UKRAINIAN
**TRANSLATION**
INDUSTRY
CONFERENCE

UTIC

**Webinar**

# A glimpse into the future of translation

**21 November 2013**

# Webinar host

**Constantin Shevchenko**
**Head of UTIC**
**Organizing Committee**

# Speaker



## Jost Zetsche

Localization technologist,
"Found in Translation" and
Translator Manual co-author
(Oregon, USA)

# Kiev Translation Friday

## 13th December 2013





## Kiev Chamber of Commerce and Industry
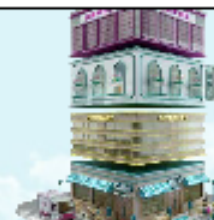## 55 Bogdana Khmelnitskogo Str.

**Registration is open until**
**10 December 2013**
**info@utic.eu**

# The End of the World for Translation as We Knew It?

© Jost Zetzsche
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**INNOVATION INSIGHTS** | *contributor content* ▾ | featured | blog

# The End of the World for Translation as We Knew It

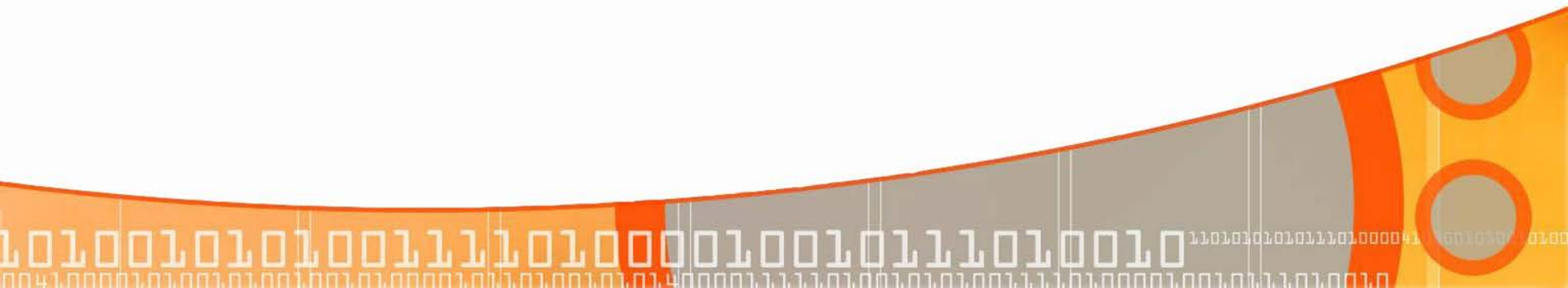BY ROB VANDENBERG, LINGOTEK 01.08.13    12:52 PM

# Really?

# Translation saves lives

- *On January 12, 2010 the earthquake in Haiti knocks out all communication lines except SMS*
- *Responders don't speak Haitian Creole*
- *Mission 4636 organizes hundreds of Haitian expats for SMS translation service*
- *Saves hundreds of lives*

# Translation saves more lives

- *1997 bird flu in Hong Kong*

- *G-PHIN is founded in connection with W.H.O.*

- *Translates 4000 English, French, Persian, Chinese, Portuguese, Russian, and Spanish articles a day*

- *Passes on flagged articles to human translators*

- *Detects SARS in 2003 and swine flu in 2009 and saves maybe thousands of lives*

# Let the Computer Do It?

*Tampa Tribune article of 2003: "Yellow Fever"*

*"An epidemic of penalties has thwarted many drives, resulting in a three-game losing streak and essentially leaving the Bucs' season on life support."*
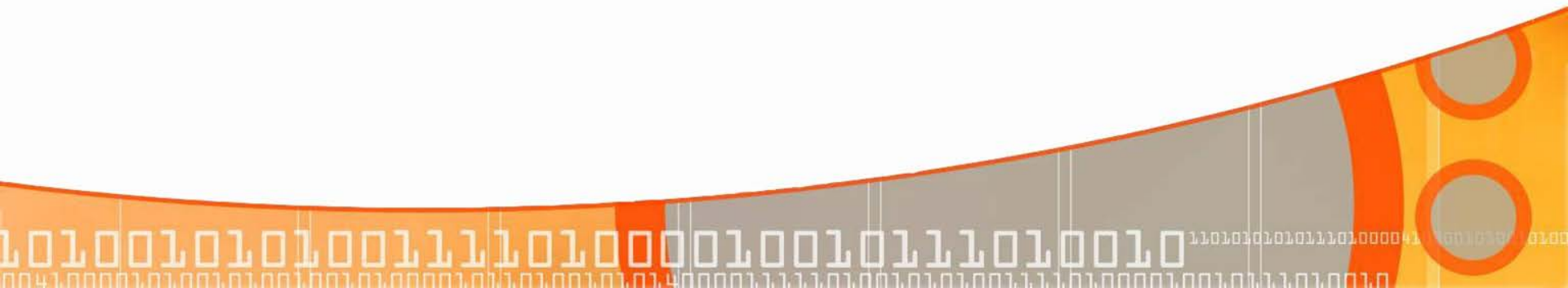
# Let the Computer Do It?

