A Total Quality Model for Translation and Localization: Perspectives of the Academic and the Professional Translators

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ABSTRACT

The purpose of this research is to propose a total quality model for translation and localization in the Thai environment by investigating the influences of the 7 quality indicators, namely Grammar, Context, Equivalence, Genre, Function, Format, and Management over Source text, Translation and Localization and comparing the perceptions between the Academics and the Professionals of the 7 quality indicators over Source text, Translation and Localization. A Delphi Quality Model loaded by the 7 quality indicators were rated by the purposive sample respondents consisting of 37 Academics and 38 Professionals who have adequate knowledge or ample experiences on translation and localization quality. Means and standard deviation, and t-test were used to analyze the data. The findings revealed that all the 7 quality indicators for Source text, Translation and Localization were perceived as more and most important by both groups. For Source text, the Academics perceived Grammar and Context the highest most important quality indicators and Genre the least more important while the Professionals perceived Grammar the highest most important and Genre the least more important. For Translation, the Academics perceived Grammar the highest most important indicator and Format the least more important while the Professionals perceived Context and Function the highest most important indicators and Genre the least more important. For Localization, the Academics perceived Function the highest most important indicator and Genre the least more important while the Professionals perceived Management as the highest most important indicator and Genre the least more important indicator. Relating hypothesis testing of the perceptions between both groups on the 7 quality indicators for Source text, no statistical different perception was found between the Academics and the Professionals. For Translation, perceptions between the Academics and the Professionals, only Grammar and Management were found significantly different. For Localization, perceptions between the Academics and the Professionals, Grammar, Equivalence, Format and Management were found significantly different. To conclude, it can be inferred that the Delphi Quality Model can be maintained with some addition in the proposed Total Quality Model for Translation and Localization in Thailand which is a significant outcome of this effort. An application of the Model as a quality matrix is recommended as well as directions for further studies.

โมเดลคุณภาพเชิงบูรณาการของการแปลและการแปลเพื่อปลายทาง : มุมมองของนักวิชาการแปลและนักแปลอาชีพ

การวิจัยนี้มีจุดมุ่งหมายที่จะเสนอโมเดลคุณภาพเชิงบูรณาการ สำหรับการแปล และการแปลเพื่อปลายทางในสภาพแวดล้อมไทย โดยได้ตรวจสอบอิทธิพลของตัวชี้วัดคุณภาพ 7 ตัวชี้วัด อันได้แก่ ไวยากรณ์ บริบท ประเภทตัวบท หน้าที่ รูปแบบ และการจัดการ ที่มีต่อต้นฉบับงานแปล และงานแปลเพื่อปลายทาง และเปรียบเทียบมุมมองระหว่างนักวิชาการแปล และนักแปลอาชีพในเรื่องความสำคัญของตัวชี้วัดคุณภาพ 7 ตัวชี้วัด ที่มีต่อต้นฉบับ งานแปล และงานแปลเพื่อปลายทาง โมเดลคุณภาพเชิงบูรณาการเดลฟายที่บรรจุตัวชี้วัดคุณภาพ 7 ตัวชี้วัด มีการประเมินค่าโดยผู้ตอบแบบสอบถามที่เป็นกลุ่มตัวอย่างเฉพาะเจาะจง ที่ประกอบไปด้วย นักวิชาการแปลจำนวน 37 คน และนักแปลอาชีพจำนวน 38 คน ซึ่งมีความรู้พอเพียงหรือประสบการณ์กว้างขวาง ในด้านการแปล และการแปลเพื่อปลายทาง ค่าเฉลี่ยและค่าเบี่ยงเบนมาตรฐาน ได้ใช้ในการวิเคราะห์ข้อมูล ผลของการวิจัยพบว่าผู้ตอบแบบสอบถามทั้ง 2 กลุ่ม มองว่าตัวชี้วัดคุณภาพทั้ง 7 ตัวชี้วัด นั้นมีความสำคัญมากกว่า และมากที่สุดสำหรับต้นฉบับงานแปล และงานแปลเพื่อปลายทาง ในส่วนของต้นฉบับ นักวิชาการแปลมองว่าไวยากรณ์และบริบทเป็นตัวชี้วัดที่มีความสำคัญในระดับมากที่สุด และประเภทตัวบทมีความสำคัญน้อยที่สุดในระดับมากกว่า สำหรับนักแปลอาชีพมองว่าไวยากรณ์มีความสำคัญในระดับมากที่สุดและประเภทตัวบท มีความสำคัญน้อยที่สุดในระดับมากกว่า ในส่วนของงานแปล นักวิชาการแปลมองว่าไวยากรณ์เป็นตัวชี้วัดที่มีความสำคัญในระดับมากที่สุด และรูปแบบมีความสำคัญน้อยที่สุดในระดับมากกว่า สำหรับนักแปลอาชีพมองว่าบริบทและหน้าที่มีความสำคัญในระดับมากที่สุด และประเภทตัวบท มีความสำคัญน้อยที่สุดในระดับมากกว่า ในส่วนของงานแปลเพื่อปลายทาง นักวิชาการแปลมองว่า หน้าที่เป็นตัวชี้วัดที่มีความสำคัญในระดับมากที่สุด และประเภทตัวบทมีความสำคัญน้อยที่สุดในระดับมากกว่า สำหรับนักแปลอาชีพมองว่าการจัดการมีความสำคัญในระดับมากที่สุด และประเภทตัวบท มีความสำคัญน้อยที่สุดในระดับมากกว่า ในการทดสอบสมมติฐานของการเปรียบเทียบมุมมองของตัวชี้วัดคุณภาพที่มีต่อต้นฉบับ งานแปล และงานแปลเพื่อปลายทาง พบว่า ในส่วนของต้นฉบับ ทั้งสองกลุ่มมีความคิดเห็นไม่แตกต่างกัน ในส่วนของงานแปล พบว่า ความคิดเห็นแตกต่างกันอย่างมีนัยสำคัญทางสถิติในเรื่องไวยากรณ์และการจัดการ ในส่วนงานแปลเพื่อปลายทางพบว่าไวยากรณ์ ความเทียบเท่า รูป

