

LANGUAGE TECH NEWS



A Publication of the Language Technology Division
of the American Translators Association.

Editor's Note

Hello LTD Members!

By the time you receive this 2nd newsletter of 2010 hopefully you'll have checked out all the interesting LTD sessions and activities scheduled for the annual ATA conference in Denver, CO, from 10/27/10 to 10/30/10. If not, you still have time!

This year the conference promises to be the best yet as the LTD membership number continues to grow strong in light of technological changes affecting translators and interpreters.

If you find yourself taking notes at a session or event related to language technology turn them into an article for the next newsletter! Photographs are welcome too!

Have a great conference and see you in Denver! □

Emily Tell
Editor & Assistant Administrator

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From the Admin Desk:

Are you ready for Denver?

We have another exciting conference and program ahead of us. Throughout the conference there will be a steady flow of Language Technology sessions (marked LT in your program), which we plan to kick off in style. Here are some highlights.

- Meet us at the Division Open House Reception on Wednesday night!
This first-time-ever event was planned so that division members can meet each other in a casual and informal setting. Which does not mean that hot topics like new translation tools and technologies or Machine Translation are off limits. Come and enjoy this evening with your peers.
- The General Meeting has moved to a new time slot. We will be meeting on Saturday morning at 10 am. From the business reports to a presentation event there will be room for ideas, suggestions and participation. We are counting on you.
- Watch out for all the co-location events between ATA and AMTA, where the LTD and its members played a crucial role in advice, assistance and collaboration efforts in the past year. Learn more about Machine Translation, Post Editing and Translation Automation at those events, presentations and sessions.
- If you are in the business of buying a new tool or need to understand some functionality don't miss the sessions and hands-on tutorials in these areas. Naomi de Moraes and Alan Melby have put together these invaluable resources for you at no cost!

What else to say? Well... have fun in Denver and enjoy our second newsletter of the year! □

*Michael Metzger,
LTD Administrator*

The articles published in this newsletter simply present the writer's view on the subject matter. The opinions expressed and information presented does not reflect the ATA or its division nor shall they be construed as a product, service or any other kind of endorsement by the ATA and its division. The ATA reserves the right to edit submitted articles and reject their publication if not deemed to be in alignment with its business policies and regulatory compliance requirements.

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Tool Tips

by Naomi J. Sutcliffe de Moraes



Increasing efficiency through sorting translation segments

One of my favorite features of DéjàVuX and MemoQ

is the ability to sort translation segments. When a file is imported into a translation environment tool (TEnT), it is broken up into segments, usually following rules based on punctuation (a period, colon, exclamation point or question mark ends a segment). By default, TEnTs display the segments in the editing window in the same order in which they appear in the source document. However, many TEnTs allow you to sort the segments alphabetically, or even using other criteria, as shown in Figure 1.

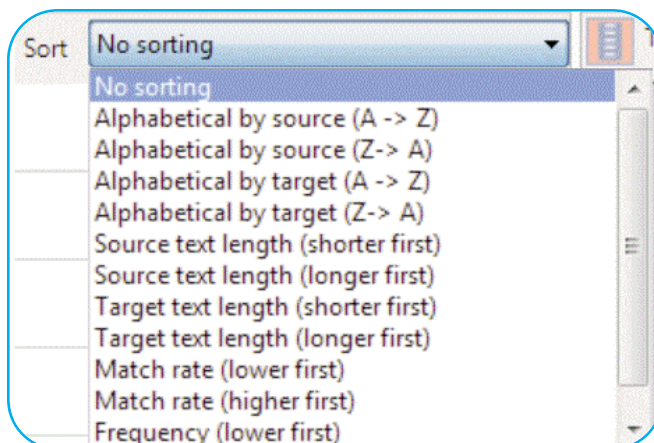


Figure 1 – Sorting menu in MemoQ

Why, you ask, is this interesting? How can it improve my translation speed and/or quality?

Sometimes very similar sentences begin with the same words, but are not similar enough for the translation memory to kick in and show a match automatically—especially if strange codes are inserted in the middle of a word or if words are misspelled. This is very common when a document is created using OCR (optical character recognition). Sorting in a different way may show you these matches and allow you to translate them more consistently.

Sometimes you must convert numbers or dates or even sentences in a mindless way, and the TEnT does not help you as much as you would like, due to the way its internal logic works. An example is shown in Figure 2, where most TEnTs would not recognize “and” being the

same as “&” (segments 217 and 218), or might match “and” and “to” (segments 218 and 219) and you might not notice that the match is not 100% when the TEnT shows you a fuzzy match. If you do all these segments at the same time, the differences between them will be more apparent. (Figure 2, next page)

Even though the segments are not in source text order, if you click on one its context will be shown in the preview window below. Not all tools have previews yet, but many do.

Note: The ability to sort may ALREADY be in your favorite tool. When I tried to capture a MemoQ screen to put in this article, I couldn't find the sort menu, even though I knew I had used it in the past. Marked in red in Figure 2, it is hidden in MemoQ unless you open your window rather wide. Check the help for your tool.

I really value this feature when I am working on a long translation over many days. I am a morning person, and there comes a time in the evening when my brain is not 100%. I sort the translation alphabetically and attack the “easy” stuff, like numbers and dates. This often allows me to meet my word quota for the day and close up shop on a positive note.

Thinking of upgrading to Windows 7?

I was just forced to buy a new PC after my old Compaq died, and figured that if I was going to waste days reinstalling all my programs and data, I might as well move to the new *Windows* operating system. I am very happy with *Windows 7* after the week it took me to get everything in order, but what a rocky ride!

I am going to share with you the things I needed to know:

Which version should I buy?

Since *Vista* was such a big disappointment, Microsoft has included something called *Windows XP* mode in the *Professional* (~\$200) and *Ultimate* (~\$220) versions. This lets you install programs in a virtual PC running *Windows XP*. The *Professional* and *Ultimate* versions come with an *XP* license, but you have to download the *XP* Mode software from the Microsoft site. I guess they don't want to make it too easy for you. I am using it to run a few programs that I use regularly and don't want to upgrade just yet.