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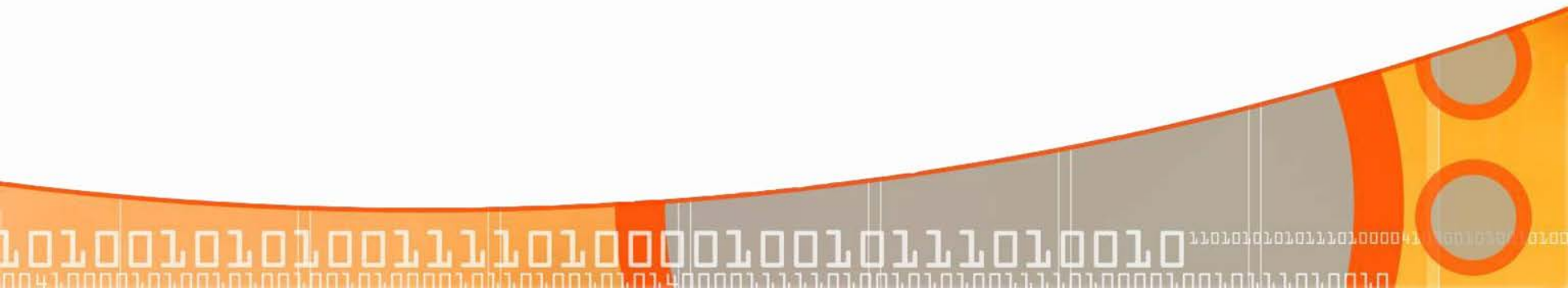
# Technology and the translator

# 701 Translator

IBM Pres...

New Yo...
"brain"...

Brief st...
commu...
George...
comput...
comput...
English...

A girl w...
the Rus...
translat...
lines pe...

This amazing instrument was interrupted in its 16-hour-a-day schedule of solving problems in nuclear physics, rocket trajectories, weather forecasting and other mathematical wizardry. Its attention was turned at brief intervals from these lightninglike numerical calculations to the altogether different consideration of logic in an entirely new and strange realm for giant electronic data processing machines: the study of human behavior -- specifically, the human use of words. The result, as publicly proved today, was an unqualified success.

"The potential value of this experiment for the national interest in defense or in peace is readily seen," Prof. Leon Dostert, Georgetown language scholar who originated the practical approach to the idea of electronic translation, declared to a group of scientists and United States government officials who witnessed the demonstration at IBM World Headquarters, 57th Street and Madison Avenue.

"Those in charge of this experiment now consider it to be definitely established that meaning conversion through electronic language translation is feasible."

Although he emphasized that it is not yet possible "to insert a Russian book at one end and come out with an English book at the other," Doctor Dostert predicted that "five, perhaps three years hence, interlingual meaning conversion by electronic process in important functional areas of several languages may well be an accomplished fact.

"Another obstacle to inter-cultural communication will then have been removed -- another step taken toward greater comprehension," he noted. "For it is through the print of language that man has ever sought to communicate more widely with his contemporaries, more completely with posterity. Multi-lingualis has, in part, hindered this quest. Electronic language

# LANGUAGE AND MACHINES

## COMPUTERS IN TRANSLATION AND LINGUISTICS

A Report by the

Automatic Language Processing Advisory Committee

Division of Behavioral Sciences

National Academy of Sciences

National Research Council

Publication 1416

National Academy of Sciences    National Research Council

Washington, D. C.    1966

We have already noted that, while we have machine-aided translation of general scientific text, we do not have useful machine translation. Furthermore, there is no immediate or predictable prospect of useful machine translation.