แบบ และการจัดการมีความแตกต่างกันอย่างมีนัยสำคัญทางสถิติ สรุปได้ว่า โมเดลคุณภาพเชิงบูรณาการเดลฟาย อาจสามารถคงไว้ด้วยการปรับเพิ่มเติมบางส่วน เพื่อใช้เป็นโมเดลคุณภาพเชิงบูรณาการ สำหรับการแปล และการแปลเพื่อปลายทางในประเทศไทย ซึ่งเป็นผลของการวิจัยนี้ การประยุกต์ใช้โมเดลนี้เป็นเมทริกซ์คุณภาพได้มีการเสนอแนะไว้ รวมทั้งทิศทางในการดำเนินการวิจัยต่อไป

Keywords: translation and localization total quality model perceived by academics and professionals, translation and localization quality matrix, Thai translation and localization practices and innovations

1. Overview

Globalization and ASEANization while open a new opportunity for intercommunication and information accessibility across languages and cultures inevitably cause high competition among all players. If quality is a vital key for the country development, Thai translation and localization community is compelled with a search for its genuine quality to serve globalization and ASEANization in various roles, i.e., multilingual communication and socio-economic and peace development. Translation studies needs to clearly embrace quality studies in their discipline in order to be competitive in a changing world. The research thus attempts to propose a translation and localization total quality model by investigating quality indicators and their importances over source text, translation and localization and testing 3 hypothesis statements: 1) Academics and Professionals perceive quality of Source text differently. 2) Academics and Professionals perceive quality of Translation differently. 3) Academics and Professionals perceive quality of Localization differently.

The issue of translation and localization quality assessment model has its root from literary criticism. Plato's (427 BC) argument on consequences of poetic inspiration in his Republic is often taken as the earliest important example of literary criticism (Britannica 2011: 1). Translation quality was brought into public attention in 1959 at the International Federation of Translators (FIT) international symposium on quality in Paris (Williams 2001: 327). We may explore various studies and literature review to be used as background for the proposed quality model as follows:

2. Thai Translation Practice

Thai translation practice from the ancient time relies on individual experience until the reign of King Rama VI when western theories have been applied. Moreover translation research at present in Thailand reflects a limited scope, non-quantitative, and clustered around the theme of grammatical errors. More comprehensive and empirical research for both translation and localization quality is strongly required especially when certified translators and translation are greatly in demand in the time of high competitive translation industry market (Sawasdiwat Na Ayutthaya 2011a; 2011b; 2011c).

3. Quality Studies

Quality studies should be comprehensive, that is, extending beyond the issue of linguistic to communicative, pragmatic, cultural, socio-semiotic in multi-faceted global contexts aiming towards customer satisfaction, continuous improvement, full participation, world impact, self-sufficiency and sustainability by applying reliable potential quality indicators to assure quality output (Petersen 1996; Nord 1991a) as commented by Melis and Hurtado Albir (2001: 272), "On the whole, most research into assessment in translation only concentrates on one area—evaluation of translations of literary and sacred texts – and other areas (i.e., localization) are ignored.

4. Translation and Localization

Various quality and standards are claimed to serve translation and localization industry. Localization as an economic development catalyst needs additional quality criteria besides a common translation quality indicators, i.e., Linguistics, Culture-Market-Business, Physicality, Technicality, and Law-Regulation-Politics adaptation as well as Formatting in case of multimedia or software localization. As it is business-oriented, management and process become important issues for product and service localization. In order to serve locale, the issue of source text control is very important as quality source text will render quality translation and localization as proposed by HablamosJuntos (2009), Mitamura and Nyberg (1995), and Bernth (1997).

