

Jornadas del Doctorado en Traductología, Traducción Profesional y Audiovisual 2021

ERGONOMICS OF TOOLS' USAGE FOR VIDEO GAME LOCALISATION

María Isabel Rivas Ginel



Universidad de Valladolid



The video game industry is a rising sector since its birth in the 70s and despite the health crisis, the sector registered a profit of 174,9 billion dollars worldwide in 2020. (<https://newzoo.com/key-numbers/>)

Localisation (L10N) is of capital importance as it can account for more than 50% of total sales.

Internationalisation (I18N), the process to create a product that is “translation friendly”.

Post-gold vs Simultaneous shipment



Strings that need to be localized are sent in Excel files that sometimes lack internal coherence.

Unnatural split between text and image that leaves many translators working blind.

Bernal Merino (2013:119) describes this as a “double-blind process (no audiovisual context, no text linearity)”.





Fortune Winds: Ancient Trader (2012).



“ENTER IN %PLACE TO OBTAIN %OBJECT.”



PLAYTESTING

FUNCTIONAL TESTING

COMPATIBILITY TESTING

PERFORMANCE TESTING

COMPLIANCE TESTING

LINGUISTIC TESTING



SURVEYS

SURVEY 1 (S1)

- Published the 10th of April and closed the 3rd of August
- 620 complete answers out of 1000
- 46 questions
- 19 pages
- 9 minutes
- 62% completion rate

SURVEY 2 (S2)

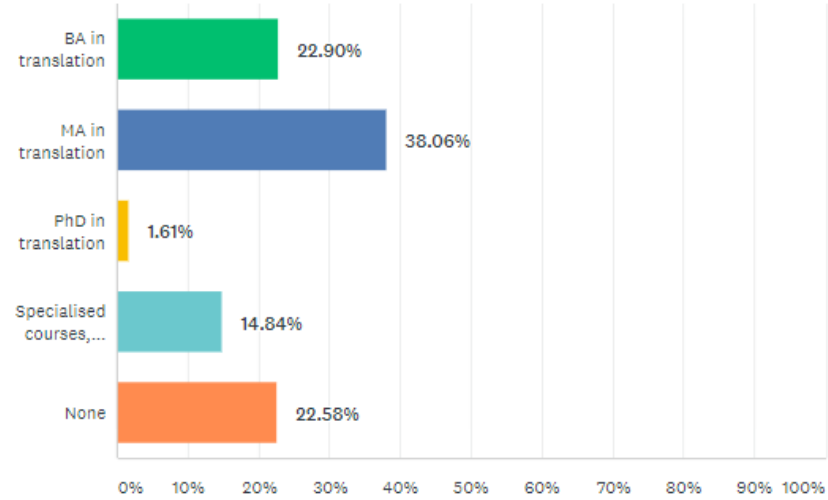
- Published the 23rd of July and closed the 15th of August
- 550 complete answers out of 770
- 20 questions
- 5 pages
- 6 minutes
- 71% completion rate



SURVEY 1: PARTICIPANTS' PROFILES

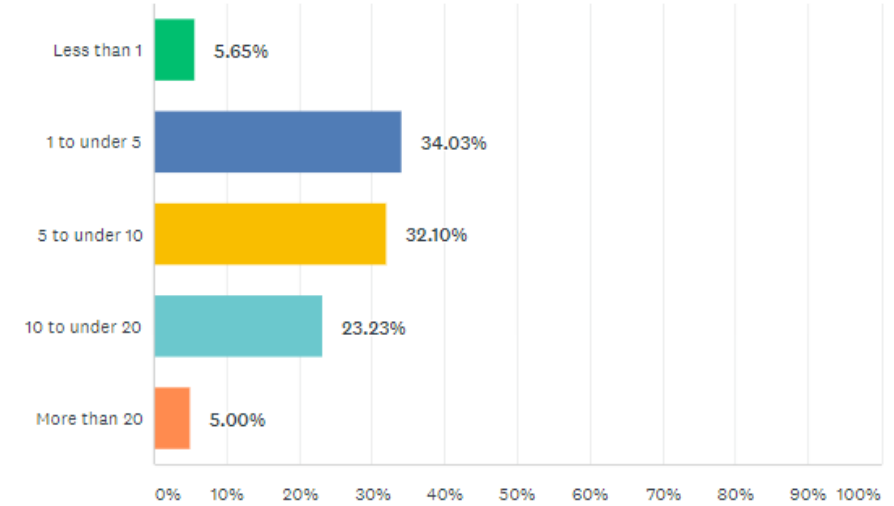
Have you received any formal education or training in translation?

Answered: 620 Skipped: 0



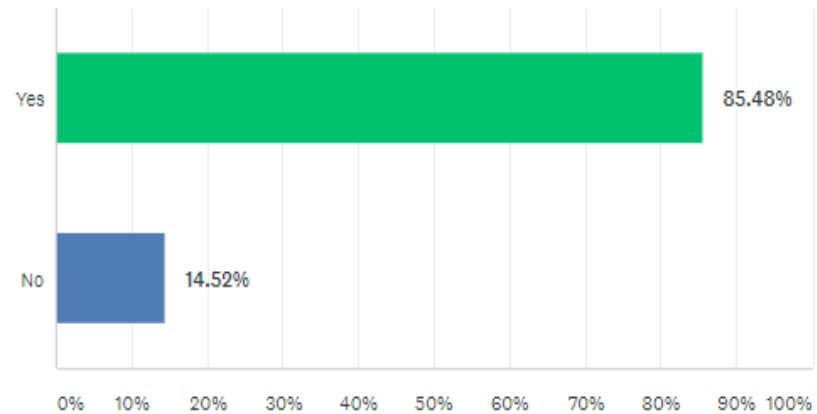
How many years of professional experience in translation do you have?

Answered: 620 Skipped: 0



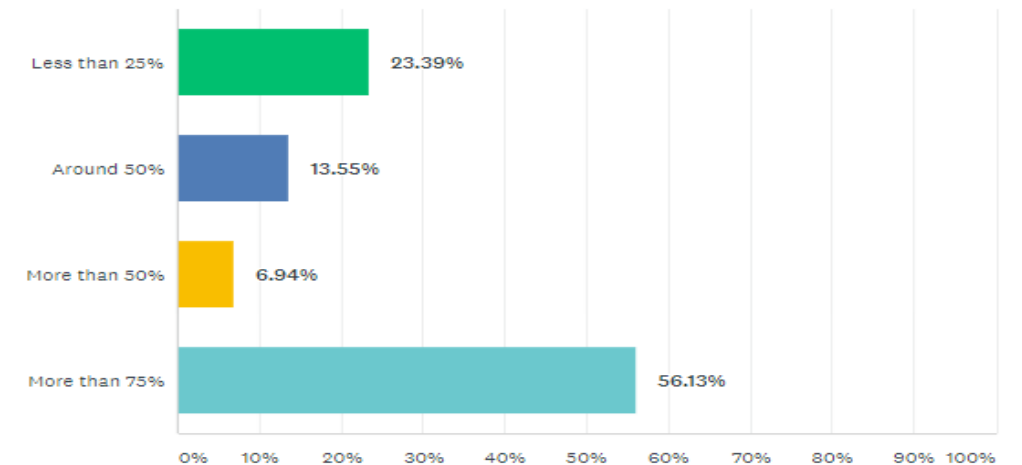
Is translation your main type of employment?

