

Contents

<i>List of illustrations</i>	viii
<i>Acknowledgments</i>	ix
1 Introduction: a proposal for a user-centered model of translation	1
1.1 <i>The UCT process</i>	3
1.2 <i>Conceptual solutions</i>	7
1.3 <i>Target groups</i>	7
1.4 <i>Pedagogy</i>	10
1.5 <i>Structure</i>	11
2 Usability and user experience	13
2.1 <i>Usability</i>	13
2.2 <i>Historical developments in usability research</i>	16
2.3 <i>Cultural usability</i>	19
2.4 <i>Cultural usability and translation/localization</i>	22
2.5 <i>User experience</i>	25
3 Users and using texts	29
3.1 <i>Know thy users</i>	30
3.2 <i>User interfaces and product variety</i>	33
3.3 <i>The idea of use in the context of literary translation</i>	34
3.4 <i>Categorizing users</i>	36
3.5 <i>Users and usability in translation studies</i>	40
3.5.1 <i>Functional approaches versus usability</i>	40
3.5.2 <i>Eugene A. Nida: pioneer of user-centeredness</i>	42
4 Textual elements of usability	49
4.1 <i>Legibility</i>	50
4.2 <i>Readability</i>	51
4.3 <i>Comprehensibility</i>	53
4.4 <i>Accessibility</i>	56

5	Mental models of the user	61
5.1	<i>Intratextual reader positions</i>	62
5.1.1	The implied reader	62
5.1.2	The reader as a rhetorical participant	66
5.2	<i>Audience design</i>	68
5.3	<i>Personas</i>	70
5.4	<i>Using mental models in UCT</i>	71
6	Usability heuristics and translation	77
6.1	<i>Heuristic evaluation</i>	77
6.2	<i>Heuristics and translation</i>	81
6.2.1	Translating user instructions	81
6.2.2	Subtitling	84
6.3	<i>Usability heuristics for translation</i>	89
7	Empirical usability methods	93
7.1	<i>Usability testing</i>	94
7.2	<i>Thinking aloud</i>	98
7.3	<i>Eyetracking</i>	100
7.4	<i>Dialogic methods</i>	102
7.4.1	Questionnaire, interview and narrative methods	102
7.4.2	Focus groups	104
7.5	<i>Fieldwork methods</i>	106
7.6	<i>Case studies</i>	108
8	Reception research in translation studies	111
8.1	<i>Thematic studies: culture, humor, language</i>	112
8.2	<i>Researching experiences and attitudes</i>	116
8.3	<i>Studies on perception and on the reading process</i>	119
8.4	<i>Public reception and reception statistics</i>	120
9	User-centered translation and the translation industry	125
9.1	<i>Translation industry practices from a user-centered perspective</i>	126
9.1.1	Usability versus quality control in the translation industry	126
9.1.2	Revision and heuristic evaluation	130
9.1.3	Error elimination versus usability	131
9.1.4	Specification	133
9.2	<i>Experimenting with UCT in the translation industry</i>	134
9.2.1	Personas in magazine translation and in translator training	135
9.2.2	Audience design in subtitling	136

- 9.2.3 The implied reader in nonfiction translation 137
 9.2.4 Usability of a translated online course 139
 9.2.5 Towards a complete UCT process 139

10 Conclusion 143

- 10.1 UCT and the future of the translation industry 143
 10.2 User-centered translation practice 145
 10.3 Two-way street between usability research and translation studies 146
 10.4 Empowerment through users 147

- References 149
 Index 164