5. Reviewed Research and Studies

The research and studies point out that an empirical quality model using quantitative, descriptive and objective assessments should be more explored (Jiménez-Crespo 2009; Banchs and Li 2011) in order to best serve globalized translation and localization industry. In this regards, comprehensive quality model is needed as traditional quality measure, i.e., grammatical error analysis as commented by Nord (1991a: 166) "Error analysis is insufficient: "[I]t is the text as a whole whose function (s) and effect (s) must be regarded as the crucial criteria for translation criticism." To fully cover and reflect the translation nature, the concept of totality or comprehensiveness and relativity (Sager 1989; Campbell 1991; Petersen 1996; Hatim and Mason 1990, 1997; Al-Qinai 2000; Melis and Hurtado Albir 2001) should be added to a translation quality model. Translation criteria as perceived by both translation academia and industry are needed to fill the whole quality picture (Hermans 1989; Chesterman and Wagner 2002; Asensio 2003; Vibert 2010).

From the above analysis, it is noted that quality studies has just open to public recently compared to translation studies which can be traced back thousands of years. One of the first translation models was published by House in 1977. In addition a lack of adequate theoretical and empirical background affects the objectivity and effectiveness of global translation quality assessment as in the case of Thai translation which has begun to apply empirical theories recently. Moreover most translation quality assessment tools are less objective and less comprehensive. In addition a quality perception gap still exists between academics and professionals; therefore, a research in translation quality is urgently needed. As Melis and Hurtado Albir (2001: 273) commented, "Nowadays, and despite the enormous advances in literary criticism, translation criticism is either non-existent or, if practiced at all, is carried out in a subjective, undisciplined/ad hoc fashion." Williams (2009: 3) further confirmed, "National and international translation standards now exist, but there are no generally accepted objective criteria for evaluating the quality of translations."

6. Determination of Translation and Localization Conceptual Framework

Various quality indicators drawn from the studies and research in the literature review are grouped as follows:

1) Concept-focus quality

Concept-focus quality refers to models which follow various approaches, e.g., Nida (1964) and Catford (1965) with their equivalence analysis, Melis and Hurtado (2001) with their error typology analysis, Newmark (1988) with his communicative translation. Reiss (1977/1989) with textology-genre and translation strategy, Vermeer (1984) with Skopos theory (1984), and Nord (1991a) with translation brief as a process focus on Pragmatic and Functional approach. House (1977/1997) with linguistic and humanistic approach through functional grammar, genre and situational-context dimension of Field, Tenor and Mode are conceived as a reflection of a social, political, ethical and moral analysis. Systemic Functional Grammar (Halliday 1967, 1977; Halliday and Hasan 1985) through its meaning-based in functional social context is widely applied to explain the realization of text. The expansion of context beyond traditional translation to localization as innovation is integrated into the text producing and translating (Highbarger 2003; Lommel 2007; MultilingualQA 2010; Sawasdiwat Na Ayutthaya 2011a: 10-11; 2011b: 18-20).

2) Strategy/Criterion-focus quality

Strategy/Criterion-focus quality refers to models which apply techniques, methods, criteria, such as the seven standards of textuality by de Beaugrande and Dressler (1981), Baker's taxonomy of translation strategies (1992), Delisle, Lee Jahnke and Cormier (1999) with their Translation Terminology, ISO 12616 (quality control of terminological information in translations), EN 15038 (requirements for the provision of quality services for translation service providers).

3) Statistics-focus quality

As opposed to non-quantitative or descriptive-focus, Statistics-focus quality refers to models which propose quality measures, metrics, indicators, scales by

