

Which Side will Win?

- "No-cost" *machine* translation, based on AI,
or
- paid *human* translation

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Background information: This presentation distinguishes between two methods of production: UEMT and HT

- Who is responsible for what is delivered to end users?
- What risks are involved?

UEMT

- **Unedited Machine Translation**
 - once MT system has been trained on a collection of human translations, each fully automatic translation is delivered to end users without being edited by a human

HT

- **Human Translation**
 - for each translation, a human is responsible for what is delivered to end users, even if machine translation is involved in the translation process (and it often is)

UEMT and HT: Incremental cost



Once a machine translation system has been trained, the incremental cost for an unedited machine translation is tiny

Once a human translator has an education and has gained experience, the incremental cost for a human translation is much higher

Which side will win?

- To some, it is obvious that UEMT will completely replace human translation. To others, it is obvious that it will not. Which side will win?
- **This is the wrong question!**
- Instead, let's explore a chain of alternative questions ...

First alternative
question: **When** to
use UEMT and
when to use HT, not
who wins



When deciding between UEMT and HT, remember that HT is not anti-MT and often uses it as a resource

- A simple pro-human rule that assumes a lot on the part of the stakeholders (requesters, providers, and end users)
 - Use **UEMT** if it meets requirements (there are not enough translators)
 - Otherwise, request **HT**



Some factors to keep in mind when deciding between UEMT and HT

Type of linguistic service

- Localization
- Transcreation
- Summary translation
- AVT (such as subtitles)
- Conventional translation

Source vs target orientation

Translation Grade needed

See the FIT Position Paper on Translation, Localisation and Transcreation for an explanation of these types of linguistic services and the source-target orientation distinction (<https://www.fit-ift.org/publications/papers/>)

A photograph of two men in business suits shaking hands on a modern staircase. The man on the left is Black and smiling, wearing a light blue suit. The man on the right is white, wearing a dark blue suit. The background shows a wide staircase with white steps and a dark railing.

What are Translation Grades?

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- New tool to guide initial conversation between requester and provider
 - Product grades are used in many industries
 - Translation grades (high, medium, and low)
 - Based on use cases and risk tolerance
 - Defined in terms of tolerance for errors:
 - Degree of correspondence between source and target
 - Level of fluency of target



Before selecting a translation grade, conduct a risk analysis

- Potential damage to:
 - People
 - Equipment
 - Reputation
- Consequences can be legal or financial



Good business

- Request lowest grade that meets requirements
- Keep risk tolerance in mind

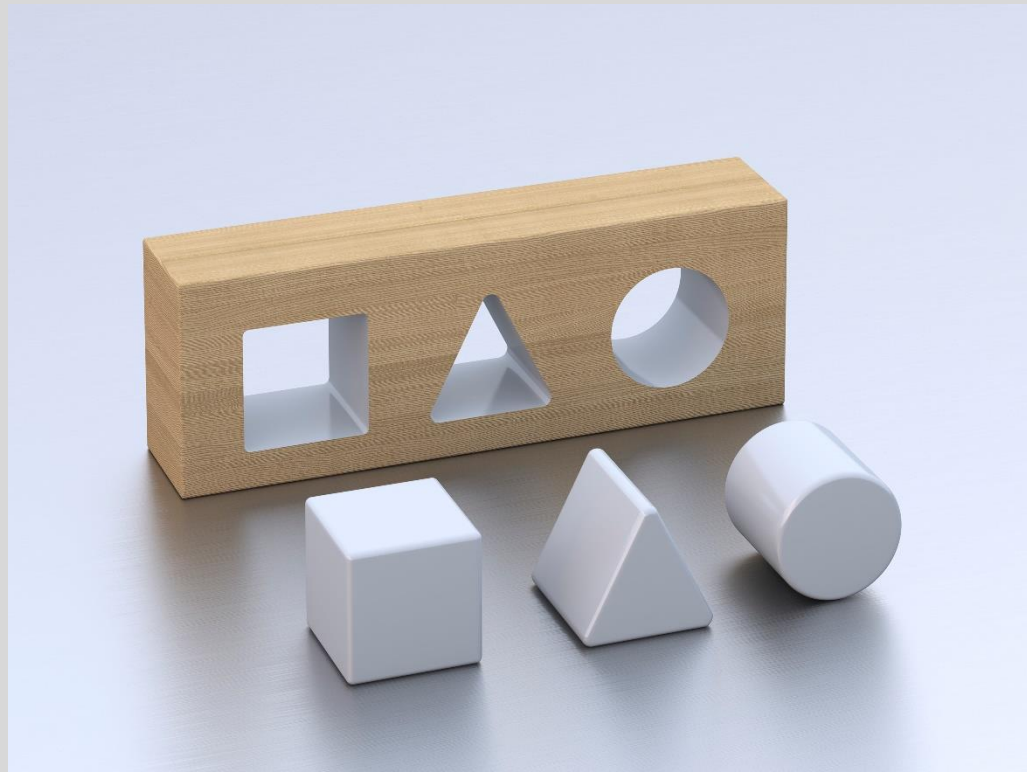


The Elephant in the Room

Fundamental question:

*Can UEMT consistently produce
high-grade translation?*

My Answer: Not currently



If UEMT is limited, why not focus on improving it so it can be used for all three grades?




Erik Brynjolfsson,
Stanford University

Societal consideration

The Turing Trap

For some tasks, AI should be used to augment human productivity rather than replace humans

What are some additional factors when choosing between UEMT and HT?

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- Purpose & intended audience of the translation
 - Source & target languages (substantial training data is available in only a few languages)
 - Properties of source content
 - General vs domain-specific lexical units
 - Dynamic vs frozen language
 - Constraints on syntax, semantics & pragmatics

Please consider attending the presentation by Pascale ELBAZ on the topic of current use of AI in machine translation



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La traduction automatique neuronale va-t-elle remplacer les humains ? Plongée au cœur de la traduction chinois-français



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PASCALE ELBAZ





Philosophical questions

- What is context (beyond co-text)?
 - What is meaning and where does it reside?
 - Is the AI used in MT truly intelligent?
 - Is it necessary to understand language to produce high-grade translation?
 - The saying (versus the said) cannot be translated – only experienced
- 



Human Language

How important are:

- Ambiguity (outside narrow domains)
- Cultural diversity
- Beauty?





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Concluding remarks and discussion

- Which side wins: UEMT or HT?
 - Both:
 - Automate when low grade translation is sufficient
 - Augment HT when high or medium grade translation is needed
 - Label all translation as UEMT or HT
- Note: for more about grades and labels, see <https://www.tranquility.info/>
- Place value on people, freedom, and linguistic beauty!