Answered: 620 Skipped: 0



How much of your activity is in game localisation?

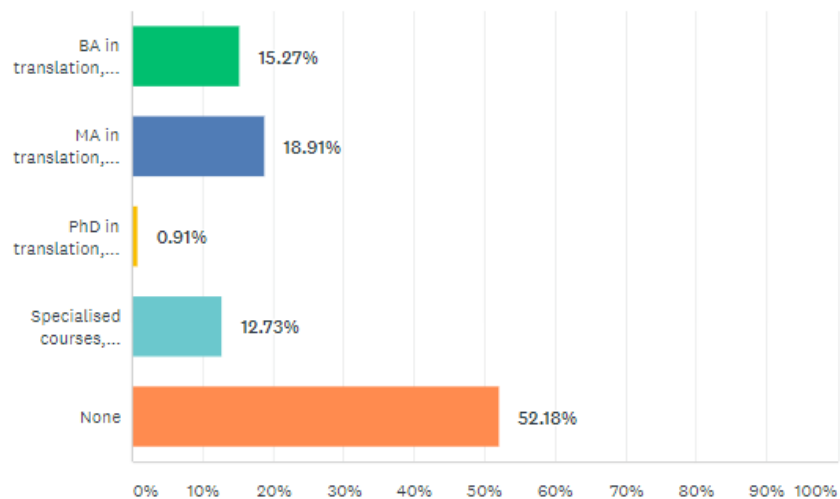
Answered: 620 Skipped: 0



SURVEY 2: PARTICIPANTS' PROFILES

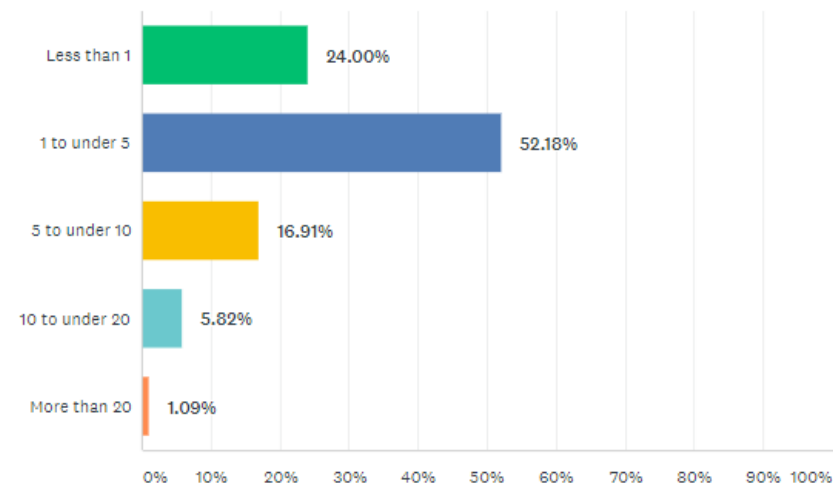
Have you received any formal education or training in linguistic testing?

Answered: 550 Skipped: 0



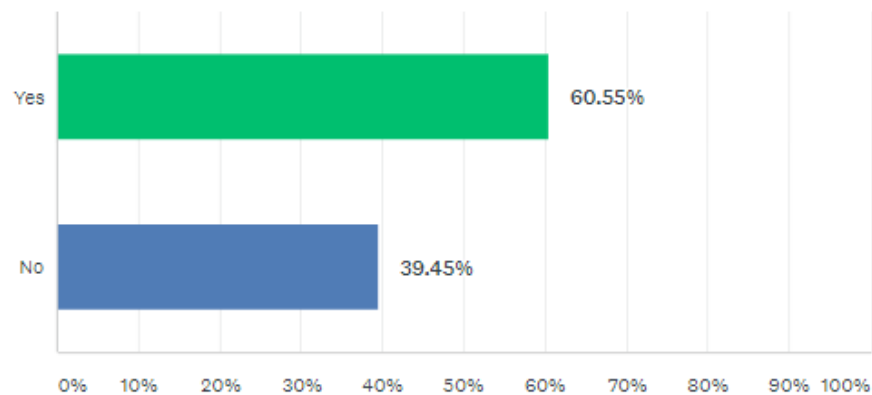
How many years of professional experience in linguistic testing do you have?

Answered: 550 Skipped: 0



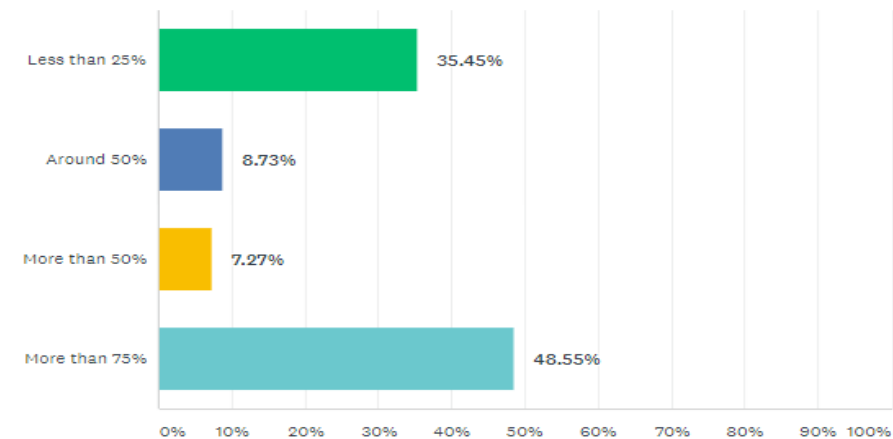
Is linguistic testing your main type of employment?

Answered: 550 Skipped: 0



How much of your activity is in linguistic testing for video games?

