non-profane word or a phrase (e.g., that is representative of the profane word or phrase) or removing the profane word or phrase from the initial message.

**[12]** For some embodiments, transforming the portion of the initial message comprises flagging the portion of the initial message to not be translated. For instance, wherein a certain portion of the initial message comprises a proper noun, a common noun, a diminutive, an abbreviation, or an acronym, the method may flag that certain portion such that it is not translated in subsequent operations.

**[13]** Certain embodiments provide for a system comprising various components that are configured to perform various operations described herein. Likewise, certain embodiments provides for a computer program product comprising computer instruction codes configured to cause the computer system to perform various operations described herein.

**[14]** In one aspect, the invention relates to a computer-implemented method. The method includes: selecting from a data store a word or phrase associated with a failure to translate a message containing the word or phrase from a first language to a second language; selecting a user from which to solicit user feedback for the translation failure; determining a value of an incentive to offer the user in exchange for the user feedback based on a complexity of the word or phrase; sending a request for the feedback to a computing device of the user, the request including the incentive; receiving the user feedback from the computing device wherein the user feedback includes a respective word or phrase in the first or second language; determining that the user feedback is approved; and based on the approval, crediting an account of the user according to the value of the incentive.

**[15]** In certain embodiments, the failure is due to an actual failure to translate the message. The failure may be identified by or may be due to a user flagging the message as potentially incorrect. Selecting the user may be based on a confidence measure of the user, a quota associated with the user, a previous credit to the account of the user, a preference of the user, or a language ability of the user. In some embodiments, the word or phrase includes chatspeak in the first language. The response may include chatspeak in the second language. In some implementations, the query includes a field configured to receive a text-based value.

**[16]** In certain embodiments, the request includes a set of preselected definitions from which the user can choose a definition for the word or phrase. The set of preselected

definitions may include, for example, at least one definition provided by another user in response to another request, the other request being previously generated to obtain previous user feedback for the word or phrase from the other user. The other request may include another set of preselected definitions from which the other user chose the definition. The method may also include evaluating the user feedback to determine a most popular response.

**[17]** In various embodiments, the method also includes determining a competency of the user based on the user feedback. The method may also include updating a transformation or translation of the word or phrase from the first language to the second language based on the user feedback. In some embodiments, determining that the user feedback is approved may include determining that the user feedback is not fraudulent and/or determining that the user feedback is accurate. Determining that the user feedback is approved may be based on a comparison of the user feedback to at least one previous user feedback provided by another user in response to another request, the other request being previously generated to obtain feedback for the word or phrase from the other user.

**[18]** In certain embodiments, the incentive includes (or is an offer for) in-game currency or an in-game item. The value of the incentive may be determined based on, for example, a complexity of the word or phrase or importance of the word or phrase. In some examples, determining the value of the incentive includes considering (i) a complexity of the word or phrase, (ii) an importance of the word or phrase, (iii) a response method employed by the user, (iv) a type of word or phrase, and/or (v) a language involved in the translation failure.

**[19]** In another aspect, the invention relates to a system that includes one or more computers programed to perform operations. The operations include: selecting from a data store a word or phrase associated with a failure to translate a message containing the word or phrase from a first language to a second language; selecting a user from which to solicit user feedback for the translation failure; determining a value of an incentive to offer the user in exchange for the user feedback based on a complexity of the word or phrase; sending a request for the feedback to a computing device of the user, the request including the incentive; receiving the user feedback from the computing device wherein the user feedback includes a respective word or phrase in the first or second language; determining that the user feedback is approved; and based on the approval, crediting an account of the user.

[24] In another aspect, the invention relates to a computer program product stored in one or more storage media for improving language translation through incentivized feedback. The computer program product is executable by the data processing apparatus to cause the data processing apparatus to perform operations that include: selecting from a data store a word or phrase associated with a failure to translate a message containing the word or phrase from a first language to a second language; selecting a user from which to solicit user feedback for the translation failure; determining a value of an incentive to offer the user in exchange for the user feedback based on a complexity of the word or phrase; sending a request for the feedback to a computing device of the user, the request including the incentive; receiving the user feedback from the computing device wherein the user feedback includes a respective word or phrase in the first or second language; determining that the user feedback is approved; and based on the approval, crediting an account of the user.

