AN ONLINE PLATFORM FOR THE COLLECTION AND ANALYSIS OF DATA ON WEB-BASED COLLABORATIVE BUSINESS TRANSLATION

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Background

- •Web-based collaborative translation has been playing an important role in business translation.
- There are tools that facilitate the operation of online translation teams.
- •However, few of the tools are research-oriented, that is, allowing researchers to record and analyse data on the collaborative process.

Background

- •To bridge the gap, this paper presents TranXtudio, a web-based platform under development.
- •The system will bring together the practice and research of web-based collaborative business translation.
- •It is hoped that this work will provide insights into the study of web-based business translation teams and the collaborative translation community at large.

Outline

- Web-based Collaborative Business Translation
- Tools for Collaborative Translation
- The Design of the New Platform: TranXtudio
- User Interface
- Areas of Application
- Concluding Remarks

WEB-BASED COLLABORATIVE BUSINESS TRANSLATION

Web-based Collaborative Business Translation

•Growing demand for translation in an increasingly globalised business environment: the translation of financial documents and the localisation of promotional materials

Translation Servers

- Project Managers: creating translation projects, managing team members, monitoring the progress of translation
- Translators: getting access to their projects and sharing up-to-date translation memories and terminology databases
- •Editors: reviewing and modifying the target text online, without passing documents or databases back and forth by email

TOOLS FOR COLLABORATIVE TRANSLATION

Collaborative Translation Systems

•We have seen a growth in the number of collaborative translation systems available on the market over recent years

Strengths

The systems offer important features that could facilitate collaborative translation:

- •File Transmission
- Database Update and Sharing
- Revision History: modifications made to the target text by editors or managers

However...

- •Web-based collaborative business translation is more than practical / professional translation.
- •It indeed opens up exciting possibilities for further research: the nature of online collaborative translation, ways to boost its effectiveness and efficiency, its impact on different dimensions (e.g. linguistic transfer, practical translation, and the language industry), and translator-machine interaction.

Room for improvement

•Few of the current systems are designed with researchers in mind, and they tend to provide rather limited functionality for research on collaborative translation (e.g. recording and analysing data on the collaborative process).

Room for improvement

- •It is important to collect a broader spectrum of data to deepen our understanding of web-based team translation.
- •With the consent of team members, it would be beneficial to collect data such as the usage of translation databases and the records of online conversations between members.
- •The data can help answer a wider range of questions, including how professional translators work differently from junior translators within a team and how they interact with each other.

TRANXTUDIO

TranXtudio

•Started in June 2015, this on-going project involves the development of an online tool for the collection and analysis of data on webbased team translation.

TranXtudio

- •It will provide translation students and translators with a free alternative to existing online platforms for team translation.
- •It will offer translation scholars and researchers an integrated platform that could be customised according to their research objectives, so as to help them conduct experiments involving online translation teams and collect and analyse data accordingly.

User Types

- •Researchers: managing the system, setting up and configuring projects for the collection of data on collaborative translation, and viewing and analysing the data collected
- Project Managers: managing projects assigned by researchers
- Editors: finalising the target text and changes made to translation databases
- Translators: preparing the target text and suggesting changes to translation databases
- Observers: viewing the project without having the right to make changes to texts and databases

Features

- 1. Simple Implementation: Providing simple ways to set up the system and supporting cross-platform users
- 2. A Versatile Environment for Various Modes of Collaboration: Offering a broad spectrum of customisable tools for researchers with different needs
- 3. Rich Features of Data Logging: Keeping track of a wide variety of data and user activities
- 4. Handy Tools for Data Analysis: Helping researchers analyse and interpret the data collected