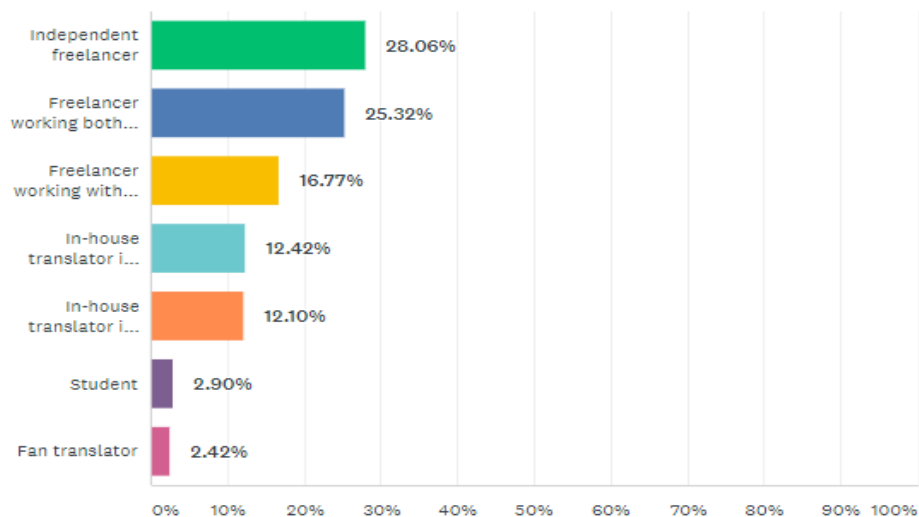
Answered: 550 Skipped: 0



SURVEY 1: BUSINESS PRACTICES

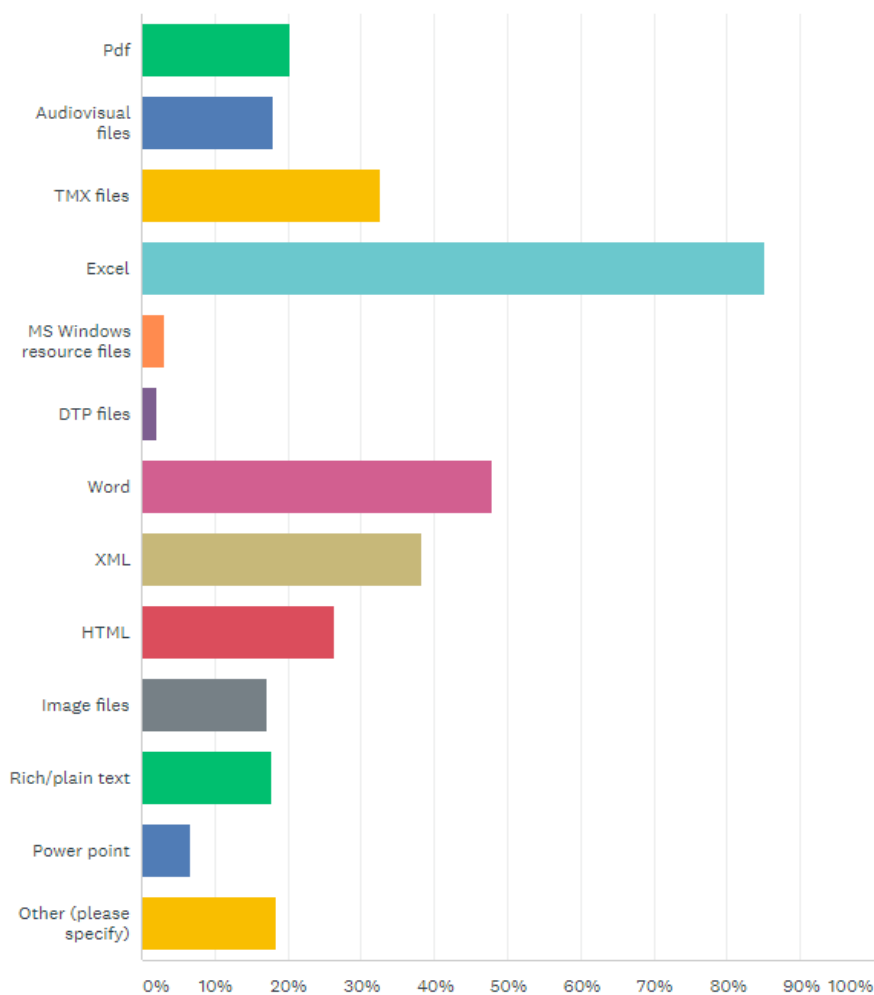
What is your type of employment as a video game translator?

Answered: 620 Skipped: 0



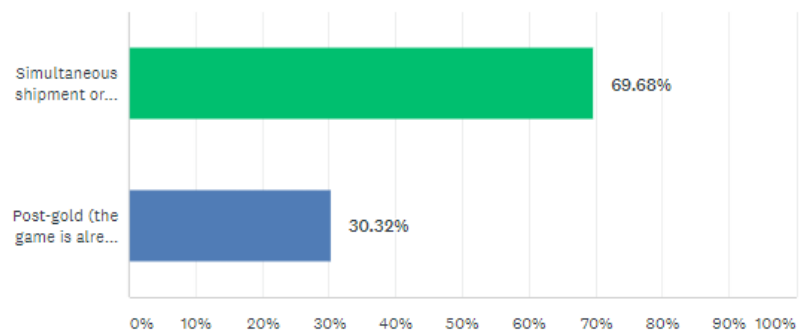
Which of the following file formats do you work with on a regular basis when it comes to video game localisation?

Answered: 620 Skipped: 0



When it comes to the release of the video game, what kind of model do you usually work with?