# What was the response of the "translation industry"?

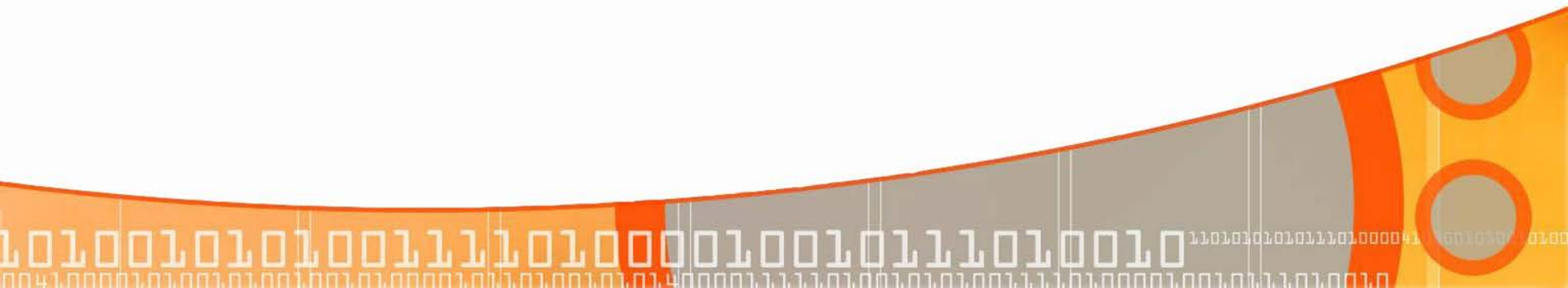- *The what?*
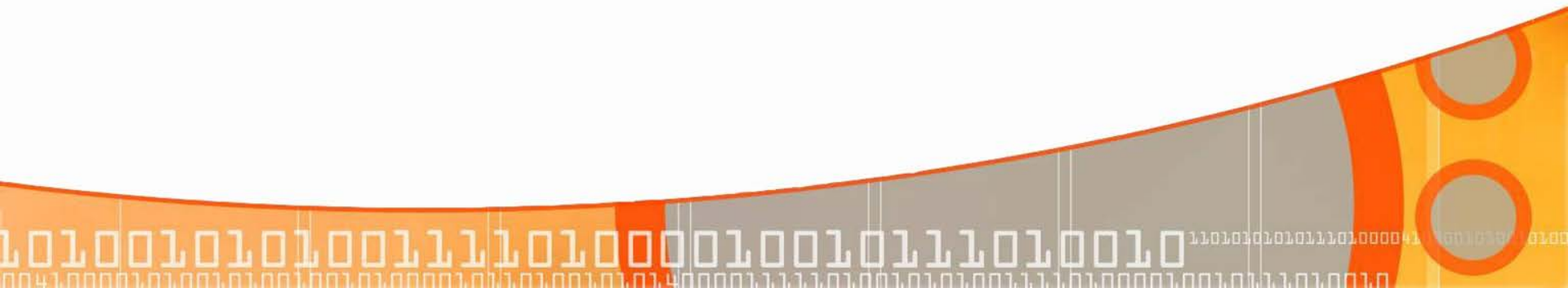
# Digitization in the 80s and 90s

- *Quality assurance*
- *Terminology management*
- *Translation memory*

*combine into TEnTs*
*(translation environment tools)*

*(aka CAT tools)*

# How do translation professionals respond?

- *Newly-formed LSPs enthusiastically*
- *Freelance translators slowly*
- *New pricing models create division*
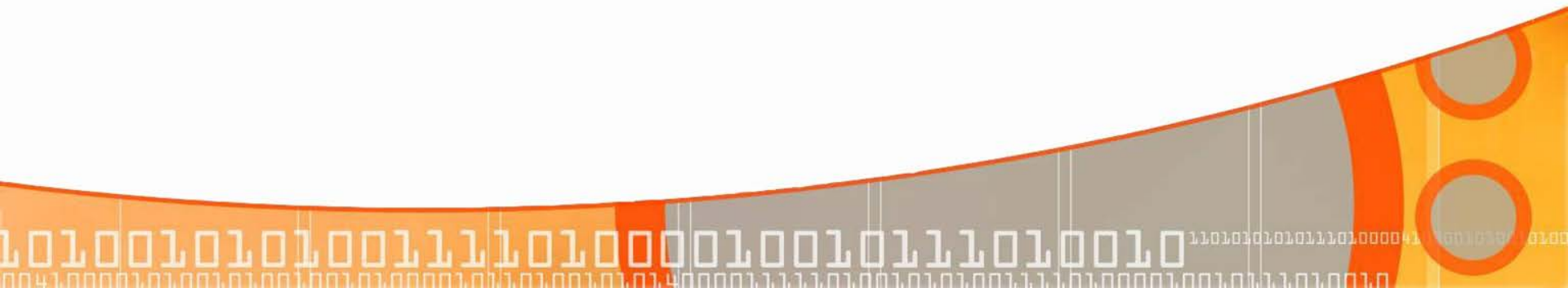
# Early 2000s

- *Potentially translatable data grows exponentially*

- *Social networks and the increasing multi-lingual nature of web necessitates on-the-fly translation gisting*

