

For Cochrane evidence in Russian we found steady rise in Interest and Confidence of website and social media followers within diverse audiences by profession, country, data acquisition, device use. Google translate performed better than Microsoft or DeepL translation engines.

The Problem

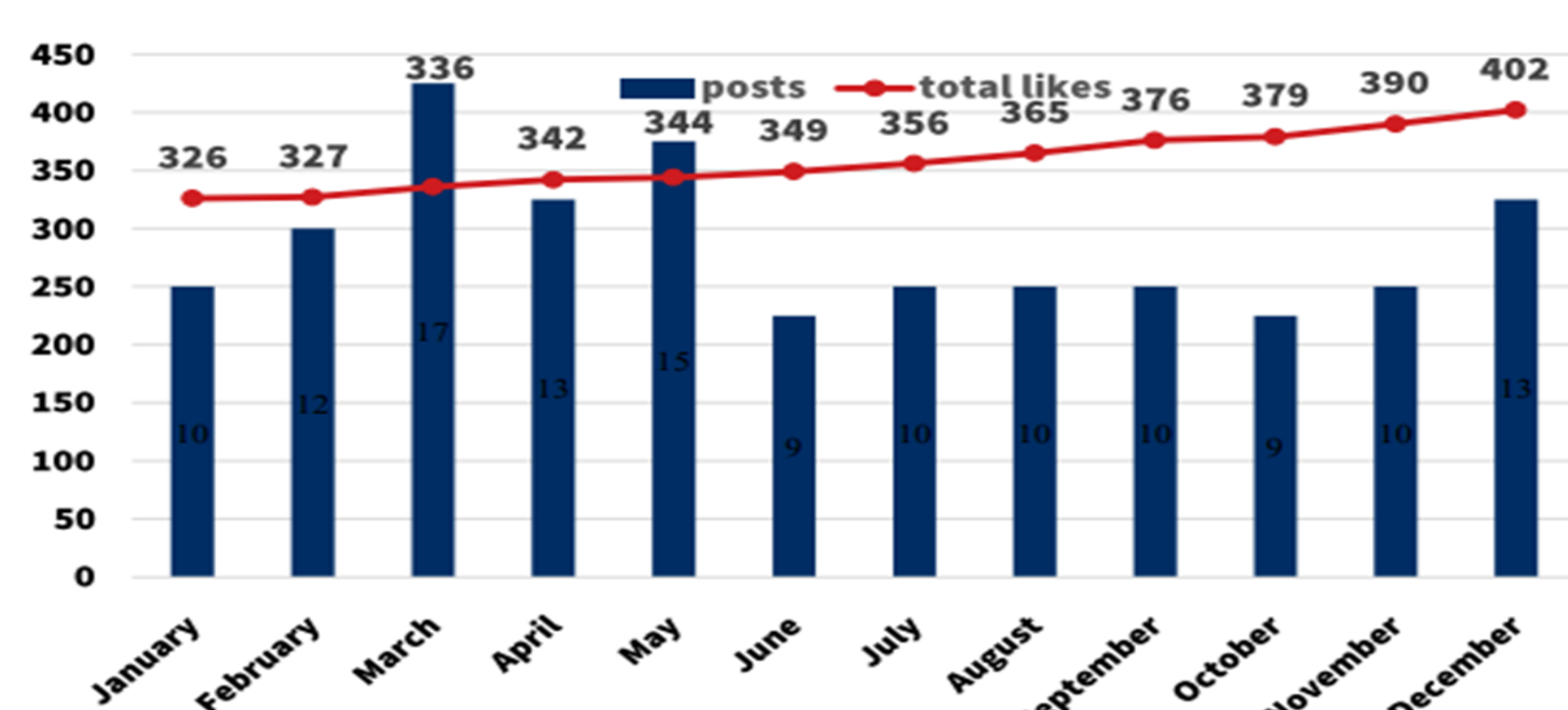
- We translate Cochrane evidence in various formats (Memsorce with machine translation engines for PLSs), and disseminate them via social networks. We maintain Cochrane Russia website;
- We evaluated the coverage and impact of communicating evidence in Russian and its outreach in Russia and beyond;
- We evaluated, which machine translation engine (MTE) works better for Russian translations of Cochrane PLS.

