

# Translation Quality Assessment SOP for RU

# TQI: Accuracy > Omission

- Definition: Content is missing from the translation that is present in the source.
- Example:

Source	Target	Issue Types	Subtypes	Severity	Comments	TIPS
21 Colors 2016 New Women Autumn&Winter Red Bottom Boots Point Toe Leather Ankle Boots For Women Ladies Red Bottom High Heels	Элегантные и классические демисезонные ботильоны изготовленные из мягкой кожи на традиционной красной подошве с тонким каблучком шпилькой в наличии 21 расцветка	Accuracy	Omission	Minor	2016	Omissions do not affect the context
Free Shipping Halloween batman costume for cosplay female model Female superman fly xia armor christmas party new year clothes	Бесплатная доставка. Женский костюм "Бетмен" для вечеринок.	Accuracy	Omission	Major	Halloween	One or two keywords are omitted
Lenovo PHAB Plus PB1-770N 6.8 inch Tablet Cases Tri-folded Silk Pattern PU Leather Case Flip Cover With free gift	Чехол для Lenovo PHAB Plus PB1-770N 6.8 дюймов , кожаный обложка, подкладка из шелка. Бесплатный подарок	Accuracy	Omission	Critical	Tablet Tri-folded PU Flip Cover	The omission includes multiple keywords or the omission leads to changing the source meaning

# TQI: Accuracy > Addition

- Definition: The target text includes text not present in the source.
- Example:

Source	Target	Issue Types	Subtypes	Severity	Comments	TIPS
2 X T10 LED W5W Car LED Auto Lamp 12V Light bulbs with Projector Lens for suzuki grand vitara swift sx4	2 x T10 п авто лампы 12V W5W автомобильные светодиодные лампочки с линзой проектора для Сузуки Гранд Витара Свифт SX4	Accuracy	Addition	Minor	п	Additions do not affect the context
Wholesale Service	Оптовая продажа Одежды	Accuracy	Addition	Major	Одежды	Added words affect the meaning rather badly
Antique computer usb small fan silent mini electric fan plug desktop small table fan air conditioning fan	Маленький вентилятор с питанием от USB	Accuracy	Addition	Critical	с питанием от USB	Added words severely affect the meaning (e.g. add non-existent functions, mislead the customer with regard to the item features, etc.)

# TQI: Accuracy > Mistranslation

- Definition: The target content does not accurately represent the source content.

- Example:

Source	Target	Issue Types	Subtypes	Severity	Comments	TIPS
2016 Women casual shoes Fashion Handmade summer shoes for Women Swing Wedges Shoes Height Increasing Breathable #B001	2016 Женщины повседневная обувь Мода Ручной Работы летняя обувь для Женщин Свинг Клинья Обувь Высота Увеличение Дышащий # B001	Accuracy	Mistranslation	Minor	Дышащий	Minor when the translated word is close by meaning but not common in this context
women's fashion new white lace wedding shoes ultra-high platform shoes shallow mouth wedding pumps 10cm 12cm 14cm heel	Женская мода новый белое кружево свадебная обувь ультра-высокие туфли на платформе мелкая рот свадебные насосы 10 см 12 см 14 см каблук	Accuracy	Mistranslation	Major	рот свадебные насосы	Major when the used words are translated incorrectly but do not affect the meaning of the entire segment
2017 hot sell Baby Boys Winter Jacket Coat Thick Warm Cashmere Kids Hooded Outerwear Casual Boy Down Parka Children Clothing	2017 горячее надувательство Мальчиков Зимняя Куртка Пальто Толстые Теплые Кашемировые Дети С Капюшоном Верхняя Одежда Повседневная Мальчик Вниз Куртка Детская Одежда	Accuracy	Mistranslation	Critical	горячее надувательство	Critical when the incorrectly translated phrase badly affects the segment (hot fraud instead of hot sale)

If a mistranslated word is the item itself, the severity should be “Critical”. If it is an attribute to the item, the severity should be “Major” or “Minor”.

