

**facebook**

**facebook**

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

Chiara Pacella  
Language Manager  
April 5, 2011

# Agenda

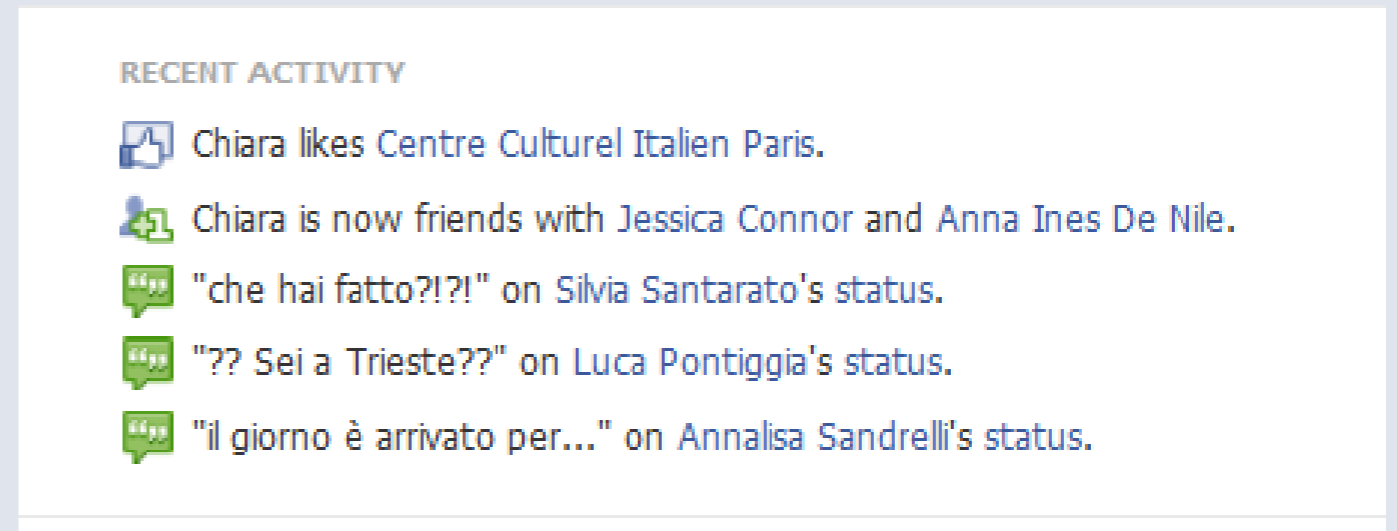
- 1 Controlled vs uncontrolled component
- 2 Localization approach: what happens when the controlled component meets the uncontrolled one
- 3 Linguistic rules implemented to solve i18n problems
- 4 Facebook's translations application: how it works and how to keep the community engaged
- 5 Conclusion

