

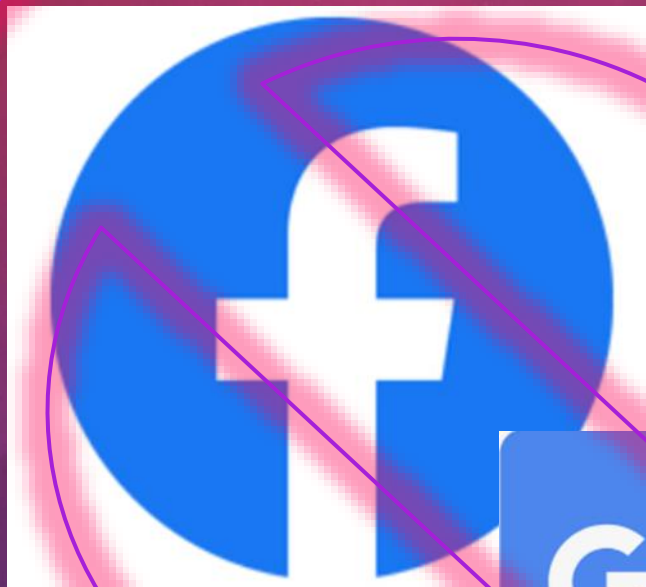
TRANSLATION STUDIES, SOCIAL MEDIA, AND THE DIGITAL HUMANITIES:

LESSONS FROM ZOONIVERSE, INSTAGRAM, NETFLIX & BEYOND

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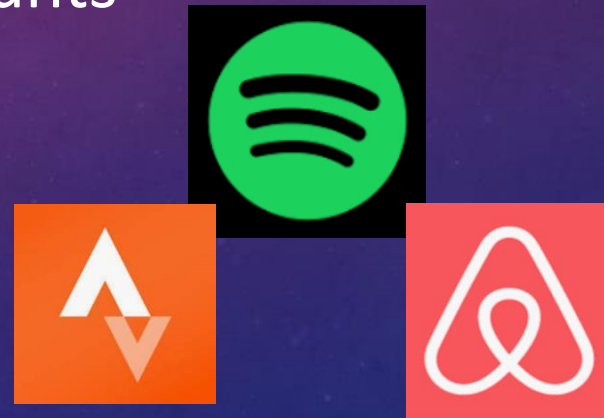
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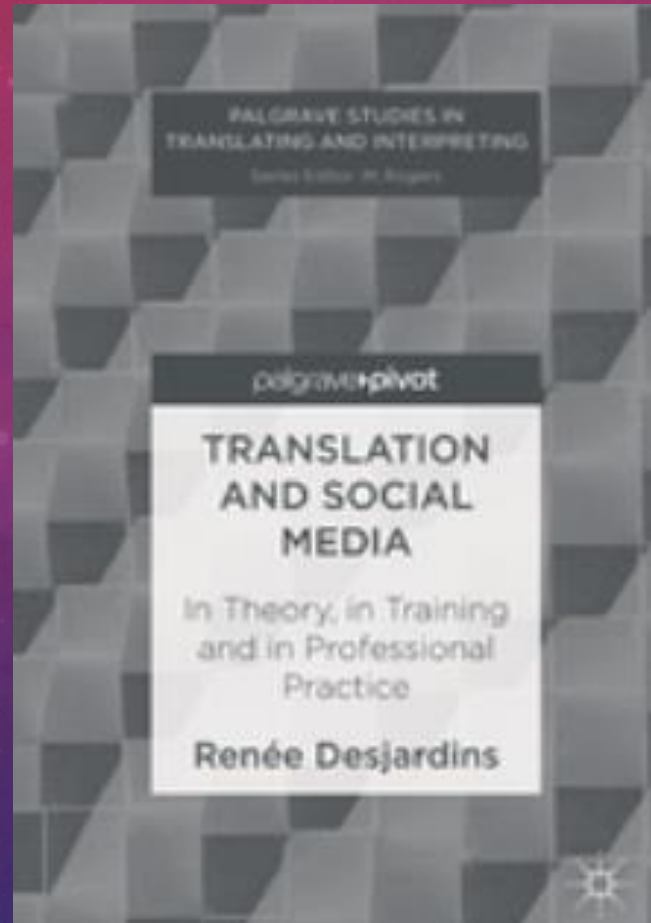
WINNIPEG, CANADA



