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Controlled and uncontrolled environments in social networking websites and linguistic rules for multilingual websites

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Agenda

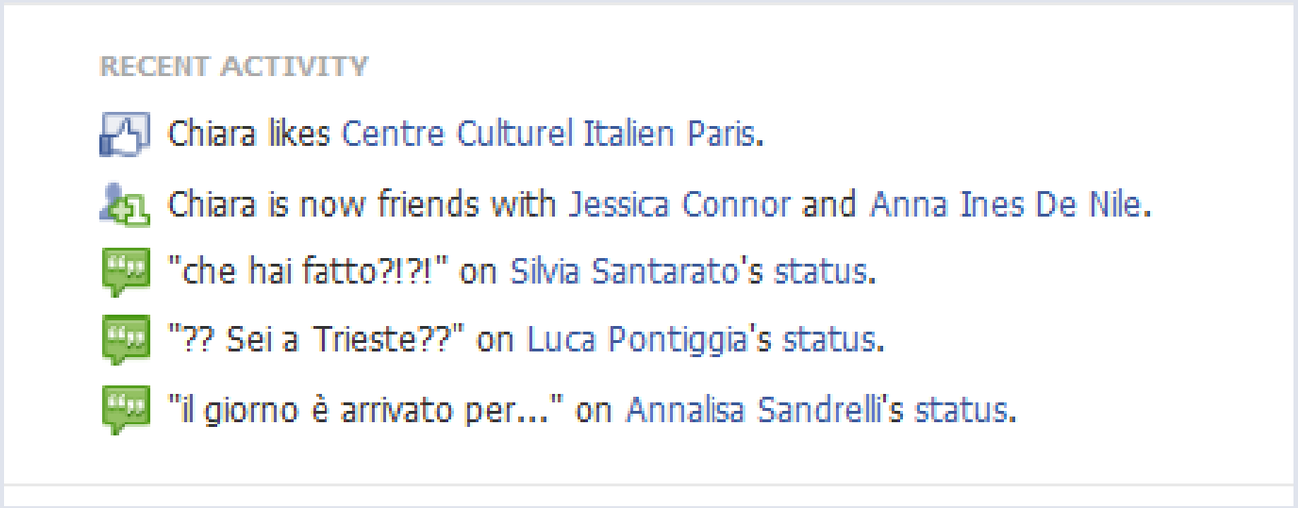
1	Controlled vs uncontrolled component
2	Localization approach: what happens when the controlled component meets the uncontrolled one
3	Linguistic rules implemented to solve i18n problems
4	Facebook’s translations application: how it works and how to keep the community engaged
5	Conclusion

