



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**

Mandatory	Mandatory	Mandatory	Mandatory	Mandatory
On	On	On	On	On
Off	Off	Off	Off	Off
Completeness Check	Formatting Check (tag mismatch)	Punctuation	Number Formatting	Number Values
Mandatory	Mandatory	Mandatory	Mandatory	Mandatory
On	Off	On	Off	Off
Off	Off	Off	Off	Off
Spellcheck	Empty Translation	Terminology Check	Inconsistent TM Matches	Inconsistent Project Match

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'One-size-fits-all' outdated, but ...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

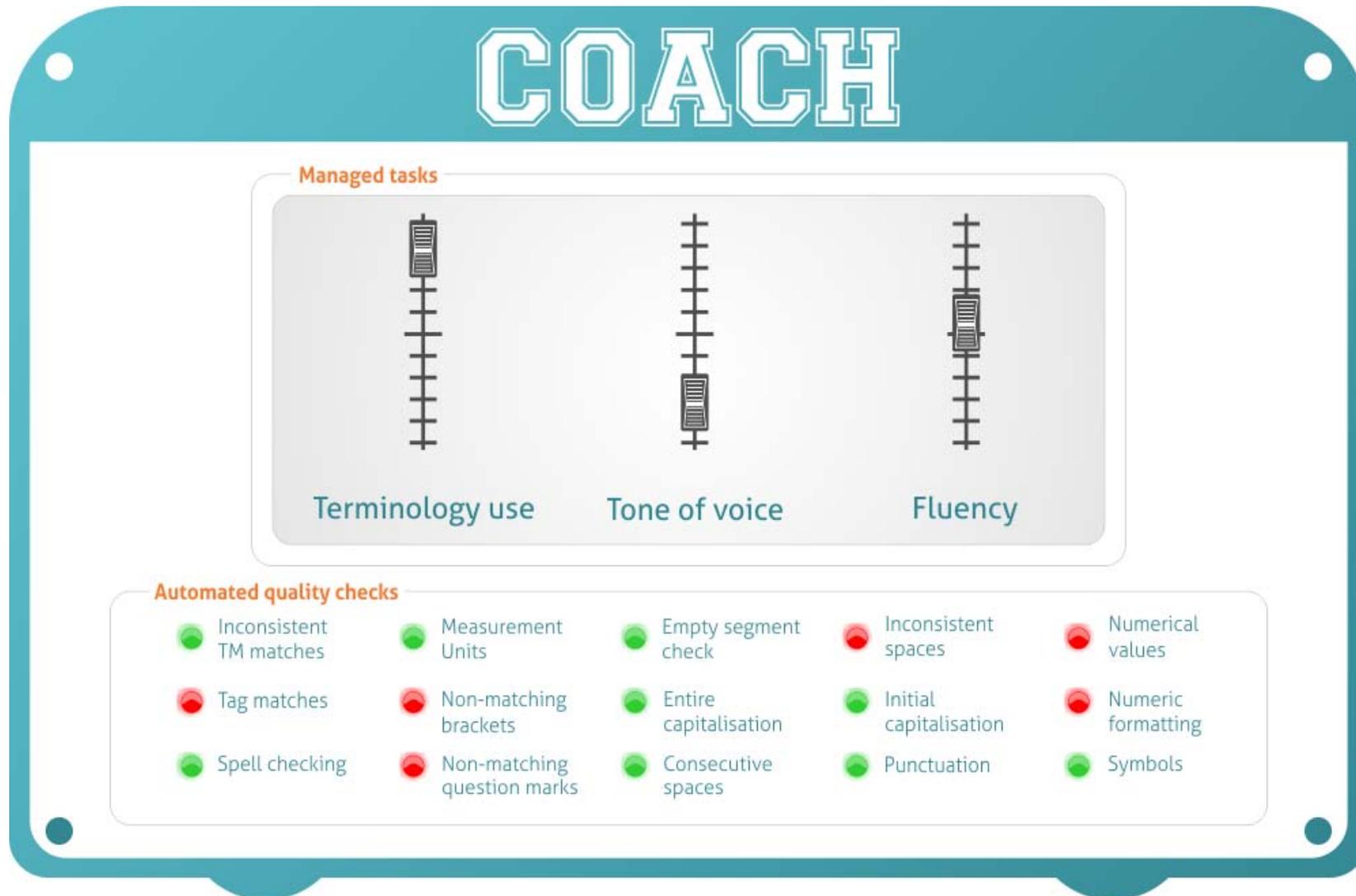


- *Text-related issues*: content type, context
- *Purpose*: end-user requirements, communicative function, perishability
- *Mode of translation creation*: qualified human translator, unqualified volunteer, MT or TM system or some combination thereof
- *Traditional problems with evaluation*: subjectivity, 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



