preamble

Browser Meta Info

This question will not be displayed to the recipient.

Browser: **Chrome**

Version: **71.0.3578.98**

Operating System: **Macintosh**

Screen Resolution: **1280x800**

Flash Version: **-1**

Java Support: **0**

User Agent: **Mozilla/5.0 (Macintosh; Intel Mac OS X 10_14_2) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/71.0.3578.98 Safari/537.36**

On each survey screen, you will be shown a web page that will undergo automatic translation to another language (e.g., English to Spanish). We are evaluating two techniques in terms of their ability to generate translated pages that are similar in appearance to the original. For each web page, you will be shown portions of the original (reference) page and the corresponding parts of the two translated pages. You will be asked to rate the output of the two techniques for **attractiveness** *and* **legibility (readability)**, *and compare the outputs to the reference in terms of their* **appearance similarity**, *which includes aspects such as* **text size, spacing, and alignment**.

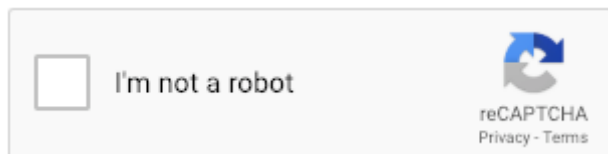Does the sample image shown below fit completely on your screen? (Please resize the browser window, if required.)
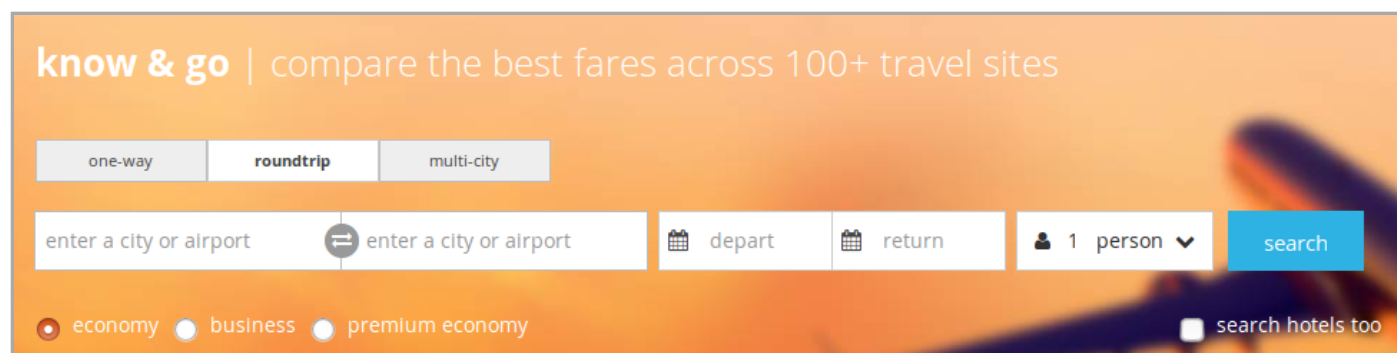

◯ Yes

○ No

Before you proceed to the survey, please complete the captcha below.
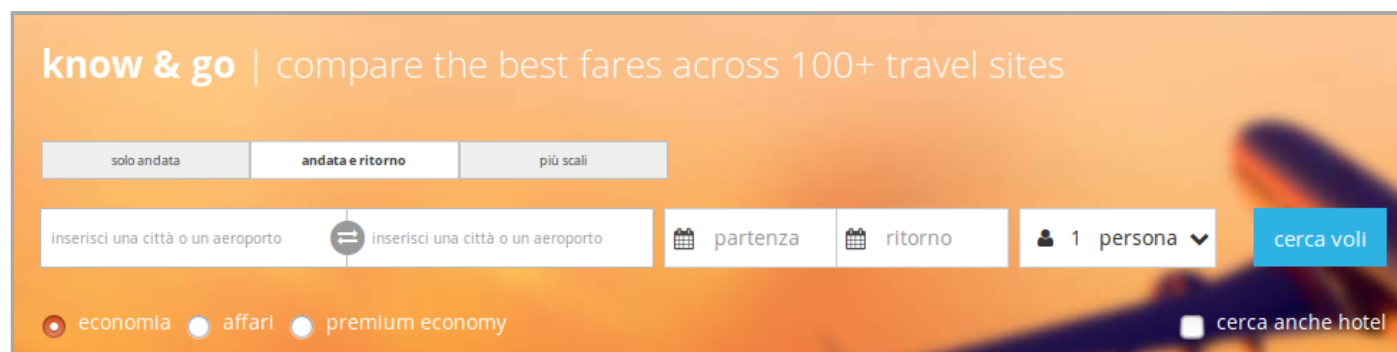
☐ I'm not a robot

