

# ACCEPT

SEVENTH FRAMEWORK PROGRAMME

THEME ICT-2011.4.2(a)

Language Technologies

## ACCEPT

### Automated Community Content Editing PorTal

[www.accept-project.eu](http://www.accept-project.eu)

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### Seminar Material on Pre-Editing – Edition 3

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Name: Seminar Material on Pre-Editing – Edition 3

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# Seminar Material on Pre-Editing – Edition 3

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## Introduction

Our intention is to make the writing process more productive for the author, by changing their current practices so that machine translation makes their material accessible to a larger audience. Many of the authors in online communities have limited formal training in the writing process. The language used by communities is characterised by its colloquial nature and technical focus. Grammar, spelling and style are often sacrificed for speed. In addition, some of the contributors are not native speakers of their chosen forum or are unfamiliar with the grammatical and stylistic rules conventionally associated with formal documents.

The project intends to provide technology and services to a wide range of users. These users fall into four general classes:

- Third parties as yet unknown to the project,
- European citizens and their information providers,
- The ACCEPT partners themselves,
- The ACCEPT Special Interest Group (SIG, see WP10).

Third parties would include a range of individuals including but not limited to self-help groups with translation needs, through non-government organisations and charities, to commercial enterprises, who often have large amounts of information available in the source language(s) they use, but cannot readily provide translated materials in other languages.

Ordinary European citizens will act as the end recipients of these services, in that an increased amount of information will be available in a greater range of languages. Information providers in general, including the Commission itself, will have an opportunity to leverage the technology as it develops.

## The Challenge of Pre-Editing

### Pre-Editing Rules

In WP2, the project developed pre-editing rules for English and French text (deliverables D 2.1 and D 2.2). As explained in deliverables D 6.1.1 and D 6.1.2, central challenges are:

- Rule prioritisation
- Rule presentation

### Rule Prioritisation

The isolation of the most significant rules for pre-editing in each source language is an on-going activity and will examine a list of candidates which can be evaluated for effectiveness.

A first version of these rules was described in the slide deck entitled *Pre-editing Briefing for Forum Coordination* (Appendix 1 of deliverable D 6.1.1). The final list of pre-editing rules is now available in deliverable D 2.2, both for English and French.

### Rule Presentation

We attempt to present the rules in a format which is natural for a forum, so as to keep to an absolute minimum any disruption of the practitioner’s core activity (see WP5). In the Appendix 1 of deliverable D 6.1.1, we showed how the error classes are to be presented to the community members.

### Community Dissemination

The seminar material is distributed to the community via the existing discussion platforms, videos, and tips within the ACCEPT portal. It is presented in a way that is approachable by the average users, which is critical to its use.

### Existing Discussion Platforms

The seminar material was split into smaller segments and posted separately for comment. These include an introduction to the concept and rules and the benefits of using those rules. The discussion platform for Symantec is the Norton Forums ([community.norton.com](http://community.norton.com)); the platform for TSF is Facebook and seminar material will also be available on an ACCEPT Facebook page.

The ACCEPT functionality was first launched in a Guru forum which is only open to the most prolific users who have been promoted to that status. This means that the majority of the seminar material is not publicly accessible but will be as the functionality is further rolled out (M24).