Feature 1: Simple Implementation

•TranXtudio is a Single-Page Application (SPA) written in only HTML and JavaScript, and all translation files, databases and data collected from collaborative translation activities are stored on Firebase, an external cloud-based database provider.

```
<!--Start: Create Project Page-->
<div id='divCreateProj' class='hidden'>
 >
    <h3>Create a Project</h3>
     <button class='pull-right btn btn-default'>Ready to Go</button>
   <a data-toggle="tab" href="#home">Basic Settings</a>
   <a data-toggle="tab" href="#menu1">Members</a>
   <a data-toggle="tab" href="#menu2">Pre-processing</a>
   <a data-toggle="tab" href="#menu2">MT</a>
   <a data-toggle="tab" href="#menu2">TM</a>
   <a data-toggle="tab" href="#menu2">Termbases</a>
   <a data-toggle="tab" href="#menu2">Dictionaries and Corpora</a>
   <a data-toggle="tab" href="#menu2">Data to be Recorded</a>
 <div class="tab-content">
   <div id="home" class="tab-pane fade in active">
     <form role="form">
      <br/>
      <div class="form-group">
        <label for="txtProjName">Project Name</label>
        <input type="email" class="form-control" id="txtProjName">
      </div>
      <div class="form-group">
```

```
function writeFullPOS(input){
 var output = input;
 var pos = [["VB","Verb (Generic)"],["VBD","Verb (Past-tense)"],["VBN","Verb (Past-participle)"],[
    "VBP","Verb (Infinitive)"],["VBZ","Verb (Future-tense)"],["CP","Copula"],["VBG","Gerund Verb"],
    ["JJ", "Adjective (Generic)"], ["JJR", "Comparative Adjective"], ["JJS", "Superlative Adjective"], ["
    RB", "Adverb"], ["RBR", "Comparative Adverb"], ["RBS", "Superlative Adverb"], ["NN", "Noun (Singular)"
    ],["NNP","Proper Noun (Singular)"],["NNPA","Noun (Acronym)"],["NNPB","Noun (Abbreviation)"],["
    NNPS", "Proper Noun (Plural)"], ["NNS", "Noun (Plural)"], ["NNO", "Posessive Noun"], ["NG", "Gerund
   Noun"],["PRP","Personal Pronoun"],["PP","Possessive Pronoun"],["FW","Foreign Word"],["IN","
    Preposition"],["MD","Modal Verb"],["CC","Coordinating Conjunction"],["DT","Determiner"],["UH","
    Interjection"],["EX","Existential There"],["CD","Cardinal Value (Generic)"],["DA","Date"],["NU"
    ,"Number"]];
 for(var i=0;i<pos.length;i++){</pre>
    if (input === pos[i][0]) {
      output = pos[i][1];
     break;
  return output;
```

Feature 1: Simple Implementation

Easy Setup of the System:

- •It is independent of server-side scripts such as PHP, researchers can set up the system easily with free web hosting providers that support HTML webpages.
- •They do not need to install their own servers or subscribe to hosting services that manage server-side scripting.

Feature 1: Simple Implementation

Easy Access to the System by Cross-platform Users:

- •Unlike certain OS-dependent translation systems (e.g., Snowman), TranXtudio is web-based and cross-platform.
- •Users of different operating systems and devices can access the system by using browsers. They do not need to set up client-side applications on their computers.

Feature 2: A Versatile Environment for Various Modes of Collaboration

•TranXtudio will offer a wide range of translation tools, including machine translation, translation memories, terminology databases, electronic dictionaries, concordancers, and chat rooms.

Feature 2: A Versatile Environment for Various Modes of Collaboration

- •For example, researchers may be interested in the impact of similarity measures of a translation memory system on the reuse of translation by team members.
- •They can conduct experiments by changing the similarity settings.

Siu (2015a)

For $A = a_1 a_2 ... a_{|A|}$ and $B = b_1 b_2 ... b_{|B|}$,

Similarity
$$(A,B) = \frac{1}{2} \left(\frac{\sum_{m=1}^{|A|} \text{CharSimB}(a_m)}{|A|} + \frac{\sum_{n=1}^{|B|} \text{CharSimA}(b_n)}{|B|} \right),$$

where

- 1. CharSimA(b_n)= $\begin{cases} 1 \min_{a^*}(|\operatorname{rpos}(b_n) \operatorname{rpos}(a^*)|), & \text{if there exists } a^* = b_n \text{ in } A \\ 0, & \text{if otherwise} \end{cases}$
- 2. CharSimB $(a_m) = \begin{cases} 1 \min(|\operatorname{rpos}(a_m) \operatorname{rpos}(b^*)|), & \text{if there exists } b^* = a_m \text{ in } B \\ b^*, & \text{o, if otherwise} \end{cases}$;
- 3. $\operatorname{rpos}(a_m) = \frac{m}{|A|}$; and
- 4. $\operatorname{rpos}(b_n) = \frac{n}{|B|}$.