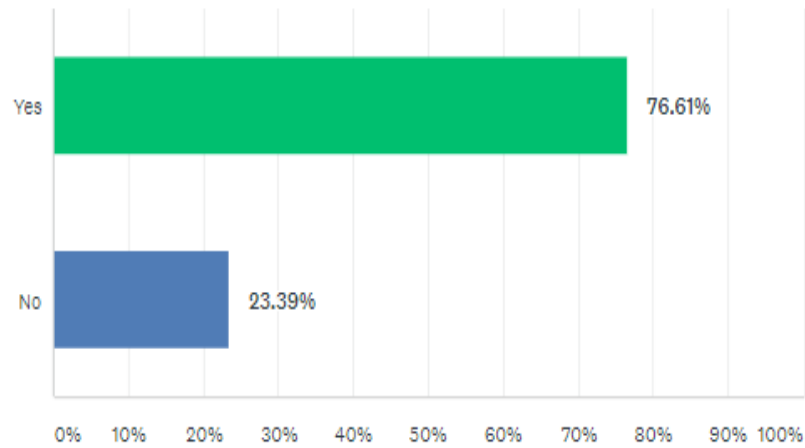
Answered: 620 Skipped: 0



SURVEY 1: BUSINESS PRACTICES BIS

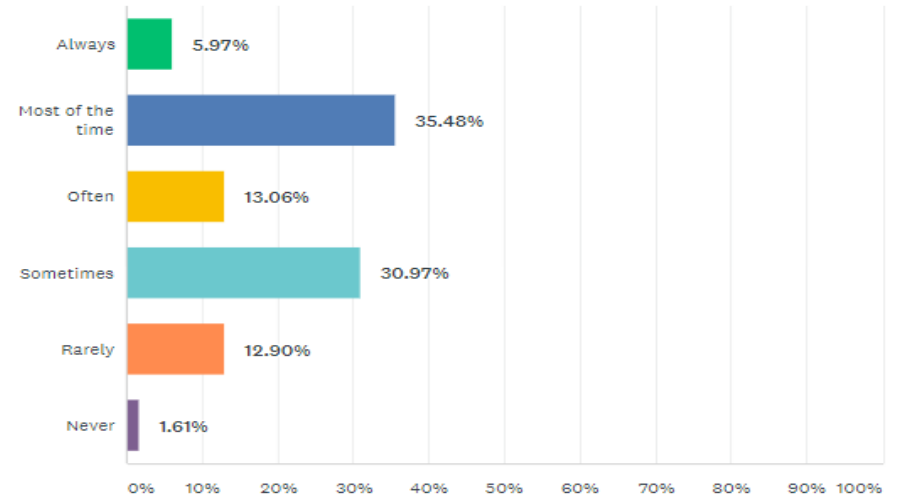
Do you usually have access to reference material?

Answered: 620 Skipped: 0



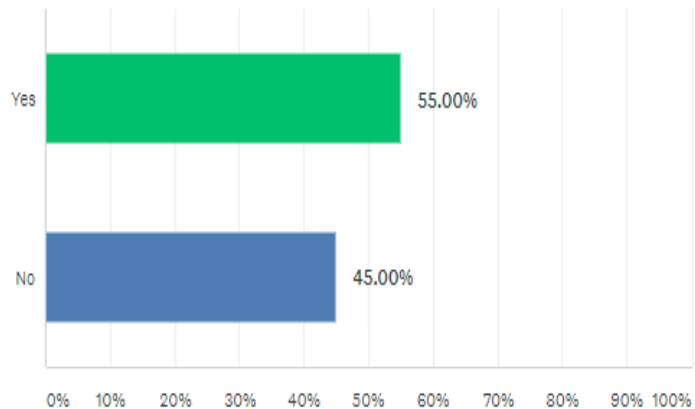
Do dialogues appear in order in the files you receive?

Answered: 620 Skipped: 0



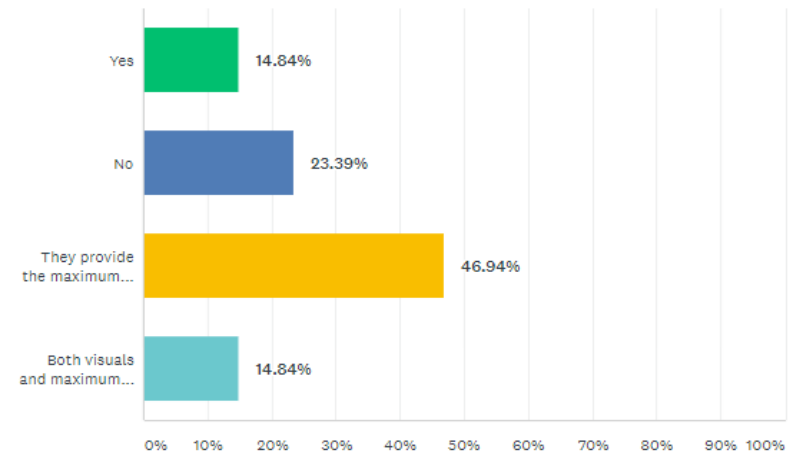
When it comes to subtitling or dubbing cinematics or spoken dialogues, do you usually have access to the video file?

Answered: 620 Skipped: 0



Do you have any access to the visual environment when it comes to user interfaces, menus, text inside images; to avoid text overflows or truncations?

