

Nutzlos, Bien Pratique, or Muy Util?

Business Users Speak Out on the Value of Pure Machine Translation

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Global Learning
NCR Corporation

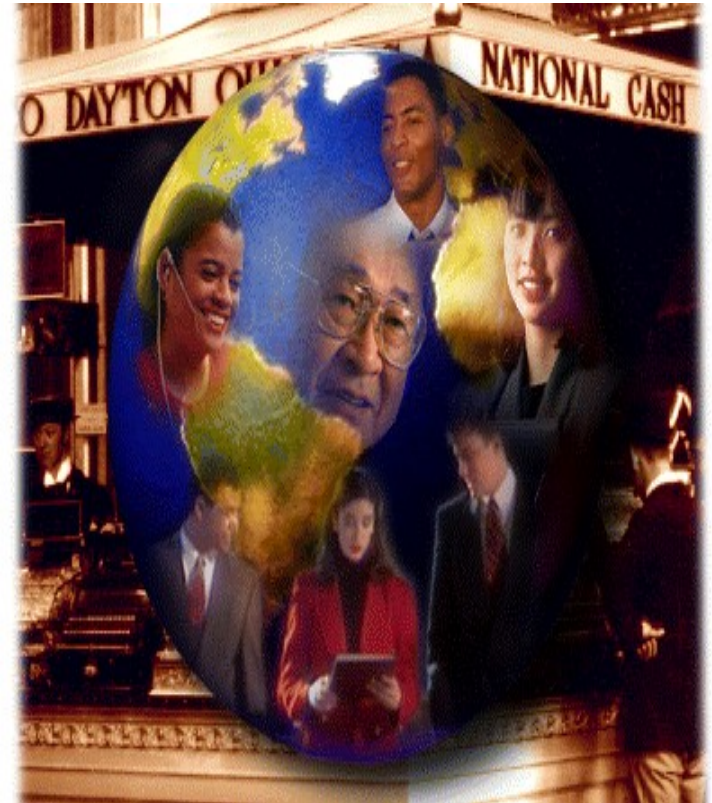


Objectives

1. Share NCR's Vision for MT
2. Summarize NCR's MT Experience
3. Discuss User Survey
 1. Questions
 2. Baseline
 3. Findings
4. Review Lessons Learned

NCR Corporation

- Primary Strategy
 - Transforming transactions into relationships™
- Five Divisions
 - Retail Solutions
 - Financial Solutions
 - Teradata
 - Systemedia
 - Worldwide Customer Services
- Employees:
 - 30,500+ in 80 countries
- Founded: 1884
- International: 1885



Audience for Translations

- User language preferences:*

– English	13,695	89.7%
– German	419	2.7
– Spanish	358	2.8
– French	354	2.3
– Japanese	200	1.3
– Italian	182	1.2
– Other	<u>57</u>	<u>0.4</u>
Totals:	15,265	100.0%

*Among *MyNCRU* registered users

NCR's Involvement with MT

- 1998: Saw Babelfish on Altavista (SYSTRAN and Digital Equipment Corp.)
- 1999: Developed MT vision and RTL community of interest
- 2000: Sponsored MT "Fly-Off"
- 2001: Applied MT to Learning Newsletter
- 2002: Conducted MT Value Survey
-
- 2003: Apply real-time MT to web pages on selected intranet sites

Vision for Internal Use of MT

Real-time, transparent language translation

All resources – information and self-service processes – on the NCR Intranet appear to be in the user's native language.

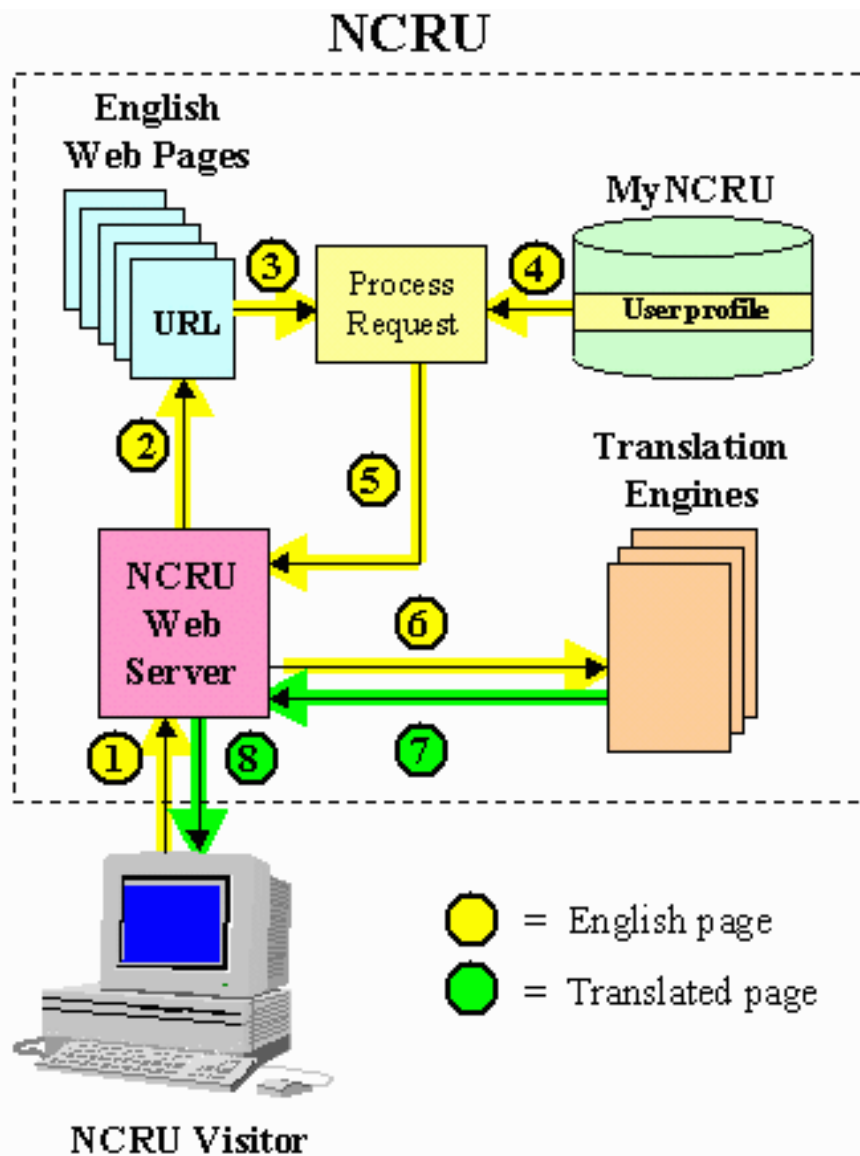
- Technical implications:

- Uncontrolled source
- High quality
- Real-time
- Seamless integration

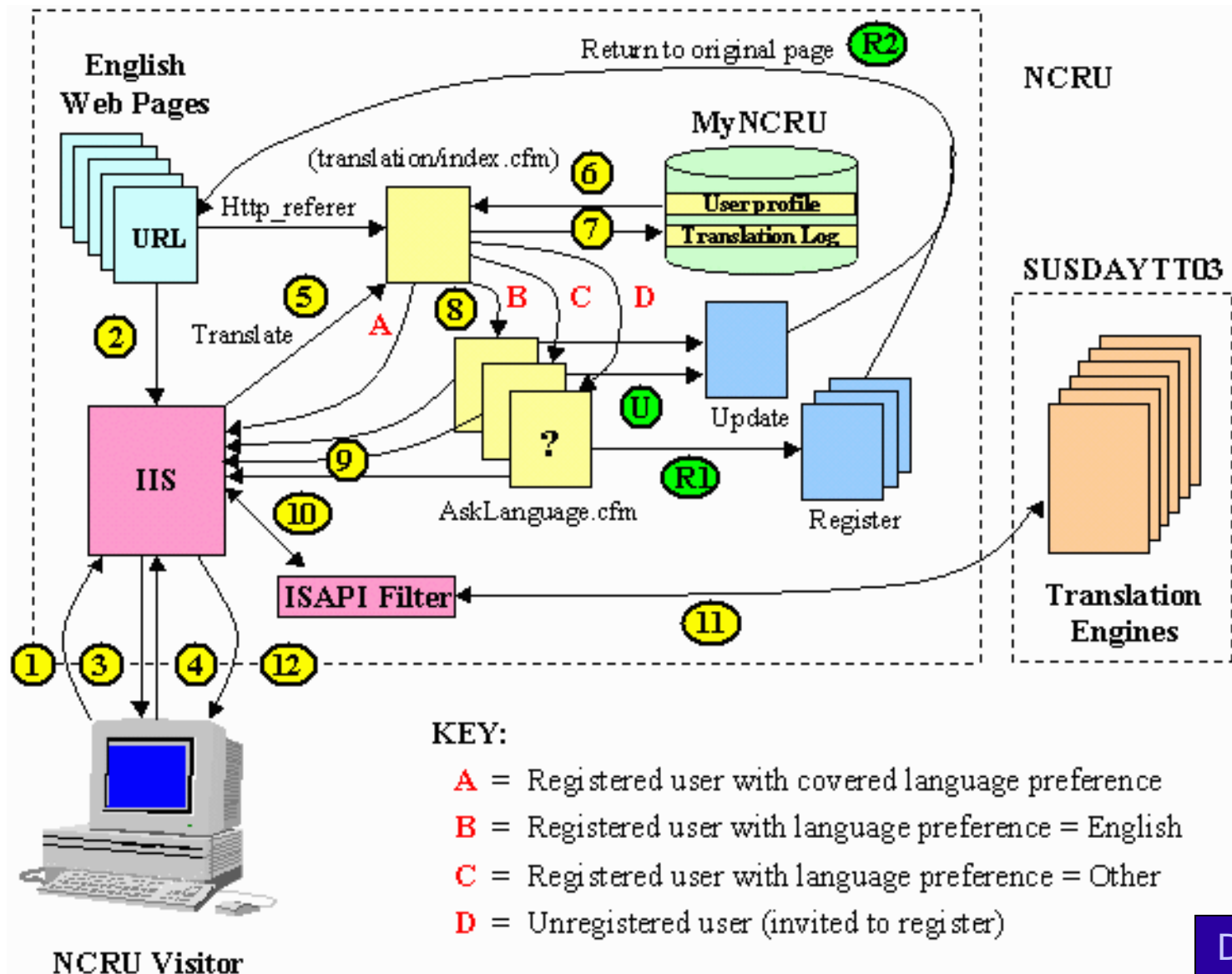
Supporting Objectives

- Translation is good enough not to call attention to itself (minimum requirement: it is consistent with importance of content)
- There is always a single record of reference
- MT is identified as such (for legal reasons)
- Users have easy, direct access to official (legal) source text

NCR's Real-Time MT Architecture



NCR's Real-Time MT Architecture



Final Question

Based on this test, NCR should:

- Use MT now – it works!
- Test it with a larger audience
- Wait and monitor its progress
- Don't waste more time – it's years away

Key Observation

“...I am fluent in English, and can read it effortlessly. (probably this is true with most of the evaluators). So, I surely prefer to read English than bad Spanish. But maybe it is not true for all the people that only reads English with great effort.