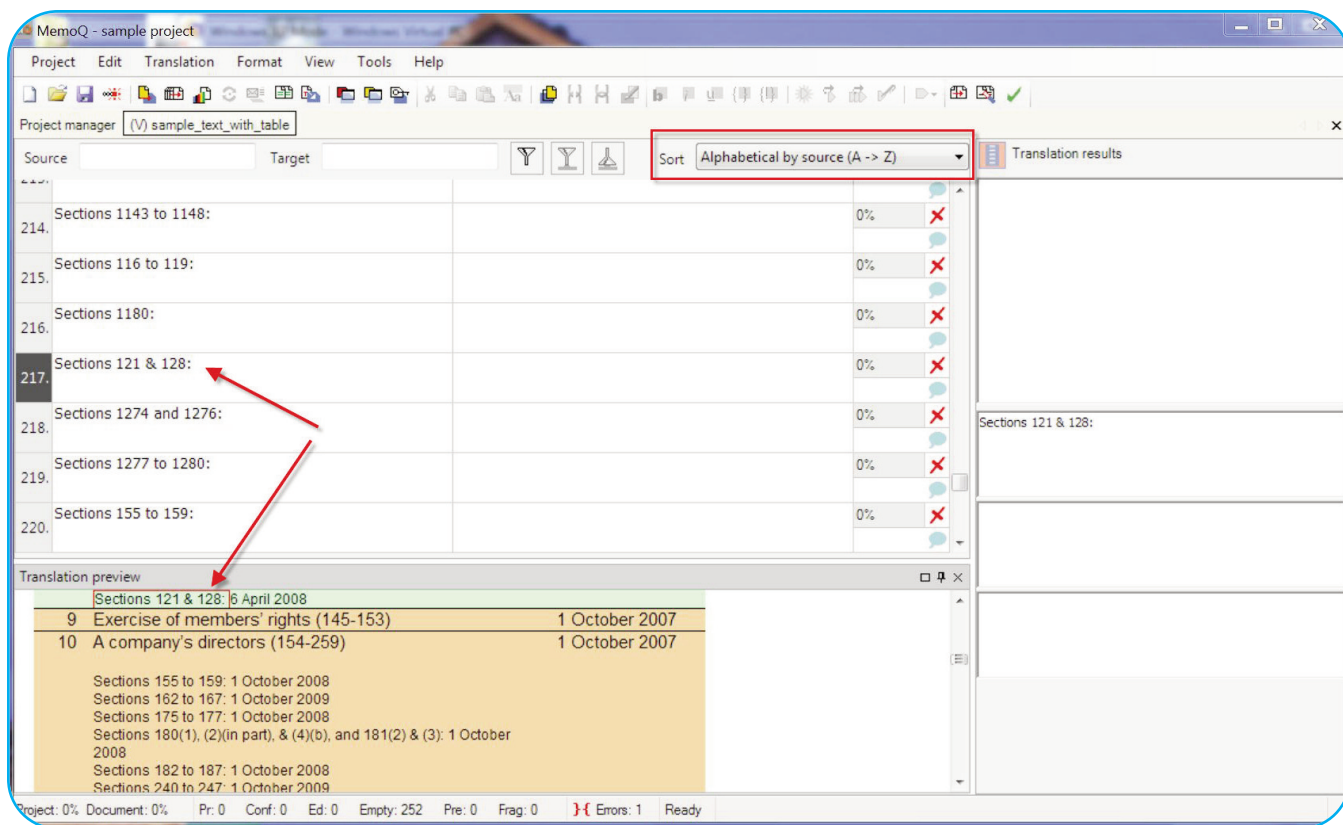


Figure 2 – Segments sorted alphabetically in MemoQ

I bought *Ultimate* because it was only a tad bit more expensive, and it allows me to change the operating system language. I purchased *Windows 7* in one language, logged in, and immediately changed it to my native language (English!). After logging out then logging in again, all *Windows* texts (menus, help, etc.) were in English, and I have found nothing still in the original language. It was worth \$20 extra to me. The only other difference between *Professional* and *Ultimate* is encryption, and you can get this for free by downloading and installing TrueCrypt.

What kind of hardware do I need?

If you are planning on upgrading your current computer, first download and run the *Windows 7* Upgrade Advisor. It will tell you if your current PC can run *Windows 7*. If it can, you might also want to buy a book on *Windows 7* to guide you through upgrading, so you don't waste your time going around in circles.

I had to buy a brand new computer, so I figured it would be able to run *Windows 7*. Well, it did run *Windows 7*, but not XP Mode. In order to run a virtual PC in *Windows 7*, your hardware must support hardware virtualization. The first Intel chip I bought didn't, so I had to take it back and get a more expensive chip. If you want to run hardware virtualization, make sure the processor has it by checking the Intel or AMD sites, preferably before you buy it.

There is another great reason to have hardware virtualization on your computer. As readers who have read my many software reviews know, I love to try out new programs. Unfortunately, installing and uninstalling lots of software can take its toll on your operating system and registry. Now I can try software out on the virtual machine with no adverse effects on my main system.

Where can I find out more information?

I have found "*Windows 7 Inside Out*" by Ed Bott and Carl Siechert to be very helpful! If you are planning to switch to *Windows 7* this year or buy a new computer, reading some PC magazines for a few months beforehand will pay off.

I was surprised by how many of my programs worked on *Windows 7*, either with the same executable I used for *XP*, or after downloading a free update from the manufacturer's site. The *Windows 7* site has a Compatibility Center where you can look up to see which programs (and versions) are *Windows 7* compatible.

Good luck! ☐

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■ Translation Crowdsourcing: A Cause for Outrage or a Case of Opportunity?

