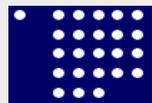


Managing Terms in Terminology Management

5th Terminology Summit 2010

Budapest – 12-13 November 2010



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Overview

- **Terminology in companies**
- **Creating / selecting terms**
- **Enter terms**
- **Modeling termbases**
 - **General modeling principles**
 - **Documenting terms**
- **Checking terms**

Motivation

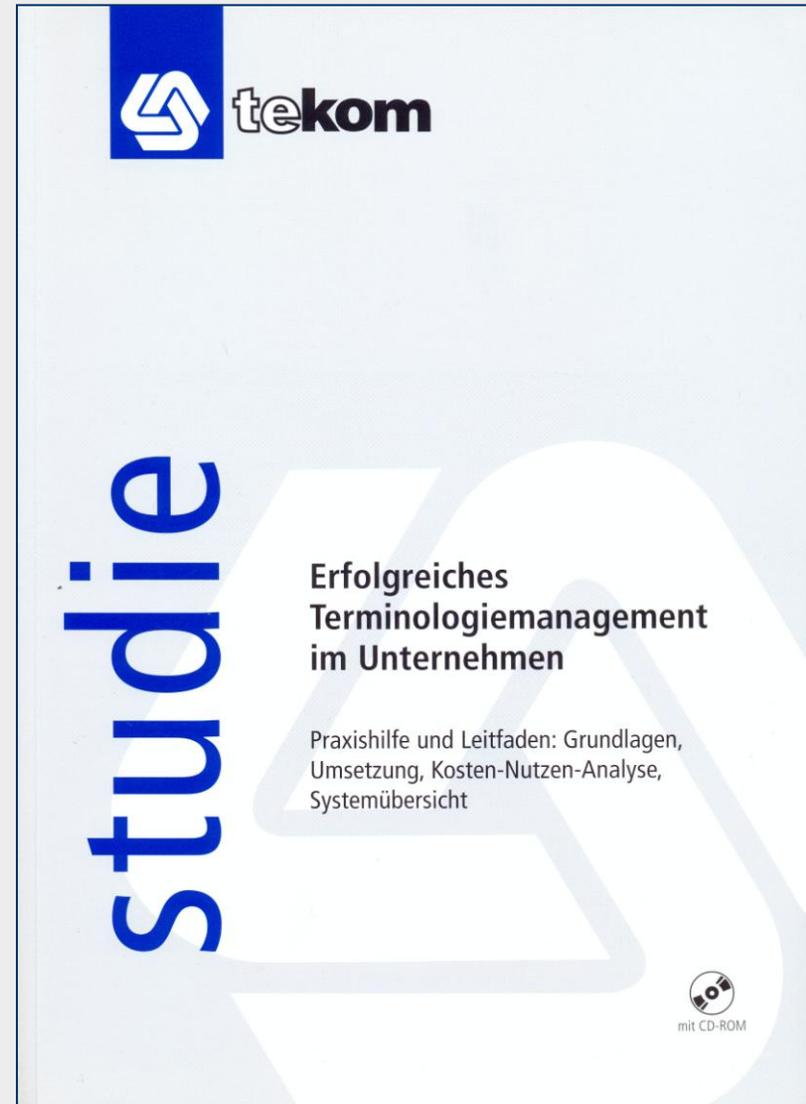
- Terminology is an important carrier of knowledge for domain-specific information in companies
- Within a company, but also between company and customers as well as between company and suppliers
- Many departments and sectors of a company create, disseminate, retrieve and apply terminology
- **BUT:** Terminology management is discussed controversially:
 - Costs + effort
 - Quality and efficiency
- **Therefore:** Costs and benefits of terminology management

tekom survey

- Successful terminology management in companies
*Practical tips and guidelines:
Basic principles, implementation,
cost-benefit analysis, system
overview*

published in German 4/2010,
about 300 pages, CD with data

will be soon available in English



Online questionnaire

- Online questionnaire end of 2009
- about 1,000 sent out, mostly to tekcom members
- High response rate of 940 questionnaires (77% tekcom)
- 34% managerial staff and CEOs
64% employees
- 67% industrial enterprises
15% software companies
13% service providers (TD / translation / localization)
- (And: questionnaire for tools providers, questionnaire for benchmarking companies (25), 2 benchmarking workshops)

Who is creating terminology?

Technical documentation	79.7%
Research / (software) development / engineering	79.7%
Marketing	63.5%
Product management/ Portfolio management	61.3%
Translation / Localization	40.4%
Distribution / Sales	39.3%
Customer service / After sales	30.7%
Training	28.4%
Management board	26.3%
Corporate communications / Public relation	24.4%
Quality assurance / Quality management	16.3%
Purchase / Procurement	12.3%
Montage / Assembly planning / Production	12.3%
Servicing / Maintenance	8.2%
IT service	6.7%

