

Back Translation Researcher **Problems** Translator A Translator B Survey Respondent "What does a carnivore eat?" = "What does a carnivore eat"? English: "What English: "What Translated as: "What does a does a carnivore does a carnivore meat-eater eat?" eat?" eat?" translated **BACK English translated** to English to new language Survey respondent answers question by selecting "meat" Our researcher believes the survey respondent knows what a carnivore eats, but in reality, when the word "carnivore" was translated to the new language, it translated to "meat-eater", giving away the answer. When "meat-eater" was translated back to "carnivore" the researcher would be unaware of this error and collect inaccurate data as a result.