



# Tailor-made Quality-controlled Translation

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# Outline of Presentation

- 1 Background
- 2 The Case for Customisable Levels of Quality
- 3 Quality Levels in Human and Machine Translation
- 4 Customisable Quality Levels in Coach
- 5 Conclusions

# Business requirements are changing

- Explosion in online content
- User-Generated Content
- High-quality professional translation not feasible in every case
- MT improving
- New workflows emerging

# Quality and fitness for purpose

- Lifespan: how soon will the content become redundant? *Perishability*
- Target Audience: Expectations from users of the content
- Volume of content that needs translating
- Urgency with which is needed
- ...
- Style and fluency vital for press release
- Not so much on a technical manual. Accuracy always essential
- Real-time conversation: speed is main priority

# Different needs, different quality levels

## Level 1

Bulk of the website (60%)

Support documentation  
Less popular products  
Rarely visited pages

## Level 2

General content (30%)

Main product pages  
General information pages  
Terms and conditions

## Level 3

Critical content (10%)

Landing pages  
Promotional pages  
Press releases

### Automated Quality Checks - Level 1 Preset



### Automated Quality Checks - Level 2 Preset



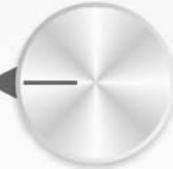
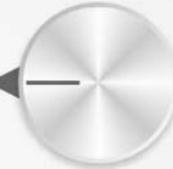
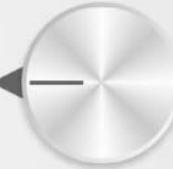
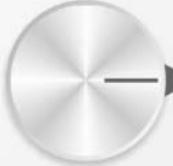
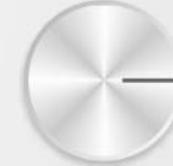
### Automated Quality Checks - Level 3 Preset



# Different needs, different quality levels

## Automated Quality Checks - Level 1 Preset

Tone of Voice Review Mode **OFF**

|   |  |  |  |   |
|---|--|--|--|---|
| <p><b>Mandatory</b></p> <p>On  Off</p> <p>Completeness Check</p> | <p><b>Mandatory</b></p> <p>On  Off</p> <p>Formatting Check<br/>(tag mismatch)</p> | <p>Mandatory</p> <p>On  Off</p> <p>Punctuation</p>                | <p>Mandatory</p> <p>On  Off</p> <p>Number Formatting</p>                | <p>Mandatory</p> <p>On  Off</p> <p>Number Values</p>                       |
| <p>Mandatory</p> <p>On  Off</p> <p>Spellcheck</p>              | <p>Mandatory</p> <p>On  <b>Off</b></p> <p>Empty Translation</p>                 | <p>Mandatory</p> <p>On  <b>Off</b></p> <p>Terminology Check</p> | <p>Mandatory</p> <p>On  <b>Off</b></p> <p>Inconsistent TM Matches</p> | <p>Mandatory</p> <p>On  <b>Off</b></p> <p>Inconsistent Project Match</p> |

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### Automated Quality Checks - Level 1 Preset



### Automated Quality Checks - Level 2 Preset



### Automated Quality Checks - Level 3 Preset



# 'One-size-fits-all' outdated, but ...



*One recent trend is the offering of various 'quality levels', something professional translators cannot and will not do. **For us there is only one quality level: professional, publication-ready quality.** (Rose Newell)*

# Not all (translators) would agree!

- At least two levels for some time: Light vs. full post-editing...
- Bellos (2011: 335): “not all [translators] are great at their job”, so whole idea of “one quality level” inherently flawed.
- Indeed, rather than criticising “just about every bulk translation agency”, Newell is dismissive of the PEMT work that many thousands of her fellow translators perform.
- Clearly these “professional translators” *can* and *do* offer different levels of quality which are fit for purpose...
- Olga Beregovaya (LocWorld 2013, London): “the old quality models may no longer be the answer when applied to post-edited output used for new content delivery methods”

# What do users find useful?

- Zetzche: “translation quality will remain a contentious topic of discussion, maybe more so than as a matter of implementation”
- Gives specific examples of MT-ed and human-translated Help files on Microsoft’s knowledge-base
- “A translator who compares the translation quality of the two articles will immediately have a visceral response: one is ‘good quality’ and the other seems to scream out its ‘poor, machine-translated quality.’ But the users? **They find them both (virtually) equally helpful!**”
- “The perception of quality needs to be a lot more dynamic. There is certainly room for quality metrics and standards, but we need to accept that these don’t apply to everything. And some of the translation buyers have long figured that out.”