reCAPTCHA
Privacy - Terms

ixigo1

Q. For the below images, how would you rate the *legibility* and *attractiveness* of **Version 1** and **Version 2**, and their *appearance similarity* to the **Reference**?

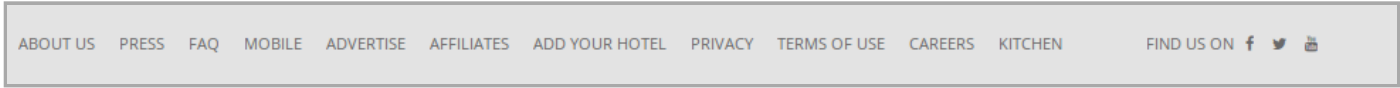**know & go** | compare the best fares across 100+ travel sites

| one-way | **roundtrip** | multi-city |

enter a city or airport | enter a city or airport | 📅 depart | 📅 return | 👤 1 person ⌄ | search

⊙ economy ○ business ○ premium economy | ☐ search hotels too

Reference

know & go | compare the best fares across 100+ travel sites

| solo andata | **andata e ritorno** | più scali |

inserisci una città o un aeroporto | inserisci una città o un aeroporto | 📅 partenza | 📅 ritorno | 👤 1 persona ⌄ | cerca voli

⊙ economia ○ affari ○ premium economy | ☐ cerca anche hotel

Version 1

know & go | compare the best fares across 100+ travel sites

| solo andata | andata e ritorno | più scali |

inserisci una città o un aer   ⇄ inserisci una città o un a   📅 partenza   📅 ritorno   👤 1 persona ⌄   cerca voli

● economia   ○ affari   ○ premium economy   ☐ cerca anche hotel

Version 2

	Which version is more **legible**? *(Legible = are the letters clear? easy to read?)*	Which version is more **attractive**? *(Attractive = looks visually appealing?)*	Which version is more **similar in appearance** to the Reference? *(Appearance similarity = similar text size, spacing, alignment?)*
Version 1 is much better than Version 2	○	○	○
Version 1 is somewhat better than Version 2	○	○	○
Both versions are the same	○	○	○
Version 2 is somewhat better than Version 1	○	○	○
Version 2 is much better than Version 1	○	○	○
I am not able to decide	○	○	○

Q. Could you explain your answers? We would like to know the reasons for your choice of version for legibility, attractiveness, and appearance similarity. (Optional)

[   ]

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ixigo2

Q. For the below images, how would you rate
the *legibility* and *attractiveness* of **Version 1** and **Version 2**, and their *appearance
similarity* to the **Reference**?

ABOUT US   PRESS   FAQ   MOBILE   ADVERTISE   AFFILIATES   ADD YOUR HOTEL   PRIVACY   TERMS OF USE   CAREERS   KITCHEN   FIND US ON f 🐦 ▶

Reference

CHI SIAMO   STAMPA   FAQ (DOMANDE FREQUENTI)   MOBILE   FAI PUBBLICITÀ   AFFILIATI   AGGIUNGI IL TUO HOTEL   PRIVACY   CONDIZIONI DI UTILIZZO   LAVORO   KITCHEN   FIND US ON f 🐦 ▶

Version 1

CHI SIAMO   STAMPA   FAQ (DOMANDE FREQUENTI)   MOBILE   FAI PUBBLICITÀ   AFFILIATI   AGGIUNGI IL TUO HOTEL   PRIVACY   CONDIZIONI DI UTILIZZO   LAVORO   KITCHEN   FIND US ON f 🐦 ▶