- *A new kind of machine translation becomes feasible that is based on previous translations*
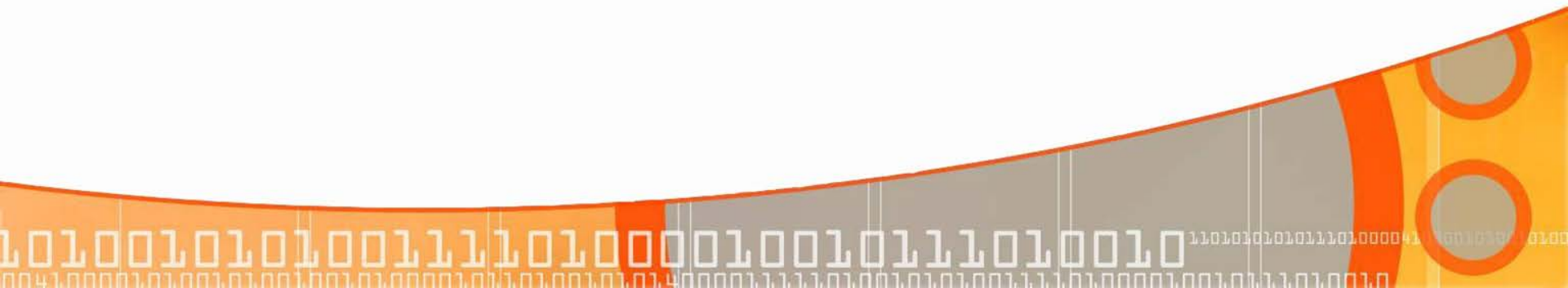
# And just like that, machine translation took over
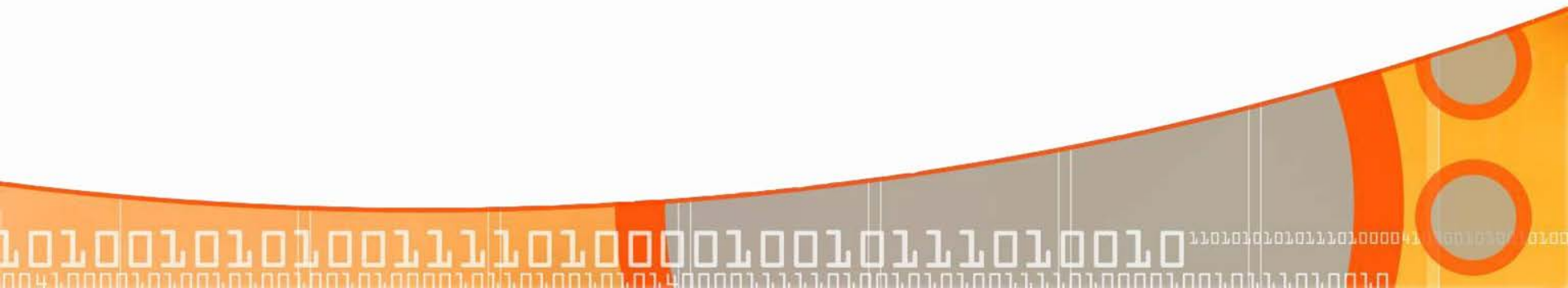
# Just kidding!

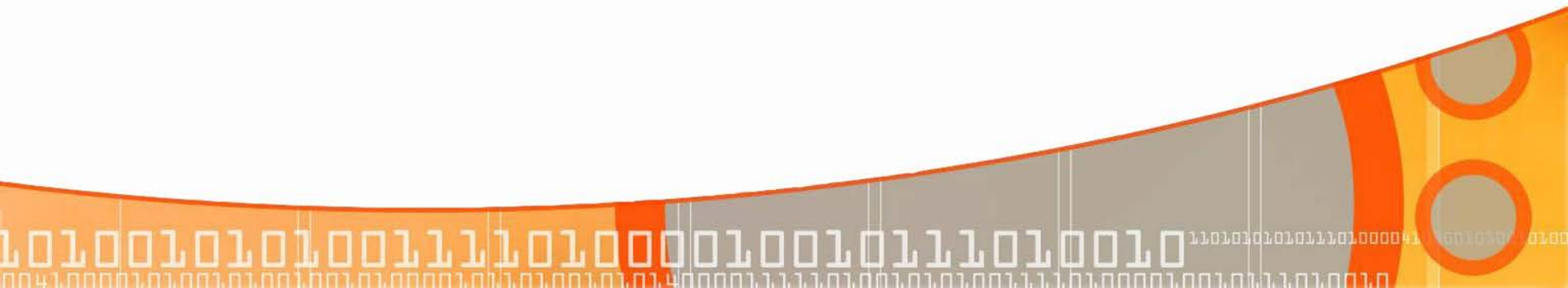**Robert Etches** @robertetches                                    14 May

The machine translation quality debate is dead. Over 75% of our language markets report the use of some form of MT solution. @SDL_KeithL

