



Content Localization Labeling Guidelines 1.0

ContentQuality Team

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Intro to Content Localization

1.0 Welcome

These guidelines provide instructions on the **Content Localization** rating workflow. The purpose of this workflow is to confirm the language of a Pin and link.

Your contribution will improve the experience for new users of the service.

An **Content Localization** task consists of a Pin, the Pin's associated Title and Description and external Link.

You will be a successful **Content Localization** rater if you:

- Read and understand these guidelines and the given examples.
- It is not necessary to memorize all the information and examples. Feel free to refer back as often as needed while rating.
- Continuously improve your rating accuracy and consistency by receiving and learning from your project manager's feedback.

1.1 Setup

1. **Pinterest Account** - Please use a Pinterest account that you are comfortable being used for debugging by the Pinterest team. If you are not comfortable using your personal account, feel free to create another for this project.
2. **Audio** - Use headphones or computer audio.
3. **Browser Extensions** - You may use helpful browser add-ons or extensions unless they alter the page experience or change the page layout. **DO NOT USE AD-BLOCKERS OR AD-BLOCK BROWSER EXTENSIONS.**
4. **Language Settings** - Make sure your browser's language setting is the same as the job's country/language setting. Without proper setting, the judgment for language localness may not be correct.
 - a. To setup your browser language (for Edge, Chrome, Firefox, Safari) on PC/Mac OS:
<https://www.w3.org/International/questions/qa-lang-priorities#changing>

1.2 Definitions

- **Pin:** A Pin is made up of images and/or video using text, stickers, voiceover etc. A Pin consists of audio, visual and non-visual components.
 - Audio Components: Voiceovers and/or speech
 - Visual Components: Images and/or video content in the Pin
 - Non Visual components: Text part of a Pin. For example, a Title and/or Description.
- **Link:** An external link can be attached to a Pin to enrich the user experience. This is optional.
- **Language-independent:** A Pin or a link can be language-independent, which means either:
 - The Pin or link only contain emojis or any text does not carry much language information; OR
 - The text is not essential for users to understand the Pin/link. The Pin/link can still be fully understood and actioned on by the users who do not speak the language of the text.
- **Visual components:** These include images and video.
- **Non-visual components:** These include text, such as titles and descriptions.
- **Local market:** Means local people who speak the target language.
- **Target language:** Refers to the language you will be evaluating. For the examples below the target language is English, but you will be evaluating it for your local language.

Labeling Instructions

2.1 Before you start

Read through these instructions and familiarize yourself with the labeling rules and examples.

2.2 Step-by-step

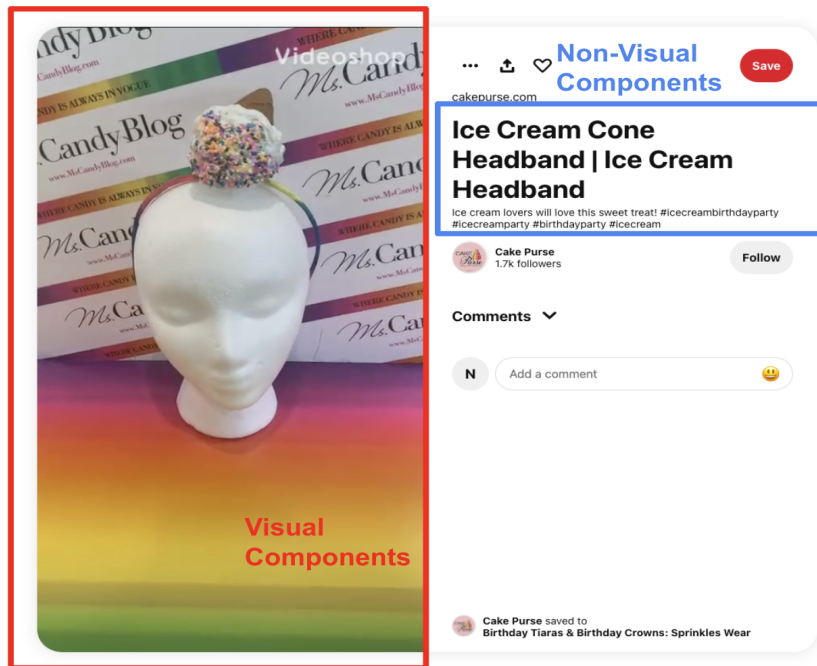
First Step - View the Pin (including, audio, visual and non-visual components)

1. Please view the Pin by clicking on the Pin. It will redirect you to the Pin page on a separate browser.
 - a. For video pins, **please watch through the entire video**.
 - b. **Audio might be turned-off by default. Please turn audio on** by clicking the speaker icon on the top right of the pin.
 - c. Please exclude music as part of the evaluation. If lyrics are posted or populate on the Pin we can include them for the language evaluation.
 - d. View any text on the images or videos. This includes stickers, subtitles on the Pin, song lyrics.
 - e. **EXCLUDE any profile info that loads at the end of the Pin**. This is NOT part of the language evaluation. (Visual example below).