[25] Preferably, the failure is due to an actual failure to translate the message. The failure may be identified by or may be due to a user flagging the message as potentially incorrect. Selecting the user may be based on a confidence measure of the user, a quota associated with the user, a previous credit to the account of the user, a preference of the user, or a language ability of the user. Preferably, the word or phrase includes chatspeak in the first language. The response may include chatspeak in the second language. In some implementations, the query includes a field configured to receive a text-based value.

[26] Preferably, the request includes a set of preselected definitions from which the user can choose a definition for the word or phrase. The set of preselected definitions may include, for example, at least one definition provided by another user in response to another request, the other request being previously generated to obtain previous user feedback for the word or phrase from the other user. The other request may include another set of preselected definitions from which the other user chose the definition. The operations may also include evaluating the user feedback to determine a most popular response.

[27] Preferably, the operations also include determining a competency of the user based on the user feedback. The operations may also include updating a transformation or translation of the word or phrase from the first language to the second language based on the user feedback. Preferably, determining that the user feedback is approved may include determining that the user feedback is not fraudulent and/or determining that the user

What is claimed is:

1. A computer-implemented method comprising:

selecting from a data store a word or phrase associated with a failure to translate a message containing the word or phrase from a first language to a second language;

selecting a user from which to solicit user feedback for the translation failure;

determining a value of an incentive to offer the user in exchange for the user feedback based on a complexity of the word or phrase;

sending a request for the feedback to a computing device of the user, the request comprising the incentive;

receiving the user feedback from the computing device wherein the user feedback comprises a respective word or phrase in the first or second language;

determining that the user feedback is approved; and

based on the approval, crediting an account of the user according to the value of the incentive.

2. The method of claim 1, wherein the failure is due to an actual failure to translate the message.

3. The method of claim 1, wherein the failure is due to a user flagging the message as potentially incorrect.

4. The method of claim 1, wherein selecting the user is based on a confidence measure of the user, a quota associated with the user, a previous credit to the account of the user, a preference of the user, or a language ability of the user.

5. The method of claim 1, wherein the word or phrase comprises chatspeak in the first language.

6. The method of claim 1, wherein the response comprises chatspeak in the second language.

7. The method of claim 1, wherein the query comprises a field configured to receive a text-based value.

8. The method of claim 1, wherein the request comprises a set of preselected definitions from which the user can choose a definition for the word or phrase.

9. The method of claim 8, wherein the set of preselected definitions comprises at least one definition provided by another user in response to another request, the other request being previously generated to obtain previous user feedback for the word or phrase from the other user.

10. The method of claim 9, wherein the other request comprised another set of preselected definitions from which the other user chose the definition.

11. The method of claim 8, further comprising evaluating the user feedback to determine a most popular response.

12. The method of claim 1, further comprising determining a competency of the user based on the user feedback.

13. The method of claim 1, further comprising updating a transformation or translation of the word or phrase from the first language to the second language based on the user feedback.

14. The method of claim 1, wherein determining that the user feedback is approved comprises one or more of: determining that the user feedback is not fraudulent, and determining that the user feedback is accurate.

15. The method of claim 1, wherein determining that the user feedback is approved is based on a comparison of the user feedback to at least one previous user feedback provided by another user in response to another request, the other request being previously generated to obtain feedback for the word or phrase from the other user.

16. The method of claim 1, wherein crediting the account comprises crediting the account with ~~the incentive comprises~~ in-game currency or an in-game item.

