




Disruption, Augmentation, and Liberation:

how and why social media matter for translators



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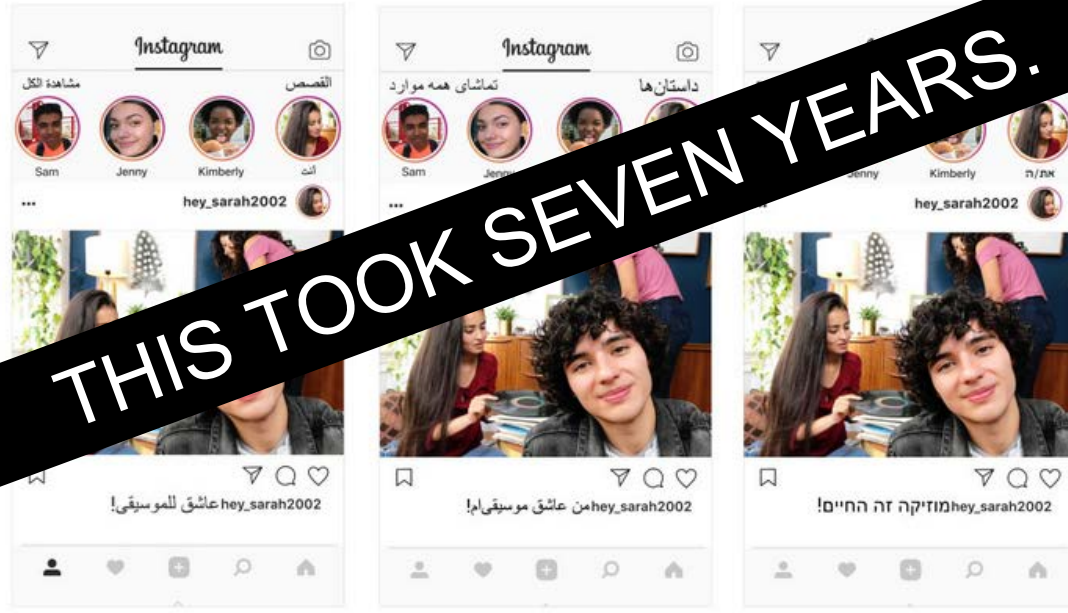


The effects of digital technology and the internet on translation are continuous, widespread, and profound. They can no longer be quarantined into geekish conclaves, evaluating the most recent software or ritually ridiculed in the humourless recitation of the latest machine-translation howlers. **Students, scholars, and, indeed, anyone interested in the future of human cultures and languages, would be well advised to watch carefully what is happening to translation in a digital age.** (Cronin, 2013: 1-2)



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Starting today, you can use Instagram in Arabic, Hebrew and Farsi for the very first time.





The digital age & new shifts

≠ NOT (exclusively) about *translation technologies*

≠ NOT (exclusively) about *localization*

≠ NOT (exclusively) about translation on a *new medium*

This is about how the digital age and (more specifically) online social media (OSM) are creating paradigmatic shifts in translation praxis, training and research.

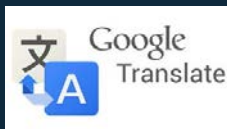
Who or what is the real threat? THREE KEY EVENTS

2014-2016 Job loss
& automation
(*Portage*) at the
Federal Translation
Bureau (Canada)

terminotix.com

PORTAGE

Nov. 2016:
Google
Neural
Machine
Translation
(GNMT)



Dec. 2016: First explicit
job offer for
professional 'Emoji
Translator' (*Today
Translations*) (update:
position filled!)



Three Shifts



NETFLIX

DISRUPTION (increasing automation)

A product or service that eventually displaces established competitors (Worse product performance) (Christensen, 1997)

DEMAND & AUGMENTATION (New-Market Disruption)