Expand

# How do we use MT right now?

- *Who is regularly working on machine translation projects?*

- *Who is regularly using MT as a productivity tool?*

- *Who has tried to use MT as productivity tool?*

# Machine Translation: 50 Shades of Grey

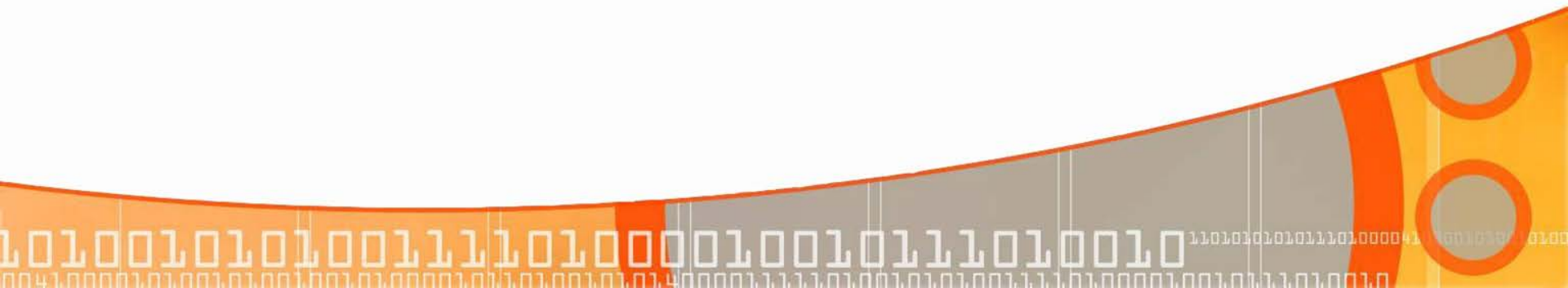By Charlotte Brasler and Jost Zetzsche



Charlotte Brasler

Jost Zetzsche

# Making some choices

- *Do you want to use machine translation?*
  - *Does it make sense for your language combination?*

# Language-specific quality evaluation of MT within DGT

| | Majority of 0, 1 and 2 | Around 2 | | Majority of 2, 3 and 4 |
|---|---|---|---|---|
| **EN->XX** | EN-DE, EN-ET, EN-FI, EN-LT | EN-BG, EN-CS, EN-FR, EN-LV, EN-NL, EN-PL, EN-SK, EN-SL | | EN-DA, EN-EL, EN-ES, EN-IT, EN-MT, EN-PT, EN-RO, EN-SV |
| **FR->XX** | | FR-EN | | FR-ES, FR-IT, FR-PT |
| **XX->EN** | BG-EN, DE-EN, IT-EN | | CS-EN, EL-EN | ES-EN, PL-EN, PT-EN |

**Note:** Only language combinations with five or more ratings were considered.

*4: Most segments reusable, similar to good translation memory matches*

*3: Most segments reusable, similar to poor translation memory matches*

*2: Many words or partial phrases reusable with acceptable editing*

*1: Some words or partial phrases making me aware of alternatives*

*0: Translating from scratch outperforms any other benefit*

*Source: Languages and Translation, 2/2013, Directorate-General for Translation*

101010101010101111010100001 01001010111101001011101010 1010101010111010000410
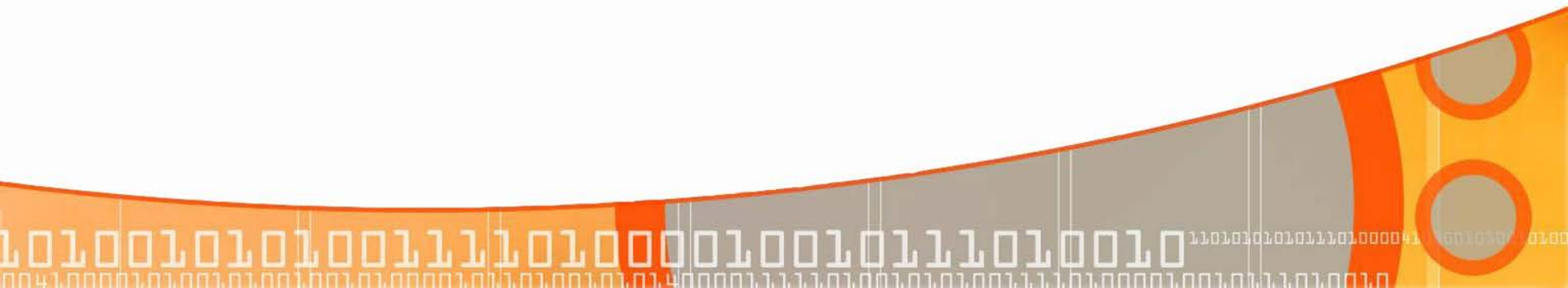
# Making some choices

- *Do you want to use machine translation?*
  - *Does it make sense for your language combination?*
- *Does it make sense for our text type?*
- *Do we have data to train with? (Expertise)*
- *What kind of system?*
  - *RbMT (PROMT, Systran . . . )*
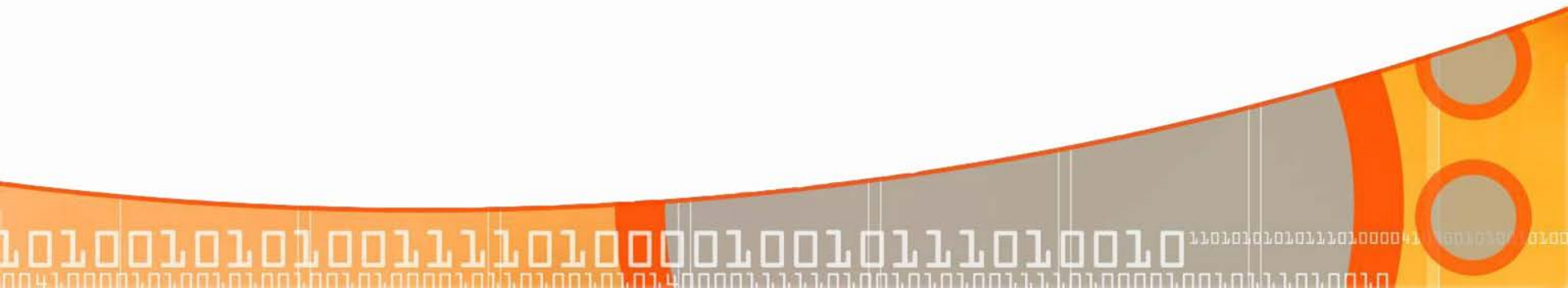  - *SMT (PangeanMT, KantanMT, DoMT, LetsMT, SDL BeGlobal, MS Translator Hub . . .)*

