



## You Scratch my Back, and I'll Scratch Yours: Feedback and Recommendation on Freelance Translators Recruitment

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### Abstract

Professional translation is now mostly conducted in virtual teams, or production networks, where freelance translators and language service providers (LSPs) communicate via increasingly computerized means. This study examined how feedback are left on profiles and specifically to find extent to which these feedbacks have been manipulated by having a prior agreement with each other (the translation agency and freelancer translator). This study was a multiple-case study since it covered Upwork and Proz.com, and an ethnographic was employed since a cultural context was used for the identification of the websites. Proz.com and Upwork were chosen to investigate and collect the data as both are the most effective websites for freelancers among all other workplace websites. Unstructured observation and semi-structured interviews were carried out for the data collection. The results showed that the vast majority of the feedback on profiles have been biased. In most cases, a settlement between the translation agency and freelancers was made before leaving the feedback. In other words, the feedback should not be depended on when a freelance translator needs to work for a company and vice versa.



### About the Journal

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## 1. Introduction

The prevalence of social media and online communities has grown in significance as an element of our social interactions (Siriwat & Nijman, 2020). This development has exhibited opportunities for businesses to efficiently connect with potential job candidates through social media platforms (McCarthy et al., 2017). A significant number of people are attracted to the opportunity to generate supplementary income in a self-paced and autonomous environment. Concurrently, businesses seek to engage candidates rather than employ full-time personnel for their projects. Consequently, job seekers devote considerable attempt to promoting their skills in online communities to capture the interest of potential clients (Tifferet & Vilnai-Yavetz, 2018), with freelance translators being a notable group (Sakamoto & Foedisch, 2017). Social media has witnessed a surge in the reputation of freelance translation services, which has attracted many translators to benefit from online work opportunities.

Online platforms feed a source of livelihood for numerous freelancers, who rely on positive reviews to establish credibility and attract potential clients (Jarrahi, Sutherland, Nelson, & Sawyer, 2020). These reviews function as testimonials to convince prospective clients to engage with the freelancer's services. For instance, a carpenter may showcase their craftsmanship by revealing images of a stylish cupboard in a kitchen. Similarly, a freelancer seeking to highlight their abilities would benefit from receiving rapid, regular, and cost-effective feedback from many clients to capture their attention (McDonald & Michela, 2019). There is a growing body of literature that acknowledges feedback as either written or oral comments provided by users, clients, or representatives of language service providers (LSPs) concerning the quality of translation provided by a translator, the professionalism of translation services, or the competence of the translator. However, existing research has not adequately pointed out the process of how feedback is provided and the extent to which feedback is influenced by valid and reliable criteria that clients should take into account. Furthermore, there are limitations to the generalizability of published research on this subject, as feedback is often viewed as a tool to aid recruiters in finding competent translators rather than helping translators enhance their performance (Sakamoto & Foedisch, 2017).

The process of hiring in virtual teams has become a source of concern due to the potential disadvantage of feedback for both the freelance translator and recruiter. A conventional debate revolves around the questions of trust between parties when the first party hires the second party, or when the freelance translator relies on feedback from the first party to make decisions. This study thoroughly investigates the practice of leaving feedback on virtual profiles based on prior agreements between parties, often described as "You scratch my back, and I'll scratch yours." Specifically, this study explores whether feedback is exchanged based on a reciprocal agreement, whereby positive feedback is given in exchange for positive feedback and vice versa for negative feedback. This practice can be frustrating for both parties involved, and the study aims to contribute to the existing literature by investigating the validity of feedback left on virtual profiles and emphasizing this matter.

## 2. Related work

Up to now, a number of researches have begun to examine the pedagogical situation on feedback (e.g., Foong, Kim, Dontcheva, & Gerber, 2021; Sakamoto & Foedisch, 2017; Washbourne, 2014). However, there is a dearth of literature on feedback for freelance translators on professional websites. Nevertheless, feedback is a crucial component in the recruitment process, and therefore, both freelancers and recruiters struggle to build an impressive virtual profile to be endorsed and recognized as a reputable independent contractor or a reliable company for future collaborations.