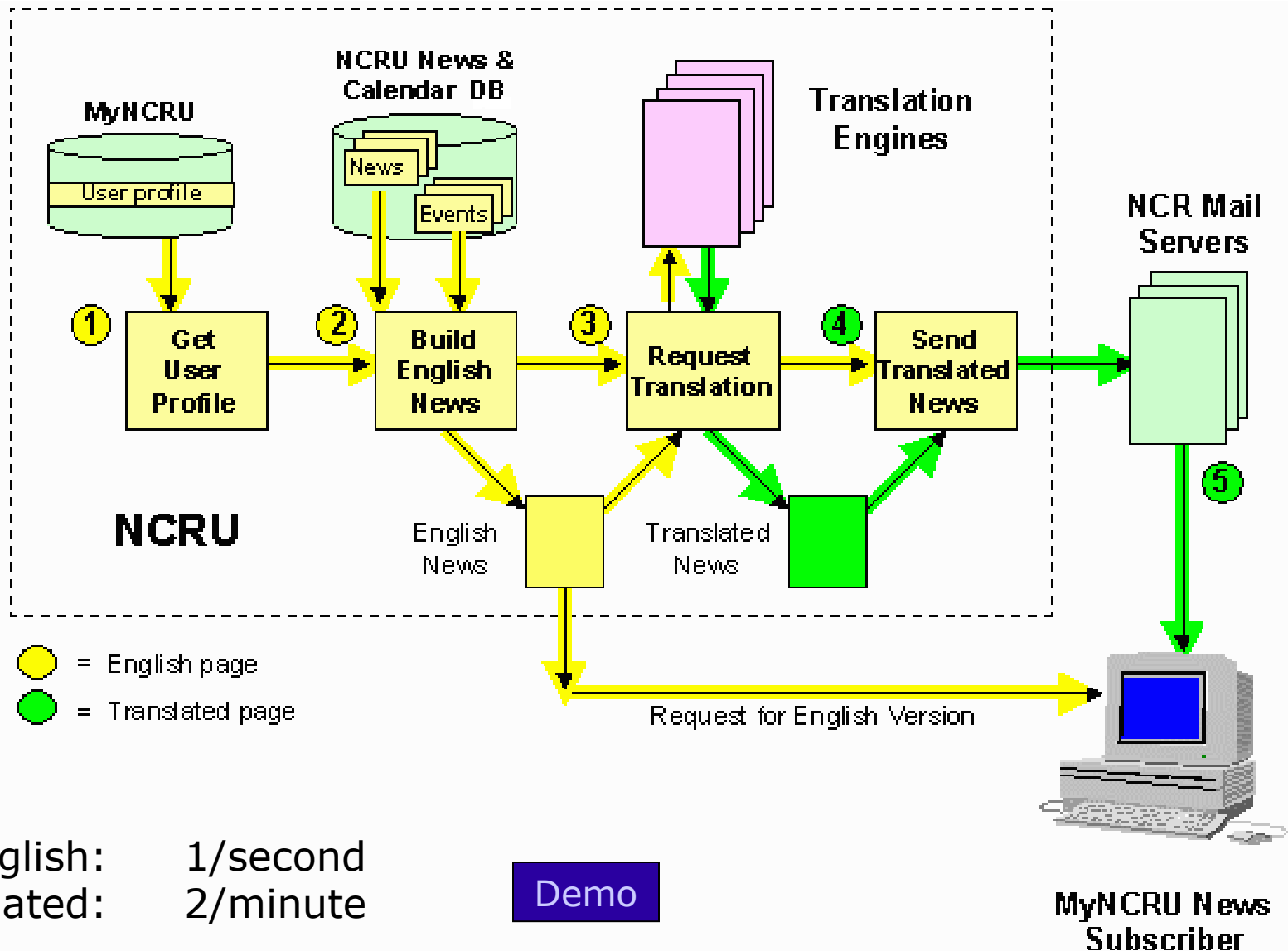
Maybe you could find **a group of evaluators that need the translations** and ask them not if the translation is good (it is not), but **wether they would prefer to read the translated version, however bad, rather than the original.**”

- NCR associate in Argentina

NCR's Involvement with MT

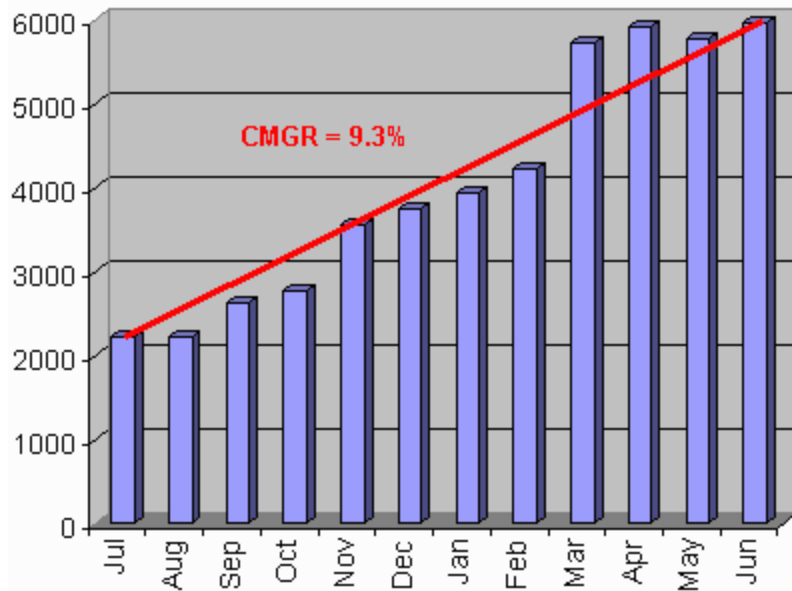
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NCR's Batch MT Architecture