By Naomi Baer

In the June 2009 issue of *The ATA Chronicle*, Jiri Stejskal

announced in the From the President column that the ATA Board had declared crowdsourcing one of the two top threats to the profession and to the association, at the same level as the other top threat they identified, the economic downturn.

This new trend—and the perception that this is just one more modern variation on the age-old theme of using unskilled, low-cost labor to produce translations—has engendered a strong reaction in the translation community. The most notable example is the

controversy that arose after LinkedIn surveyed members, asking if they would be willing to contribute translations to the website for compensation such as account upgrades, recognition, or just for fun. The ATA quickly responded with a press release and open letter to LinkedIn. The *New York Times* covered the resulting outcry, describing translators variously as “irked,” “surprised,”

“upset,” “annoyed,” and in one case, “excited” about the opportunity for public credit.

Key Concerns

Concerns about crowdsourcing in the realm of translation come from several angles. First, there is the concern about translation quality, and the public perception of what it takes to produce quality translation. While this is in some ways a simple desire to see quality writing and translations in the world, and a desire to enable speakers of multiple languages to gain meaningful access to information, products and

services, behind this concern also lies another: that the propagation of amateur translations will degrade respect for the profession, and that it reflects an existing lack of respect.

There is also the fear, plain and simple, of losing work, and what could be the depreciating value of the education and professional skills that translators have invested in over so many years. Along with that is the frustration that the continual task of educating clients, and potential clients, can sometimes seem to get more difficult, rather than easier. Public enthusiasm for new ways to rally non-professionals around translation activities can be seen as yet another nail in the coffin of the dream of linguistic awareness among clients and the public at large. How can translators hope to educate clients about the value of professional translation when all around them they see amateurs creating translations for major companies?

Last but not least, there is an ethical concern, as expressed by one of the December Northern California Translators Association General Meeting participants, that companies stand to profit from volunteer labor. When corporations crowdsource the design of a logo to “the crowd,” or crowdsource the creation of a marketing video for their product, and proceed to profit from these creations, are the relatively small rewards (if any) that are offered adequate and appropriate? When

How can translators hope to educate clients about the value of professional translation when all around them they see amateurs creating translations for major companies?

Naomi Baer is an ATA-certified Portuguese>English translator, with over 15 years of experience in the translation field. She founded Kiva's Community Translation Program in December 2006, and has since expanded the program to include over 350 volunteers translating from French, Portuguese, Russian and Spanish to English. She holds the position of Director of Microloan Review and Translation at Kiva, and is responsible for developing the infrastructure and program framework required to support Kiva's growing translation community, and for leading the team which manages this volunteer program.

companies such as Facebook stand to profit from the expanded markets that translators help them build, is it ethical for these contributors to receive only electronic badges and non-monetary rewards?

When is it Appropriate and Effective?

In our talk at the December General Meeting, Idem Translation's Monica Moreno and I addressed some of the above issues, most notably that translation crowdsourcing is likely to “expand the pie” rather than take away existing work.

With respect specifically to the concerns about quality, client education, and ethics, the answers may be more complex. Like any other methodology, there are times when crowdsourcing is an effective and appropriate approach and times when it is not. Furthermore, just as there are successful and unsuccessful approaches to identifying good resources and managing trans-



Is crowdsourcing likely to “expand the pie” rather than take away existing work?

lation projects through traditional processes, there is a broad spectrum of successful strategies for crowdsourcing that can yield translations at appropriate quality, speed, volume, and consistency—as well as a spectrum of unsuccessful strategies.

As Jost Zetsche wrote in the October edition of the Tool Kit, there is an opportunity for the translation community to use its “unmatched expertise [and] good track record” to take on leadership roles to help shape this trend and potentially learn from it, rather than turning our backs on it. I suggest that an effective response to the growing trend toward crowdsourcing translations is for the professional translation community to discuss criteria for the appropriate uses for crowdsourcing, and effective approaches, and be

prepared as an industry and as individuals to educate clients and the public, as we do with other issues affecting our profession.

First, Some Don'ts

Let's start with what doesn't work. One company has begun to crowdsource the translation of business cards, allowing potential translators to contribute through an automated system. Part of the attraction is that there is no minimum fee, so “you don't have to pay \$50 for translating a business card anymore.” I think we could all easily explain to our clients precisely why this is a bad idea:

1.High-stakes content should be carefully translated by a professional, because even a minor error can cause major brand damage or significant lost business. For business cards, quality matters, and it absolutely matters for every word.

2.Short texts, and business cards in particular, are notoriously difficult to translate, lacking context and requiring a professional

who will ask the right questions to be able to translate meaning appropriately. For short texts, one could also ask if the money saved is significant enough to justify any trade-offs.

3. Business cards are a tool for branding—of the company and the individual the card represents. Titles convey more than just meaning (and often convey very little meaning); they convey rank, and need to be positioned within the context of other titles at the company and in the industry.

In a second case, why did LinkedIn's strategy inspire such indignation? I would argue that it was primarily because they did not know their community. What many have called an undiplomatic outreach effort was indeed insensitive and unwise—specifically, it showed LinkedIn's lack of preparation in understanding who their community of users is and what they expect from the site, and a lack of respect in how they approached them.

LinkedIn's strategy showed lack of preparation in understanding who their community of users is and what they expect from the site, and a lack of respect in how they approached them.

Potential Criteria

What are some positive criteria that we could use to educate translation users, to help gauge effective and appropriate use of translation crowdsourcing?

1. Know your crowd. For crowdsourcing to work, your organization or company must inspire a large community of users to participate in a project, usually through a desire to get more involved in your product or mission. Successful projects are built on existing communities, social causes, or a linguistic challenge.

2. Select material for crowdsourcing that lends itself to community input. Your users

may know your product best, so enable them to contribute their translations of your unique content. Assess whether the material is high-stakes for your organization, whether there is enough content to make building a crowd worthwhile, and always provide context. Legal and other documents requiring domain expertise are best left to professionals.