In a follow-up study, Foong et al. (2021) investigated the comparison between decomposed and holistic feedback that are left on profiles. They found that a holistic approach assisted freelancers in finding new ways to construct their virtual identities and illustrate their work. In

contrast, decomposed approach lies rigorous discernment about the virtual attraction of projects. More than that, significant analysis and discussion on the subject were offered by Sakamoto and Foedisch (2017), who scrutinized how feedback is left and how they are dealt with by freelance translators. The focus of the paper was not on the feedback process per se, but rather on how freelance translators can improve their quality for future work opportunities. Nevertheless, a major limitation of the existing studies is their neglect of how feedback is generated and its validity. It should be noted that Proz and Upwork websites have a system of vetting feedback before it is displayed on the profile. However, a significant flaw in this approach is the possibility of a tacit agreement between the translator and the end-client regarding the nature of feedback they exchange on their respective profiles.

### **2.1 social media for enterprises**

Over the last few decades, the majority of research on social media has focused on its utility for work-related activities, particularly in terms of identifying and engaging with potential clients (Jarrahi & Sawyer, 2012). Moreover, within the global context, numerous studies have sought to elucidate the benefits of employing social media for conducting business. The use of social media platforms can assist consumers more easily to get connected directly with services, products, and brands (Aral, Dellarocas, & Godes, 2013; Aswani, Kar, Ilavarasan, & Dwivedi, 2018). The rise of e-commerce has led to a significant expansion in transactions conducted through online platforms, which rely heavily on building trust among users who are often strangers to one another. One key strategy employed by these platforms to establish trust is through the use of reputation systems, which are often constructed on the collection and dissemination of feedback from trading partners (King, Racherla, & Bush, 2014).

Many studies have attempted to evaluate the effectiveness of social media for work-related activities. Nonetheless, despite the persistent inquiry into corporate social media technologies, there remain several uncertainties and a limited comprehension of the use and impact of social media on organizations (Chatterjee & Kar, 2020). The advent of social network software has been particularly crafted for organizations as a web-based tool that enables individuals to construct and amplify their virtual persona and establish links with the enterprise (Leftheriotis & Giannakos, 2014). The feedback system is a crucial element in establishing a positive impression for both freelance translators and companies, and is often highlighted in studies, specifically those focused on freelance translators (Sakamoto & Foedisch, 2017). This serves as a means for attracting more people to their profiles and building a positive reputation. Sakamoto and Foedisch (2017) provide a comprehensive examination of feedback practices within the professional context, with a particular highlighting on the translation industry. The study underscores the significance of feedback in honing translation skills and enhancing overall performance for future assignments. However, there is a dearth of literature on the systematic investigation of the inadequacies and manipulation that arise prior to leaving feedback on profiles between the two parties.

### **2.2 Translating in the age of social media**

Two decades ago, when translation buyers, institutions, and corporations were searching for a translator or an agency, their options were relatively restricted (Jiménez-Crespo, 2021). They either searched the yellow pages or used the internet to find a suitable service provider. For larger projects, they would have contacted a language service provider (LSP), as these specialized entities were already recognized in the industry. In the context of LSPs, translation tasks are typically conducted by independent, professional translators who have been thoroughly monitored for their skills and experience. These translators often utilized computer-assisted translation (CAT) tools to aid in their work (Jiménez-Crespo, 2021).

In recent years, there has been a surge in research targeted at understanding the impact of the internet and online social media (OSM) on translation practices. For instance, in an overview of the translation studies twenty years after its 'linguistic emancipation', Mansor (2021)

points out the potential influences of technology and internationalization on languages and alludes to some kind of translation activities occurring on social media, Facebook in particular. Numerous studies, such as (Desjardins, 2017; Sakamoto & Foedisch, 2017; Zetzsche, 2019), to name but few, have attempted to enlighten how the web and technology influence the field and the profession of translation: from having established and grown translator networks to produce a collaborative, crowdsourced, participatory translation culture. Certainly, many researchers have recognized the increasing value of social media in the translation industry, and have suggested that its impact is likely to persist in the future (Bakul, 2016; Omar, Ethleb, & Gomaa, 2020). However, it is vital to note that the precise nature of this impression, and the specific ways in which social media will shape the field, may vary depending on a variety of factors, including the types of social media platforms used, the characteristics of the users who engage with these platforms, and the broader social and cultural contexts in which they operate. As such, while there is extensive agreement on the importance of social media in the translation industry, more research may be needed to fully understand its implications and effects.