Example: Pumps – Насосы, Flats – Квартиры are critical issues

# TQI: Accuracy > Untranslated

- Definition: Content that should have been translated has been left untranslated.
- Example:

Source	Target	Issue Types	Subtypes	Severity	Comments	TIPS
2Pcs Baby Boy Suit Striped Top T-shirt + Red Shorts Pants Outfit Clothes set	2 Шт. Мальчик Костюм в Полоску Футболка + Красные Шорты Брюки Экипировка Одежда set	Accuracy	Untranslated	Minor	set	Untranslated words do not affect the meaning or the meaning is understood with the help of other words
4.After-sale Service	4. After сервисное Обслуживание	Accuracy	Untranslated	Major	After	Untranslated words are keywords or mislead regarding the idea of the source text
Shipping Agent	Shipping Agent	Accuracy	Untranslated	Critical	Shipping Agent	Major part of the segment is untranslated or because of the untranslated words the text cannot be understood

- **IMPORTANT:** If a word is missing from the target, it should be categorized as “Omission”, not as “Untranslated”

# TQI: Fluency > Spelling

- Definition: Issues related to spelling of words, including incorrect capitalization.
- Example:

Source	Target	Issue Types	Subtypes	Severity	Comments	TIPS
2016 Toddler Baby Girls Polka Dot Long Sleeve	2016 Малышей Детские Девушки Горошек Длинным Рукавом	Fluency	Spelling	Minor	2016 Малышей Детские Девушки Горошек Длинным Рукавом	Minor spelling issues include wrong capitalization, typos and misspelling that do not affect understanding
United States; United Kingdom; Australia; Brazil; Canada; Italy; Turkey; Spain; Malaysia; France; Russia; Sweden; New Zealand; Norway; Switzerland; Japan; Thailand;	соединенные Штаты Америки; соединенное Королевство; австралия; бразилия; канада; италия; турция; испания; малайзия; франция; россия; швеция; новой Зеландии; норвегия; швейцария; япония; таиланд;	Fluency	Spelling	Major	соединенные Штаты Америки; соединенное Королевство; австралия; бразилия; канада; италия; турция; испания; малайзия; франция; россия; швеция; новой Зеландии; норвегия; швейцария; япония; таиланд	Major spelling issues include writing proper names without capitalization, typos and misspelling that affects understanding

• If words in a segment are unreasonably capitalized, copy the unreasonably capitalized words to the Comments cell (all of them into the same cell) and follow the rule:

- If most words are capitalized – the “Major” severity
- If around half of the words are capitalized – the severity should be “Minor”

# TQI: Fluency > Typography

- Definition: Issues related to the mechanical presentation of text. This category should be used for any typographical errors other than spelling, including spacing and punctuation.
- Example:

Source	Target	Issue Types	Subtypes	Severity	Comments	TIPS
2.5 9h Safety Tempered Protective Glass Film 0.3mm For Samsung Atlantic Galaxy S5 mini S5mini G800 Screen Protector on phone	Закаленное защитное стекло. 0,3 мм, 2,5' для Samsung Atlantic Galaxy S5 mini S5mini G800	Fluency	Typography	Minor	2,5'	Typography issues can be minor only

- Insignificant issues, like non-standard quotation marks, dashes (m-dash or n-dash) should not be taken as errors.

# TQI: Fluency > Grammar

- Definition: Issues related to the grammar or syntax of the text, other than spelling and orthography.
- Example:

Source	Target	Issue Types	Subtypes	Severity	Comments	TIPS
2Pcs Baby Boy Suit Striped Top T-shirt + Red Shorts Pants Outfit Clothes set	2 Шт. Мальчик Костюм в Полоску Футболка + Красные Шорты Брюки Экипировка Одежда set	Fluency	Grammar	Minor	2 Шт. Мальчик Костюм	Minor grammar issues are those that do not affect comprehension
Pink Square High Heel Slip On Platform Ladies Summer Shoes PU leather Woman Pump Ladies Wedding Shoe Size 34-43	Розовый Квадрат Высокий Каблук Скольжения На Платформе Дамы Летняя Обувь ИСКУССТВЕННАЯ кожа Женщина Насосы Дамы Свадебные Размер Обuvi 34-43	Fluency	Grammar	Major	Розовый Квадрат Высокий Каблук Скольжения На Платформе Дамы Летняя Обувь	Major grammar issues are those that make understanding very difficult
Orders will be dispatched with 2-4 working days after got your payment, marked as "gift" or "sample" for easy customes clearance.	Заказы будут dispatched с 2-4 рабочих дней после получили вашу компенсацию, помечены как "подарок" или "образец" для легкого обычаи оформления.	Fluency	Grammar	Critical	Заказы будут dispatched с 2-4 рабочих дней после получили вашу компенсацию, помечены как "подарок" или "образец" для легкого обычаи оформления.	Critical grammar issues are cases when poor grammar leads to complete misunderstanding of the text

See next slide



# TQI: Fluency > Grammar

- How to approach grammar issues in segments:
  - GRAMMAR: regarding the commonly occurring entirely grammatically incorrect segments, the accepted order is as follows:
  - The segment should be split into meaningful phrases (keyword combinations – marked with different colors in the example)
  - Each phrase should be analyzed for grammatical errors
  - If there are errors in phrase, each phrase should be marked as an issue in a separate string
  - The general rule is:
    - 1) Most words in the phrase make the issue – Major
    - 2) Only single words in the phrase make the issue – they should be marked separately and Minor
    - 3) If no phrases can be identified and the segment is not grammatically correct, the whole segment should be marked as “Grammar > critical”

EXAMPLE:

01	Women High Heels Ankle Boots Thin Heel Tassel Platform Shoes Woman 2016	Женщины Высокие каблуки ботильоны тонкий каблук кисточкой туфли на платформе Женщина 2016	Fluency	Spelling	Minor	Высокие Женщина
02	Women High Heels Ankle Boots Thin Heel Tassel Platform Shoes Woman 2016	Женщины Высокие каблуки ботильоны тонкий каблук кисточкой туфли на платформе Женщина 2016	Fluency	Grammar	Major	Женщины Высокие каблуки ботильоны
03	Women High Heels Ankle Boots Thin Heel Tassel Platform Shoes Woman 2016	Женщины Высокие каблуки ботильоны тонкий каблук кисточкой туфли на платформе Женщина 2016	Fluency	Grammar	Major	тонкий каблук кисточкой туфли на платформе
04	Women High Heels Ankle Boots Thin Heel Tassel Platform Shoes Woman 2016	Женщины Высокие каблуки ботильоны тонкий каблук кисточкой туфли на платформе Женщина 2016	Fluency	Grammar	Minor	2016

# TQI: Fluency > Unintelligible

- Definition: The exact nature of the error cannot be determined. Indicates a major break down in fluency such as a language other than the source or the target language or some garbled characters.
- Example:

Source	Target	Issue Types	Subtypes	Severity	Comments	TIPS
		Fluency	Unintelligible	Minor		
		Fluency	Unintelligible	Major		
Tiempo Estimado de Entrega	Tiempo Estimado de Entrega	Fluency	Unintelligible	Critical	Tiempo Estimado de Entrega	

# TQI: Segment > Source/Target

- Definition: A segment that is so full of errors that it's impossible to understand any of its meaning.
- Example:

Source	Target	Issue Types	Subtypes	Severity	Comments
Sexy European Ladies Office OL Pointed Toe Stilett...	Сексуальная Европейский Дамы Офис ПР Острым Носом Stilett...	Segment	Source	Critical	Sexy European Ladies Office OL Pointed Toe Stilett...

This category should be used as the last resort only (when it is impossible to understand the idea of the source/target segment even after fixing any fluency issues).