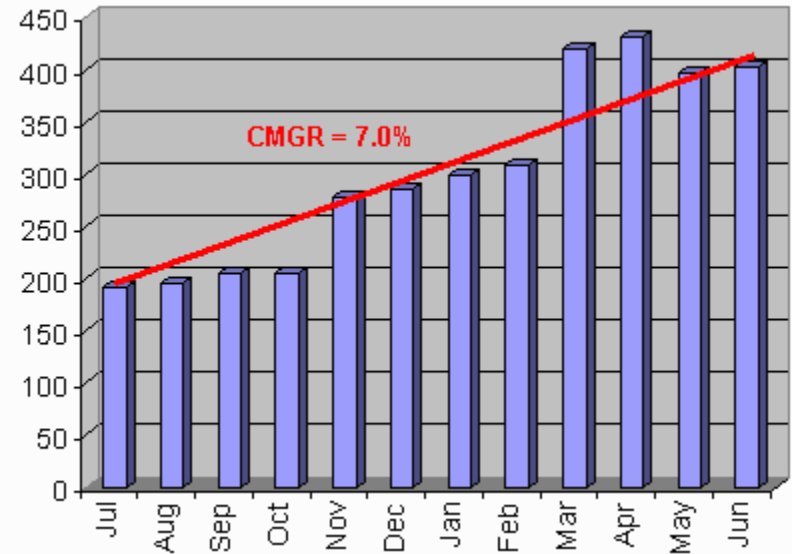


User Acceptance of MT

- Implied Acceptance = Subscriber Growth



Total Subscribers



Translation Requests

User Acceptance of MT

- Explicit Acceptance = Survey Results
 - May 2002: 2 weeks
 - 485 employees invited
 - 280 responded (58%)
 - Confidence interval of $\pm 4\%$ at 95% confidence level

Survey Questions

1. What language do you receive?
2. Still receiving translated version?
3. Ability to read and understand English?
4. How many translated copies received?
5. Quality of newsletter translation?
6. Usefulness of newsletter translation?

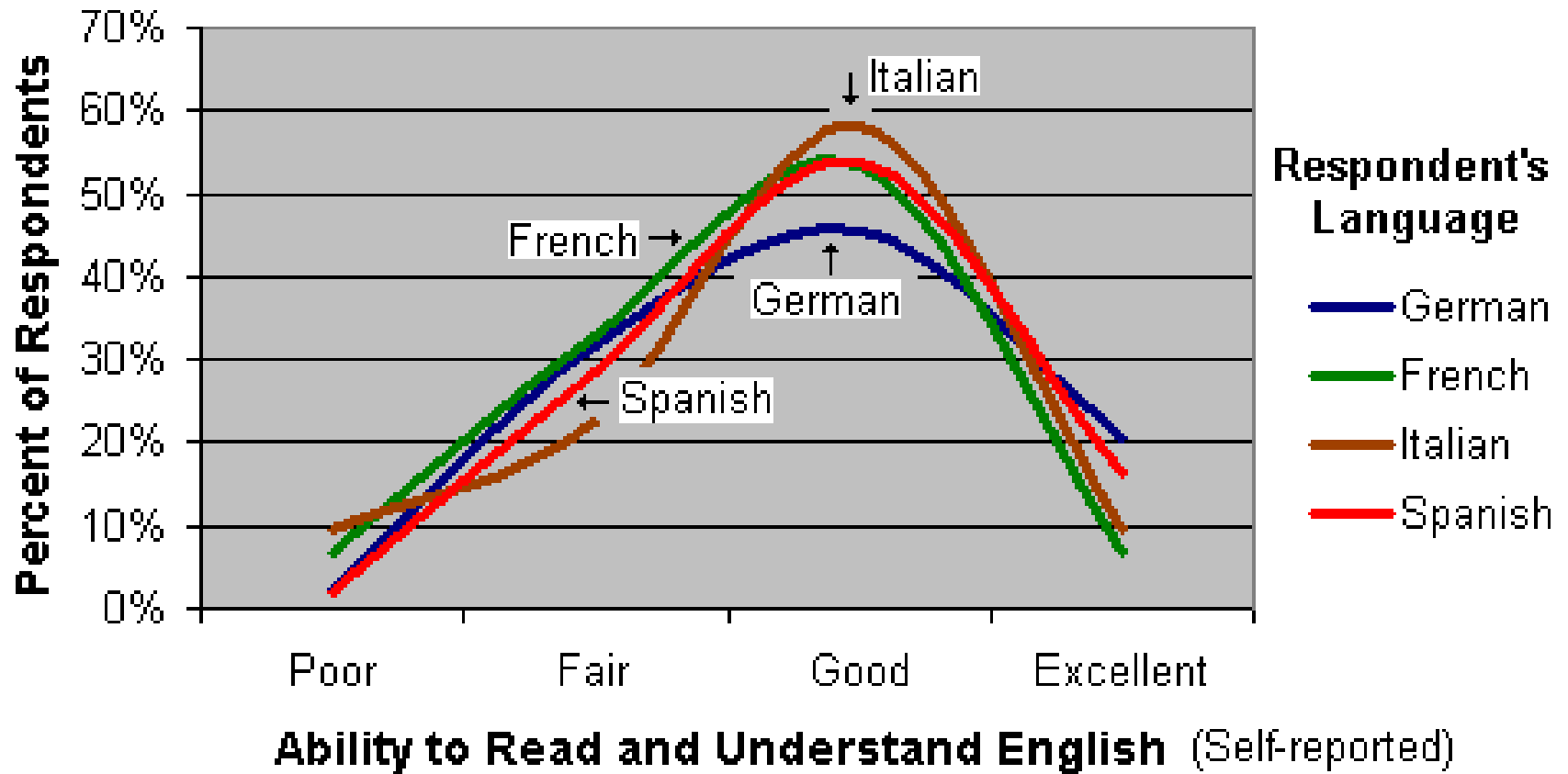
Survey Questions

7. Read newsletter if not translated?
8. How often do you refer back to English?
9. Other NCR publications for MT?
10. Recommend this to your colleagues?
11. General comments or suggestions?
12. Help a few minutes each month?