# Smarter use of MT

- *MT-based auto-complete*
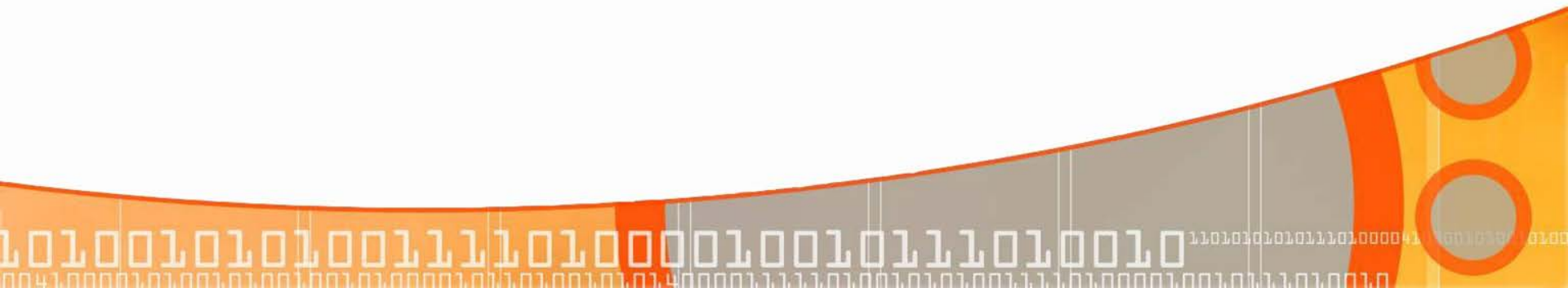- *Fuzzy match repair*
- *Immediate learning*
- *. . .*