Multiple answers, average **5.04** different departments/sections

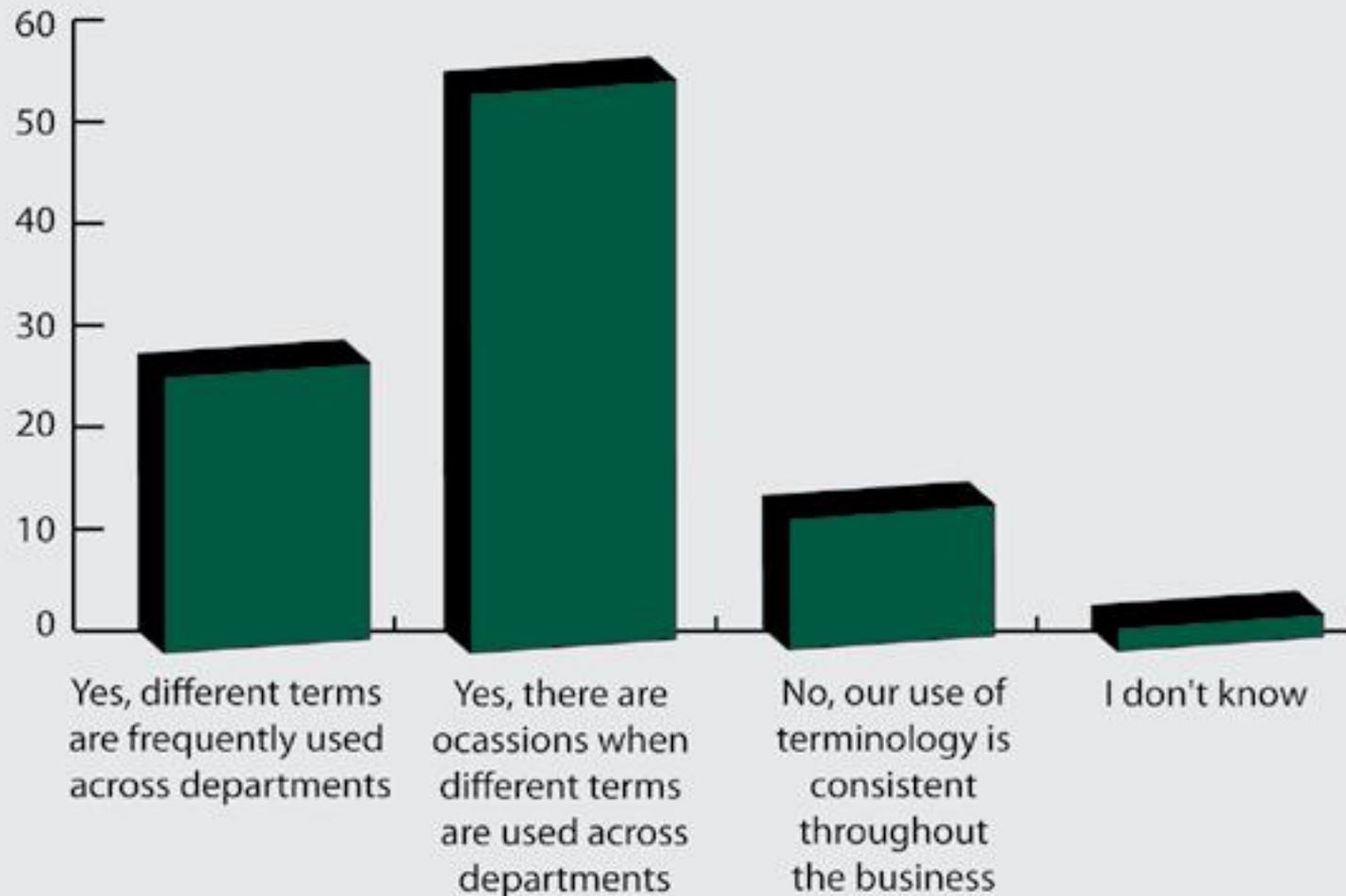
Consequences: Terminology problems

- 84.2 % report, that always or very frequently various departments/sections use different terms for the same concept
- 70.7 % report, that always or very frequently differing terms for the same concept are used in various documents
- 47.1 % of the staff always or very frequently have problems in understanding technical terms on the spot
- 51.1 % of the staff always or very frequently have to ask for or retrieve the correct term for a given concept

Inconsistency of terminology

SDL Terminology Survey 2009

Have you ever noticed inconsistent uses of terms within different departments in your organization?



Further results of the survey

Average number of termbase entries:

- Related to years:
 - less than 1 year: 3019 entries
 - 1 – 2.5 years: 8678 entries
 - 2.5 – 5 years: 6269 entries
 - 5 – 10 years: 6843 entries

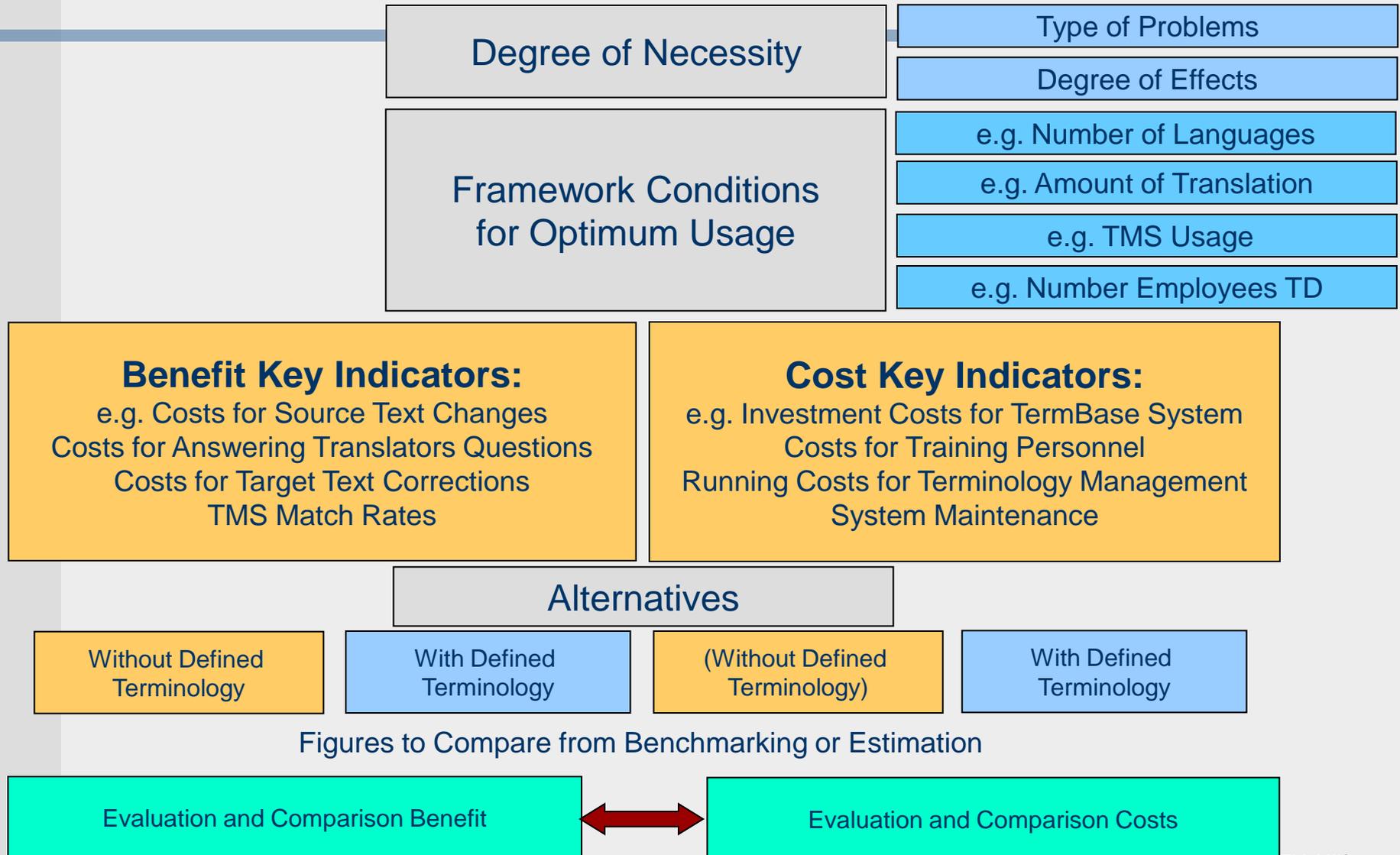
- Related to company type:
 - Software company: 7807 entries
 - Industrial company: 10186 entries
 - Service provider: 13933 entries