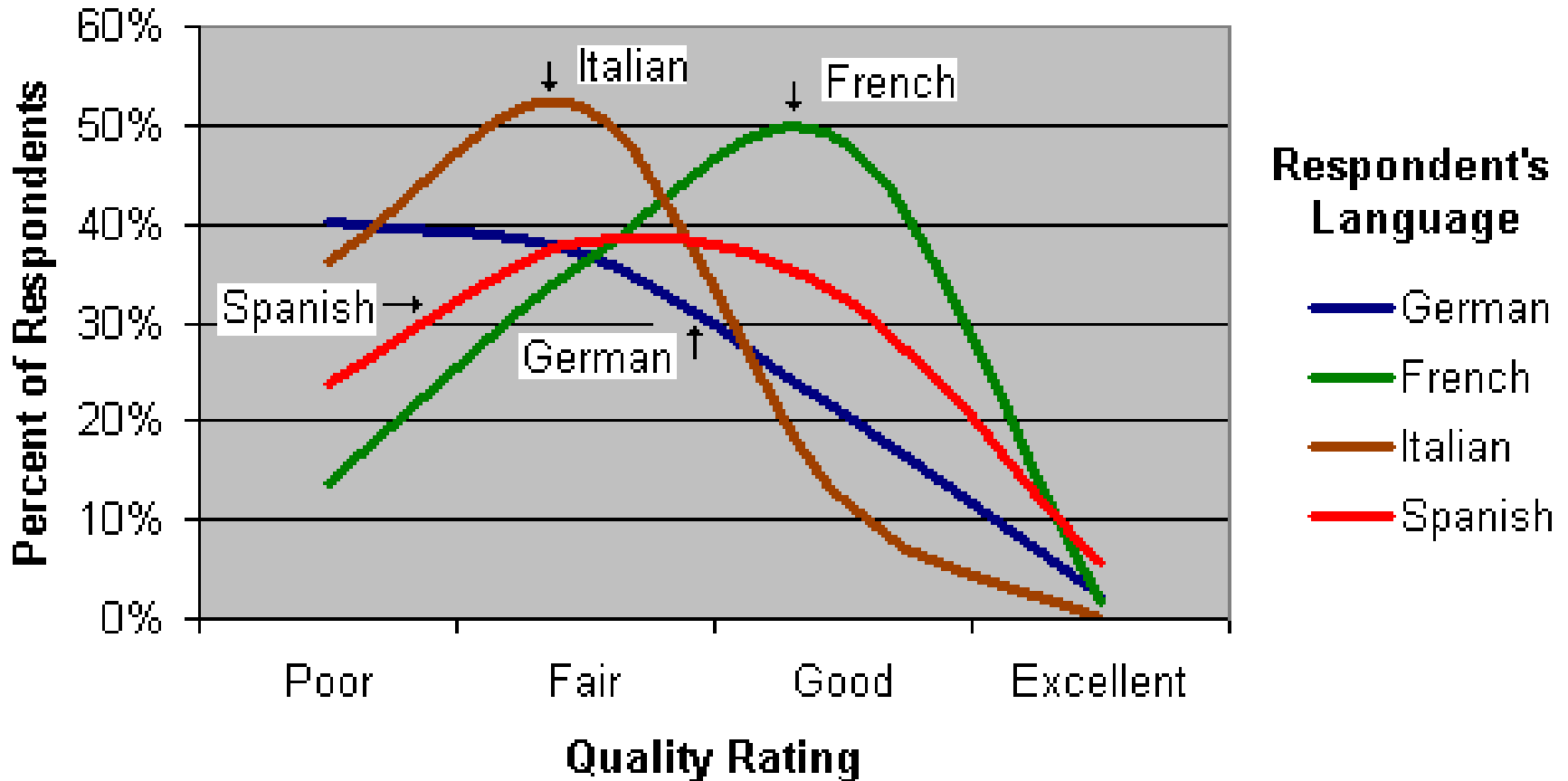
Demographic Information

1. Division
2. Job Role
3. Level
4. Country
5. Name (optional)

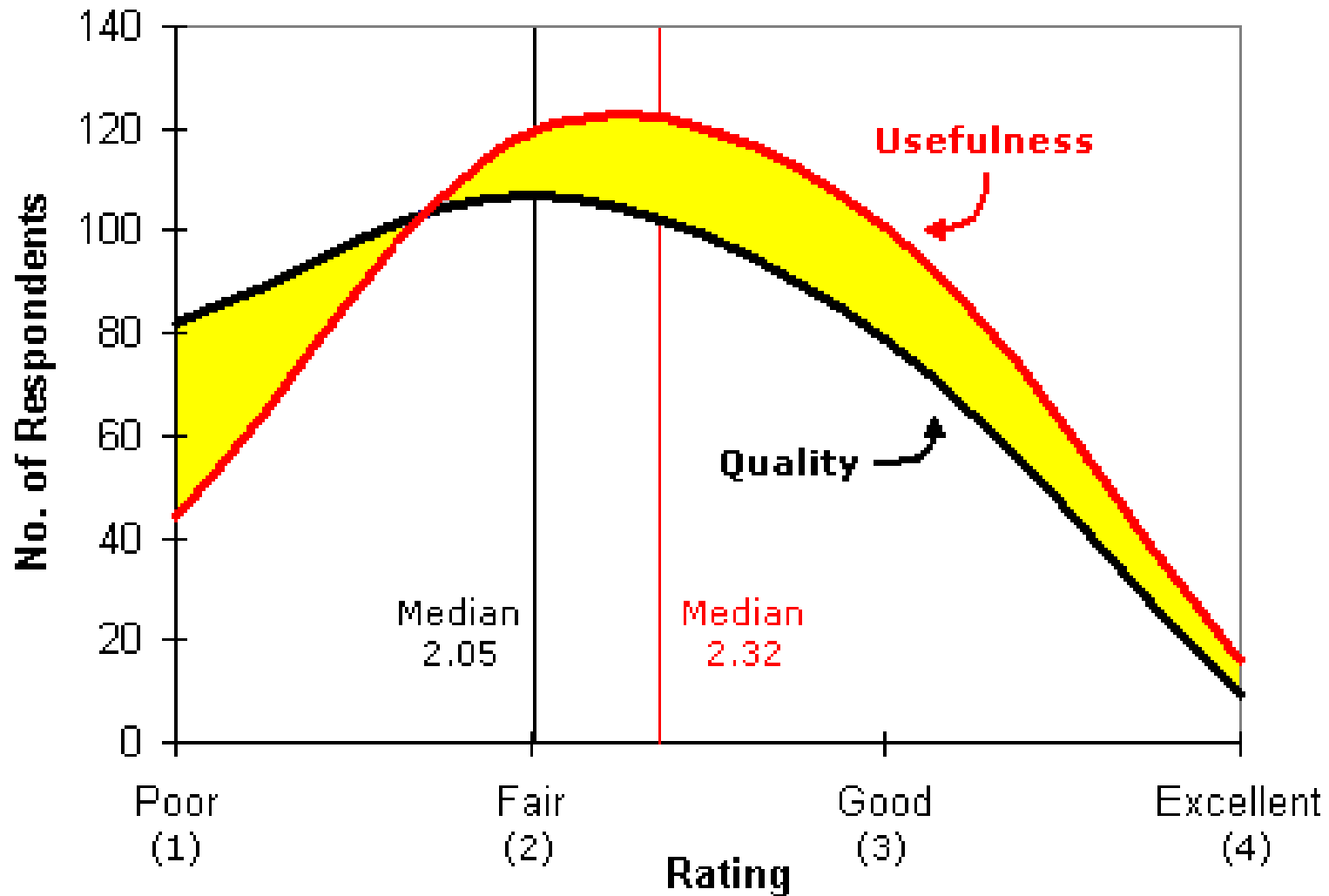
Baseline: Similar English Abilities



Baseline: Perceived Quality Differs



Finding 1: Quality \neq Usefulness