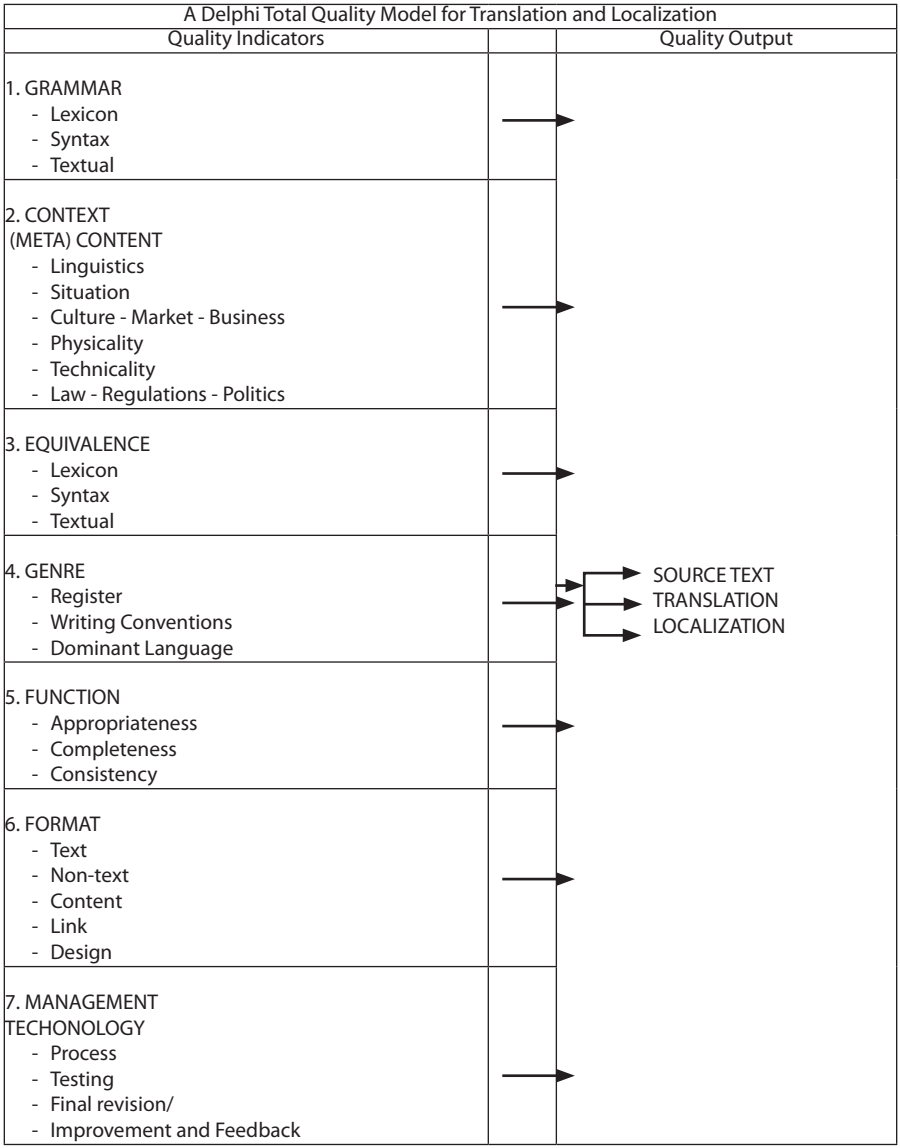
applying statistical analysis to assure quality translation. The CTIC scale (Conseil des traducteurs et interprètes de Canada), and the SICAL scale (Système canadien d'appréciation de la qualité linguistique) are major movements since the 1970s (Williams 1989: 25), followed by SAE J2450's Translation Quality Metric (The Society of Automotive Engineers 2001: 1-5), LISA QA 3.1 model's Tasks-format-management and grammatical Error Data Collection through (Localization Industry Standards Association 2007: 5-7).

4) Holistic-focus quality

Holistic-focus quality refers to models reflecting totality or the macro picture of translation quality with its eclecticism nature by incorporating or integrating the main components of translation phenomena, such as error analysis and other functional or socio-semiotic components, e.g., Sager's (1989) comprehensive translation quality model incorporating translation system, management, feedback and service, Petersen (1996) in her application of total quality management (TQM) to translation based on Skopos theory, Al-Qinai (2000) in his eclectic model: lexico-syntactic properties, textual typology, formal correspondence, pragmatic equivalence, Melis and Hurtado Albir (2001) for their comprehensiveness of translation quality assurance, especially error typology and multi-level translation, William (2001) in his Argument macrostructure and Rhetorical Topology: Organizational schemas, Conjunctives, Types of argument, Figures, and Narrative strategy, Waddington's (2001) holistic and error analysis translation assessment, and Jimėnez-Crespo (2009) in his evaluation on pragmatic and functionalist aspects in localization.

The above information is conceptualized and delineated to cover translation and localization phenomena yielding 7 quality indicators. Each text/semantic unit realized in source text by authors, translated and localized by translators through the three features: Field, Tenor and Mode expresses the three functions: Experiential, Interpersonal and Textual/Logical and governed by Grammar, Contexts, Equivalence, Genre, Function, Format and Management with translation strategies loaded in the Delphi Model presented as follows:

Model 1 A Delphi Total Quality Model for Translation and Localization



From Model 1 the 7 quality indicators (Grammar, Context, Equivalence, Genre, Function, Format and Management influence the quality of source, translation and localization. If the 7 quality indicators are effectively deployed when realizing a source text, translation and localization, it is assumed that quality product will be emerged, in this case, quality source text, translation and localization.

7. Population and Sampling

As Thailand has a limited number of translators who know or have experiences about theories and practices of translation and localization quality, the population may be divided into 2 groups: Academics and Professionals with adequate knowledge or ample experience in translation and localization quality. The purposive sample groups consist of 37 Academics who are master's and bachelor's degrees students in translation including their teachers, and 38 Professional translators working for public or private non-academic organizations and freelancers.

8. Data Collection and Analysis

Interviews were conducted prior to send questionnaires attached with explanation to confirm whether the respondents have adequate knowledge or ample experience in translation and localization quality. The responses (100%) were collected mostly in person in order to provide more explanation about the questionnaires in case the respondents need further clarification.