Version 2

Which version is more legible?	**Which version is more attractive?**	**Which version is more similar in appearance to the Reference?**
(Legible = are the letters clear?	*(Attractive looks*	*(Appearance similarity = similar text size*

	clear? easy to read?)	= looks visually appealing?)	size, spacing, alignment?)
Version 1 is much better than Version 2	○	○	○
Version 1 is somewhat better than Version 2	○	○	○
Both versions are the same	○	○	○
Version 2 is somewhat better than Version 1	○	○	○
Version 2 is much better than Version 1	○	○	○
I am not able to decide	○	○	○

Q. Could you explain your answers? We would like to know the reasons for your choice of version for legibility, attractiveness, and appearance similarity. (Optional)

checkQ

QX. For this question, please don't rate anything... rather, **select "_I am not able to decide_" for all** legiblility, attractiveness, and similarity in appearance.

Reference

Version 1　　　　　　　Version 2

	Which version is more **legible**? *(Legible = are the letters clear? easy to read?)* (Select "I am not able to decide")	Which version is more **attractive**? *(Attractive = looks visually appealing?)* (Select "I am not able to decide")	Which version is more **similar in appearance** to the Reference? *(Appearance similarity = similar text size, spacing, alignment?)* (Select "I am not able to decide")
Version 1 is much better than Version 2	○	○	○
Version 1 is somewhat better than Version 2	○	○	○
Both versions are the same	○	○	○
Version 2 is somewhat better than Version 1	○	○	○

Version 2 is much better than Version 1	○	○	○
I am not able to decide	○	○	○

Q. Could you explain your answers? We would like to know the reasons for your choice of version for legibility, attractiveness, and appearance similarity. (Optional)

[   ]

linkedin

Q. For the below images, how would you rate
the *legibility* and *attractiveness* of **Version 1** and **Version 2**, and their *appearance similarity* to the **Reference**?

Reference

Version 1

Version 2

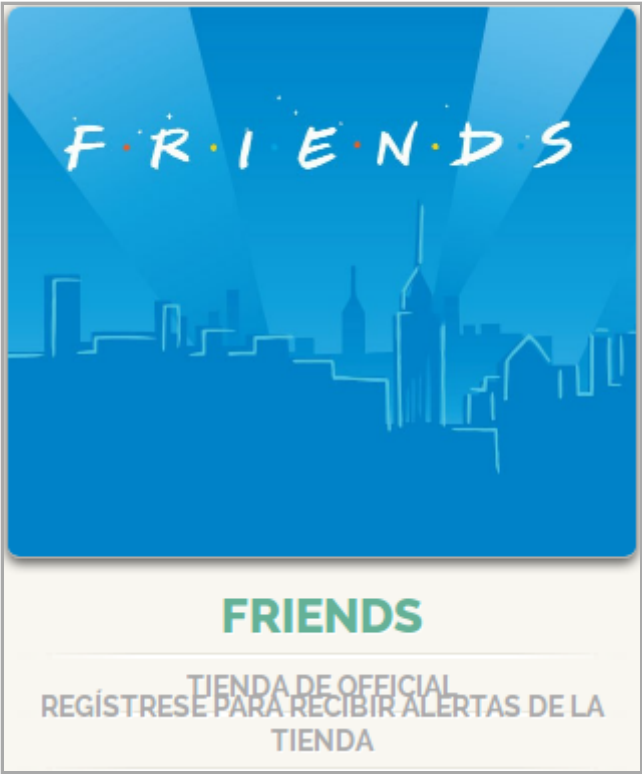|	Which version is more **legible**? *(Legible = are the letters clear? easy to read?)*	Which version is more **attractive**? *(Attractive = looks visually appealing?)*	Which version is more **similar in appearance** to the Reference? *(Appearance similarity = similar text size, spacing, alignment?)*
Version 1 is much better than Version 2	○	○	○
Version 1 is somewhat better than Version 2	○	○	○
Both versions are the same	○	○	○
Version 2 is somewhat better than Version 1	○	○	○
Version 2 is much better than Version 1	○	○	○
I am not able to decide	○	○	○