# What is 'good quality' ?

- Fluency: cf. 'light' vs. 'full' post-editing
- Checking consistent glossary usage will impact in both quality and *cost*
- Same for style, TM adherence, etc.

# We need a *dynamic* model of translation quality evaluation!



- *Text-related issues*: content type, context
- *Purpose*: end-user requirements, communicative function, perishability
- *Mode of translation creation*: qualified human translator, unqualified volunteer, MT or TM system or some combination thereof
- *Traditional problems with evaluation*: subjectivity, time, inappropriate use of linguistic resources, learning curve, technology
- *Emerging problems with evaluation*: budgetary constraints, new notions of 'text' – tweets, blog postings, multi-media, UGC, – new technology

# Evaluating MT quality

- Traditional MT evaluation done comparing with 'perfect' human translation (e.g. BLEU)
- Manual fluency and adequacy marks
- Ranking, task-based, etc.
- Need to use most appropriate metric to ensure fitness for purpose
- Quality Estimation will play a vital role

# Customisable quality levels in Coach

The image shows a software interface titled "COACH" with a teal border. It is divided into two main sections: "Managed tasks" and "Automated quality checks".

**Managed tasks:** This section contains three vertical progress indicators, each represented by a stack of horizontal bars. Below each indicator is a label: "Terminology use", "Tone of voice", and "Fluency".

**Automated quality checks:** This section lists 15 checks, each with a green or red circular indicator. The checks are arranged in three rows and five columns:

| Indicator | Check Name                  |
|-----------|-----------------------------|
| Green     | Inconsistent TM matches     |
| Green     | Measurement Units           |
| Green     | Empty segment check         |
| Red       | Inconsistent spaces         |
| Red       | Numerical values            |
| Red       | Tag matches                 |
| Red       | Non-matching brackets       |
| Green     | Entire capitalisation       |
| Green     | Initial capitalisation      |
| Red       | Numeric formatting          |
| Green     | Spell checking              |
| Red       | Non-matching question marks |
| Green     | Consecutive spaces          |
| Green     | Punctuation                 |
| Green     | Symbols                     |

# Customisable quality checks

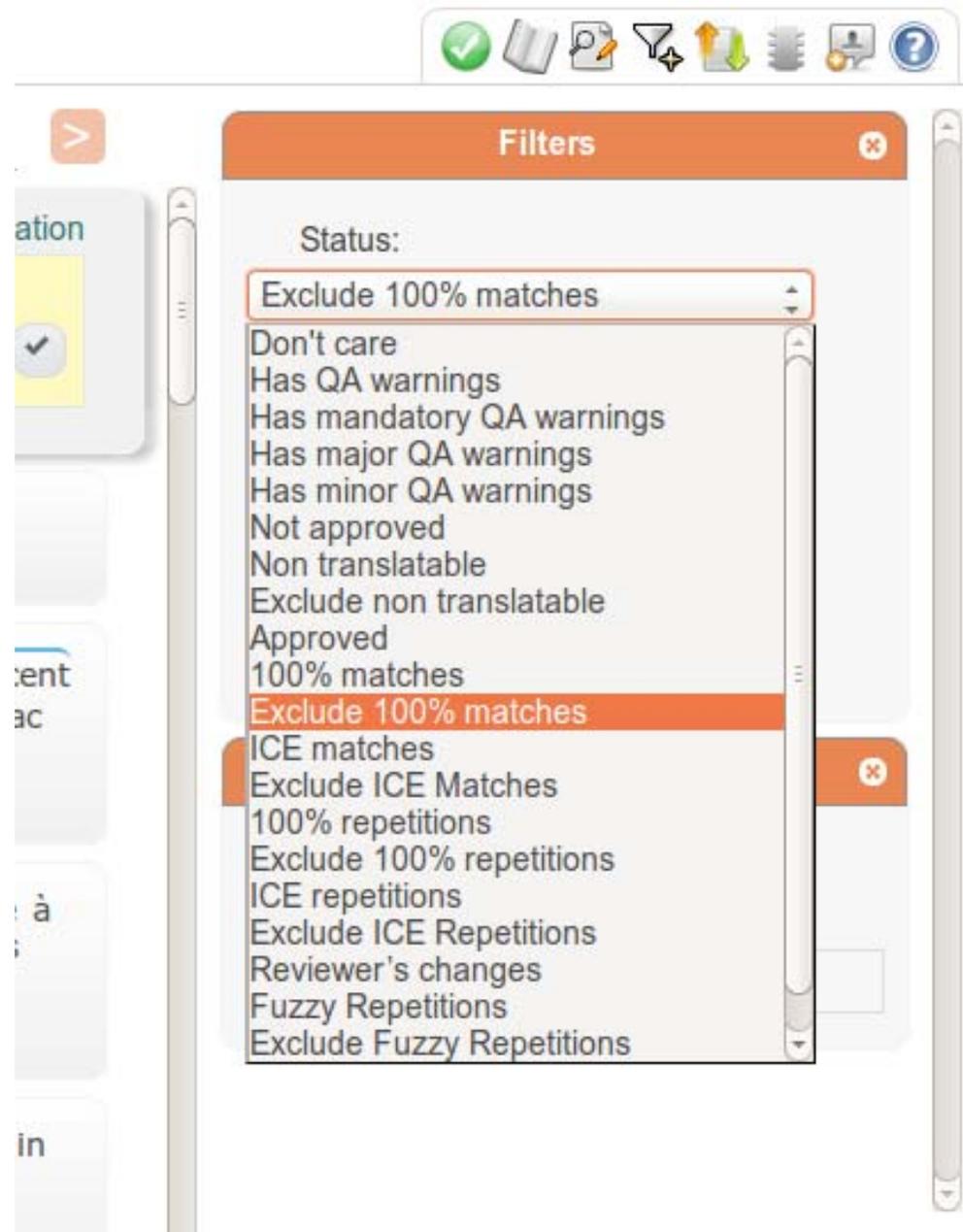
- Live highlighting of spelling mistakes and multiple spaces,
- Live terminology check,
- Inconsistent translations,
- Language-specific QA checks:  
Number formatting &  
Punctuation,
- Mandatory vs. Optional.