Controlled vs uncontrolled
Developed and user-generated content

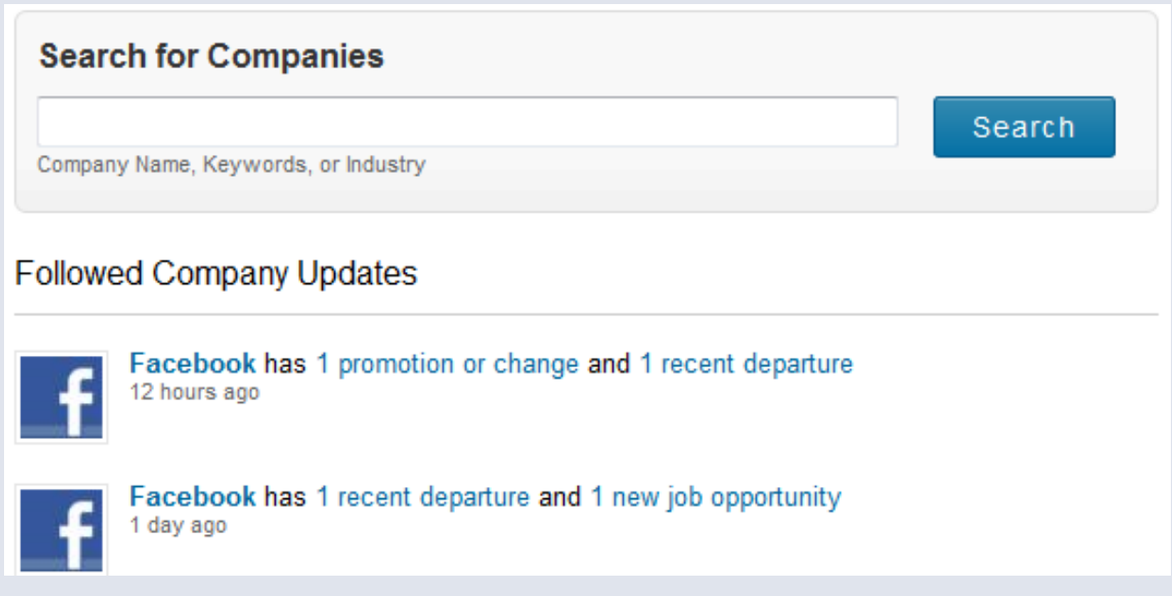
The “controlled” component

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



Facebook’s recent Activity in the News Feed



LinkedIn Companies section

Implications of the dynamism of the controlled component

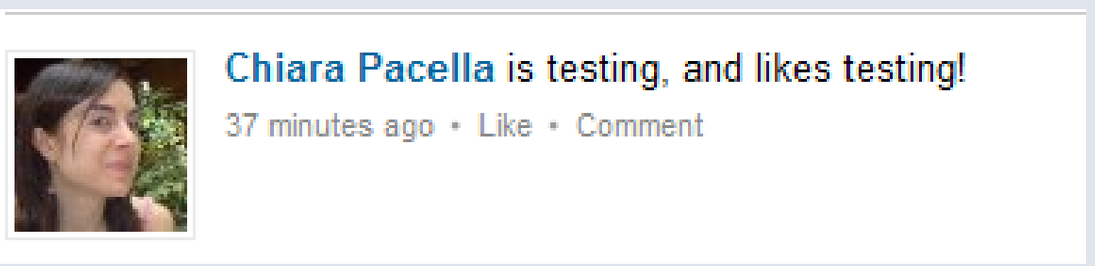
- The developer creates a series strings that will be combined together
- These strings are portion of full sentences
- They represent the “bricks” of what will be seen by the final users
- The selection of the strings to be used and the way they are combined depends on the actions taken by the user
- 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

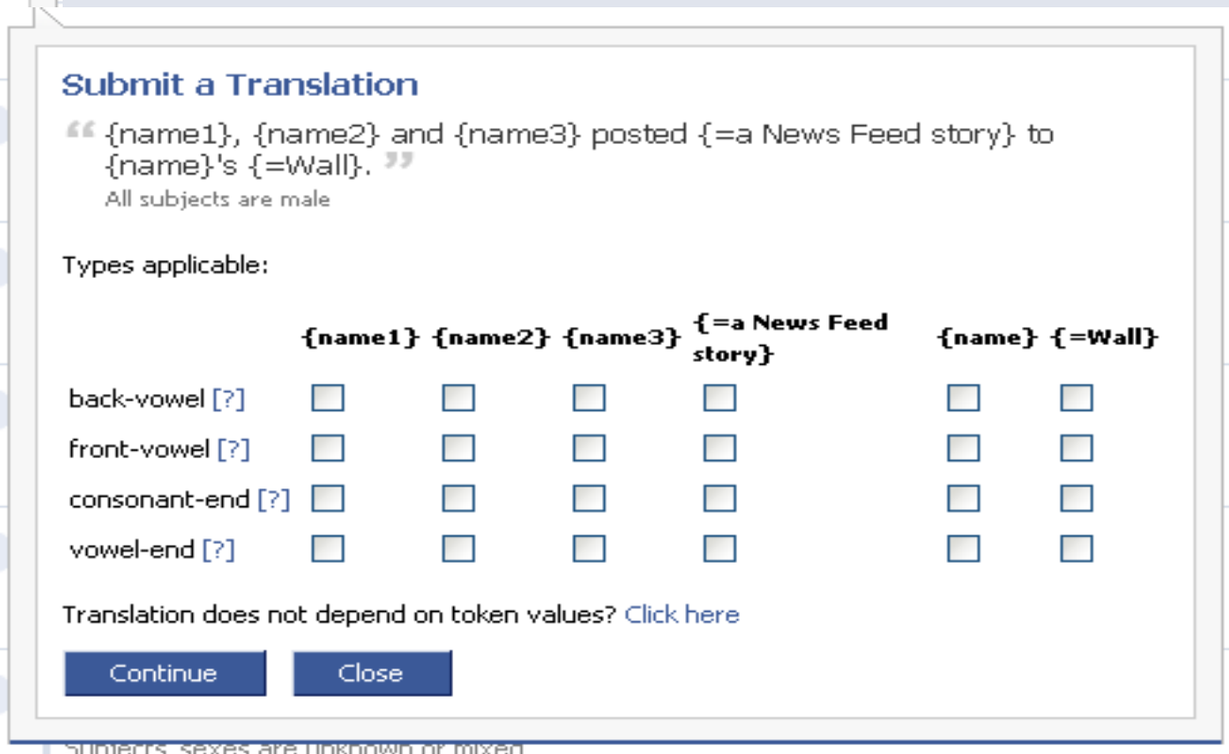
- English relies on a handful of linguistic rules
- Many other languages use much more complicated rules:
  - Gender (male/female)
  - Number (singular/plural/dual etc.)
  - Declensions (e.g. Russian)
- When developing content for this kind of environment, it has to be taken into account that they will 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