- f. For Pins with multiple pages, **please view all pages**.

- g. View all text in the title and description section only (highlighted in the blue box below).



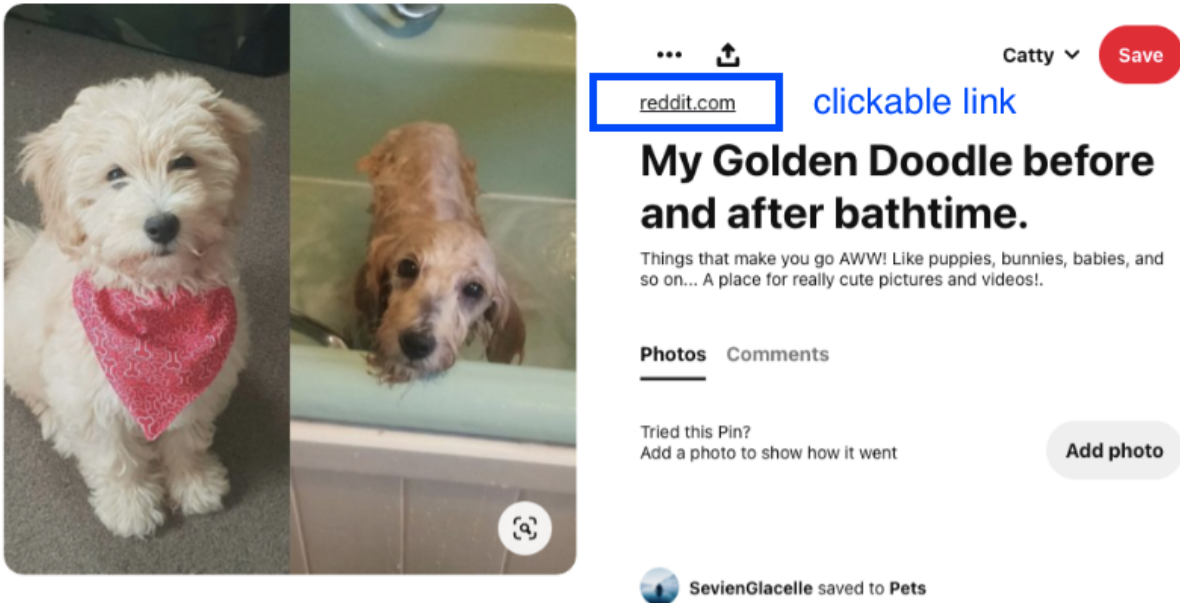
- h. Go back to the labeling tool (ADAP)

Second Step - Confirm the Pin Language

1. With the information from **BOTH** the visual and non-visual components of the Pin please confirm the Pin language.
2. Choose the best answer for the first question: "Is it a language-independent Pin?"
 - a. If the Pin only contain emojis or any other texts which do not carry much language information, or the texts are not essential for users to understand the pin and the pin can be completely understood and actioned on by the users who doesn't speak the language of the texts, select "Yes"
 - b. If the Pin is NOT language-independent, select "No"
 - c. If the Pin did not load or redirected you to the Pinterest home page, please select "Pin did not load."
3. If the Pin is NOT language-independent, choose the best answer for the question "Is the Pin in the target language?"
 - a. If the Pin is in the target language, select "Yes, the Pin is in the target language". Meaning it can be understood and actioned on by the local users.
 - b. If the Pin is not in the target language, select "No, the pin is NOT in the target language, and the local market can NOT understand".

Third Step - View the Link and confirm the Link language

1. If the pin has a link (see example below), please click on the link to view the web page



2. Choose the best answer for "Is it a language-independent link?"
 - a. If the link only contain images, emojis or any other texts which don't carry much language information, or the texts are not essential for users to understand the link and the link can be completely understood and actioned on by the users who doesn't speak the language of the texts, select "Yes"
 - b. If the link is not language-independent, select "No"
 - c. If the pin/link did not load or the pin has no link, please select "No link or link did not load".
3. If the link is not language-independent, choose the best answer for the question "Is the link in the target language?" based on the text you see on the webpage:
 - a. If the link is in the target language, select "Yes, the link is in the target language." Meaning it can be understood and actioned on by the local users.
 - b. If the link is not in the target language, select "No, the link is NOT in the target language, and the local market can NOT understand."

Fourth Step - Submitting your answer

1. Double check your answer.
2. Proceed to the next task.
3. At the end of the page, please click Submit.

2.3 Labeling Rules & FAQs

1. Image and/Video, Audio, Title and Description

- a. Use the Pin image and/or Video, audio, title and description as source of truth

2. Omit

- a. Please omit any music, as this is not part of the evaluation.
- b. Omit profile data populated at the end of the Pin.

3. Language Neutral/Independence

- a. When you are not sure if Pin/link texts are essential for users to understand the Pin/link.
- b. Please answer “**No**” to the question about language independence.