Descriptive statistics was treated for frequency, percentage, mean scores and standard deviation (Hammett 2005: 6-11). Cronbach's Alpha Reliability Coefficient (Gliem and Gliem 2003: 82-88) was used to test reliability of the questionnaire yielding .94 Alpha value and inference statistics: T-test (Park 2009: 26) was used to test the 3 hypotheses by comparing the mean scores of the two groups with assumptions that both groups perceived the 7 indicators over source text, translation, localization differently based on the review literature. The results of which were presented in the proposed total quality model of translation and localization in the Thai environment.

9. Results and Discussion

Through the descriptive statistics: means and standards deviation were applied to treat the data.

Table 1 Significance Level of Importance of the Quality Indicators (Source Text) Perceived by the Academics and the Professionals.

Items	Status	N	$\bar{x}$	S.D.	Interpretation (Importance level)
I1 (Grammar)	Academics	37	4.97	.164	most
	Professionals	38	4.97	.162	most
I2 (Context)	Academics	37	4.97	.164	most
	Professionals	38	4.89	.311	most
I3 (Equivalence)	Academics	37	4.78	.417	most
	Professionals	38	4.74	.446	most
I4 (Genre)	Academics	37	4.65	.484	most
	Professionals	38	4.63	.489	most
I5 (Function)	Academics	37	4.89	.315	most
	Professionals	38	4.87	.343	most
I6 (Format)	Academics	37	4.84	.374	most
	Professionals	38	4.74	.446	most
I7 (Management)	Academics	37	4.70	.520	most
	Professionals	38	4.79	.413	most

From Table 1, for Source text, all 7 quality indicators were found most important as perceived by both groups. The Academics rated I1 (Grammar) and I2 (Context) as the highest most important indicators having the same average mean score 4.97 whereas I4 (Genre) with 4.63 rated as the least most important indicator. For the

Professionals, I1 (Grammar) (4.97) ranked the highest most important indicator whereas I4 (Genre) (4.63) ranked the least most important indicator.

The observation reveals that both groups share the same opinion for Source text which is the base from which Translation and Localization emerge. Grammar is considered the highest most important of all indicators for both groups. Their option for grammar reflects their linguistic-oriented approach. It may be inferred from this result that according to their perception, without quality Grammar, the source text could not be understood and the task of Translating or Localizing could not be accomplished. The source text author, thus should pay attention on quality of Grammar as captured by translators from both groups. As noted by HablamosJuntos (2009: 4-5), "Translators need to take into account grammar, writing conventions, and idioms or forms of expression that are particular to each language while retaining the intended meaning of the source text. (If Translation and localization are) No longer bound by the source text (due to inaccessibility to poor quality source text), an inherent risk with this level of restructuring and rewriting is the potential to create text that departs from the intended meaning of the source text. Moreover the control of source text is an important factor for Internationalization by which the re-engineering of source text's linguistic and culture is obviously much more difficult and time-consuming than designing at the initial stage a deliverable with the intent of presenting it globally (Ishida and Miller 2010: 1).

Table 2 Significance Level of Importance of the Quality Indicators (Translation) Perceived by the Academics and the Professionals

Items	Status	N	$\bar{x}$	S.D.	Interpretation (Importance level)
I1 (Grammar)	Academics	37	4.86	.347	most
	Professionals	38	4.55	.602	most
I2 (Context)	Academics	37	4.76	.435	most
	Professionals	38	4.79	.413	most
I3 (Equivalence)	Academics	37	4.73	.450	most
	Professionals	38	4.66	.481	most
I4 (Genre)	Academics	37	4.59	.498	most
	Professionals	38	4.47	.603	more
I5 (Function)	Academics	37	4.81	.397	most
	Professionals	38	4.79	.413	most
I6 (Format)	Academics	37	3.97	.499	more
	Professionals	38	4.16	.594	more
I7 (Management)	Academics	37	4.19	.616	more
	Professionals	38	4.63	.489	most

From Table 2, for Translation, the Academic group perceived I1 (Grammar) as the highest most important indicator (4.86) whereas I6 (Format) (3.97) was perceived as the least more important indicator. For the Professional group, I2 (Context) and I5 (Function) are the highest most important indicators having the same average mean score (4.79) whereas the least more important indicator is I4 (Genre) (4.16).

We may further note that for Translation, both groups' perceptions begin to divert from each other as confirmed by the t-test comparison. For Translation, The Academics ranked I1 (Grammar) the first most important quality indicator and I6 (Format) as the least more important quality indicator, while the Professionals ranked

I2 (Context) and I5 (Function) as the highest most important quality indicators and I4 (Genre) as the least more important. While I1 (Grammar) is clearly the main focus for the Academics; the Professionals' choices are distributed. One interesting finding is I4 (Genre) which is a main focus for the Academics and the only main focus for the Professionals in terms of the least more important quality indicator. This specific finding implies that the Academics still retain their linguistically theoretical-orientedness based on their perceptions: I1 (Grammar) while the Professionals' perceptions tend to be distributed, practical and functional by choosing: I2 (Context) and I5 (Function). It is confirmed from the review literature: as commented by Asensio (2003: 109), "As a matter of fact, the criteria used to assess translation quality are radically different for academia and the translation industry. While the former are almost based entirely on linguistic and textual parameters, the latter are almost exclusively based on the relevant workflow procedures and tools." It may be theoretically further implied that when translating, the Academics tend to rely on linguistic theory: grammar whereas the Professionals may rely on functional–orientedness as well as target-orientedness when translating.