- Facebook's 'population' ~ 2.37 billion users
- Instagram's 'population' ~ 1 billion users
- The average person spends ~142 minutes per day on socials
- The average person has 7 social media accounts

(Source: Statista)





SITUATING THE RESEARCH

- Interdisciplinary researcher located in Canada (working languages: ENG; FR – primarily)
- Digital ‘native’ (Prensky, 2001)
- Research supported in part by the Social Sciences and Humanities Research Council of Canada
- Ephemeral nature of the data/platforms + rapidly evolving contexts – ‘agile’ research questions
- Digital divides + Digital literacy + access/censorship

SITUATING TODAY'S TALK

- IMPACT OF DIGITAL AND ONLINE CONNECTIVITY + ANTHROPOGENIC (HUMAN-INFLUENCED) ERA
 - Implications for human communication (broadly)
 - Implications for academic institutions ('datafication' of scholarly activity; DH in TS job postings)
 - Implications for Translation Studies (are we up-to-speed and should we be?)
 - Implications for language services industry (neural machine translation; English as *lingua franca*)

https://www.youtube.com/watch?v=Zks_TwNd3Vs (G-lens)

<https://www.youtube.com/watch?v=44RYqgKwfSQ> (trailer)

DEFINING SOCIAL MEDIA

- Post-digital era – omnipresence of screens
- No consensus on definition of ‘social media’ (ENG media vs. network / in FR médias vs réseaux)
- Platform vs. user-generated content (UGC)
 - TS has typically focused on crowdsourcing, localization, MT/NMT instead of UGC
- Social media/digital contexts not bound by geography but the platforms/apps/brands we identify as ‘social media’ are connected to geography.

THE MATERIALITIES OF TRANSLATION ON SOCIAL MEDIA = COMPLEX

- Localization of platforms themselves **AND**
- Embedded automatic machine translation (MT) **AND**
- Self-translation of UGC **AND**
- 'Self-translation' of UGC using external MT **AND**
- Crowdsourcing **AND**
- Subtitling **AND**
- Dubbing **AND**
- Translation between different computer languages **AND AND AND...**

THE LANGUAGES OF SOCIAL MEDIA

- English = the *lingua franca* of socials?
- Social media literacy (+ overarching literacy)
- Programming languages + app/platform design and Ux
- "[...] massive macrotrend of the internet being visual" – Elie Seidman, Tinder CEO
- Shapeshifting target audience – what language(s) does the target audience speak?

