

Crowdsourcing & translations

Measuring output quality
- is it possible?

Translation industry progression:

- the dawn of crowdsourcing

Main problem:

- quality

1 2 3 4 5 6 7 8 9 10 11 12

Maturity of the traditional model

1980's

1990's

2000's

2010's

Process

- In-country and in-house, random workflow, learn as you go
- Quality at back-end

- MLVs / SLVs
- Language specialization
- TEP model
- Quality at back-end

- LisaQA
- J2450
- ISO
- EN 15038
- Quality at back-end

- Formal Methodology
- Controlled Language
- Metrics for QA measurement
- 6 sigma & deterministic
- QMS
- Quality at source

Resources

- Native speakers
- Bi-lingual speakers

- Linguists & Professional Translators

- Subject Matter Experts

- Formal qualification/selection
- Crowdsourcing?

Technology

- Proprietary tools
- No TMs

- Emerging CAT tools
- Venture into MT

- Improved CAT Tools
- TMs
- Translation Management Systems

- Advanced CAT tools
- Broader acceptance MT
- Improvement of previous tools
- CMS

Academia

- Language studies

- Translation accreditation

- Technology and Tools training

- Subject Area Focus

1 2 **3** 4 5 6 7 8 9 10 11 12

Current Quality model

- *Formal methodology*
- *Quality at source*
- *Metrics and tools for measuring QA*
- *Deterministic vs. reactionary approach*
- *Vendor maturity model*

Qualification/selection process

Stage 1: Selection	Stage 2: Testing	Stage 3: Induction	Stage 4: Ongoing Monitoring	Extra Stage 5: Product Training
Based on: <ul style="list-style-type: none"> • education/certification • native language • experience 	<ul style="list-style-type: none"> • Rigorous testing of all in-house and in-country translators • Subject matter expertise 	Translators proceed through a 3 month training phase	Regularly monitored and measured through formal methodology (Hybrid LQA / J2450)	Product training for translators, visiting: <ul style="list-style-type: none"> • production facilities, • tradeshow/conferences • participation in video presentations
First 1 – 4 weeks	1 – 10 days	3 months	Ongoing	To be decided with client

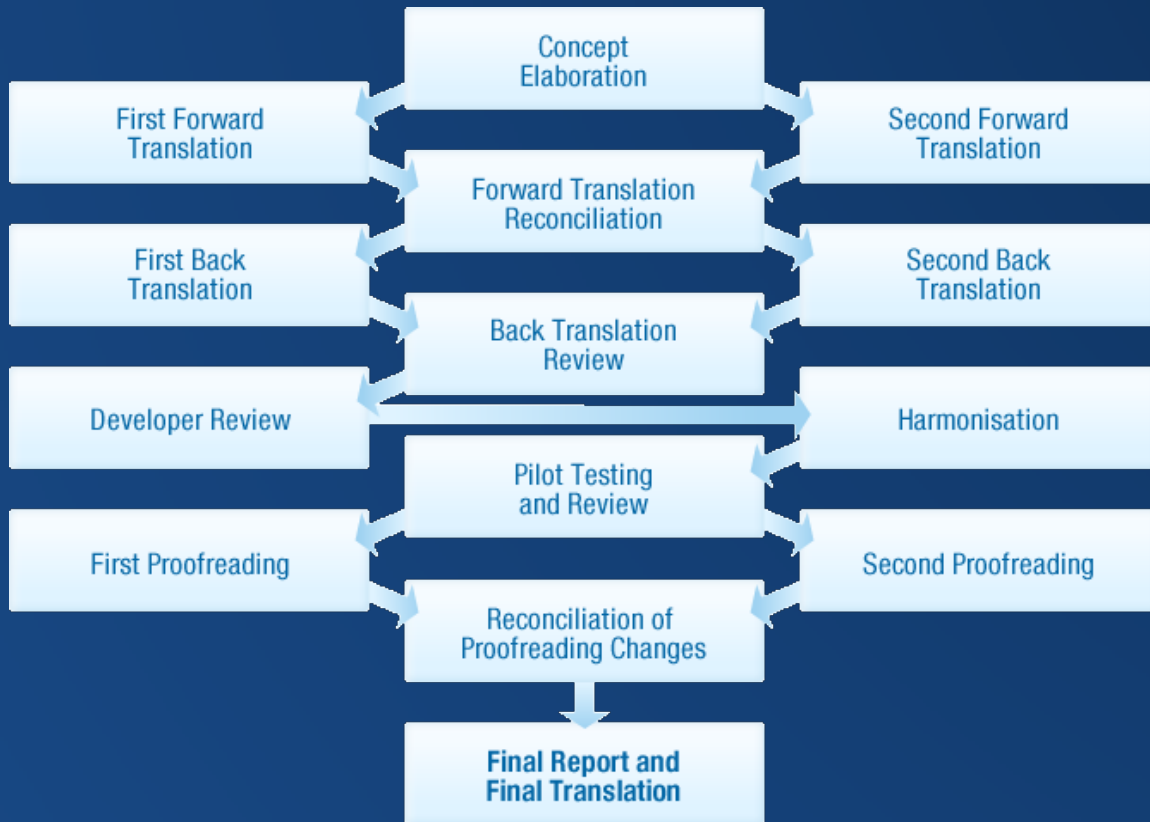
1 2 3 4 **5** 6 7 8 9 10 11 12

Example of a 100 person organization:

- ✓ *20 people directly responsible for quality (LL, QA, ISO, Resources, etc.)*
- ✓ *Outsourcing translation but manage quality through a resource structure*

Overkill, or not?

ISPOR (Quality management model)



ISPOR is a non-profit, international, educational and scientific organization that fosters excellence in pharmacoeconomics and health outcomes research.

Benchmark: Crowdsourcing

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Limitations of crowdsourcing

- *Ad-hoc*
- *Self regulated vs SME*
- *Measure output not input*
- *Cannot preselect resources*
- *No feedback*
- *Open-loop*
- *Random QA checks*
- *Lack of:*
 - *formal training & induction period*
 - *rigorous testing*
 - *legal ramification*
 - *certification*
 - *enforcement*

When crowdsourcing works?

Buyer beware

- *Wikipedia (although with a relatively high error-margin of 15%)*
- *Social media (content quality is of secondary importance)*
- *„How-to” portals (willing to take on a high error-margin of their content)*
- *Marketing and PR initiatives*

Is your industry willing to take the risk?

Is a 15% margin of error acceptable to a medical device manufacturer?

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Thank you

Questions?

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