



Translation in the digital and globenglishnized era

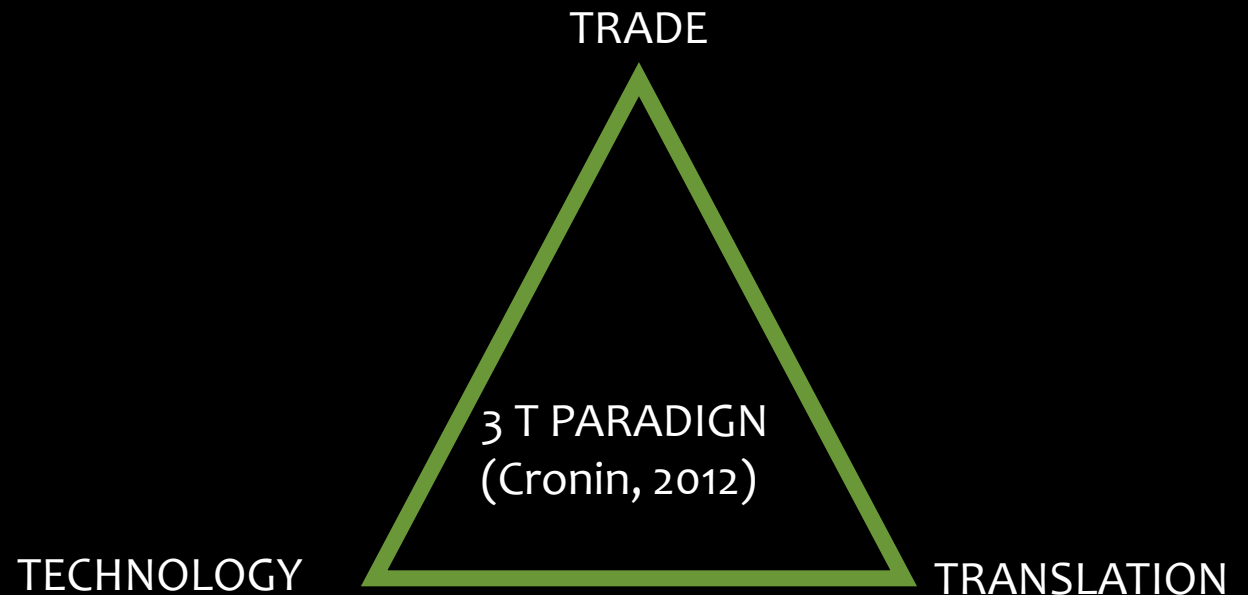
Augmented efficiency?

Contents

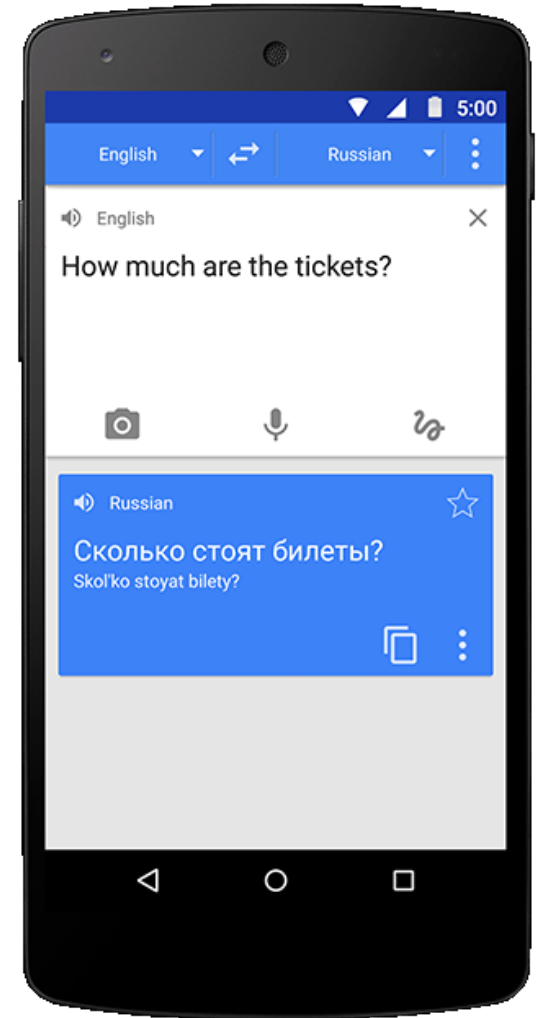
- **Intro**
- **What is this presentation about?**
- **The Digital Age**
- **What about English, the “global Language”?**
- **The Digital Age is also the “Translation Age”**
- **How AI is changing translation in the business world (is specific contexts)**
- **Where we are and where we may go... without loosing our humanity**

Translation:

**the necessary evil
that international
business cannot
live without**



Future or Present?



What is this presentation about?

- This presentation is a WIP and aims at raising awareness to the “new” challenges and opportunities that the digital economy is offering
 - to business translation
 - to language and cultural mediators
- In a business environment where
 - Globenglishnization is not enough
 - The consumer is at the center of any business communication
 - Digitalization and the Internet of Things (IoT) are taking over
 - VUCA forces have impact

The Digital Age & the 4th Revolution



- **What is it now?**
 - “The present time, when most information is in a digital form, especially when compared to the time when computers were not used” (Cambridge English Dictionary)
- **What is it in a few years?**
 - “by 2030, populations’ needs and resources will be orchestrated by self-learning, digital technologies, allowing humans to take the role of digital resource conductors.” (Institute for the Future (IFTF) & Dell Technologies (2017))

What about English, the “global Language”?