### **2.3 Reputation Metrics**

The term "reputation metrics" refers to metric elements that are allocated to a user's virtual profile by their peers or algorithms, or a combination of both, and serve as indicators of the user's quality for those who do not have first-hand experience working with them. The literature available on these metrics is abundant and mainly concentrates on the establishment of users' reputations on said platforms. There are different sorts of metrical representations of a freelancer's reputation on these OSM, such as Upwork (Diefenhardt, 2021), Proz (Kushner, 2013), oDesk (Horton & Golden, 2015), etc. It can be observed that these various categories of matrices contribute to the user's Job Success Score (JSS), which is determined by the ratio of successful project completion and the level of client satisfaction (Diefenhardt, 2021). That being said, it is worth noting that the JSS is not solely based on the ratio of project accomplishment and client satisfaction. Other aspects, such as communication, timeliness and responsiveness, are also taken into account by the algorithm. Hence, the evaluation measures related to reputation, determined through Upwork's algorithm, play a crucial role in growing a user's visibility and likelihood of being selected by potential clients depending on their JSS.

Recent researches have discovered that reputation metrics play a judgemental role in the decision-making process of clients when hiring freelancers for their tasks. These metrics, such as JSS, act as a measure of the quality of work and reliability of the freelancers, allowing clients to make informed decisions about who is the most suitable one for their task. This holds notable importance within the online marketplace, where clients may not have direct, first-hand familiarity of the freelancers they are considering in the hiring process. It is worth mentioning that the importance of reputation metrics extends beyond Upwork or Proz alone, as it also applies to various platforms such as eBay and Uber. The most significant role of reputation metrics is based on feedback and ratings, and the algorithmic processing of these fundamentals. Therefore, when individuals purchase a product or service through these platforms, they are usually expected to provide feedback or reviews. Subsequently, this research aims to focus on reputation metrics and the criteria governing how these metrics are designated.

## **Methodology 3.0**

### **3.1 Research design**

The ethnographic approach is a qualitative research method that involves observing and interacting with contributors in their natural settings to comprehend their experiences and behaviors (Mertens, 2019). Typically, this approach involves in-depth semi-structured interviews, participant observation, and field notes to collect data. A triangulation was employed by cross-verifying information that was collected with other data source. This involved approving the outcomes with existing literature, observational data, and participant artifacts, among other things. In the context of this study, employing the ethnographic approach would entail observing and interacting with freelancers and clients on platforms such as Upwork and Proz.com to recognize their experiences of leaving feedback on virtual profiles. Additionally, it involves conducting in-depth interviews with participants to gain deeper insights into their behavior and decision-making processes. The purpose of employing this approach is to provide an extensive and detailed understanding of the phenomenon under study. Essentially, this involves reflecting, observing, developing a theory, and returning to the field to examine it again.

### **3.2 The selection of the websites**

To begin, Upwork stands out as a premier freelance platform that offers various job categories, including translation services. The platform has a momentous number of registered users, both clients and freelancers, from diverse geographical locations. Furthermore, Upwork boasts a robust reputation system that incorporates feedback and rating mechanisms, making it an optimal platform for examining the effectiveness of reputation metrics.

Secondly, Proz serves as a specialized platform designed in particular for translation professionals and agencies, which makes it an exceptional platform for examining the interaction and feedback mechanism between translators and clients. Additionally, Proz has a reputation system enabling clients to assess translators' performance across multiple criteria including adherence to deadlines, quality and communication skills. Besides, the only website with a risk management tool for language service provider is Proz.

Hence, opting for Upwork and Proz for this study offers invaluable insights into the mechanisms and effectiveness of reputation metrics in different contexts, such as general freelance platforms and specialized services tailored for translation purposes.

### **3.3 Data collection**

The data were collected through unstructured observations and semi-structured interviews. Data were collected directly by the researcher from June 2020 to January 2023. During these two and half years, any incidents that aroused suspicion were documented for following investigation. Attempts were made to contact the freelance translator in question for the purpose of having an interview. In total, 500 hours of observation was devoted by the researcher on Upwork and Proz during that period of time. The observation sessions were typically 1 to 1.30 hours long each time. The feedback was screenshotted (names were hidden), the notes were written in that specific area about the situation, and the researcher sent an email to each participant to have an interview. 20 cases were observed, and emails were sent for all of them. 14 of them accepted to have a semi-structured interview to reach the saturation point through redundancy and richness of the collected data. All the interviewees were taken place on WhatsApp, and all the calls were recorded and then transcribed through the use of Aegisub.

### **3.4 Data analysis**

The data were examined through the use of the Constructivist Grounded Theory approach (Vasileiou, Barnett, Thorpe, & Young, 2018). This approach was adopted as a complimentary

and extensively employed analytic approach in ethnography which aided the study’s focus on investigating patterns of social interaction (Annells, 1996). In addition, integrate data collection and analysis were accomplished through a constant comparative approach (Lin & Mattila, 2021). Once the interview was conducted, it was transcribed through the use of Aegisub, and then, inserted into Nivio 12 for the coding process. After reading and going through line by line, key codes were recognized and developed through further coding and data categorization.