3. Assess your organization's quality needs and create a plan for achieving the quality standards you set. You may need the services of a professional translator to help with defining quality standards, and you will derive maximum benefit from the wisdom of the crowd when your tools support collaboration and feedback. Many companies contract professionals to review the final crowd-produced translations, particularly for key languages and highly visible content.

4. Ensure adequate resources to manage the crowd and support the technology infrastructure used by the crowd. Active communities require active support, and large communities require scalable infrastructure to enable community members to support each other and to encourage leaders to emerge. Assess your organization's resources realistically against the volume you need translated, the number of target languages you hope to achieve, and the costs of facilitating crowdsourced translations.

5. Be prepared to recognize and/or compensate contributors. Depending on the project and the motivations of the crowd, you should be prepared to publicly credit contributors and, under some circumstances, compensate them financially. To help determine appropriate compensation, consider whether the organization and project are for-profit or not-for-profit, and how much non-financial benefit users derive from participating in the project.

Some crowdsourcing projects not only address these five key criteria, but model exceptional approaches to crowdsourcing that other organizations could pursue:

1. Invest in professional quality control. For key languages, and key content, contract qualified translators to review the crowd's work and approve it before publication or release. Contract professional resources to vet members of the crowd before they begin contributing.

2. Give back to the community. If individual contributors are not compensated financially, take note of which communities are contributing and find ways to give back. If the professional translation community supports your work, support local translation organizations and professional development. If your crowd helped you build a new social network in Haiti and among the Haitian-American community, consider how you might contribute to that community.

3. Build on the community's experience of translation. For newcomers to the field, guide them through the new experience of encountering translation challenges. Offer resources to build basic skills, such as terminology research. Help them locate paths to professionalization, such as translation courses and professional associations. Provide an entry point for translation students seeking to gain practical experience and build their resumes. Provide feedback to build the crowd's skill level and understanding of translation techniques. Be prepared to provide letters of reference to support a career path in translation when appropriate.

Not every new translator will want to pursue translation as a profession, but through a well-supported crowdsourcing project, many amateur translators will gain an increased appreciation of the translation process and its challenges. If they carry this knowledge with them back to their own professions, translation crowdsourcing has the reach to actually build linguistic sophistication among the public, and among potential clients of translation services.

As translation crowdsourcing programs continue to emerge, the professional translation community could benefit from continuing this conversation, adding to and refining a criteria list, and examining how projects measure up. In Northern California, we have a unique opportunity to watch this trend in the technology sector.

With a defined framework for appropriate and effective translation crowdsourcing, there is an opportunity to guide what has been considered a threat to the translation industry into a form that is more acceptable, and perhaps even into a positive model—seeding collaboration between amateur and paid professional translators, providing a training ground for new translation graduates, while, at the same time, expanding the material that gets translated, broadening access to information, and exposing more people to the translation process in all its complexity. □

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Meet the LTD at the Open House!

Division Open House
Wednesday, 7:00pm - 8:00pm

Meet and mingle with members from all 16 ATA Divisions!

A variety of desserts and coffee will be available.
Open to all ATA conference attendees.



Window(s) Shopping

By Jost Zetzsche

We have all read reviews about *Windows 7*, so I won't

bore you with yet another. Instead, here are some features that I noticed, liked, and wrote about in my last few newsletters, along with a couple of additional thoughts.

Let's start with some directly language-related things. The terminology search feature of the *Microsoft Language Portal* at www.microsoft.com/language now has

Windows 7's terminology available. This is obviously very important for everyone who translates software applications for the *Windows* operating system. What it no longer has is any data from earlier incarnations of *Windows*, and this is a shame because the documentation in most software localization projects refers to a number of legacy

systems. Of course, you may still have the famous CSV translation memory files that Microsoft provided for free for a dozen or so years. If not, you may access them as a member of MSDN or with a TechNet subscription (for US\$699 or US\$349 respectively). What's new and exciting about the *Language Portal* is that it's now possible to download language-pair-specific Microsoft glossaries in TBX format. This is great for two reasons: first, it's an easy way to get to helpful data without having to rely on an internet connection all the time, plus it promotes the termbase exchange standard TBX to greater significance.

Now on to *Windows 7* itself.

Like its predecessor, it comes in a variety of flavors and price tags. With *Vista*, the purchase of either the *Professional* or the *Ultimate* versions

was a no-brainer for many because of the backup facilities it offered. In *Windows 7*, these backup features have not only been made better, but they are also available in all other versions. So, is there a need to buy more than the *Home* version? There is one really good reason left for language professionals to buy the *Ultimate* version (especially project managers and other folks who have to work in many languages): the availability of the client language packs for that version. This allows you to run your operating system in Arabic, Bulgarian, various flavors of Chinese, Croatian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Japanese, Korean, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Thai, Turkish, and Ukrainian.

And the "running" of the operating system not only includes dialog boxes in different languages but all other locale- and language-specific settings as well, including the speech recognition engines. The much-praised speech recognition engine of *Vista* is also available in *Windows 7*. It is not available for all the languages listed above, but you can find it for Chinese, English, French, German, Japanese, and Spanish.

Here are some other notes—admittedly not very well organized—about *Windows 7*. Like many of you, I skipped *Windows Vista* for

Run your operating system in various languages, including dialog boxes and all other locale- and language-specific settings.

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my primary computer (I had a secondary computer with *Vista* so I could write half-way intelligently about it), but I have now replaced my dying *Windows XP* computer with a *Windows 7* machine. So far I have run into only one program that would not run on this new machine (a very old version of the text editor *UltraEdit*, which I updated). I have successfully worked on a number of projects with a number of TEnTs—including *Déjà Vu*, *Trados*, *Transit*, and *SDLX*—and I really like the new taskbar.

Renaming files: How often do you want to rename the whole name of a file, including the extension? Rarely, if ever. So why would the extension also be highlighted when selecting a name of a file in *Windows Explorer* for renaming? No longer a problem. Now you can highlight a name for renaming and start overwriting the actual name right away.

