

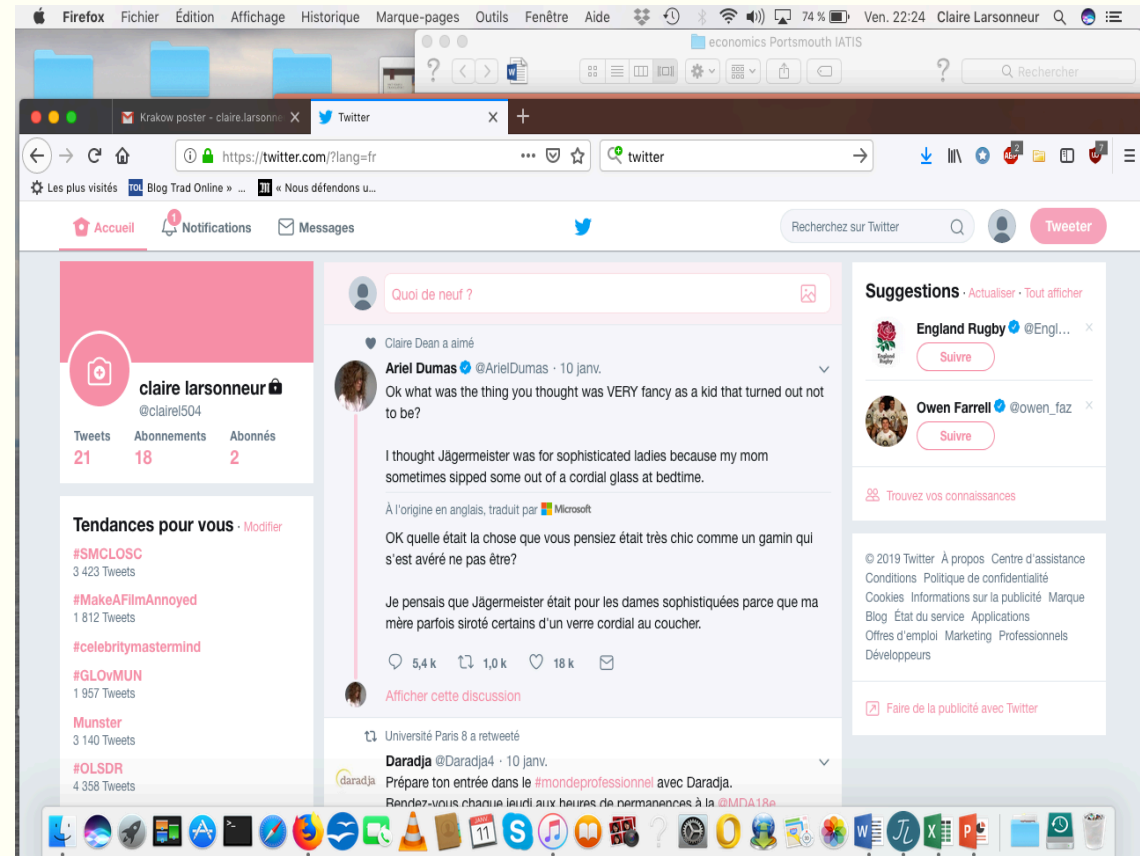
TRANSLATION AS COMMODITY OR COMMONS?

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NMT everywhere

- Free online basic services
- Integration within online interfaces
- Internet of things
- Customized corporate NMT tools