Methods

1. Google analytics for the Cochrane Russia website and social networks;
2. Manual summing up of numerical data on followers, page views, likes, reposts in social networks
3. Comparison of numbers of website users, views and website sessions in 2016 , 2017 to 2018.
4. Comparison of 3 MTE by quality and appropriateness for Cochrane PLSs using the machine translation quality estimation tool (MTQE) and human post-editing on Memsorce translation management software.

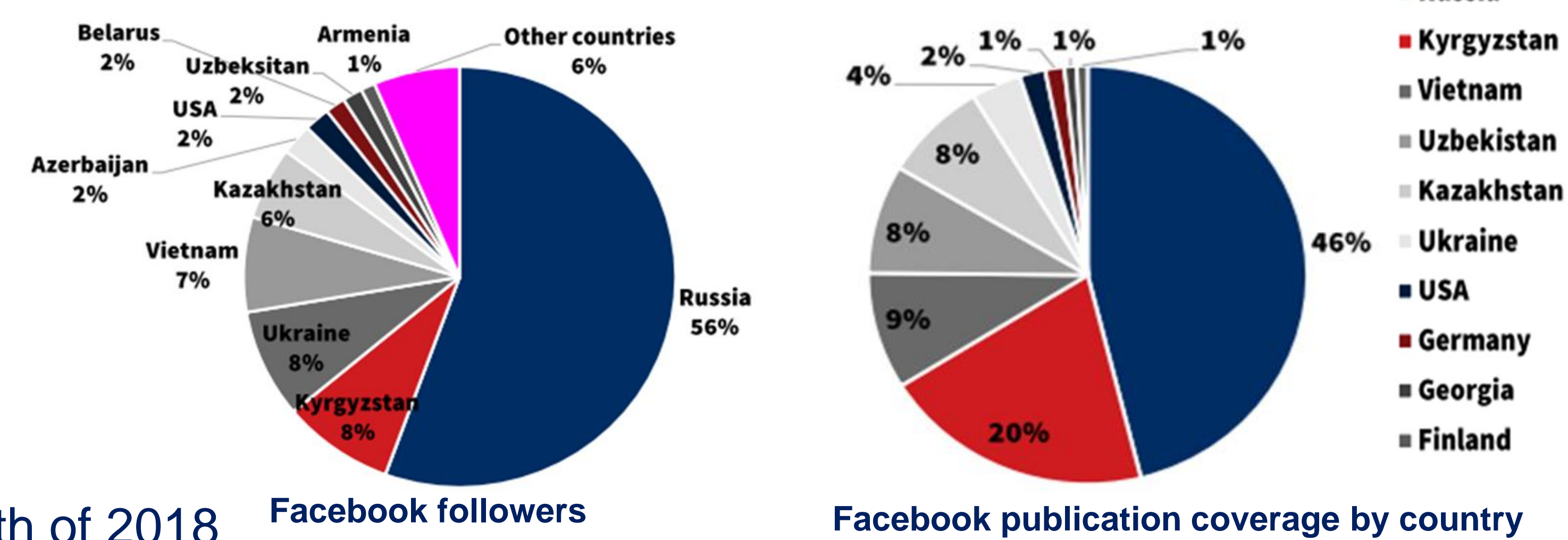
Key Results

Facebook (466 followers in 2018)