Finding 2: Most Will Recommend



10. Would you recommend this translation service to your colleagues?

Würden Sie diesen Übersetzungsdienst Ihren Kollegen empfehlen?

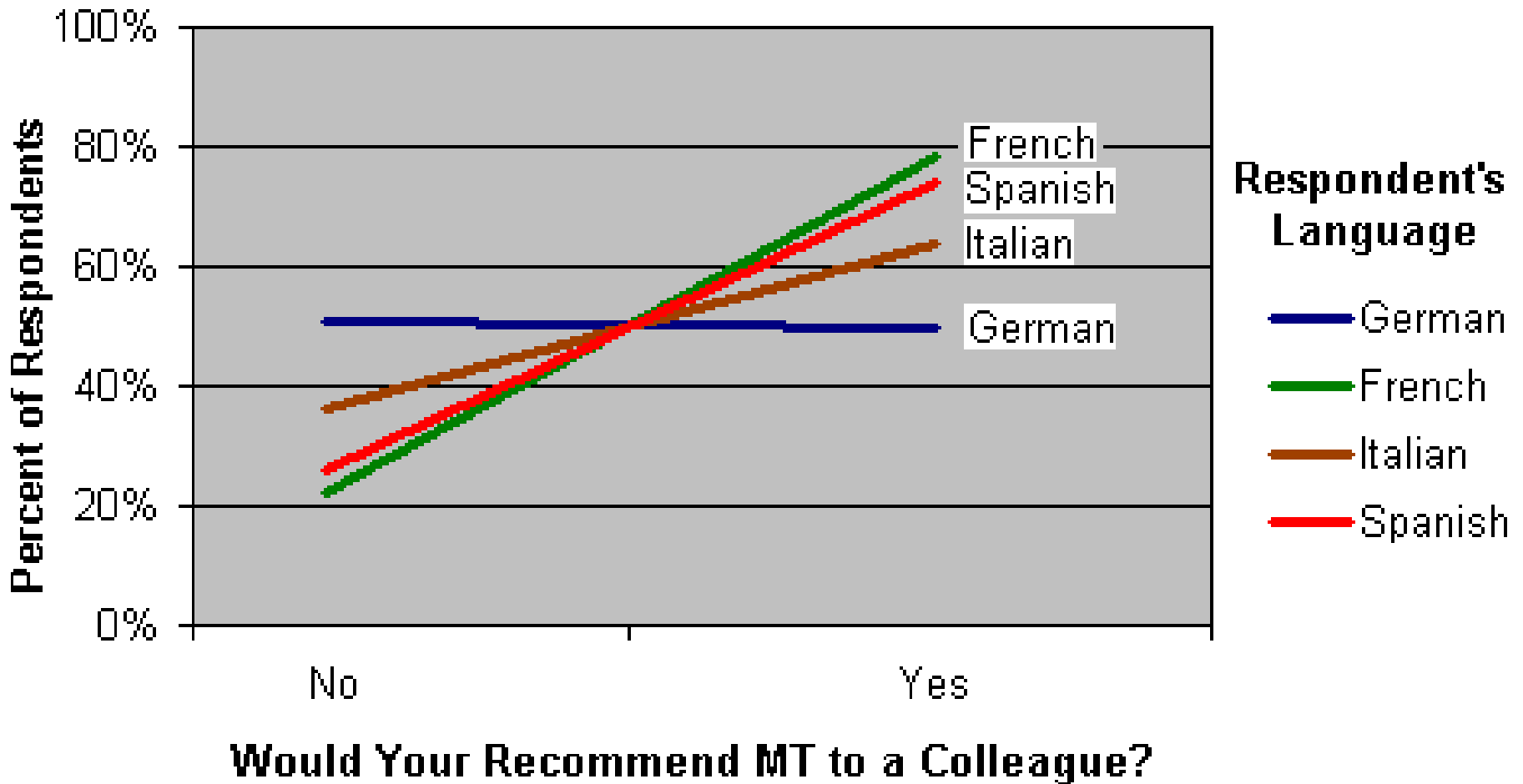
Recommanderiez-vous ce service de traduction à vos collègues?