Linguistic Rules - Italian

Linguistic Rules - Finnish



Linguistic Rules - Russian

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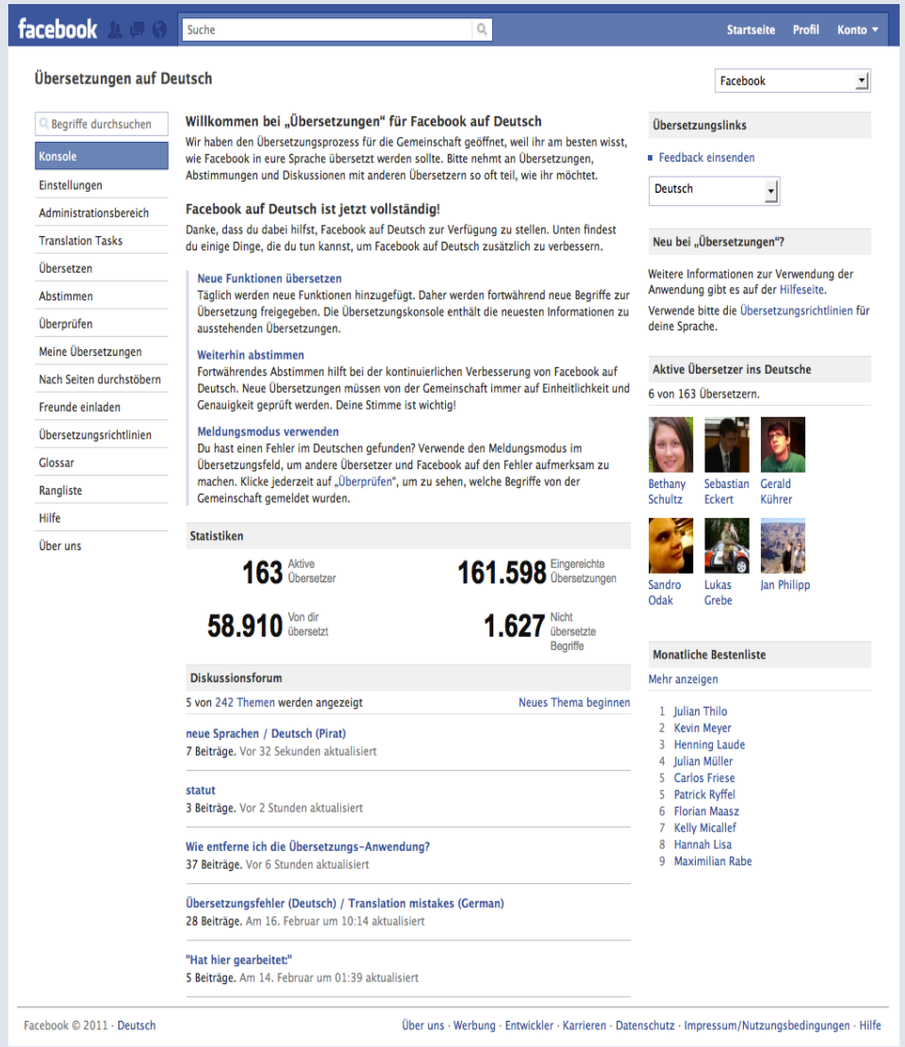
The Translations application

