Guidance and Checklist for Content Validation

What is Content Validation?

Content validation is a structured process through which bilingual, bicultural community members review materials and provide critical feedback to ensure the material is appropriately designed and/or translated for the community it is trying to reach. Content validators can provide review and feedback on a wide variety of materials, including print, audio, video, and more. Content validators make suggestions to:

- better capture cultural and linguistic nuances;
- make the materials more culturally acceptable;
- ensure accurate and appropriate translations; and/or
- ensure that materials do not miss key terms or messages.

There are two types of content validation review:

1. English Language Review – Review and provide feedback on content that is currently in the English language to determine if the content in the material is geared correctly for the audience and if there are any significant red flags or things that need to be considered before translation.
2. Targeted Translation Review – Review and provide feedback on translated material to assess whether the translation is accurate and understandable.

Content Validation Process and Instructions

When content validators are asked to review materials, they are given the source materials plus this guidance and checklist. The checklist provides critical information about the purpose of the document, the targeted audience, and other needed information. The checklist also provides key questions for the content validator to consider.

Content validators can work individually or in groups. If in groups, there should be no more than three content validators. Ideally, both males and females will be represented in a group of content validators.

Individual Content Validation Steps:

1. Read the description of the source materials as detailed at the beginning of the checklist
2. Read the source document in full
3. If the material is in a Word document, make edits using track changes
4. In the Word document, add detailed comments to any changes made
5. Save the document using the 'Save As' function under File in the top toolbar. Keep the current name but add your initials and the date. For example, the document comes to you as "Tigrinya Audio Script v1"; after making changes you would save it as "Tigrinya Audio Script v1+Initials_Month_Day_Year". Select Save.
6. Return to the checklist and answer the review questions in the appropriate section
7. Return the document with changes and the completed checklist to your point of contact

Group Content Validation:

1. All group content validators will be connected to each other over email or through a Teams channel.
2. The "lead" content validator will be chosen. The lead will set a date, time and location for content validators to meet and discuss the document, and also be the primary note taker.
3. Before the first meeting, each content validator reads the description of the source materials as described in the checklist
4. Before the first meeting, each content validator reads the source document in full
5. Content validators meet, discuss any needed changes, and come to consensus
6. The lead content validator makes edits using track changes
7. The lead content validator adds detailed comments to any changes made
8. The lead content validator saves the document with its' current name plus adds the word GROUP and the date. For example, the document comes to you as "Tigrinya Audio

Script v1"; after making changes you would save it as "Tigrinya Audio Script v1+GROUP_Month_Day_Year"
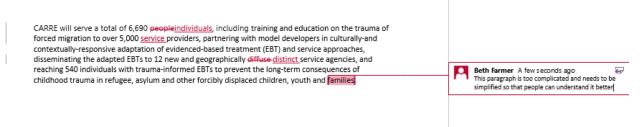
- The lead content validator returns to the checklist and answer the review questions in the appropriate section
- The lead content validator returns the document with changes and the completed checklist to your point of contact

Making Changes to the Source Document

- **Tracking Changes** - If the material is in a Word document, please use tracked changes as you are editing. Track changes can be found on the toolbar under Review. Make sure the Track Changes is turned on before editing.
- **Adding Comments** - Please also add comments to the changes you make. Select and highlight where you made changes and under the same Review button, choose New Comment. In the Comment, state why you made the change you did. The more specific the better. For example, "this video script is too long and should be under a minute" or "this is the singular of the word. I have changed it to be plural" or "this word is only used regionally and the word should be "x" for more universal understanding."

Please see an example of what tracked changes and comments look like:

Content Validation Checklist

The below information will be helpful as you review this material.

Why was the material created / what is it hoping to achieve?	(for example, that a video about the COVID-19 vaccine was meant to address myths people have heard about the vaccine)
Who is the audience (i.e., who is the material intended to reach?)	(for example, is it for women within the Iraqi Arabic speaking community; young adults who speak Nepali?)
What is the intended tone and style of the material?	(for example, is it a formal technical document? A friendly, informal social media graphic?)
Key words that must be included in the translated material:	(for example, that contact tracers will not ask for insurance or bank information, or Social Security numbers. Instead of the translation saying "They will not ask for personal information" instead the translation should say "They will not ask for insurance or bank information or Social Security numbers." Each of these is a key detail and would need to be included in the translation or audio)
Recommendations for content validator agreement (if there is more than one content validator, list whom else is validating and recommendations for consensus):	(for example, for a more complex material, by having a video meeting. For simpler materials like a social media graphic, agreeing through email or Teams messages).
Deadline for this review:	(Be specific with a date)

English Language Review

When reviewing materials that **are in English**, think about the material overall and then answer the following questions as well as making suggestions and comments in the body of the document as needed:

1. Is the right tone being used?

   ☐ Yes

   ☐ No [if no, what tone is being used currently and what makes that wrong for that community?]

2. Does it make sense based on that community's country of origin?

   ☐ Yes

   ☐ No [if no, what does not make sense?]

3. Is it culturally appropriate?

   ☐ Yes

   ☐ No [if no, what specifically is not culturally appropriate? How can we change it to be more culturally appropriate?]

4. Are the right words being used?

   ☐ Yes

   ☐ No [if no, words are not right and what should they be changed to?]

5. Is it saying the message we want to give?

   ☐ Yes

   ☐ No [if no, what message is it giving as currently written?]

6. Is it the right format? (for example, is it a video but should be a social media graphic)

   ☐ Yes

   ☐ No [if no, what makes this the wrong format and how should it be changed?]

7. Is there anything that could be done differently to make it more effective?

8. Overall, do you recommend that we move forward with using this material?

☐ Yes

☐ No [if no, please explain why not?]

Targeted Translation Review

When reviewing materials that have been translated, first look at the translation overall and then answer the following questions:

1. Is the right tone being used?

   ☐ Yes

   ☐ No [if no, what tone is being used currently and what makes that wrong for that community?]

2. Does it make sense based on that community's country of origin?

   ☐ Yes

   ☐ No [if no, what does not make sense?]

3. Is it culturally appropriate?

   ☐ Yes

   ☐ No [if no, what specifically is not culturally appropriate? How can we change it to be more culturally appropriate?]

4. Are the right words being used?

   ☐ Yes

☐ No [if no, words are not right and what should they be changed to?]

5. Is it saying the message we want to give?

☐ Yes

☐ No [if no, what message is it giving as currently written?]

NEXT, read the document very closely, line by line and confirm that each line:

1. Is translated correctly

☐ Yes

☐ No [if no, use tracked changes to edit the lines not translated correctly. Comment in English what edits you made and why]

2. Is not missing key words

☐ Yes

☐ No [if no, use tracked changes to add missing words. Comment in English what edits you made and why]

3. Makes sense to the reader

☐ Yes

☐ No [if no, use tracked changes to edit so that the translation makes sense. Comment in English what edits you made and why]

NEXT, select an option:

☐ This translation has significant errors and needs to be fixed before it can be shared with the community.

☐ This translation has no or small errors and could be shared with the community as it is currently.