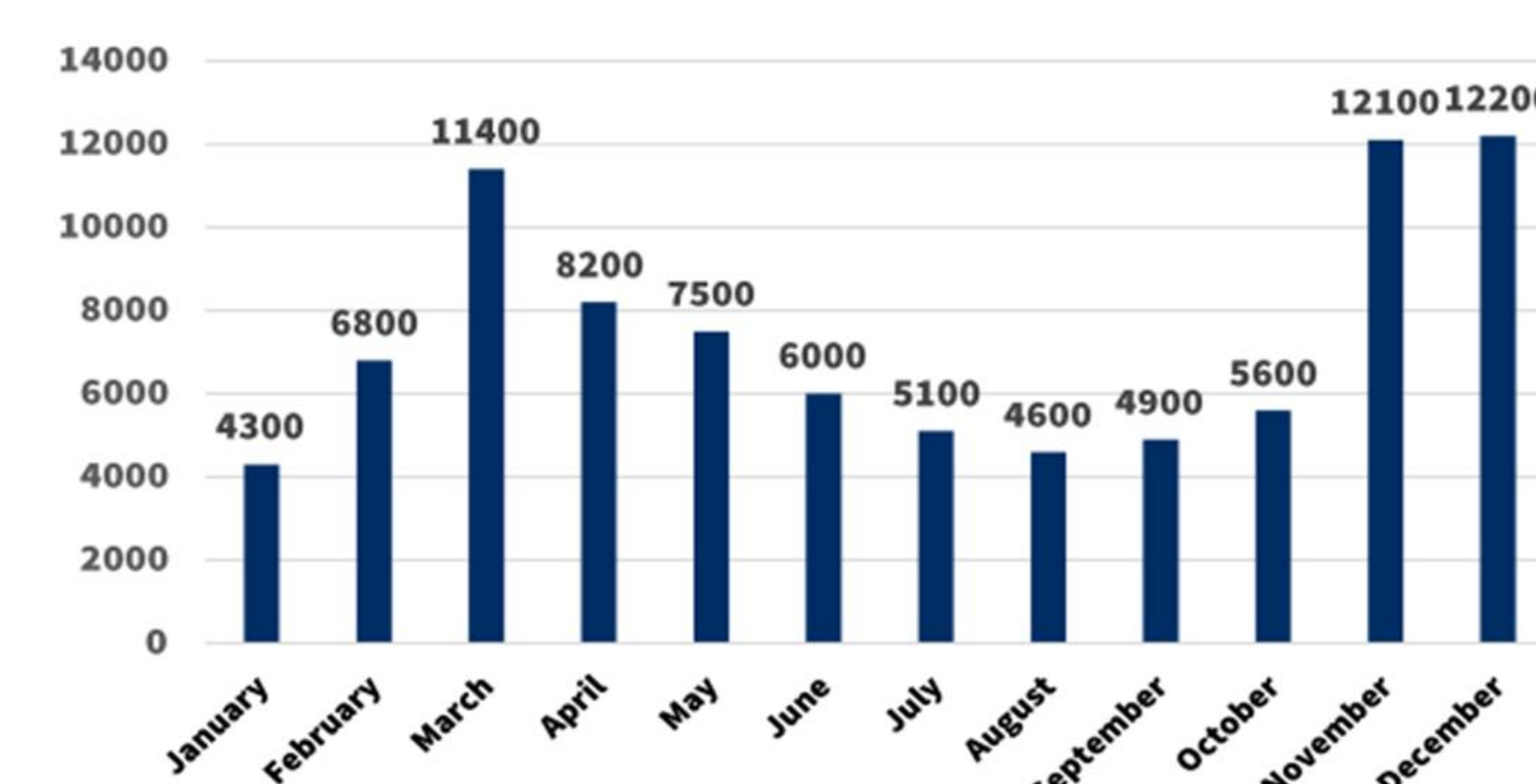


Facebook posts and total likes by month of 2018

Google analytics for 2018 of Cochrane Russia social media

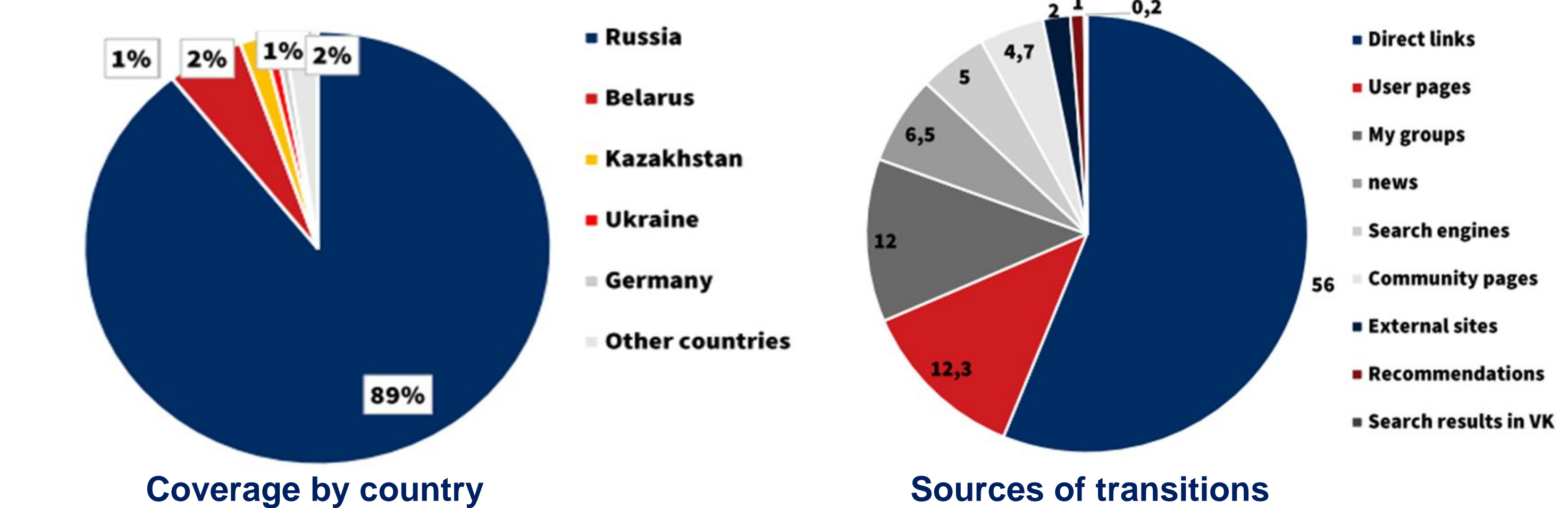


Twitter (948 followers in 2018)

