

## 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.)

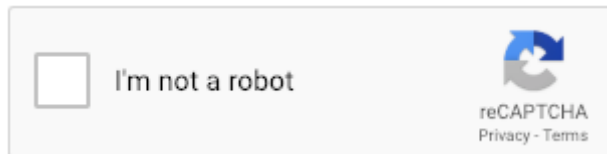


*Sample Image*

☐ Yes

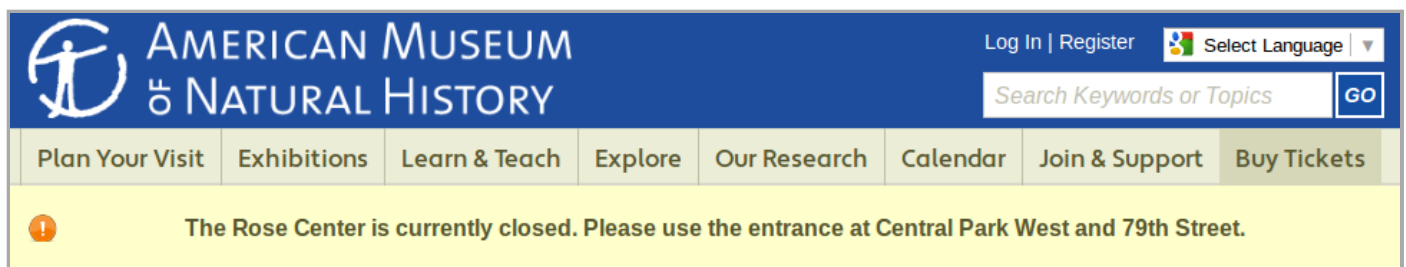
☐ No

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

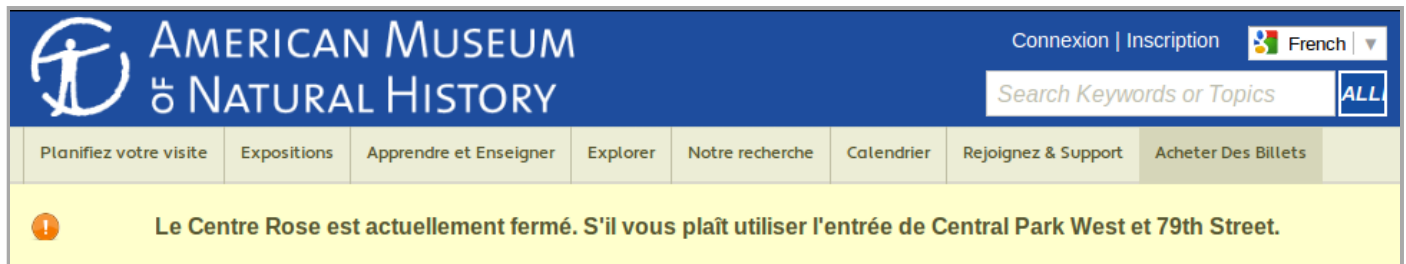


## museum1


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



AMERICAN MUSEUM

OF NATURAL HISTORY

Connexion | Inscription



French

Search Keywords or Topics

ALL

Planifiez votre visite

Expositions

Apprendre et Enseigner


Explorer

Notre recherche

Calendrier

Rejoignez & Support

Acheter Des Billets



Le Centre Rose est actuellement fermé. S'il vous plaît utiliser l'entrée de Central Park West et 79th Street.

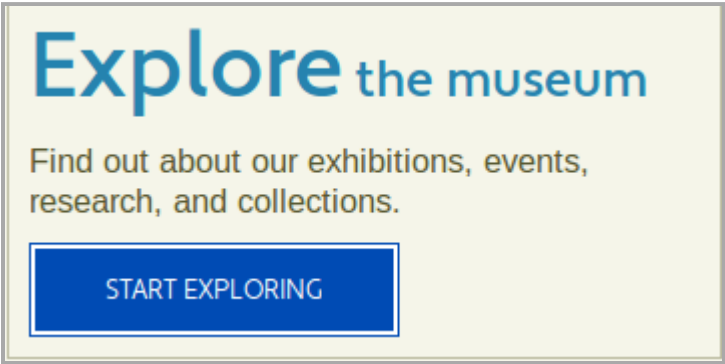
## Version 2

|   | 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)

museum2

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

Which version is more attractive?

(Attractive

Which version is more similar in appearance to the Reference?

(Appearance similarity = similar text

letters  
clear?  
easy to  
read?)