Customisable quality checks

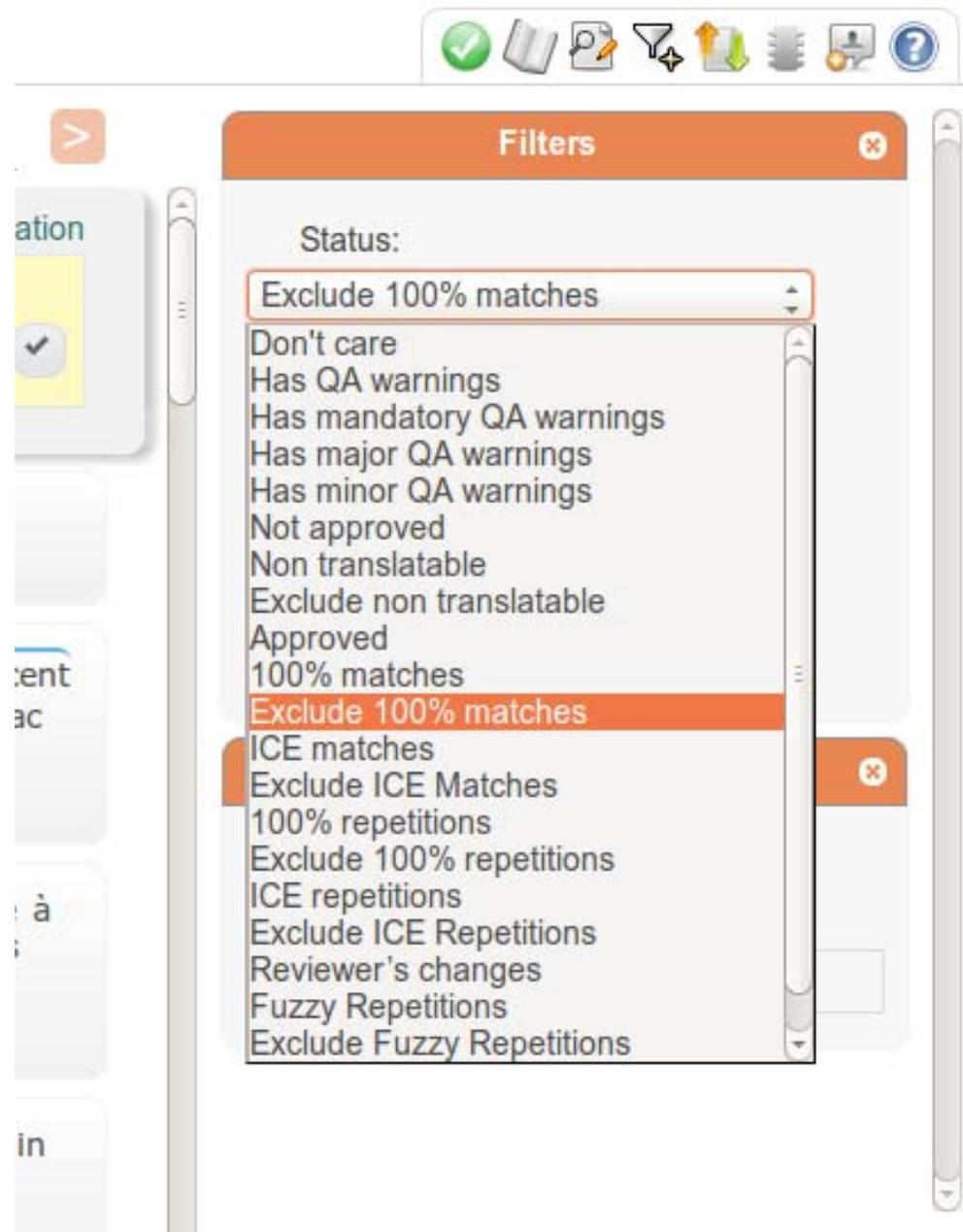
- Live highlighting of spelling mistakes and multiple spaces,
- Live terminology check,
- Inconsistent translations,
- Language-specific QA checks:
Number formatting &
Punctuation,
- Mandatory vs. Optional.

Which QA Checks do you want to enable ?