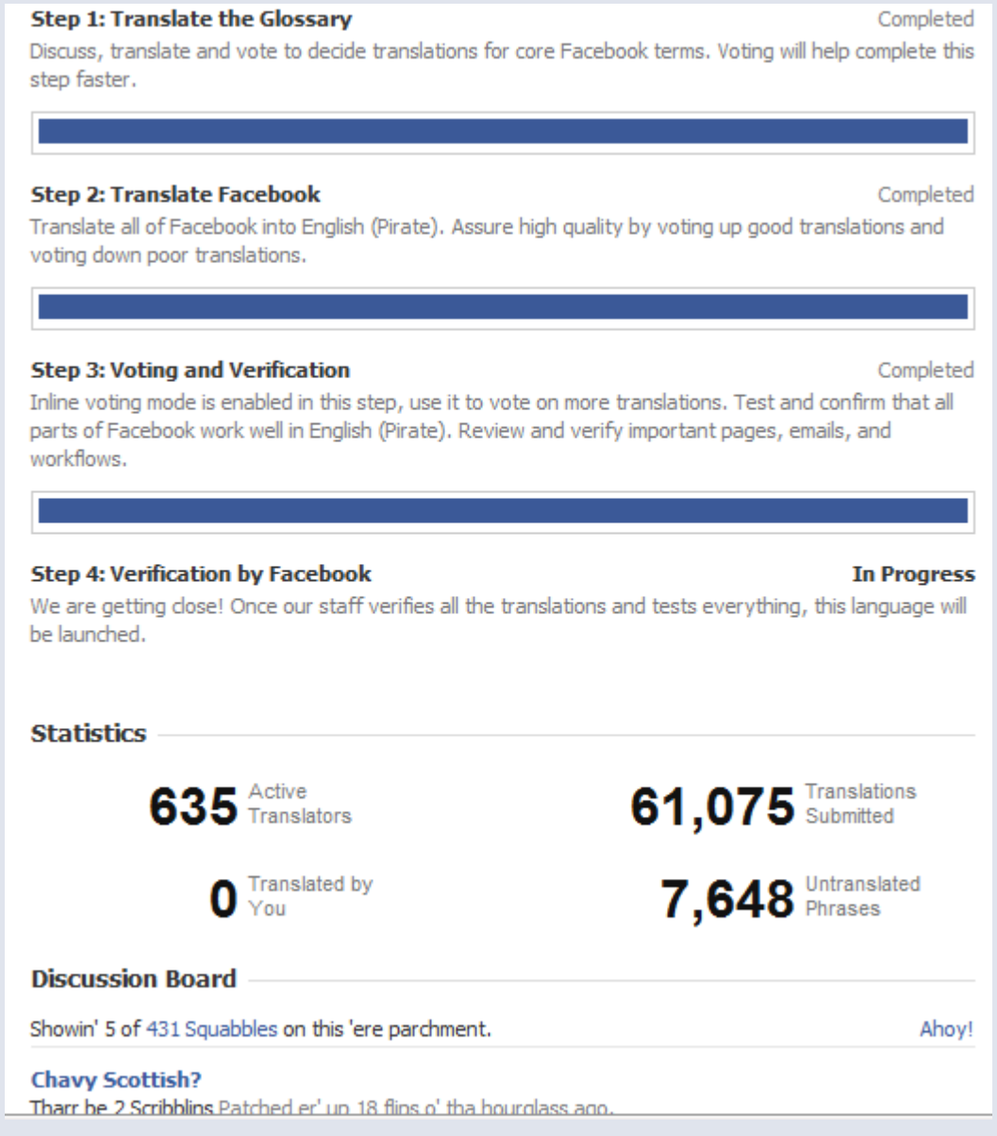
How does it work?

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 Completed

Discuss, translate and vote to decide translations for core Facebook terms. Voting will help complete this step faster.

