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LOS ANGELES

#ICANN51

14 October 2014

Translations at ICANN Français Español العربية русский 中文

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We bring together individuals, industry, non-commercial and government representatives to discuss, debate and develop policies about the technical coordination of the Internet's Domain Name System.

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Focus Group on Document Translation for New ICANN Website

#ICANN51



Session Overview

Nora Abusitta

Vice President, Development and Public Responsibility
Programs

Session Overview

Background on the Focus Group

Overview of the Survey on Document Translation Methods for ICANN.org

Focus Group Recommendations

Discussion

Close

Panelists

Christina Rodriguez

Director of Language Services, ICANN

Chris Gift

Vice President, Online Community Services, ICANN

Siranush Vardanyan

Private and Public Partnership Officer, Save the Children Armenia & Chair, At-Large Asian Pacific and Australia Region, ICANN

Jana Juginovic

Director, Global Content & Social Media Engagement, ICANN

Focus Group Purpose and Deliverables

Examining ICANN generated content:

- What do we translate now?
- Should it all be translated?
- Should we be translating more?
- User experience of the ICANN website for the non-native English speaker

Focus Group Deliverables:

- Report and Recommendations answering two key questions:
 - What content should be translated on the new ICANN website?
 - What methods should be used to translate content?

Focus Group Participants

- 27 Participants
- Located in over 17 Countries
- Speaking over 15 Different Languages
- From Diverse Range of Sectors and Departments



Focus Group Sessions

Introduction to the Focus Group

What Happens, What Works?