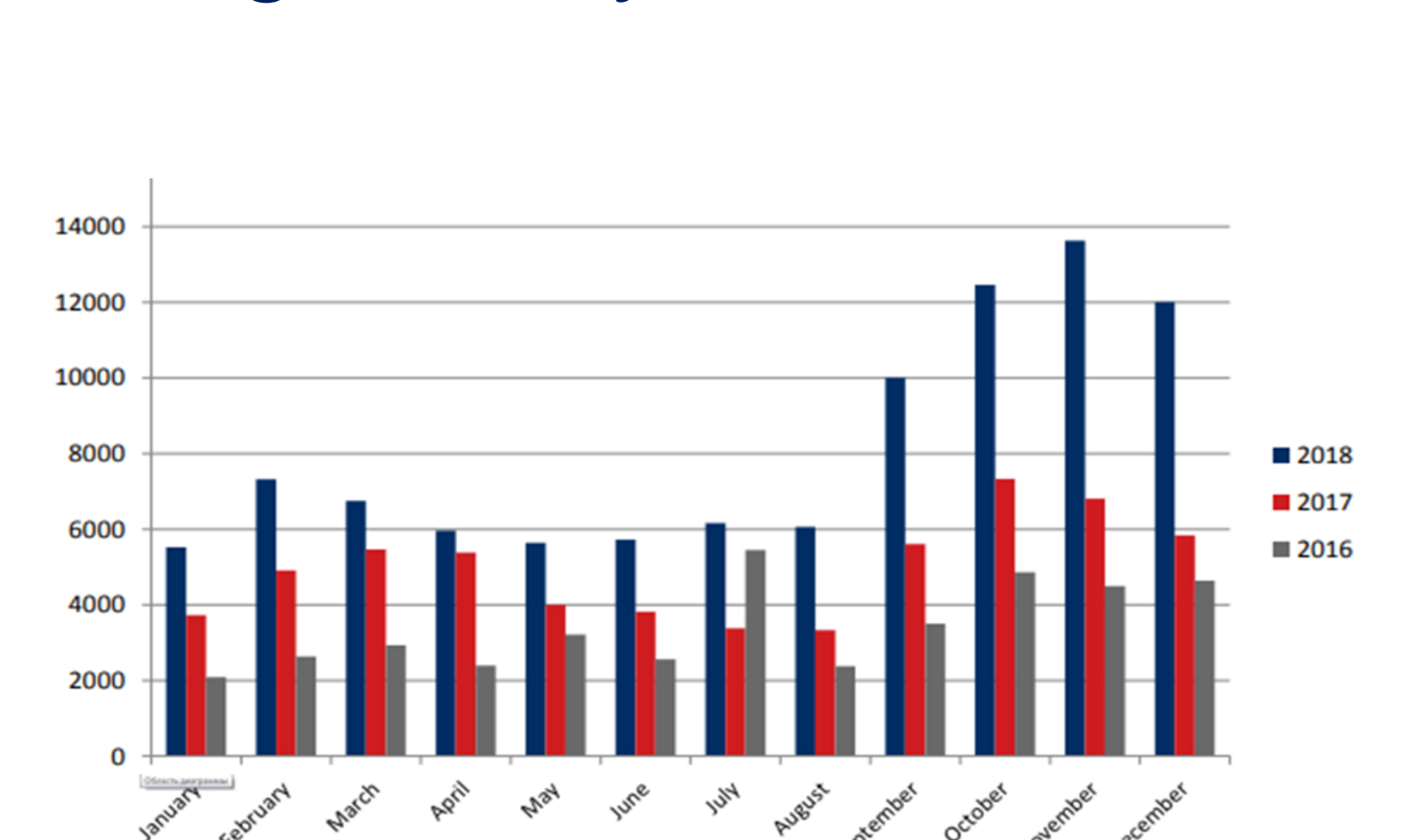


Tweet views by month of 2018