Notes: What's up with living in the computer age and still having Post-it notes all over your office?

There has been an endless array of third-party applications that offered Post-it notes for your computer desktop, something that *Windows 7* now also does with Sticky Notes.

Screenshots: We all shudder at the huge emails with a couple of screenshots that someone sends us—all in bitmap format and several megabytes large! Bitmap was the only format that Windows was able to store

with the traditional PRINTSCREEN command, so many of us had separate applications for this. Now *Windows 7* (and *Vista*) has Snipping Tool to take care of that.

Link to the desktop: There always were numerous ways to minimize all applications and get to the desktop, but they all required either two clicks of the mouse or a keyboard shortcut. Typically a keyboard shortcut is what you want, except on the desktop where you'll want to do something with your mouse anyway. Now there is a little button to the very right of your time/date display that will open your desktop (and then go back to your previous application when you click it again). And if you select the right-click option Peek at desktop, you can just hold your mouse over the button to look at your desktop rather than actually selecting it.

New folder in Windows Explorer: This is something we all have to do ALL THE TIME—create a new folder for a new client or a new project—but it required some mouse or right-click acrobatics in previous versions of *Windows*. Now there is a standard New Folder button on the toolbar in *Windows Explorer*.

Clocks: Probably the most translator-specific feature is the ability to add two clocks to the standard time and date display in the notification area to the right of the taskbar.

Microsoft can find out what users want by looking at the thousands of independent utilities designed to improve a feature of their programs. Then they simply choose the best and integrate them into their program.

It's a combination of the old *QuickLaunch* area and taskbar, and it's very elegant and functional. As *Mac* users would say, it has eerie similarities to the way a *Mac* does things.

One thing I also noticed is this: Vendors like Microsoft are in a privileged position, if they choose to avail themselves of it. They can find out what users want by looking at the thousands and thousands of independent utilities designed to improve a feature of their programs. Then they simply choose the best and integrate them into their program. I made a similar point about *SDL Trados* when it came out with its very cool QA feature set years ago. They also were able to look at the third-party vendors for QA utilities for *Trados* files and merely harvest some of their best ideas—capitalism at its best. Only with Microsoft it's all on a much, much grander scale. Here are some of the little things for which I owned special *XP* utilities and which are now part of the operating system:

Rearranging buttons on the taskbar: One of my pet peeves was that the buttons on the taskbar were subject to the order you opened the programs in. This was especially annoying when one program that was always at the beginning of that list crashed and wound up at the very end. In *Windows 7* you can drag it to where you want it.

Right-click the time display, select Adjust date/time, select Additional Clocks, and now you can select to show up to three time zones when clicking on the date/time display.

Also, I really like the way the Windows key (the key with the *Windows* icon that is typically located on the lower right-hand corner of your keyboard) has been revived. The WINKEY has always been my little friend, but its activities were more or less confined to

WINKEY+E: Open the Start menu
WINKEY+E: Display Windows Explorer
WINKEY+R: Display the Run dialog box
WINKEY+M: Display the desktop

There were a couple of other uses, but really those listed above were the only ones that were very useful. Now there is a whole plethora of new ones, such as:

WINKEY+UP (DOWN): Maximize (Restore / Minimize) your current window
WINKEY+LEFT (RIGHT): Snap your current window to the left (right)
WINKEY+T: Focus the first and then succeeding taskbar entries (WINKEY+Shift+T cycles backward)
WINKEY+SPACE: Peek at the desktop
WINKEY+P: External display options (instead of the silly FN+F key combinations)
WINKEY+X: Open Mobility Center (access to things like brightness, volume, battery, wireless connectivity, external display, etc. – this feature is also available on Vista)

WINKEY+NUMBER KEY: Launch a new instance of the application in the Nth slot on the taskbar (same in Vista).

And here is my favorite:

WINKEY + +: Zoom in to 200%
(WINKEY + - goes back to 100%)

And here is one other additional helpful Windows 7-specific shortcut:

SHIFT + CLICK (or MIDDLE CLICK) on icon in taskbar: Open a new instance of the application

So, is it worthwhile to update? Let me follow that question with another question: Are you happy with what you have right now? If you are, it's absolutely not worthwhile. If you have problems with your current version of Windows, you definitely should upgrade because chances are that your problems will be fixed.

Also, there is a widespread (and typically very wise) notion that you should never buy a product before the first service pack is released. I think there are good reasons to view *Windows 7* as a mega-service pack for *Windows Vista*, its predecessor. So should you wait until *Windows 7 SP1* is released? Since you only should upgrade if you are unhappy with what you have right now, that question might not even be worthwhile to ponder. But if you have to buy a new computer right now, don't wait—the acrobatics that many of us went through with buying old operating systems (i.e., *XP*) to avoid Vista are unnecessary because *7* is much more stable than *Vista* ever was. □



An Overview of the Impact of Machine Translation on the Professional Translation Community

By Rosana Wolochwianski

When I was asked to contribute to the “Cloud, Crowd,

Machine Translation” panel organized by the Language Technology Division (LTD) at the 50th ATA Conference in New York, I tried to figure out how to offer a snapshot, a brief and concise account that would help us understand where we are standing in relation to MT, and thus be able to consider to what extent it is occurring in isolation, or if it is linked to the other two trends.

we live, the quantity of information that circulates is so huge and is needed so urgently, that in many situations there is no human capacity to respond to that demand, or there is no budget to pay for it, or no time to wait for it. So, for many different reasons, MT has started to play a role in the translation scenario. An alternative to “zero” translation has emerged. In a way, the “let’s make do with less” approach has been adopted. The market has embraced “usable” machine translation, instead of pursuing a “perfect” one.

In a way, the “let’s make do with less” approach has been adopted. The market has embraced “usable” machine translation, instead of pursuing a “perfect” one.