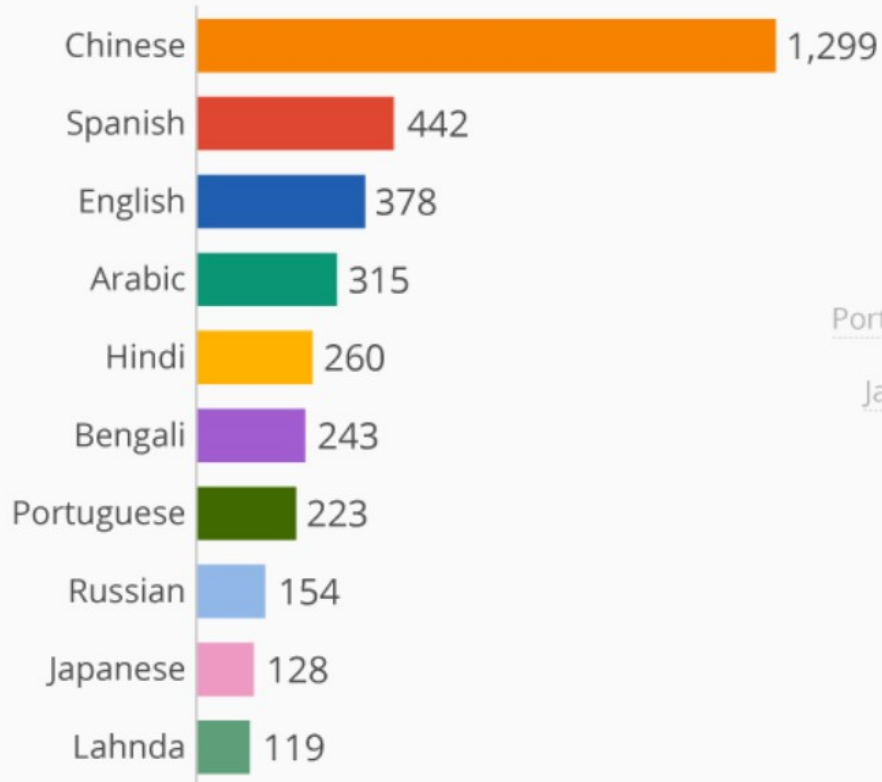
- According to the World Atlas (2018), “today, around 1.39 billion people possess *some command* (emphasis added) of the English language, around 480 million of whom are native speakers.”
- Most consumers who can't read English don't buy products or services at English-language websites (87% in the 2014 research-Common Sense Advisory).
- Over the last 25 years, English has been widely use as an internationalization tool, both internally and externally, often as the only window to the world and rarely without drawbacks and limitations

25%
of World
population

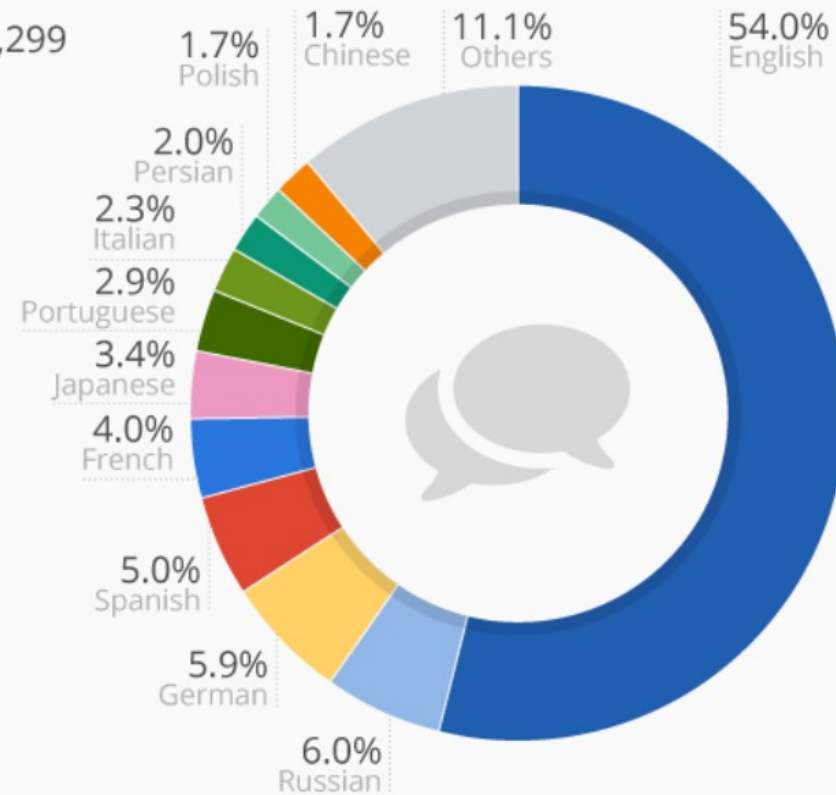
↓
Globenglishnization

Two Worlds: Languages IRL and Online

Estimated number of first-language speakers worldwide in 2018 (millions)*



Percentage of websites using various content languages (Feb 2019)