Further results of the survey

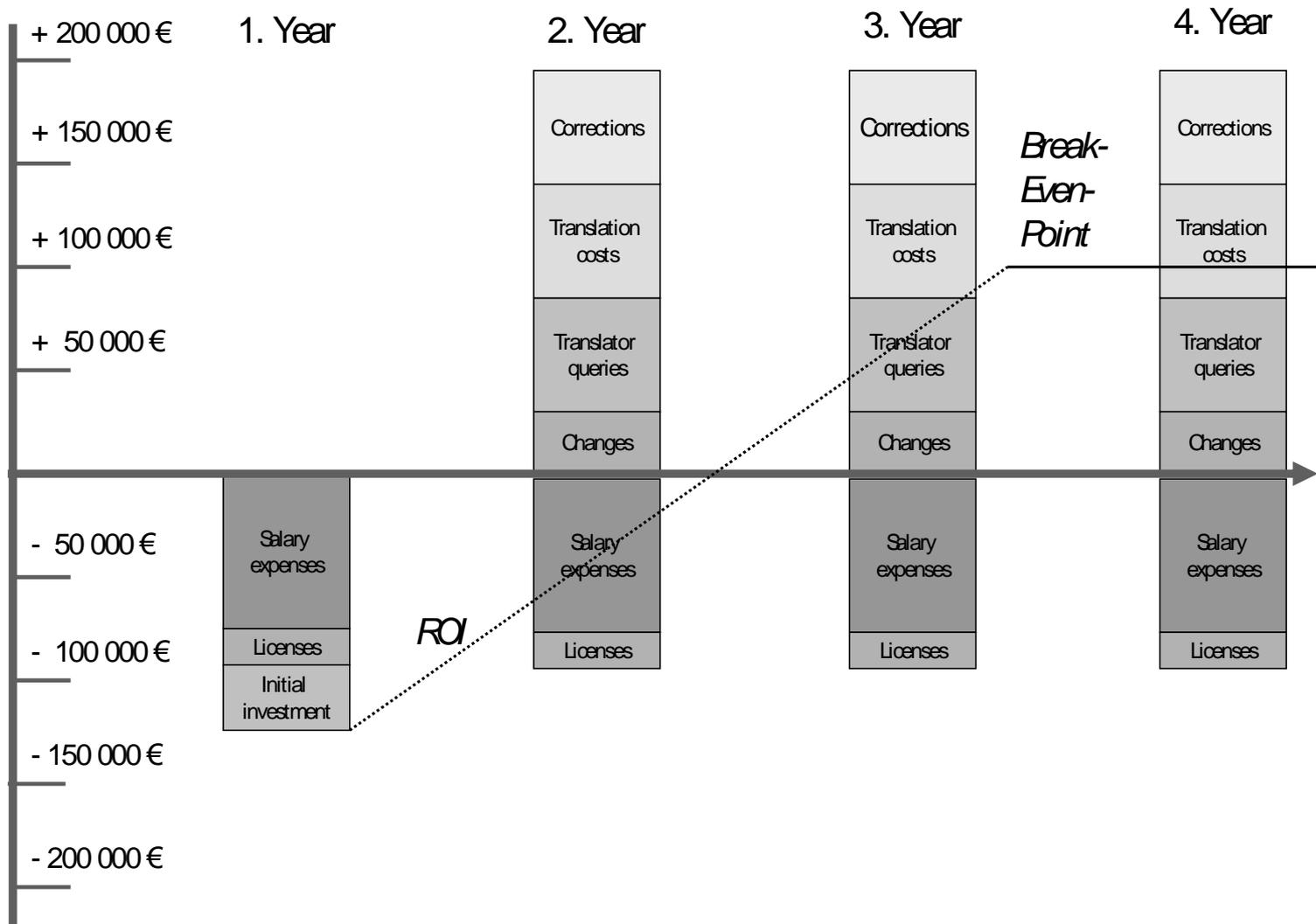
Documentation of terminology	
Definitions	84.3%
Subject field information	78.2%
Status (preferred, admitted, deprecated, do not use etc.)	72.3%
Grammatical information (Gender, POS, Number etc.)	51.4%
Project, product, customer, department information	44.9%
Illustrations	34.8%

- **And:**
Context, Example, Synonym, No-Term, Source, Explanation,
References, Position numbers, short forms