## Which QA Checks do you want to enable ?

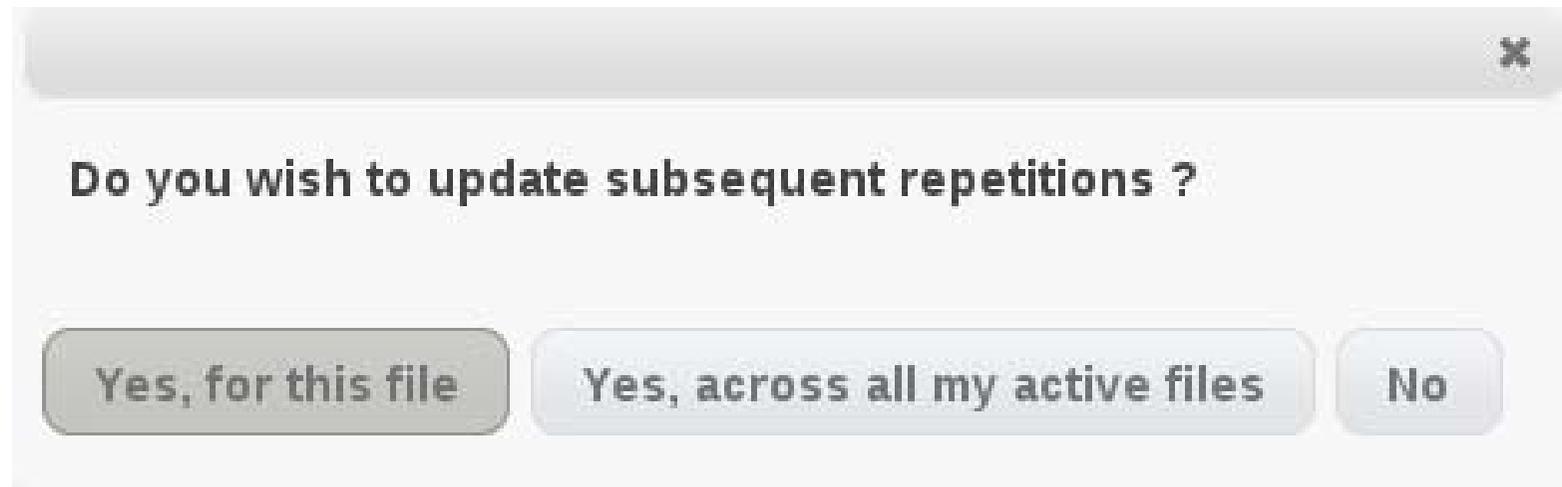
|                                     |                               |
|-------------------------------------|-------------------------------|
| <input type="checkbox"/>            | Major QA Checks               |
| <input checked="" type="checkbox"/> | Empty Translation             |
| <input checked="" type="checkbox"/> | Terminology Check             |
| <input checked="" type="checkbox"/> | Inconsistent TM Match         |
| <input checked="" type="checkbox"/> | Spell Check                   |
| <input checked="" type="checkbox"/> | Inconsistent repetitions      |
| <input type="checkbox"/>            | Minor QA Checks               |
| <input checked="" type="checkbox"/> | Consecutive Spaces            |
| <input checked="" type="checkbox"/> | Consecutive Punctuation Marks |
| <input checked="" type="checkbox"/> | Different Brackets            |
| <input checked="" type="checkbox"/> | End Punctuation               |
| <input checked="" type="checkbox"/> | Entire Capitalisation         |
| <input checked="" type="checkbox"/> | Inconsistent Spaces           |
| <input checked="" type="checkbox"/> | Initial Capitalisation        |
| <input checked="" type="checkbox"/> | Number Values                 |
| <input checked="" type="checkbox"/> | Non-matching Brackets         |
| <input checked="" type="checkbox"/> | Non-matching Question Marks   |