**4. Findings and discussion**

The results begin by summarising all the situations which was suspicious about leaving feedback.

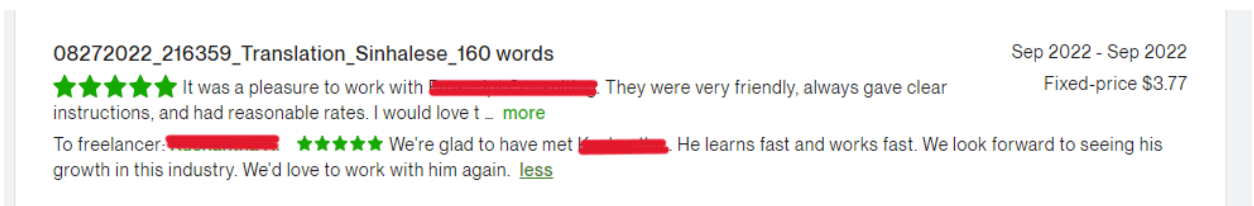
**4.1 Positive – positive feedback**

Accurate statistical data regarding the proportion of positive and negative feedback remains elusive. However, empirical observations imply that the overwhelming majority of feedback is positive. Over a period of two and a half years, participants were steadily solicited for their perspectives on positive feedback. Remarkably, only a singular instance of both positive and negative feedback was documented during this time frame, yielding a surprising result.

As explicated in the extant literature, prior to engaging the services of a freelancer, recruiters usually scrutinize their online persona to evaluate their suitability for the task at hand. Conversely, freelancers typically peruse the profile of the hiring company (sometimes referred to as an agency) to evaluate their legitimacy. Once they have discovered crucial parameters such as deadlines, quality standards, and rates, an agreement is reached between the parties. It is then incumbent upon the freelancer to transport the agreed-upon work to the client within the specified time frame. The project manager (PM) typically has a time frame of 15 to 30 days to conduct a final review of the task, either by depend on their trusted linguists or by waiting for feedback from the end party regarding any matters. In the event that complaints arise, the task is reverted back to the freelancer with accompanying comments, which necessitate the correction of any errors or a thorough explanation for each remark.

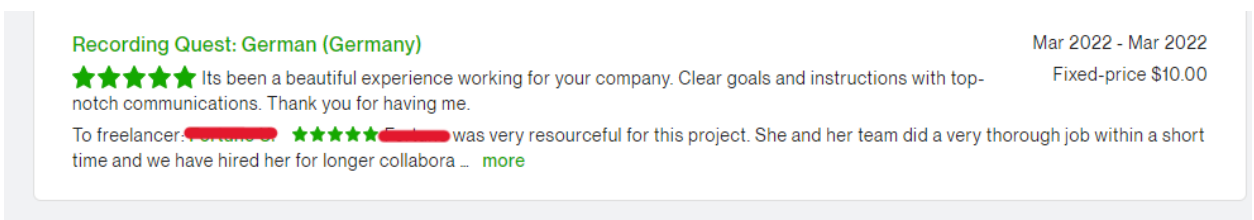
Observational notes from Upwork: ID1 left positive feedback to a company, and the company left positive feedback to ID1 as well. (See figure 1)

Figure 1: Public view of the feedback given to and given by a PM



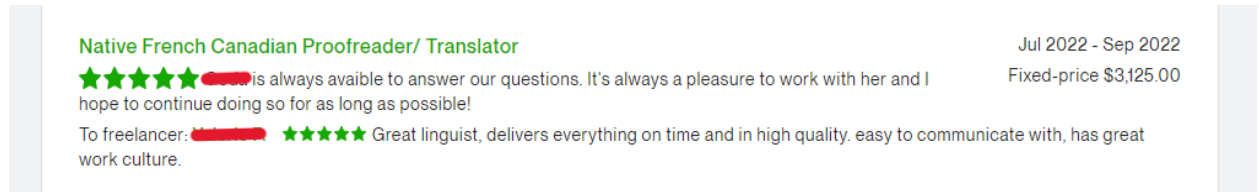
Observational notes from Upwork: ID3 left a positive feedback to a company, and the company left a positive feedback to ID3 as well. (See figure 3)

Figure 2: Public view of the feedback given to and given by a PM



Observational notes from Upwork: ID3 left a positive feedback to a company, and the company left a positive feedback to ID3 as well. (See figure 3)

Figure 3: Public view of the feedback given to and given by a PM



Despite the absence of any apparent issues, the researcher opted to interview the aforementioned freelancers to acquire insights into their experience with the task in question and ascertain whether the project transpired seamlessly.