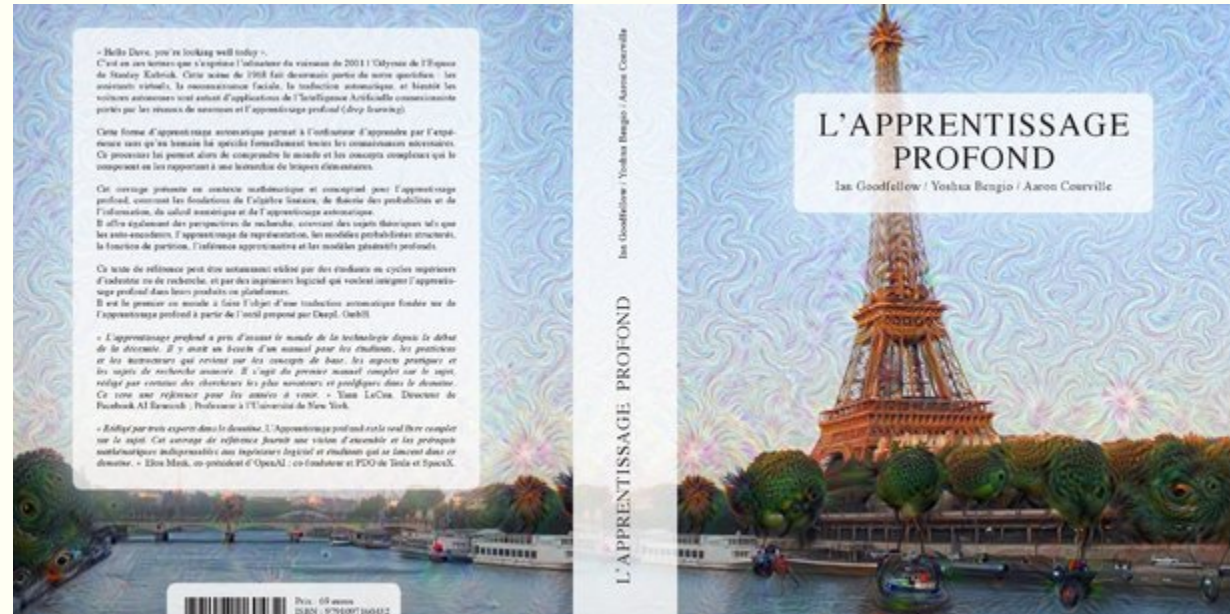


Inside the black box of automated publishing

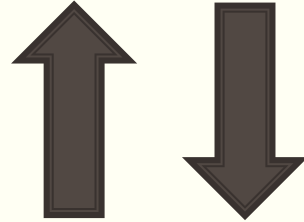
October 2018

Quantmetry + DeepL

- 2,5 months training
- 12h translating
- revision



When prices go wild



- Report on NMT by Slator (30p) : 85 \$
- 200K : a customized NMT solution for a French public body
- Textmaster starting at 0,06€ per word
- Freemium : free + subscription

The screenshot shows the pricing page for IBM Watson Language Translator. The page is titled 'Pricing' and lists four pricing plans: Lite, Standard, Advanced, and Premium. Each plan has a 'Get started free' button, except for the Premium plan which has a 'Contact sales' button. The Lite plan offers 1,000,000 characters per month at no cost. The Standard plan includes base translation models and custom models, with the first 250,000 characters free. The Advanced plan charges for base models and custom models. The Premium plan offers a higher level of security and isolation for sensitive data.

Plan	Description	Action
Lite	1,000,000 characters per month at no cost and includes the default translation models. When you upgrade to a paid plan, you can create custom models.	Get started free
Standard	Includes base translation models, custom models are not included in the standard plan. Your first 250,000 characters are free.	Get started free
Advanced	Base models are charged at the standard rate, usage of custom models incur additional charges.	Get started free
Premium	Watson Premium plans offer a higher level of security and isolation to help customers with sensitive data requirements.	Contact sales

Pricing details Watson Language Translator is an offering within the IBM Cloud. For detailed Watson Language Translator pricing, view the below table and for additional information about our broader pricing models and approaches, visit our IBM Cloud pricing overview.

[Let's talk](#)