Feature 3: Rich Features of Data Logging

TranXtudio will keep track of a wide variety of data and user activities.

- (a) Data on Projects: project turnaround time, the source text and the target text of the project, and machine translation scores (based on the comparison between the machine translation output and the team's translation)
- (b) Data on the Use of Translation Tools: the usage of translation tools and input by users

Feature 3: Rich Features of Data Logging

- (c) Data on Users: translators' background, translation time, and changes made to others' translators or to the output of machine translation
- (d) Data on Interaction: team members' comments on the target text and the records of discussion among team members

The system will be equipped with two tools to help researchers analyse their data:

- Report Generator
- Text Analysis Toolkit

Report Generator: TranXtudio can compile a number of reports that summarise statistics on collaborative translation.

- (a) Report on a Project: Team Interaction and Translation: summarising the features of a translation project, such as the revision history and the records of discussion.
- (b) Report on the Usage of Translation Tools: providing the records of the use of translation tools, such as the date and time that they are used, members who have used the tools, and the input history (e.g., words looked up in the team's dictionaries).

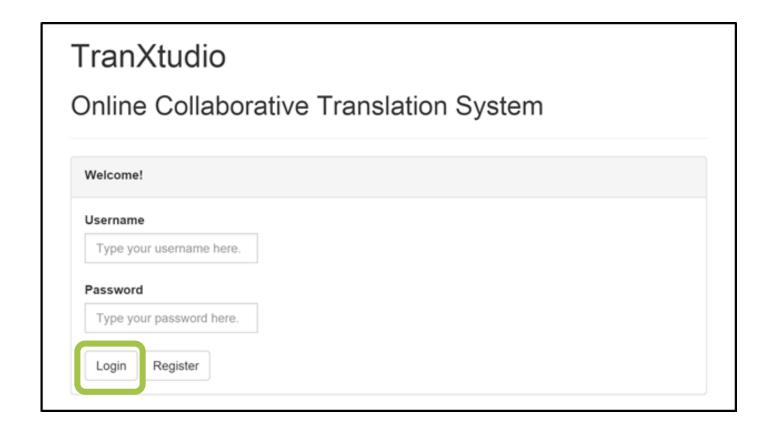
- (c) Report on a Member: summarising the activities of a team member, such as his or her translation, the records of discussion and revision, the speed of translation, and comments on his or her work by other translators.
- (d) Report on a Member Category: providing information about a particular member category (e.g., editors or translators) and helps study the behavioural patterns of the members.

Text Analysis Toolkit

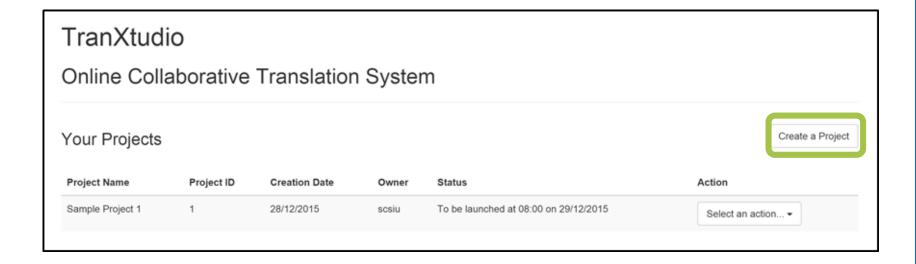
- Based on the corpus analysis tool discussed in Siu (2015b), the toolkit enables researchers to analyse the source text and the target text by translation teams.
- •The toolkit is equipped with a bilingual concordancer and corpus pre-processing tools such as part-of-speech taggers to help researchers conduct in-depth qualitative and quantitative analyses.

