



SEVENTH FRAMEWORK PROGRAMME

THEME ICT-2011.4.2(a)

Language Technologies

ACCEPT

Automated Community Content Editing PorTal

www.accept.unige.ch

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Dissemination Plan Update 1

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Dissemination Plan Update 1

Introduction

Dissemination is a key component in this community leveraged project. In essence, the community will determine the success of the project. The publication and acceptance of findings in the middle stages of the project provides valuable feedback on the major results of the project.

This deliverable updates and refines the dissemination plan presented in March 2012 in Deliverable D10.2. This updated plan is valid for the period M13-24. The high-level goals of the original plan are still valid. A number of major steps described in the previous plan have been taken to reach these goals, while other tasks are addressed in the current project period.

Goals

The **goals of the dissemination package** of the ACCEPT project remain the visibility of project results and discussions, stakeholder awareness of ongoing research in the project, and impact of the results. WP 10 makes sure that the ACCEPT project results are visible to the public, discussions are fostered, stakeholders become aware of ongoing research in the project, and the results have an impact on the research community as well as on industry.

The list of **stakeholders** predominantly addressed by dissemination remains the following:

- NGO organisations – Non-Government organisations needing translation services
- NLP (Natural Language Processing) R&D community, mixing academic and industrial groups
- Institutions or industrial companies engaged with their customers through Web 2.0 technologies
- The ACCEPT special interest group (SIG)
- European Commission
- ACCEPT members

The consortium will also communicate with those members of the greater public generally interested in new technologies, using social networks such as Facebook and Twitter to advertise upcoming news and events related to the ACCEPT project.

The newly-appointed **dissemination coordinator** Katja Höhne (Acrolinx) will make sure that dissemination materials are made available on the web site according to the project schedule.

Information Infrastructure for the Project

A **special interest group (SIG)** has been established. The SIG is a user community that will focus on industrial and NGO users who wish to use our technology and provide feedback. We have collected a list of industry partners and contacts who are interested in the project.

- Francis Tsang, Chris Duran, Akshay Madan (Adobe)
- Patricia Paladini Adell, Victor Munte (CA)
- Mirko Plitt (Autodesk)

- Greg Oxton (Consortium for Service Information)
- Heidi Depraetere (Crosslang)
- Jean-Pierre Verleysen (European Commission)
- Andreas Eisele (European Commission)
- Marie-Josée de Saint Robert (United Nations Office Geneva)
- Christian Arno (Lingo24)
- Jose Riesco (Microsoft)
- Lorna Whelan (TripAdvisor)
- Olivier Pasteur (WTO)
- Lucia Specia (University of Sheffield)

We will contact the SIG members in month 12, and share the results of the project. The plan is to invite the most interested members (first 6 people on the list) to try out the ACCEPT portal software developed in WP5, and to provide a more in-depth information about the project progress. The other members will be invited a few months later.

A **press release** is done at least once a year to inform the public about our goals and advances. The first press release has been released in January is available from the ACCEPT web site, as well as on web sites of the project partners. The second press release will be released in month 12 of the project.

A regular **newsletter** will be made available to SIG members and external subscribers. A new issue of the newsletter will be created in M13 to promote our first project results. Now that we have a portal to utilise, we aim to send out newsletters every three months in the future.

A **presentation of ACCEPT key features** is available at:

<http://www.accept.unige.ch/Products/accept-key-features.pptx>

In the first quarter of 2013, we will update the presentation with the major findings of the first year. We plan to use this presentation at conferences and other venues to give a high-level overview of the project.

The **public web site** of the ACCEPT project contains information about the details of the project and its background. We have been continuously updating the web site with seminar material, research publications, posters, deliverables, press releases and other output. We will continue to update the information in the future in a timely manner. We have also created a .eu domain for the project that is easier to remember:

<http://www.accept.unige.ch>

<http://www.accept-project.eu>

Search-engine optimisation (SEO) effort on the public web site has been done to ensure good web visibility for the project. We used a new feature of the Acrolinx software to perform the SEO analysis. We found that we could greatly improve the visibility of the website by including keywords that describe the essence of the project, such as “statistical machine translation”, “pre-editing”, “post-editing”, “user-generated content”, and “online community”.