In case the segment cannot be understood because of mistranslated words/phrases that can be identified and fixed, the Accuracy>Mistranslation category should be used.

In case the segment cannot be understood because of poor grammar that can be identified and fixed, the Fluency>Grammar category should be used.

# TQI: Misuse of the Segment category

- Example:

Wrong

Style: European Famous Brand Shoes Hot Popular Botas Mujer	Стиль: Европейский Известный Бренд Обувь Горячие Популярных Botas Mujer	Segment	Source		Style: European Famous Brand Shoes Hot Popular Botas Mujer
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Correct

Style: European Famous Brand Shoes Hot Popular Botas Mujer	Стиль: Европейский Известный Бренд Обувь Горячие Популярных Botas Mujer	Fluency	Grammar	Major	Стиль: Европейский Известный Бренд
Style: European Famous Brand Shoes Hot Popular Botas Mujer	Стиль: Европейский Известный Бренд Обувь Горячие Популярных Botas Mujer	Fluency	Grammar	Major	Обувь Горячие Популярных
Style: European Famous Brand Shoes Hot Popular Botas Mujer	Стиль: Европейский Известный Бренд Обувь Горячие Популярных Botas Mujer	Fluency	Unintelligible	Major	Botas Mujer

# TQI: Proper use of the Segment category

- Examples:

Correct

Sexy European Ladies Office OL Pointed Toe Stilett...	Сексуальная Европейский Дамы Офис ПР Острым Носом Stilett...	Segment	Source	Critical	Sexy European Ladies Office OL Pointed Toe Stilett...
& have spent & have spent Colors: red, pink	И потратили & потратили Цвета: красный, розовый	Segment	Source	Critical	& have spent & have spent Colors: red, pink
Hot 2016 Girls Fall Winter Floral Splicing Cute Pr...	Горячая 2016 Девушки Осень-Зима Цветочные Сращивание Симпатичные Пр...	Segment	Source	Critical	Hot 2016 Girls Fall Winter Floral Splicing Cute Pr...

# TQI: Other > Other

- Definition: Any error not included in the previous types
- Example:

Source	Target	Issue Types	Subtypes	Severity	Comments
KarinLuna Personality Fashion Flat Heels Women Ankle Boots Convenient Lace Up Shoes Women 3 Colors Perfect All Amtch Boots	KarinLuna Личность Moda Плоские Каблуки Женщины Ботильоны Удобный Зашнуровать Ботинки Женщин 3 Цвета Идеально Все Amtch Сапоги	Other	Other	Major	Amtch
Kids Toddler Girl Bowknot T-shirt Pantskirt Set Tops Tutu Skirt Culottes Outfits	Дети Малышей Девушки Бантом Т-дерьмо Pantskirt Набор Топы Юбки Брюки Костюмы	Other	Other	Critical	T-shirt

# TQI: Disambiguation

Source	Target	Issue Types	Subtypes	Severity	Comments	Remark
2016 New Children ...	2016 Новая детская ...	Fluency	Grammar	Minor	2016	In Russian, the year should be followed with "г." or "года" and must be in agreement with adjacent words It is OK to say: "Весна 2016", "Мода 2016" It is not OK to say "Коллекция 2016", "Новинка 2016", or simply "2016"
<b>Untranslated or Unintelligible or Omission or Other</b>						
...winter botas ...	...ЗИМНИЕ botas...	Fluency	Unintelligible	Major	botas	Untranslated source words written in other than English language
Pls ...	Pls...	Other	Other	Major	Pls...	English words, wrongly spelled or contracted, so that they are not recognized by the translator/machine and kept in original language
Please call me...	Please ПОЗВОНИТЕ МНЕ...	Accuracy	Untranslated	Major	Please	English word that is not translated
Please call me...	ПОЗВОНИТЕ МНЕ...	Accuracy	Omission	Minor	Please	Source word is not present in the target

# Additional tips

- Use the **Critical** category only for completely unintelligible segments and really bad issues.