

Terminology Life Cycle Management

Increasing Company-Wide Terminology Collaboration



Who we are



- Translation, Terminology and Authoring tools
- Major technology partnerships
- Sister of eurocom Translation Services, Vienna
- Software extending SDL products:
 - quickTerm
 - globalReview
 - smartQuery
 - expertTools

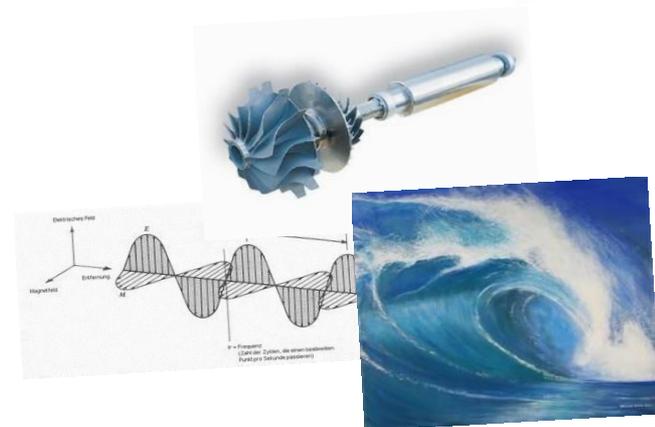
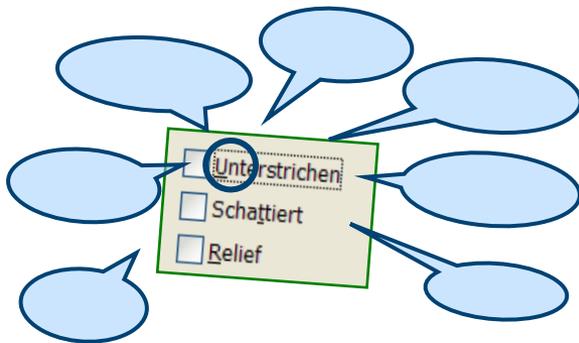
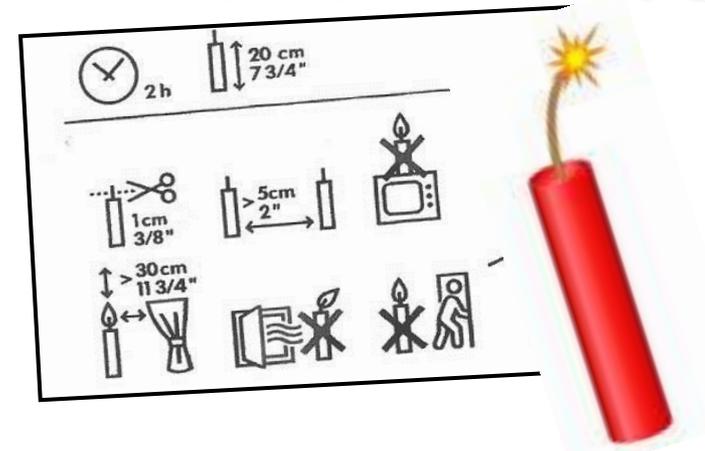


Why Terminology – Communication?

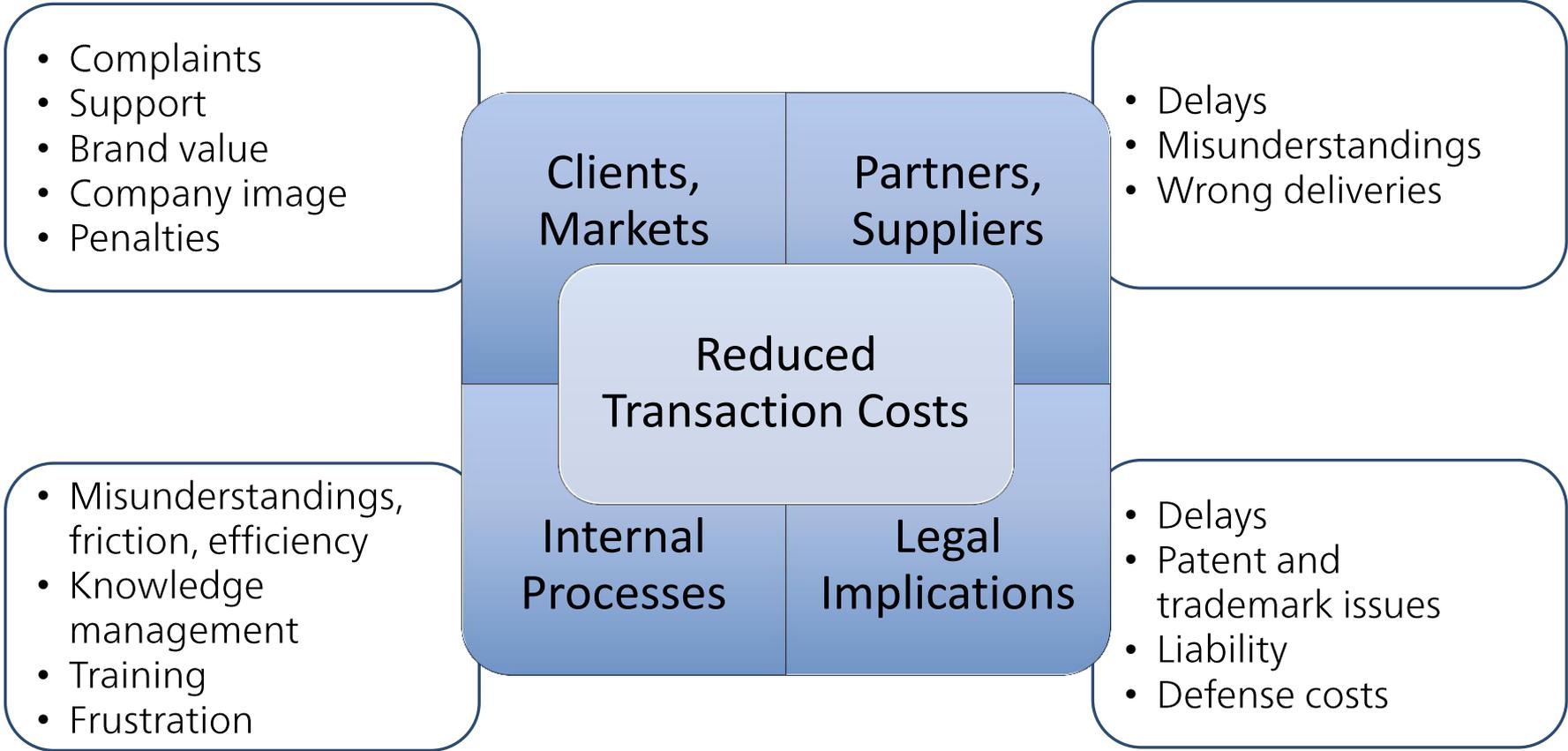
„Heat treated aluminum hand bender“



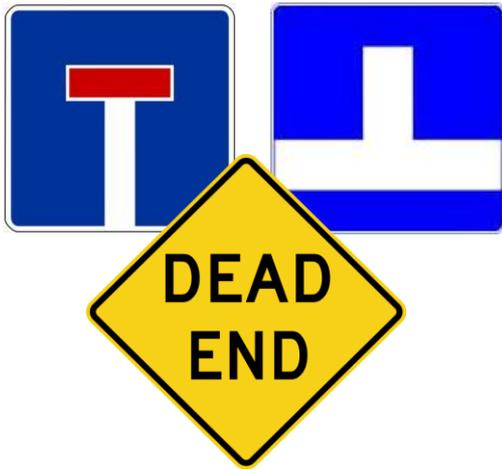
- Clear
- Precise
- Unambiguous
 - Synonyms
 - Homonyms