In order to get a grasp of this phenomenon, we should understand at least minimally how the different MT systems work. At this point, there are mainly two MT systems available: “rule-based” and “corpus-based” ones. In simple terms, the rule-based systems are the classic ones. Basically composed of a set of grammatical rules and dictionaries, they are supposed to analyze language just as humans do, at a lexical, syntactical and semantic level, and provide a target language version of a similar nature.

As a translator, whenever I reflect on the technological changes in our industry, most of my reflections are geared towards answering mainly two questions. The first: Does this have a direct impact on our work? The second: What should my stance be, if appropriate, before my peers and the community in general? When it comes to Machine Translation (MT), there surely is no easy answer. I will try to share my views along these two lines.

Current Status and Use of MT Tools

For over 50 years, researchers have been struggling to create tools that could translate with the same level of quality a human being does. This, obviously, has not been possible, for several reasons, which cannot be covered here. However, in the current information age in which

Corpus-based systems, on the other hand, work with statistics and examples. Since the ‘90s, huge amounts of aligned bilingual material (“corpuses”) have been developed through the use of Translation Memories (TM). The principle behind corpus-based systems is feeding MT systems with these corpuses of bilingual data for training purposes, so the

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tool can predict, on the basis of a previous translation, how a new translation could be solved. That is the latest tendency and that is why TM repositories are becoming so necessary. Bilingual data has become the most precious fuel for these systems.

In any case, neither of these systems really “translates,” as translation requires the human capacity of inferring and conveying meaning in discourse. However, as the result of rule-application or matching and prediction efforts—or both, in the case of so-called “hybrid” systems—they do render a proposed target language equivalent, which generally requires human review.

In what way does the emergence and popularization of these tools affect translators? We can try to explore the situation by examining the following alternatives: MT with/without Translator Involvement; MT at Company/Freelancing Level; MT as a Free/Paid Resource.

MT without Translator Involvement: as a Free Resource

There are now several free MT tools available online. They do not affect us as professionals. Those are used by the general public for information retrieval purposes, as an alternative to having NO translation at all. We

should understand that, in general, they are applied to materials that would never have reached the hands of a translator anyway, either because they are needed instantly, or because that public would not pay for a translation service. People use free MT tools to navigate, to make searches, or to get a rough idea of what they are reading in a foreign language for informal or

private purposes, or for internal circulation of perishable documents. The results retrieved are awkward, but as they are free, there seems to be no high expectations, and also no grounds for overly positive or overly negative

claims, legal and otherwise. The public is starting to become aware already (through trial and error) that these raw results are far from perfect. This reality has come to stay. We as translators are not involved, and all we can do is warn the community that these are not reliable translations and should not be used as a basis to make business, ethical or technical decisions.

MT at the Company Level, with Translator Involvement: as a Paid Resource

On the other hand, there are also commercial MT programs that are used as a productivity tool and that are integrated with TMs and other automation tools in translation companies and departments. This reality affects translators directly, as it incorporates a new task in the usual translation practice, that of post-editing MT output. This methodology is applied to large-volume, usually domain-specific projects with a high degree of repetitive text, and it has proven to be a good way to cut costs and accelerate production, when used effectively. There might be no way back in certain sectors, like the automotive industry, for example. However, we should understand that this methodology cannot be applied to all scenarios, and so it will not replace translators. At this point, even MT tool developers admit that it is not reasonable to think of MT without humans—it is all about making MT + human collaboration work. Besides, managing MT projects requires lots of effort and investment: tools acquisition, time to train the systems, large availability of bilingual corpus and/or glossaries, recruiting and/or training post-editors, etc. Bad implementation could lead to a loss instead of a profit. This model is in its initial expansion phase, experiencing some defeats, but also several success stories.

Where do we stand as translators in the face of this new situation? The tools themselves are not a problem. When a project is well managed, translators and companies reach an agreement that is mutually satisfactory in regards to expected volumes and compensation. As translators, we should understand that this is not taking work away from us, because the volume of translated

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information is growing exponentially. We can either embrace this new work modality as a new job opportunity, and try to get familiarized with it, or we can choose to work in different fields, in which MT is not applicable.

MT at the Autonomous Freelancing Level: as a Paid Resource

In regards to the use of MT by the freelance community, I think that it is still not happening in a noticeable way, due to many factors. The main one is that translators in general enjoy translating much more than post-editing MT output. Besides, not many translators work in a specific domain at a large enough scale to justify the investment and the time and effort needed to customize the tools. Until recently, only rule-based MT tools have been available for individual translators, as the cost of commercial corpus-based tools is prohibitive for an individual. It would be good if MT tool developers could try to extend their reach into the freelance community by offering affordable and friendly products for those willing to adopt this new technology and be involved in the whole process, and not only in the post-editing phase. The experience of using a product of their own might help translators feel less “estranged” by this technology, in contrast to what happens when they are only presented with the raw output to be post-edited, and have no opportunity to see the whole process. Their feedback might help improve the programs as well, thus boosting collaboration.

MT at the Autonomous Freelancing Level: as a Free Resource

With the recent emergence of the free Translation Toolkit offered by Google, a new participant has entered the scene. And it seems to pose a double-edged sword. This Toolkit is an on-line translation platform in which anyone can upload files for translation, as well as glossaries and/or TMs. In addition to working as a TM translation tool, it also renders MT results for untranslated text. It works as a corpus-based system. That means that all the translations done with it are used to train the system further.

We should all be aware of the fact that we are helping Google train their system with every translation we process, even if we choose not to share the TMs we upload. That’s the logic behind their corpus-based system. As a result, we face a problem of confidentiality. Google might be a resource for semi-professional or non-professional translators. However, as professionals, can we paste the texts our clients provide us for translation on an online tool? I think we have to draw a line here. We usually sign confidentiality agreements. Not long ago, I read a published case of a company that distributed its own customized MT tool to its overseas employees who were not English speakers, so that they could read the company’s bulletins and intranet site and would not have to “cut and paste” sensitive information into public MT tools. This issue of confidentiality lies at the heart of our profession, and I think we need to adopt a firm stance in this regard.