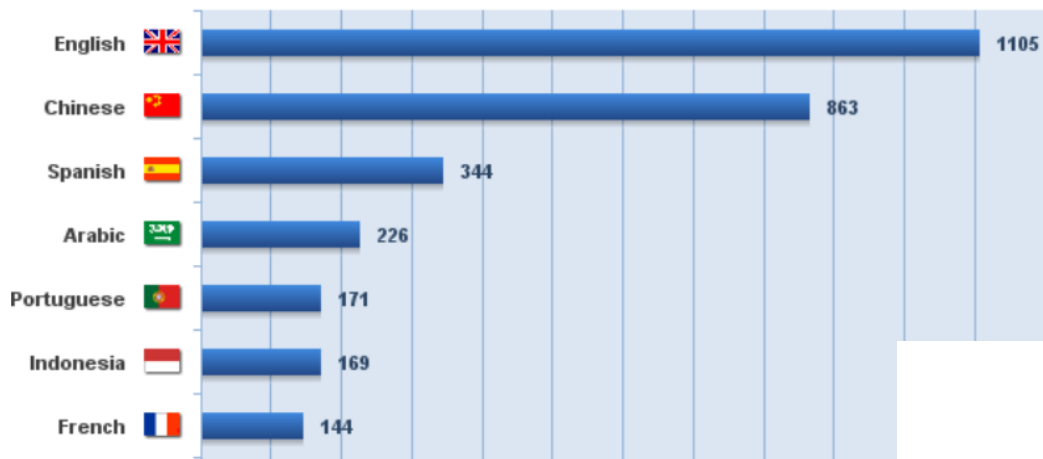


* Each language also includes associated member languages and varieties

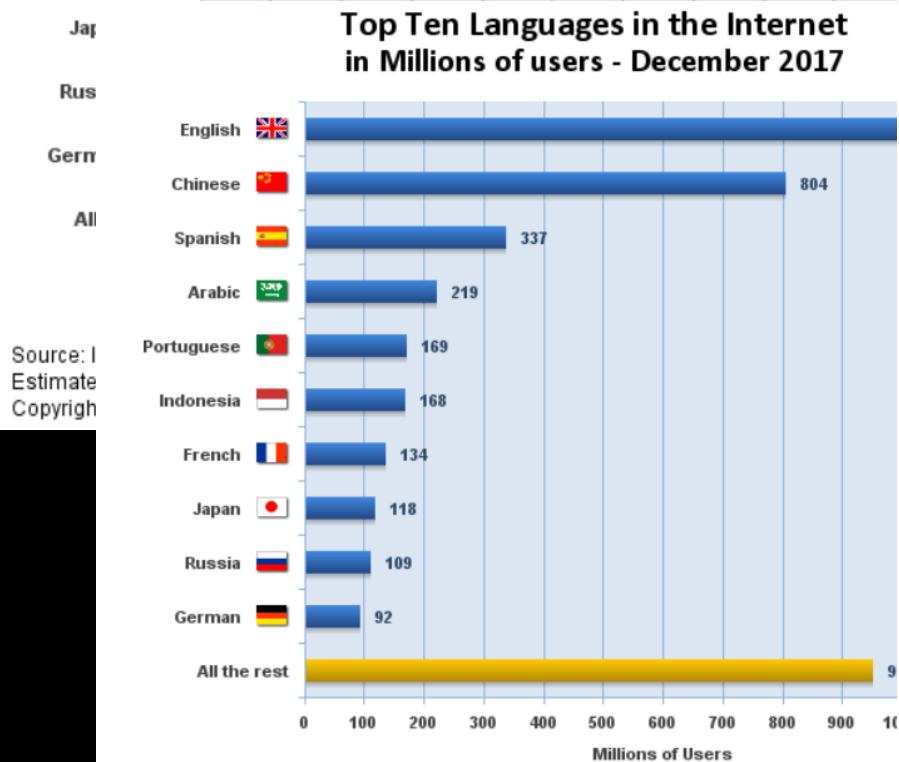
Sources: w3techs.com, Ethnologue



Top Ten Languages in the Internet in Millions of users - April 2019



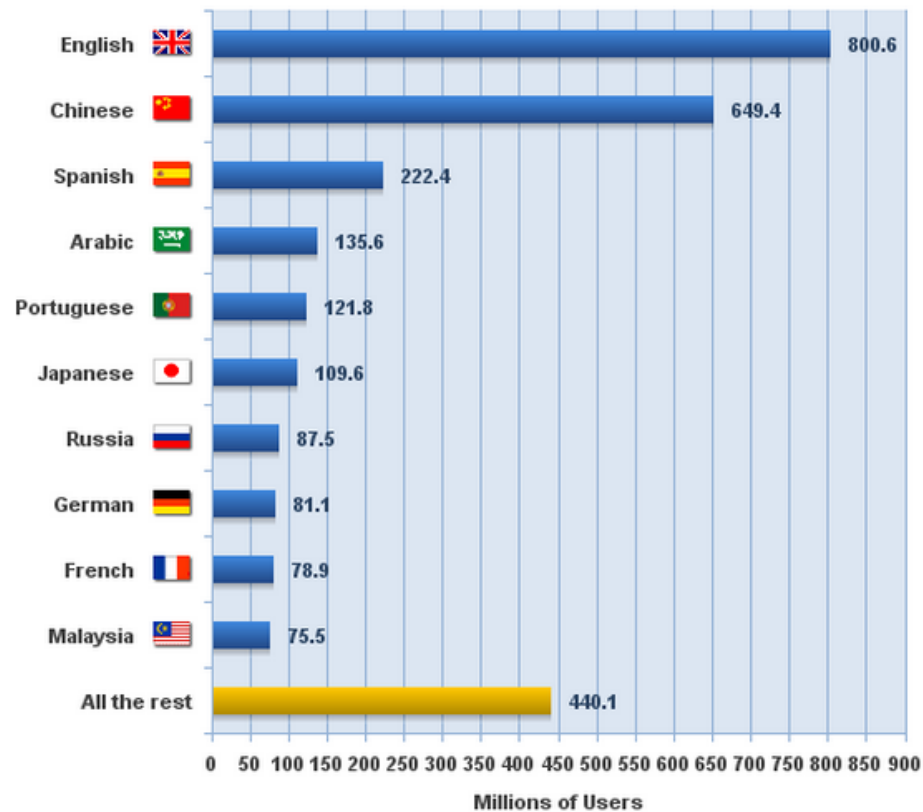
Top Ten Languages in the Internet in Millions of users - December 2017