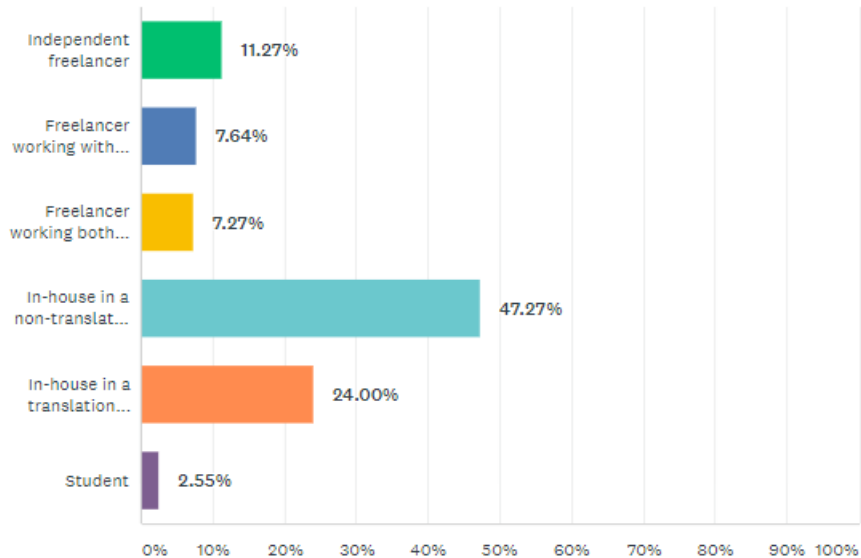
Answered: 620 Skipped: 0



SURVEY 2: BUSINESS PRACTICES

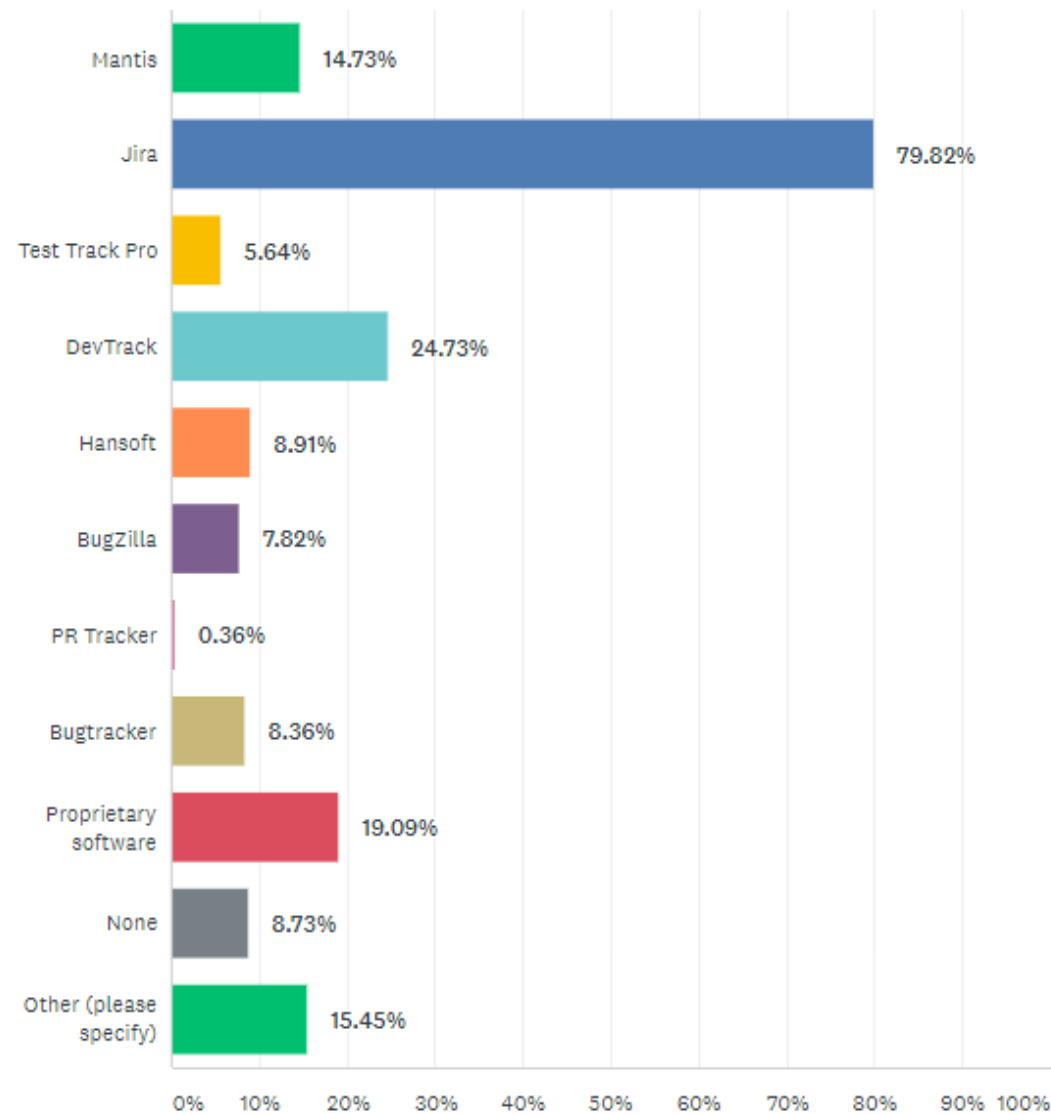
What is your type of employment as a video game linguistic tester?

Answered: 550 Skipped: 0



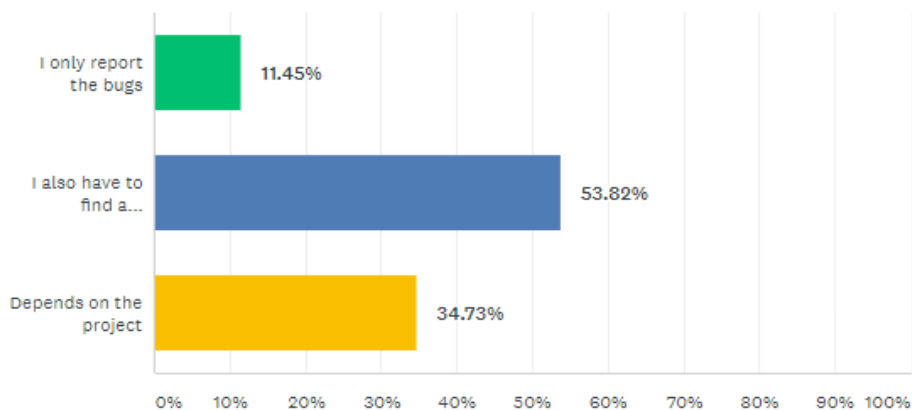
Which of the following Bug reporting tools do you use?

Answered: 550 Skipped: 0



Do you just have to report the bugs, or do you also have to find a solution/suggestion to fix them?

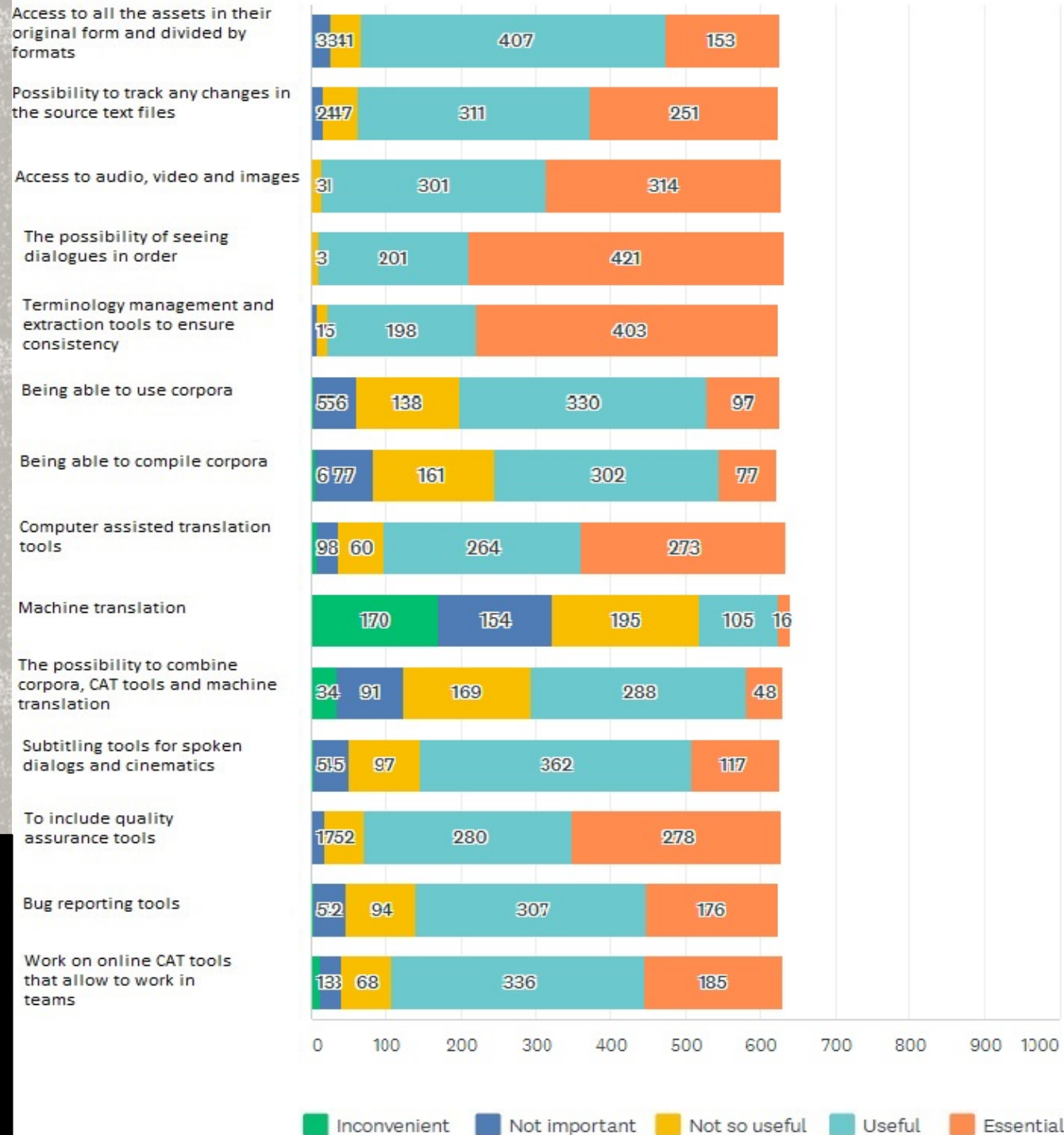
Answered: 550 Skipped: 0



SURVEY 1: KEY QUESTION

Please evaluate the degree of usefulness of the following features and functionalities, which might be included in a comprehensive tool for video game localisation.