Controlled vs uncontrolled  
Developed and user-generated  
content

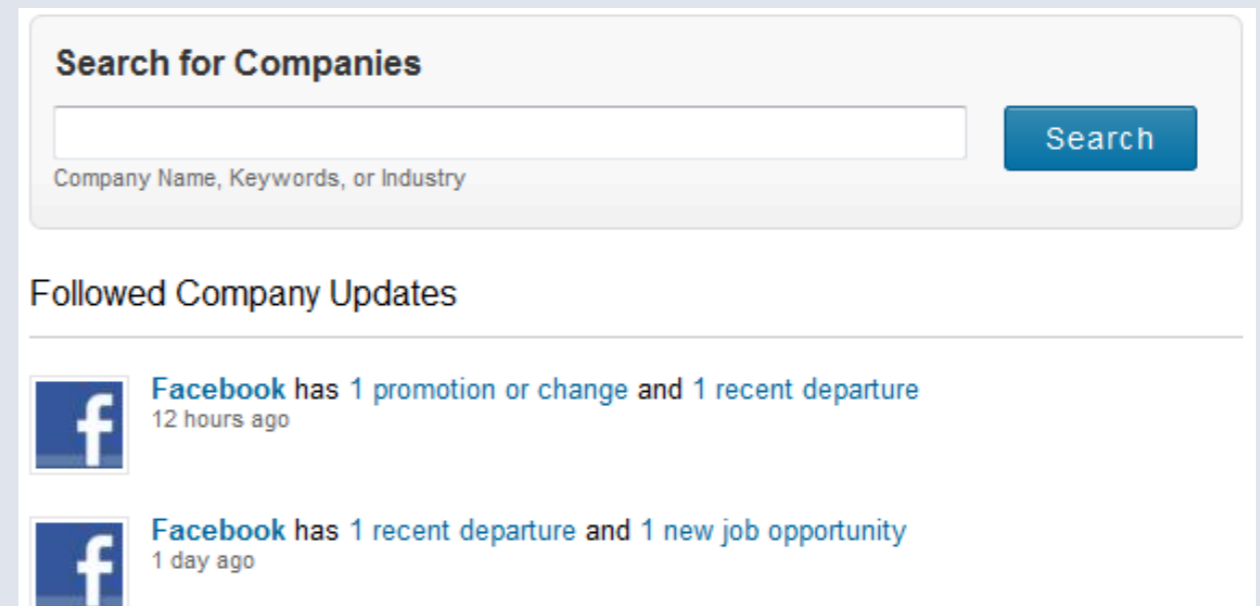
# The “controlled” component

## 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

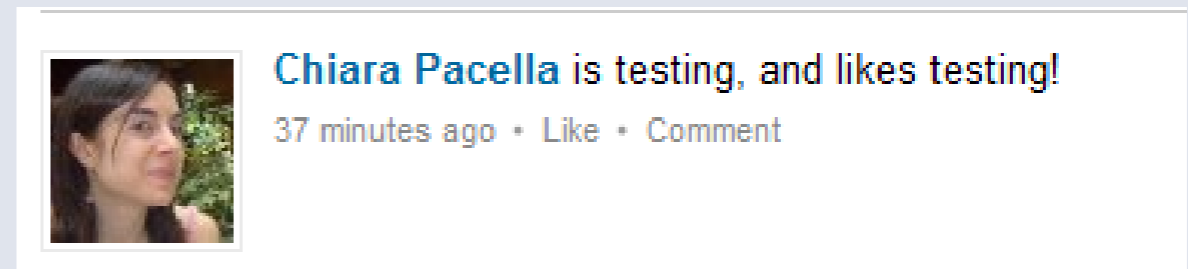
# The “uncontrolled” component

## 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

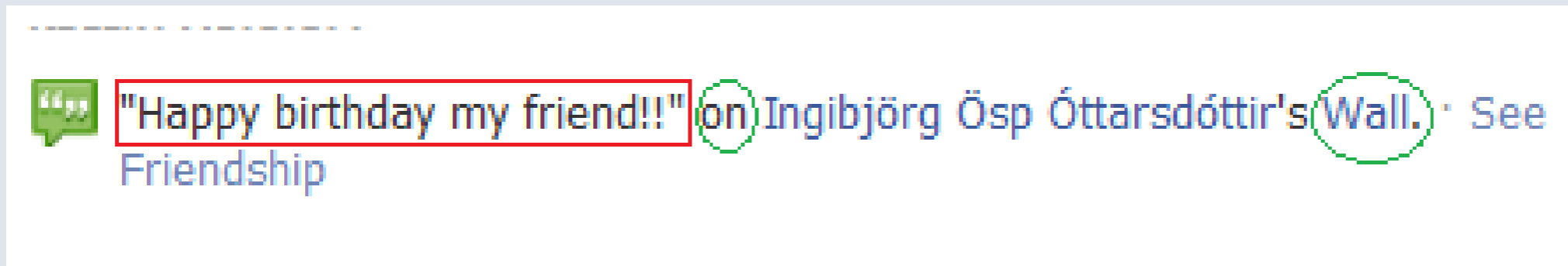


Link shared with comments and likes on Facebook



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

# Importance 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

## Finalizza una traduzione

“ {name1} mentioned you in {=a comment}: “{comment-text}” ”