Overview of Various Translation Methods

Discussion of Survey Findings

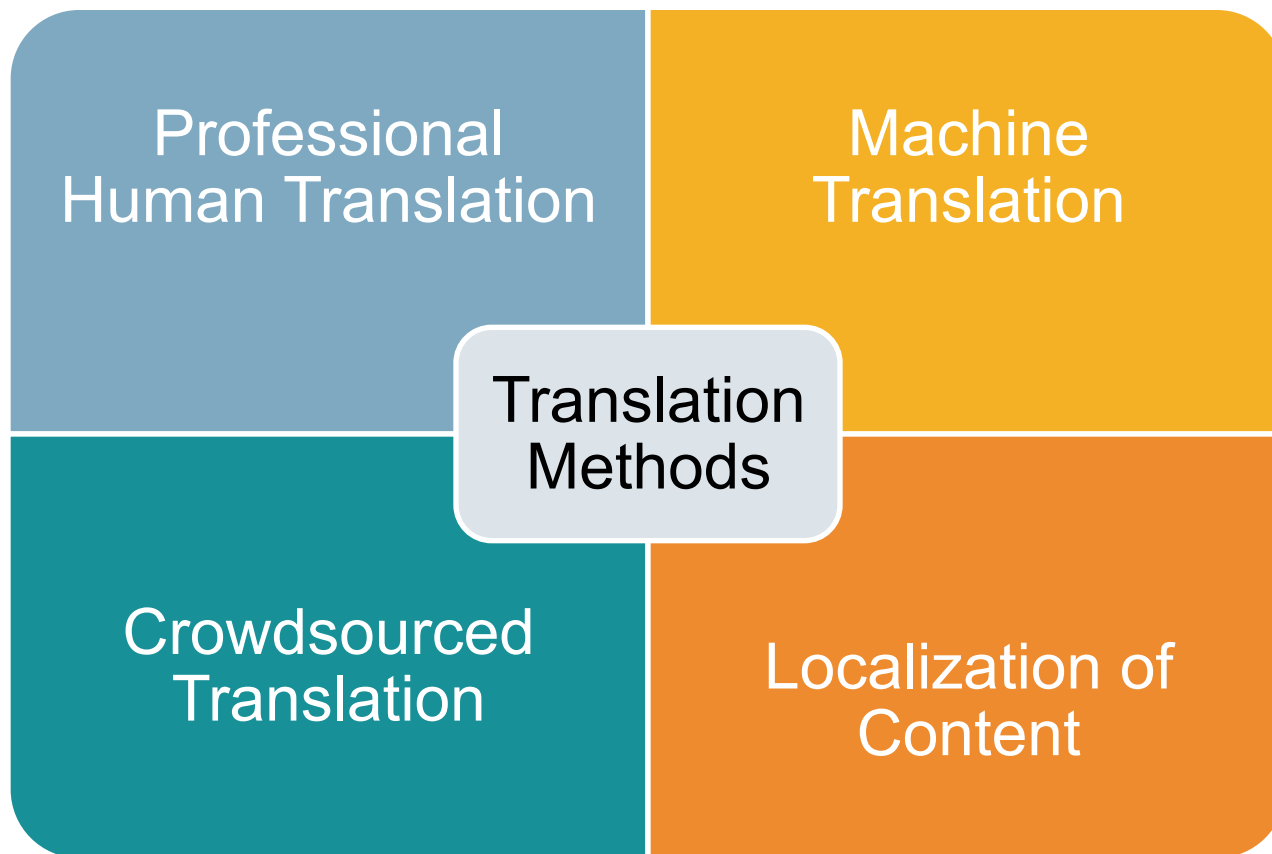
Recommendations and Drafting

Overview of the Survey on Document Translation Methods for ICANN.org

Survey Background

- Purpose: to determine what community and staff recommended regarding translation methods that should be used to translate content and documents on ICANN.org.
- The survey was circulated to the focus group and ICANN staff, resulting in 45 participants.
- Participants were given an extensive list of the types of documents and content produced by ICANN and asked which method of translation should be utilized for each.

Translation Methods

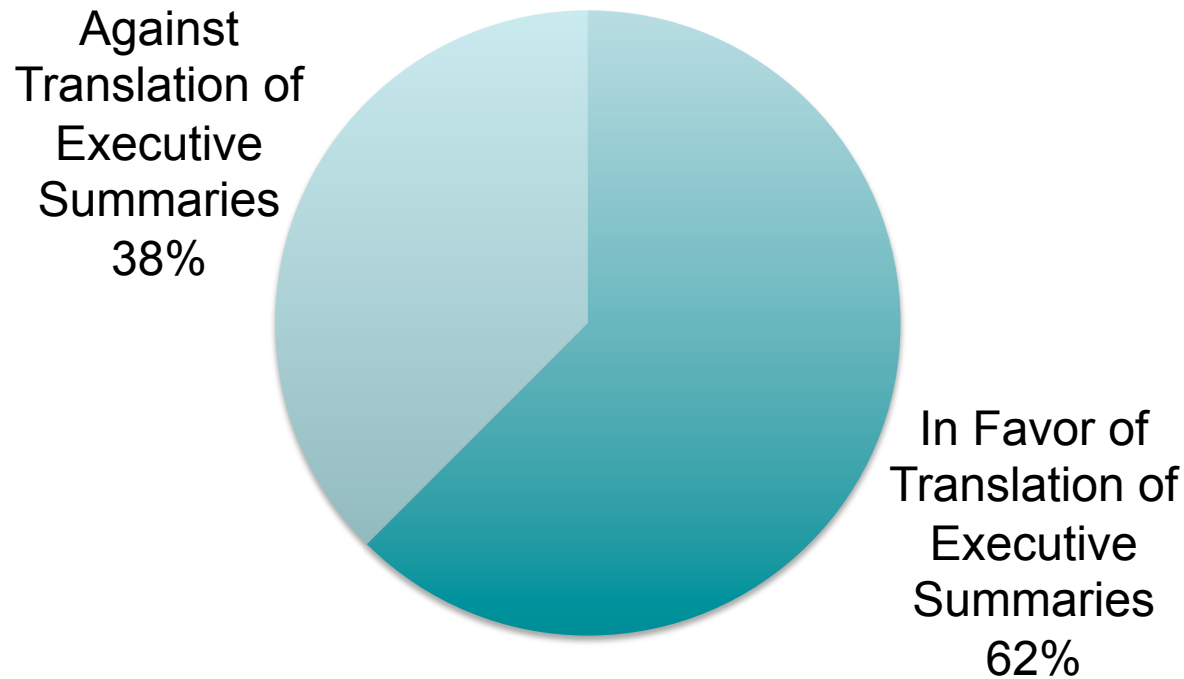


Key Survey Findings

- Participants largely preferred that **professional human translation** be used to translate the vast majority of documents and content for ICANN.org.
- Respondents felt **machine translation** could be used to translate 'Logistical Meeting Information' (Agendas, Schedules, etc.).
- Participants expressed that **crowdsourced translation** could be used for the translation of 'Public Forums.'

Survey Findings

Executive Summaries in Lieu of Full Translation*



*Full document translations will still be completed at the request of the community.