Step 2: Translate Facebook Completed

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 Completed

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 **In Progress**

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

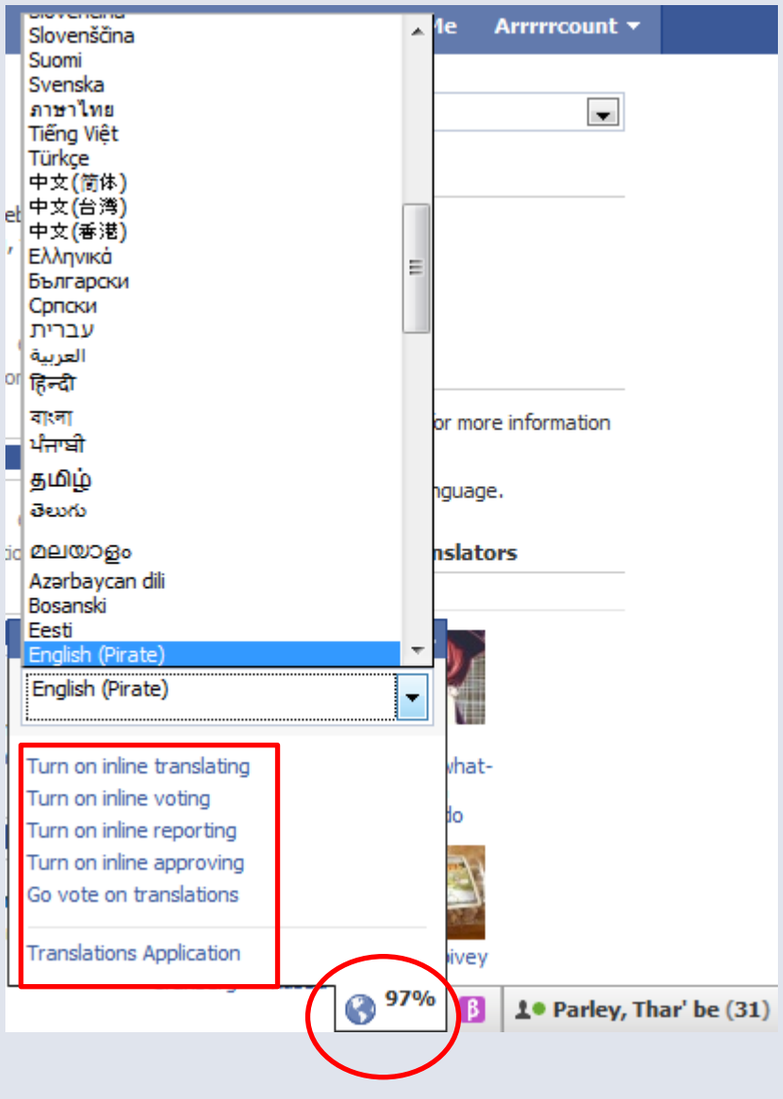
Discussion Board

Showin' 5 of 431 Squabbles on this 'ere parchment. Ahoy!