# Filtering translatable content

- Translator access to QA report.
- Information may be shared, depending on workflow.



# Propagating changes & repetitions



# Enhanced internal matching

- In-Context Repetitions
- Fuzzy Repetitions

A Martian is a native inhabitant of the planet Mars. 5 100% A Martian is a native inhabitant of the planet Mars.

Since there is no solid evidence of life there at present, all Martians known as of 2013 are fictional creatures 6 ICR

100% | not-approved  
Source: Since there is no solid evidence of life there at present, all Martians known as of 2013 are fictional creatures

No Translation  
Since there is no solid evidence of life there at present, all Martians known as of 2013 are fictional creatures  
100%  
This is a translation 2

A Martian is a native inhabitant of the planet Mars. 7 100% A Martian is a native inhabitant of the planet Mars.

Since there is no solid evidence of life there at present, all Martians known as of 2013 are fictional creatures 8 ICR Since there is no solid evidence of life there at present, all Martians known as of 2013 are fictional creatures

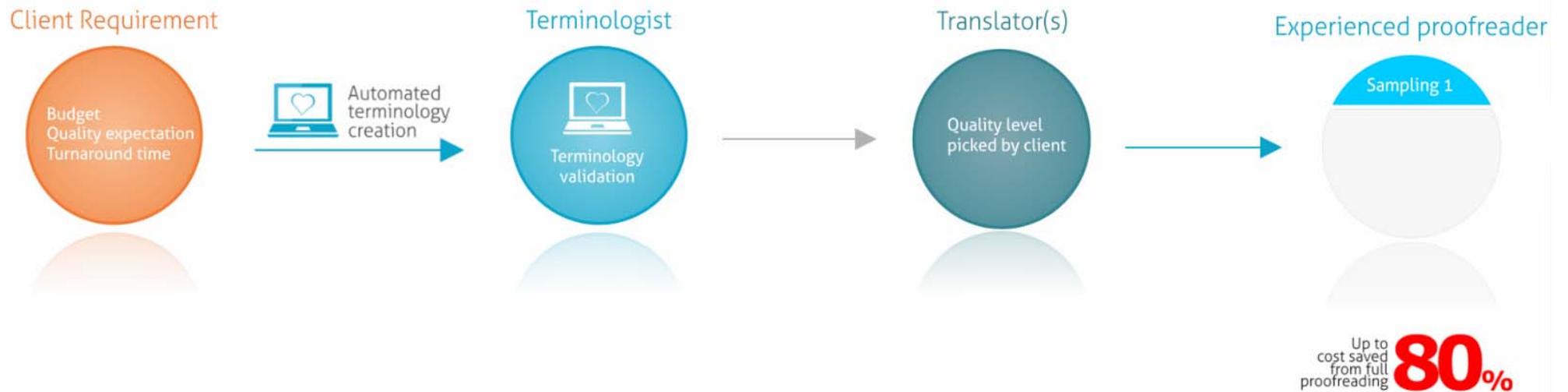
A Martian is a native inhabitant of the planet Mars. 9 100% A Martian is a native inhabitant of the planet Mars.

