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## **One survey in 30 countries: the challenges of achieving equivalence in the European Social Survey now and in the future**

### *Abstract:*

There are considerable challenges to successfully implementing a high quality survey in a single nation, mono language context in terms of achieving a representative sample and ensuring equivalence of meaning through a standardized questionnaire. However it is even harder to achieve these outcomes in a cross-national survey due to differences in culture, language, institutional and organizational structures and context across the different participating nations.

This presentation will outline how the European Social Survey aims to address these cross-national challenges to provide a dataset that is as representative and comparable as possible. Efforts to ensure this as key stages of the data life cycle will be discussed such as during sampling, questionnaire design, fieldwork and data production. The presentation will also touch upon recent developments in survey research and discuss how these pose specific challenges for cross-national surveys.