Source: I
Estimate
Copyright

Source: Internet World Stats - www.internetworldstats.com/stats7.htm
Estimated total Internet users are 4,156,932,140 in December 31, 2017
Copyright © 2018, Miniwatts Marketing Group

Top Ten Languages in the Internet 2013 - in millions of users



Source: Internet World Stats - www.internetworldstats.com/stats7.htm

A Digital Shift from Globenglishnization?

Although English is still the most used business language globally, the digital market is now open to **digital natives** everywhere in the world who have “**a mobile-only mindset, an instinct for ubiquitous computing, and a demand for localized content.**”

(Sengupta, 2018).

Let's do some maths now...

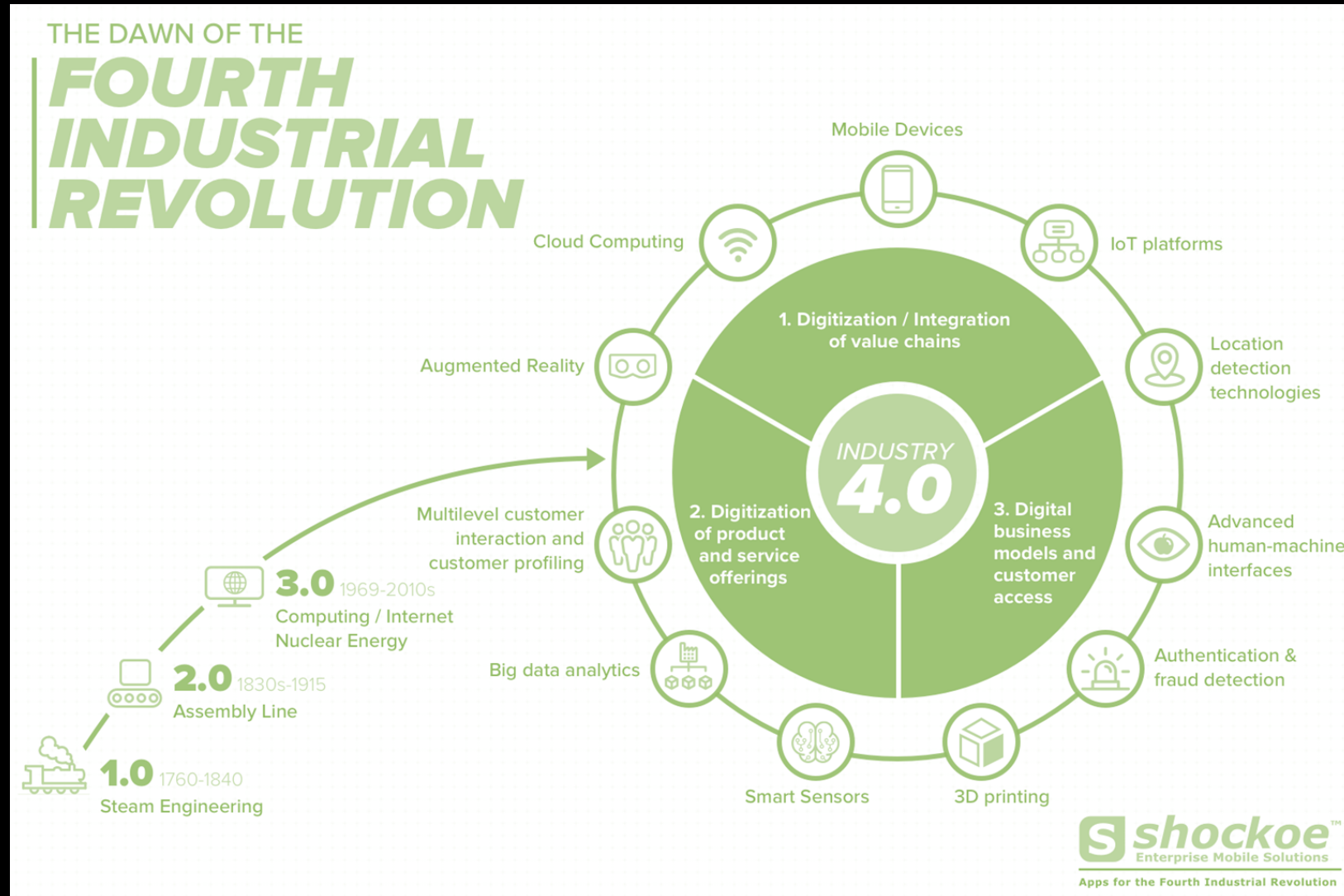
Can you guess what these numbers are related to?