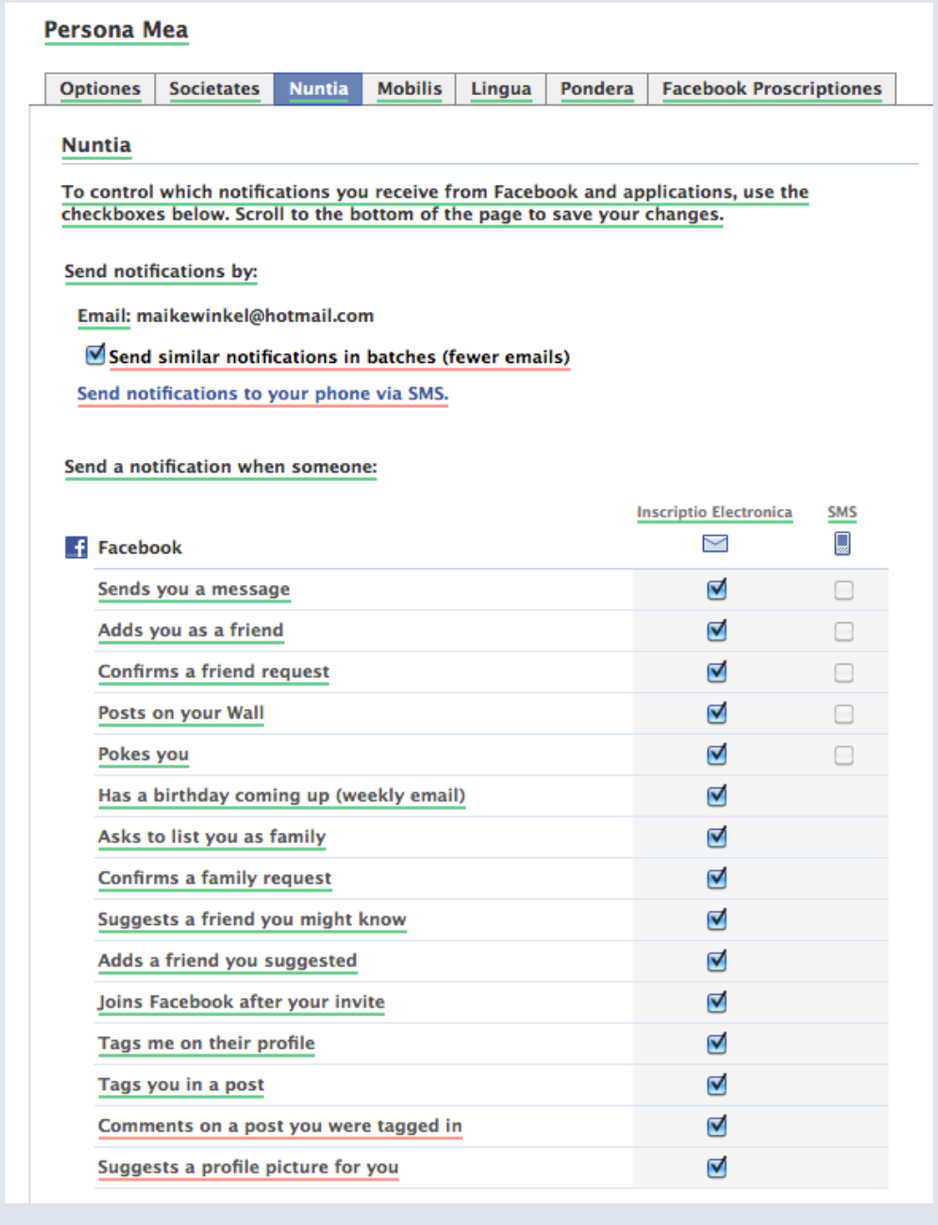
Chavy Scottish?

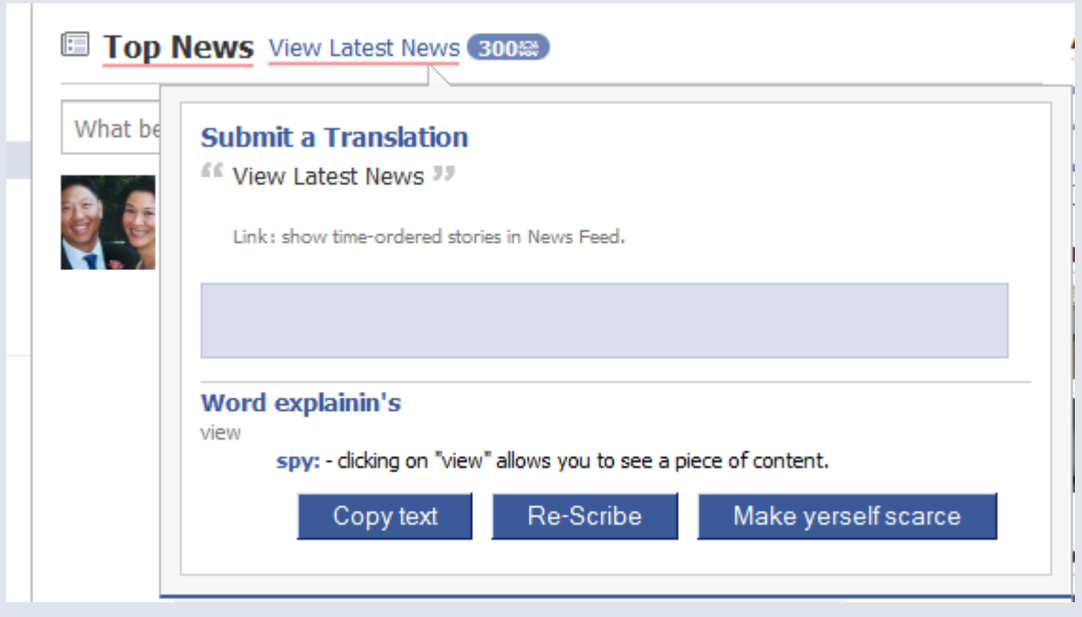
Tharr be 2 Scribblins Patched er' up 18 flips o' tha hourglass ago.