Q. Could you explain your answers? We would like to know the reasons for your choice of version for legibility, attractiveness, and appearance similarity. (Optional)
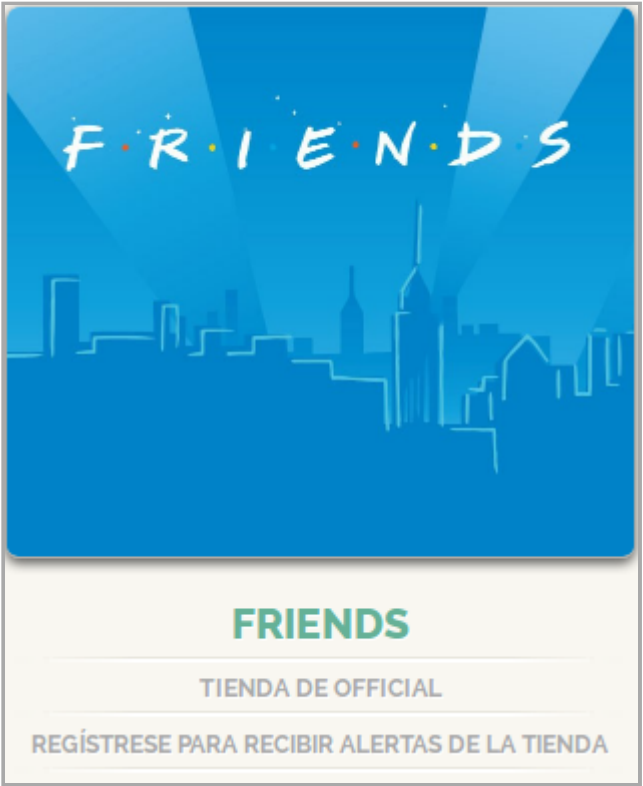
mplay1

Q. For the below images, how would you rate
the *legibility* and *attractiveness* of **Version 1** and **Version 2**, and their *appearance similarity* to the **Reference**?

Reference

Version 1

Version 2

Which version is more legible?

(Legible = are the letters clear? easy to read?)

Which version is more attractive?

(Attractive = looks visually appealing?)

Which version is more similar in appearance to the Reference?

(Appearance similarity = similar text size, spacing, alignment?)

Version 1 is much better than Version 2	○	○	○
Version 1 is somewhat better than Version 2	○	○	○
Both versions are the same	○	○	○
Version 2 is somewhat better than Version 1	○	○	○
Version 2 is much better than Version 1	○	○	○
I am not able to decide	○	○	○

Q. Could you explain your answers? We would like to know the reasons for your choice of version for legibility, attractiveness, and appearance similarity. (Optional)

mplay2

Q. For the below images, how would you rate
the *legibility* and *attractiveness* of **Version 1** and **Version 2**, and their *appearance similarity* to the **Reference**?

FACEBOOK   TWITTER   GOOGLE PLUS

MYPLAY DIRECT © 2015 // TERMS & CONDITIONS // PRIVACY POLICY // AFFILIATES // CUSTOMER SERVICE

Reference

FACEBOOK **TWITTER** **GOOGLE PLUS**

MYPLAY DIRECT © 2015 // TÉRMINOS Y CONDICIONES // POLÍTICA DE PRIVACIDAD // AFILIADAS // SERVICIO DE ATENCIÓN AL CLIENTE

Version 1

FACEBOOK **TWITTER** **GOOGLE PLUS**

MYPLAY DIRECT © 2015 // TÉRMINOS Y CONDICIONES // POLÍTICA DE PRIVACIDAD // AFILIADAS // SERVICIO DE ATENCIÓN AL CLIENTE

Version 2

	Which version is more **legible**? (Legible = are the letters clear? easy to read?)	Which version is more **attractive**? (Attractive = looks visually appealing?)	Which version is more **similar in appearance** to the Reference? (Appearance similarity = similar text size, spacing, alignment?)
Version 1 is much better than Version 2	◯	◯	◯
Version 1 is somewhat better than Version 2	◯	◯	◯
Both versions are the same	◯	◯	◯
Version 2 is somewhat better than Version 1	◯	◯	◯
Version 2 is much better than Version 1	◯	◯	◯
I am not able to decide	◯	◯	◯

Q. Could you explain your answers? We would like to know the reasons for your choice of version for legibility, attractiveness, and appearance similarity. (Optional)

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