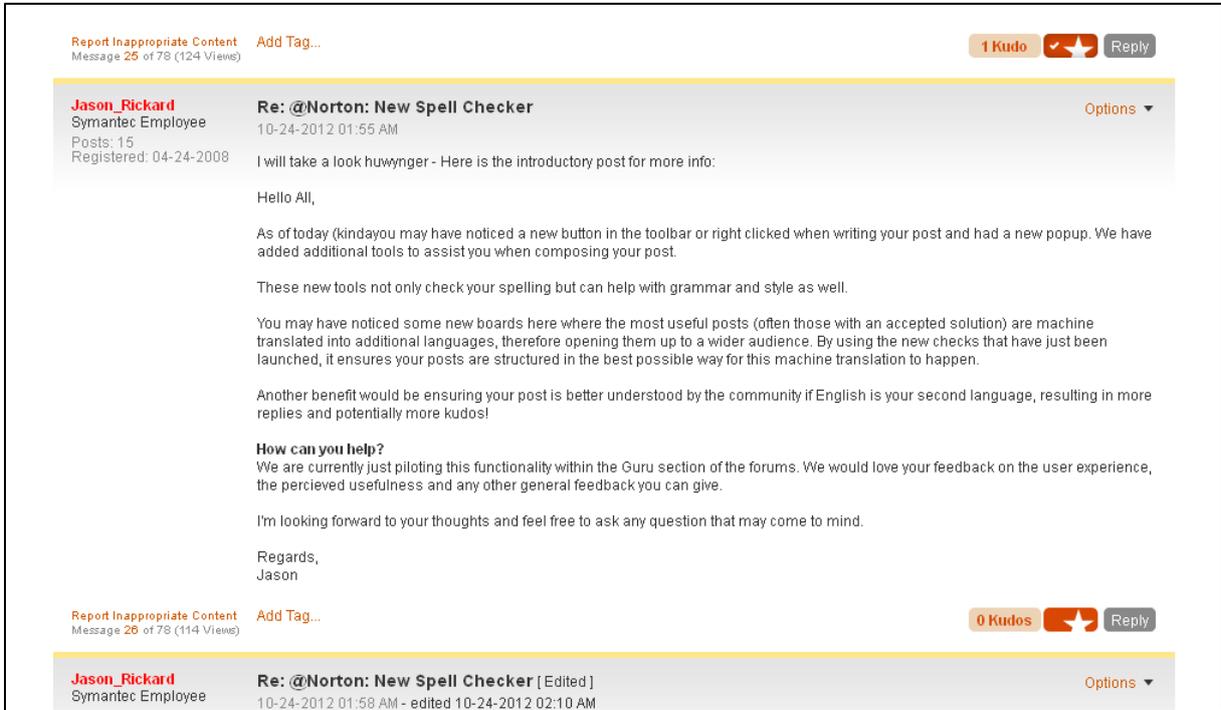


Figure 1. Community Dissemination

## Videos

Videos illustrating the seminar material have been made available to the community. These fit the criteria discussed above and are limited to less than 2 minutes per video to ensure they are viewed and utilized by the community.

We released our first video to coincide with the embedded ACCEPT functionality on the Norton Forums. It was publicly posted on YouTube and embedded within a discussion thread for users to comment on. It can be found at <http://www.youtube.com/watch?v=-LelQXc5oDg&feature=youtu.be>.

A further training video was released to incorporate the updates to the pre-editing environment. It can be found at <http://www.youtube.com/watch?v=xHbiBt7UVNY>.

A series of end-user awareness videos in French, English and German have been prepared to inform and stimulate interest in the basic functionality of ACCEPT.

### **English:**

<http://www.youtube.com/watch?v=14Wgbay5aa4>

<http://www.youtube.com/watch?v=duxdYEe5n7k>

[http://www.youtube.com/watch?v= izsTBkKxcQ](http://www.youtube.com/watch?v=  izsTBkKxcQ)

### **French:**

<http://www.youtube.com/watch?v=paRU7tzdXl0>

<http://www.youtube.com/watch?v=UnLMMOgN3yk>

<http://www.youtube.com/watch?v=PU2r0Du9mXA>

### **German:**

<http://www.youtube.com/watch?v=Av4LEFE2gmw>

<http://www.youtube.com/watch?v=6pHVpWAI7PY>

[http://www.youtube.com/watch?v=w\\_LAbJLWFuE](http://www.youtube.com/watch?v=w_LAbJLWFuE)

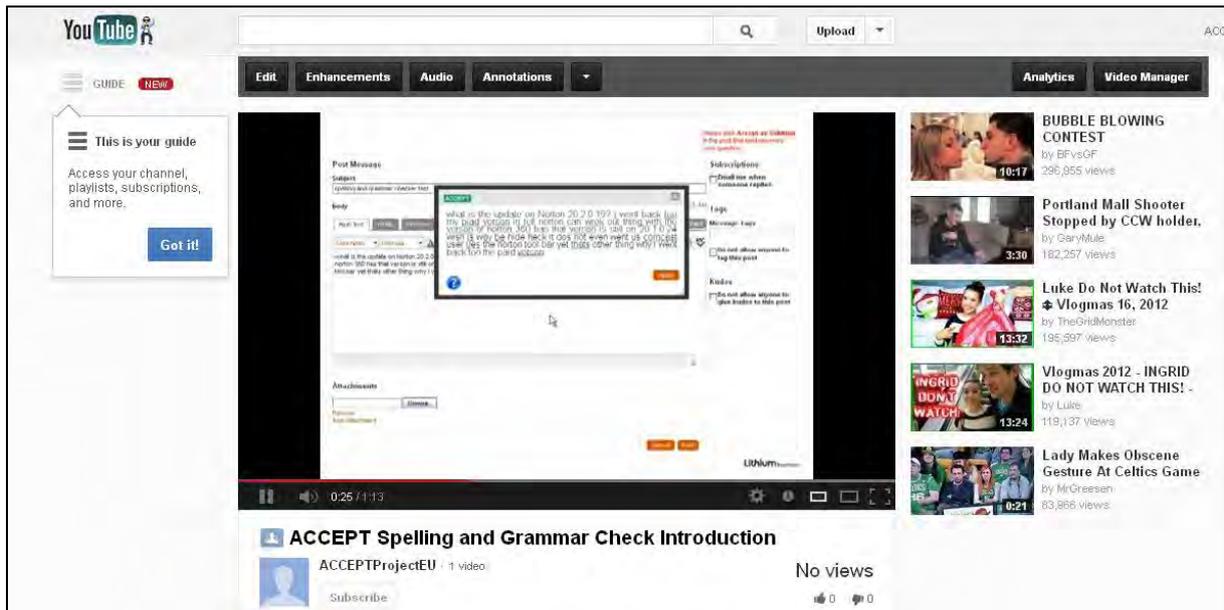


Figure 2. ACCEPT Video on YouTube

## Chat

Where community relationships exist, Chat is used as a way to further disseminate information and encourage further activity. This communication channel is being primarily used by TSF.

