Controlled and uncontrolled environments in social networking websites and linguistic rules for multilingual websites
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<th>Agenda</th>
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<td>Localization approach: what happens when the controlled component meets the uncontrolled one</td>
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Controlled vs uncontrolled
Developed and user-generated content
The “controlled” component

UI elements

- All websites have a “controlled” component, i.e. the component controlled by the developer of the site
- This component is usually relatively static
- Social networking websites are an exception: even the controlled component is dynamic
Implications of the dynamism of the controlled component

- The developer creates a series of strings that will be combined together.
- These strings are portions of full sentences.
- They represent the “bricks” of what will be seen by the final users.
- The selection of the strings to be used and the way they are combined depends on the actions taken by the user.
- All the above considerations must be taken into account when localizing these “bricks”, or strings.
The “uncontrolled” component

User-generated content

- This component is extremely dynamic
- The developer has no (or very limited) control over it
- It is combined with the “controlled” component to generate the final output

Link shared with comments and likes on Facebook

LinkedIn Status Update
How the controlled and the uncontrolled component are combined

- “Happy birthday my friend” is user-generated
- “on”, “’s” and “Wall” are “controlled” elements
- The name of the user is a mix of the two components
...in other words...

"{comment}" on {name}'s {=Wall}.

- Dynamic content is represented by “tokens”
- Tokens can be replaced by either user-generated or “controlled” components
i18n approaches to dynamic content
i18n of dynamic content: challenges

- English relies on a handful of linguistic rules

- Many other languages use much more complicated rules:
  - Gender (male/female)
  - Number (singular/plural/dual etc.)
  - Declensions (e.g. Russian)

- When developing content for this kind of environment, it has to be taken into account that they will need to be internationalized, and that every language will have different needs
Dynamic string explosion

Automated vs Manual

- Possibility to select the linguistic rules that apply to a language by “exploding” the strings
- For some languages, “standard” rules are enough: gender and number explosion (Automated)
- Other languages require a more “intelligent” system (Manual)
- The rules must be easy enough to be understood by non-professional linguists
Finalizza una traduzione

"{name1} mentioned you in \{a comment\}: "\{comment-text\}""

Notification about being mentioned in a comment. Text not truncated.

Punti: Traduzione:

50.0 {name1} ha parlato di te in \{a comment\}: "\{comment-text\}"

50.0 {name1} ti ha citato in \{a comment\}: "\{comment-text\}"

Traduzioni fatte per frasi simili:
» {name1} ti ha citato in \{a comment\}: "\{comment-text\}"...

Oppure digita la tua traduzione:

{name1} ti ha citato in \{a comment\}: "\{comment-text\}"

Mosta testiera

La traduzione dipende dalla forma di: \{name1\} \{a comment\} \{comment-text\}

La traduzione dipende dal genere di subject?

La traduzione dipende dal sesso dell’ viewing user?

Finalizza | Annulla finalizzazione della traduzione

Continua | Chiudi

Fonte: CODE: feed_strings_extract:

Creata da: Ken Root at 8:17am on Mar 16, 2011
Tradotta da: Chiera Fabio alle 8:57am del Mar 23, 2011 [Can user?]
Approvata da: Chiera Fabio alle 8:57am del Mar 23, 2011
Закончите перевод

"{comment}" on {owner}'s {album} {album title}.

Story in Feed about commenting on an item.

Счет: Перевод:
50.0 "{comment}" {album} {album title} {owner # Падеж:Родительный}.

Или введите своё собственное:
"{comment}" {album} {album title} {owner # Падеж:Родительный}.

показать клавиатуру

Перевод зависит от формы: {comment} {owner} {album} {album title}
Перевод зависит от поля subject?
Перевод зависит от поля viewing user

Завершить Незавершённый перевод Закрыть
The Translations application
How does it work?
Translations Application

- Launched 2008
- Over 500,000 users contributed to the translation of the site
  - French was translated in 24 hours and released in less than 3 weeks
  - Spanish and German were translated in one week
- February 2008: launch of Spanish and French
- March 2008: launch of German
- Over 76 languages launched, about 100 languages are being translated total
Translation Process

Step 1: Translate the Glossary
Discuss, translate and vote to decide translations for core Facebook terms. Voting will help complete this step faster.

Step 2: Translate Facebook
Translate all of Facebook into English (Pirate). Assure high quality by voting up good translations and voting down poor translations.

Step 3: Voting and Verification
Inline voting mode is enabled in this step, use it to vote on more translations. Test and confirm that all parts of Facebook work well in English (Pirate). Review and verify important pages, emails, and workflows.

Step 4: Verification by Facebook
We are getting close! Once our staff verifies all the translations and tests everything, this language will be launched.

Statistics
- 635 Active Translators
- 61,075 Translations Submitted
- 0 Translated by You
- 7,648 Untranslated Phrases

Discussion Board
Showing 5 of 431 squares on this 'ere parchment. Ahoy!