Focus Group Recommendations



Focus Group Recommendations For Discussion

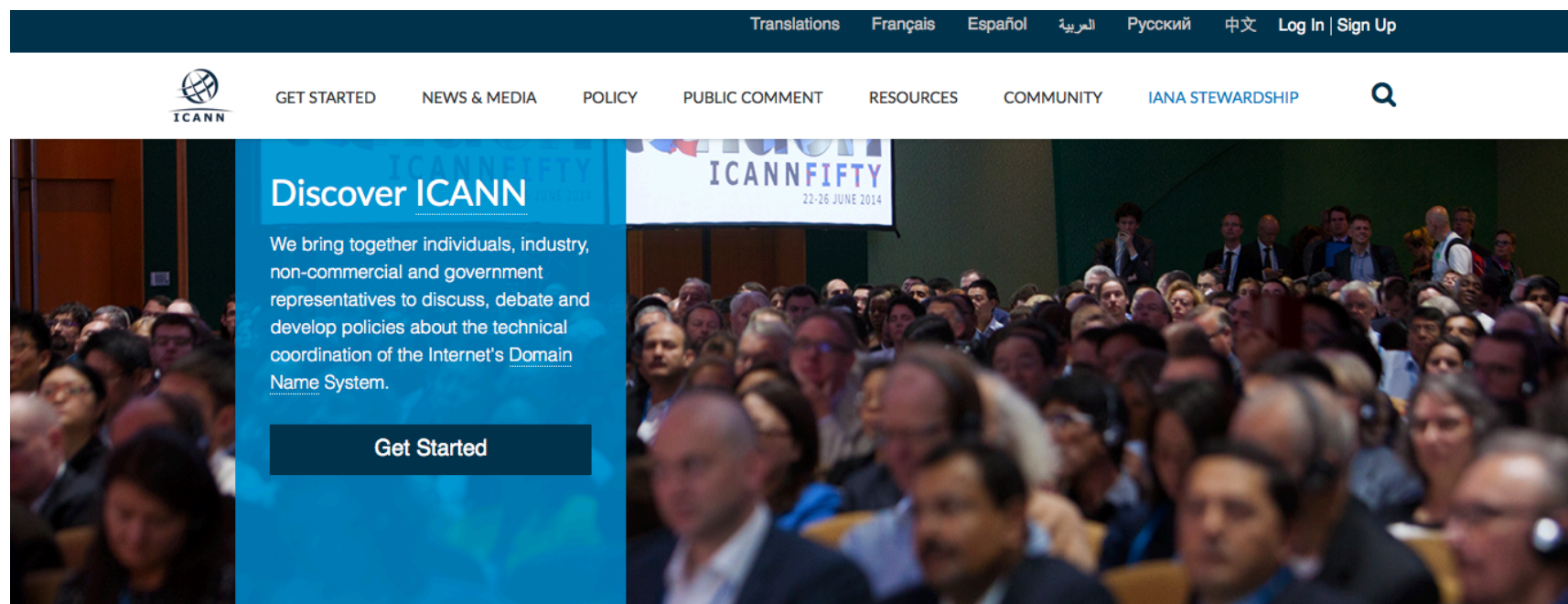
General Principles for Document Translation

- All content on [ICANN.org](https://www.icann.org) should be available in all [UN official languages](#).
- Documents translated into all UN languages should be released [simultaneously](#).
- [Executive Summaries](#) of select reports and documents can be translated in lieu of the full document, unless requests for full document translation are made by the ICANN community.
- The [method of translation](#) (professional, machine, crowdsourced) should always be [tagged on the document](#), to [set and inform the expectations](#) of the reader.
- In line with the [current efforts](#), the Language Services Department should continue their work to [create an inventory](#) listing which documents and content have been translated into [each language](#).
- The focus group recommended that the issue of document translation beyond the 6 UN languages for specific reports and outreach documents be discussed with staff and the wider community at ICANN 51.

Focus Group Recommendations

Website Navigation and Landing Pages

- The focus group recommended that the new ICANN.org be fully localized into the 6 UN official languages, **consistent in site navigation and content.**



Focus Group Recommendations

Methods of Document Translation

- Unless otherwise specified, all content on the new [ICANN.org](https://icann.org) should be translated using [professional human translation](#).
- [Machine translation](#) can be used to translate ‘Logistical Meeting Information’ such as [agendas](#), [schedules](#), etc.
- [Crowdsourced translation](#), through the [ICANN community](#) or [fellowship program](#), may be used to translate ‘[Public Forums](#).’

Focus Group Recommendations

Localization of Content

- Videos and infographics can be generated into localized content by regional teams to ensure proper dialectical phrasing and conveying of meaning.
- All localization of content *must* take place in conjunction with the Language Services Department to maintain consistency in ICANN content and messaging across the organization.

Focus Group Recommendations

Legally Binding Documents

- Although **legally binding documents** and contracts must be completed in English, **Model Contract translations** could be provided in the **6 UN official languages**, to be used as a **reference or guide** to legal documents for non-English speakers.

Discussion



Discussion Topics



Document translation for languages additional to the six UN official working languages (including Turkish, Portuguese, Korean, Japanese)

Recommendations of the Focus Group



Concluding Remarks

Keep the dialogue going at dprd@icann.org