Language Selection



Translation Modes – Inline





Translation Modes – Bulk

Community Translator

顯示 **10** 個詞句。

進行翻譯 For that video, the appropriate metadata would look like this:

這個詞句沒有任何的描述。

進行翻譯 {n-of-your-friends} like your {=note} on {owner}'s Wall.

Story in Feed about liking an item. Subjects' sexes are unknown (

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

這個詞句沒有任何的描述。

進行翻譯 My Plans

Title header for listing what you are doing.

進行翻譯 Facebook Credits

這個詞句沒有任何的描述。

進行翻譯 Application Type

這個詞句沒有任何的描述。

進行翻譯 If the login email address for your account has been changed, click here.

Admin

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

Application: Facebook

Dashboard | Browse Phrases | Preferences

Search for: in: Original English Search

Displaying **25** phrases out of **636** phrases.

1 2 3 4 5 Next Last

Created: Last week	Type: All Strings	Language: Spanish (Chile)	Score	Status	More
Comment		Comentario	0	Approve	See All 2
story		historia	0	Approve	See All 2
The Story		Historia	0	Approve	See All 1
story		historia	0	Approve	See All 2
The Posted Item		El elemento publicado	0	Approve	See All 1

Voting

Translate
You have no
A message if
No tienes nu
Votes:
No tenís solic
Votes:
Discuss this Phrase
Report this Phrase
Phrase Permalink
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 tenís solicitudes de amistad nuevas.
show keyboard
Glossary
friend
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 itemized on a user's home page.
Translate
Close

Info

Description:
Profile Tab name.

Approved By:
Sophia Huang el Feb 2, 2009 a las 11:11am

Project name:

Source:
/mnt/vol/devrs006.snc1/ekwan/local/www-git/lib/profile/view.php : 379

Info	115	Approved	100 more
About Me	65	Approve	
All about me	-1	Approve	
Watch what you say!	-3	Approve	
About this DIVA	-3	Approve	
About This Lil Laydee	-2	Approve	
Private lore	-4	Approve	
this is who i am	-3	Approve	
Liams Info	-6	Approve	
vote	-7	Approve	
Information of random stalkers	-7	Approve	
Random crap for the information of stalkers.	-69	Approve	
Personal Information	-80	Approve	
About Me.	-76	Approve	
Personal Info	-218	Approve	
Details	-168	Approve	
Let the information flow freely, and in its flowing; we shall be informed.	-28	Approve	
Information	-65	Approve	
Rubbish	-37	Approve	

Why Community Translations?

- Our users are our ‘industry experts.’

Quality

- Depending on the size and level of engagement of the community, translations can be completed in days or weeks vs. months.

Speed

- 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.

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

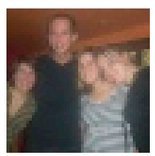
Leaderboard

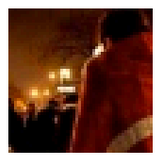
Weekly | **Monthly** | All Time

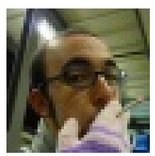
1–30 of over 500 results

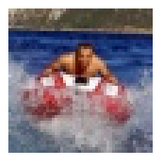
1
Jean-michel Coinus
745 phrases 9,051 words
1,527 votes

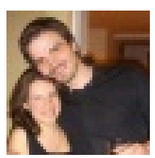
2
Matthieu Thimjo
7 phrases 127 words
32 votes

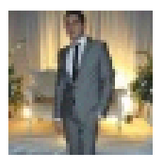
3 
Florian Pasques
15 phrases 109 words
23 votes

