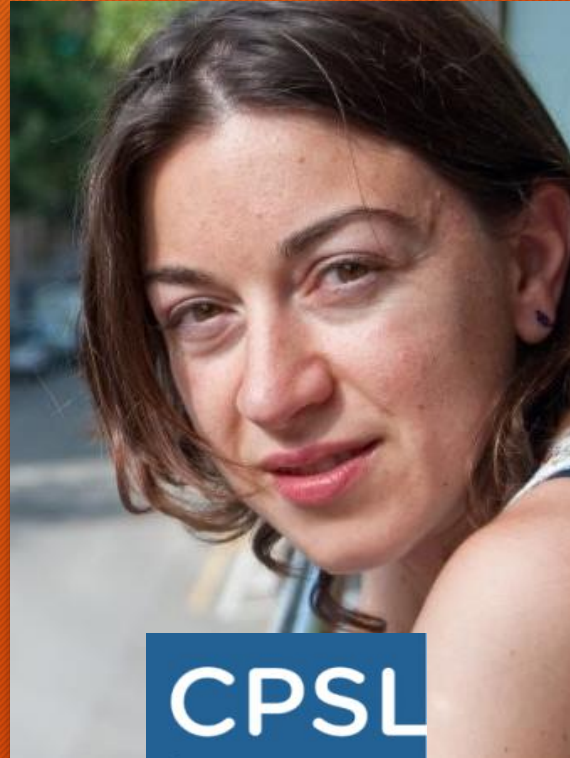


MT evaluation in translation quotations at CPSL with ContentQuo

ASLING41
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London

CPSL & ContentQuo

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Specialist, CPSL



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To MT, or not to MT: that is the question



IS THIS DOCUMENT
SUITABLE FOR MTPE?



MTPE OFFERS SEVERAL
BENEFITS BUT...