USER INTERFACE

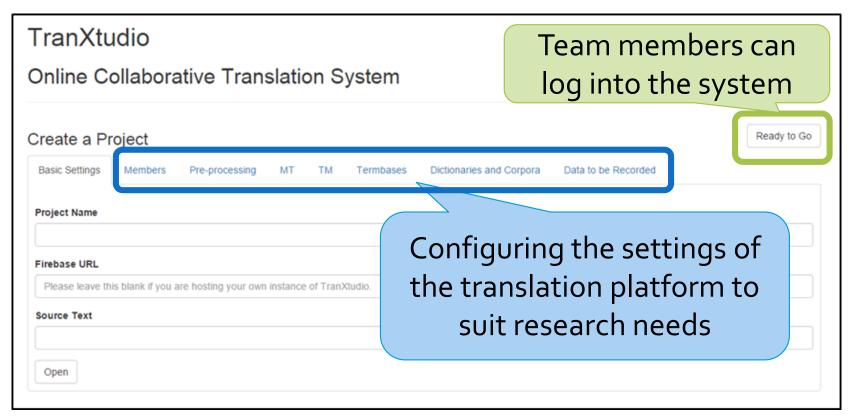
Login Page: Logging into the system



Main Page: Showing your projects



Project Creation Page: Creating and configuring your project



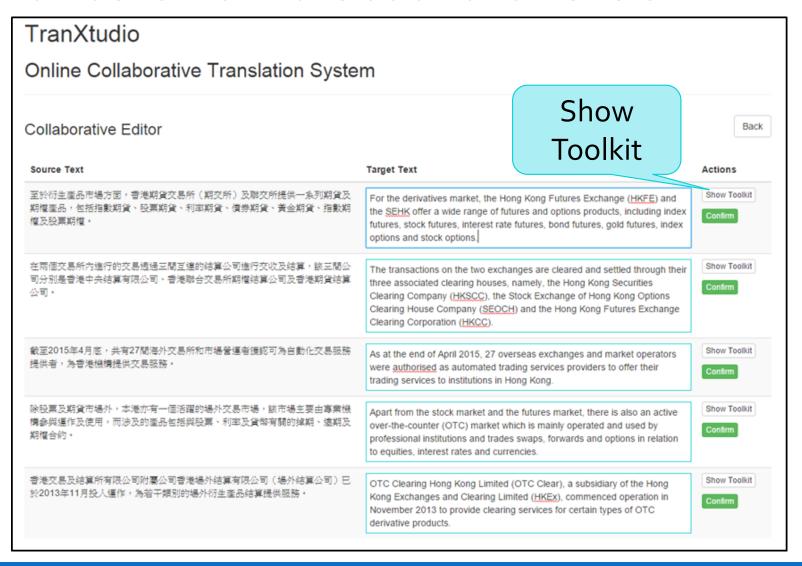
Configurable Items	Details
(1) Pre-processing	 Researchers can specify how the source text should be segmented; whether pre-translation should be enabled; and how pre-translation should be conducted (e.g., translating with machine translation only, translating with translation memories only, or translating with both tools).
(2) Machine Translation	 Researchers can specify whether machine translation should be enabled; which machine translation engines should be used (e.g., Google Translate, Bing Translator, and the customisable "Stepwise" machine translation engine); and what bilingual files should be used by the customisable machine translation engine.
(3) Translation Memories	 Researchers can specify whether translation memories should be enabled; what translation memory databases should be used; how the sentence similarity should be calculated; what the minimum similarity score for fuzzy matches should be; and which member categories can access, modify or finalise the translation memory databases.

Configurable Items	Details
(4) Terminology Databases	 Researchers can specify whether terminology databases should be enabled; what terminology databases should be used; and which member categories can access, modify or finalise terminology databases.
(5) Electronic Dictionaries and Corpora	 Researchers can specify whether electronic dictionaries (or corpora) should be enabled; and what electronic dictionaries (or corpora) should be imported into the system.
(6) Data to be Captured	 Researchers can specify what data about the project should be collected; what data about translation tools should be collected; what data about team members should be collected; and what data about team interaction should be collected.

