



Issues of trust in machine translation

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Topicality of trust

“Placing the concept of *trust* at the centre of translation history” (Rizzi, Lang & Pym, 2019)

“Changing space means also changing the kind of authority we can trust” (Vitali-Rosati, 2018)

Mistrust and recklessness presiding over the birth of machine translation (Poibeau 2019)

Focus and methodology



- ▶ Embedded machine translation and language processing tools:
 - Google translate, DeepL,
 - Grammarly,
 - Alexa, Siri,
 - Netflix, Prime Video
 - Facebook....
- ▶ Yves Citton (*Médiarchies* 2017):
 - media archeology

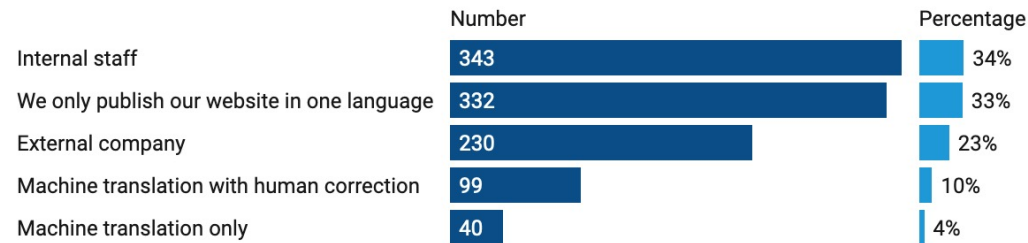
Machine translation spreading

How SMEs Localize Digital Content

The survey also revealed the profile of surveyed SMEs as half being run by 1–9 employees and about a third by 10–49 employees. Asked how they translate their website, 34% of SMEs said they translate it internally; 23% hire an LSP; 10% use post-edited machine translation (PEMT / MTPE); while 4% use raw MT.

How European SMEs Translate Their Websites

Number and percentage responses to the survey question: "How do you translate your website?"



(More than one answer to this question was possible.)

Chart: Slator • Source: [European Commission](#) • Created with [Datawrapper](#)

On how they plan to translate various components of their website (e.g., generic info such as contact details, product or service descriptions, online shops, etc.), some 60% of SMEs said they would use MT in some form — and 75% expressed interest in participating in the European Commission's free-of-charge pilot program that would make SME websites automatically multilingual.

If their website were to be made available in more languages, the SMEs surveyed said they expect, on average,



Korn Translations
Obtained Double
Certification: ISO/IEC
27001 and ISO 9001
by Korn Translations

UPCOMING EVENTS

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Chat with support



Characteristics of digital space

- “Devices, digital platforms, tools, networks, and protocols simultaneously provide the context of the content and act as the elements that structure this content” (Vitali Rosati 66)
- Navigation
- Metrics
- Invisible mediation

Risk management



- Free from errors ?
- Free from accountability ?

Data economy



- US\$ 138 bn (2020)
- Compound annual growth rate : 10- 25% from 2020 to 2028
- Business insights, internet of things

The economics of attention



- Immediacy
- Personalization
- Interpretation
- Authenticity
- Accessibility
- Embodiment
- Patronage
- Findability (Kelly 2008)