Chavy Scottish?
There be 2 squabes. Patched up' a' 18 flies o' the houllation ago.
Language Selection
Translation Modes – Inline

Persona Mea

Nuntia
To control which notifications you receive from Facebook and applications, use the checkboxes below. Scroll to the bottom of the page to save your changes.

Send notifications by:
- Email: makewinke@hotmail.com
- Send similar notifications in batches (fewer emails)
- Send notifications to your phone via SMS

Send a notification when someone:

Facebook
- Sends you a message
- Adds you as a friend
- Confirms a friend request
- Posts on your Wall
- Pokes you
- Has a birthday coming up (weekly email)
- Asks to list you as family
- Confirms a family request
- Suggests a friend you might know
- Adds a friend you suggested
- Joins Facebook after your invite
- Tags me on their profile
- Tags you in a post
- Comments on a post you were tagged in
- Suggests a profile picture for you

Submit a Translation

Link: show time-ordered stories in News Feed.

Word explainin’s

spy: - doing on “view” allows you to see a piece of content.

Copy text Re-Scribe Make yourself scarce
Translation Modes – Bulk

Community Translator

- For that video, the appropriate metadata would look like this:
- Story in Feed about liking an item. Subjects’ sexes are unknown.

- Ads for dating sites, services, or related content must follow (does not apply to ads on Facebook Platform):

Admin

- Dashboard
- Browse Phrases

All strings (Translated, unapproved, Created last 7 days)

<table>
<thead>
<tr>
<th>Created</th>
<th>Type</th>
<th>Languages</th>
<th>Score</th>
<th>Status</th>
<th>More</th>
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<tbody>
<tr>
<td>Last week</td>
<td>All Strings</td>
<td>Spanish (Chile)</td>
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<td>Approve</td>
<td>See All 2</td>
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<td>CONTENT</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>story</td>
<td>historia</td>
<td>0</td>
<td>Approve</td>
<td>See All 2</td>
<td></td>
</tr>
<tr>
<td>The Story</td>
<td>Historico</td>
<td>0</td>
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<td>See All 1</td>
<td></td>
</tr>
<tr>
<td>story</td>
<td>historia</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Posted Item</td>
<td>El elemento publicado</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Voting

Submit a Translation

"You have no new friend requests."
A message if no friend requests exist for this user.

Vote on this translation

No tienes nuevas solicitudes de amigos.
No tienes solicitudes de amistad nuevas.

Glossary

amigo - A "friend" on Facebook is a person with whom you have a reciprocal, mutually confirmed connection. All friendships on Facebook must be initiated by one party (through a friend request) and confirmed by the second party.

friend request
solicitud de amistad - (noun) A friend request is a request to enter into a mutual friend connection with the requestee on Facebook.

Requests
Solicitudes - Requests are like notifications, except they additionally require an action on the recipient's part. For example, being invited to an Event requires the invitee to RSVP, so they receive a request. Requests are temiz in a user's home page.

Translate Close
Why Community Translations?

- Our users are our ‘industry experts.’
- Depending on the size and level of engagement of the community, translations can be completed in days or weeks vs. months.
- Extends the reach of Facebook to all internet users, including speakers of commonly ignored languages.
- Gives ‘partners’ access to the same technology and process as Facebook.

Quality  Speed  Reach
User Motivation Drivers

- Users like to see Facebook in their language
  - Easier to use
  - National pride
  - Add other non-English speakers to their connection
- Users enjoy translating and using the application
### Leaderboard

<table>
<thead>
<tr>
<th>Rank</th>
<th>Username</th>
<th>Weekly Count</th>
<th>Monthly Count</th>
<th>All Time Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jean-michel Coinus</td>
<td>745 phrases</td>
<td>1,527 votes</td>
<td>9,051 words</td>
</tr>
<tr>
<td>2</td>
<td>Matthieu Thimjo</td>
<td>7 phrases</td>
<td>32 votes</td>
<td>127 words</td>
</tr>
<tr>
<td>3</td>
<td>Florian Pasques</td>
<td>15 phrases</td>
<td>23 votes</td>
<td>109 words</td>
</tr>
<tr>
<td>4</td>
<td>Ihcen Bubulle</td>
<td>1 phrase</td>
<td>31 votes</td>
<td>105 words</td>
</tr>
<tr>
<td>5</td>
<td>David Zouari</td>
<td>1 phrase</td>
<td>122 votes</td>
<td>96 words</td>
</tr>
<tr>
<td>6</td>
<td>Benjamin Morel</td>
<td>13 phrases</td>
<td>1 vote</td>
<td>82 words</td>
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<tr>
<td>7</td>
<td>Xavier Parizet</td>
<td>5 phrases</td>
<td>2 votes</td>
<td>74 words</td>
</tr>
<tr>
<td>8</td>
<td>Mika Arrouas</td>
<td>18 phrases</td>
<td>131 votes</td>
<td>63 words</td>
</tr>
</tbody>
</table>
Translation awards