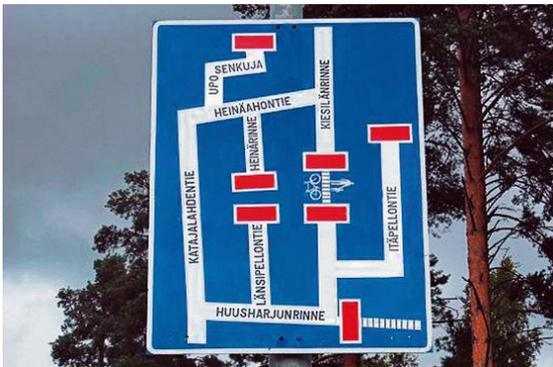
Why Terminology - ROI?



Terminology Processes Today

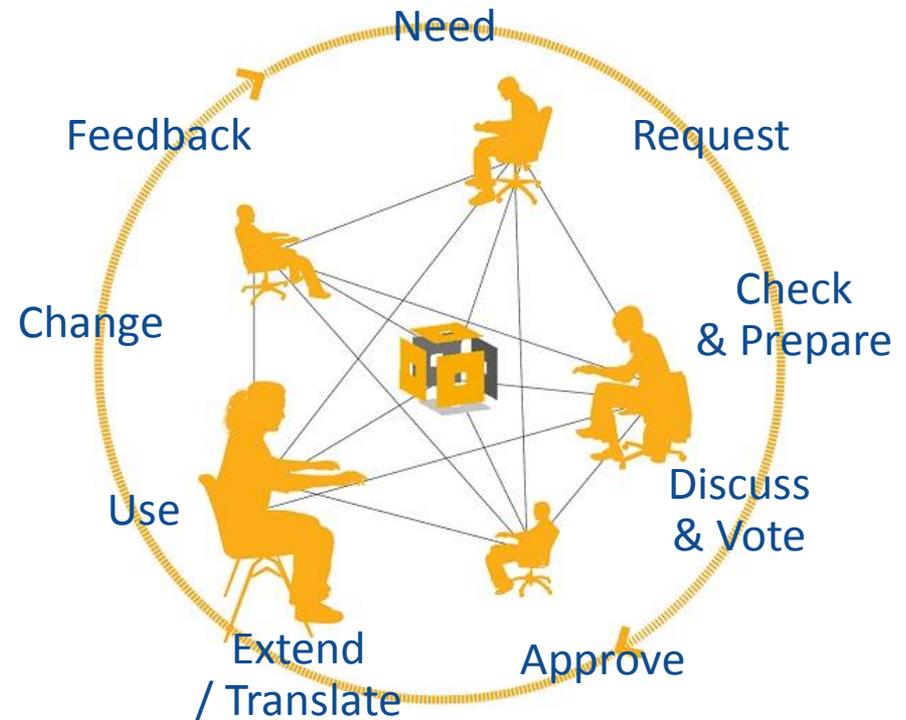


- Collaboration
- Participation
- Acceptance



Life-Cycle Management: Our Vision

- Sustainable terminology process
- Collaboration and acceptance
- Fun and useful!



The Big Questions

- How can we engage people?
- How can we structure the workflow?
- How can we keep it alive?



The Big Questions

- **How can we engage people?**
- How can we structure the workflow?
- How can we keep it alive?



Engage!

- Terminology is part of the product or cause
- Build a community and
- Self-market terminology
 - Frequent news
 - Articles
 - Attractive online offerings (Term Quiz, Term of the Week)
 - Live Chat...

Term quiz

EC

What is an "extension curriculum"?

Course modules in another degree programme comprising 15 or 30 ECTS credits in bachelor's programmes

Revision of curricula

Parallel courses

Courses not specified in the degree programme's curriculum

Question 5 of 6 / points 0 of 6

Your answer was correct!

Next

Term of the week

STEOP

Note:
The introductory and orientation period (STEOP) allows students to gain an insight into their degree programme during their first semester.

The German abbreviation STEOP is used in English texts too. The full form Studiengang- und Orientierungsphase is translated as introductory and orientation period in English.



Engage!

- Build a forum for people and subject matter experts to:
 - Contribute
 - Voice their opinions
 - Participate
 - Give feedback
 - Vote

- ▲ **Liked entries**
1. continuous assessment
 2. faculty
 3. Nobel Prize laureate
 4. research platform

Request Management

Logged terms

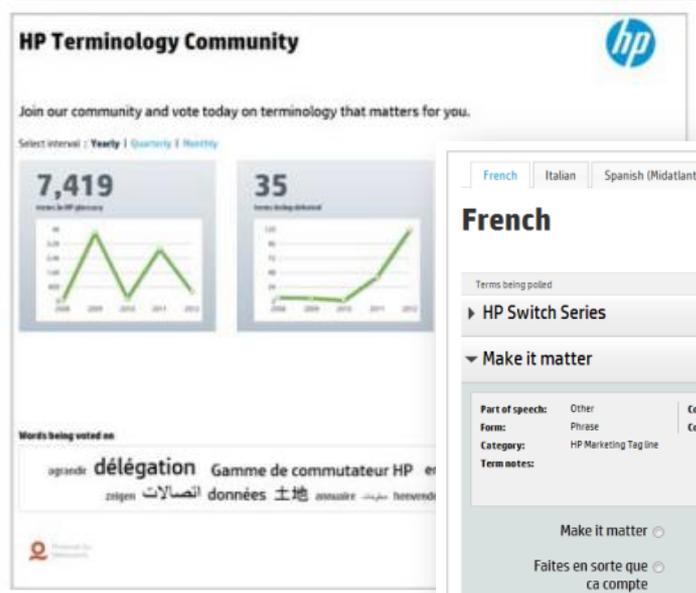
Term requests

- ▲ **Recommended entries**
1. degree programme
 2. University of Vienna
 3. dean
 4. rector
 5. terminology
 6. directorate of studies

Feedbacks

- ☰ Institutionalisation
 - ▼ Disciplines
 - ▼ Degree programmes
 - ▼ Thematic areas
 - ▼ Key research areas
 - ▼ Professorships

Example: Terminology at HP



HP Terminology Community

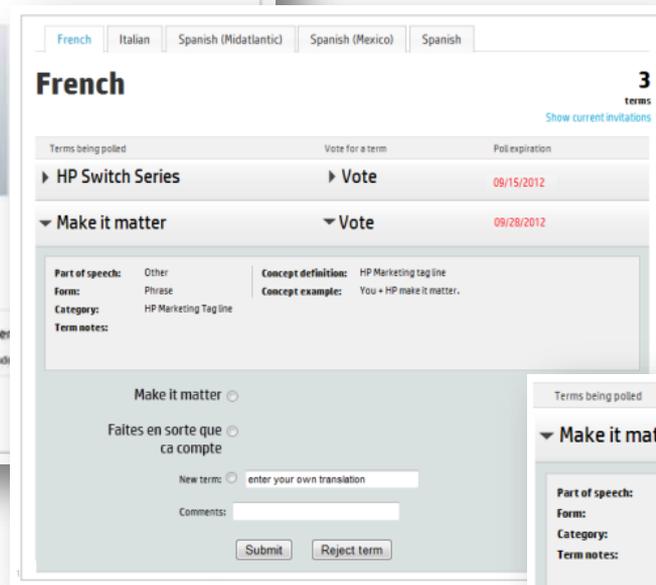
Join our community and vote today on terminology that matters for you.