# Machine translation __has__ taken over in finally making apparent how __fragmented our industry__ is
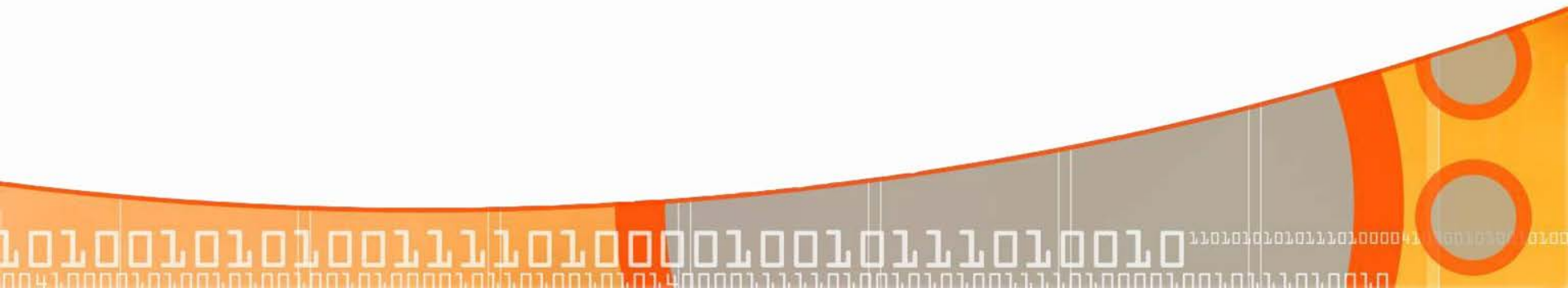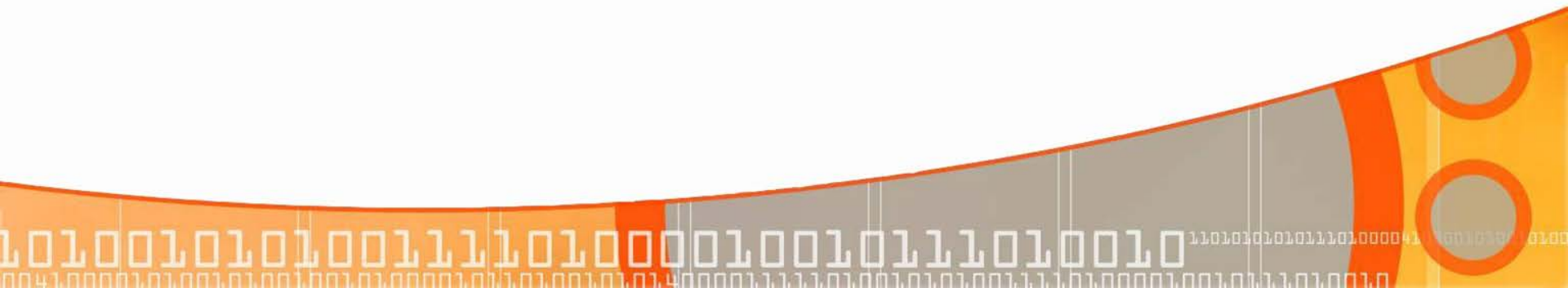
# We need to understand what part(s) of the many facets of the "industry"
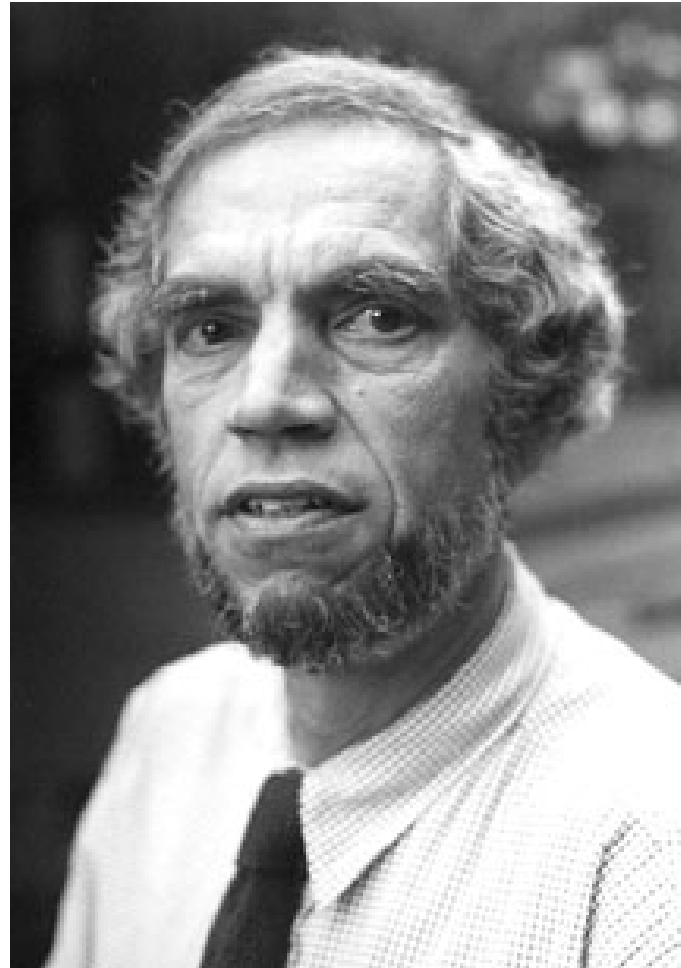## we want to be part of . . .