(Attractive  
= looks  
visually  
appealing?)

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

☐☐☐

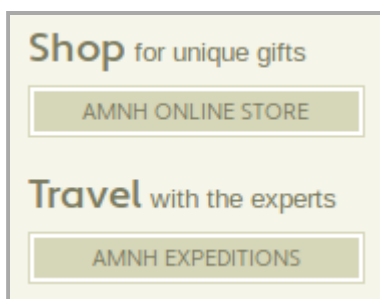
I am not able to decide

☐☐☐

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)

### museum3

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?<br>(Legible = are the letters clear? easy to read?) | Which version is more attractive?<br>(Attractive = looks visually appealing?) | Which version is more similar in appearance to the Reference?<br>(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)

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?)

Which version is more **attractive**?

(Attractive = looks  
, "

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

(Appearance similarity = similar text size,  
,

2/27/2019

Qualtrics Survey Software

|   | (Select "I am not able to decide") | visually appealing?)<br>(Select "I am not able to decide") | spacing, alignment?)<br>(Select "I am not able to decide") |
|---|------------------------------------|--|--|
| 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)

museum4

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

|                       |                       |                       |
|-----------------------|-----------------------|-----------------------|
| <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 2 is much better than version 1



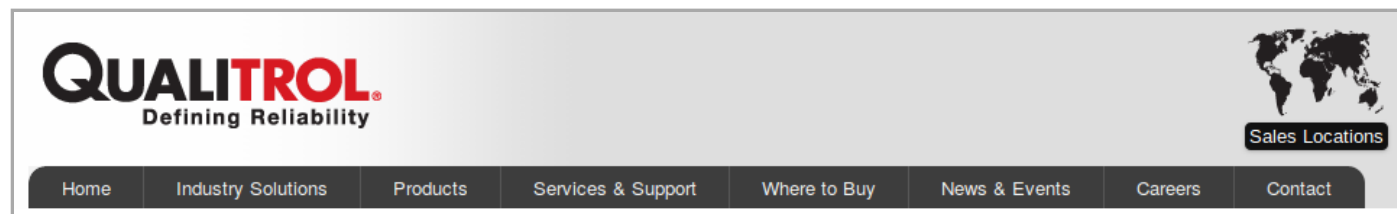
I am not able to decide



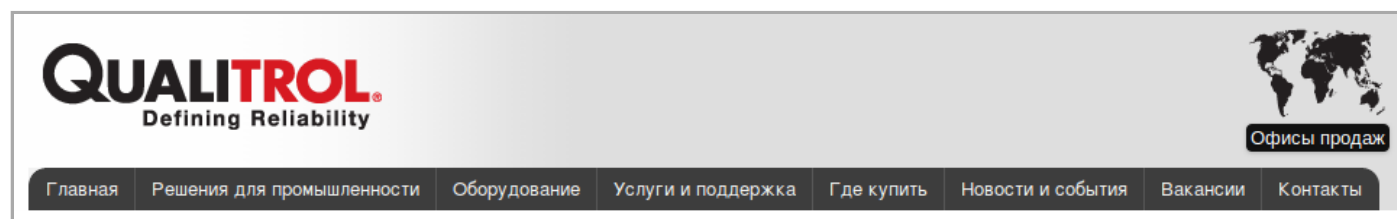
Q. Could you explain your answers? We would like to know the reasons for your choice of version for legibility, attractiveness, and appearance similarity. (Optional)

qualitrol

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)


## rentalCars

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**?




### USA & Worldwide rentals

We are the **world's biggest** car rental booking service, with over 28,000 locations worldwide





### Why use rentalcars.com?


Amend or cancel your booking online quickly and easily  
Dedicated customer service  
Trusted by over 4 Million Customers!



### Trusted & secure




### Reference




### USA & Worldwide rentals

We are the **world's biggest** car rental booking service, with over 28,000 locations worldwide





### Warum über rentalcars.com buchen?


Buchungen können online geändert oder storniert werden  
Herausragender Kundendienst  
Über 4.7 Millionen Kunden vertrauen uns!



### Zuverlässig & sicher




### Version 1




### USA & Worldwide rentals

We are the **world's biggest** car rental booking service, with over 28,000 locations worldwide


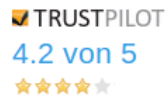


### Warum über rentalcars.com buchen?

Buchungen können online geändert oder storniert werden  
Herausragender Kundendienst  
Über 4.7 Millionen Kunden vertrauen uns!



### Zuverlässig & sicher



### 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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