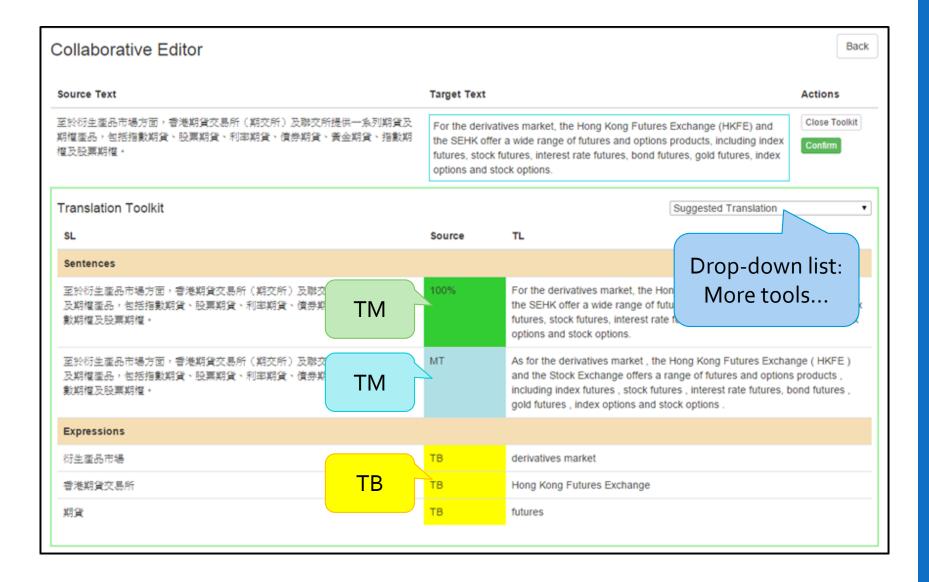
Consent Page

TranXtudio Online Collaborative Translation System Consent Page Username: demo_user_01 email: demo_user_01@tranxtudio.com Project name: Sample Project 2 Project ID: 2 By clicking the Agree button, you agree that the following data will be collected automatically for research purposes: · your translation · your comments · your usage of translation tools · your discussion records Please click Exit if you do not agree to the above terms. Exit Agree

Collaborative Editor: Centralised Translation Workbench for Translation and Revision



Translation Toolkit

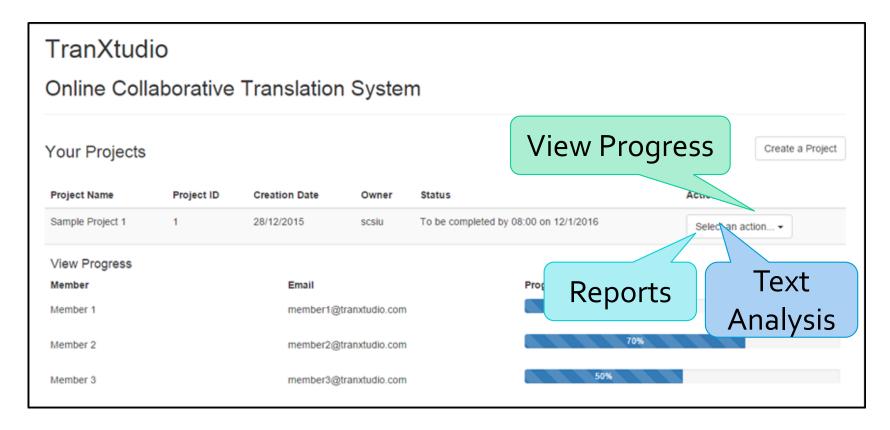


Option	Description
Machine	Getting the output of machine
Translation	translation
Translation	Viewing 100% or fuzzy matches
Memories	retrieved from the team's translation
	memories
Terminology	Viewing terms retrieved from the
Databases	team's terminology databases
Electronic	Accessing the team's electronic
Dictionaries and	dictionaries and corpora
Corpora	
Comments	Adding comments to the current target
	text segment
Chat Room	Accessing the chat room of the current
	project
History	Viewing the revision history of the
	current target text segment