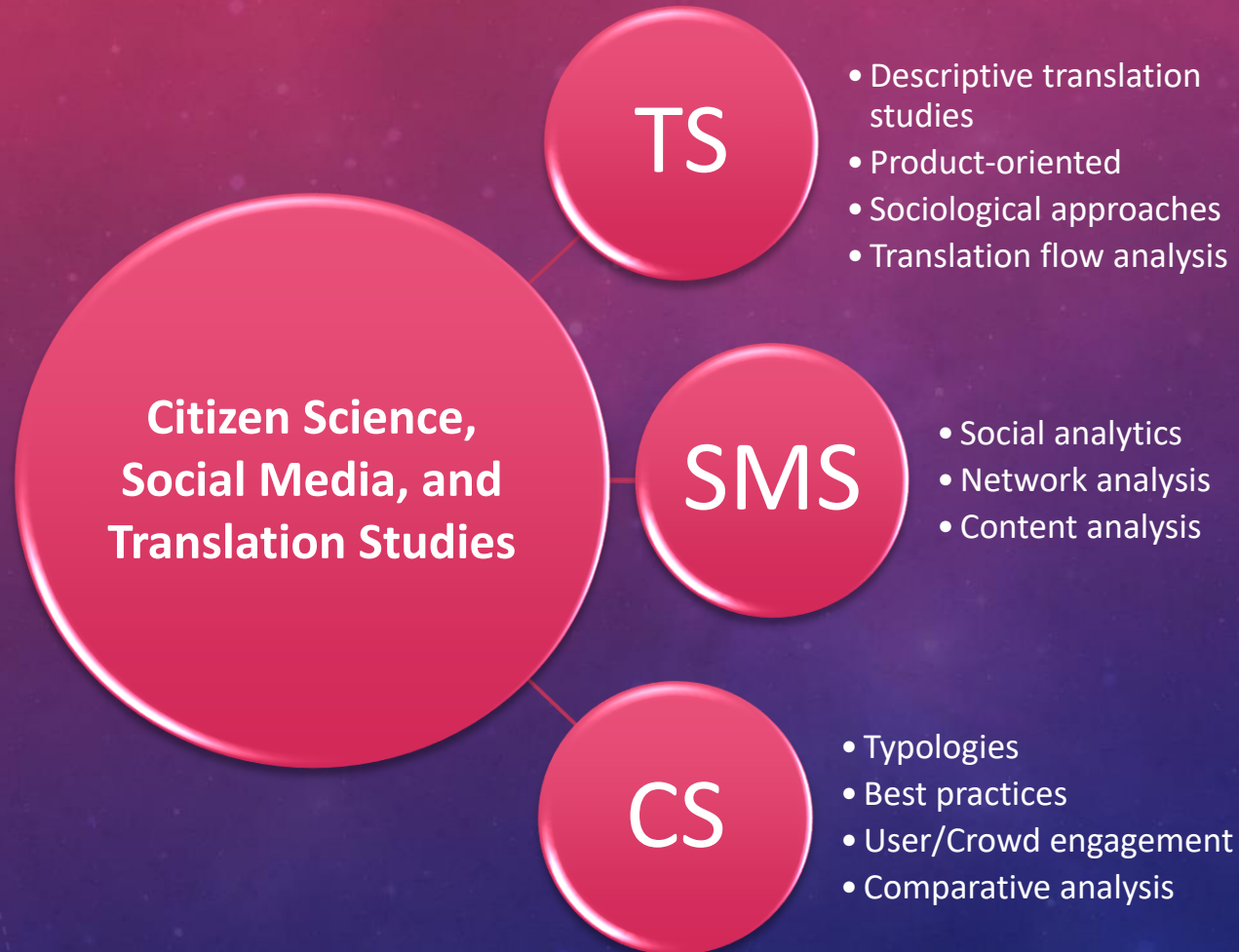
THREE CASE STUDIES TO ILLUSTRATE A FEW IDEAS

(1) ZOONIVERSE – CITIZEN SCIENCE, SOCIAL MEDIA, AND TRANSLATION

(2) NETFLIX – SVOD, SOCIAL NETWORK ANALYSIS, AND TRANSLATION

(3) INSTAGRAM – SELF-TRANSLATION, BRAND APPEAL, AND THE INFLUENCER ECONOMY

CASE STUDY 1: ZOONIVERSE



CASE STUDY 1: ZOONIVERSE

- INITIAL FINDINGS (Sept. 2018 to May 2019)
 - Zooniverse claims ("Do science anywhere/Anyone can be a researcher") vs. project data
 - Data collected from Sept. 2018 to May 2019, only 9/132 projects were translated or had translation features
 - 15 languages were represented in the data **Russian, Spanish, Czech, Greek, Italian, German, French, Trad./Simplified Chinese, Japanese, Polish, Hungarian, Portuguese, Romanian, Indonesian**
 - Language diversity + translation = more prominent in STEM; specifically Physics & Astronomy category
 - Social Network Analysis: Ø social conversations pairing 'translation' (+ derivatives) and 'citizen science' (+ derivatives)

This research was supported by the Social Sciences and Research Council of Canada