Figures 1, 2, and 3 (although over 30 items of evidence were collected) serve to emphasize the argument that both parties are in mutual agreement and have not encountered any issues thus far with regard to the task at hand. To verify the authenticity of the reviews and to determine whether any pre-existing agreements were in place prior to feedback being provided, the researcher contacted a sample of freelancers.

Interview ID1: "This was all good, and everything went so smoothly. It has been a long time since I have been working with a client, and we have never had any glitches. But yes, I could remember one when \*\*\*\* agency required me to leave positive feedback to them while some waves were made, and unfortunately, I did as I was afraid to get negative feedback in return".

Interview ID2: "This was the first time I was working with them. They gave me clear instructions, and I just followed what I was told. Regarding the feedback, we did not talk about that, to be honest, and it naturally come about. But coming back to your point, yes, I have had this prior agreement many times. Some just emailed me and I was told to leave positive feedback to them, and they will leave me positive feedback in return. I mean, even in those cases where both of us are fulfilled with the process".

Interview ID3: This was a huge project. I worked hard to meet the deadline with the expected quality. Once the contract was finished, I was supposed to give feedback to them. We both gave feedback spontaneously. Yes, for sure, I have had this prior agreement, specifically with \*\*\*\*\* agencies. Last time an agency delayed my payment, and they did not follow their terms and conditions; once the payment was made after three months, they asked me to leave positive feedback. I did not leave any feedback because I was afraid, I would get negative feedback in return".

Previous studies have emphasized the significance of feedback on online profiles (Foong et al., 2021; Horton & Golden, 2015; Sakamoto & Foedisch, 2017). Thus, it appears that both parties in this context strive to gain positive feedback on their respective profiles. The preceding evidence illustrates that although the freelancers had positive feedback on their profiles, they all had experiences to share regarding the manipulation of feedback. While the participants in this thematic area did not encounter any problems, they all expressed feeling compelled to provide feedback that they did not wish to share. ID3 asserts that "I wanted to leave a negative feedback, but I was afraid if I get negative feedback in return" this result may be explained by the fact that if you give me positive feedback, I will provide you with positive feedback. If you give me negative feedback, then I will give negative feedback, in return. However, these results were not very encouraging; instead, you scratch my back, I will scratch yours. The problematic aspect of these manipulations is that other freelancers, particularly novices, may lack awareness of the practices that occur behind the scenes. Upon

receiving a job notification, the only recourse available to these individuals is to review the company's profile (Horton & Golden, 2015; Sakamoto & Foedisch, 2017).

It seems that both parties aim to avoid negative feedback on their profile, which may negatively influence their chances of winning more jobs in the future. Therefore, they try to make prior agreements to leave positive feedback for each other, even if there were problems with the task.

However, this phenomenon raises questions about the authenticity and reliability of feedback on these platforms. Suppose both parties are motivated to leave positive feedback regardless of the quality of the work or the conduct of the other party. In that case, the feedback loses its value as a measurement of quality and reliability.

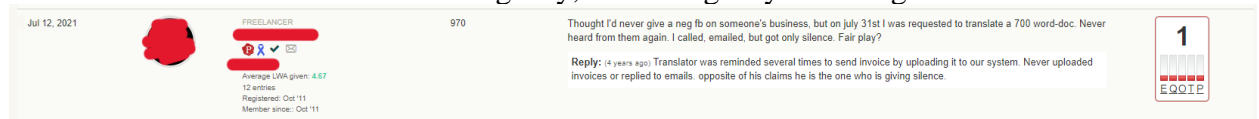
This highlights the need for these platforms to take more proactive measures to ensure the authenticity and reliability of feedback. Perhaps introducing a more rigorous vetting process or using third-party review aids could help ascertain that feedback is a more accurate reflection of the quality of work and conduct of both parties.

#### 4.2 Negative – negative feedback

Another salient issue that emerged was the subject of negative feedback. This matter proved to be highly sensitive, as it could have detrimental effects on future work prospects or assessment (Horton & Golden, 2015). Undoubtedly, both Proz and Upwork scrutinize each negative feedback they get, as both websites explicitly state that all feedback is vetted. The prominent issue that arises here pertains to the reasons why the feedback of both parties would be negative, especially considering that the project manager and freelance translator typically agree upon critical aspects such as rates, deadlines, and quality. Such negative feedback can prove frustrating for both agencies and translators in subsequent recruitment processes.