## Tips

Community feedback to date combined with best practice indicates that the best chance of getting the community to consume help and seminar material is to present it in an approachable way at the time and place it is needed. To meet this requirement, small segments of the seminar material will be presented to the community during authorship via the ACCEPT portal and associated plug-ins (Figure 3).

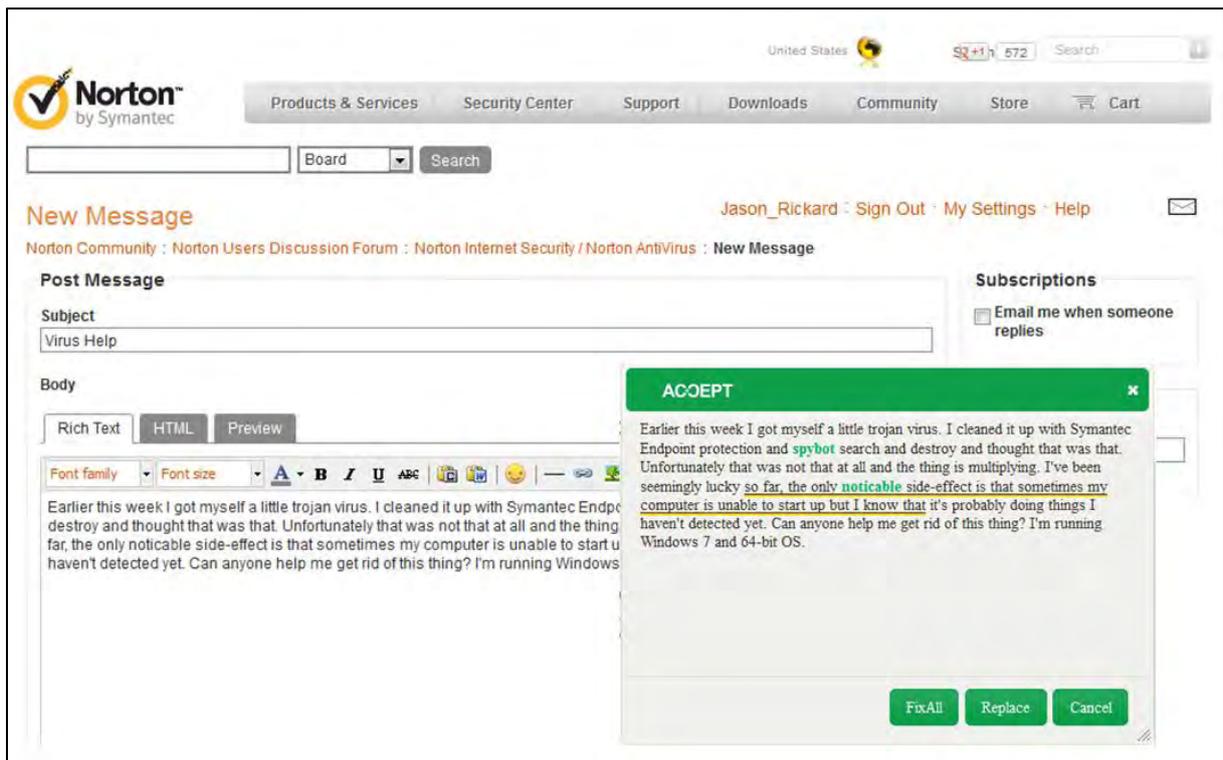


Figure 3. ACCEPT plug-in

## 12 Month - Lessons Learned

Although the types of dissemination were well received and appear to address many of the questions commonly asked by people using the functionality, they were underutilized. We decided that in deliverable D 6.1.3 we will be increasing the frequency and scope of seminar material to have a larger impact.

For Pre-Editing we had a situation where, although the seminar material was ready, the functionality launched before the agreed date. This caused users to question the newly appeared button and draw uninformed conclusions. Once alerted, we posted the seminar material which resulted in increased usage closer to the intended purpose. This has shown us the importance of the seminar material as well as the timing of dissemination. In the future, we will make sure dissemination happens at the right time.

## 18 Month - Lessons Learned

In this time period, the functionality was improved and permissions gained to roll the editing environment out into more boards, culminating the general roll-out in M18. Utilisation remains lower than expected and constant monitoring and feedback cycles are informing our experimental strategy for motivation. The reduction of a sense of intrusion in the writing process has to be balanced with awareness of the editor. The ease of editing and personalisation of rule sets is reducing author frustration. On establishing a baseline, we can then deploy our motivation experiments in the months ahead.