A power struggle between the US and China

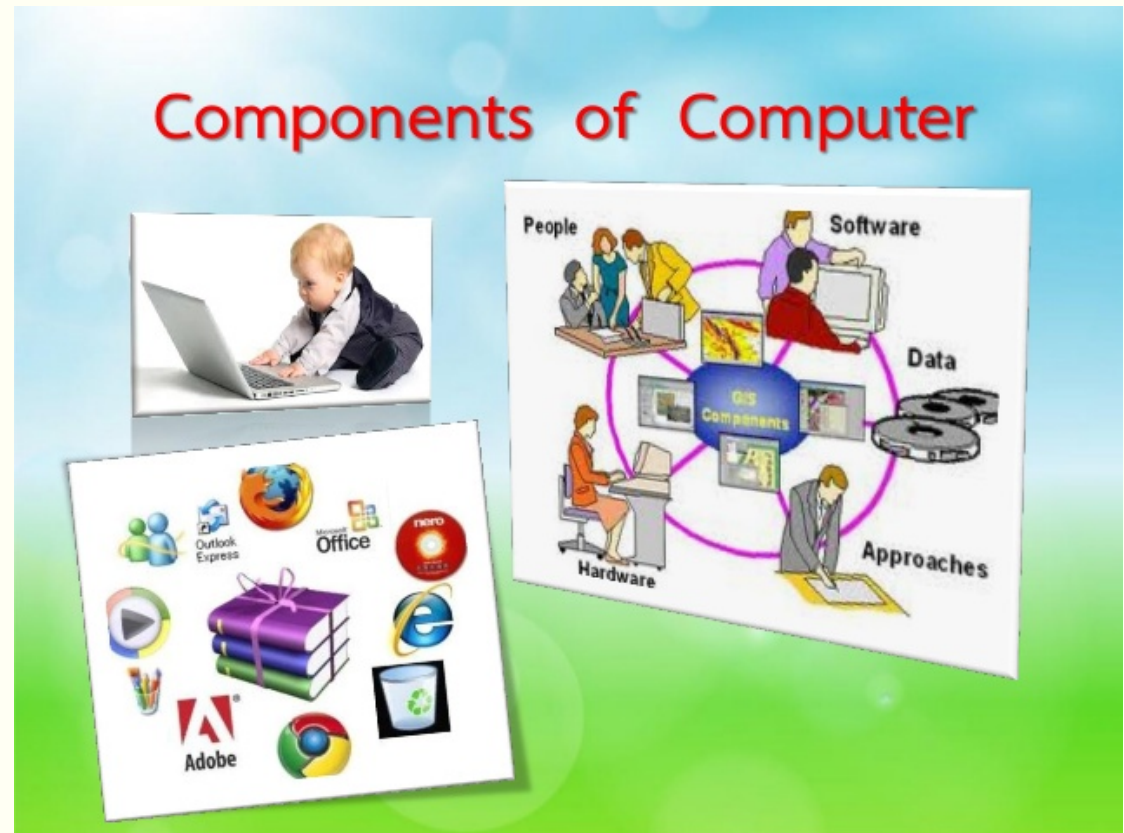
% of research articles on NMT published in 2017 (sample of the 50 most relevant on Google Scholar)

- Anglo-saxon institutions: 46 % (24% USA)
- Asian institutions: 30% (20% China)
- 40% are corporate-produced or financed



Translator's agency?

- Peopleware
- In /on /out of the loop



The institutional gap

Sciences

- Computational linguistics, Computer science and engineering, Mathematics, physics, A.I.

➤ **SOLVING PROBLEMS, DESIGNING TOOLS**

Humanities

- Comparative and World Literature, National literatures and Translation Studies

➤ **UNCOVERING COMPLEXITIES**

Differing institutions, differing narratives

ergon

- Circulation of agile content
- Multimodal data
- Language processing technologies

energeia

- Text Hermeneutics
- Creative practice
- Philology

Underlying Myths: the Weight of the Bible

- BABEL as a punishment
- PENTECOST as a ideal

Language differences should be invisible and are not considered “safety-critical” (unlike health, crime, transportation).





Language matters

Marcello Vitali-Rosati: eco-systems

Yves Citton: homogeneisation of attention, value of diversity, premediations

Karen Barad: the notion of mattering

Hess & Orstrom : knowledge as a commons

Commodity or commons ? The partnership on AI



- Established late 2016
- For profit and non-profit organizations
- “best practices for the ethics, safety, fairness, inclusiveness, trust, and robustness for AI research, applications, and services.”



Commodity or Commons? the EU

Directive “Language Equality In The Digital Age”, Sept 11, 2018

Directive “Copyright In The Digital Single Market”, Sept 12, 2018

General Data Protection Regulation, enforced May 2018

The commons : a hotbed of ideas

- Sharing content/tools (creative commons)
- Open access
- Redistributing power among stakeholders
- “Winner supports all” : redistributing values to communities
- Going beyond the notion of goods or services to value attention or diversity



Regulation suggestions

- Keeping the source text accessible on interfaces and social media
- Deleting submissions and translations after 24h (like the EU)
- Enabling variants
- Flagging translation issues such as sensitive words/phrases (nation, gender, identity, liberal) or untranslatables
- Addressing scale issues (Citton)
- Imposing fiduciary obligations (Godwin) : confidentiality, loyalty, non negligence





THANK YOU FOR YOUR ATTENTION

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