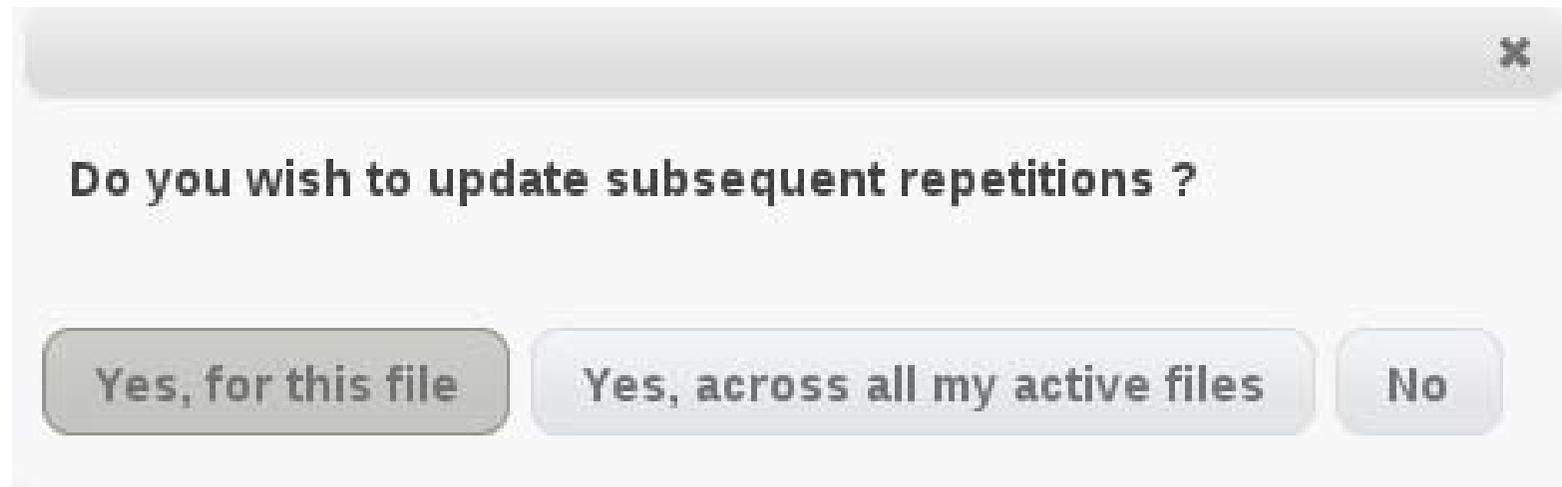
<input type="checkbox"/>	Major QA Checks
<input checked="" type="checkbox"/>	Empty Translation
<input checked="" type="checkbox"/>	Terminology Check
<input checked="" type="checkbox"/>	Inconsistent TM Match
<input checked="" type="checkbox"/>	Spell Check
<input checked="" type="checkbox"/>	Inconsistent 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

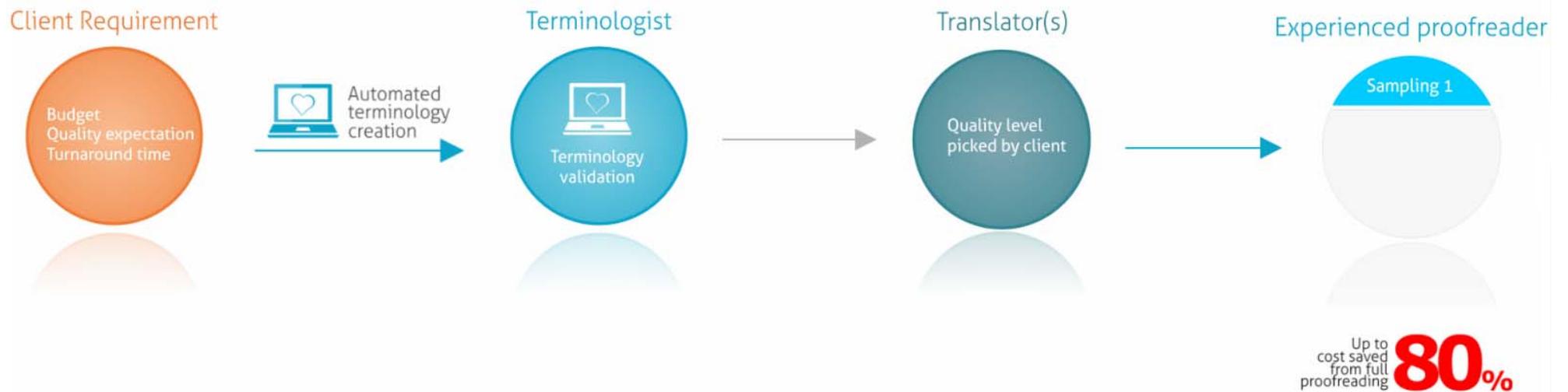
A Martian is a native inhabitant of the planet Mars.	5 100%	A Martian is a native inhabitant of the planet Mars.
Since there is no solid evidence of life there at present, all Martians known as of 2013 are fictional creatures	6 ICR	No Translation Since there is no solid evidence of life there at present, all Martians known as of 2013 are fictional creatures 100% This is a translation 2
100% not-approved Source: 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.	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