Select interval: **Yearly** | Quarterly | Monthly

7,419 terms in HP glossary

35 terms being debated

Words being voted on: délégalation, Gamme de commutateur HP, etc.



French 3 terms

Terms being polled: HP Switch Series, Make it matter

Vote for a term: HP Switch Series (Vote, 09/15/2012), Make it matter (Vote, 09/28/2012)

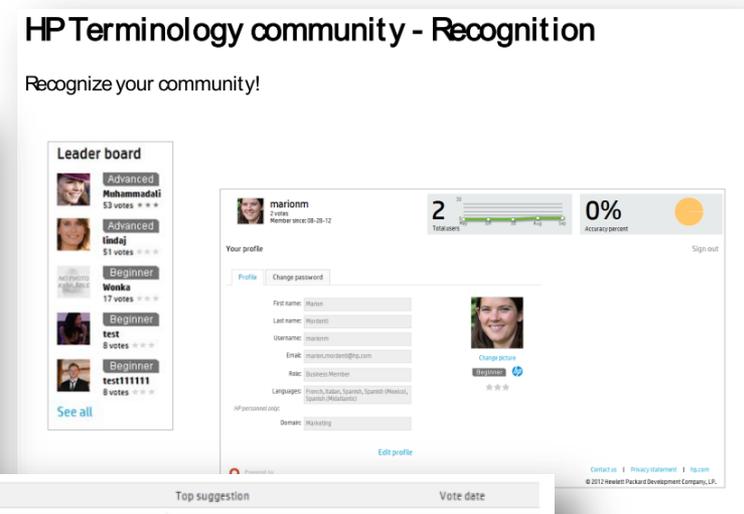
Part of speech: Other, Form: Phrase, Category: HP Marketing Tag line

Concept definition: HP Marketing tag line, Concept example: You + HP make it matter.

Make it matter / Faites en sorte que ca compte

New term: enter your own translation

Submit / Reject term



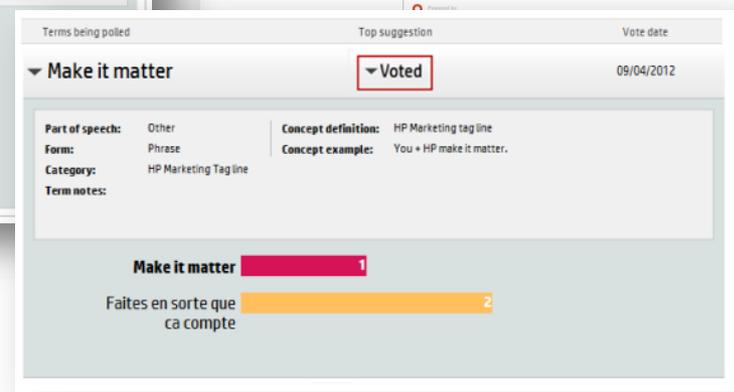
HP Terminology community - Recognition

Recognize your community!

Leader board: Muhammadali (53 votes), Lindaj (51 votes), Wonka (17 votes), test (8 votes), test111111 (8 votes)

User profile: marionm (2 votes, 0% accuracy)

Your profile: First name, Last name, Username, Email, Role, Languages, Demos



Terms being polled: Make it matter (Voted), Faites en sorte que ca compte

Top suggestion: Make it matter (1), Faites en sorte que ca compte (2)

Vote date: 09/04/2012

- Source: LCR September 2012 welocalize, HP

Examples: Term-Edutainment



STEOP

Note:
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The German abbreviation STEOP is used in English texts too.
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Termbase of the University of Vienna

Idiom of the Week

EN: Go out on a limb
DE: Sich aus dem Fenster lehnen

Note:
Some text to explain this

Term or Idiom of the Week

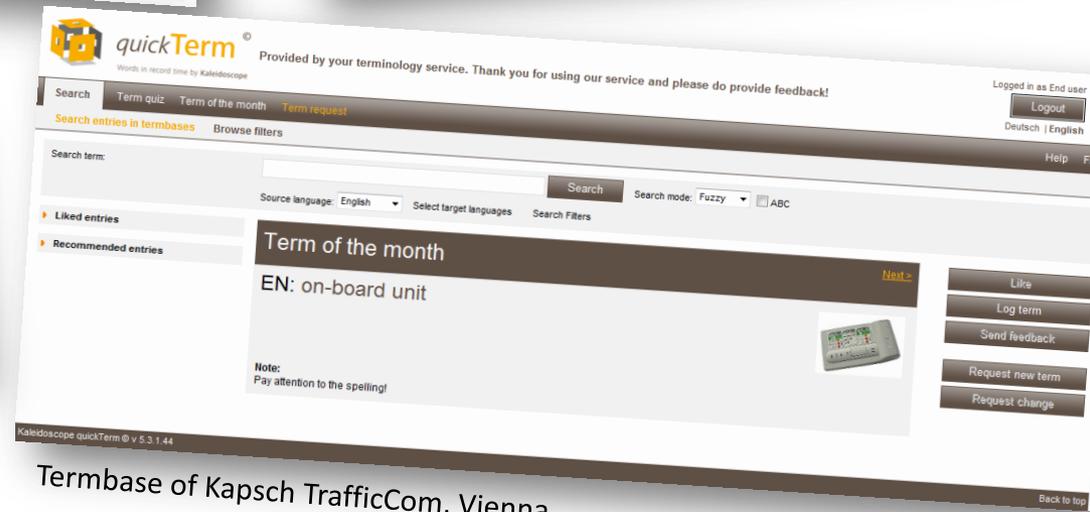
Oktober-Quiz

Wie wünschen Sie jemandem auf Englisch „Baldige Besserung“?

Stop being sick!	Get well soon!
Many happy returns!	Bless you!

Frage 1 von 10 / 0 von 10 Punkten Weiter

Term Quiz at Austria's Central Bank



quickTerm[®] Provided by your terminology service. Thank you for using our service and please do provide feedback!

Logged in as End user
Logout
Deutsch | English
Help | FAQ

Search Term quiz Term of the month Term request

Search entries in termbases Browse filters

Search term: Search Search mode: Fuzzy ABC

Source language: English Select target languages Search Filters

Liked entries

Recommended entries

Term of the month

EN: on-board unit

Note:
Pay attention to the spelling!