# Measuring real vs. expected progress

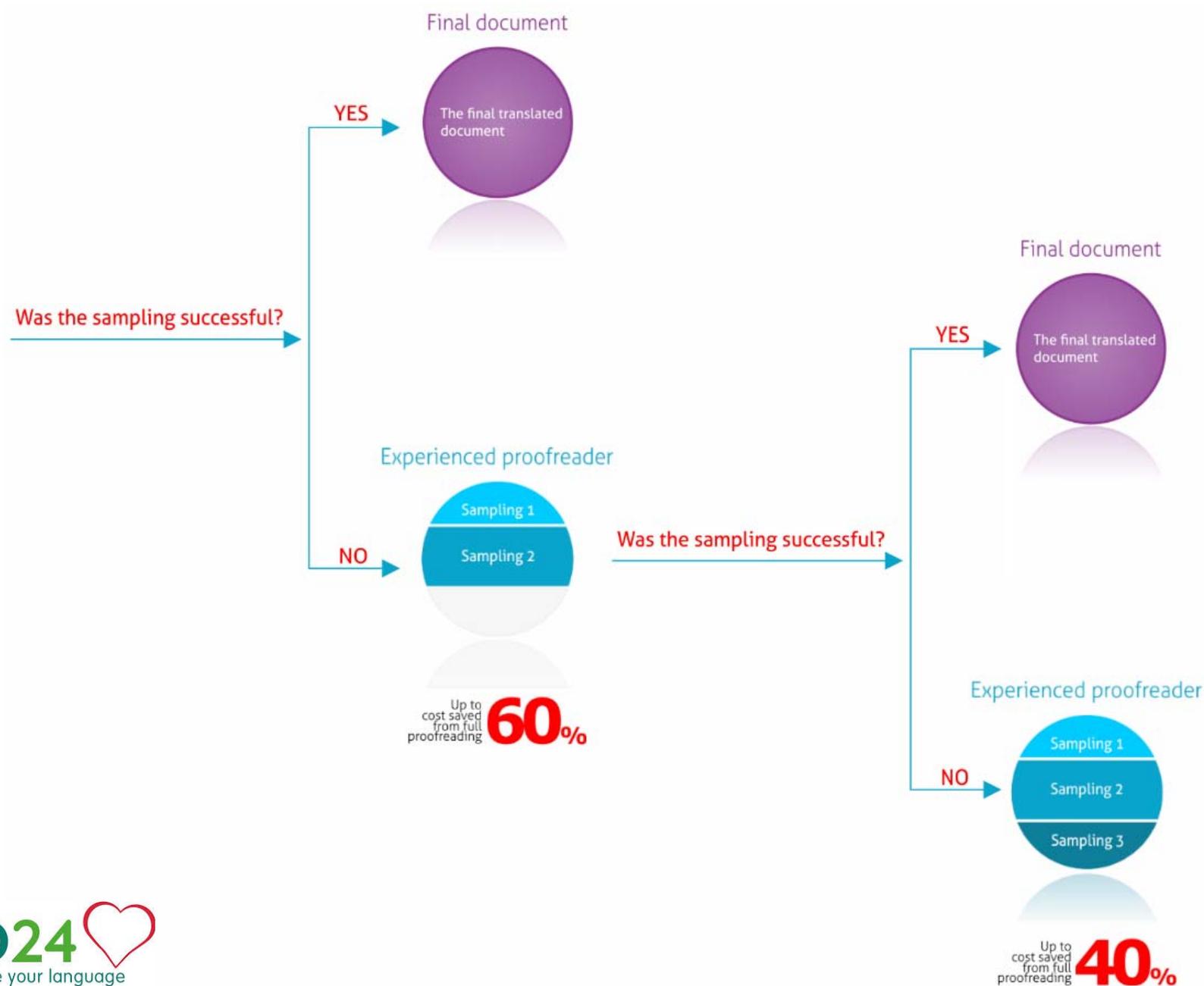
| Progress  | Task/Batch<br>Deadline | Overall<br>time | Editing<br>distance   |
|---|------------------------|-----------------|---|
|   | <input type="text"/>   |                 | <input type="button" value="Reset"/><br><input type="button" value="Filter"/> |
| <br>100%   | 2013-04-22<br>11:00:00 | 00:30:00        | 11.4%   |
| <br>100% | 2013-04-19<br>17:00:00 | 00:11:38        | 0.27%   |

230 words translated, 230 expected by now

# Sampling workflow



# Sampling workflow (2)



# API integration

- API support is essential
- Reduction in overhead costs
- Reduction in delivery times
- Ability to select required quality level
- Automatic allocation of most appropriate resources (e.g. Automatic Subject Detection)

# Summary

- 'one-size-fits-all' shifting towards fitness for purpose
- For industry to take advantage, tools enforcing quality levels are required
- COACH has the capability of being a game-changer in the localisation and translation industries.
- Makes translators *demonstrably* more efficient.
- Delivers translations at predictable levels of Quality and Price

Thanks for your attention!

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