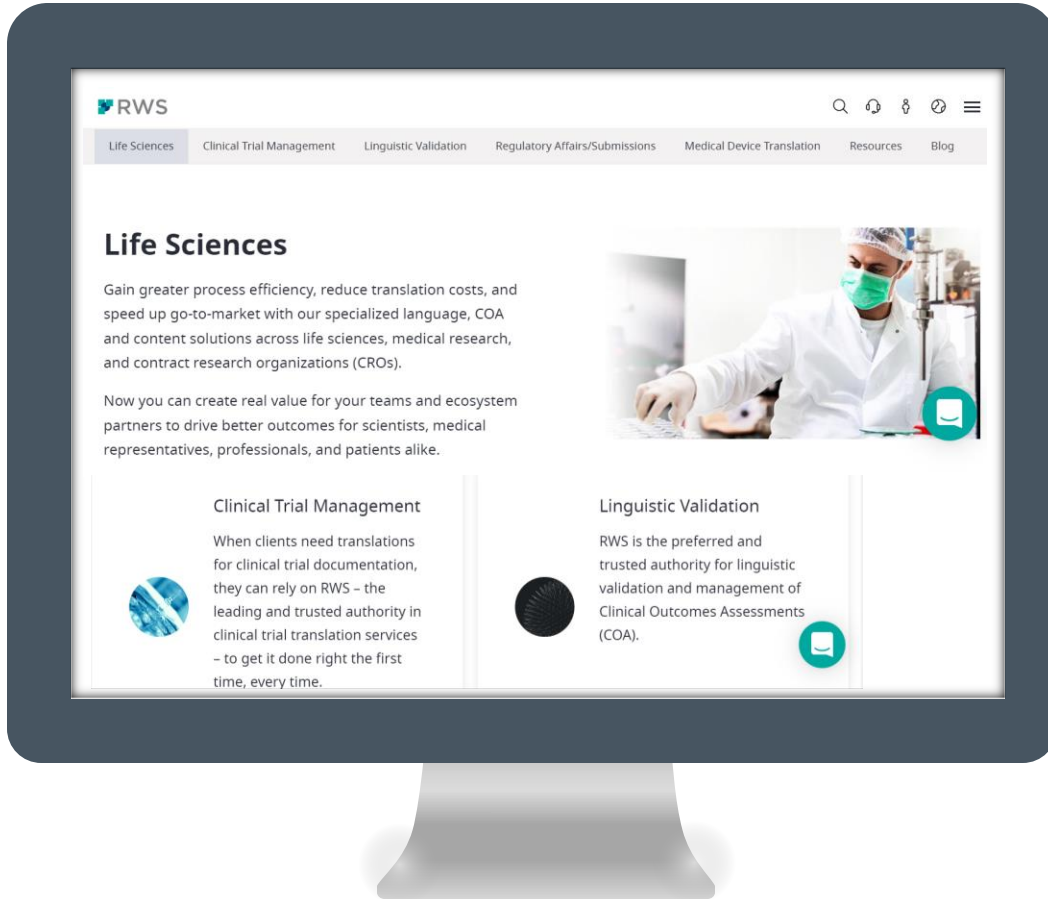
## **Rebecca Israel, MS**

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Survey research team member specializing in health communication, the social determinants of health, and health literacy.

# About RWS Regulated Industries



Serving 19 of the 20 top pharmaceutical companies



Working with 8 of the top 10 Contract Research Organizations

1,400+ in-house linguists





# What is Linguistic Validation (LV)?

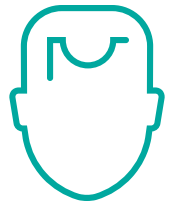
- Rigorous translation methodology for Clinical Outcome Assessments (COAs)\*
- COAs are translated and culturally adapted for drug clinical trial participants in various countries/locales.
  - Multiple rounds of translation and review by professional translation, survey experts, and patients