$$(14 L = 75\% OP) + 40\% L = 100\% OP$$

By 2027

$$60L = 96\% OP$$

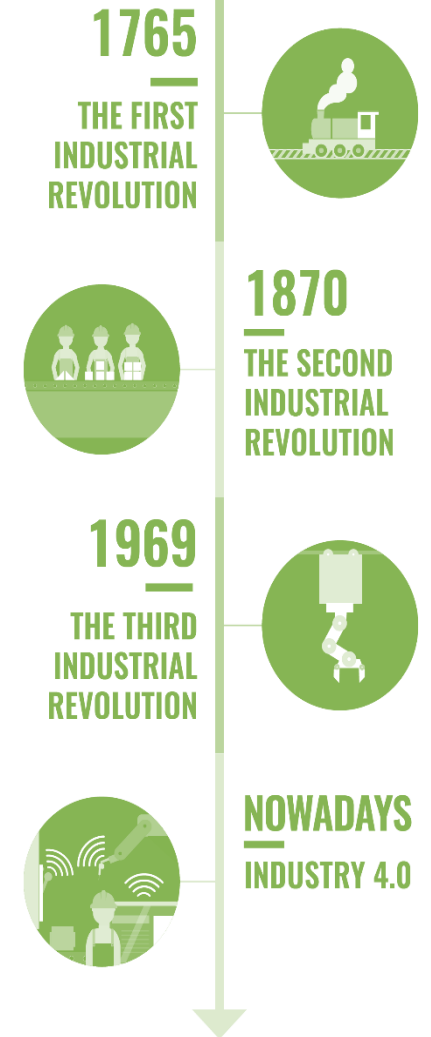
The Digital Age & the 4th Revolution



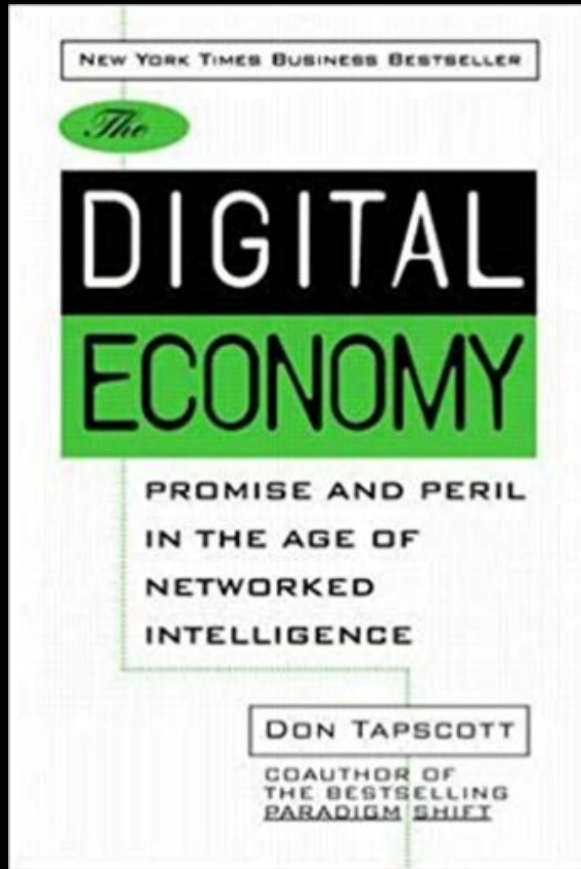
The 4 INDUSTRIAL REVOLUTIONS

The Digital Age & the 4th Revolution

- This revolution is data-driven, technological, digital and impacts everyone who is “connected”.
- The 4th industrial revolution is taking place in an environment of hyper-uncertainty, increased volatility and consumer-centered society.
- This is not simply a case of adding the latest tech to the old industrial era model: it demands a **rethink of business models, of attitude** towards technology and of communication strategies.



Digital Economy



1st Edition: 1995

1. Economy is also more and more digital as the numbers of e-commerce sales and digital buyers are growing worldwide (Statista, 2018).
2. It is estimated that the majority of online transactions will happen in the cloud within the next decade.
3. As more small businesses become global, the demand for international communication increases even more and the challenges and solutions to cope with this demand go beyond language and cross-cultural management, as technology, specifically AI, is developing.

Communication in the Digital Era

“in 1960, the average person spoke to five people a day. Today, you have over 2,000 friends and colleagues anywhere on Earth that can instantly message each other”

Denis Gachot, Systran CEO



Translation in the Digital Age

- In the digital age, **translation is a global commodity** and as more companies expand into global markets through the internet, the demand for translations increases.
- in the digital business world companies need to be able to translate content with **quality and fast**, using the right terminology and keywords, into several languages, and therefore deliver high-quality translated materials overseas.

Translation in the Digital Age

- Companies need **communication managers** that can translate (different text typologies and modes) and, at the same time, that can engage on social media (potential) customers online (in different regions and speaking different languages).
- “next billion users (...) demand for localized content. (Sengupta, 2018)