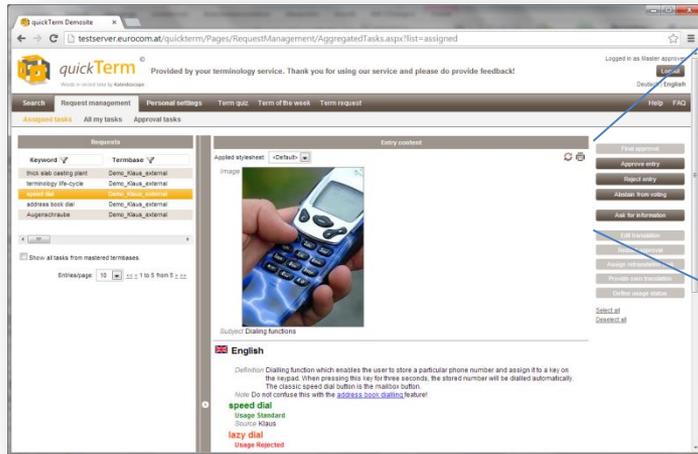
Like
Log term
Send feedback
Request new term
Request change

Kaleidoscope quickTerm © v 5.3.1.44

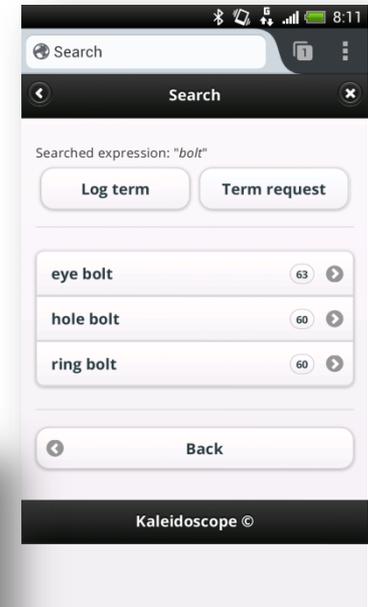
Back to top

Termbase of Kapsch TrafficCom, Vienna

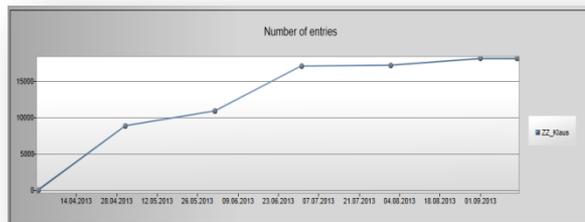
Examples: Online Collaboration



Task list and commands in quickTerm Web



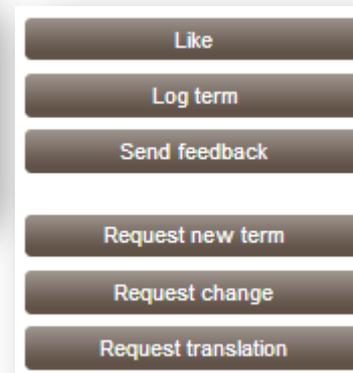
Collaboration via quickTerm Mobile



Termbase development statistics (Key performance indicators)

- ▲ Liked entries
1. continuous assessment
 2. faculty
 3. Nobel Prize laureate
 4. research platform

Liked entries



End-User Options

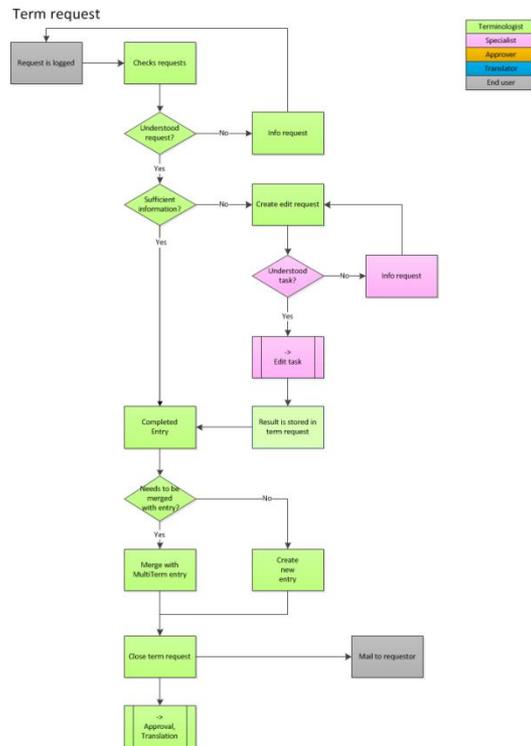
The Big Questions

- How can we engage people?
- **How can we structure the workflow?**
- How can we keep it alive?