\* COA in plain language = “clinical trial questionnaire”  
<https://www.rws.com/blog/what-is-linguistic-validation/>



# What are Clinical Outcomes Assessments?

- Used to gather **subjective patient feedback** regarding perceptions of their treatment, symptoms, and quality of life (FDA, 2020)
- Measures that are **patient-centric** and enable patients to share their experiences with a condition or treatment through their own reports



## Patient's Global Impression of Change (PGIC)

Name: \_\_\_\_\_ Date: \_\_\_\_\_ DOB: \_\_\_\_\_

Chief Complaint: \_\_\_\_\_

Since beginning treatment at this clinic, how would you describe the change (if any) in ACTIVITY, LIMITATIONS, SYMPTOMS, EMOTIONS and OVERALL QUALITY OF LIFE, related to your painful condition? (tick only ONE box).

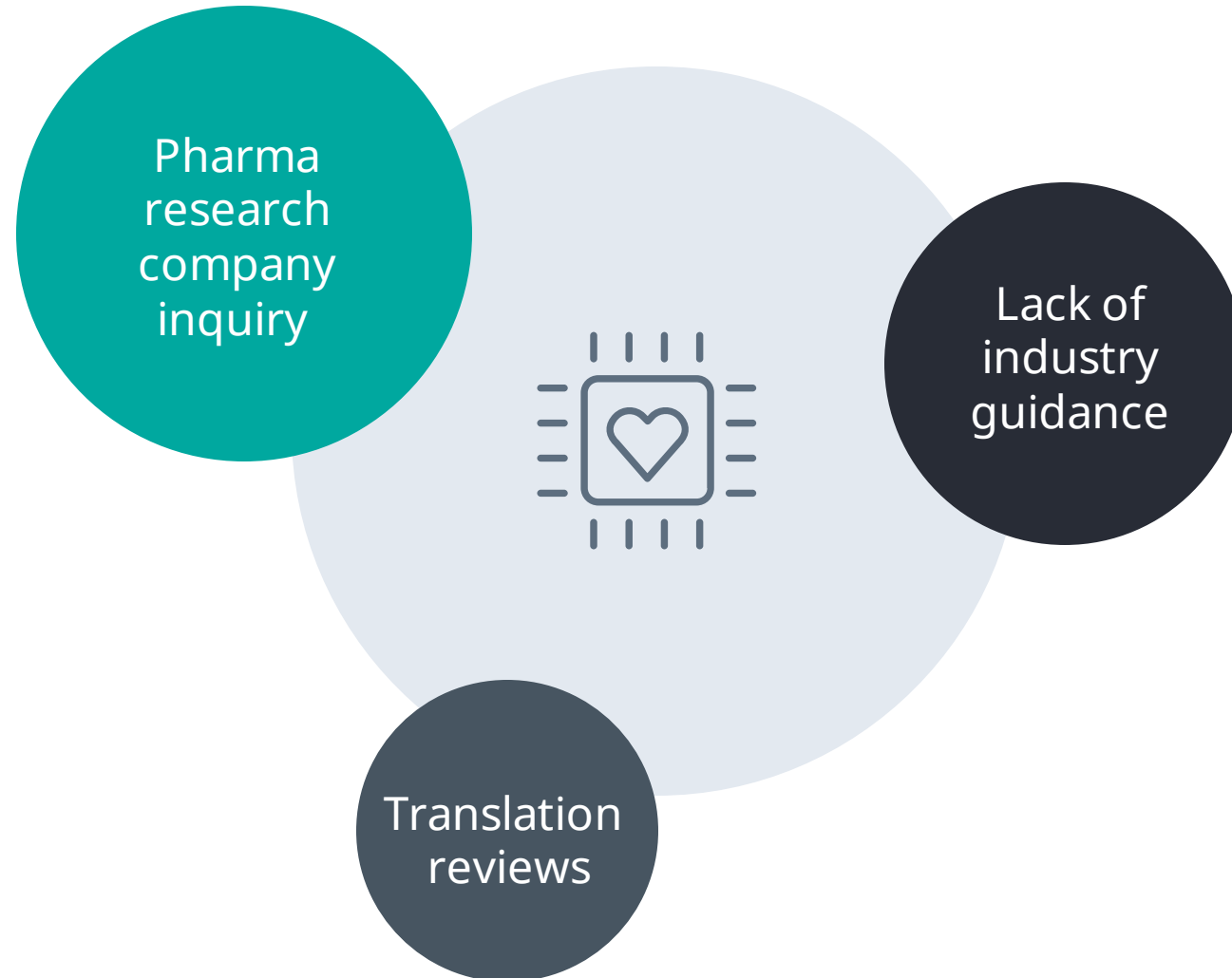
- |  |                          |   |
|--|--------------------------|---|
| No change (or condition is worse)  | <input type="checkbox"/> | 1 |
| Almost the same, hardly any change at all  | <input type="checkbox"/> | 2 |
| A little better, but no noticeable change  | <input type="checkbox"/> | 3 |
| Somewhat better, but the change has not made any real difference                     | <input type="checkbox"/> | 4 |
| Moderately better, and a slight but noticeable change                                | <input type="checkbox"/> | 5 |
| Better, and a definite improvement that has made a real and worthwhile difference    | <input type="checkbox"/> | 6 |
| A great deal better, and a considerable improvement that has made all the difference | <input type="checkbox"/> | 7 |