Observational notes from Proz: In this instance, ID4 left negative feedback because the payment was not issued on time. In response, the translation agency left negative feedback of its own, alleging that ID4 failed to submit their invoices. (See figure 4)

Figure 4: Public view of the feedback, a freelance translator left a negative feedback to an agency, and the agency left a negative feedback in return.



Observational notes from Proz: In a similar vein, ID5 provided negative feedback due to factors such as unclear or poor communication, delayed payments, among other issues. The translation agency countered with its negative feedback, emphasizing their timeliness in issuing payments and attempting to demonstrate their reliability to their audience. (See figure 5)

Figure 5: Public view of the feedback, a freelance translator left a negative feedback to an agency, and the agency left a negative feedback in return.





Observational notes from Proz: ID6 left negative feedback due to a poor experience, including alleged disregard of their emails and unprofessional behavior. The translation agency, in response, left negative feedback citing the freelancer's alleged lack of respect and consistency with their project manager. (See figure 6)

Figure 6: Public view of the feedback, a freelance translator left a negative feedback to an agency, and the agency left a negative feedback in return.



Indeed, negative feedback from either the translator or the agency can significantly influence their future job prospects. These negative feedback can build doubts in the minds of potential clients about their professionalism, communication skills, and ability to complete tasks on time. As a result, the chances of getting hired for new projects will decrease, which can be a significant loss for freelancers and agencies alike (Sakamoto & Foedisch, 2017). However, the researcher endeavored to solicit the perspectives of the aforementioned participants in order to obtain a comprehensive understanding of the issues at hand.

Interview ID4: “It would be naive to assume 5 stars on the blueboard is perfect. Also, I have my lesson learnt when I rented an agency 2 based on my experience, and they rated me low as a result, bringing my average rating down. I had sent many emails to support screenshots of the conversation with the said agency and to validate my rating and the unfairness of theirs. But it simply did not help. So, I would totally understand that many freelancers have had a bad experience with an agency but did not rake on Proz. I believe if any freelancer wants to know an agency, it would be better to contact directly one of the freelancers who left a comment and take information from them directly. I did that many times before and it worked very well.”

Interview ID5: “This is not my first time getting negative feedback from an agency because I left them a negative feedback. I never regret that never. However, it is like a scar on my face, but I would deal with it. I faced another issue last year with another agency. I left a negative feedback to them because they did not make the payment. Later on, they came back to my account, and they left a negative feedback. This must be very nasty and frustrating but do not know what to do.”

Interview ID6: “Yes, this company left a negative feedback just because I left them a negative feedback before. They did not pay for the translation I did for them. And they were saying our end client did not satisfy with your quality. I am sure that was not the case; they wanted to find a loophole to do not make the payment. They clearly told me if you remove our feedback on our profile, we will remove ours as well. This told me the issue was not the quality.”

While prior agreements on feedback may exist in some cases, it is not a widely discussed topic in the existing literature on feedback in the context of freelancing platforms. Most studies focus on the influence of feedback on trust, performance and reputation, as well as on the potential biases and manipulations that may affect the feedback process. The importance of transparency, accuracy, and fairness in feedback is generally recognized, but the issue of prior agreements is not a prominent topic of discussion. It is correct that in many cases, when something goes wrong with a task, one party may be accused of not meeting the agreed upon terms. This is why it is important for both parties to be clear and specific about their expectations and requirements from the start, and to maintain open communication

throughout the project. This can aid to prevent misunderstandings and disputes, and can ascertain that both parties are on the same page regarding the scope and details of the work to be done. In cases where something does go wrong, it is vital for both parties to remain professional and to work together to resolve the issue, rather than placing blame or making accusations. But why do both disagree? That is where the question is raised. When the participants were asked about prior agreements, surprisingly, all of the participants had dealt with this, and they were asked to leave them positive feedback, and they will leave positive feedback in return. In other words, “you scratch my back, and I will scratch yours”.

