

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.)

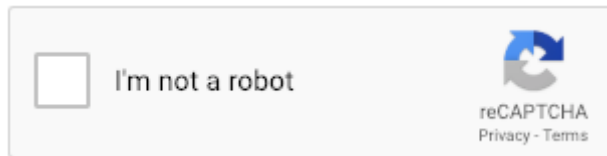


Sample Image

☐ Yes

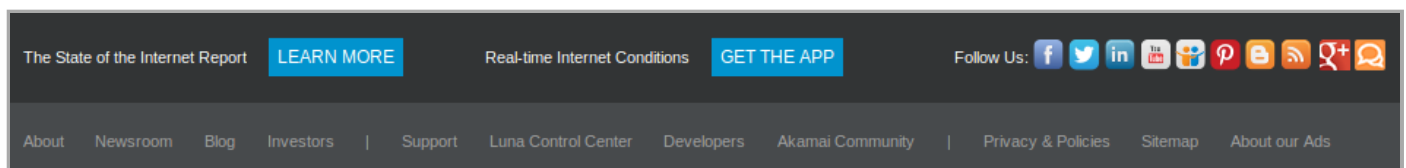
☐ No

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

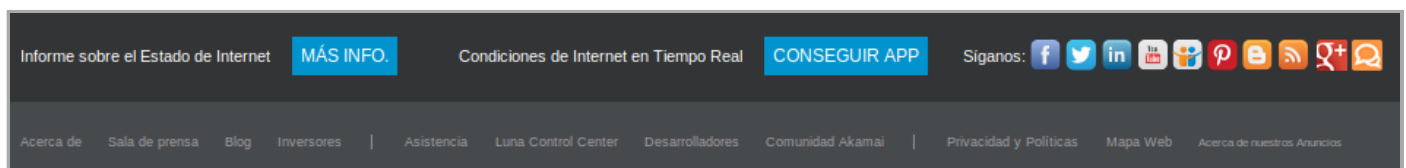


akamai

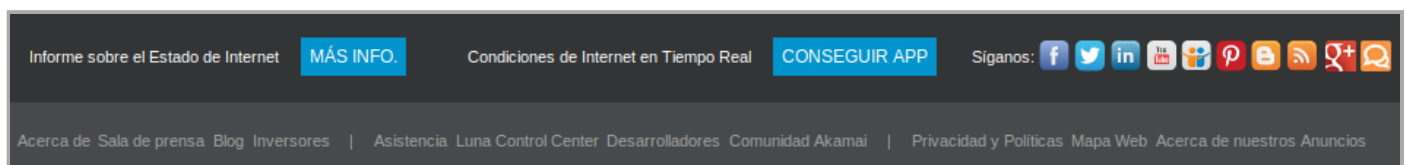
Q. For the below images, how would you rate the legibility and attractiveness of **Version 1** and **Version 2**, and their appearance similarity to the **Reference**?



Reference



Version 1



Version 2

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

doctor

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**?

Home	About	Procedures	Financing	Gallery	Videos	Blog	Specials	Contact
------	-------	------------	-----------	---------	--------	------	----------	---------

Reference

Casa	Abouta	procedimientos	financiamiento	galería	vídeos	Blog	especiales	contacto
------	--------	----------------	----------------	---------	--------	------	------------	----------

Version 1

Casa	Abouta	procedimientos	financiamiento	galería	vídeos	Blog	especiales	contacto
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Version 2

Which version is more legible?

(Legible = are the

Which version is more attractive?

Which version is more similar in appearance to the Reference?

(Appearance similarity =

2/27/2019


Qualtrics Survey Software

	the letters clear? easy to read?)	(Attractive = looks visually appealing?)	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"/>

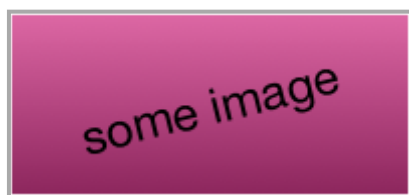
Q. Could you explain your answers? We would like to know the reasons for your choice of version for legibility, attractiveness, and appearance similarity. (Optional)

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)



els

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**?