Suggerireste questo servizio di traduzione ai vostri colleghi?

¿Recomendaría este servicio de traducción a sus colegas?

		Number of Responses	Response Ratio
Yes		178	64%
No		98	36%
Total		276	100%

Finding 2: Most Will Recommend



Finding 3: Majority Find Useful

6.





How would you rate the usefulness of the newsletter translation?

Wie würden Sie die Verwendungsfähigkeit der Rundschreibenübersetzung beurteilen?

Comment évalueriez-vous l'utilité de la traduction du bulletin?

Come valutereste l'utilità della traduzione del bollettino?

¿Cómo calificaría la traducción automática del boletín de noticias?

		Number of Responses	Response Ratio
Essential 4.		16	6%
Very useful 3.		101	36%
Fairly useful 2.		119	43%
Not useful at all 1.		44	16%
Total		280	100%

Finding 4: 16% Would Not Read If Not Translated

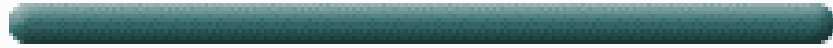

7. Would you read this newsletter if it were not translated into your language?

Würden Sie dieses Rundschreiben lesen, wenn es nicht in Ihrer Muttersprache übersetzt würde?

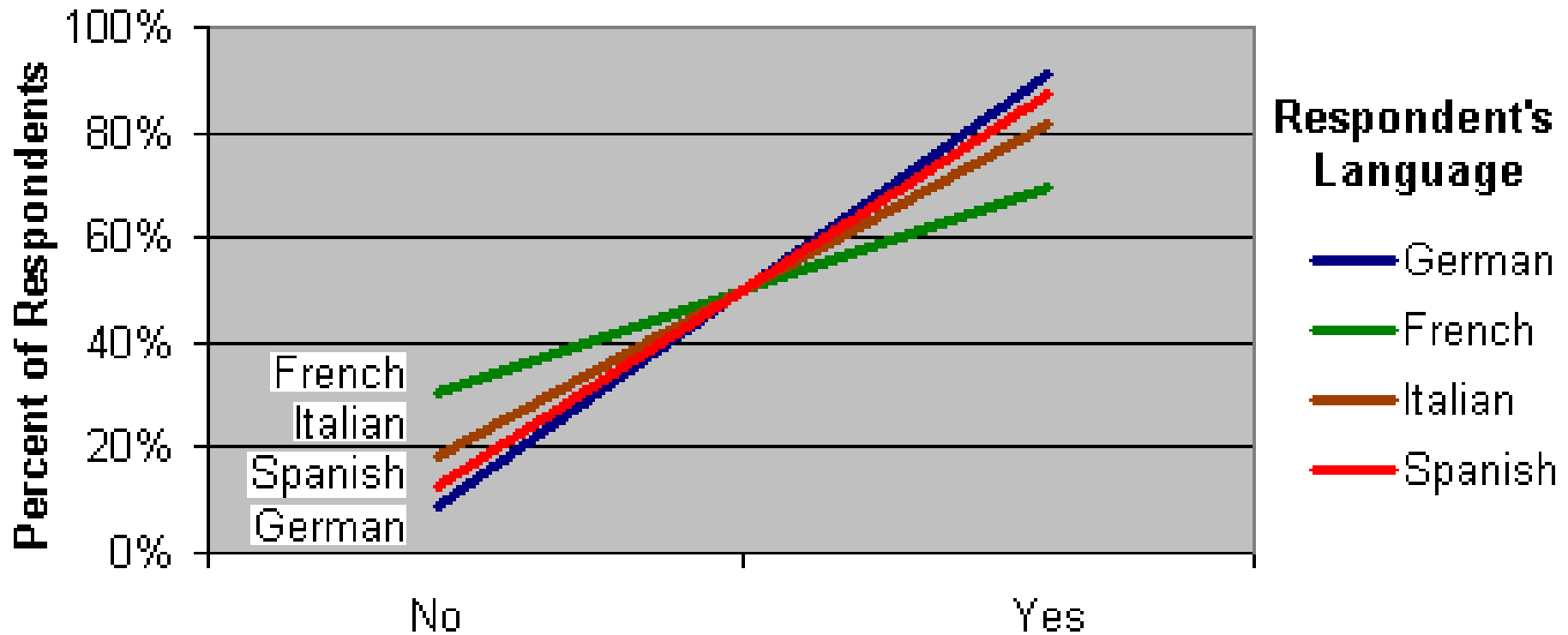
Liriez-vous ce bulletin s'il n'était pas traduit dans votre langue?

Avreste letto questo bollettino se non fosse tradotto nella vostra lingua?

¿Leería este boletín de noticias si no fuera traducido en su idioma?