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

### Punti: Traduzione:

- |                                  |      |  |
|----------------------------------|------|--|
| <input type="radio"/>            | 50.0 | {name1} ha parlato di te in {=a comment}: “{comment-text}” |
| <input checked="" type="radio"/> | 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}”**

mostra tastiera

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

Chiudi

## Finalizza una traduzione

“ {name1} mentioned you in {=a comment}: “{comment-text}” ”

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

Tipi disponibili:

	{name1}	{=a comment}	{comment-text}	soggetto	utente
gender [?]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
number [?]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

La traduzione non dipende dal valore delle variabili? [Clicca qui](#)

Continua

Chiudi

Fonte: CODE:feed\_strings\_extract :

Creata da:

Ken Deeter at 8:17am on Mar 16, 2011

Tradotta da

Chiara Pacella alle 8:51am del Mar 23, 2011 (ban user?)

Approvato da:

Chiara Pacella alle 8:51am del Mar 23, 2011

# Linguistic Rules - Finnish

## Submit a Translation

“ {name1}, {name2} and {name3} posted {=a News Feed story} to {name}'s {=Wall}. ”

All subjects are male

[{name1}](#) [{name2}](#) [{name3}](#) [{=a News Feed story}](#) [{name}](#) [{=Wall}](#)

Translation depends on form of: {name1} {name2} {name3} {=a News Feed story} {name} {=Wall}

## Glossary

story

**tapahduma** - a News Feed or Mini-Feed story about a user's activity on Facebook.

Wall

**Seinä** - the Wall is a place on every person's profile where their friends can leave public messages to be read by everyone else who views the profile page.

News Feed

**Uutiset** - News Feed is a constantly updating list of stories about actions a user's friends have taken on and off Facebook (though mostly on Facebook). News Feed selects the best and most interesting stories to show a user, rather than showing them ever

Translate

Close

## Submit a Translation

“ {name1}, {name2} and {name3} posted {=a News Feed story} to {name}'s {=Wall}. ”

All subjects are male

Types applicable:

	<a href="#">{name1}</a>	<a href="#">{name2}</a>	<a href="#">{name3}</a>	<a href="#">{=a News Feed story}</a>	<a href="#">{name}</a>	<a href="#">{=Wall}</a>
back-vowel [?]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
front-vowel [?]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
consonant-end [?]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vowel-end [?]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Translation does not depend on token values? [Click here](#)

Continue

Close

Subjects' sexes are unknown or mixed


# Linguistic Rules - Russian

## 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 пола subject ?

Перевод зависит от пола viewing user

Завершить

Незавершённый перевод

Заккрыть



facebook

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

The screenshot shows the Facebook 'Übersetzungen auf Deutsch' page. The page is in German and features a navigation menu on the left with options like 'Begriffe durchsuchen', 'Kontrolle', 'Einstellungen', 'Administrationsbereich', 'Translation Tasks', 'Übersetzen', 'Abstimmen', 'Überprüfen', 'Meine Übersetzungen', 'Nach Seiten durchstöbern', 'Freunde einladen', 'Übersetzungsrichtlinien', 'Glossar', 'Rangliste', 'Hilfe', and 'Über uns'. The main content area includes a welcome message, a 'Facebook auf Deutsch ist jetzt vollständig!' announcement, and a 'Statistiken' section with the following data:

Statistik	Wert
Aktive Übersetzer	163
Eingereichte Übersetzungen	161.598
Von dir übersetzt	58.910
Nicht übersetzte Begriffe	1.627

Below the statistics, there are sections for 'Diskussionsforum' (5 von 242 Themen werden angezeigt), 'neue Sprachen / Deutsch (Pirat)' (7 Beiträge), 'statut' (3 Beiträge), 'Wie entferne ich die Übersetzungs-Anwendung?' (37 Beiträge), 'Übersetzungsfehler (Deutsch) / Translation mistakes (German)' (28 Beiträge), and 'Hat hier gearbeitet?' (5 Beiträge).