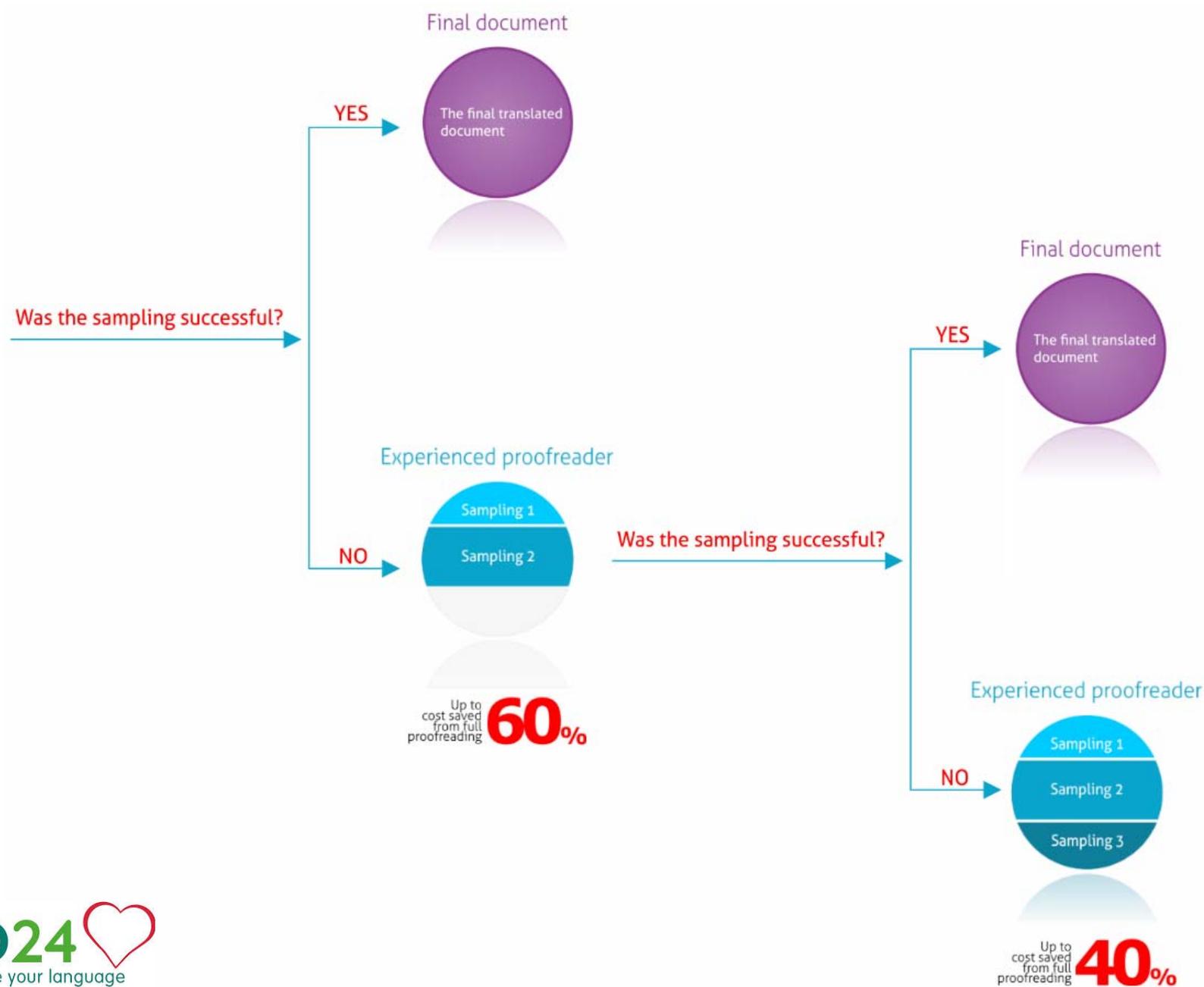
Progress	Task/Batch Deadline	Overall time	Editing distance
	<input type="text"/>		<input type="button" value="Reset"/> <input type="button" value="Filter"/>
 100%	2013-04-22 11:00:00	00:30:00	11.4%
 100%	2013-04-19 17:00:00	00:11:38	0.27%

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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