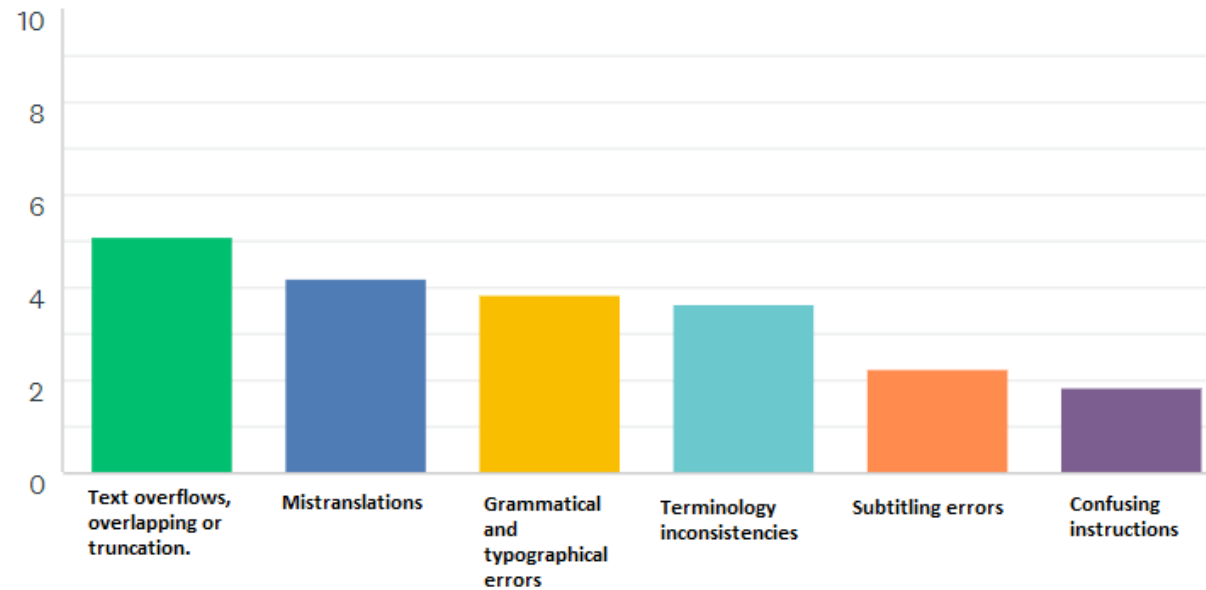
Answered: 620 Skipped: 0



SURVEY 2: KEY QUESTION

In your expert opinion, what are the most common types of bugs? (Drag the options to put them in order)

Answered: 550 Skipped: 0



SURVEY 2: KEY QUESTION

In your expert opinion, what is the main reason for text overflows, overlapping or truncation?

Answered: 550 Skipped: 0

ANSWER CHOICES	RESPONSES
▼ Lack of visual environment for the translators	51.64% 284
▼ Insufficient instructions for the translators or failure to follow the instructions	16.36% 90
▼ All of the above	15.09% 83
▼ Other (please specify) Responses	13.09% 72
▼ Don't know	2.18% 12
▼ Lack of translation quality	1.64% 9
TOTAL	550

In your expert opinion, what is the main reason for terminology inconsistencies?

Answered: 550 Skipped: 0

ANSWER CHOICES	RESPONSES
▼ Lack of resources such as glossaries, character bibles, etc.	33.27% 183
▼ All of the above	24.18% 133
▼ Too many translators working on the same project	20.91% 115
▼ Insufficient instructions for the translators or failure to follow the instructions	14.55% 80
▼ Other (please specify) Responses	3.64% 20
▼ Don't know	3.45% 19
TOTAL	550

In your expert opinion, what is the main reason for mistranslations?