# . . . embrace those qualities . . .

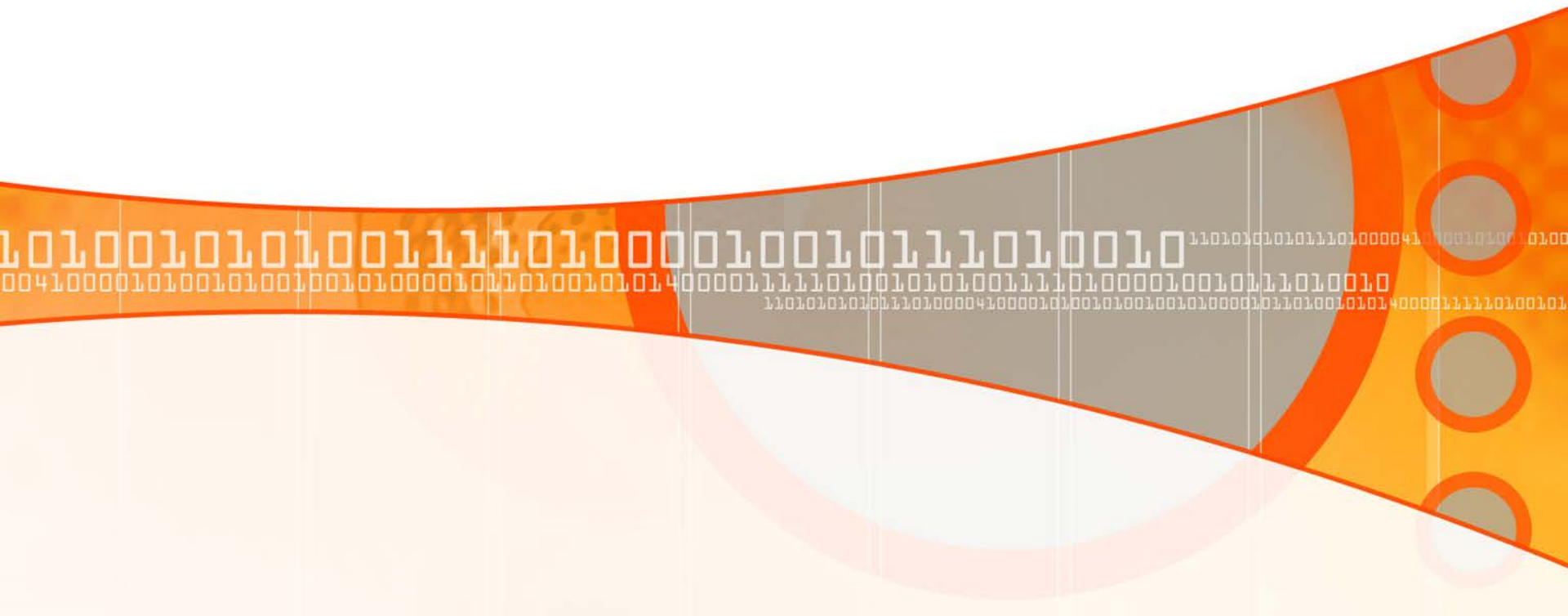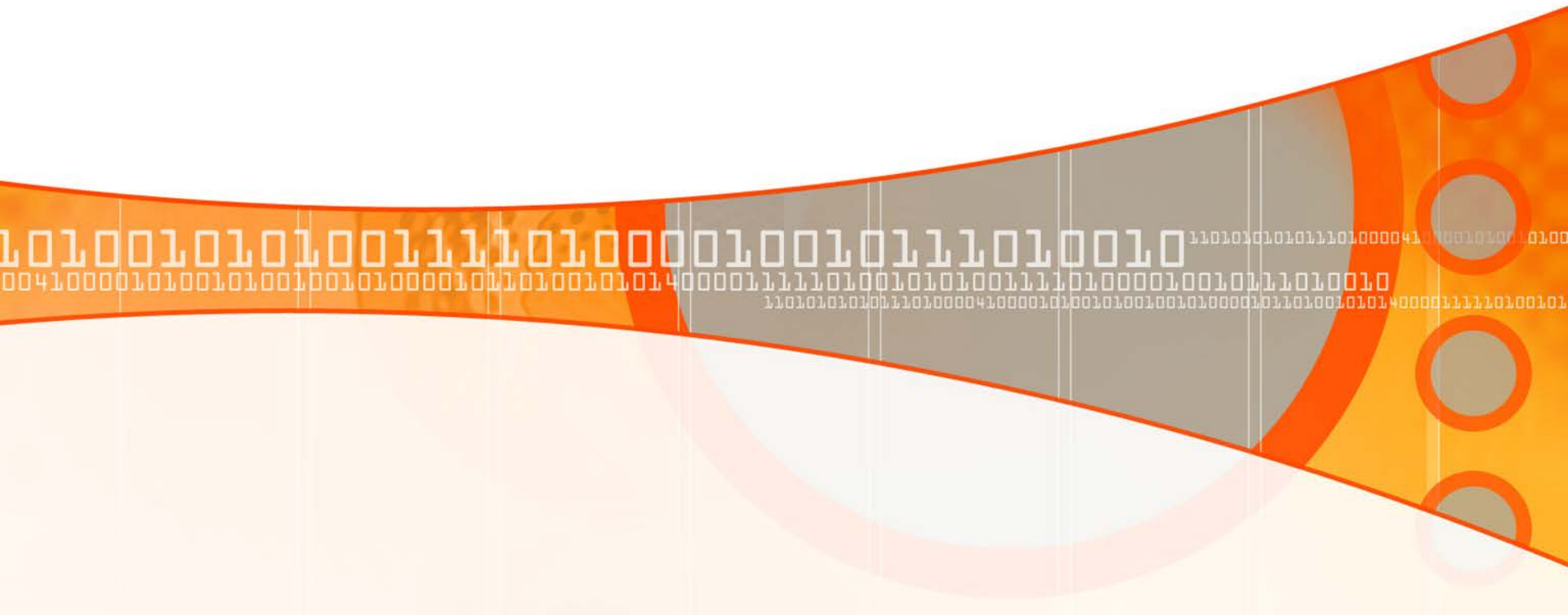# . . . and realize that they allow access to endless possibilities

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# The End of the World for Translation as We Knew It?

# The End of the World of Translation as <u>They</u> Knew It

# Questions?

## Tool Box newsletter and ebook

*www.internationalwriters.com*

## MultiLingual Magazine

*www.multilingual.com/promo*

code: D913SF

*Email: jost@internationalwriters.com*
*Twitter: @jeromobot*

# Call for papers deadline:
## 15 December 2013
## utic.eu

# A CASE OF IMPLEMENTING ISO 11669-COMPLIANT TRANSLATION SPECIFICATIONS

**The webinar will be held in Russian**



## Demid Tishin

Co-owner and CEO
*All Correct Language Solutions*
(Samara, Russia)

# 5 December 2013