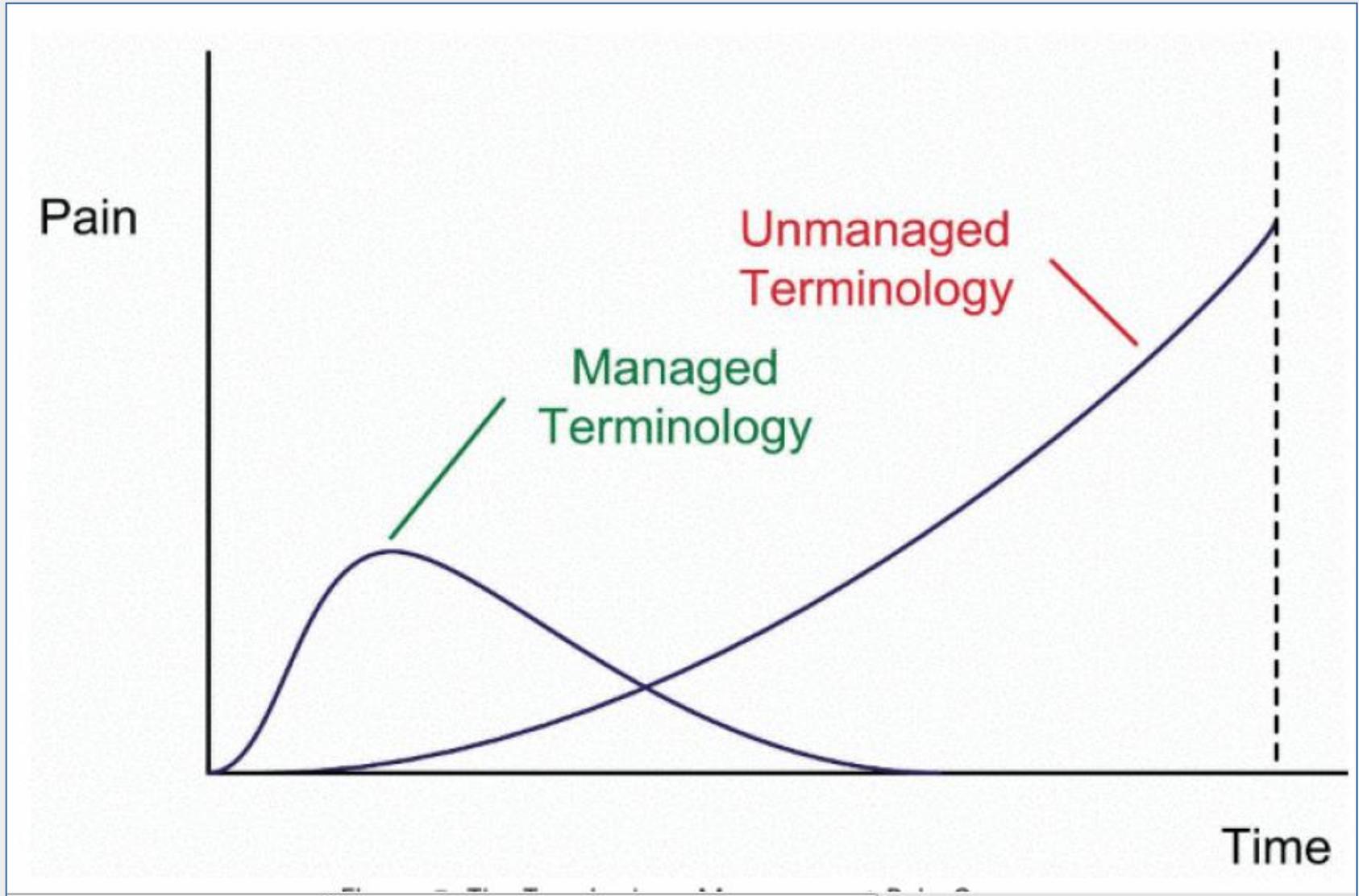
Cost-benefit analysis



Cost-benefit analysis: sample

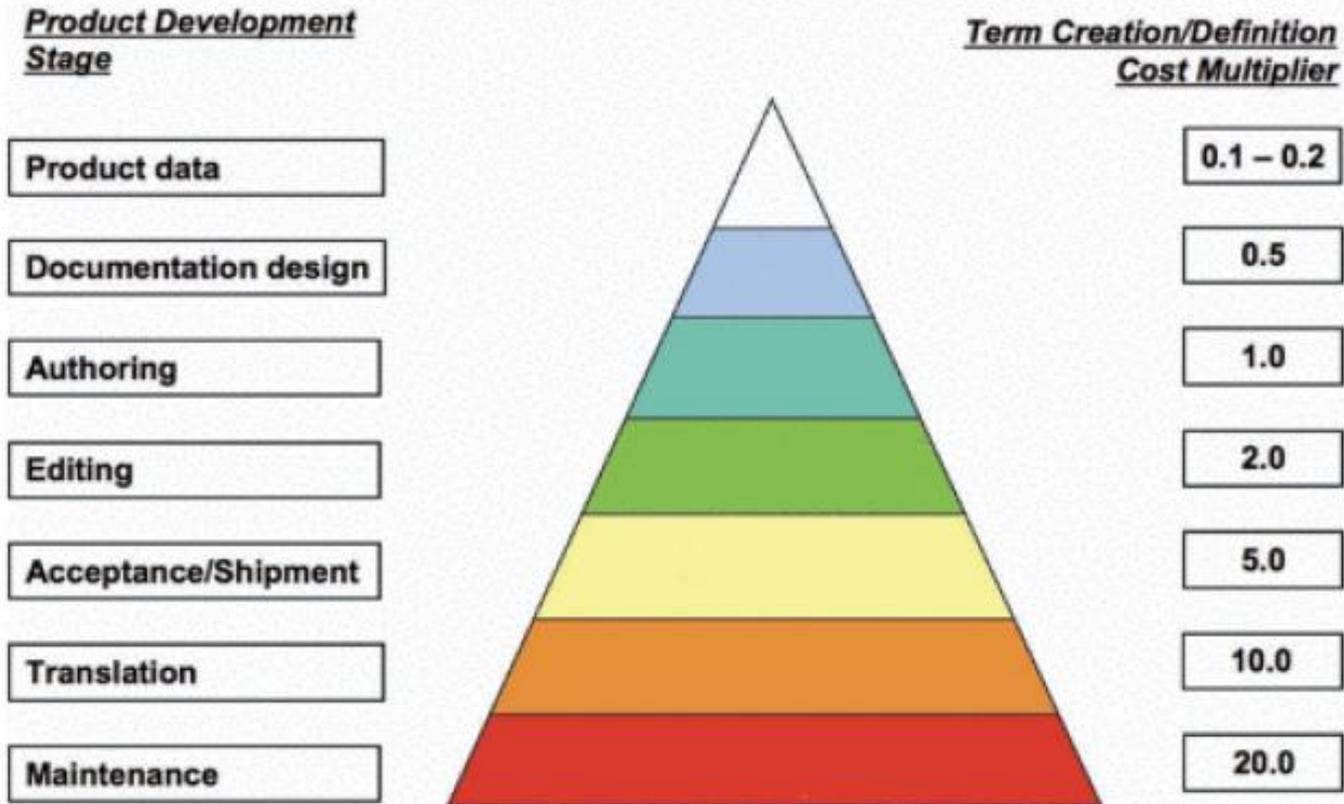


Pain curve for terminology management



Terminology error propagation

Investment in Terminology Reduces Costs*



* Based on Schuetz and Nuebel (1998)

Figure 1: The sooner in product development terminology management begins, the greater the cost savings.

Creating and Selecting Terms

- Criteria for the selection and creation/coining of terms:
 - **transparency/motivation**
 - **consistency**
 - **appropriateness**
 - **linguistic economy**
 - **derivability**
 - **linguistic correctness**
 - **preference for native language**

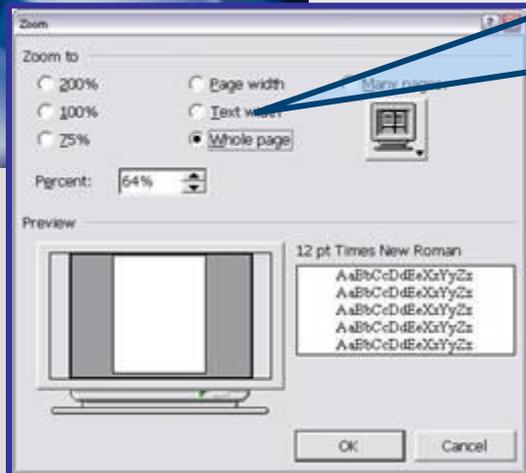
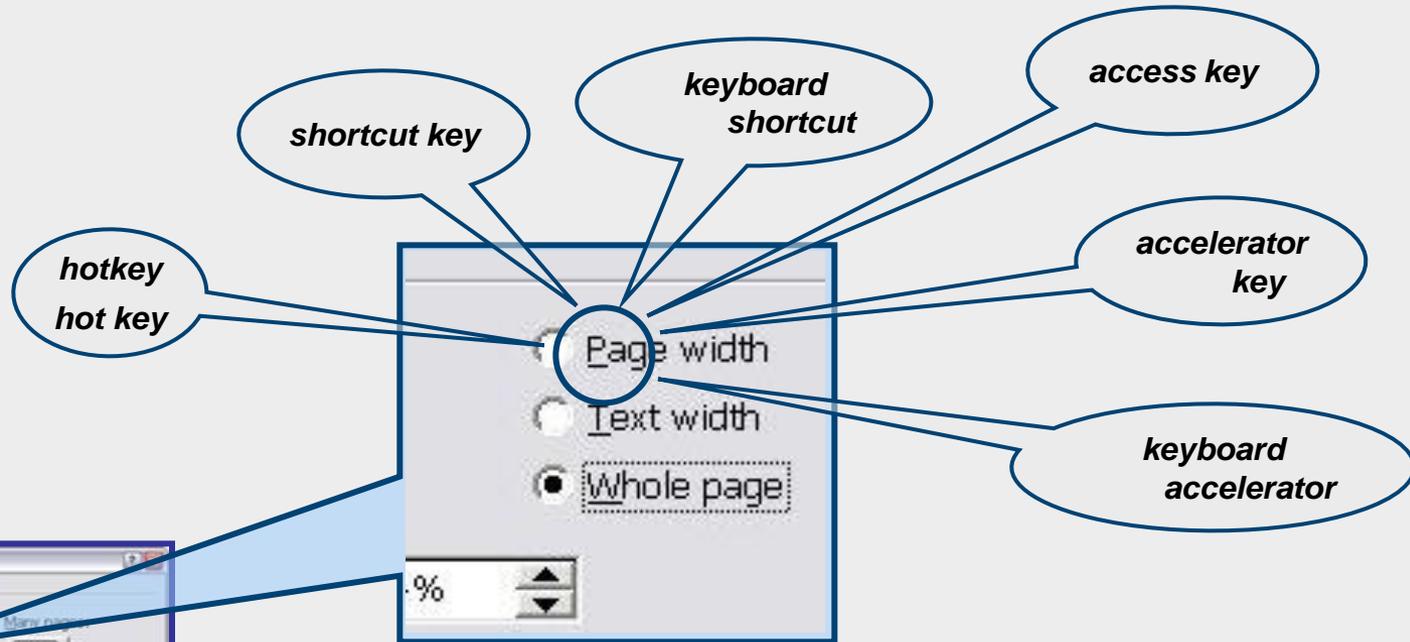
Transparency

- The concept designated by the term can be inferred without a definition
- The meaning of the term is visible by:
 - **morphological motivation**
page setup, error message
*data network identification code**
*network printing device setup**
 - **semantic motivation**
worm, virus, infected file, vulnerability
*firewall**

Consistency

- Terminology must be defined accurately and used consistently at least within:
 - one document
 - one product
 - one company or organization
- **Only one term for each concept**
(avoid synonyms !)
- **Only one concept for each term**
(avoid homonyms !)