In a similar way, please circle the number below that matches your degree of change since beginning care at this clinic:

Much Better	No Change	Much Worse								
_____										
0	1	2	3	4	5	6	7	8	9	10

(Hurst & Bolton, 2004)

# Our research inspiration





# RWS Goals in Networking Project

Collaborate with like-minded institutions and academics



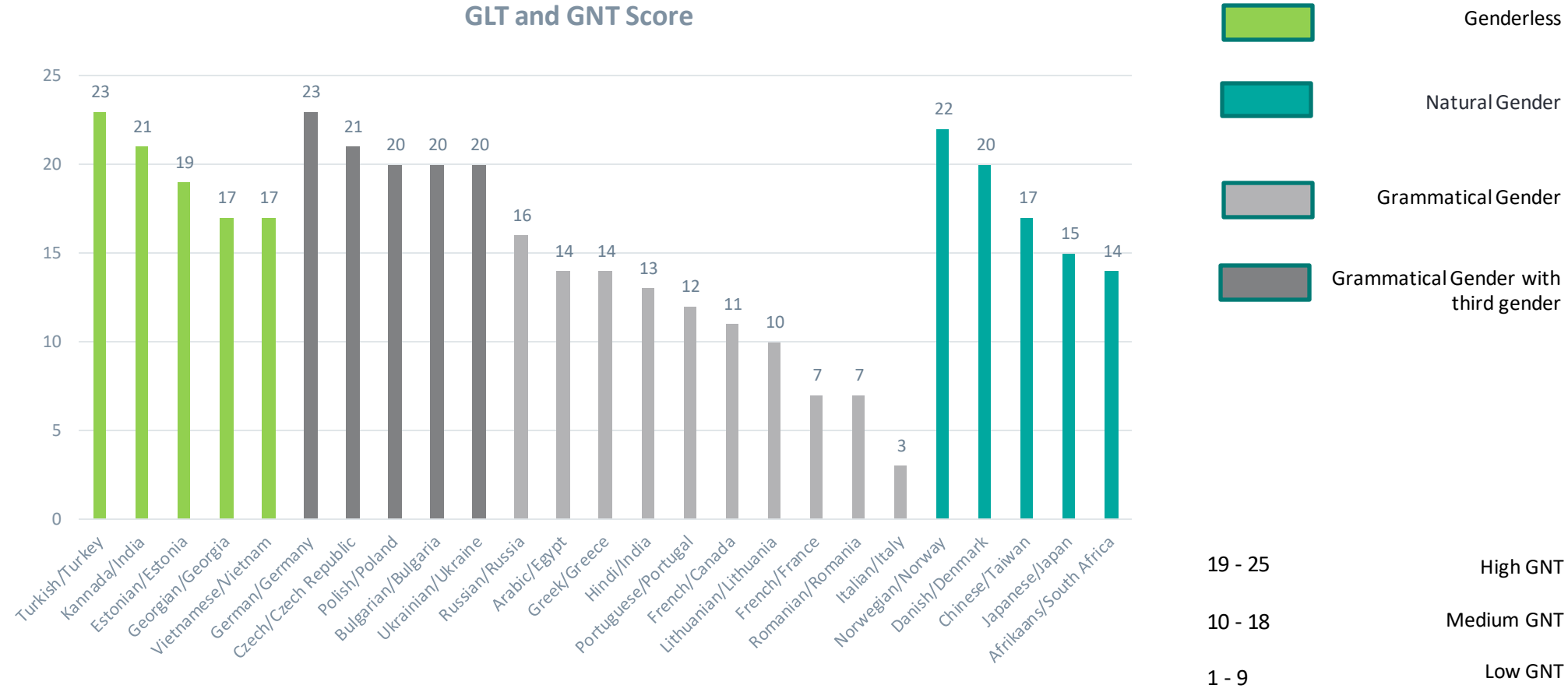
Explore other ideas and perspectives regarding GNL & GNT