For Localization in Table 3, the Academics perceived I5 (Function) as the highest most important indicator (4.81) whereas I4 (Genre) (4.08) was perceived as the least more important indicator. For the Professionals, I7 (Management) (4.97) is the highest most important indicator whereas the least more important indicator is I4 (Genre) (4.11).

Table 3 Significance level of Importance of the Quality Indicators (Localization) Perceived by the Academics and the Professionals

Items	Status	N	$\bar{x}$	S.D.	Interpretation (Importance level)
I1 (Grammar)	Academics	37	4.59	.498	most
	Professionals	38	4.24	.714	more
I2 (Context)	Academics	37	4.70	.463	most
	Professionals	38	4.76	.431	most
I3 (Equivalence)	Academics	37	4.51	.607	most
	Professionals	38	4.11	.727	more
I4 (Genre)	Academics	37	4.08	.547	more
	Professionals	38	4.16	.638	more
I5 (Function)	Academics	37	4.81	.397	most
	Professionals	38	4.82	.393	most
I6 (Format)	Academics	37	4.51	.507	most
	Professionals	38	4.82	.393	most
I7 (Management)	Academics	37	4.73	.450	most
	Professionals	38	4.97	.162	most

It is observed that for Localization, the perception gap is wider as Localization is Translation innovation which emerged from software market far from academia. Therefore the findings reveal that the Academics began to detach themselves from linguistics to pragmatism by ranking I6 (Function) as the highest most important quality indicator but still incapable of sharing and capturing the real localization whereby Management is core of Localization which is product locale-realization via management system in the business and industry platform. In terms of I4 (Genre) captured as the least more important quality indicator by both groups, contrary to the international perspective, i.e. House's (1997: 29-80) quality assessment criteria is based mainly on the Register theory applied from Halliday's Systemic

Functional Grammar (Halliday and Hasan 1985: 10-23). This may be implied that Thai translators focus less importance on functional-theoretical background which is beyond conventional grammar, i.e. Genre includes register which is explained by Field, Tenor, and Mode for the realization of text.

Through the inference statistic T-test, hypothesis statements were tested as exhibited in Table 4

Table 4 Comparison of Source Text Quality Perceptions between the Academics and the Professionals

Items	A (n=199)		P (n=193)		df	t	p
	$\bar{x}$	S.D.	$\bar{x}$	S.D.			
I1 (Grammar)	4.97	.164	4.97	.162	72.881	0.19	0.985
I2 (Context)	4.97	.164	4.89	.311	56.500	-1.367	0.177
I3 (Equivalence)	4.78	.417	4.74	.446	72.884	-0.470	0.640
I4 (Genre)	4.65	.484	4.63	.489	72.979	-0.152	0.880
I5 (Function)	4.89	.315	4.87	.343	72.760	-0.309	0.758
I6 (Format)	4.84	.374	4.74	.446	71.414	-1.064	0.291
I7 (Management)	4.70	.520	4.79	.413	68.636	0.801	0.426

**p<.05

For hypothesis 1 in Table 4, no difference of perceptions between the Academics and Professionals is found significant for Source text.

For Hypotheses 2 in Table 5, perceptions of the 7 quality indicators between the Academics and the Professionals, only Grammar and Management are found significantly different for Translation.

Table 5 Comparison of Translation Quality Perceptions between the Academics and the Professionals

Items	A (n=199)		P (n=193)		df	t	p
	$\bar{x}$	S.D.	$\bar{x}$	S.D.			
I1 (Grammar)	4.86	.347	4.55	.602	59.422	-2.763	0.008**
I2 (Context)	4.76	.435	4.79	.413	72.554	0.334	0.739
I3 (Equivalence)	4.73	.450	4.66	.481	72.891	-0.667	0.507
I4 (Genre)	4.59	.498	4.47	.603	71.096	-0.945	0.348
I5 (Function)	4.81	.397	4.79	.413	72.988	-0.228	0.820
I6 (Format)	3.97	.499	4.16	.594	71.491	1.458	0.149
I7 (management)	4.19	.616	4.63	.489	68.575	3.449	0.001**

**p<.05

Table 6 Comparison of Localization Quality Perceptions between the Academics and the Professionals

Items	A (n=199)		P (n=193)		df	t	p
	$\bar{x}$	S.D.	$\bar{x}$	S.D.			
I1 (Grammar)	4.59	.498	4.24	.714	66.196	-2.511	0.014**
I2 (Context)	4.70	.463	4.76	.431	72.283	0.585	0.560
I3 (Equivalence)	4.51	.607	4.11	.727	71.326	-2.636	0.010**
I4 (Genre)	4.08	.547	4.16	.638	71.853	0.559	0.578
I5 (Function)	4.81	.397	4.82	.393	72.897	0.055	0.957
I6 (Format)	4.51	.507	4.82	.393	67.856	2.882	0.005**
I7 (Management)	4.73	.450	4.97	.162	44.977	3.106	0.003**