DIFFICULT TO DECIDE IF
IT CAN BE APPLIED

Challenge #1: Automatic metrics not usable



BLEU needs reference translations



No references for new content types/languages



Human evaluation needed

Challenge #2: Very short time to decide



Only 2-3 hours for proposal



No time for engine training



Must quickly assign linguist



Sampling manually is difficult

Challenge #3: Budget is super tight



Quotation might be rejected

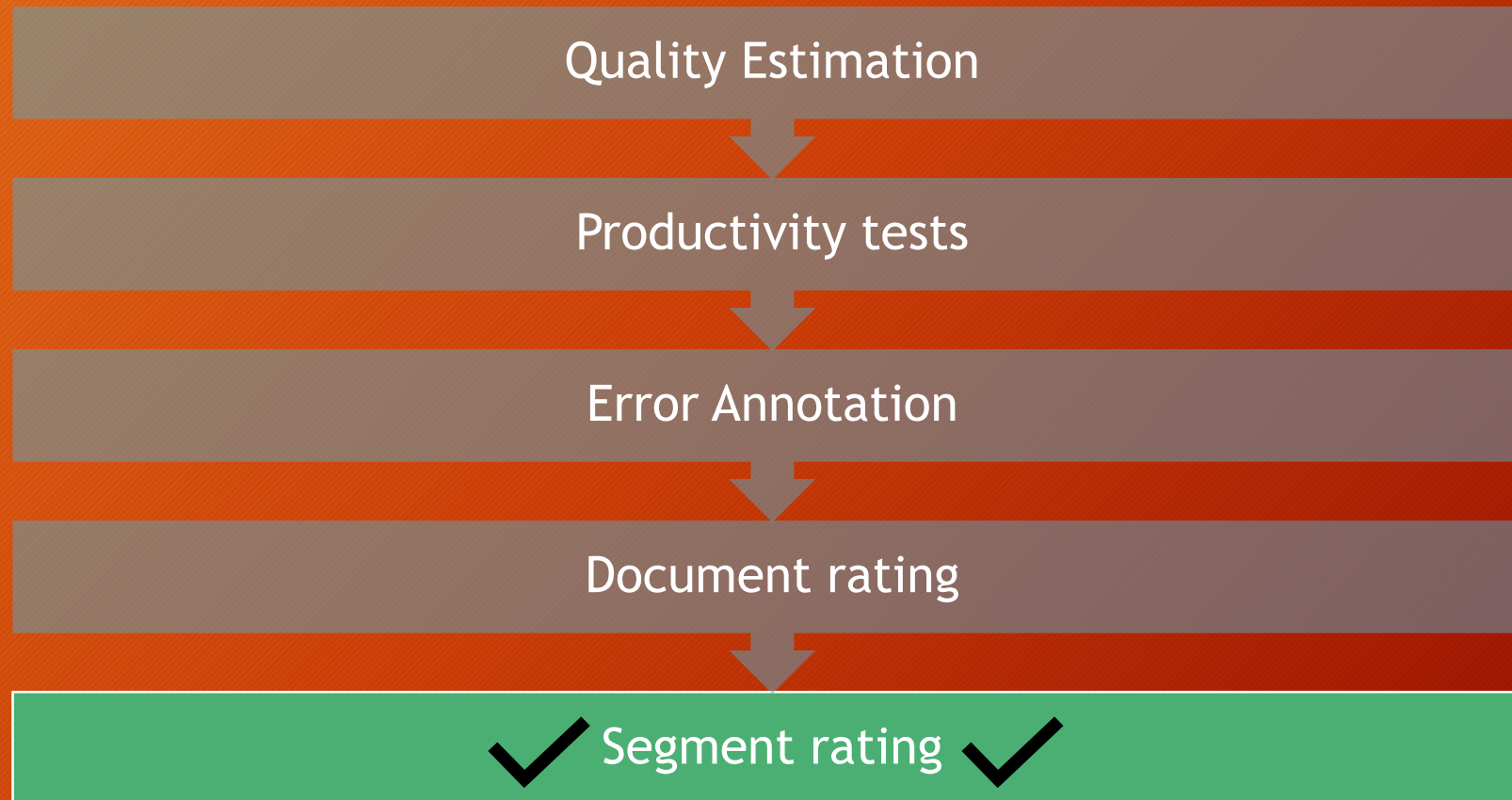


Offer must be competitive



Quality fit for purpose

Searching for the right MT evaluation process



Adequacy-Fluency evaluation methodology

Adequacy

- How much of the meaning that's expressed in the gold-standard translation (or the source text) is also expressed in the MT output?
 - Everything - Most - Little - None

Fluency

- To what extent is MT output grammatically well-formed, without spelling errors, and perceived as natural by a native speaker?
 - Flawless - Good - Dis-fluent - Incomprehensible

Non-specialized evaluation tools don't scale!



We tried all these:

MS Word tables
Excel spreadsheets
Google Forms



After 1 week:

all forgotten
can't compare
hard to control

Choosing a specialized TQM platform



Works in the
browser

Automates
sampling

Handles task
management

Custom
quality
profiles

CAT tool-like
interface

Clear scoring
system

Analytics
and insights

Fine-grained
evaluation

Benefits of using a specialized
TQM platform

ContentQuo Screenshots

ContentQuo Dashboards Projects Users + New Evaluation CQ Admin 1

You're the Project Manager. You're the Reviewer. You're the administrator. This evaluation is in review. You can perform ANY action in ANY quality evaluation at ANY stage until it's fully finished.

test A-F > Spanish (Spain) Overview Translations 10.5K w

Overall comment for review:
looks like MT has done a pretty good job on this content