On the right side, there are sections for 'Übersetzungslinks', 'Feedback einsenden', 'Neu bei „Übersetzungen?“', 'Aktive Übersetzer ins Deutsche' (6 von 163 Übersetzern), and 'Monatliche Bestenliste' (Mehr anzeigen). The 'Aktive Übersetzer ins Deutsche' section lists: Bethany Schultz, Sebastian Eckert, Gerald Kühner, Sandro Odak, Lukas Grebe, and Jan Philipp.

At the bottom, the footer contains: 'Facebook © 2011 · Deutsch' and 'Über uns · Werbung · Entwickler · Karrieren · Datenschutz · Impressum/Nutzungsbedingungen · Hilfe'.

# 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

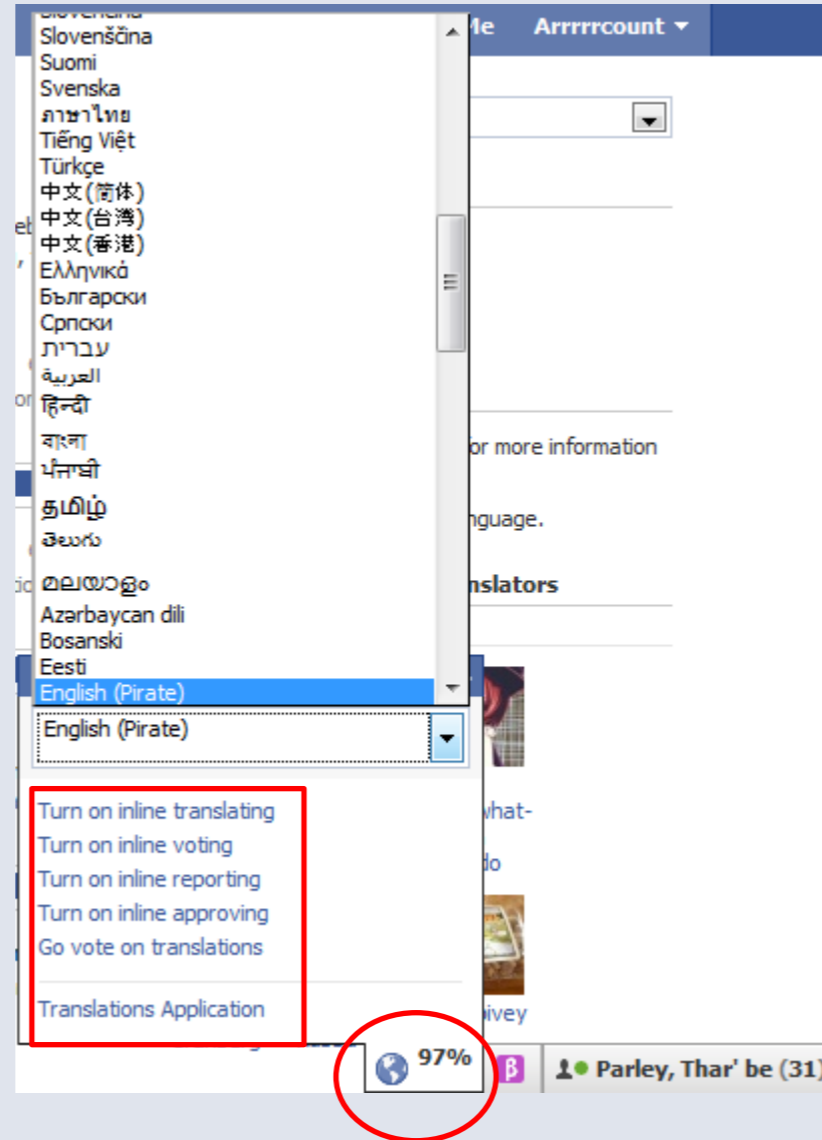
Showin' 5 of 431 Squabbles on this 'ere parchment.