MT’s Place within the “Cloud, Crow, MT” Trilogy

MT is certainly not isolated from other trends in the industry. With bilingual corpuses having become the “fuel” for many current MT systems, TM sharing is now part of the MT agenda. Companies can use their own TMs or get them somewhere else. There are several ventures related to TM sharing. Probably the most notable is the TAUS Data Association (TDA), an attempt to pool and share data from the largest MT users in the industry in order to feed their MT systems.

On the other hand, by offering translation tools for free (at least for a while, as a disclaimer warns that it might be charged in the future), Google might amass one of the largest bilingual corpuses. Interestingly enough, one of the features Google Translator Toolkit offers is the possibility of translating articles that are to be uploaded to Wikipedia or Knol, a task that is usually tackled by crowd-sourcers (a free tool for people who translate for free, leveraging freely shared resources). So, it is easy to see that we are submerged in a highly complex and interwoven professional reality, no less dynamic or interesting, and with a lot more to come and debate. □



Review: JiveFusion Technologies

By Alain chamsi

Tucked away in Gatineau, Quebec, there is a small but effective leading-edge technology company known as JiveFusion Technologies.

JiveFusion Technologies has been dedicated to providing language technology for quite a few years, but its Fusion product suite is still seen somewhat as a newcomer within the language industry. With CEO Alain Chamsi leading the way, JiveFusion Technologies has managed some impressive customer wins and effective strategic positioning within the language industry.

You may know JiveFusion Technologies from their presence at most industry events. If not, they are most commonly known for their quality

ensuring that its leadership presence in Canada was maintained. The team of dedicated employees is yet another reason behind JiveFusion's popularity and success throughout the industry. JiveFusion likes to consider itself as stealthy and agile.

The Fusion Technology

JiveFusion Technologies (www.jivefusiontech.com) provides the Fusion product suite, which consists of technology created explicitly for the language professional. The Fusion Translation Memory products allow users to be completely set up, translation memory and all, and translating within moments.

The Fusion environment is user-friendly, clean and clear, and enables a user to quickly move through the steps required to create projects, import/export translation memories and glossaries, or begin translating.

From the main Fusion window (Figure 1) large icons and easy-to-use menus allow users to create projects, define project languages, select translation memories and dictionaries, and configure the client-server component of the application, which enables user-to-user communication (chat) and remote translation memory connectivity.

There are two distinct versions of the application.

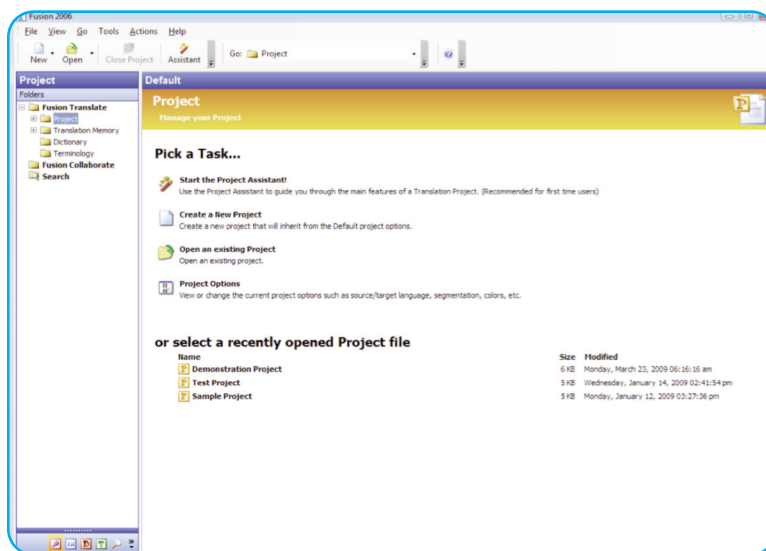
Fusion One, the solution geared towards independent contractors and fragmented teams of language professionals provides the ability to perform all the actions of a traditional Translation Memory application, including a complete Terminology management module.

Fusion Collaborate, the version dedicated to team environments, again has all the features you would expect from a Translation Memory solution, while facilitating tighter team communication through centralized TM components and Fusion's chat component.

Conveniently, JiveFusion Technologies also provides the possibility of API connectivity to

Note: The material in this article is presented for informational purposes only. It is not intended as an endorsement of a product or service."

Figure 1: Main Fusion Window



software, their friendly customer service and a 99.9% customer retention rate since 2007.

Having experienced a strong 2009, JiveFusion Technologies is a real contender for a number one position among other translation technologies and continues to drive forth with strict development practices and innovative ideas.

Throughout 2009, JiveFusion Technologies increased its presence in the US market while