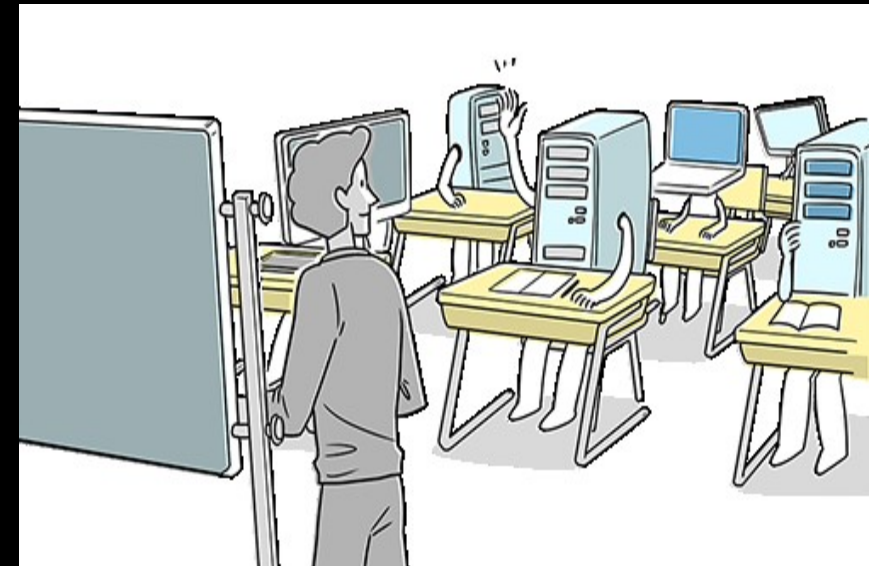
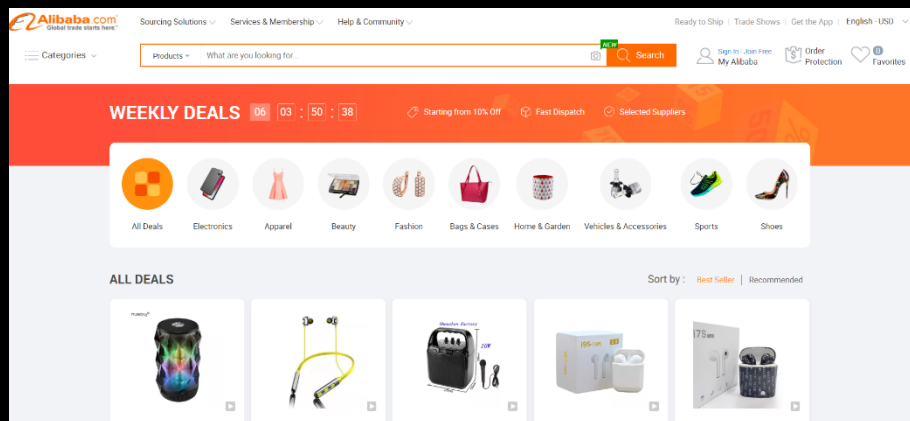
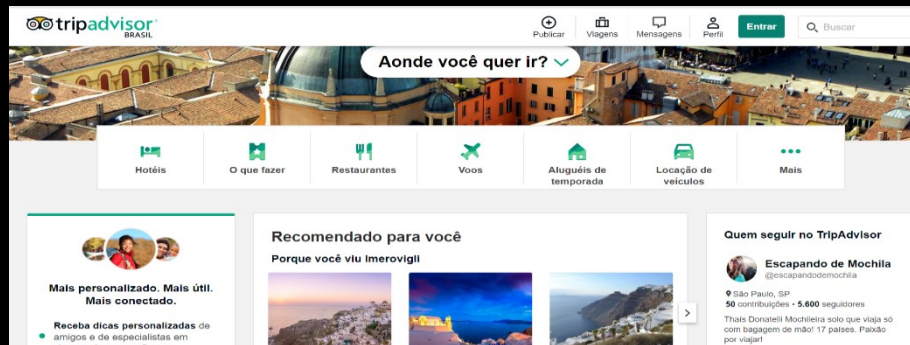
Source: shorturl.at/rtxFI

