

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.)




Sample Image

☐ Yes

☐ No

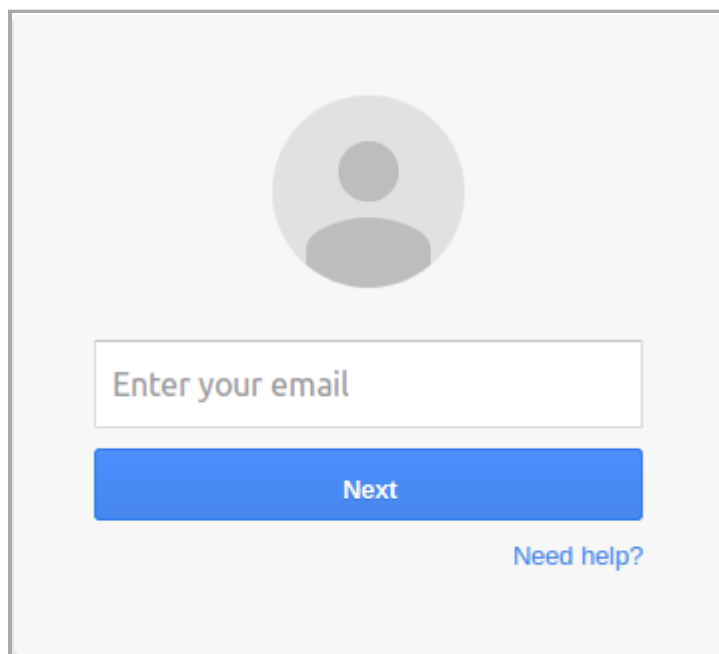
Before you proceed to the survey, please complete the captcha below.

☐ I'm not a robot



reCAPTCHA
[Privacy](#) - [Terms](#)

googleLogin

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**?

A screenshot of a Google login interface. It features a large, light gray circular placeholder for a profile picture. Below this is a white rectangular input field with the placeholder text "Enter your email". Underneath the input field is a solid blue rectangular button with the word "Next" in white text. In the bottom right corner of the light gray container, there is a blue link that says "Need help?".


Reference



Εισαγάγετε τη διεύθυνση ηλεκτρονικού ταχυδρομείου σας

Επόμενο

Χρειάζεστε βοήθεια;

Version 1


Εισαγάγετε τη διεύθυνση ηλεκτρον

Επόμενο

Χρειάζεστε βοήθεια;

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)

hightail

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**?

ACCOUNT INFORMATION

EMAIL

FULL NAME

NEW PASSWORD

Reference

KONTO-INFORMATIONEN

EMAIL

VOLLSTÄNDIGER NAME

NEUES PASSWORT

Version 1

KONTO-INFORMATIONEN

EMAIL

VOLLSTÄNDIGER NAME

NEUES PASSWORT

Version 2

Which
version is
more

Which
version is
more
similar in

legible?	Which version is more attractive?	appearance to the Reference?
(Legible = are the letters clear? easy to read?)	(Attractive = looks visually appealing?)	(Appearance similarity = similar text size, spacing, alignment?)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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)


hotwire1

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**?


Destination

 Enter address, zip, city, or airport

Check in

 dd/mm/yy

Check out

 dd/mm/yy

Rooms

1

▼

Adults

2

▼

Children

0

▼


(18+ yrs)

(2-17 yrs)


Find a Hotel

Reference


Destino

 Ingresa la dirección, código postal o el aeropuerto

Check-in

 d/mm/yy

Check-out

 d/mm/yy

Habitaciones

1

▼

Adultos

2

▼

Niños

0

▼


(+ de 18 años)

(2 - 17 años)


Buscar un hotel

Version 1


Destino

 Ingresa la dirección, código postal o el aeropue

Check-in

 d/mm/yy

Check-out

 d/mm/yy

Habitaciones

1

▼

Adultos

2

▼

Niños

0

▼

(+ de 18 años)

(2 - 17 años)

Buscar un hotel

Version 2

Which
version

Which
version is
more

<https://usc.ca1.qualtrics.com/WRQualtricsControlPanel/Ajax.php?action=GetSurveyPrintPreview>

6/14

**Version 1
is more
legible?**

**Which
version is
more
attractive?**

**Version 2
is more
similar in
appearance
to the
Reference?**

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

(Attractive
= looks
visually
appealing?)