The ACCEPT web site is linked to the site of the European Commission that also contains a general description of the project and the project factsheet.

http://cordis.europa.eu/fp7/ict/language-technologies/project-accept_en.html

The **private web site** of the ACCEPT project (intranet) is only available internally, with the access restricted to the members of the project. It has been developed into a collaborative workspace and main hub for the exchange of documents, meeting agendas and minutes, and other helpful information of interest to the ACCEPT members. There is also a document sharing area within the private part of the website, on which large files such as text corpora analysed in the project are shared among the members.

<https://plone2.unige.ch/accept>

<http://isslnx1.unige.ch/en/research/projects/accept/files/>

For technical reasons, the project members at the University of Edinburgh has configured an own and separate **internal file sharing area** to store the (very large) translation and language model files required for the statistical machine translation systems used in the project.

<http://accept.statmt.org/>

A **software repository** for software to be shared with the public has been created at the popular GitHub platform.

<https://github.com/accept-project>

Dissemination via Communities

Since a major goal of the project is to bring translation and editing technology for user-generated content to online communities, a large dissemination impact is achieved by the presence of ACCEPT technology in these communities. This process has already started.

A **community of TWB translators** participates in ACCEPT post-editing studies. The community has been built via **LinkedIn**, which improves the visibility of the project among professional translators and other people in the translation industry.

The ACCEPT plug-in developed in WP5 has been integrated in the **Norton Community Forum**, and lets forum contributors (pre-)edit and improve their post before submitting it. The presence of the plug-in makes the project more well-known in the community of Symantec forum users.

Dissemination by Publication

The participants have a wide range of experience in sharing their research knowledge with other researchers, and in participating in national and international groups and committees through formal and informal mechanisms. In fact, ACCEPT members have already successfully talked about their research at **conferences and workshops**. The following papers have been published in 2012:

- Barry Haddow and Philipp Koehn: *Analysing the effect of out-of-domain data on SMT systems*. Proceedings of the Seventh Workshop on Statistical Machine Translation (WMT), 2012, Montreal.
- Philipp Koehn and Barry Haddow: *Interpolated Backoff for Factored Translation Models*. Proceedings of the Conference of the Association for Machine Translation in the Americas (AMTA), 2012, San Diego.
- Manny Rayner, Pierrette Bouillon and Barry Haddow: *Using Source-Language Transformations to Address Register Mismatches in SMT*. Proceedings of the Conference of the Association for Machine Translation in the Americas (AMTA), 2012, San Diego.
- Johann Roturier, Linda Mitchell, Robert Grabowski and Melanie Siegel: *Using Automatic Machine Translation Metrics to Analyze the Impact of Source Reformulations*. Proceedings of the Conference of the Association for Machine Translation in the Americas (AMTA), 2012, San Diego.
- Sabine Lehmann et al.: *Applying CNL Authoring Support to Improve Machine Translation of Forum Data* (invited paper). Workshop on Controlled Natural Language (CNL), 2012, Zurich.

Oral presentations have been given at:

- Lori Thicke and Andrew Bredenkamp: “Starting at the source for quality MT”, TAUS Seattle, 2012; and Localization World, Paris, 2012
- Fred Hollowood and Andrew Bredenkamp : “ACCEPT”, TAUS Paris, 2012
- Fred Hollowood: “Moses Inside Symantec”, Moses Core Workshop Paris, 2012
- Lori Thicke: “Technology Made in Europe for Localization and Language Services”, META-FORUM 2012, Brussels, 2012

Posters that give an overview of the ACCEPT project have been presented at:

- 16th Annual Conference of the European Association for Machine Translation (EAMT), Trento, 2012
- Localization World Paris, 2012

Conferences where participation is planned:

- North American Chapter of the Association for Computational Linguistics (NAACL) 2013, Atlanta
- Traitement Automatique du Langage Naturel (TALN) 2013, Les Sables-d'Olonne
- tekomp-Frühjahrstagung 2013, Münster

Conferences where participation is foreseen:

- The Association for Computational Linguistics Conference (ACL)
- The European Association for Machine Translation Conference (EAMT)
- The Association for Machine Translation in the Americas (AMTA)
- Machine Translation Summit (MT Summit)
- American Translators Association (ATA)
- The Conference on Empirical Methods on Natural Language Processing (EMNLP)
- The Conference on Computational Natural Language Learning (CoNLL)

- Localization World (LocWorld)
- Translation Automation User Society User Conference (TAUS)
- Localisation Research Centre Conference (LRC)
- Workshop on Statistical Machine Translation (WMT)

Publications in conference proceedings and journals will further enhance the professional discussion. Journals where ACCEPT contents could be published:

- Machine Translation
- Computational Linguistics
- Linguistica Antverpiensia
- Multilingual Computing

Software in ACCEPT already **contributes to existing standards**: For example, project and evaluation data that are generated during post-editing portal evaluations is stored in the XLIFF format.

Other Mechanisms for Disseminating Material

We have started a discussion on **The Language Technology Group on LinkedIn** regarding experiences of pre-editing for statistical machine translation, providing a pointer to the ACCEPT web site. The discussion sparked some interest with 23 comments.

In Deliverables D6.1.1 and D6.2.1, we have been creating **seminar material** on pre- and post-edition, which includes a document and a presentation. The material provides instructions and background information on the usage of Acrolinx rules in the context of the ACCEPT plug-in.

As for **Contributions to Social Media**, such as **LinkedIn, Facebook, Twitter** and **blogs**, we decided to direct these activities towards the new press release, newsletter, and “key feature” presentation being created in M12-M15. This allows us to not only provide general information on ACCEPT to the communities, but also include pointers to the material which contain concrete information about the project results.

Measuring ACCEPT’s impact on the social web and estimating its sentiment within its network will be an important assessment both of the leverage of its principles and the utility of its prototypes. The feedback gleaned from its diverse audience will be a considerable and perhaps decisive influence on its development and continuing success as a project.

In **Twitter**, we will identify and create hashtags which are appropriate for our target audience (e.g., #machinetranslation, #editingfortranslation). A **Facebook** page for the project will be set up with a wall to highlight project developments; project participants will point their friends to the site. The project will also run a blog to promote milestones in the project and place guest contributions in well-known blogs, such as the Watchtower blog run by Common Sense Advisory. **Blogs and web group articles (LinkedIn, Yahoo, etc.)** will be used to spread the word about interesting developments in the project.

Academic courses will be given that include research results of the ACCEPT project. Courses are:

- Philipp Koehn: Advanced Natural Language Processing, University of Edinburgh, 2012/13
- Pierrette Bouillon: Traduction automatique 1 et 2, Université de Genève, 2012 and 2013

Cooperation with other Research Projects

The ACCEPT consortium has agreed on a collaboration with META-NET (<http://www.meta-net.eu/collaborations>). META-NET is a Network of Excellence dedicated to fostering the technological foundations of a multilingual European information society, thus supporting the vision of one single digital market and information space (<http://www.meta-net.eu>). The network is partially supported by the 7th Framework Programme and through the ICT Policy Support Programme. This is the link to the agreement: <http://www.meta-net.eu/collaboration-agreement/accept>.

The ACCEPT consortium has also decided to be part of the "LT Innovate - the Forum of Europe's Language Technology Industry" (<http://lt-innovate.eu/page/eu-projects>).

Finally, some members of the ACCEPT consortium are also members of the Translation Automation User Society (TAUS), a platform for the translation industry interested in machine translation.

ACCEPT members have presented the project at different TAUS workshops, and plan to continue to do so in the future.