How AI is changing translation in the business world

Machine translation

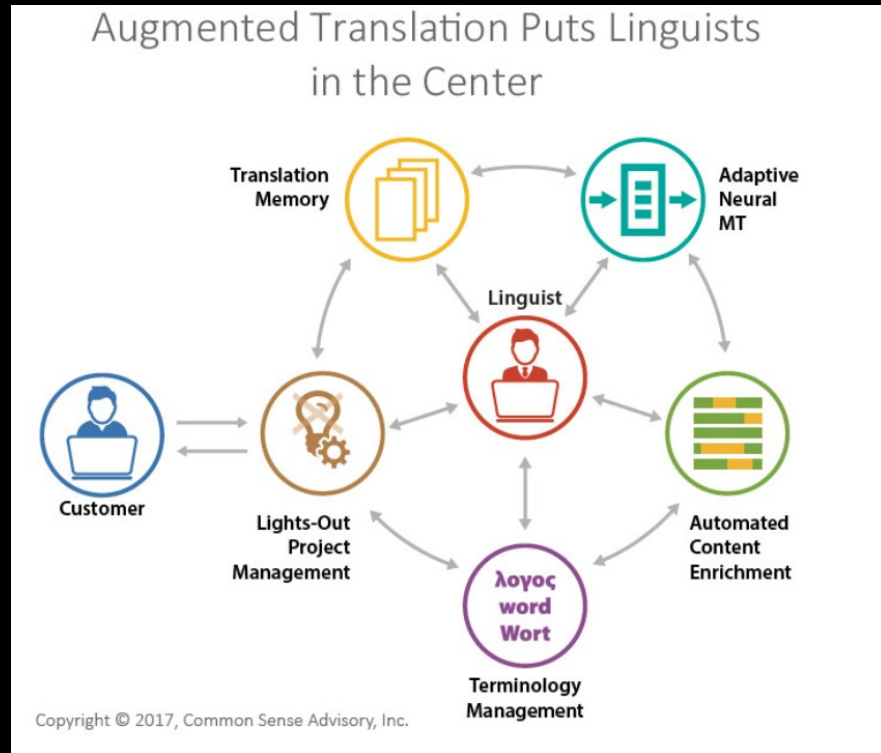


Learning machines

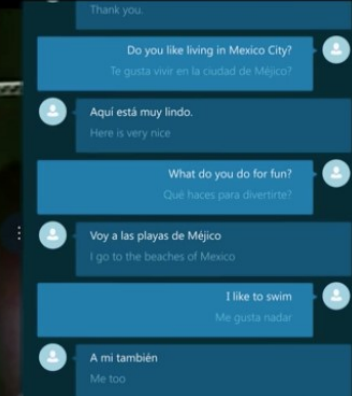
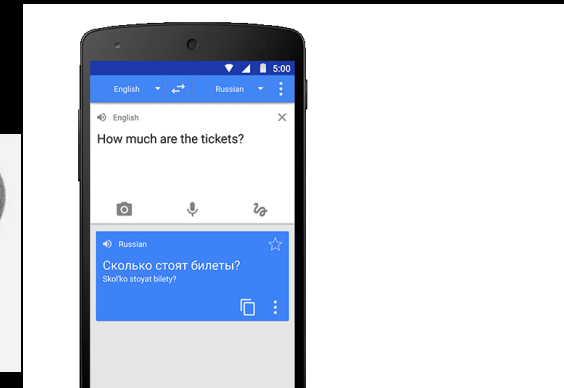
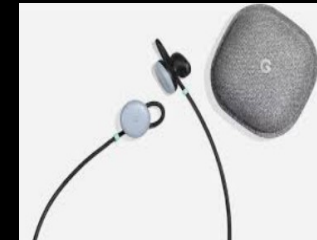
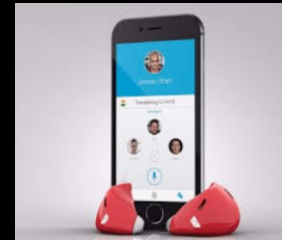


How AI is changing translation in the business world

PROFESSIONAL TRANSLATION
(High quality)



MACHINE TRANSLATION
(Good enough)



You can love them or hate them...
But you cannot avoid them any more

Robots are there already!



“This is a game-changer for customer service where it’s really not just a matter of **quality** but also **translation speed**. And here’s how machine translation can help”

(Khalinov, 2018)

How can Business benefit from AI?

Language and Multilingual communication planning

- **Content management**

- Purpose
- Target-public
- Dissemination
- Urgency
- Impact on results
- Terminology/Voice

- **Type of Translation**

- Professional Translation
- Machine Translation



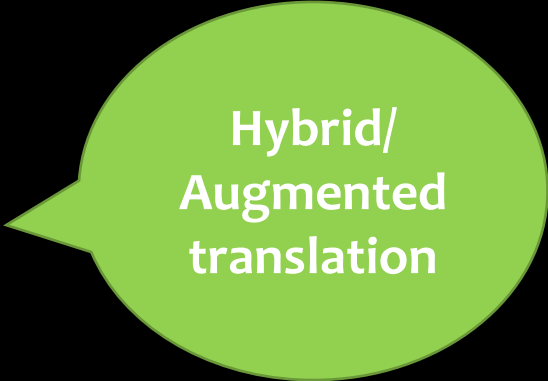
Customization

(Some possible) Conclusions

- Commitment between seller and buyer depends on communication and language
- It is expected that the demand for **local content** will reverse the language imbalance, leading to an internet more inclusive of the entire world's language diversity

