

## 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.)

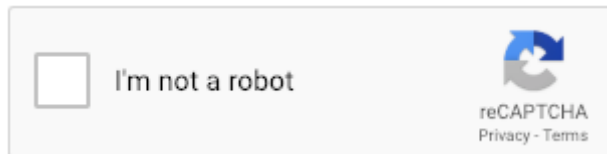


*Sample Image*

☐ Yes

☐ No

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



**flynas2**

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 the flynas2 flight booking website. The interface has a dark grey background with green and blue accents. At the top, there's a navigation bar with "FLIGHT STATUS" in a dark button, "BOOK" in green text with a right arrow, and icons for "FLIGHTS", "CARS", and "HOTELS". Below this, there are tabs for "ROUND TRIP", "ONE WAY", and "MULTI-CITY", along with a "CHECK IN / MANAGE" button. The main form area includes "From" and "To" dropdown menus with placeholder text "Search Departure" and "Search Arrival". Below these are fields for "Depart on" (14 Jun 2015), "Return on" (16 Jun 2015), "Adults" (1), "Kids" (0), and "Infants" (0). Under the passenger counts, there are labels: "Above 11", "2-11 Years", and "0-2 Years". At the bottom, there's a "Promotional Code" input field and a green "SEARCH" button with a right arrow.

**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

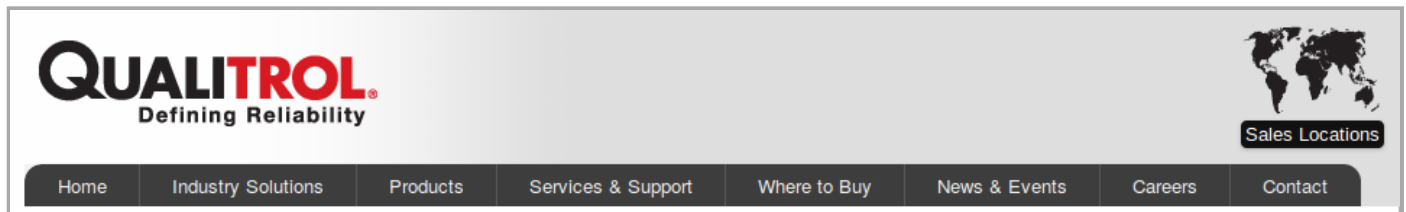
I am not able to decide

☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

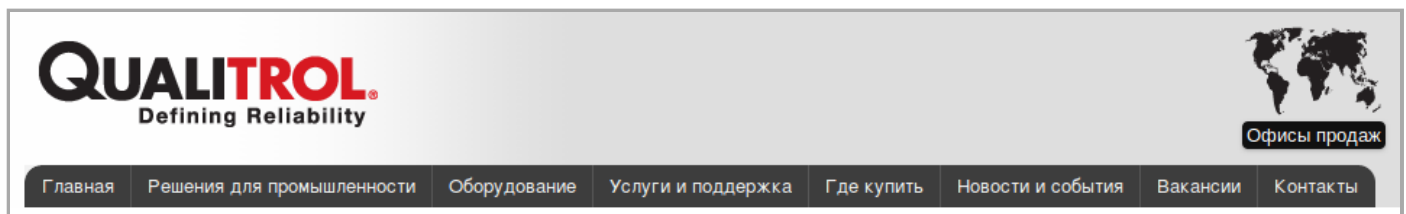
Q. Could you explain your answers? We would like to know the reasons for your choice of version for legibility, attractiveness, and appearance similarity. (Optional)

qualitrol

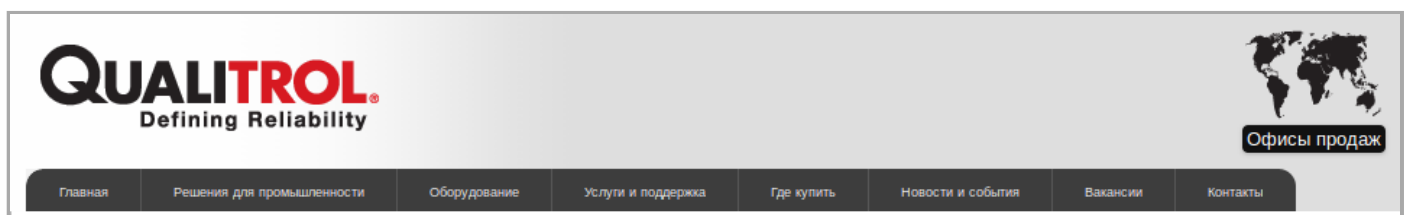
Q. For the below images, how would you rate the legibility and attractiveness of **Version 1** and **Version 2**, and their appearance similarity to the **Reference**?



Reference



Version 1



Version 2

Which  
version

Which  
version is  
more

**is more  
legible?**

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

**Which  
version is  
more  
attractive?**

*(Attractive  
= looks  
visually  
appealing?)*

**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)

**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)


## 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

**TRUSTPILOT**  
4.2 out of 5  
★★★★☆


**Norton SECURED**  
powered by VeriSign

## 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

**TRUSTPILOT**  
4.2 von 5  
★★★★☆


**Norton SECURED**  
powered by VeriSign

## 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?**

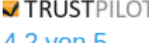
Buchungen können online geändert oder storniert werden


Herausragender Kundendienst

Über 4.7 Millionen Kunden vertrauen uns!