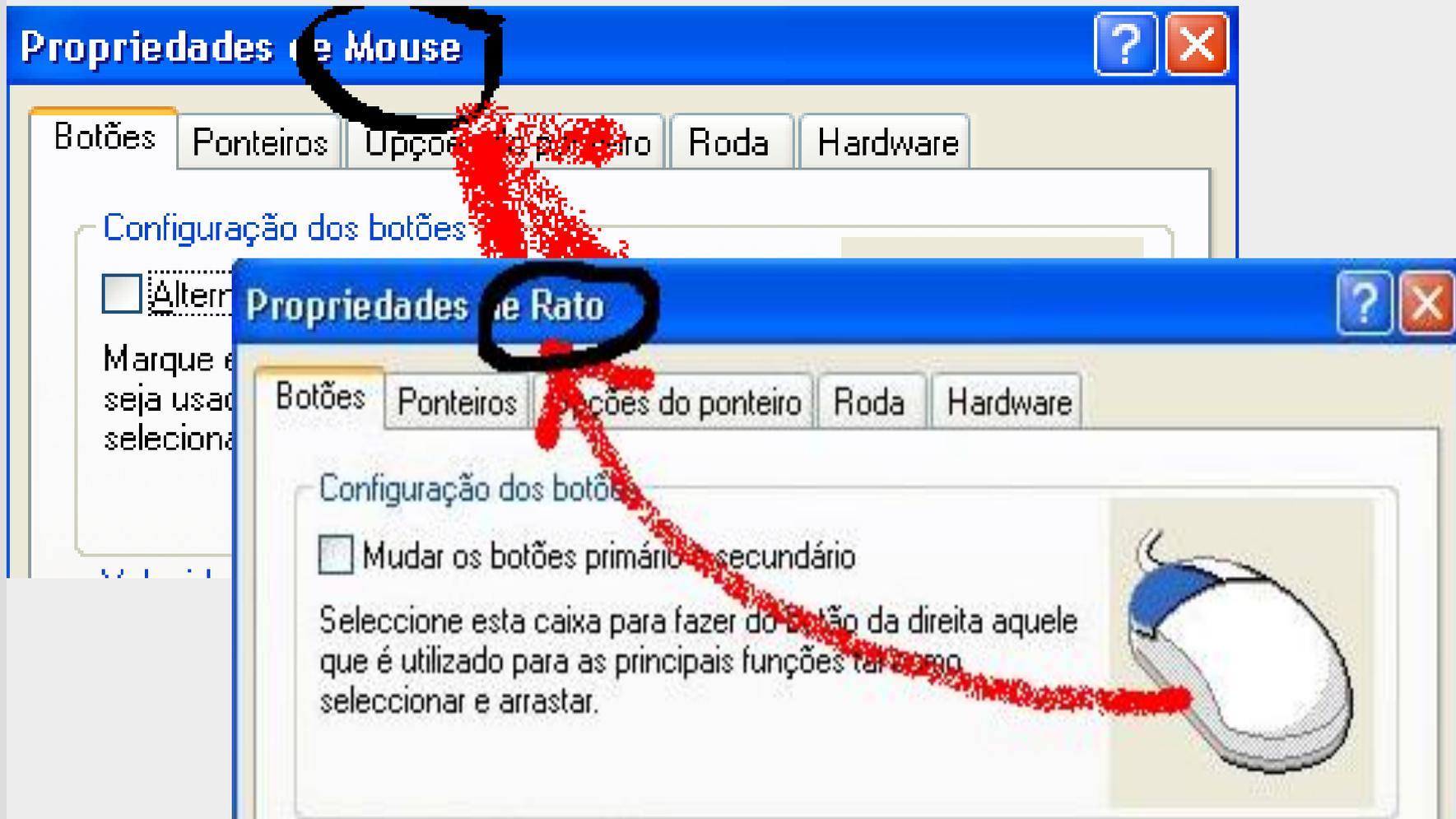
Consistency



Appropriateness

- Appropriateness means that terms:
 - have to be familiar to the user (localization!)
 - don't cause confusion or insecurity
 - have no negative connotations (neutral, politically correct)
 - *express installation (only components needed)*
network installation (all components)
 - *system error, severe error, fatal error, user error etc.*
 - *master/slave, web designers' bible, knowledge nugget etc.*

Appropriateness



Other features

■ Linguistic economy

- *Ultrakurzwellenüberreichweitenfernsehrichtfunkverbindung*

■ Derivability

- *medicinal plant vs. herb → herbal, herbalist, ...*
- *Bedeutungslehre → Semantik*

■ Linguistic correctness

- *aktualisieren vs. updaten, geupdated, upgedatet, ...*
- *OpenSource, Cafe ToGo, fünfköpfiger Familienvater, ...*

■ Preference for native language

- *Startseite vs. Homepage, Multifunktionsleiste vs. Ribbon*

Enter terms in termbanks

■ Enter terms:

- **in canonical form**

Verbs in infinitive, nouns in nominative singular

- **in natural word order**

e.g. "*parallel interface*" **not** "*interface, parallel*"