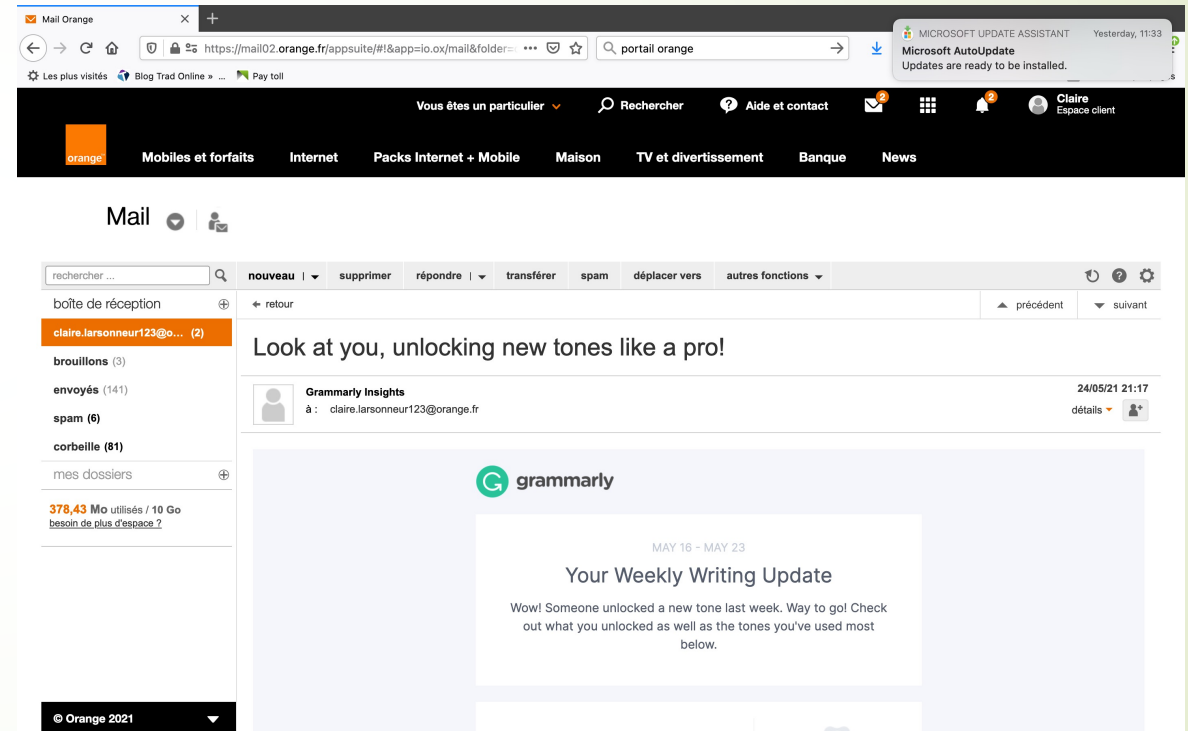
Prompts and nudges

➔ Alexa Prompts

Just say “Help!” to ask for help on how to interact with the skill.

Example:

- "Alexa open Translated" then "How do you say how are you in Italian?"
- "Alexa, ask Translated how do you say how are you in Japanese"



The screenshot shows a web browser window displaying an email interface. The browser's address bar shows the URL <https://mail02.orange.fr/appsuite/#!&app=io.ox/mail&folder=>. The page header includes the Orange logo and navigation links for 'Mobiles et forfaits', 'Internet', 'Packs Internet + Mobile', 'Maison', 'TV et divertissement', 'Banque', and 'News'. The email interface shows a search bar, a list of folders (boîte de réception, brouillons, envoyés, spam, corbeille), and a list of folders (mes dossiers). The main content area displays an email from Grammarly Insights with the subject 'Look at you, unlocking new tones like a pro!'. The email body features the Grammarly logo and a 'Your Weekly Writing Update' section, which includes the text: 'Wow! Someone unlocked a new tone last week. Way to go! Check out what you unlocked as well as the tones you've used most below.'

Unnoticed

- When you use **Siri** and Dictation, the things you say and dictate will be sent to Apple to process your requests. In addition to these audio recordings, your device will send other Siri Data, such as:
 - **Contact names, nicknames, and relationships** (for example, "my dad"), if you set them up in your contacts
 - **Music and podcasts** you enjoy
 - Names of your and your Family Sharing members' **devices**
 - Names of **accessories, homes, scenes, and members of a shared home in the Home app**
 - **Labels for items, such as people names in Photos, Alarm names, and names of Reminders lists**
 - **Names of apps** installed on your device and shortcuts you added through Siri
- Your requests are associated with a random identifier, not your Apple ID.
- **Location, third-party apps**

- The "Don't show potentially inappropriate words" setting in **YouTube Studio** will replace potentially inappropriate words with an open bracket, two underscores, and a closed bracket "[_]" by default in **automatic captions**. This setting doesn't affect any audio tracks or manually edited captions, and is intended to help prevent potentially inappropriate words mistakenly appearing in automatic captions. It also doesn't affect your video's monetization status.

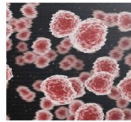
Unnoticed

NOW READING

Netflix Is Using AI For Its Subtitles

the transformer base architecture with 6 blocks in the encoder and decoder and are run using 4 NVIDIA V100 GPUs.

SEE ALSO



OPINIONS

New Research Shows How Algorithms Used By Netflix, Facebook Can Predict Cancer

x:	If only we can stop fixating on the days
BBMT(x):	Dac numai putem opri fixarea pe zile
APP(x):	If only we could stop thinking about the days
BBMT(APP(x)):	Dac am putea s nu ne mai gndim la zile
Reference:	Trebuie s nu ne mai gndim la zile

x:	Another swell party, Jay.
BBMT(x):	Una altra festa de lonatge, Jay.
APP(x):	Another great party, Jay.
BBMT(APP(x)):	Una altra gran festa, Jay.
Reference:	Una altra gran festa, Jay.

Even though this work mainly focuses on simplifying English-based subtitles, the model is universal and can be used for other languages.

“Our work merges two important sub-fields machine translation and sentence simplification, and paves the path for future research in both of these fields,” the researchers wrote.