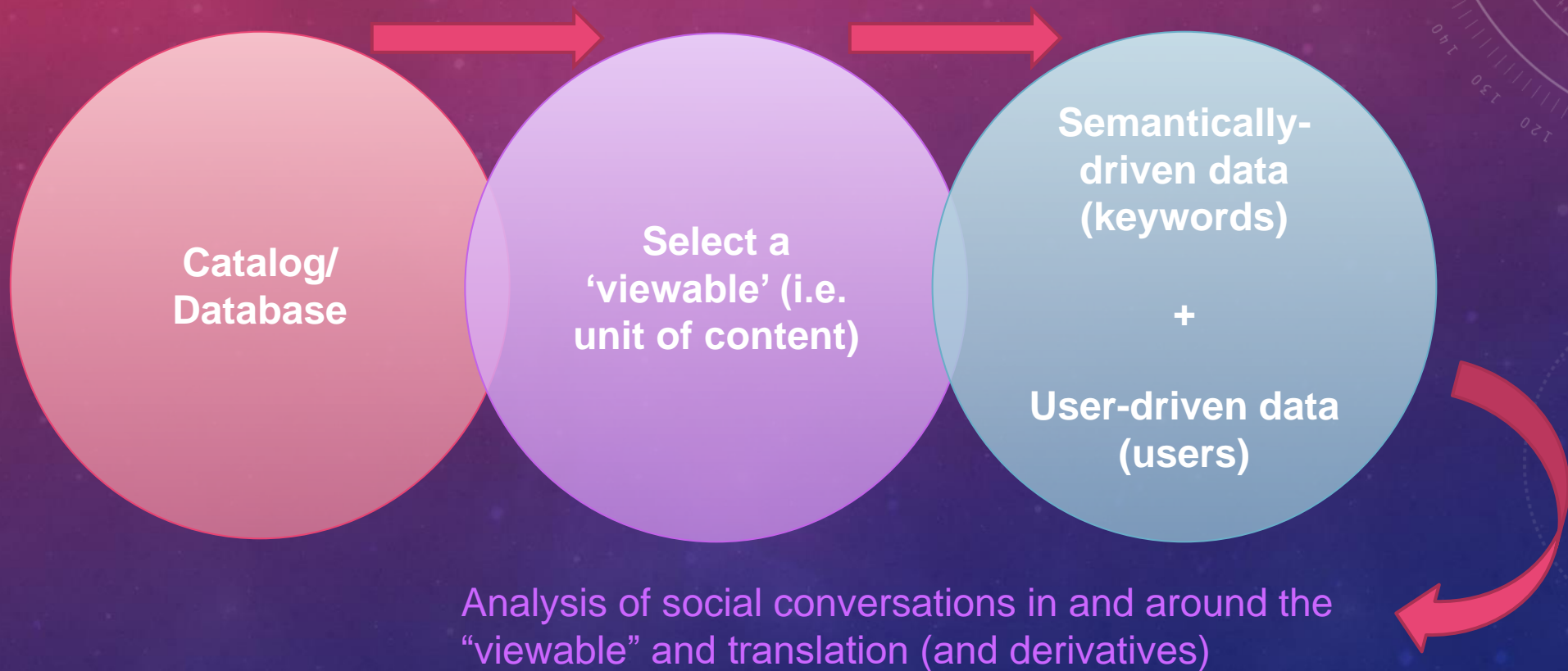


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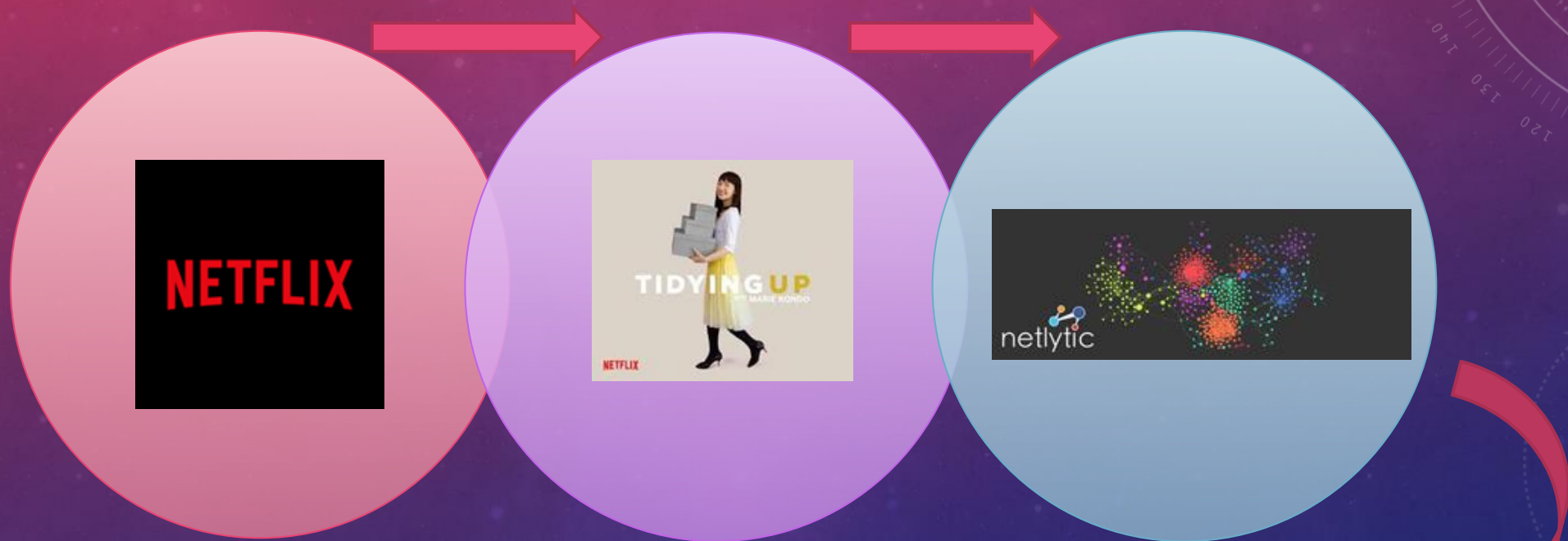
Conseil de recherches en
sciences humaines du Canada