- **in normal spelling**

e.g. English nouns starting with lower case letter

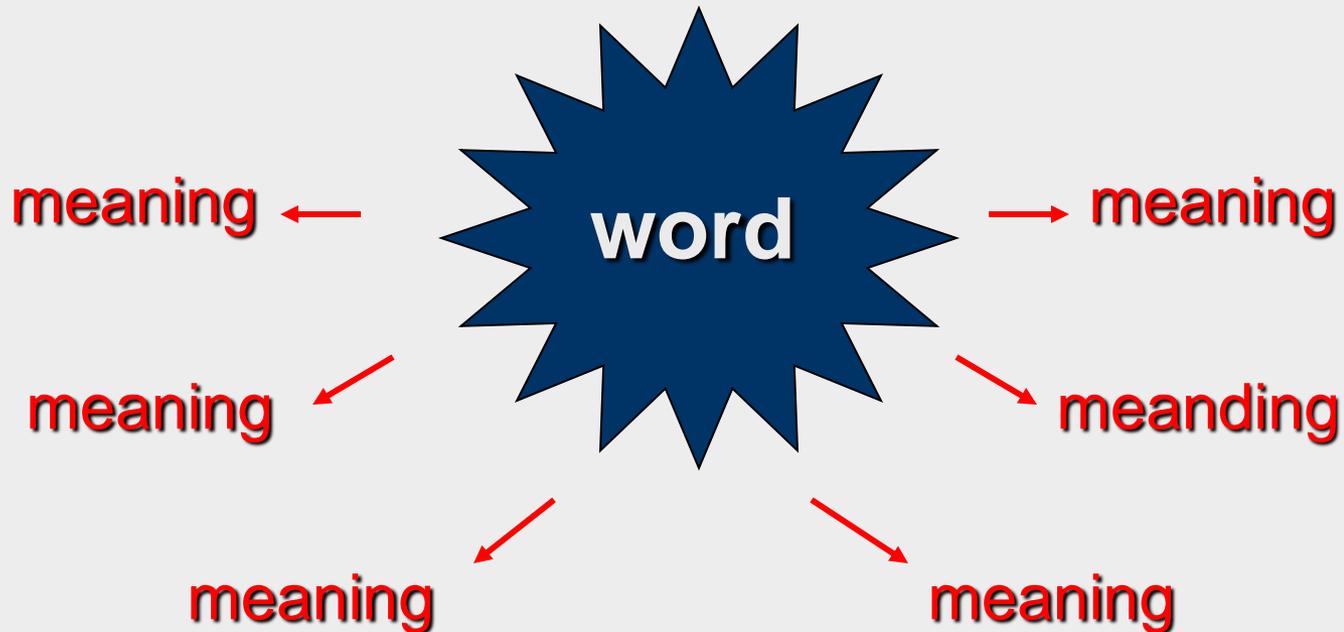
- **only the term**

e.g. "*save*" **not** "*to save*", "*printer*" **not** "*printer, n*"

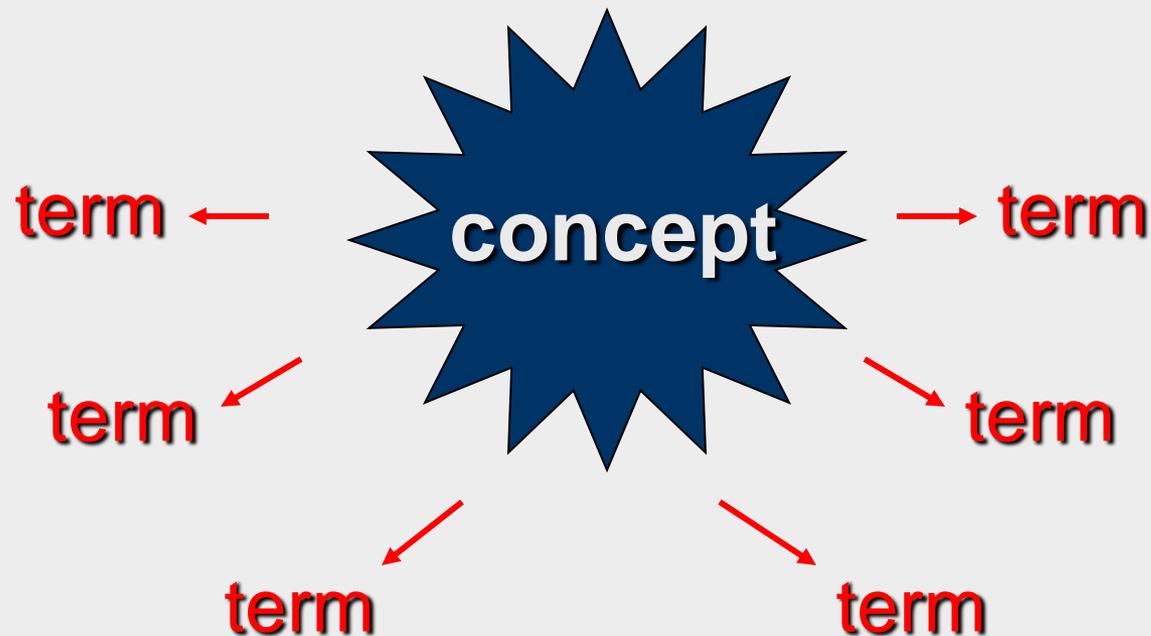
- **only one term**

e.g. **not** "*computer aided design (CAD)*"

Lexicographical view / model / entry

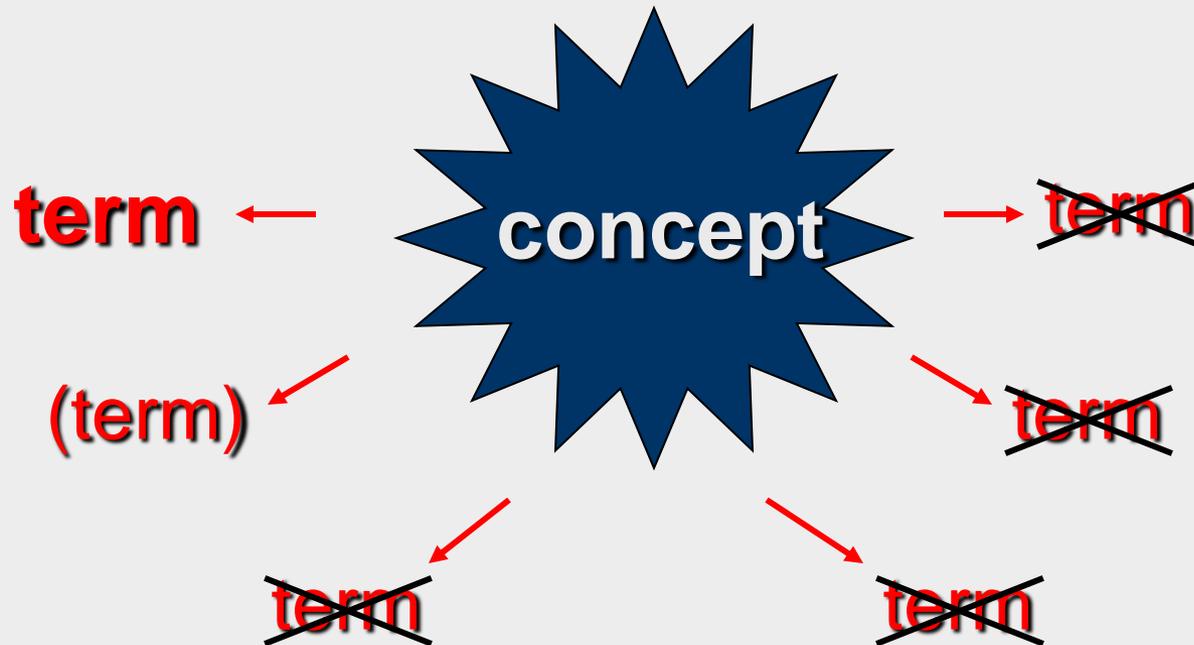


Terminological view / model / entry



descriptive
terminology management

Terminological view / model / entry



prescriptive
terminology management

Lexicographical entry

[Discuss new logo proposals for Wiktionary.](#)

Wiktionary

[ˈwɪkʃənəri] *n.*,
a wiki-based Open
Content dictionary

Wileo [ˈwɪl kəri]

search

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ribbon

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English

Pronunciation

[\[edit\]](#)

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- Rhymes: [-iban](#)

Etymology

From Old French *riban* (French: *ruban*)

Noun

ribbon (*plural* **ribbons**)

1. A long, narrow strip of material used for decoration of clothing or the hair or gift wrapping.
2. An [inked ribbon](#) against which type is pressed to print letters in a [typewriter](#) or [printer](#).
3. (*computing, graphical user interface*) A [toolbar](#) that incorporates [tabs](#) and [menus](#).