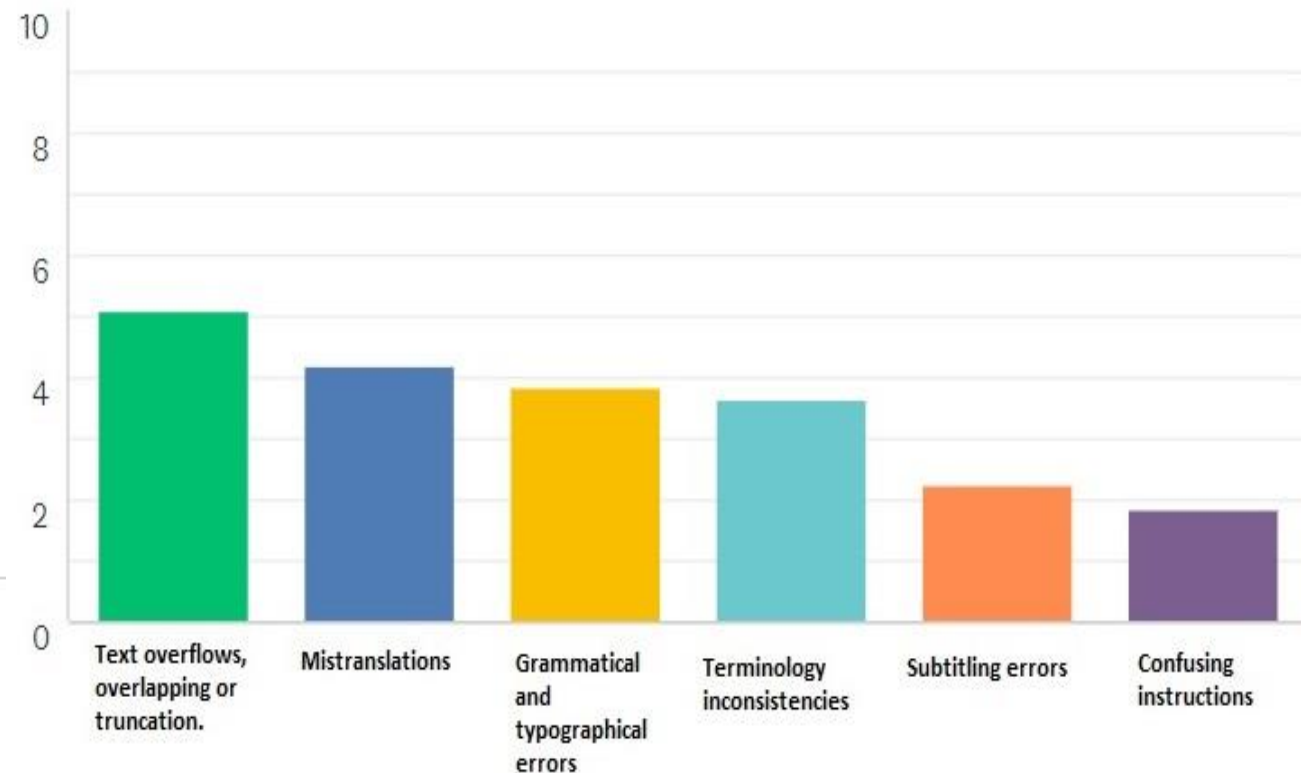
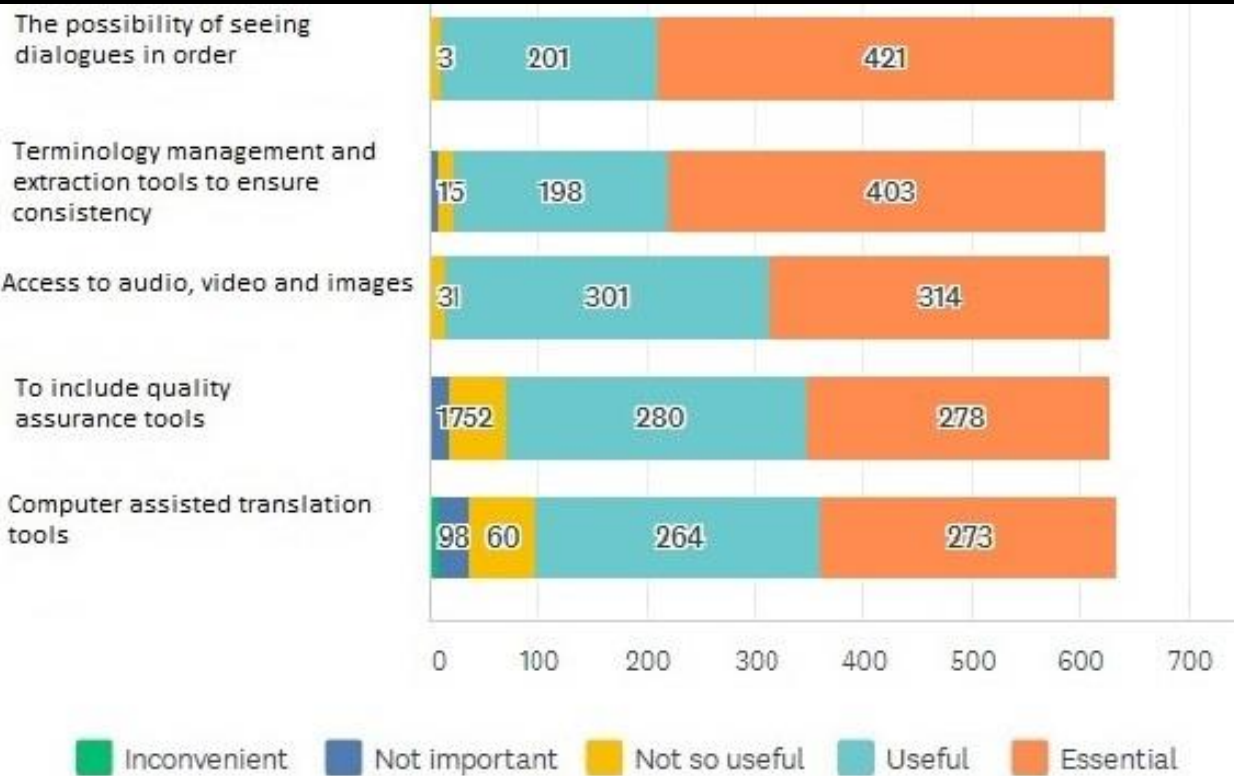
Answered: 550 Skipped: 0

ANSWER CHOICES	RESPONSES
▼ Lack of in-text context e.g. the strings aren't in order, etc.	40.73% 224
▼ All of the above	16.73% 92
▼ Lack of visual environment for the translators	16.00% 88
▼ Insufficient instructions for the translators or failure to follow the instructions	11.82% 65
▼ Lack of translation quality	9.64% 53
▼ Other (please specify) Responses	4.00% 22
▼ Don't know	1.09% 6
TOTAL	550

In your expert opinion, what is the main reason for confusing instructions?

Answered: 550 Skipped: 0

ANSWER CHOICES	RESPONSES
▼ Lack of context in-text	29.45% 162
▼ Lack of visual environment for the translators	21.64% 119
▼ Insufficient instructions for the translators or failure to follow the instructions	14.73% 81
▼ All of the above	14.00% 77
▼ Don't know	7.27% 40
▼ Lack of translation quality	7.09% 39
▼ Other (please specify) Responses	5.82% 32
TOTAL	550



In your expert opinion, what is the main reason for text overflows, overlapping or truncation?

ANSWER CHOICES	RESPONSES
Lack of visual environment for the translators	51.64% 284
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ANSWER CHOICES	RESPONSES
Lack of resources such as glossaries, character bibles, etc.	33.27% 183
All of the above	24.18% 133