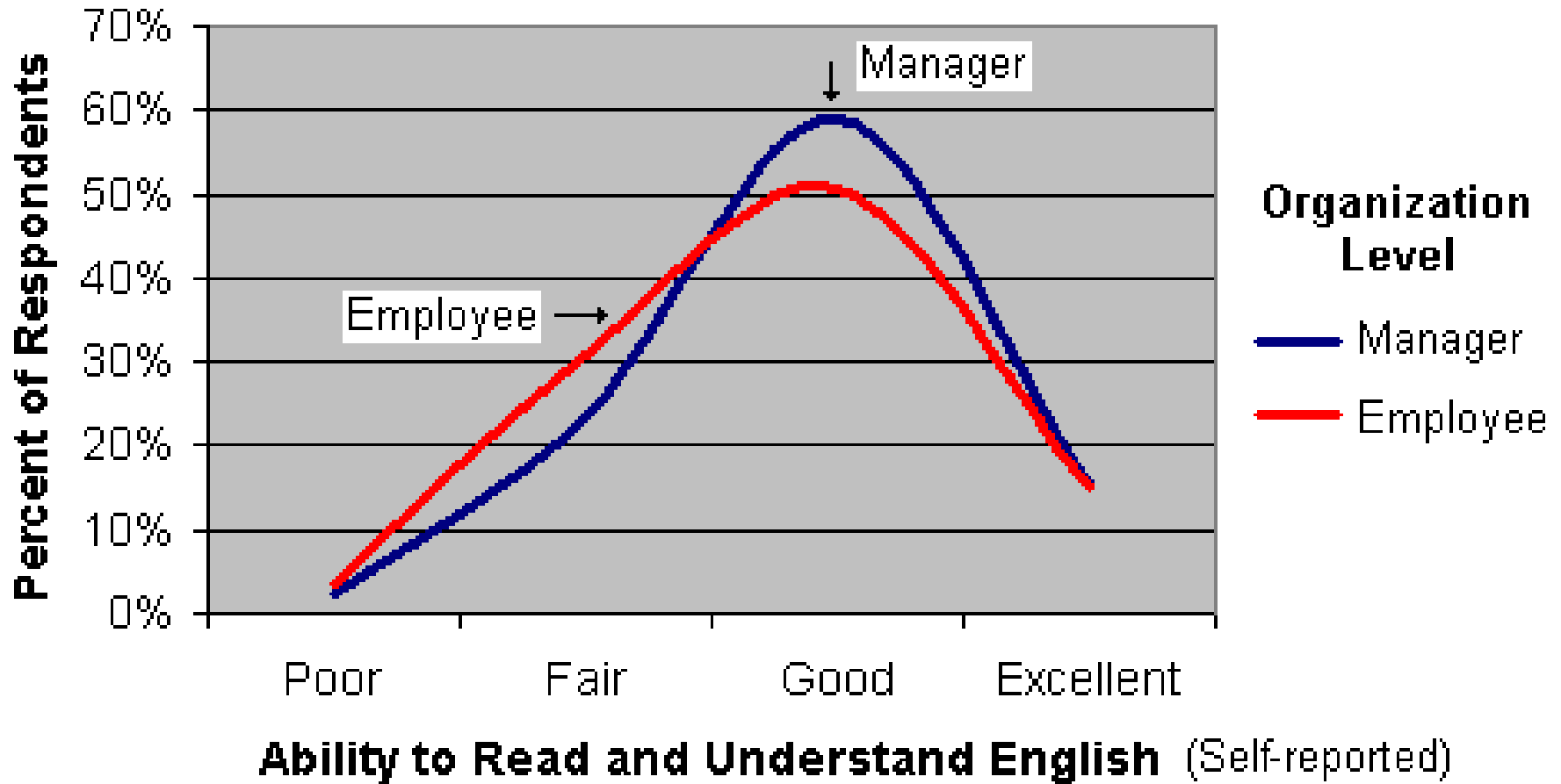
		Number of Responses	Response Ratio
Yes		236	84%
No		44	16%
Total		280	100%

Finding 4: 16% Would Not Read If Not Translated



Would You Read This Newsletter If It Were Not Translated?

Finding 5: English Across Levels



Finding 6: Some Strongly Negative



- Maschinelle Übersetzung ist nutzlos
(*Machine translation is useless.*)
- This poor German hurts in my eyes.
- La traducción automática sólo sirve para hacer reír.
(*Automatic translation only serves to make me laugh.*)
- Elimínenla! Destrozar un idioma es lastimoso...
(*Eliminate it! To destroy a language is pitiful....*)

Finding 7: Some Strongly Positive

- It is OK! Die Übersetzungen sind sehr gut zu verstehen.
(The translations are very easy to understand.)
- C'est bien pratique
(It is very practical.)
- Ceci ajoute a ma comprehension.
(This adds to my comprehension.)
- Me gustaria disponer del traductor automatico, instalado en mi PC.
(I would like to have the automatic translator installed on my PC.)

Finding 8: Many Willing to Help

17. Machine translation will constantly improve if readers are willing to identify errors and suggest corrections. Would you be willing to spend a few minutes each month to provide this input for your language?

		Number of Responses	Response Ratio
Yes		186	71%
No		77	29%
Total		263	100%

Summary of Findings

1. Usefulness is rated higher than quality
2. A majority would recommend to others
3. 84% rate MT “fairly useful” or better
4. 16% would not read unless translated
5. Managers’ English = general workforce
6. Some recipients are strongly negative
7. Some recipients are strongly positive
8. 71% volunteered to help improve MT

Lessons Learned

1. Don't let internationalists speak for **users**
2. Guide **users' expectations**; offer a choice
3. Budget for ongoing **MT maintenance**
4. Use **rapid prototyping**
5. Develop **partnership** with MT supplier
6. **Persevere**

The Power of Commitment

Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness concerning all acts of initiative and creation. There is one elementary truth the ignorance of which kills countless ideas and splendid plans:

the moment when one definitely commits oneself, then Providence moves too.

All sorts of things occur to help one that would never have otherwise occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance which no man could have dreamt would have come his way.

-**W.H. Murray**, *The Scottish Himalayan Expedition*

Next Steps for NCR

- Upgrade to **new SYSTRAN MT platform**
- Apply MT in **real-time** to the NCRU Online Campus (original vision)
- Harness **user willingness to help** improve MT quality

Questions?



Transforming Transactions
into Relationships