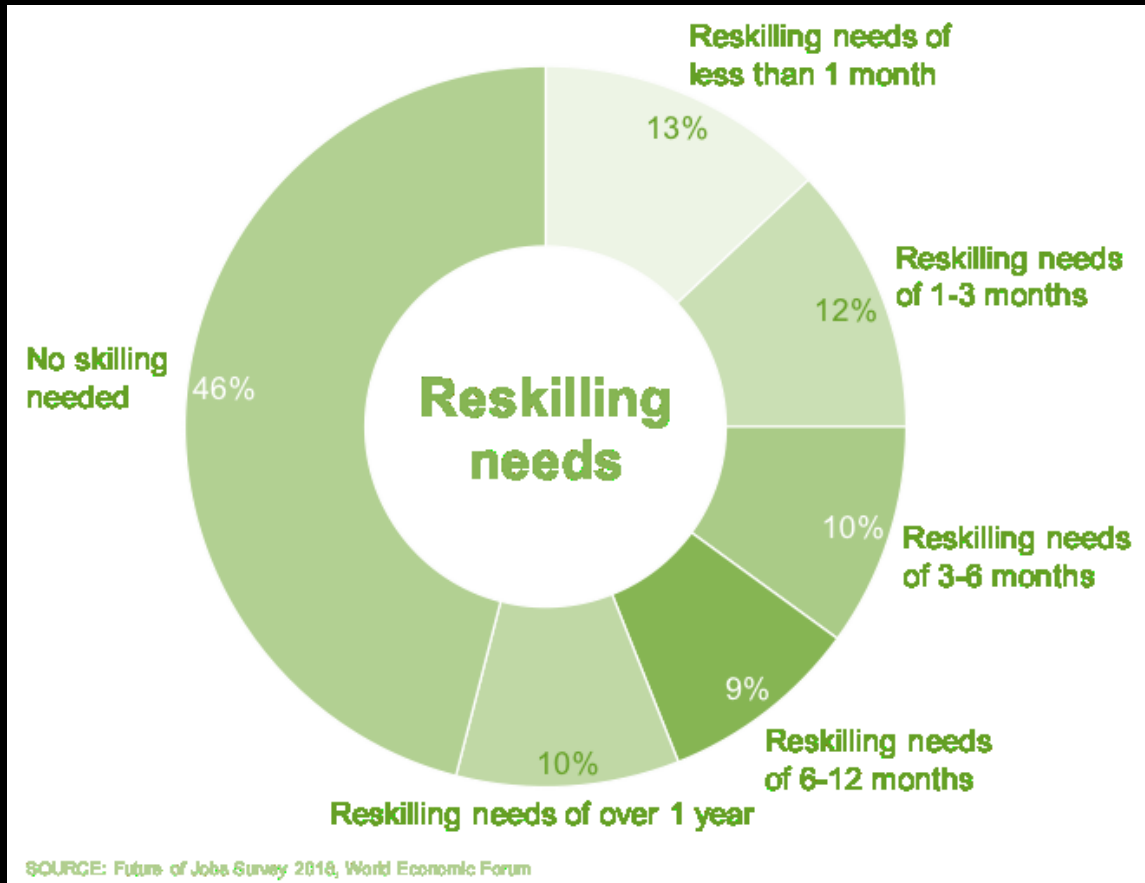
(Some possible) Conclusions

- When it comes to the use of **Machine Translation** the translator is a machine that can be more or less well customized to deal with **language, speed and quantity** but **domain expertise and contextualized intelligence (emotion/interaction)** is something that is still a **human skill**.
- In the digital economy, fast, good, terminologically accurate, affordable, and customized multilingual content demands an **alliance: artificial intelligence and human creativity and talent**.



Hybrid/
Augmented
translation

New context, new skills, new jobs



Translators in the Digital Age need to be:

- knowledge managers
- cultural/communication mediators
- quality controllers
- Machine/man mediators

They need to train these hard and soft skills.

The next stage of human evolution?

“one might even argue that we are in the midst of a species change from homo sapiens to what one might call homo extensis (augmented man)”

[McCormack \(2018\)](#)



(Some possible) Conclusions

“Through such **collaborative intelligence**, humans and AI actively enhance each other’s complementary strengths: the leadership, teamwork, creativity, and social skills of the former, and the speed, scalability, and quantitative capabilities of the latter.

(Wilson & Daugherty, 2018).

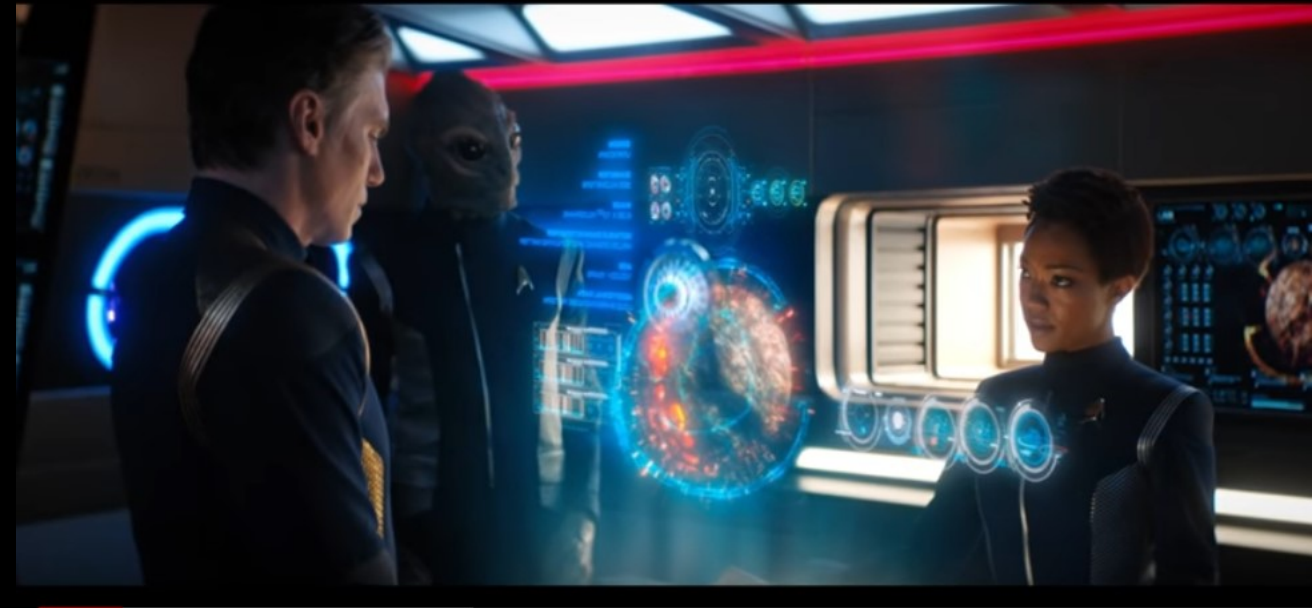
(Some possible) Conclusions

“What comes naturally to people (making a joke, for example) can be tricky for machines, and what’s straightforward for machines (analyzing gigabytes of data) remains virtually impossible for humans. Business requires both kinds of capabilities.”

(Wilson & Daugherty, 2018).

However...

In fiction or real
life, when
technology fails...
bridges can only be
built through a
(HUMAN) translator



Obrigada! Cheers!
Merci!

Alexandra Albuquerque
CEOS | ISCAP-P.PORTO

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