**p<.05

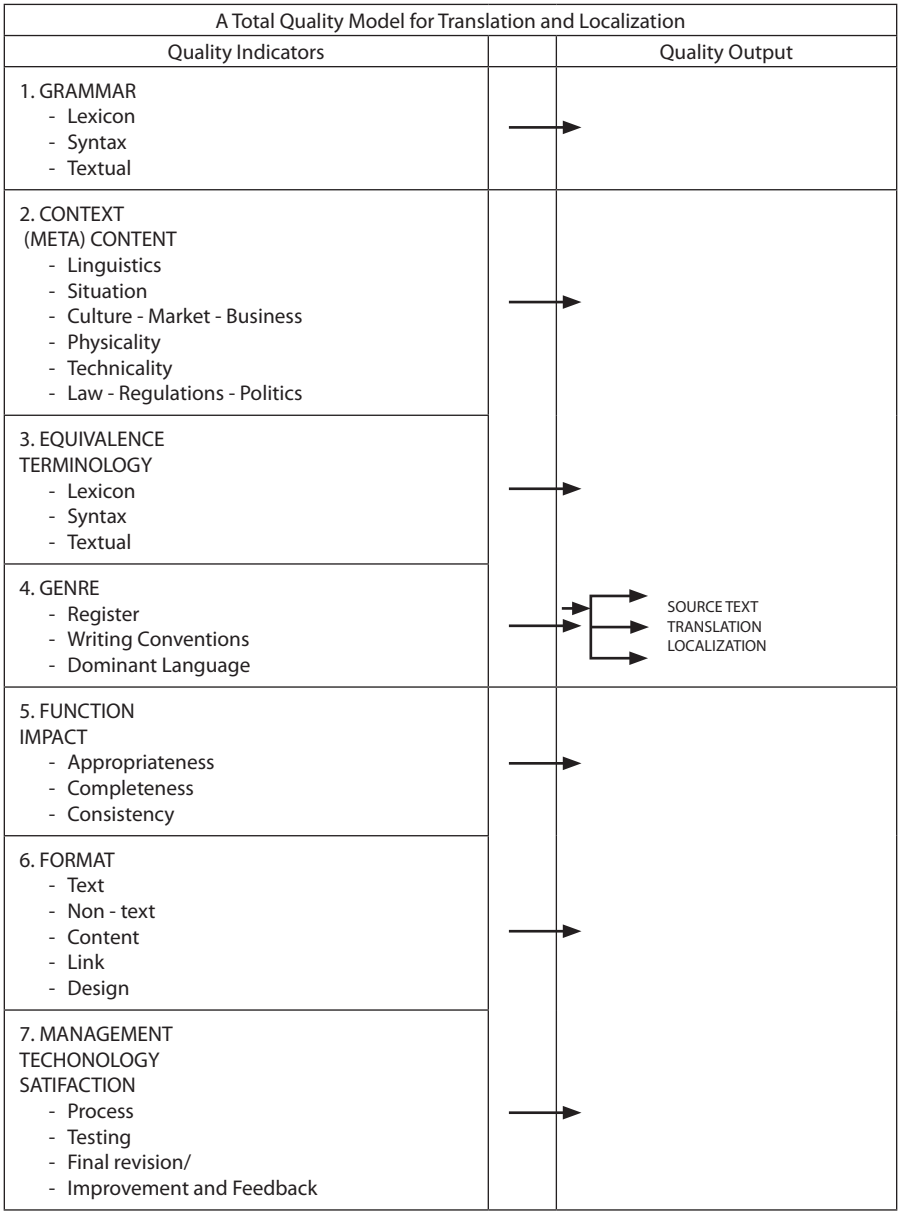
For Hypothesis 3 in Table 6, perceptions of the 7 quality indicators between the Academics and the Professionals, Grammar, Equivalence, Format and Management are found significantly different for Localization.

It is noted that the results of hypothesis testing mostly confirmed the existing translation and localization practice as commented by Chesterman and Wagner (2002: 1), "Messages from the ivory tower tend not to penetrate as far as the wordface (the place where Professionals work)." It may be explained that as Source text is the base for translation and localization and all the 7 quality indicators are perceived more and most important; therefore, both groups' perceptions on Source text are not statistically different. While for Translation, especially for Localization, of which theories and practices are quite new in Thailand; therefore, both groups may capture the concepts differently.

It is interesting as well to note a somewhat combination of linguistic and pragmatic-oriented perceptions from both groups when they rated Grammar as a prime quality indicator for Source text. Grammar, Context, Function as main focus for Translation, and Function and Management as most important quality indicators for Localization while Genre is the least more important almost across the fields for both groups.