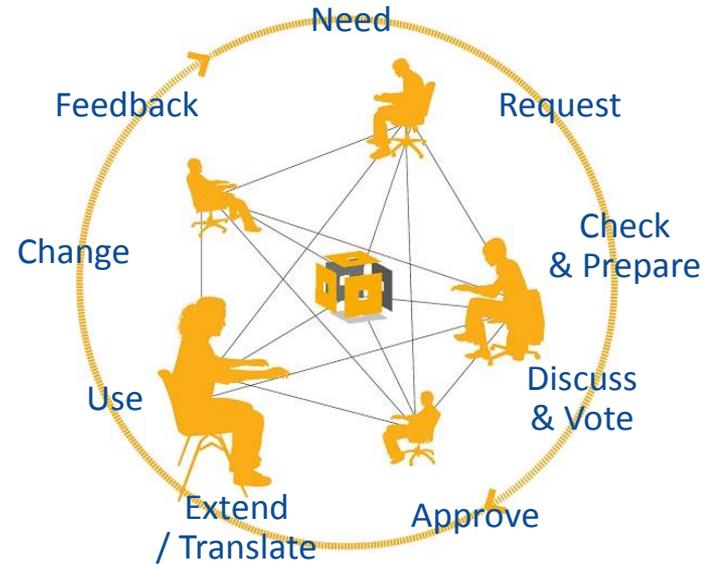


Structure

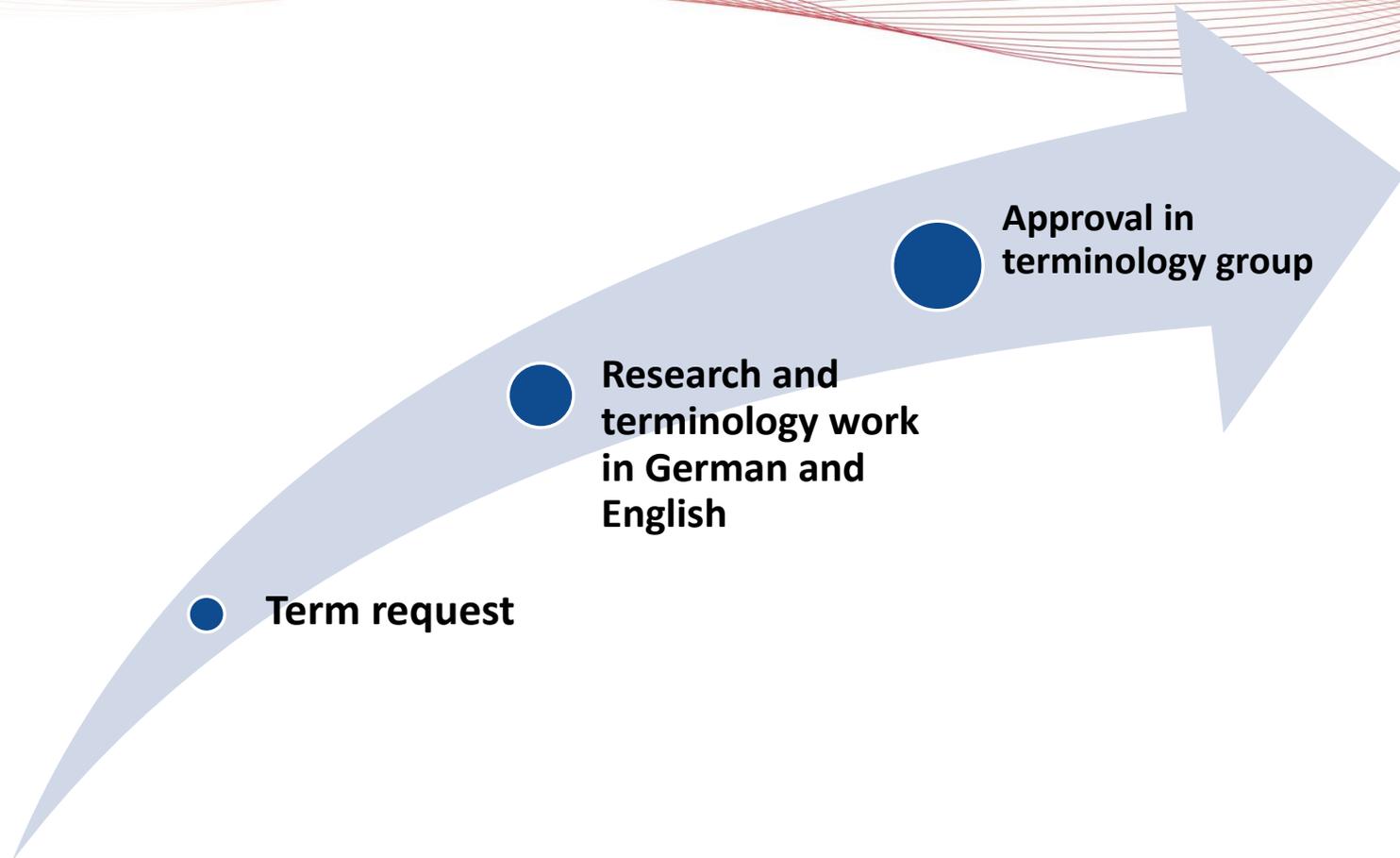
Workflows



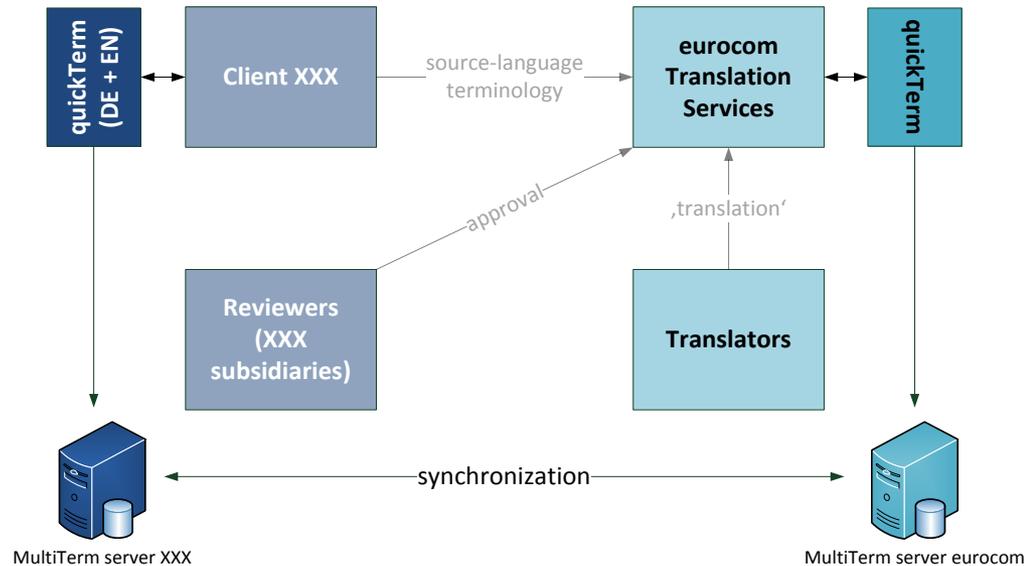
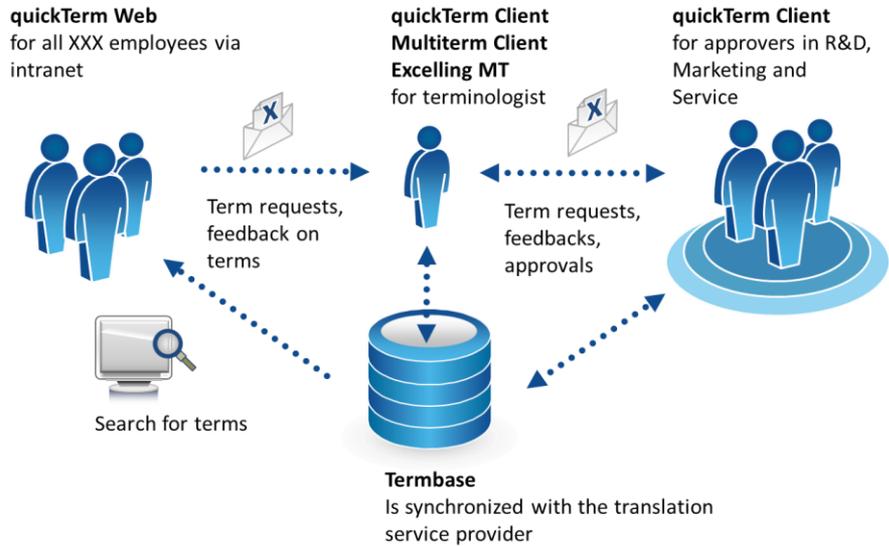
People (Roles)