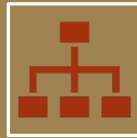
TRUST
has little
to do
with
TRUTH



Trust as a social emotion (Rizzi et al. 2019)



Trust as a mechanism to reduce complexity (Luhman 1968)



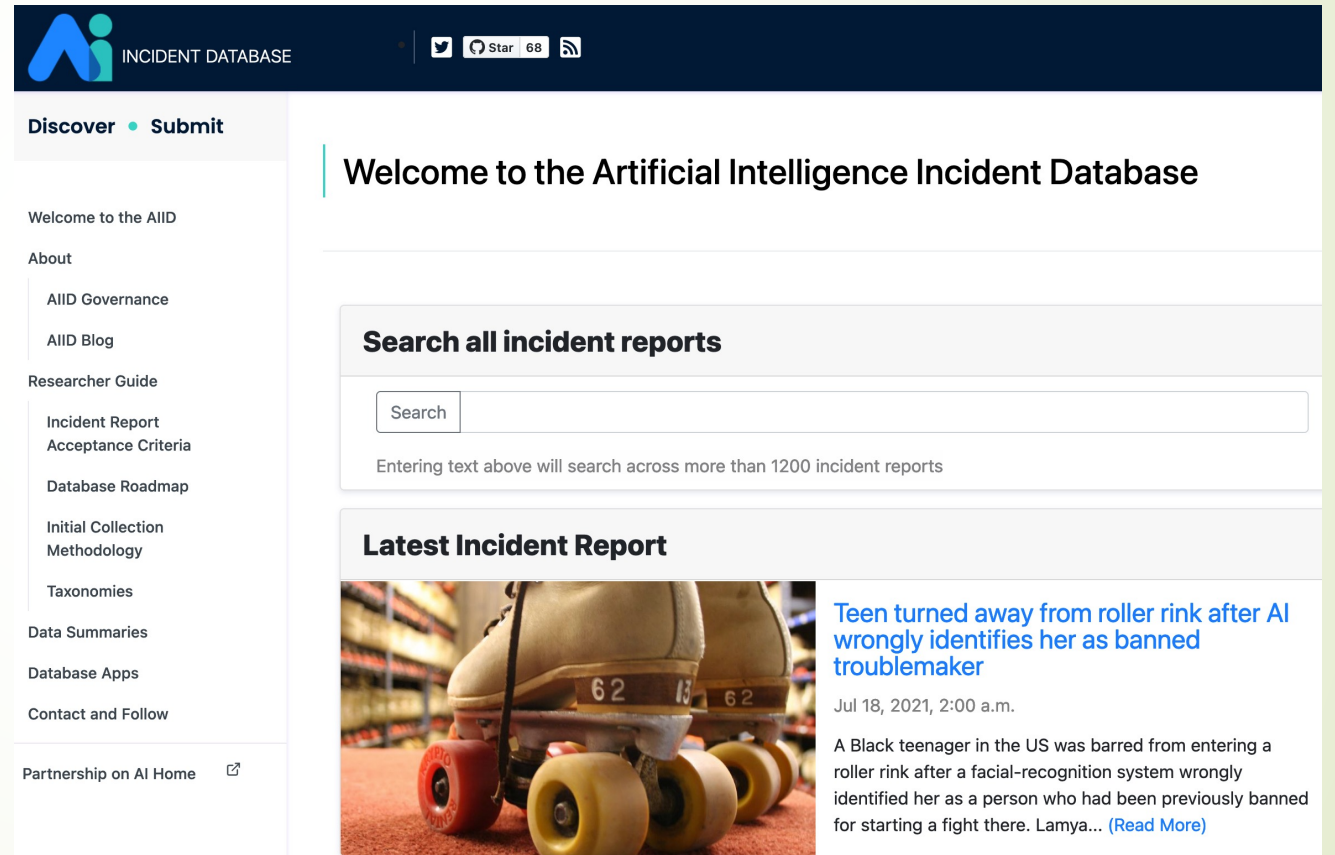
Trust as the definition of authority (Vitali-Rosati 2018)



Trust as an alignment of expectations

Oversight needed

- Keeping track
- Building awareness



The screenshot shows the homepage of the Artificial Intelligence Incident Database. The header features the logo and the text "INCIDENT DATABASE" along with social media icons for Twitter, GitHub (68 stars), and RSS. The main navigation bar includes "Discover" and "Submit". A sidebar on the left lists various sections: "Welcome to the AIID", "About" (with sub-links for "AIID Governance" and "AIID Blog"), "Researcher Guide" (with sub-links for "Incident Report Acceptance Criteria", "Database Roadmap", "Initial Collection Methodology", and "Taxonomies"), "Data Summaries", "Database Apps", "Contact and Follow", and "Partnership on AI Home". The main content area has a heading "Welcome to the Artificial Intelligence Incident Database" and a search bar titled "Search all incident reports" with a search input field and a note: "Entering text above will search across more than 1200 incident reports". Below the search bar is a section titled "Latest Incident Report" featuring a photo of roller skates and a news snippet: "Teen turned away from roller rink after AI wrongly identifies her as banned troublemaker" dated Jul 18, 2021, 2:00 a.m. The snippet includes a brief summary and a "Read More" link.

Understanding Knowledge as a Commons

From Theory to Practice

edited by Charlotte Hess and Elinor Ostrom



Oversight needed

- Digital linguistic rights
- “Défenseur des langues”



References



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- ▶ Charlotte Hess & Elinor Ostrom, *Understanding Knowledge as a Commons*, MIT Press, 2007.