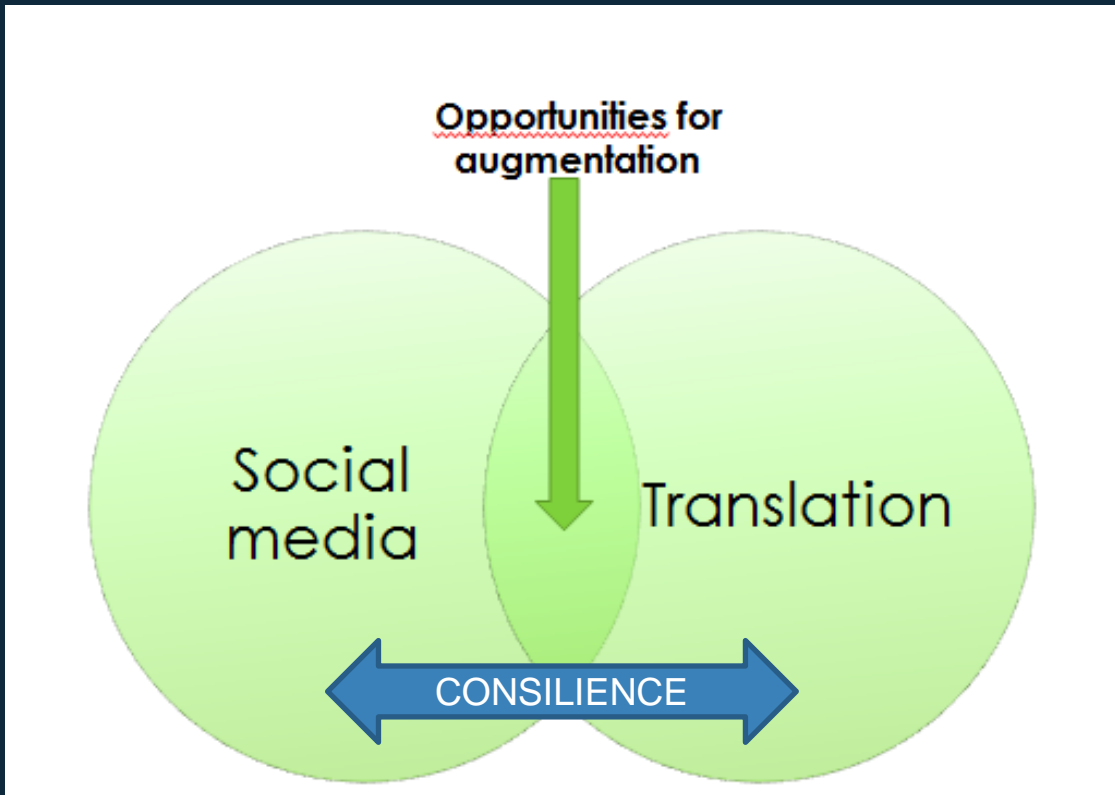
Creating a solution or product before clients even know they want it or need it (Slywotzky, 2011)

Automation to deepen work rather than diminish it; reframe threat of automation to **augmentation** (Davenport and Kirby, 2015).

LIBERATION

Liberation from the public perception that translators are 'bilingual photocopiers'








TRANSLATION DEMAND

How to 'augment' translation
in research, training, and
professional praxis





Charting three (3) avenues to 'augment' translation

1) Translation + Social Media Monitoring = translators as purveyors of better social media intelligence

- ◇ Content curation + creation = current unilingual phenomena
- ◇ Translation of social content = afterthought
- ◇ Sharing of social intelligence
- ◇ Different types of bilingual/multilingual accounts



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Tweets
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Abonnements
274

Abonnés
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J'aime
1 655

Sources:

Library Archive Canada (2017, Oct. 30) Twitter Account. Retrieved from: <https://twitter.com/LibraryArchives>

Biblio Achivers Canada (2017, Oct. 30) Twitter Account. Retrieved from <https://twitter.com/BiblioArchives>

Charting three (3) avenues to 'augment' translation

2) Self-Translation and OSM

- ◇ Self-translation not extensively studied on OSM
- ◇ Studying self-translation = better understanding of online communicational behaviour and needs (augmentation)
- ◇ Different types of self-translation (Desjardins & van Bolderen, forthcoming)
 - ✓ Real self-translation
 - ✓ Automated self-translation
 - ✓ Illusory self-translation (not the self)

Example: <https://www.instagram.com/celinedion/?hl=en>

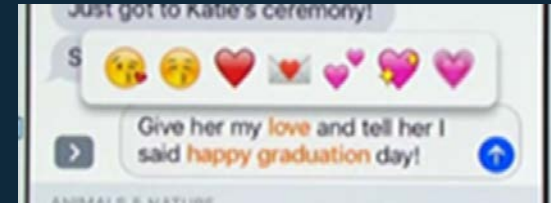
Charting three (3) avenues to 'augment' translation

3) The Human Translator = Still Relevant

◇ Translation never fully effective without human intervention

◇ The 'problem' with 'social speak': emojis and hashtags = can't be run through automatic machine translation software/applications – or can they...

◇ The emoji translator = example of augmentation




Now this is a 📖 all about
how my life got 🔄 ⬆️ ⬇️
now I'd like to take a
🕒 just 📞 🗑️ I'll tell ya how
I became a 👑 of a
🏠 🌳 🏠 🌳 called 🔔 ☁️

<https://www.youtube.com/watch?v=1nCqRmx3Dnw>





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Thanks!

Any questions?

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