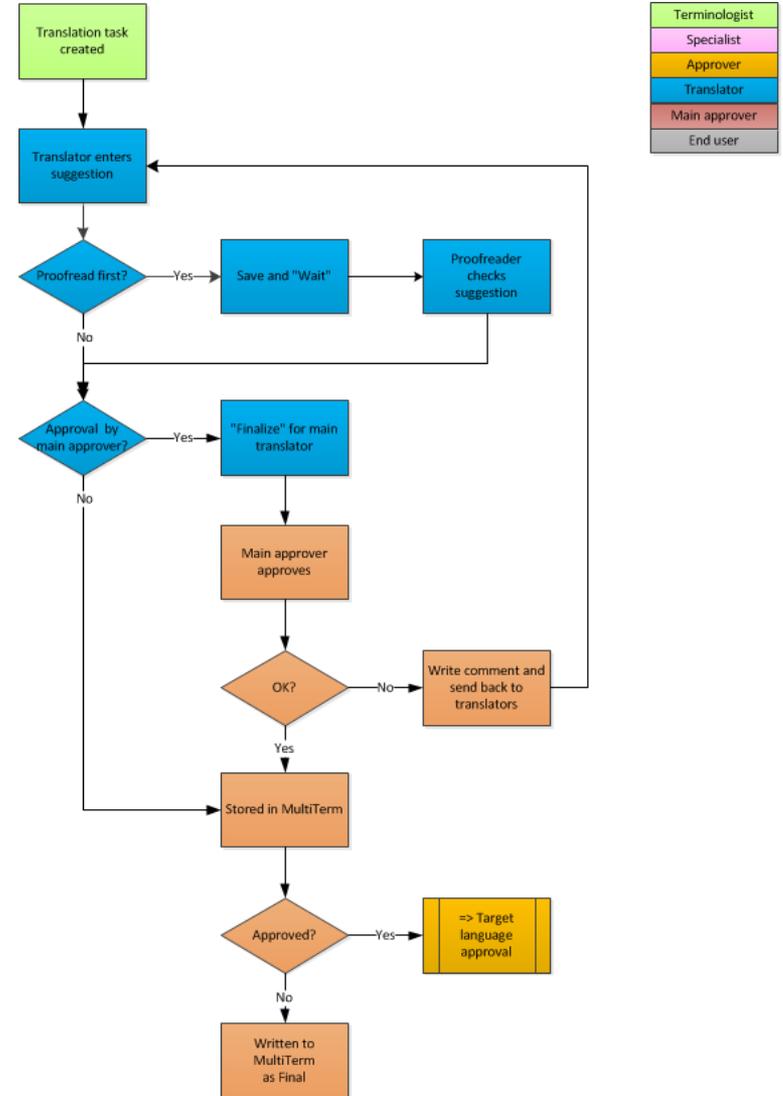
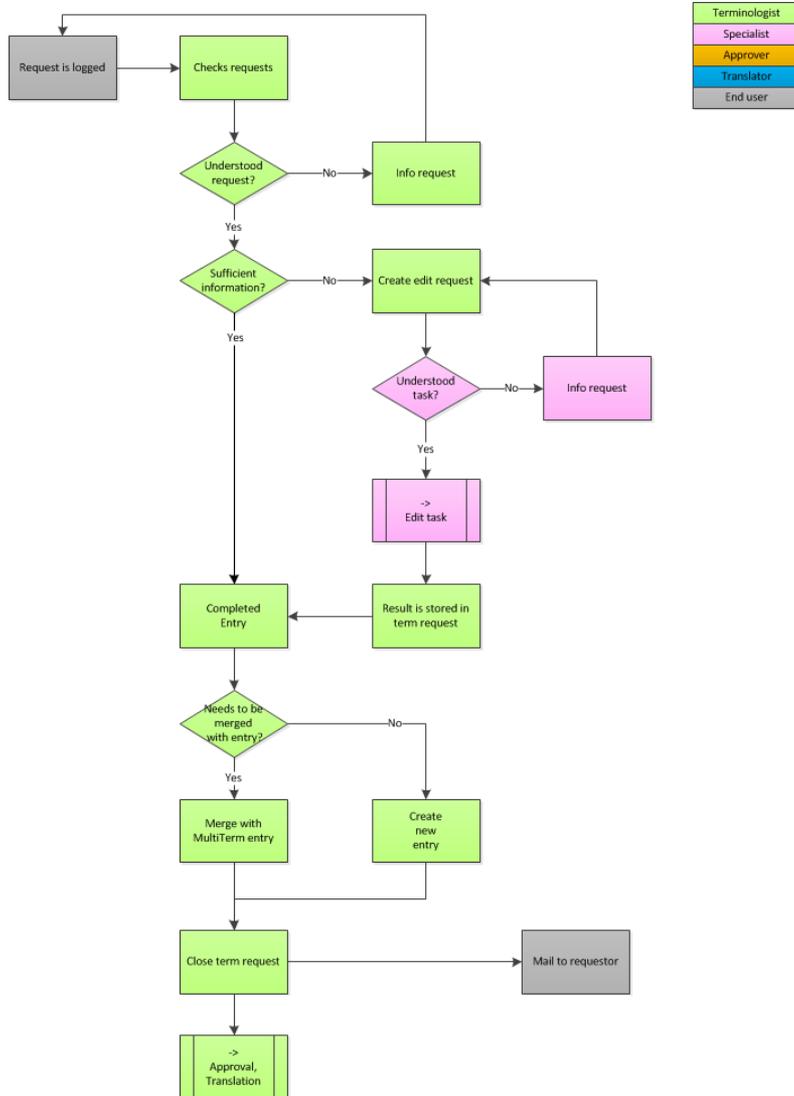
Workflows



Workflows (examples)



Workflows (examples)