Produce guidelines for COA development and translation



# Gendered Language Type (GLT) and Gender-Neutral Translatability (GNT) Score\*



\*Categories are based on linguist responses to survey questions.

# Data Collection

## Qualitative data set

- Translator comments from **emails** and **surveys**

In neither the email nor the survey was the translators asked to provide opinions. They offered their thoughts freely without prompting.

In **16** out of **25** languages – we identified translator comments regarding attitudes.

# Codebook

**25 codes** in total

⇒ **7 codes** reflective of translator's attitudinal position

Revealed positive and negative attitudes of translators towards the implementation of GNL in translation

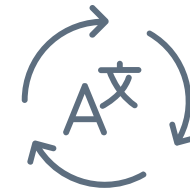
## Translator Attitudes

TRENDING  
SOCIAL PROGRESSION  
SOCIAL HESITATION  
ACCEPTABILITY  
RECEPTIVITY  
OPINION  
DEMOGRAPHICS



## Sampling of Other Codes Linguistic Aspects of GNL

Existence of gendering  
Existence of neutrality  
No alternative to gendering  
Complexity  
Prescriptivism



# Notable Codes

Code	Definition	Example
RECEPTIVITY (11)	Translator expresses positive reception; agrees that language can achieve neutrality in the target population	<i>"It is <b>great to see such initiatives</b>"</i> <i>"<b>very important issue</b>"</i> <i>"building guidelines for inclusiveness"</i>
TRENDING (11)	Translator sees a pattern in discussion of the GNL; consistent occurrence of topic discussion	<i>"there are <b>discussions going on</b>"</i> <i>"<b>hotly debated</b> topic"</i> <i>"in the media"</i>
SOCIAL HESITATION (11)	Translator notes hesitation towards a change (can be change in progress); moving against gender neutrality in the target population (not individuals)	<i>"gender neutral culture is <b>not popular</b>"</i> <i>"very sensitive"</i> <i>"Don't delude yourselves"</i>
OPINION (28)	Translator expressed a <u>negative</u> opinion about GNL without providing a reason or linguistic explanation	<i>"a sore in the eye in any text"</i> <i>"completely pointless"</i> <i>"I don't see how it can improve healthcare questionnaires"</i> <i>"is a nuisance"</i>

# Practical applications of our research that are already apparent



Improved feedback  
during translation  
process



Influenced  
linguist  
attitudes





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