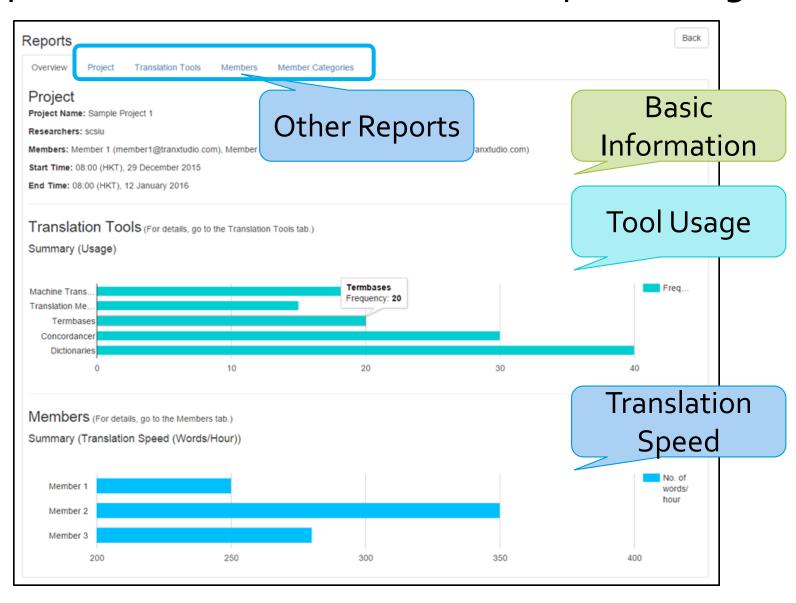
Collaborative Editor: Centralised Translation Workbench for Translation and Revision



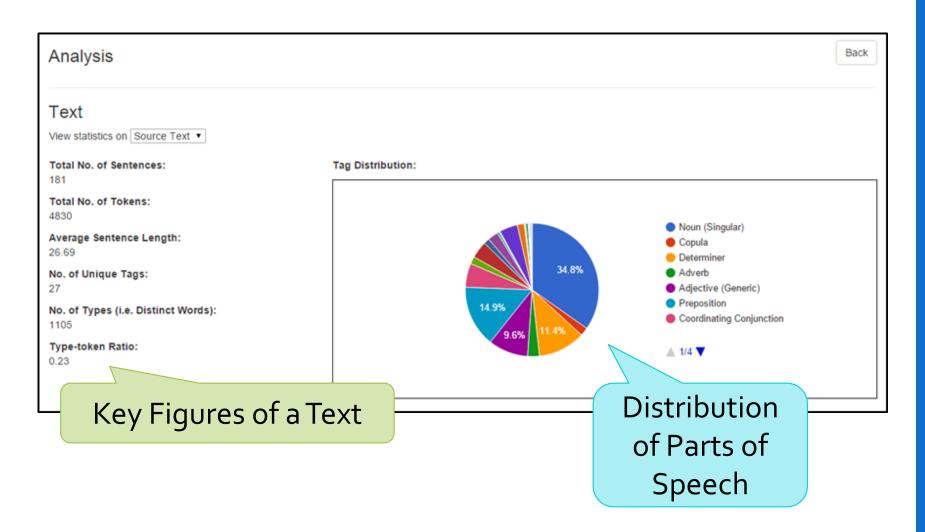
Main Page: Translation Progress and Data Review and Analysis



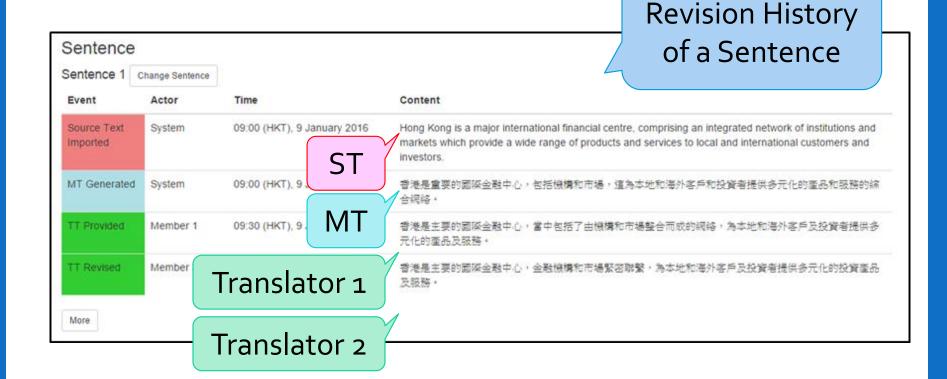
Report Generator: Main Tab of "Reports" Page