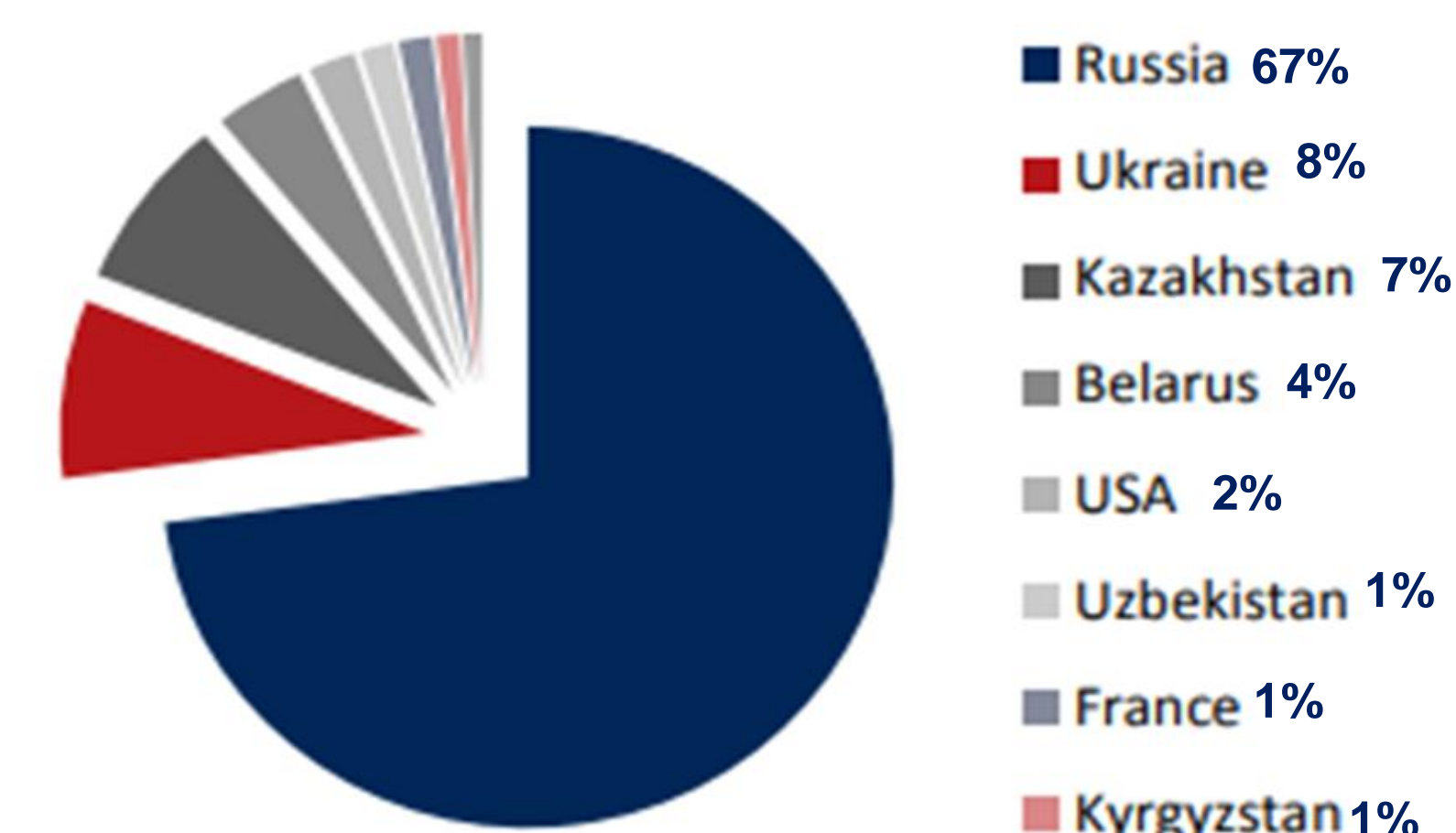
Vkontakte (7294 followers in 2018)