[Ahoy!](#)

## Chavy Scottish?

Tharr be 2 Scribbles Patched er' up 18 flins o' tha hourglass ago.

# Language Selection



# Translation Modes – Inline

**Persona Mea**

Optionses Societates **Nuntia** Mobilis Lingua Pondera Facebook Proscriptiones

### 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: maikewinkel@hotmail.com

Send similar notifications in batches (fewer emails)

[Send notifications to your phone via SMS.](#)

Send a notification when someone:

	Inscriptio Electronica	SMS
 Facebook	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Sends you a message</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Adds you as a friend</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Confirms a friend request</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Posts on your Wall</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Pokes you</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Has a birthday coming up (weekly email)</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Asks to list you as family</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Confirms a family request</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Suggests a friend you might know</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Adds a friend you suggested</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Joins Facebook after your invite</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Tags me on their profile</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Tags you in a post</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Comments on a post you were tagged in</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<a href="#">Suggests a profile picture for you</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Top News** [View Latest News](#) 300%

What be

### Submit a Translation

“ View Latest News ”

Link: show time-ordered stories in News Feed.

Word explainin's

view

spy: - clicking on "view" allows you to see a piece of content.

[Copy text](#) [Re-Scribe](#) [Make yerself scarce](#)

# Translation Modes – Bulk

## Community Translator

## Admin


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.

 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: <a href="#">Last week</a> ▾	Type: <a href="#">All Strings</a> ▾	Language: <a href="#">Spanish (Chile)</a> ▾	Score	Status ▾	More
Comment	Comentario		0	<a href="#">Approve</a>	<a href="#">See All 2</a>
story	historia		0	<a href="#">Approve</a>	<a href="#">See All 2</a>
The Story	Historia		0	<a href="#">Approve</a>	<a href="#">See All 1</a>
story	historia		0	<a href="#">Approve</a>	<a href="#">See All 2</a>
The Posted Item	El elemento publicado		0	<a href="#">Approve</a>	<a href="#">See All 1</a>

# Voting

 Translate

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

  No tienes nuevas solicitudes de amistad.  
Votes:



  No tienes solicitudes de amistad nuevas.  
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 tienes 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	
Fun Challenges	16	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





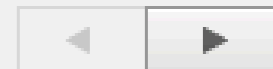
# User Motivation Drivers

- 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



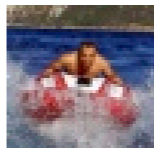
**1**  **Jean-michel Coinus**  
745 phrases      9,051 words  
1,527 votes

**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

## Ras Preise

Erste Übersetzung: am 4. Oktober 2008 um 06:03  
Erste Bewertung: am 4. Oktober 2008 um 06:11  
Erster Preis: am 16. Dezember 2009 um 07:56  
Abgegebene Bewertungen: 261  
Zuletzt übersetzt: am 8. Juli 2010 um 13:31  
Letzte Bewertung: am 10. Januar 2009 um 13:53

## Alle Preise



**Bürgermeister**  
16. Dezember 2009



## Abgegebene Bewertungen

Preise, die für die Anzahl und Genauigkeit der abgegebenen Bewertungen vergeben werden.



**Blogger**  
13. November 2009



**Journalist**  
21. November 2009



**Autor**  
21. November 2009

## Veröffentlichte Übersetzungen

Preise, die für die Genauigkeit und Anzahl der eingereichten Übersetzungen vergeben werden.



**Schriftsetzer**  
13. November 2009



**Buchbinder**  
21. November 2009



**Publisher**  
21. November 2009

## Veröffentlichte Worte

Preise, die für die Genauigkeit und Länge der eingereichten Übersetzungen vergeben werden.

# facebook

(c) 2007 Facebook, Inc. or its licensors. "Facebook" is a registered trademark of Facebook, Inc.. All rights reserved. 1.0