~~17. The method of claim 1, wherein the value of the incentive is determined based on a complexity of the word or phrase or importance of the word or phrase.~~

~~18. The method of claim 1, wherein determining the value of the incentive comprises considering at least one factor selected from the group consisting of a complexity of the word or phrase, an importance of the word or phrase, a response method employed by the user, a type of word or phrase, and a language involved in the translation failure.~~

~~19~~17. A system comprising:

one or more computers programed to perform operations comprising:

selecting from a data store a word or phrase associated with a failure to translate a message containing the word or phrase from a first language to a second language;

selecting a user from which to solicit user feedback for the translation failure;

determining a value of an incentive to offer the user in exchange for the user feedback based on a complexity of the word or phrase;

sending a request for the feedback to a computing device of the user, the request comprising the incentive;

receiving the user feedback from the computing device wherein the user feedback comprises a respective word or phrase in the first or second language;

determining that the user feedback is approved; and

based on the approval, crediting an account of the user.

~~20~~18. The system of claim ~~19~~17, wherein the failure is due to an actual failure to translate the message.

~~21~~19. The system of claim ~~19~~17, wherein the failure is due to a user flagging the message as potentially incorrect.

~~22~~20. The system of claim ~~19~~17, wherein selecting the user is based on a confidence measure of the user, a quota associated with the user, a previous credit to the account of the user, a preference of the user, or a language ability of the user.

~~23~~21. The system of claim ~~19~~17, wherein the word or phrase comprises chatspeak in the first language.

~~24~~22. The system of claim ~~19~~17, wherein the response comprises chatspeak in the second language.

~~25~~23. The system of claim ~~19~~17, wherein the query comprises a field configured to receive a text-based value.

~~26~~24. The system of claim ~~19~~17, wherein the request comprises a set of preselected definitions from which the user can choose a definition for the word or phrase.

~~27~~25. The system of claim ~~26~~24, wherein the set of preselected definitions comprises at least one definition provided by another user in response to another request, the other request being previously generated to obtain previous user feedback for the word or phrase from the other user.

~~28~~26. The system of claim ~~27~~25, wherein the other request comprised another set of preselected definitions from which the other user chose the definition.

~~29~~27. The system of claim ~~26~~24, wherein the operations further comprise evaluating the user feedback to determine a most popular response.

~~30~~28. The system of claim ~~19~~17, wherein the operations further comprise determining a competency of the user based on the user feedback.

~~31~~29. The system of claim ~~19~~17, further comprising updating a transformation or translation of the word or phrase from the first language to the second language based on the user feedback.

~~32~~30. The system of claim ~~19~~17, wherein determining that the user feedback is approved comprises one or more of: determining that the user feedback is not fraudulent, and determining that the user feedback is accurate.

~~33~~31. The system of claim ~~19~~17, wherein determining that the user feedback is approved is based on a comparison of the user feedback to at least one previous user feedback provided by another user in response to another request, the other request being previously generated to obtain feedback for the word or phrase from the other user.

~~34~~32. The system of claim ~~19~~17, wherein crediting the account comprises crediting the account with~~the incentive comprises~~ in-game currency or an in-game item.

~~35. The system of claim 19, wherein the value of the incentive is determined based on a complexity of the word or phrase or importance of the word or phrase.~~

~~36. The system of claim 19, wherein determining the value of the incentive comprises considering at least one factor selected from the group consisting of a complexity of the word or phrase, an importance of the word or phrase, a response method employed by the user, a type of word or phrase, and a language involved in the translation failure.~~

~~37~~33. A computer program product stored in one or more storage media for improving language translation through incentivized feedback, the computer program product being executable by the data processing apparatus to cause the data processing apparatus to perform operations comprising:

selecting from a data store a word or phrase associated with a failure to translate a message containing the word or phrase from a first language to a second language;

selecting a user from which to solicit user feedback for the translation failure;

determining a value of an incentive to offer the user in exchange for the user feedback based on a complexity of the word or phrase;

sending a request for the feedback to a computing device of the user, the request comprising the incentive;

receiving the user feedback from the computing device wherein the user feedback comprises a respective word or phrase in the first or second language;

determining that the user feedback is approved; and

based on the approval, crediting an account of the user.