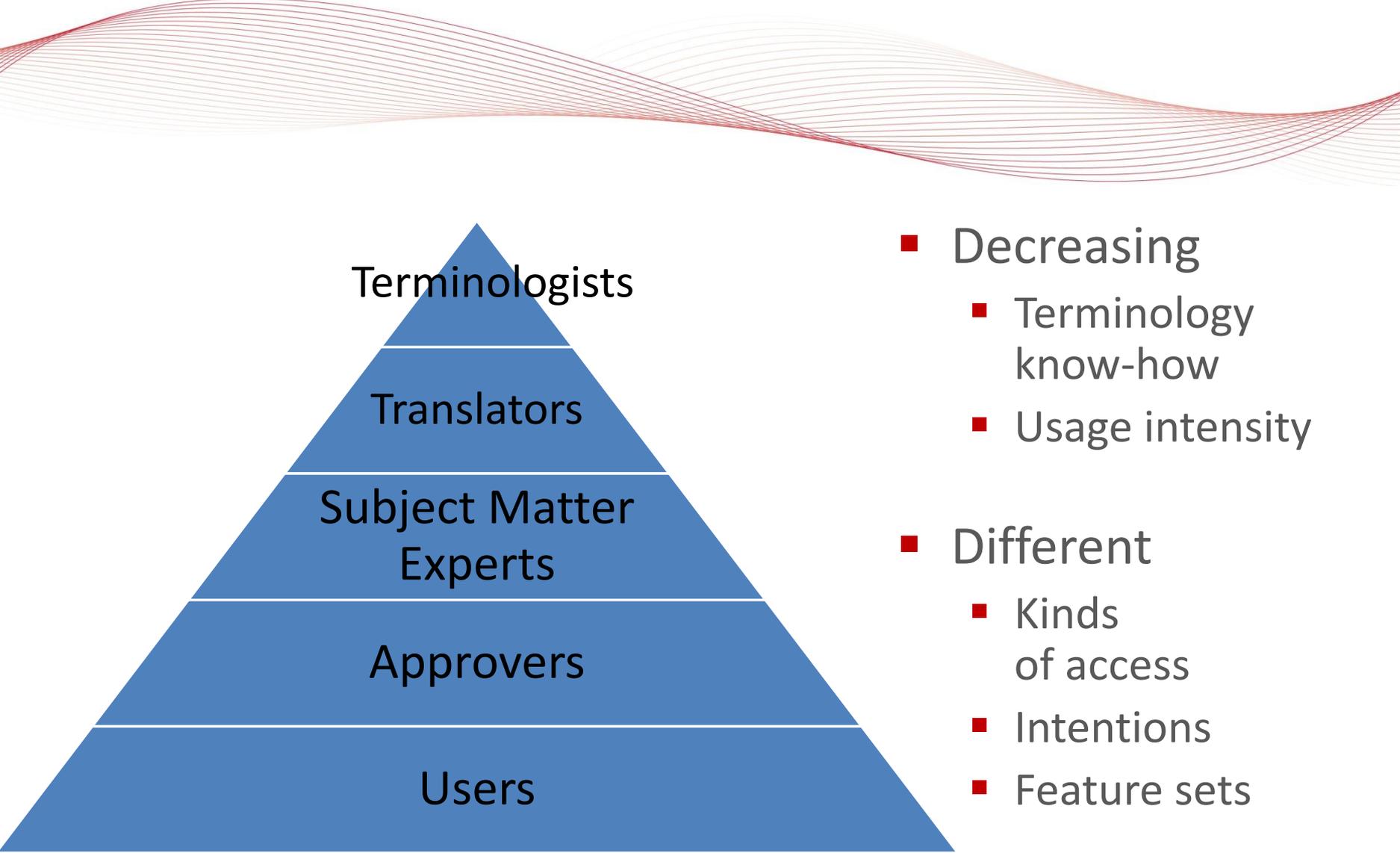


Must Have

- Term request
- Feedback
- Approval & Signoff
- „Translation“ / Approval
- Monitoring
- „Chat“ Communication

Nice to have

- Change request
- Translation request
- Contribution, definition
- Notification
- Delegation
- Automation



Terminologists

Translators

Subject Matter
Experts

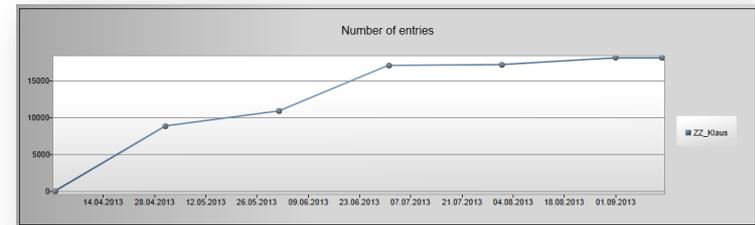
Approvers

Users

- Decreasing
 - Terminology know-how
 - Usage intensity
- Different
 - Kinds of access
 - Intentions
 - Feature sets

Terminologist = Moderator

- Power-User
- Traditional terminology tools
- Workflow control
- Metrics, KPI
- Versioning



Group	Termbase	Source language	Search	Search with hits	Search without hits	Displayed entries
externalenduser	Demo_Klaus_external	Italian (IT)	0	0	0	1
externalenduser	Demo_Klaus_external	Spanish (ES)	2	0	2	0
externalenduser		English (EN)	1	0	1	0
externalenduser		German (DE)	27	19	8	11
externalspecialist	Demo_Klaus_external	German (DE)	0	0	0	0
externalterminologist	Demo_Klaus_external	English (EN)	3	3	0	62
externalterminologist	Demo_Klaus_external	French (FR)	0	0	0	1
externalterminologist	Demo_Klaus_external	German (DE)	4	4	0	86
externalterminologist	Demo_Klaus_external	German (DE-AT)	0	0	0	18
externalterminologist	Demo_Klaus_external	Spanish (ES)	0	0	0	2
externaltranslator	Demo_Klaus_external	English (EN)	3	1	2	12
externaltranslator	Demo_Klaus_external	French (FR)	0	0	0	2
externaltranslator	Demo_Klaus_external	German (DE)	0	0	0	7
externaltranslator	Demo_Klaus_external	Spanish (ES)	0	0	0	3
TestAdmins		English (EN)	2	0	2	0

Assign approval task

Batch approval

Assign translation task

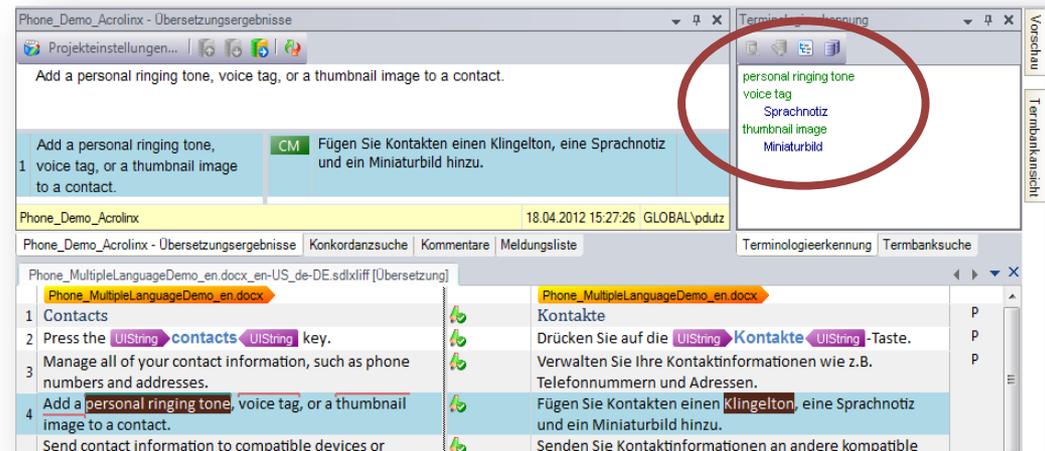
Revert to base revision

Revert to target rev.

Export list

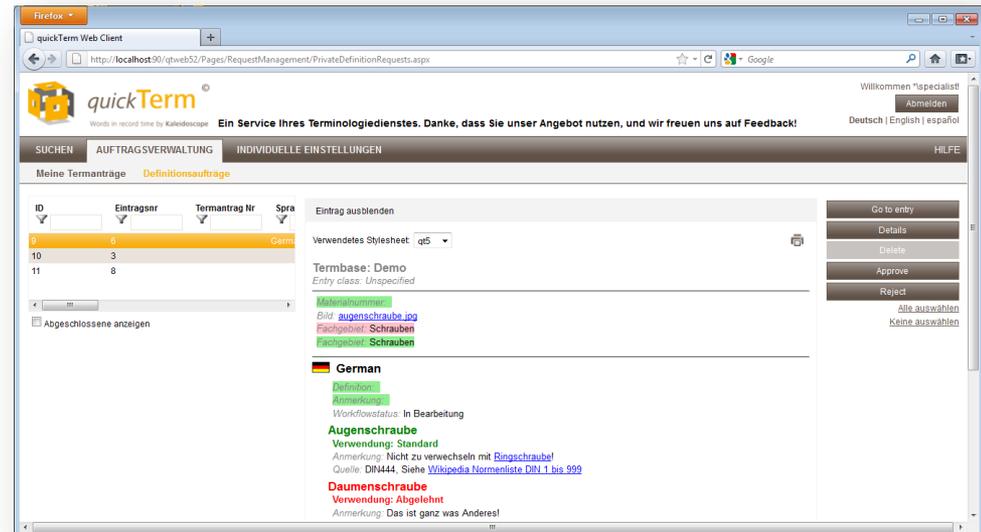
Translators

- Have or can be taught terminology skills
- CAT/TENT with term recognition
- Translation workflows, Feedback
- Translator queries as term candidates