Google analytics for 2018 of Cochrane Russia web-site



Cochrane Russia website sessions and page views of 2018 as compared to 2016, 2017



Cochrane Russia website users in 2018 by country (total number of users – 22805, increased from 12209 as compared to 2017)

User acquisition:

- 43,80% - got to us from organic Search
- 22,10% - from social
- 18,90% - from direct
- 15,10% - from referral

Device use:

- 52,1% - desktop
- 43,2% - mobile
- 4,7% - tablet

Machine Translation Quality Estimation

(Google Translator vs DeepL Translator vs Microsoft Translator)

Research materials: 90 Cochrane PLSs, published in the last 6 months.

On-line platform for evaluation: Memsorce translation management software.

Participants: 10 human translators

Analyses: Default, Post-editing 1, Post-editing 2

Results of Default analysis

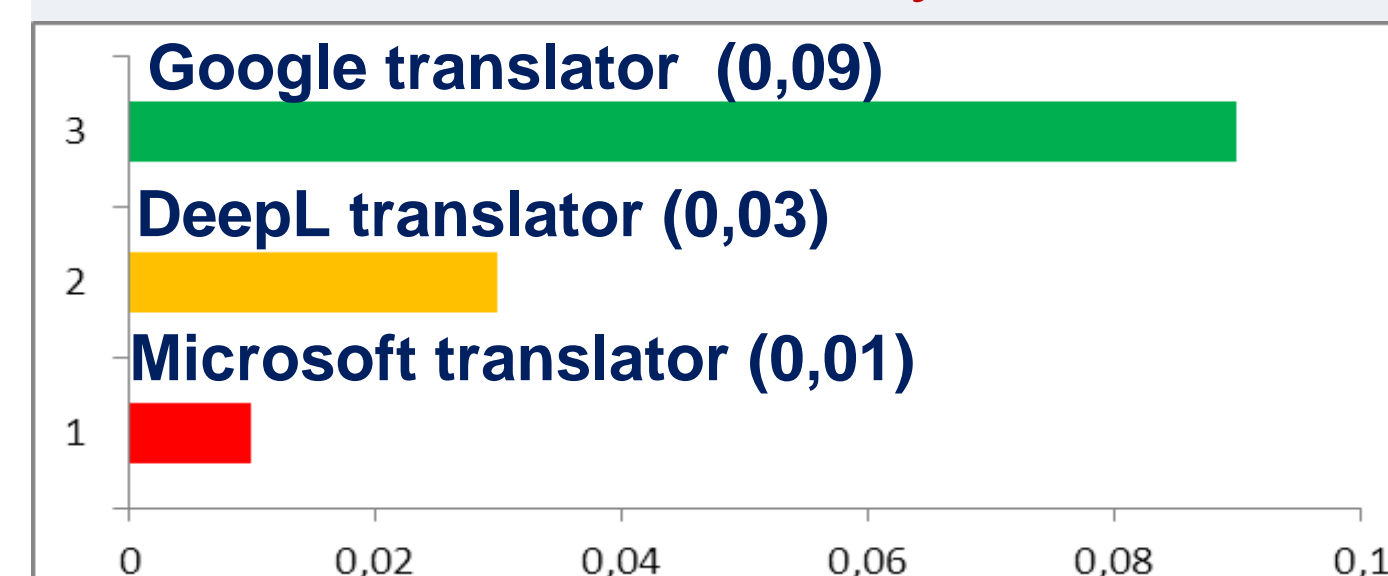


Fig.1 Average % of matches with perfect quality estimate

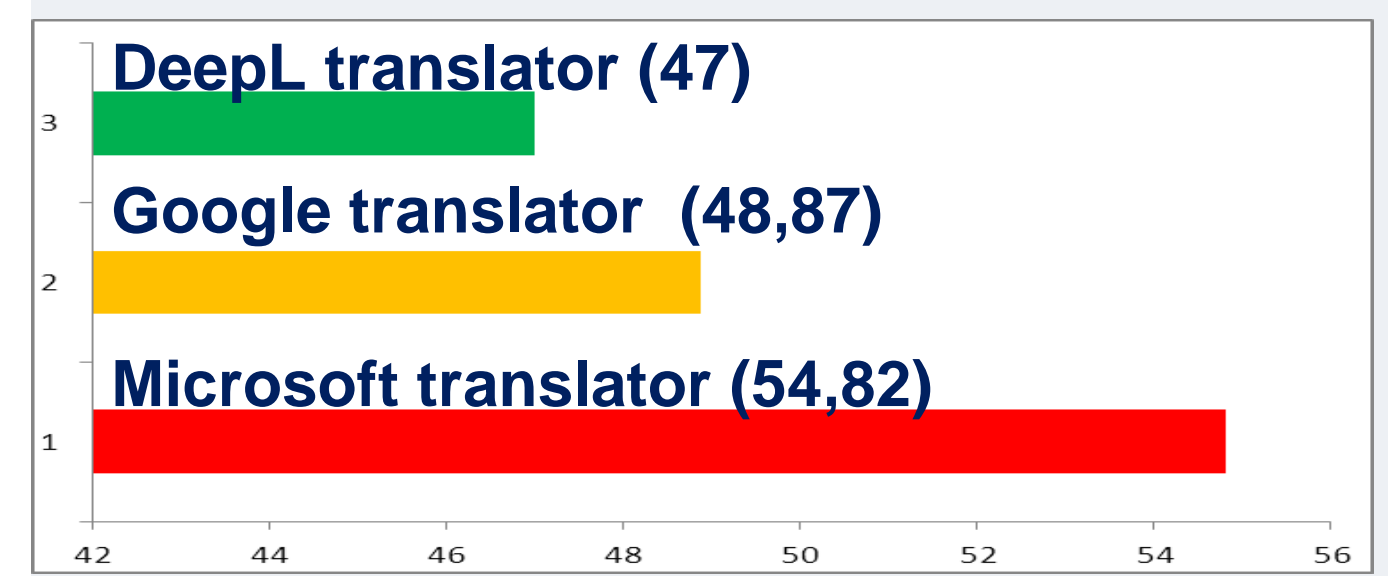


Fig.2 Average % of matches with very bad or no quality estimate

Results of Post-editing-1 analysis

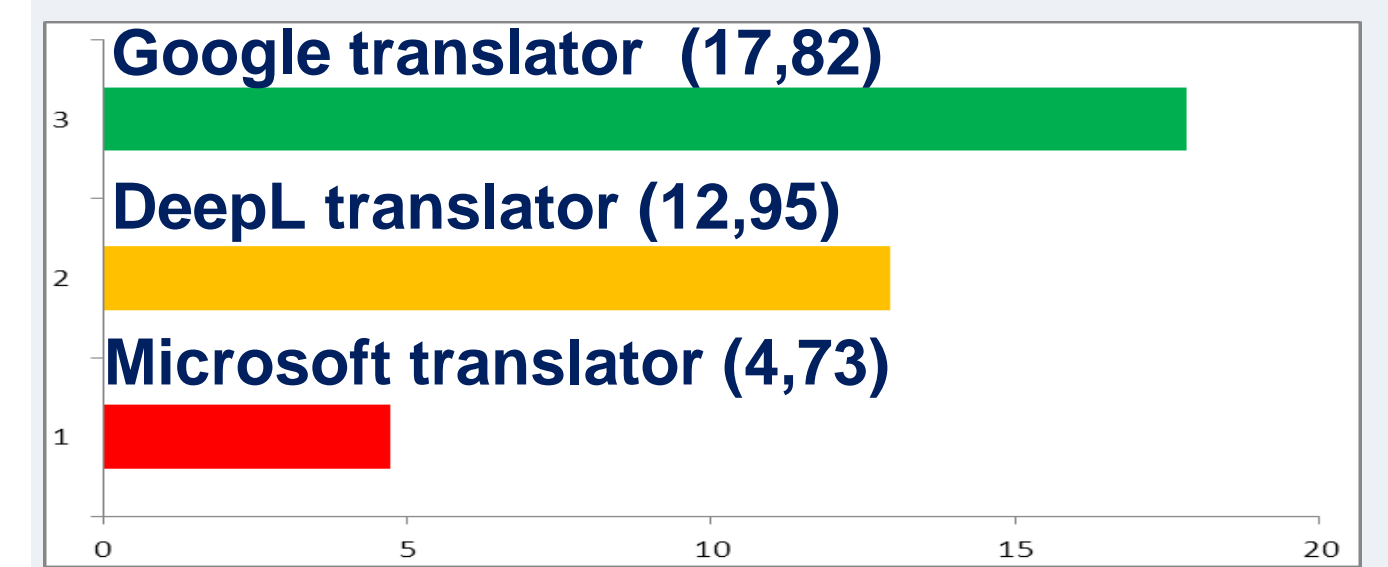


Fig.3 Average % of matches with perfect translation (no edits made by translator)