Based on the findings: all the 7 quality indicators still maintain their importance with some differences. As the assumption of the total quality model is total and relative, all quality indicators loaded in Delphi Quality Model which are perceived as most and more important will be maintained with some additional emphasis remarked by the respondents (Equivalence with Terminology, Function with Impact-on readers, society, world and Management with Satisfaction-from stakeholders) in compliance with the reviewed literature (Nida 1964; Reiss 1977/1989; Sager 1989; Nord 1991a; Petersen 1996) as presented in Model 2 as follows:

Model 2 A Total Quality Model for Translation and Localization



10. Recommendations for an Application of the Model

Without quality translation and localization, the question that may arise is how we can communicate across languages and cultures, this query is posed worldwide where information accessibility is core of world agenda. Government economists expect job growth for translators and interpreters in the U.S. to be much faster than average for all careers through 2018's (62,200) with an increase of 22% from 2008's (50,900) (Communiqué 2010: 1). Taking European Union as our model for ASEAN economic community where English is declared as working language in Article 34 of the ASEAN Charter (ASEAN Secretariat 2008: 29), how far we can bridge the ASEAN language divide based on the fact that the Directorate-General (DG) for Translation translates texts for the European Commission — into and out of the EU's 23 official languages (European Commission 2011: 1).

Considering major recommendations drawn from the respondents, the importance of quality source text, translation and localization is perceived immense as they are aware that translation has to move from traditional-individual literary perspectives to translation and localization industry where competition and quality are demanding in the worldwide market. Bridging the divide by means of training as well as quality and standards certification schemes is as significant as support from the government. Education and research ranging from language teaching and learning to translation and localization should become an agenda for the country to enhance communication, information accessibility and socio-economic-peace development in a changing world.

Referring to the literature review, no empirical total quality model incorporating both translation and localization in Thailand is found, this proposed model could be used as a guideline for translation and localization assessment in Thailand as identified in the national language policy project approved by the Prime Minister on February 7, 2010 that quality translation and localization is needed and shall be supported by the government (The Royal Institute 2010: 4). An application of this model as a quality checklist matrix is presented in Model 3 as follows:

Model 3 A Total Quality Matrix for Translation and Localization (Application)

Variables/ Indicators	SOURCE TEXT QUALITY				TRANSLATION QUALITY				LOCALIZATION QUALITY			
	N	1	5	9	N	1	5	9	N	1	5	9
GRAMMAR												
CONTEXT META (CON TENT)												
EQUIVA LENCE TERMINO LOGY												
GENRE												
FUNCTION IMPACT												
FORMAT												
MANAGE MENT TECHNO LOGY SATIS FACTION												
TOTAL												
GRAND TOTAL												

From Model 3, the 7 indicators with additional remarks from respondents' comments (Equivalence with Terminology, Function with Impact and Management with Technology and Satisfaction) will be used as a checklist for quality assessment or evaluation of source text, translation and localization where N is number of errors or inappropriateness, non-translationality, inadequacy, non-self-sufficiency and the values 1, 5, 9 are proposed/tentative assigned weight or value, i.e., 1 is improved, 5 is fair and 9 is good. The criteria may be based on a suitable scheme, i.e., omission, accuracy, appropriacy, naturalness, functionality, pragmatism (Newmark 1988; Nord 1991b; Aixelá 1996; House 1997; Lee-Jahnke 2001; Melis and Hurtado Albir 2001;

The Society of Automotive Engineers 2001). Explanation and comments can be added to the checklist to further clarify the assessment (Waddington 2001; Williams 2001).

11. Further Studies

Nonetheless, further improvement is still needed. Replicating this instrument is encouraged in more and among various translation and localization stakeholders, i.e., market, readers, language service providers, customers to further understand the results of this specific study. Research using some other sophisticated statistical analyses is worth to attempt since implications from the research suggest that they may add a new paradigm or shed light to translation and localization quality study and practice, i.e., the latent constructs of the quality indicators, factor analysis or correlation among indicators including the survey instrument is suggested in order to improve statistical measurement as well as to ensure its reliability. Moreover, the underlying different perceptions found in this research could be explored in order to bridge a divide among academia and professional. In addition cooperation is needed among stakeholders in translation and localization community as suggested by Crystal since 1976 (Crystal 1976: 329), "In order to bridge the gap between translation theory and practice, a new educational emphasis should develop, in much the same way that applied linguistics bridged the gap between linguistic theory and foreign language teaching." Asensio (2003: 104) expressed the same view, "Fluent communication is necessary between the Professionals of professional translation and translation scholars so that a mutually profitable interaction emerges between them. Translation Studies should offer translation Professionals the tools to translate better and more productively; Professionals should furnish theoreticians with the empirical insights required to prove their proposals valid." Finally an ample investigation over "quality of translation and localization studies and industry" referred to all aspects of translation and localization in the new global environment as compared to a conventional and limited terms needs more emphasis if translation and localization community aims to accomplish its role.

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