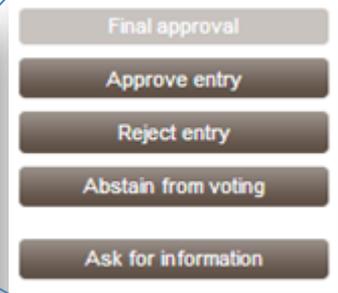
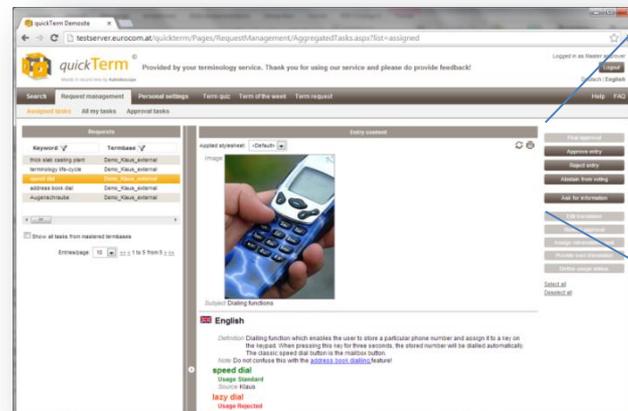
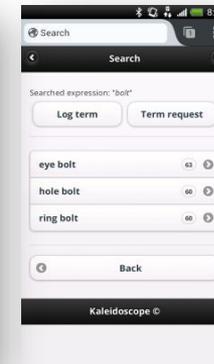
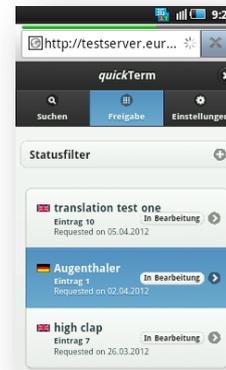
Subject Matter Experts

- Experts in their field and language
- NOT „terminology“ experts
- Office environment (client or browser)
- Simple access
- No overkill
- Pamper them!

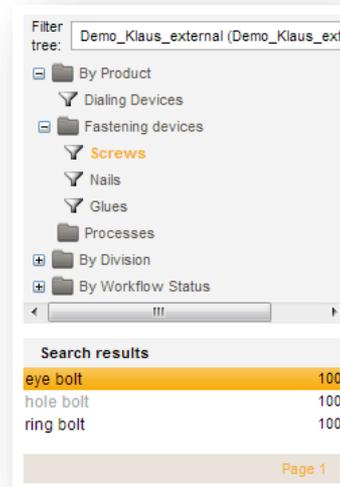


Approvers

- Infrequent users
- Not terminologists
- No time
-> Fast and mobile
- Quality vs. frequency



- Power users
 - Authoring tools
- Occasional users
 - Integrated solution
 - Web, Intranet, Mobile
 - Clear and fast
 - Alternative searching?
- Social elements
 - Lure into termbase



English		
triangle of reference	✓	Verwendung Standard Quelle: Ogden & Richards
semiotic triangle	✓	Verwendung Variante Quelle: Ogden & Richards
triangle of meaning	✗	Verwendung Abgelehnt Quelle: Sowa

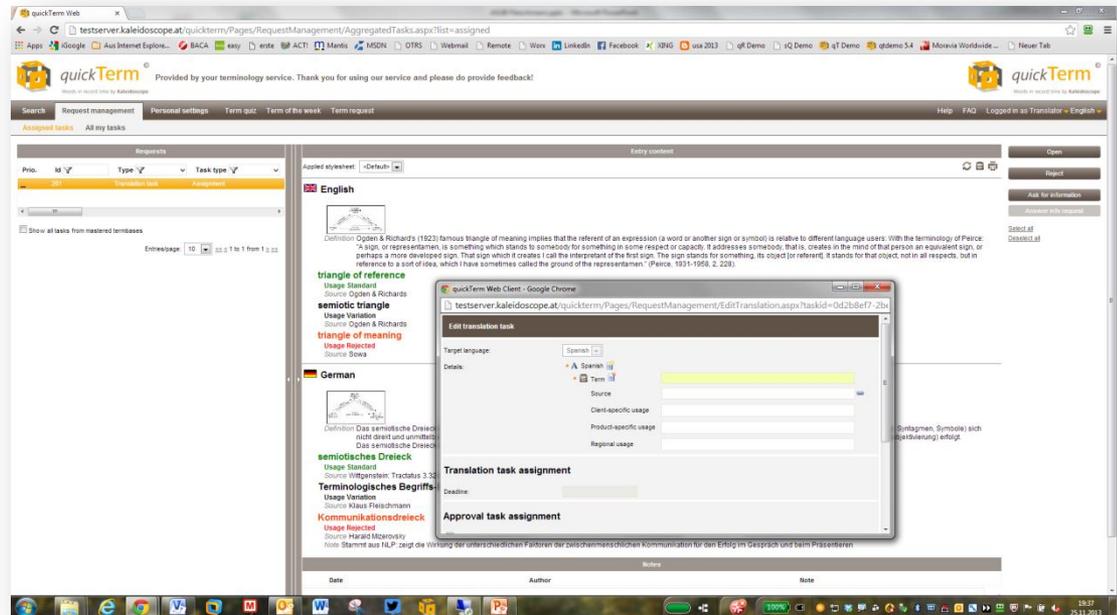
Definition: Ogden & Richards' (1923) famous triangle of meaning implies that the referent of an expression (a word or another sign or symbol) is relative to different language users: With the terminology of Peirce: "A sign, or representamen, is something which stands to somebody for something in some respect or capacity, it addresses somebody, that is, creates in the mind of that person an equivalent sign, or perhaps a more developed sign. That sign which it creates I call the interpretant of the first sign. The sign stands for something, its object (or referent). It stands for that object, not in all respects, but in reference to a sort of idea, which I have sometimes called the ground of the representamen." (Peirce, 1931-1958, 2, 228).

```

    graph TD
      S[SYMBOL  
Term] -- "symbolizes  
(causal relation)" --> T[THOUGHT  
or REFERENCE  
Concept]
      T -- "refers to  
(causal relation)" --> R[REFERENT  
Real-life „thing“]
      S -- "stands for  
(imputed relation)" --> R
  
```

Multilingual Workflow

- No 1:1 equivalence
- Not suited for CAT / TENT / Excel
- Translator needs complete editing environment
- Integration into TM / process?



The Big Questions

- How can we engage people?
- How can we structure the workflow?
- **How can we keep it alive?**



Keeping it alive

- Find more anchor persons per „division“
- Make it a company process
- Establish interdisciplinary term meetings
- Review and adapt workflows, structures, data models
- Train and empower people
- Constantly market the termbase
- Track and show key performance indicators
- Measure and communicate your success!

Good luck!



Klaus Fleischmann
klaus@kaleidoscope.at
@klauskaleidos



Give it a try: testserver.kaleidoscope.at/quickTerm