Added by CQUO Admin 1 24 days ago • updated 24 days ago

ID	Source	%	Target	ED	Fluency	Adequacy
4	The UI Process failed to respond in time.This can happen if an Antivirus blocks the BeamNG.drive.ui.exe application.You can eventually get more help there:http://wiki.beamng.com/Errors/Unresponsive_UI_ProcessDo you want to open that address in your browser now?	0%	El proceso UI no respondió a tiempo.Esto puede ser debido a que su antivirus esté bloqueando la aplicación BeamNG.drive.ui.exe.Puede conseguir más ayuda aquí:http://wiki.beamng.com/Errors/Unresponsive_UI_Process¿Quiere abrir esta página en su navegador ahora?	0	●●○○	●●●○
5	http://wiki.beamng.com/Errors/Unresponsive_UI_Process	0%	http://wiki.beamng.com/Errors/Unresponsive_UI_Process	0	●●●●	●●●●
6	Failed to create resource (is the file missing?):	0%	Error al crear el recurso (¿está perdido el archivo?):	0	●●○○	●●○○
7	Failed to initialize game, shutting down.	0%	Error al iniciar el juego, cerrando.	0	●●●○	●●●●
8	Error	0%	Error	0	●●●○	●●●●
9	Invalid user path	0%	Directorio de usuario no válido	0	●●●○	●●○○
10	BeamNG.drive cannot access UserPath defined in startup.ini (game folder). Change for a valid path:	0%	BeamNG.drive no puede acceder al usuario indicado en startup.ini (Fichero del juego). Cámbialo por una ruta válida:	0	●●●●	●●●●
11	Windowed Mode Required	0%	Se requiere modo ventana	0	●●●●	●●●●
12	Please exit the Mission Editor to switch to full screen.	0%	Por Favor, Salga del Editor de Misión para cambiar a pantalla completa.	0	●●●○	●●●○
13	Please exit the GUI Editor to switch to full screen.	0%	Sal del editor de GUI para cambiar a pantalla completa.	0	●●●○	●●●○
14	Level Modified	0%	Nivel Modificado	0	●●●○	●●●○

Review (1%) Finish Review 3.0 Satisfactory Help

ContentQuo Dashboards Projects Users + New Evaluation CQ Admin 1

You're the Project Manager. You're the Validator. You're the administrator. This evaluation is in review. You can perform ANY action in ANY quality evaluation at ANY stage until it's fully finished.

IMUG408 demo > Spanish (Spain) Overview In Review 1 500 words Translations 1.5K Issues 5

ID	Source	%	Target	Changes	ED
486	Please keep the mouse over the UI while typing to make sure the keyboard input is directed to it	0%	Por favor, mantenga el ratón sobre la interfaz mientras escribe para asegurarse de que el texto es introducido correctamente		0
487	Take screenshot	0%	Tomar captura de pantalla		0
488	Take big screenshot	0%	Hacer Captura Tomar captura de Pantalla Grande		2
489	Upload screenshot to media server	0%	Subir captura de pantalla al servidor		0
490	Quit photo	0%	Salir del Modo Foto		0
491	Advanced	0%	Ajustes avanzados de imagen		0
492	PostFX	0%	PostFX		0
493	Far Blur M	0%	Desenfoque Lejano (Máximo)		0
494	Focus Rang	0%	Longitud Focal (Mínima)		0
495	Focus Rang	0%	Longitud Focal (Máxima)		0
496	Blur Curve Far	0%	Distancia De Difuminado (Lejos)		0
497	Field of View	0%	Campo de visión		0
498	Camera Speed	0%	Velocidad de la cámara		0
499	Roll	0%	Inclinación		0
500	Show Grid	0%	Mostrar cuadrícula		0

Add New Issue Design Kudos Neutral Minor Major Critical Enter issue description here (optional) Add Issue

Review (0%) Validation Rebuttal Arbitration Finish Review Quality Score 99% PASS Help

Easy to learn
and use

Linguists feel
more confident

*“It’s like adding
quantitative data
to qualitative
feedback”*

User adoption and linguist
feedback

Next steps in MT evaluation at CPSL



Edit time tracking



Deeper integration



Subject matter
analysis



Comparing MT engines

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Thank you!