Contact a Counselor

Need Help?

ELS counselors will guide you through the selection process, help you choose a program that satisfies all of your goals, work with you to complete your application and fulfill all immigration documents.

Get Started ▶

Reference

Contactar um conselheiro

Precisa de ajuda?

Os orientadores do ELS o guiarão no processo de seleção, ajudarão você a escolher o programa que atende todas as suas metas, trabalharão com você para preencher o formulário e providenciar todos os documentos de imigração.

Começar ▶

Version 1

Contactar um conselheiro

Precisa de ajuda?

Os orientadores do ELS o guiarão no processo de seleção, ajudarão você a escolher o programa que atende todas as suas metas, trabalharão com você para preencher o formulário e providenciar todos os documentos de imigração.

Começar ▶

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

☐
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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)



flynas1

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**?

ROUND TRIP

ONE WAY

MULTI-CITY

CHECK IN / MANAGE

From

Search Departure

To

Search Arrival

Depart on

14 Jun 2015

Return on

16 Jun 2015

Adults

1

Above 11

Kids

0

2-11 Years

Infants

0

0-2 Years

Promotional Code

SEARCH

STARTING FROM SR179 ONE WAY

Hail

Riyadh

New destinations affordably priced

Riyadh - Hail

Reference

GİDİŞ-DÖNÜŞ

TEK YÖN

ÇOKLU UÇUŞ

CHECK-IN

Kalkış

Kalkış Yeri Seçiniz

Varış

Varış Yeri Seçiniz

Gidiş Tarihi

14 Jun 2015

Dönüş Tarihi

16 Jun 2015

Yetişkin

1

11 Yaş üzeri

Çocuk

0

2-11 yaş

Bebek

0

0-2 yaş

Promosyon Kodu

ARAMA

Flynas ağı boyunca büyük değerlerde araç kiralari

Günlük 72 SAR dan başlayarak

Şimdi ayırın.

price valid for 7 day rentals in Dubai in May

Rent a Car

Version 2

The screenshot shows a flight booking interface. At the top, there are tabs for 'GİDİŞ-DÖNÜŞ', 'TEK YÖN', and 'ÇOKLU UÇUŞ', with a 'CHECK-IN' button. Below these are input fields for 'Kalkış' (Origin) and 'Varış' (Destination), both with a dropdown arrow. The main section contains five input fields: 'Gidiş Tarihi' (Departure Date) set to 14 Jun 2015, 'Dönüş Tarihi' (Return Date) set to 16 Jun 2015, 'Yetişkin' (Adults) set to 1, 'Çocuk' (Children) set to 0, and 'Bebek' (Infants) set to 0. Below these are age ranges: '11 Yaş üzeri' for adults, '2-11 yaş' for children, and '0-2 yaş' for infants. There is a 'Promosyon Kodu' (Promotion Code) field and a green 'ARAMA' (Search) button with a right arrow. Below the form is a pink banner for 'Flynas ağı boyunca büyük değerlerde araç kiralari' (Car rentals at great values throughout the Flynas network). It features a car icon and the text 'Günlük 72 SAR dan başlayarak' (Starting from 72 SAR per day) and 'Rent a Car'. A green button says 'Şimdi ayırın.' (Book now). Fine print at the bottom of the banner reads '*price valid for 7 day rentals in Dubai in May'.

Version 1

Which
version
is more
legible?

(Legible
= are
the
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easy to
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Which
version is
more
attractive?

(Attractive
= looks
visually
appealing?)

Which
version is
more
**similar in
appearance**
to the
Reference?

(Appearance
similarity =
similar text
size,
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Version 1 is much better than Version 2

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Version 1 is somewhat better than Version 2

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☐

Both versions are the same

☐
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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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