ABC-2: Quality Assurance for the Translation Industry: Tips and Tricks

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Presentation Notes

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• Audience: General - all are welcome!

• Presentation:
  – 45 minutes = 40-42 min. + 3-5 min. Q & A
  – available online November 10, 2006
  – available on request: please leave your
    business card
  – on ATA Conference DVD

Last updated on November 2, 2006
Presentation Outline

- Preparation
- Translation
- Localization
- QA: Primary
- Upload/Check-in
- QA: Secondary
- Final Edit
- Notifications
Preparation: General

- Focus: Immersion
- Receptiveness: Analysis and Evaluation
- Reading: Understanding
- Writing: Source and Target
Preparation: General

- Intuition
- Awareness
- Familiarity
- Understanding
Preparation: Specific

• Survey due dates
• Check for previous translation(s)
• Use all applicable reference materials
• Online and offline sources
Preparation: Specific

• Translation management:
  – coordinate graphics translations
  – account for character expansion
  – be aware of double-byte issues

• Perform update checks
Translation

• What is translation?
• Use CAT tool
• Wait/Ask for instructions
• Understand the source text
Translation

• Wikipedia.org: **Translation** is an activity comprising the interpretation of the meaning of a text in one language — the source text — and the production, in another language, of a new, equivalent text — the target text, or translation.
Translation

• What is translation?
• Use CAT tool
• Wait/Ask for instructions
• Understand the source text
Translation

- Back translation:
  “I'm a little tea pot short and stout” turns into
  “They are a small potentiometer, short circuits and a beer of malzes of the tea.”
Translation

• Read and check for errors, inconsistencies, ambiguities – “e-borchure”
• Maintain error log
• Research the intended audience
• Consult
Translation

• Internationalize

• Transcreate
  – What you say
  – How you say it

• Two-phase approach
  – Rough
  – Fine

• Transpose
  – Dictionary.com: To render into another language.
Translation

• Wikipedia.org: **Internationalization** is the adaptation of products for potential use virtually everywhere, while localization is the addition of special features for use in a specific locale.
Translation

• Internationalize

• Transcreate
  – What you say
  – How you say it

• Two-phase approach
  – Rough
  – Fine

• Transpose
  – Paint a picture to be taken in with all five senses
Translation

• Majority rules, but: consult
• Inconsistencies: notify
• Don't translate trade names, e.g., “Choice Hotels”
• Graphics
  – Size
  – Style
  – Color
Translation

• Links
• Spreadsheets
• Unicode vs. accented characters
• Spelling:
  – L'Académie française
  – La Real Academia Española
  – Institut für deutsche Sprache/der Rat für deutsche Rechtschreibung
  – Japanese Ministry of Cultural Affairs/the Japanese Electric Dictionary
Translation

• False cognates
  – Occur vs. okoru

• False friends
  – English “bald” vs. German “bald”
Localization

- Date
- Time
- Currency
- Numbers
- Measurements
- Phone numbers
- Sizes
Localization

• Alphabetical order
• Geographic names:
  – “Munich” (translated) vs. “Mainz” (untranslated)
• Registered names
Localization

- Check for discriminatory/offensive terminology
- Keep topical context
- Avoid Anglicisms
- Idioms & colloquialisms
Localization

• Linguistic patterns:
  – Repetition
  – Redundancy
  – Alliteration

• Regionalisms

• Cross-cultural references

• Male and female references
Localization

- Linguistic pattern taken to the extreme: 'John, where Jim had had “had,”, had had “had had.” “Had had” had had the approval of the editor.'
  -> Count 'em: 11 “had”s!
QA: Primary

- Double-check own work
- Unsure: consult
- Must be publishable
- Abide by standards
Upload and/or Check into Version Control System

- Correct server address
- Correct branch/main line
- Checklists
- Notify
QA: secondary

• Everything must be reviewed
• Use checklist
• 1° QA: translator
  • 2° QA: reviewing translator
  • 3° QA: QA department
• After upload
• Test notes
QA: secondary

- File-level
  - File format
  - File name extension
  - Language extension
  - Correct server address and port
  - META data within file
QA: secondary

• Content-level
  – Stereoscopic reading
  – Correct understanding
  – Language tags
  – Completeness
  – No mistranslation
  – Addition/omission
  – Correct terminology
  – Rendering
Comprehensive API standards

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QA: secondary

• Style
  – Register
  – Freedom of translation
  – Language vs. Country
  – Cohesion
  – Reference
  – Consistency
  – Unambiguessness
  – Speech style
• Grammar-level
  – Grammar, e.g., there vs. their
  – Syntax, e.g., the hotel is decorated beautifully vs. the beautiful hotel is decorated
  – Punctuation eg forgetting commas or periods
  – Speling
QA: secondary

• Grammar-level (continued)
  – Diacritics, e.g. forgetting a proper or adding an improper âçcèñt
  – Upper-/lowercase, e.g., “Hotel” vs. “hotel”
  – Word form, e.g., “touristic” vs. “tourist”
  – Usage
Final edit

- Resolve disputed issues
- Perform final review to ensure all edits are complete
- Final translation sounds native, not translated
- Notify reviewer after all uploads/check-ins are complete
Final edit

• Bottom line:

*Best translation is one which no one knows it is.*
Notifications

• Notify person coordinating translation effort: Consolidate e-mail notifications
• Keep all deadlines
• Release environment
  – Content Administrator in charge of source content
  – Release coordinator
  – Copy other translators involved
  – Developer, if applicable
Summary

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Acknowledgements

- ATA
- Choice Hotels International, Inc.
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Closing Remarks

• Thank you for your time!
• Contact e-mail: dierk_seeburg@choicehotels.com
• Presentation:
  – available online: November 10, 2006
  – available on request: please leave your business card
  – on ATA Conference DVD
• Convention and Visitors Bureau New Orleans
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