(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)

checkQ

QX. For this question, please don't rate anything... rather, **select "I am not able to decide" for all** legibility, 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)

hotwire2

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

☐
☐
☐

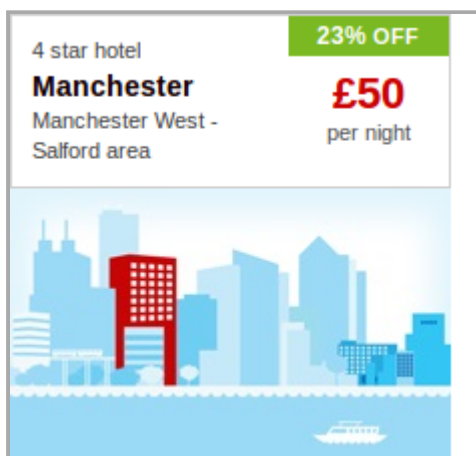
I am not able to decide

☐
☐
☐

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)

hotwire3

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



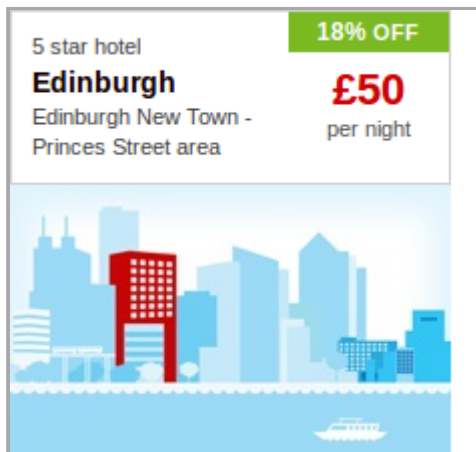
Version 2

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

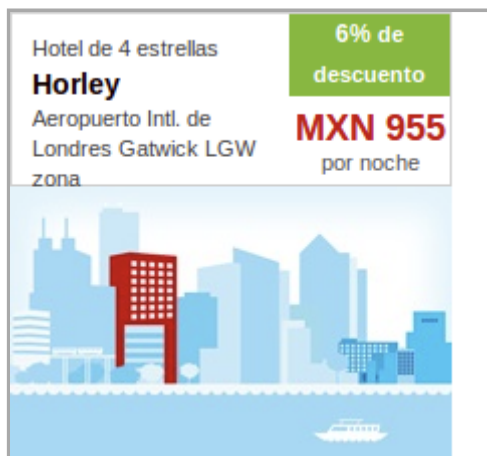
Q. Could you explain your answers? We would like to know the reasons for your choice of version for legibility, attractiveness, and appearance similarity. (Optional)

hotwire4

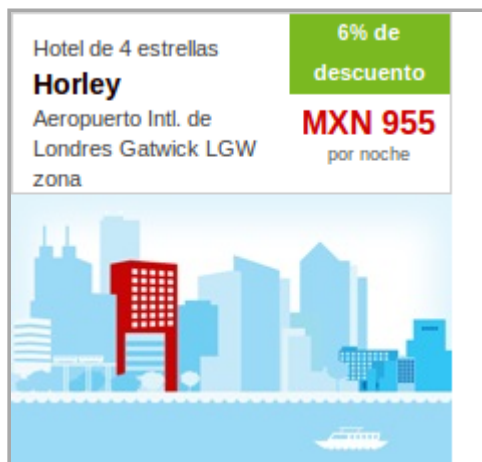
Q. For the below images, how would you rate the legibility and attractiveness of **Version 1** and **Version 2**, and their appearance similarity to the **Reference**?



Reference



Version 1



Version 2

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

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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