CASE STUDY 2: NETFLIX AND TIDYING UP WITH MARIE KONDO



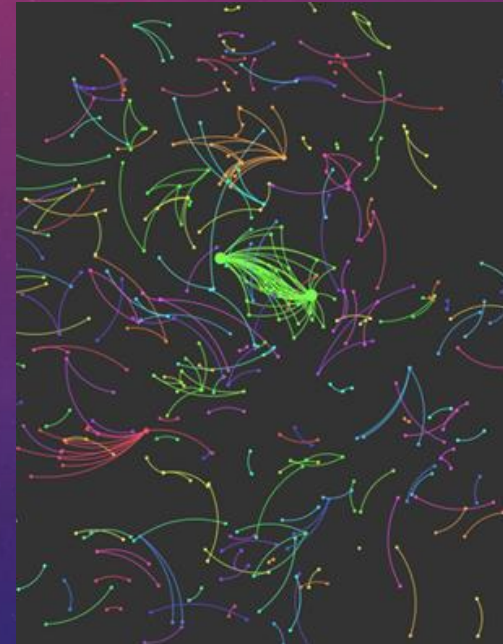
CASE STUDY 2: NETFLIX AND TIDYING UP WITH MARIE KONDO



Analysis of social conversations in and around the
“viewable” and translation (and derivatives)

CASE STUDY 2: NETFLIX AND TIDYING UP WITH MARIE KONDO

brasil⁷³ x bring³² x burguês⁶⁸ x casa⁹¹ x coisas⁷⁶ x dias⁶⁹ x i'm³⁷ x jogar⁶⁹ x joy¹⁰¹ x **kondo**⁸⁷⁰ x
life⁶⁰ x love³³ x machado⁶⁷ x **marie**⁹²⁸ x mundo⁷¹ x método¹¹⁷ x nenhum⁶⁸ x netflix³² x
neurociências⁶⁷ x papo¹³⁴ x país⁶⁷ x people³⁵ x primeiro⁶⁸ x professor⁶⁷ x sentido⁹⁹ x spark⁶⁶ x sua⁶⁸ x
tidying⁴⁵ x unifesp⁶⁷ x álvaro⁶⁷ x