Translations

long, narrow strip of material

inked ribbon

See also

- [riband](#)

Verb

to ribbon (*third-person singular simple present* **ribbons**, *present participle* **ribboning**, *simple past and past participle* **ribboned**)

1. to [decorate](#) with ribbon

Synonyms

- [beribbon](#)

Terminological entry



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The Free Encyclopedia

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Ribbon (disambiguation)

From Wikipedia, the free encyclopedia

Ribbon may refer to;

- [Ribbon \(award\)](#), a term for an award.
- [Ribbon \(computing\)](#), user interface concept.
- [Ribbon \(group\)](#), a Japanese [J-pop](#) group which consist of [Hiromi Nagasaki](#), [Arimi Matsuno](#) and Aiko Satoh.
- [Ribbon bar](#), small devices worn by military, police, fire Service personnel or by civilians.
- [Ribbon cable](#), a cable with many conducting wires running parallel to each other on the same flat plane.
- [Ribon](#), a monthly [Japanese shōjo manga](#) magazine.
- [Ribbon, typewriter](#) an inked band of fabric used for [typewriters](#), receipt printers and [dot-matrix printers](#)
- [Awareness ribbon](#) a ribbon worn to signify sympathy for, and raise awareness of, a cause espoused by the wearer



This [disambiguation](#) page lists articles associated with the same title. If an [internal link](#) led you here, you may wish to

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Terminological entry



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Ribbon (computing)

From Wikipedia, the free encyclopedia

In GUI-based [application software](#), a **ribbon** is an interface where a set of [toolbars](#) are placed on tabs in a [tab bar](#). Recent releases of some [Microsoft](#) applications have embraced this form with an intricate modular ribbon as their main interface.

Contents [hide]

- 1 Ribbons in Microsoft software
 - 1.1 Design guidelines
- 2 Controversy
 - 2.1 Patent "Land grab"
- 3 See also
- 4 References

Ribbons in Microsoft software



This article **is written like an advertisement**. Please help [rewrite this article](#) from a [neutral point of view](#). For **blatant** advertising that would require a fundamental rewrite to become encyclopedic, use { { [db-spam](#) } } to mark for [speedy deletion](#).

Microsoft originally implemented ribbons as part of its "Fluent User Interface" in [Office 2007](#).^[1] The ribbon is formed as a panel that houses the command buttons and icons, organizes commands as a set of *tabs*, each grouping relevant commands. Each application has a different set of tabs which expose the functionality that application offers. For example, while Excel has a tab for the graphing capabilities, Powerpoint does not, instead providing tabs for controlling animation and configuring slide shows. Within each tab, various related options may be grouped together. The *Ribbon* is designed to make the features of the application more discoverable and accessible with fewer mouse clicks^{[2]^[dead link]} as compared to the menu-based UI used prior to Office 2007. Moving the mouse scroll wheel while on any of the tabs on the ribbon cycles through the tabs. The Ribbon can be minimized by double clicking the active section's title, such as the Home text in the picture below. (notice the lack of File/Edit menu.)^[3] The ribbon consolidates the functionality previously found in [menus](#), [toolbars](#) and many task panes into one area to increase [speed](#), if you know where commands are.^[4]

The ribbon UI has also begun to be implemented in other Microsoft software, some applications in [Windows 7](#) such as [Paint](#) and [WordPad](#) now utilize a ribbon-based UI.^[5]

Design guidelines

According to [Microsoft](#) their Office 2007 ribbon design guidelines are confidential and an evaluation copy is available when a [non-disclosure agreement](#) has been signed.^{[6]^[7]}



Ribbon in Microsoft PowerPoint 2007.

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Basic modeling principles

■ **Concept Orientation**

All terminological information belonging to one concept including all terms in all languages and all term-related and administrative data must be stored in one terminological entry

■ **Term Autonomy**

All terms belonging to one concept should be managed (in one terminological entry) as autonomous (repeatable) blocks of data categories without any preference for a specific term

Also deprecated terms (no-terms) should follow term autonomy (marked with <do not use>)

Concept orientation & term autonomy

TermEntry

Concept
represented by ID-No. / subject field / classification / notation

Language 1
+ AuxInfo

Term 1
+ AuxInfo

Term 2
+ AuxInfo

Language 2
+ AuxInfo

Term 1
+ AuxInfo

Term 2
+ AuxInfo

Term 3
+ AuxInfo

Language 3
+ AuxInfo

Term 1
+ AuxInfo

...

Concept orientation & term autonomy

Termbase Wizard - Step 5 of 5

Entry Structure

Create an entry structure for your termbase entries by specifying the level at which descriptive fields are used. Specify field settings if required.

Entry structure:

- Entry level
 - Subject
 - Status
 - Note
 - Index level
 - Definition
 - Note
 - Term level
 - Note
 - Context
 - Source
 - Status

Available descriptive fields:

- Category
- Context
- Definition
- Grammatical Gender
- Grammatical Number
- Note
- Part of Speech
- Source
- Status
- Subject
- Usage Register

Field settings:

- Mandatory
- Multiple

<< Add Remove >>

< Back Next > Cancel Help

SDL MultiTerm [Project Untitled.xdp]

Termbase Project Entry Search View Help

Deutsch English Flags layout

Default input model

Anzugsmoment
Arbeitswicklung
Asynchronmotor
Auswuchten
Belastung
Betrieb
Betrieb mit nichtperiodischer Last-
Betriebsart
Blechpaket

E-Motor

Project: Untitled.xdp
E-Motor

Hit... Fav... Project

Entry Level->Deutsch->Term

Microsoft Internet Explorer

? This term already exists in the termbase. Do you want to merge the entries?

OK Abbrechen

Notation

Spanish Belastung New Entry 1

NUM

Default input model

- (Stromarten)
- Aluminium
- Anker
- Ankerquerfeld
- Ankerrückwirkung
- Anlasser
- Anlaßtransformator
- Anlaufkondensator
- Anzugsmoment
- Arbeitswicklung
- Asynchronmotor
- Auswuchten
- Belastung
- Betrieb
- Betrieb mit nichtperiodischer
- Betriebsart
- Blechpaket

Nächste Suche	Ctrl+N
Vorhergehende Suche	Ctrl+P
Nächsten Eintrag anzeigen	Alt+Nach-rechts-Taste
Vorhergehenden Eintrag anzeigen	Alt+Nach-links-Taste
Filter...	Strg+Umschalt+F
Nächsten gefilterten Eintrag anzeigen	Strg+Alt+Nach-rechts-Taste
Vorhergehenden gefilterten Eintrag anzeigen	Strg+Alt+Nach-links-Taste
Normale Suche	
Unschärfe Suche aktivieren	Ctrl+A
Volltextsuche	
Zielterminus erforderlich	Ctrl+T
Suche nach Doubletten	Ctrl+D
Suche nach unvollständigen Einträgen	Ctrl+I
Gehe zu Eintragsnummer	Ctrl+G
Suchbegriff registrieren	Ctrl+Shift+S
Sucheinstellungen	

E-Motor

Projekt: Ohne Titel.xdp

E-Motor

D-Quelle: [Lapedes.1974](#), S.660
 Kontext: As load is added the motor develops [torque](#) to supply the required [power](#) and torque, but it slows down in
 K-Quelle: [Thaler.1966](#), S.198-199

Notation

1.4.2.2

ßen, die der Lastzustand einer Maschine zu einem
 oren sinkt die [Drehzahl](#) nur wenig bei Belastung ab
 such as horsepower, kilowatts, or tons.