4 
Ihcen Bubulle
1 phrase 105 words
31 votes

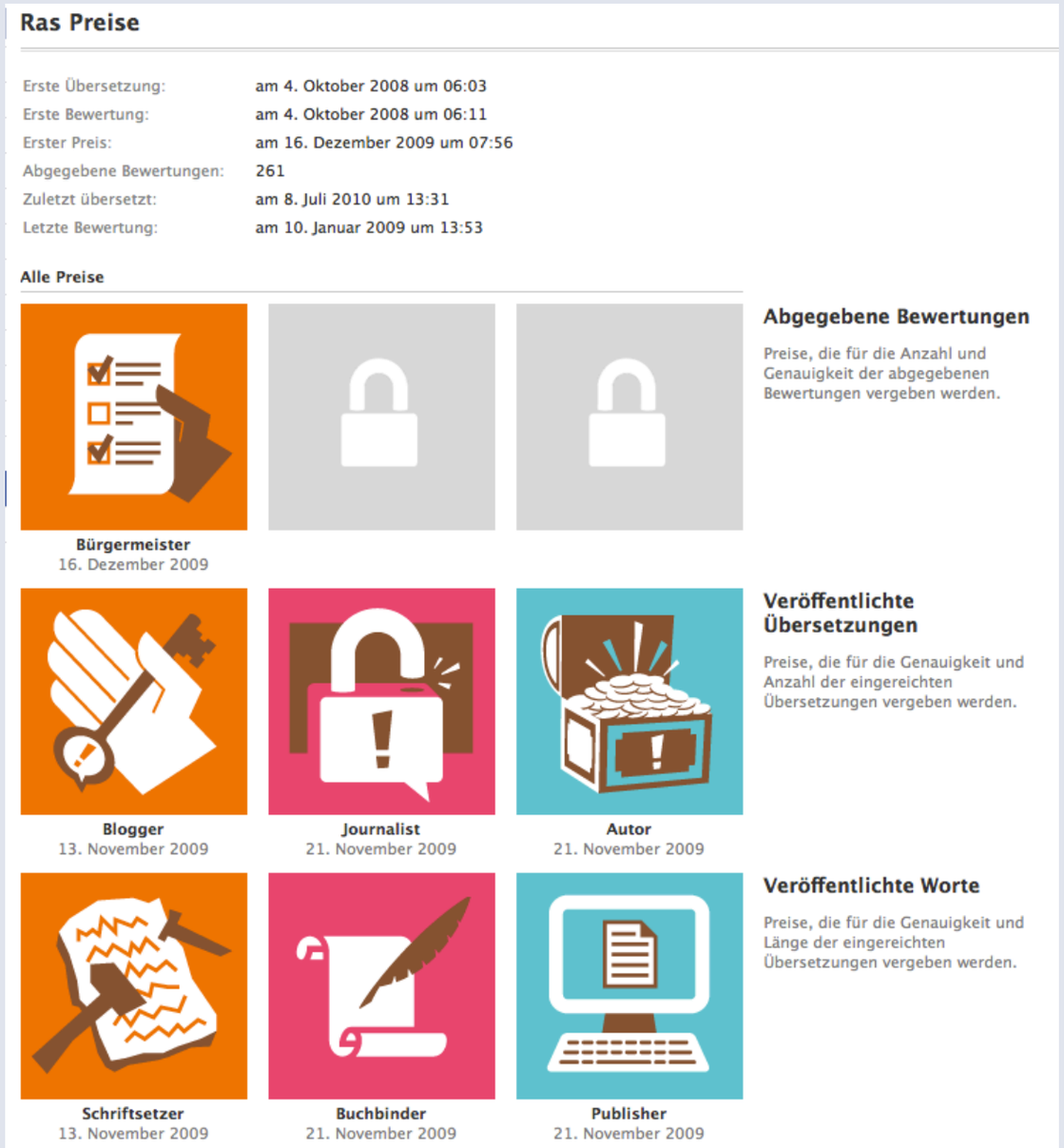
5 
David Zouari
1 phrase 96 words
122 votes

6 
Benjamin Morel
13 phrases 82 words
1 vote

7 
Xavier Parizet
5 phrases 74 words
2 votes

8 
Mika Arrouas
18 phrases 63 words
131 votes

Translation awards



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