Internal Communication

Internal communication is supported by a meeting about every month, with three to four live meetings of the whole consortium at one of the partners, and web meetings for the other meetings.

This is a list of project meetings in M1-12:

Date	Type of Meeting	Place
Jan 18, 2012	preparation of kick-off	web meeting
Jan 23-25, 2012	kick-off meeting	Acrolinx / Berlin
Feb 28, 2012	project meeting	web meeting
Mar 28, 2012	project meeting	web meeting
May 11, 2012	project meeting	Symantec / Dublin
Jun 26, 2012	project meeting	web meeting
Jul 19, 2012	project meeting	web meeting
Aug 21, 2012	project meeting	web meeting
Aug 31, 2012	project meeting	University of Edinburgh
Sep 26, 2012	project meeting	web meeting
Nov 20, 2012	project meeting	web meeting
Dec 3, 2012	project meeting	University of Geneva

For M13-16, the following meetings are planned:

Date	Type of Meeting	Place
Jan 16, 2013	project meeting	web meeting
Feb 15, 2013	project review	Luxembourg
Apr, 2013	project meeting	Lexcelera / Paris

In addition, there are regular work package meetings that are mainly conducted as web meetings.

Internal communication is further supported by a **mailing list**: accept-members@unige.ch

The **internal area on the web site** as well as the **document and file sharing areas** at the universities of Geneva and Edinburgh, as described above, also support the internal communication in the ACCEPT consortium.

Plan for Dissemination Activities in 2013

List of project deliveries with dissemination level PU, M13-24:

Deliverable No.	Deliverable Title	WP No.	Nature	Dissemination Level	Delivery Date
D 1.2	Combined Activity and management report Half-Period 2	1	R	PU	PM 18
D 2.2	Definition of pre-editing rules for English and French	2	R	PU	PM 18
D 2.3	Definition of post-editing rules for English, French, German and Japanese	2	R	PU	PM 20
D 3.1	Taxonomy of forum content and rules for automatic classification	3	R	PU	PM 16
D 3.2	Taxonomy of NGO content and rules for automatic classification	3	P	PP	PM 22
D 4.2	Report on robust machine translation: domain adaptation and linguistic back-off	4	R	PU	PM 24
D 5.4	Browser-based client demonstrator used to access acrolinx IQ server	5	D	PU	PM 18
D 5.5	Adapted Post-Editing Environment prototype	5	P	PU	PM 24
D 5.6	Adapted evaluation portal prototype	5	P	PU	PM 24
D 6.1	Seminar Material on Pre-Editing	6	R	PU	PM 6, 12, 18
D 6.2	Seminar Material on Post-Editing	6	R	PU	PM 6, 12, 18
D 7.1	Data and report from user studies	7	R	PU	PM 12, 24, 36
D 7.2	Report on assistance	7	R	PU	PM 24
D 8.1	Data and report from user studies	8	R	PU	PM 12, 24, 36

D 9.2	Survey of evaluation results	9	R	PU	PM 18, 24, 30, 36
D 10.4	Dissemination plan update	10	R	PU	PM 24
D 10.7	Exploitation plan update	10	R	PU	PM 24
D 10.9	Video clip 1	10	O	PU	PM 20
D 10.10	Video clip 2	10	O	PU	PM 20

Evaluation of Dissemination Activities

We continuously evaluate the impact of the ACCEPT web site using Google Analytics. So far, we found that visitors are mainly interested in concrete pieces of information, such as research publications or the list and contact details of people involved in the project. With the large number of dissemination activities described above, we expect a more general interest in the aims of the project described on the website in the future.

The impact of social media will be evaluated by the number and quality of reactions of the community. We already saw a lot of interest on the LinkedIn social network as well as in user studies.

The impact of our results in the research world can be measured by the number of accepted papers, given talks and presentations in appropriate conferences and workshops. The large number of peer-reviewed ACCEPT-related publications and presentations already in the first year of the project show us that the findings of the project are substantial contributions to the research community.