It seems that there were multiple issues reported by the participants, including manipulation of feedback, negative feedback leading to future issues, and dispute between parties leading to negative feedback. ID5's report about facing unwanted situations and receiving negative feedback in return highlights the possibility of parties taking feedback personally and using it as a means of retaliation rather than objectively assessing the work done. This can be harmful to both parties in the long run, as it can lead to a lack of trust and reluctance to work with each other in the future. This result may be explained by the fact that freelancers may feel pressured to leave positive feedback, even if both parties have had a negative experience with each other, to avoid the risk of receiving negative feedback in return. This fear of retaliation could contribute to a cycle of mutual positive feedback and ultimately prevent negative feedback from being received or given, which could lead to a lack of transparency and accountability in the industry. This inconsistency may be due to the fact that these websites have not found a possible way to inspect the negative feedback, and freelancers are always afraid to have a scar on their virtual identity. Furthermore, ID4 emphasizes the importance of recalling that even if an agency has a high rating on their profile, it does not necessarily mean that they are perfect or they do not have issues with their freelancers. It is possible that they have prior agreements on how feedback should be given, or they may be manipulating the system in some way. It is critical to be aware of the potential for manipulation of feedback and to do your due diligence before working with any agency or freelancer. This could involve checking their profile and feedback, looking for any red flags, and even contacting other clients they have worked with to get a better understanding of their reputation and reliability. Besides, ID4 discussed with the board about his negative feedback by providing screenshots and unmistakable evidence, but it did not work, and they still kept the negative feedback on their account. However, most of the attention in previous studies has been focused on the essentiality of having positive feedback on one's profile. However, the issue of manipulative feedback and prior agreements between parties has been acknowledged in some studies, although it may not have been the main focus of those studies. The findings of this research highlight the need for further research into this issue and the importance of being cautious and doing proper investigation before entering into a contract with an agency or freelancer.

In brief, it is surprising that all participants in this research complained about feedback manipulation and bias, indicating that this issue may be more prevalent than previously thought. This highlights the importance of ensuring that feedback is given honestly and without prior agreements or manipulation to ensure that the platform's integrity is maintained and preserved. For example, if an agency posts a job, the freelancers usually check out the profile of the agency, and they start believing in them (Chiang & Suen, 2015; Horton & Golden, 2015). ID4 believes that having all those 5 stars on the agency's profile does not mean they are genuine and dependable. That is a great point made by ID4. Directly contacting the person who left the feedback can provide more transparency and honesty in the feedback process. It can similarly aid freelancers to better understand the client's expectations and any potential issues that may have arisen throughout the project or the given tasks. It also facilitates clients in grasping the freelancer's viewpoint and any challenges they may have

encountered throughout the mission. Ultimately, clear communication fosters more constructive and honest feedback, which can benefit both parties in the long-term plan.

## **5. Conclusion**

The current study illuminates the eminence of scrutinizing online feedback mechanisms and provides insights into the potential biases influencing such feedback. In particular, it underscores the limitations of solely depending on online feedback when evaluating agencies or services, as such feedback may not necessarily represent users' actual experiences.

The primary finding of the study through observation and interview emphasize the need for caution when interpreting online feedback. While feedback mechanisms serve a valuable resolution in allowing users to share their experiences and evaluate service or agency performance, the study demonstrates that such feedback can be prone to manipulation or bias. Occasionally, feedback might reflect pre-existing agreements between users and service providers, leading to a distorted picture of the service's actual performance. Conversely, feedback might be impacted by the users' own biases or personal inclinations, that leads to a subjective and potentially unreliable evaluation of the service. Hence, the research recommends freelancers to approach with caution when depending on online feedback as an the only means of evaluating service providers. As a substitute, the study suggests seeking additional sources of information to supplement their considerations.

The second key finding offers a potential solution for freelancers seeking to assess agencies or services through the interview. Particularly, the study advises that contacting with other freelancers who have left positive feedback can offer a better and comprehensive perspective of the agency's performance. By engaging with fellow freelancers who have worked with the agency, freelancers can obtain a better assessment of the agency's merits, shortcomings, as well as any potential biases or restrictions of the online feedback mechanism. This method assists freelancers to make rational decisions about which agencies or services to work with, and can ensure the delivery of high-quality services to their collaborators.

To conclude, the research stresses the importance of adopting a discerning and cautious approach in the process of assessing online feedback mechanisms. Despite offering appreciated insights into agency and service performance, users must be acknowledged of their limitations and potential biases. By leveraging supplementary sources of information and adopting a more nuanced approach to assessment, users can make informed decisions and accomplish better outcomes in their professional endeavors.