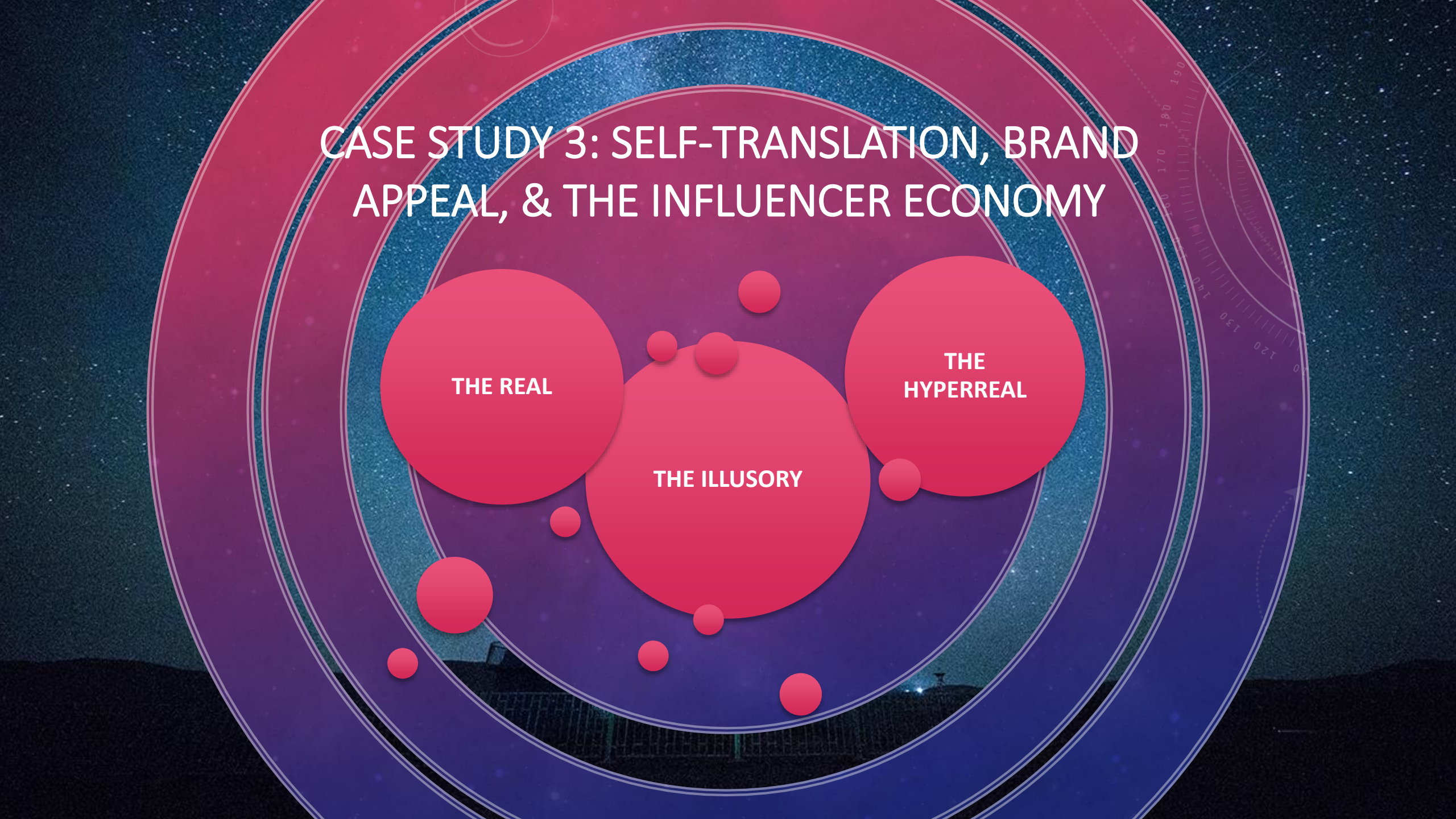


CASE STUDY 3: SELF-TRANSLATION, BRAND APPEAL, & THE INFLUENCER ECONOMY

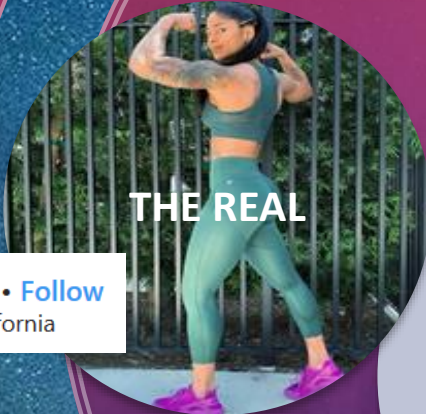
THE REAL

THE
HYPERREAL

THE ILLUSORY



CASE STUDY 3: SELF-TRANSLATION, BRAND APPEAL, & THE INFLUENCER ECONOMY



THE REAL



massy.arias • Follow
Los Angeles, California



THE ILLUSORY



THE
HYPERREAL



celinedion • Follow

CONCLUSIONS AND A FEW IDEAS FOR THE FUTURE

- Descriptive analyses of TR in online/digital spaces = multilingual communication more broadly
- Programming that accounts for all languages
- Programming → language(s) of the future (?), e.g. Python, R, CSS, Java, C++...
- Using apps and programs to conduct research (Digital Humanities): avoid 'the black box'
- Ethical implications of online and digital research
- Training & pedagogy
- A conceptualization of translation that keeps us relevant...



MERCI!
THANK YOU!

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