Text Analysis Toolkit: Text Analysis



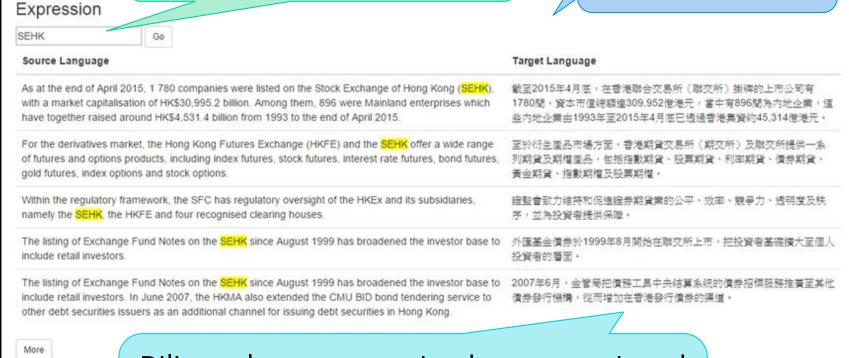
Text Analysis Toolkit: Sentence Analysis



Text Analysis Toolkit: Expression Analysis

Expression to be analysed

Bilingual Concordancer



Bilingual sentence pairs that are retrieved from the ST and the final output of the team and contain the expression

AREAS OF APPLICATION

Area of Application (1)

The Teaching and Learning of Team Translation and Translation Technology

- The system will provide a free, web-based alternative to commercial translation systems.
- Teachers can customise the system to meet their teaching needs or simulate different real-world translation scenarios to give students a taste of challenges faced by team translators.
- The cross-platform nature of TranXtudio will also encourage students using different devices to create translation teams outside the classroom.

Area of Application (2)

Professional Translation

•The system will be a useful tool for (1) professional translators who would like to familiarise themselves with team-based translation and (2) small and medium-sized translation companies that would like to experiment with team translation tools before purchasing full-scale commercial systems.

Area of Application (3)

Research into Collaborative Translation

 The tool will also help researchers open up a number of research opportunities: translators, products, tools, and workflow

Example (Team-oriented Research)

Studying how translators interact with each other and solve translation problems

•Reviewing discussion records and the revision history of the target text, researchers can develop a better understanding of the operation of a translation team by, for example, identifying common questions faced by junior translators in the team and the ways in which senior members provide assistance to them.

Example (Product-oriented Research)

Studying the features of the target texts prepared by members with different levels of translation experience

•By comparing translations prepared by different team members and considering their backgrounds, researchers can identify their differences in translation style or methods and consider factors that may contribute to such differences.

Example 1 (Tool-oriented Research)

Studying how post-editing is done by human translators

•Researchers can compare the machine translation output with the post-edited output by team members to discover post-editing patterns, which could be used to enhance the teaching of post-editing and improve existing machine translation engines.

Example 2 (Tool-oriented Research)

Studying what tools are useful to team members in a particular domain of translation (e.g., financial translation)

- •By studying the usage of translation tools, researchers can have a better understanding of translation problems encountered by team members and the tools that could be more useful to them.
- By changing the settings of the tools (e.g., similarity measures) for different experiments, researchers can even identify how the settings could have an impact on the use of the tools and thus explore ways to develop better translation technology.

Example (Process-oriented Research)

Studying different modes of collaboration

•Researchers can set up translation projects that involve the translation of the same piece of text with different modes of translation, such as (a) manual translation; (b) machine translation with post-editing; and (c) human translation with translation memories. They can thus compare the statistics for the different modes and consider their effectiveness and efficiency.

CONCLUDING REMARKS

Conclusion

- •Translation students and professional translators will get hands-on experience of translation technology for team translation.
- •Researchers in the field can ask novel research questions, design and conduct innovative experiments on web-based translation teams, and find ways to observe and explain translators' behaviour with the help of the diverse range of data collected.

Conclusion

- •The new projects will help develop a better understanding of collaborative translation and contribute to advances in technology for multilingual communication and for the management of translation teams.
- •It is hoped that the continuous development of the system will provide insights into the theory and practice of collaborative translation.

Suggestions

- New member categories (e.g., terminologists) in view of the growing sophistication of translation teams
- Quality checks on the target text (e.g., checking the consistency of technical terms and the translation of numbers)
- More file formats

Suggestions

- •More tools for data analysis (e.g., statistical analysis on correlation and hypothesis testing) by interoperating with third-party statistical tools such as R (The R Foundation, 2015)
- •Further research on (1) the use of the system in different contexts of multilingual communication and (2) the identification of new questions that could be answered with the help of the system.

References

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