**Zuverlässig & sicher**

 TRUSTPILOT  
4.2 von 5  
★★★★☆

 Norton SECURED  
powered by VeriSign

## 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**

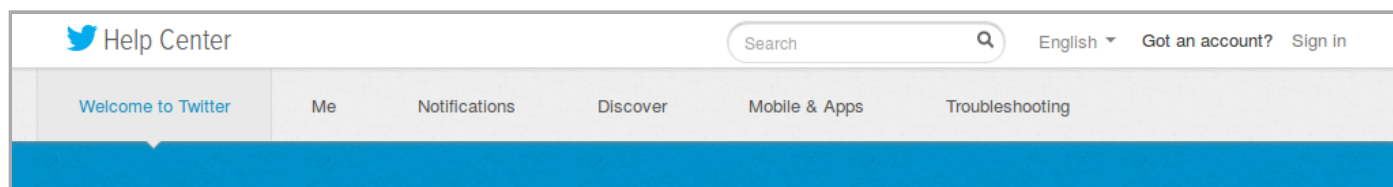
☐
☐
☐

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)

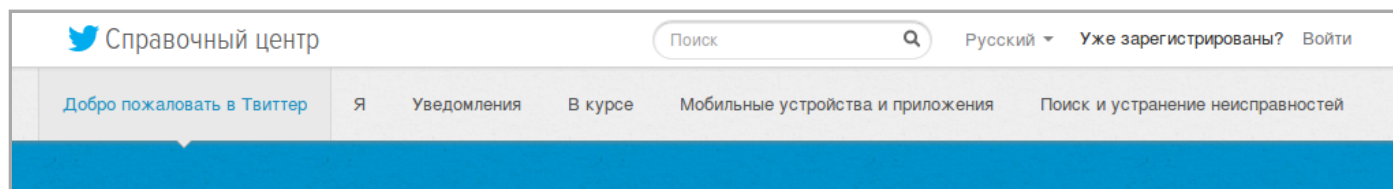


## twitterHelp

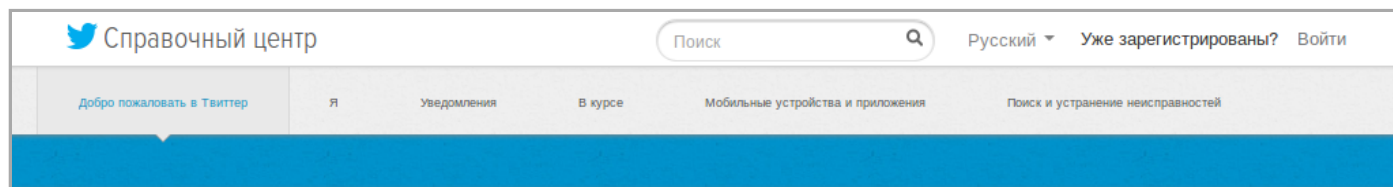
Q. For the below images, how would you rate the **legibility** and **attractiveness** of **Version 1** and **Version 2**, and their **appearance similarity** to the **Reference**?



**Reference**



**Version 1**



**Version 2**

Which  
version  
is more  
legible?

Which

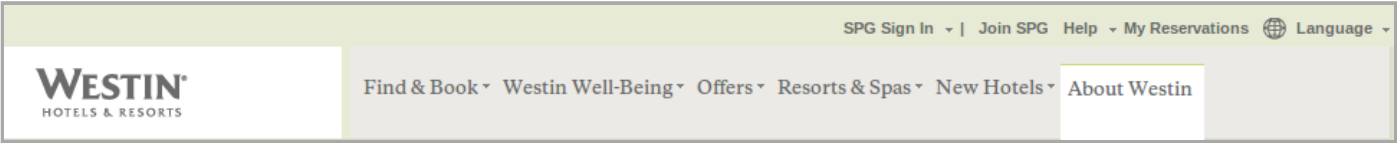
Which  
version is  
more  
similar in  
appearance

	(Legible = are the letters clear? easy to read?)	version is more <b>attractive?</b>  (Attractive = looks visually appealing?)	to the Reference?  (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"/>

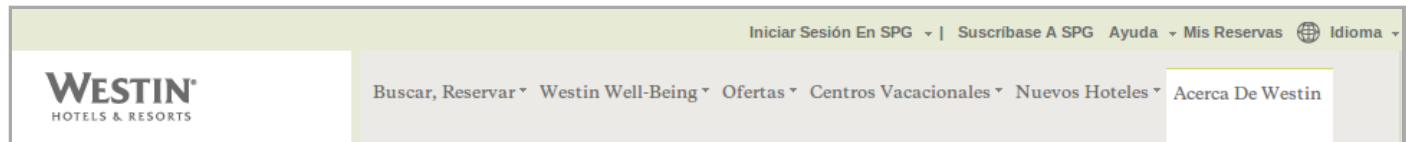
Q. Could you explain your answers? We would like to know the reasons for your choice of version for legibility, attractiveness, and appearance similarity. (Optional)

westin

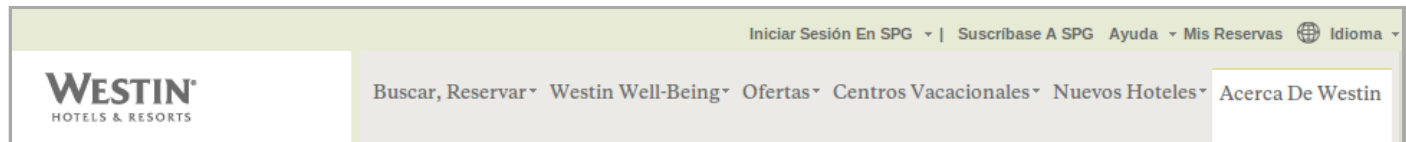
Q. For the below images, how would you rate the legibility and attractiveness of **Version 1** and **Version 2**, and their appearance similarity to the **Reference**?



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  
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**Which  
version is  
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*(Appearance  
similarity =  
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**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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