4. Multi-language

- a. When a Pin/link has text in multiple languages, you need to make your judgement case by case.
- b. If one language is very dominant and text in other languages is not critical to understand the Pin/link, you should consider the dominant language as the target language.
- c. This human evaluation task assumes every Pin has only one target language.
- d. If you are labeling a multi-language pin and cannot decide which language is the most dominant language, please answer “**No**” to the question "Is the Pin/link in the target language?"

Examples

Example Pin #1: Target Language: English

[Pin Link \(click\)](#)

- **Step 1 - View the Pin**
 - Both title and description are in English.
 - There is no language hint in the video.
- **Step 2 - Confirm the Language**
 - **Pin Language Independence:** No
 - **Pin Language:** English
- **Step 3 - View the Link and confirm the Link Language**
 - **Link Language Independence:** No link
 - **Link Language:** No link
- **Step 4 - Submit Answer**

Example Pin #2: Target Language: English

[Pin Link \(click\)](#)

- **Step 1 - View the Pin**
 - The pin title is English, the video is understandable to English speakers.
- **Step 2 - Confirm the Language**
 - **Pin Language Independence:** No
 - **Pin Language:** English
- **Step 3 - View the Link and confirm the Link language**
 - **Link Language Independence:** No link
 - **Link Language:** No link
- **Step 4 - Submit Answer**

Example Pin #3: Target Language: English

[Pin Link \(click\)](#)

- **Step 1 - View the Pin**
 - There's not sufficient language hint in the pin.
- **Step 2 - Confirm the Language**
 - **Pin Language Independence:** Yes
 - **Pin Language:** No text or audio
- **Step 3 - View the Link and confirm the Link Language**
 - **Link Language Independence:** No link
 - **Link Language:** No link
- **Step 4 - Submit Answer**

Example Pin #4: Target Language: English

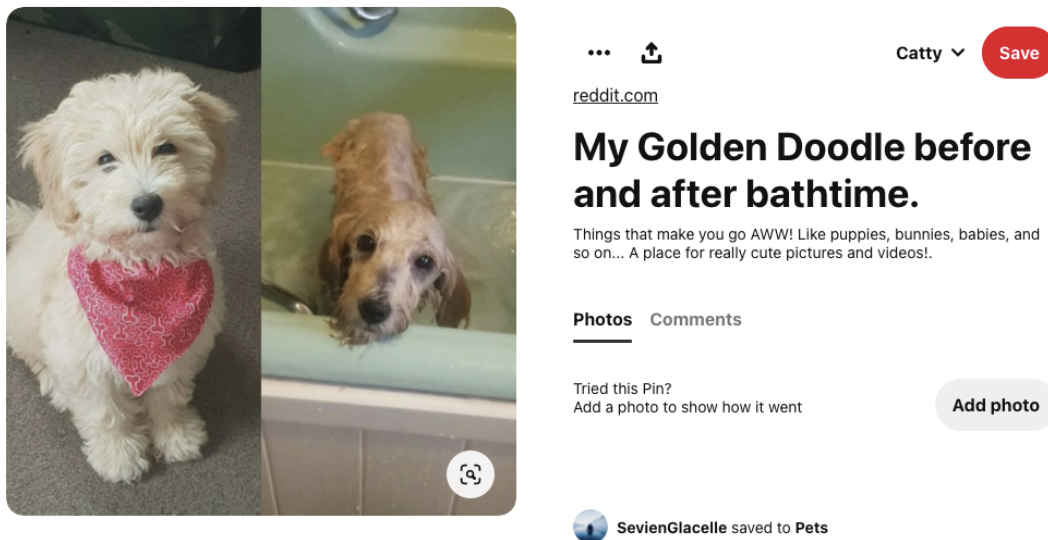
[Pin Link \(click\)](#)

- **Step 1 - View the Pin**
 - The title is a Japanese name, and there is no other text in the Pin.
 - English speakers can watch and understand the video.
- **Step 2 - Confirm the Language**
 - **Pin Language Independence:** Yes

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- **Pin Language:** The title is a Japanese name but they are not very essential for users to understand the Pin
- **Step 3 - View the Link and confirm the Link Language**
 - **Link Language Independence:** No link
 - **Link Language:** No link
- **Step 4 - Submit Answer**

Example Pin #5: Target Language: English



Link: [link](#)

- **Step 1 - View the Pin**
 - The Pin title and Pin description is in English.
 - People who don't speak English cannot fully understand them.
 - The link redirects us to an English website and people who don't speak English cannot fully understand the web page content either.
- **Step 2 - Confirm the Language**
 - **Pin Language Independence:** No
 - **Pin Language:** English
- **Step 3 - View the Link and confirm the Link Language**
 - **Link Language Independence:** No
 - **Link Language:** English
- **Step 4 - Submit Answer**

Change Log

- YYYY-MM-DD [name of editor]
 - Summary of updates
 - Update
 - Update
 - Update
- YYYY-MM-DD [name of editor]
 - Summary of updates
 - Update
 - Update
 - Update
- YYYY-MM-DD [name of editor]
 - Summary of updates
 - Update
 - Update
 - Update
- YYYY-MM-DD [name of editor]
 - Summary of updates
 - Update
 - Update