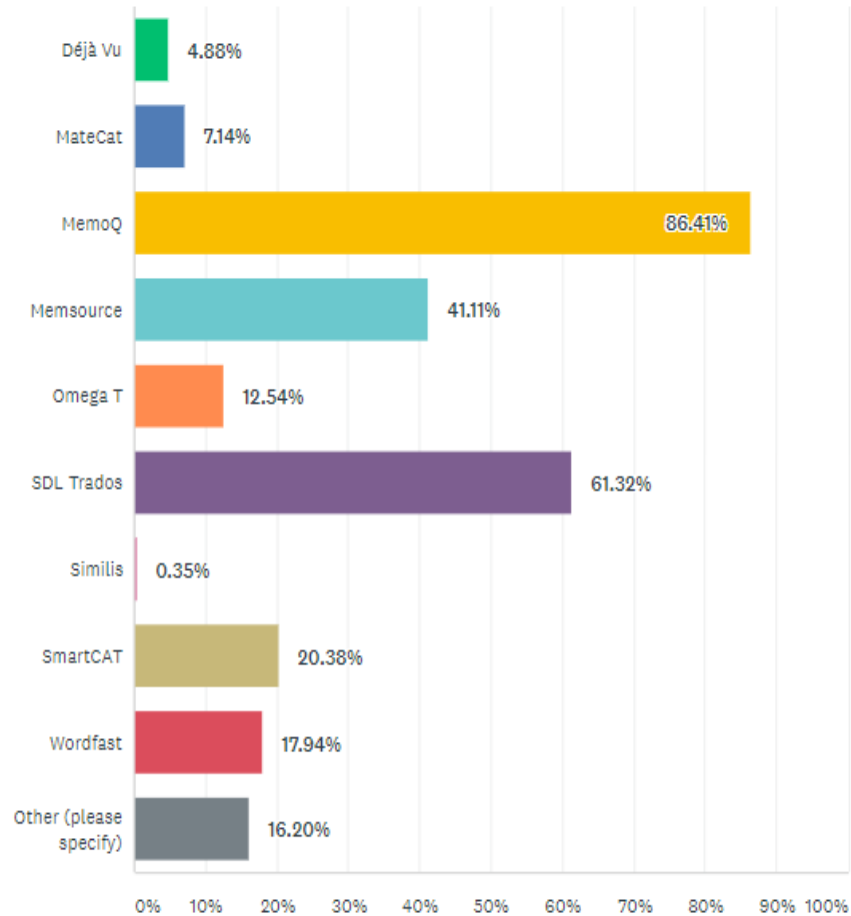
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Lack of visual environment for the translators	21.64% 119
Insufficient instructions for the translators or failure to follow the instructions	14.73% 81

SURVEY 1: TOOLS AND CONCLUSIONS

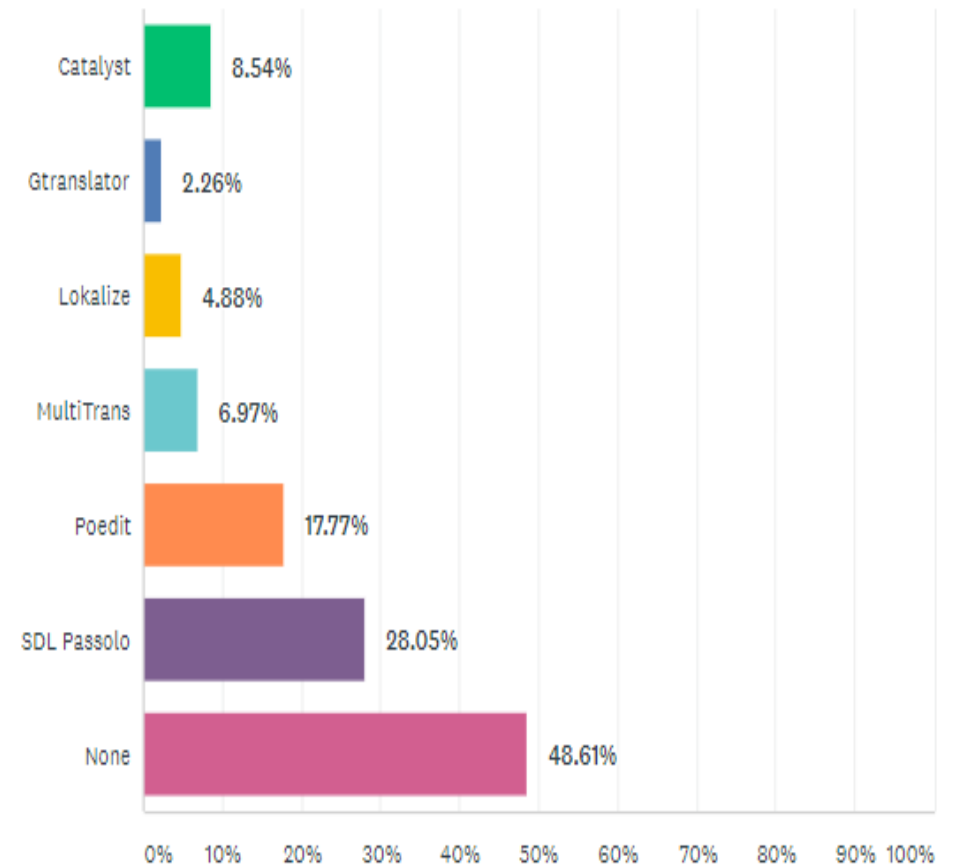
Which of the following CAT tools do you use?

Answered: 574 Skipped: 46



Which of the following localisation tools do you use?

Answered: 574 Skipped: 46



“Video games share part of the above-mentioned menu mechanics to control the game but the translation part of the process can rarely benefit from visual localisation tools such as those available for utility software and websites for the mere reason that the latter are designed to a different coding and file formatting standard (such as ‘.NET’ or ‘.XML’) and do not prioritise rich multimedia worlds nor entertainment like games do; in other words, they are completely incompatible”. (Bernal Merino, 2013:119)



With the new connector, once the memoQ and XLOC projects have been linked, at the touch of a button, asset strings will move directly from XLOC to memoQ for translation and back to XLOC once translated, without the need for manual exports and imports, saving time and bringing more autonomy and streamlining to the workflow.

Development teams can push assets into the translation workflow with a click of a button and seamlessly retrieve the translated assets into the central XLOC repository, ready for integration and testing.

▪ **Additional Key features of the XLOC 6.5 update include:**

- Enhancement of the QA “Suggested Translation” feature, allowing for quicker edits and helping prevent copy and paste errors
- A more user-friendly experience with new advanced search features, file drag-and-drop functionality and ‘upload image’ capability
- Additional end user autonomy thanks to new ‘Supervisor’ user permissions
- Increased support for String IDs (RSID), filenames and usernames containing multibyte characters. Working around multibyte IDs will no longer be necessary and this will allow for even more seamless integrations of source files without additional customer work.



References and bibliography

Bernal-Merino, M. Á. (2013). *The Localisation of Video Games* [Imperial College, London].

Chandler, H. M. (2020). *The Game Production Toolbox* (1st edition). CRC Press.

Gamespress, “XLOC streamlines video games localization process with new XLOC ‘memoQ Connector’” available at: <https://www.gamespress.com/XLOC-streamlines-video-games-localization-process-with-new-XLOC-memoQ->

Muñoz Sánchez, P. (2017). *Localización de videojuegos*. Síntesis.

O'Brien, Sharon & Ehrensberger-Dow, Maureen & Connolly, Megan & Hasler, Marcel. (2017). Irritating CAT Tool Features that Matter to Translators. *HERMES - Journal of Language and Communication in Business* n° 56.

O'Hagan, M., & Mangiron, C. (2013). *Game Localization: Translating for the Global Digital Entertainment Industry*. In *Benjamins Translation Library (BTL)*.

Zaretskaya, A. (2017). *Translators' requirements for translation technologies: User study on translation tools*. Universidad de Málaga.