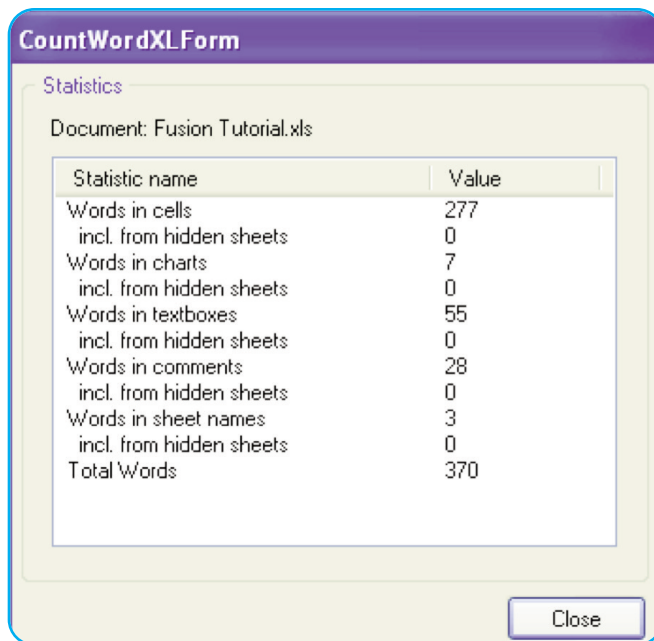


Figure 2: xxxxx

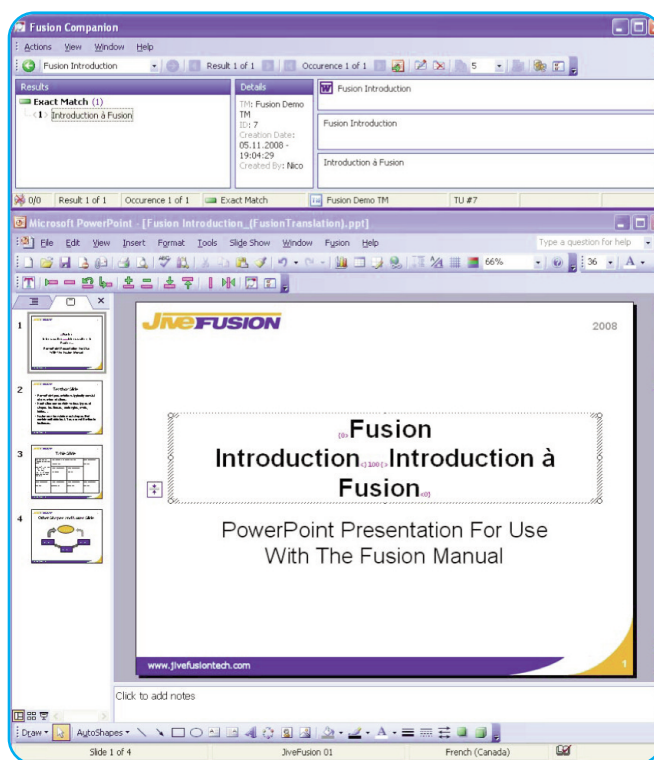


Figure 3: xx

most evident is that Fusion is completely and seamlessly integrated into the MS Office environment.

This is to say that Fusion is not only seamlessly integrated into MS Word, but is also completely integrated into the MS Excel and MS PowerPoint environments as well, which is truly unique.

The practicality of being integrated into the core of MS Office formats is that it provides a reduced learning curve and allows users to remain in the application that the source document was authored in.

This naturally avoids frustrating lack-of-context issues and preview breaks that might otherwise be necessary to ensure that the document is correctly formatted.

The MS Excel integration is something quite unique in the industry. Language professionals can expedite their translations by working directly in the Excel sheets, whereas before they would have had to use an intermediate format to perform their translation tasks.

The translation of MS PowerPoint documents within translation tools has been a point of debate since the introduction of translation technology due to this format's widespread use for presentations. Often, when working with PowerPoint files, language professionals claimed it was simply easier and quicker to do without the translation technology that was supposed to aid them in their daily activities. JiveFusion Technologies addressed this point of frustration by making a seamlessly integrated process for MS PowerPoint translation.

Another interesting aspect is how JiveFusion Technologies has managed to keep the Fusion Companion interface consistent throughout their MS Excel and MS PowerPoint integration. As a result, language professionals with previous MS Word-based translation environment experience can quickly start their translation tasks in either MS Excel or MS PowerPoint.

Simple yet innovative ideas such as the MS Excel and MS PowerPoint integration are a couple of reasons why Fusion users praise the company.

"JiveFusion Technologies slows down to look at the big picture, rather than trying to

the server component. This allows Language Service Providers to create their own components using the features offered by the Fusion application, such as file analysis and pre-translation.

There are several important aspects to remember about the Fusion TM solution. The

leapfrog their competitors with a features race—so what they produce is complete and functional, not just the next nice-to-have buzzword. It's refreshing to see a company do what's right rather than what's simply putting them out in front," said Bryan Montpetit, President of LinguaCounsel.

Alain Chamsi is the CEO of JiveFusion Technologies Inc., a company that specializes in computer-aided translation (CAT) solutions. Alain has more than 25 years of experience in software development and in management and has been working in the language industry for 7 years, first as office director at one of Canada's largest language service providers (LSP), and then in his current position. Alain Chamsi has been Chairman of the Board of Directors of AILIA, Canada's Language Industry Association, since 2006.

Note that the MS-Office integration does not prevent Fusion from supporting the translation of other file types as well. Indeed, an easy-to-use interface developed within Fusion allows users to translate other file types such as HTML and XML files.

It has been said that JiveFusion Technologies has a stellar reputation for sticking to its development

roadmap, which is available to any client or prospective client who shows interest in its solutions.

JiveFusion Technologies' clientele, loosely called the JiveFusion Technologies community, provides feedback on most of the proposed development features. The JiveFusion Technologies team then collectively weighs the pros and cons and decides on how to proceed with development.

This has led to the recent development of the long-awaited Unicode version of the Fusion TM toolset, which now allows Fusion to work across all languages. And the recent announcement of the launch of Fusion Coordinate, a comprehensive and easily customizable project management tool, will help solve many more industry frustrations.

Aside from the standard qualities a language professional might expect from a translation tool solution provider, Alain Chamsi, CEO of JiveFusion Technologies, offers a wealth of tangible language industry groundwork experience, an abundance of knowledge, and business recommendations that come with the JiveFusion Technologies' relationship.

All in all, JiveFusion Technologies delivers what it promises in a no-nonsense fashion: an affordable and accessible translation memory solution that solves efficiency issues while exceeding translator requirements and expectations.

For questions about the technology, how it can benefit you or your company, please contact Alain Chamsi by emailing achamsi@jivefusiontech.com or visiting the JiveFusion Technologies website to obtain your trial version of the software to test at your leisure. □

**Come and join us in Denver
at the Annual Division Meeting**

**LT-5: Language Technology Division Annual Meeting
Michael Metzger**

**Saturday, 10:00am-11:00am
All Levels; Presented in: English**