- actuate
- Belleville spring
- clutch
- clutch assembly
- clutch cover
- clutch master cylinder
- clutch slave cylinder
- conical disk spring
- cover
- cover
- diaphragm spring
- flywheel
- hydraulic actuated cl
- hydraulic clutch

Project: Untitled.xdp

DriveTrain

- Register
- Context
- C_Source
- Note
- N_Source
- Transfer
- Comment
- Related
- Term

German

- Responsibility
- Graphic
- G_Source
- Definition
- D_Source
- Note
- N_Source

[Redacted]

- Part of
- Speech
- Status
- Grammatical
- Gender
- Grammatical
- Number

- abbreviation
- acronym
- antonym
- common name
- equation
- formula
- full form
- international scientific term
- internationalism

- internationalism
- orthographical variant
- part number
- phraseologism
- short form
- stock keeping unit
- symbol
- transcribed form
- transliterated form

- Usage
- Register
- Context
- C_Source

diaphragm spring | clutch master cylinder | clutch master cylinder | New Entry 1

- actuate
- Belleville spring
- clutch
- clutch assembly
- clutch cover
- clutch master cylinder
- clutch slave cylinder
- conical disk spring
- cover
- cover
- diaphragm spring
- flywheel
- hydraulic actuated cl
- hydraulic clutch

Project: Untitled.xdp

DriveTrain

Register
Context
C_Source
Note
N_Source
Transfer
Comment
Related
Term

German

Responsibility
Graphic
G_Source
Definition
D_Source
Note
N_Source

- Part of
- Speech
- Status: **admitted**
- Gramm
- Gender
- Gramm
- Number
- Type
- Usage
- Registe
- Context
- C_Sour
- Note
- N_Sour
- Transfe
- Comme
- Related
- Term

French

Responsibility

- actuate
- Belleville spring
- clutch
- clutch assembly
- clutch cover
- clutch master cylinder
- clutch slave cylinder
- conical disk spring
- cover
- cover
- diaphragm spring
- flywheel
- hydraulic actuated cl
- hydraulic clutch

Project: Untitled.xdp

DriveTrain

- Register
- Context
- C_Source
- Note
- N_Source
- Transfer
- Comment
- Related
- Term

German

- Responsibility
- Graphic
- G_Source
- Definition
- D_Source
- Note
- N_Source

Usage Register

- Part of
- Speech
- Status **admitted**
- Grammatical
- Gender
- Grammatical
- Number
- Type

- Usage Register:
 - bench-level
 - in-house
 - neutral
 - slang
 - technical
 - vulgar

- Context
- C_Source
- Note

Term autonomy with documentation

Entry number: 41
Subject: Protocols



English

Definition: particular software implementation of a computer networking protocol suite

D-Source: http://en.wikipedia.org/wiki/Protocol_stack

protocol stack

Part of Speech: noun

Grammatical Number: singular

Status: preferred

Usage Register: technical

Context: Another standard architectural model that is often used to describe a network protocol stack is the OSI reference model. This model consists of a seven layer protocol stack.

C-Source: <http://www.cisco.com/univercd/cc/td/doc/product/iaabu/centri4/user/scf4ap1.htm>

stack

Part of Speech: noun

Status: admitted

Usage Register: colloquial

stack of interconnected protocols

Part of Speech: noun

Status: admitted



German

Definition: konzeptionelle Architektur von mehreren Protokollschichten, die direkt aufeinander aufbauen

D-Source: <http://www.esk.fraunhofer.de/projekte/automotive/TIP.jsp>

Protokollstapel

Part of Speech: noun

Grammatical Gender: masculine

Context: TCP/IP ist der Protokollstapel, der für die Datenübertragung im Internet hauptsächlich verantwortlich ist und allgemeine Tätigkeiten im Bereich Routing übernimmt (Routing = Vermittlung anhand von IP-Adressen.

C-Source: <http://www.winfuture-forum.de/lofiversion/index.php?t8155.html>

Checking Terms in Texts

- 2 rack-mount brackets and mounting screws
- 1 power-supply blanking panel
- 1 expansion card blanking panel
- 1 console-cable kit, which includes a DB-9 M/F serial cable
- 1 or 2 6-foot (1.8-meter) AC power cables
- 1 CD-ROM containing software (recently ported to Windows) and **user docum**
- 1 Quick Start Guide
- 1 warranty card

Preparing the Site

To prepare the site for the Topspin 360, perform the following steps:

1. Read the cautionary statements in "Safety Information" on page 5.
2. **Fill the Topspin registration form out** online. Go to <http://www.topspin.com/support/prodreg.cfm>.
3. **Check** that the rack environment provides sufficient ventilation. The opera

Term: 'user documentation'

Status: deprecated

Term Set: Switches

Domains: Switches

Ersetzen durch:

user guide

Fehler bearbeiten

Fehler ignorieren

Schrittweise-Modus

Vorherige Markierung

Nächste Markierung

Hilfe

- Dazu den 4-Wegehahn schließen, ...
- Dazu das Vierwegeventil schließen, ...
- Dazu den 4-Wege-Hahn schließen, ...
- Dazu das 4-Wege-Ventil schließen, ...
- Dazu das 4-Wegeventil schließen, ...

Example: acrolinx

- Das Heizungselement muss vor dem Einbau gereinigt werden.
- Das Heizungelement muss vor dem Einbau gereinigt werden.
- Das Heizungs-Element muss vor dem Einbau gereinigt werden.
- Das Heizelement muss vor dem Einbau gereinigt werden.
- Das Heiz-Element muss vor dem Einbau gereinigt werden.
- Der Top-Hifi Verstärker ist ein Verstärker mit Frequenzweichen.
- Der Hifi-Verstärker ist ein Verstärker mit Frequenzweichen.
- Der Top-Hifi-Verstärker ist ein Verstärker mit Frequenzweichen.
- Der Hifi/Top-Hifi Verstärker ist ein Verstärker mit Frequenzweichen.
- Der Top-Hifiverstärker ist ein Verstärker mit Frequenzweichen.

Summary

- Only excellent managed terminology can guarantee a high quality information and communication:
 - ⇒ **follow guidelines for term creation and term selection**
 - ⇒ **enter and document terms in an appropriate way**
 - ⇒ **model your termbank with concept orientation and term autonomy, and include appropriate data categories for documenting terms**

**Thank you
for your attention**



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