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Author(s)	孟, 涛
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Description	Supervisor:梅本勝博, 知識科学研究科, 修士

Current Status and Issues of Online Translation Service

A Case Study of Gengo

Tao Meng

School of Knowledge Science,
Japan Advanced Institute of Science and Technology
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While globalization is advancing rapidly, the demand for translation is growing more and more in the future. The biggest factor that the spreading of the internet has affected the translation industry is a dramatic increase of online users who do not use English. If speakers of other languages become to use the internet, they would seek the services of native languages. And, because new customers are having a wide range of demand, corresponding to the high-growth languages, there is an attractive business opportunity in the translation service.

Using crowdsourcing, a large amount of data can be processed in a short time by many people, and the work can be done at a low cost. Therefore, the translation companies have used the business style to outsource to external translators in the actual business.

By the combination of crowdsourcing and technology, gengo is exploring a new way of translation service. In this study, as a case study of human translation service of gengo, I analyze the countermeasures to the construction of information systems and the construction of the personnel system to explore effective translation service.

This paper focuses on this study, takes the entry of gengo CO., LTD as an example, in chapter 2, translation, translator, human translation service, the future and the issues of the translation industry, crowdsourcing, the classification of crowdsourcing, the advantages and disadvantages of crowdsourcing, the diversity and the future of crowdsourcing are introduced.

In chapter 3, on the basis of the knowledge gained from interview and literature review, the introduction of gengo, the service of gengo, the construction of personnel system of gengo, the customers and partners of gengo, the communication between the customers and the translators of gengo, the construction of the information system and the outlook for the future are analyzed. In chapter 4, by the information obtained from the analysis content, the research questions are answered and a discussion and conclusions are presented. In the last, I present suggestions for the future research.

When doing research, literature review has been adopted, internal material and interview have been referred to.

The main findings of this research are:

Gengo provides a human translation service on the internet. Gengo is a mediation to match the translators and the need of the clients.

Because gengo has a network of more than 9000 translators worldwide, it is possible to provide translations in 33 languages at a cheaper price than other translation companies.

In order to maintain the quality of the translation, translators are subjected to a skill test before the persons who are registered as translators, and by actively supporting the translators to ensure the quality of the translators.

And gengo provide the API and "String" service to construct the multi-language web site. Specifically, the text file is sent through the API, projects are assigned to the translators. The translation results can be obtained by polling or callback URL.

By combining crowdsourcing and technology, gengo is possible to provide stable quality translation in project of a large-scale and short delivery time. And by the combination of examination of qualification and quality check, gengo is possible to provide the translation service required at a low price.

This study is mainly through literature review, interviews, and case study to analyze the translation system. However, due to the fact that time is limited, I just interview the technology person of gengo. In forward, to clarify the management of crowdsourcing further, it is necessary to interview personnel persons and the freelancers of the company. And, to clarify there is a competitive advantage to the other traditional companies by using the information system and crowdsourcing, it is necessary to investigate other companies. In addition, in order to clarify the translation system now is effective or not actually, it is also necessary to interview the customers.