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تۆپشتم بخورینه، منیش پشتت ده خورینم: راول سهرنج و پیشیاره کان له سهر دامه زاردنی وهرگپری نازاد: لیکۆلینه وهیه کی فره که یسی ئیتۆگرافی

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### پوخته

ئیسنا وهرگپران پشهی زیاتر له تیمه ئۆنلاینه کان، یان تۆرهکانی به رهه مه پناندا نه نجام دهریت، که وهرگپری نازاد و دایینه کرانی خزمه تگوزاری زمان (LSP) له رینگهی نامرازه کۆمپیوتهریه کانوه په یوهندی دهکن. ئهم توێژینه وهیه لیکۆلینه وهیه له وه کردوووه که چۆن راول سهرنجه کان له سهر پروفایله کان به جیده هیلرین و به تایهتی تا چه ند ئهم راول سهرنجانه دهستکاری کران به هه بوونی ریکه وتنی پیشوه خته له گه ل په کتر (دهزگای وهرگپران و وهرگپری نازاد). ئهم توێژینه وهیه توێژینه وهیه کی فره که یسه به و پشهی سنووداره به دوو ماله پ، و ئیسنۆگرافی به کارهینرا چونکه زه مینه یه کی کولتوری بۆ ناسینه وهیه ماله پره کان به کارهینرا. پرۆژ دۆت کۆم و ئه پۆرک هه لبرێدران بۆ لیکۆلینه وهیه و کۆکردنه وهیه زانیاریه کان چونکه هه ردووکیان کاریگه رترین ماله پرن بۆ وهرگپره نازاده کان له یو هه موو ماله پره کان تری شوینی کاردا. چاودیری بێ پیکهاته و چاوپیکه وتنی نیمچه پیکهاته یی بۆ کۆکردنه وهیه زانیاریه کان نه نجامدا. ئه نجامه کان دهریانخست که زۆربه ی زۆری راول سهرنجه کان له سهر پروفایل لایه نگرانه بوون. له زۆربه ی حاله ته کاند، پش و وهیه راول سهرنجه کان له سهر پروفایله کانیا ن به جیهیلریت، ریکه وتن له بیوان دهزگاکانی وهرگپران و وهرگپره نازاده کاند ئه نجامدراوه. به واتایه کی تر، ناییت راول سهرنجه کان پشیا ن پیبه ستریت له لایه ن وهرگپریکی نازاده وه که ده یه ویت کاربکات بۆ کۆمپانیایه ک و به پیچه وانه شه وه.

**وشه سهره تایهیه کان:** راول سهرنج، وهرگپری نازاد، لیکۆلینه وهیه ئیسنۆگرافی، چاودیری بێ پیکهاته، کراودسۆرسینگ

حک ظهري لأحک لک ظهرك: ردود وتوصيات بشأن توظيف مترجمين مستقلين: دراسة قائمة على علم الأجناس البشرية متعددة الحالات

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### ملخص

يتم إجراء الترجمة الاحترافية الآن في الغالب في فرق افتراضية، أو شبكات إنتاج، حيث يتواصل المترجمون المستقلون ومقدمو خدمات اللغة (LSPs) عبر وسائل محوسبة بشكل متزايد. تناولت هذه الدراسة كيفية وضع التقييمات على الملفات الشخصية وعلى وجه التحديد إلى أي مدى تم التلاعب بهذه التقييمات من خلال وجود اتفاق مسبق مع بعضهما البعض (وكالة الترجمة والمترجم المستقل). كانت هذه الدراسة عبارة عن دراسة متعددة الحالات لأنها اقتصر على موقعين الكترونيين، وتم استخدام علم الأجناس البشرية حيث تم استخدام سياق ثقافي لتحديد المواقع. تم اختبار موقعي Pro.com وUpwork للتحقيق في البيانات وجمعها حيث أن كلاهما من أكثر مواقع الويب فعالية للمستقلين من بين جميع مواقع العمل الأخرى. وأجريت الملاحظة غير المنظمة والمقابلات شبه المنظمة لغرض جمع البيانات. وأظهرت النتائج أن الغالبية العظمى من التقييمات على الملفات الشخصية كانت منحازة. في معظم الحالات، تم إجراء اتفاقية بين وكالة الترجمة والمترجمين المستقلين قبل ترك التقييمات. بمعنى آخر، لا ينبغي أن تعتمد التقييمات على الوقت الذي يحتاج فيه المترجم المستقل إلى العمل لدى شركة ما، والعكس صحيح.

**الكلمات المفتاحية:** تقييم، مترجم مستقل، الدراسة الإثنوغرافية، مراقبة مكان العمل، التعهيد الجماعي