Fig.4 Average % of matches with very bad translation (most of the text edited)

Results of Post-editing-2 analysis



Fig.5 Average % of matches with perfect translation (no edits made by translator)

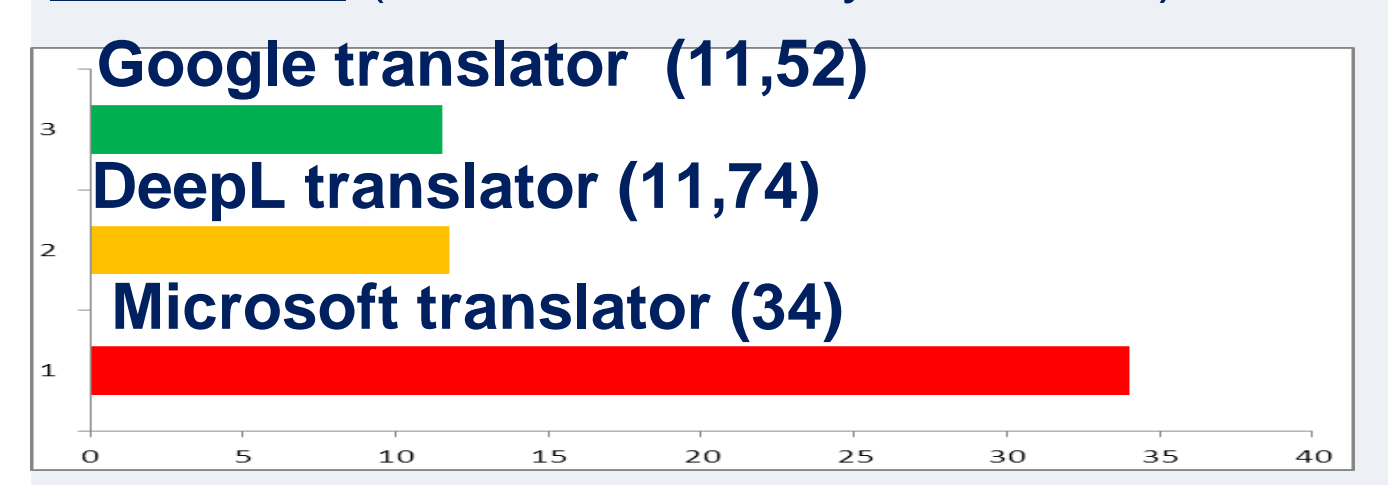


Fig.6 Average % of matches with very bad translation (most of the text edited)



Diversity in communicating Cochrane evidence to diverse Russian-speaking audiences

Garaeva AF, Gabdrakhmanov AI, Arslanov GM, Yudina EV, Ziganshin AU, Korableva AA, Tashtanbekova CB, Kurbatova OG, Alexandrova EG, Razzakova CM, Ziganshina LE

Take a picture to get the full paper.

