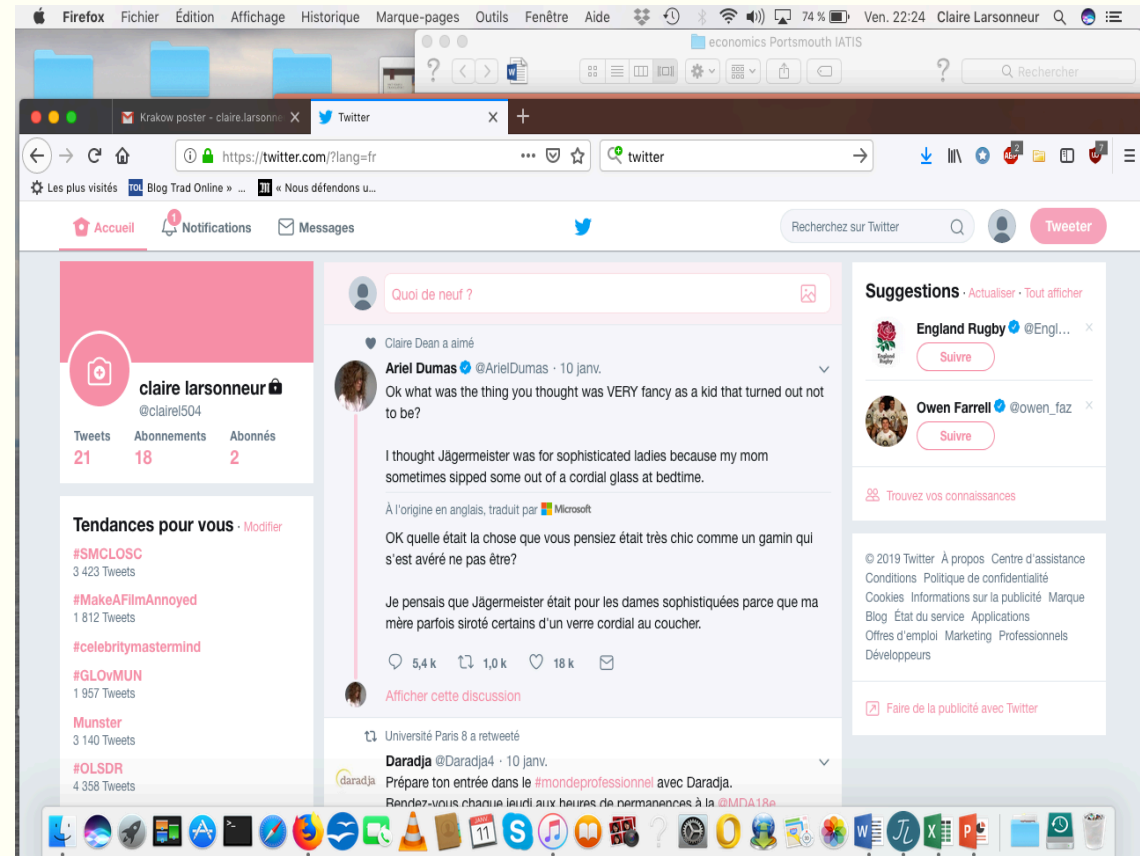# TRANSLATION AS COMMODITY OR COMMONS?

Claire Larsonneur,
University Paris 8, EA 1569 TransCrit

NMT everywhere

- Free online basic services

- Integration within online interfaces
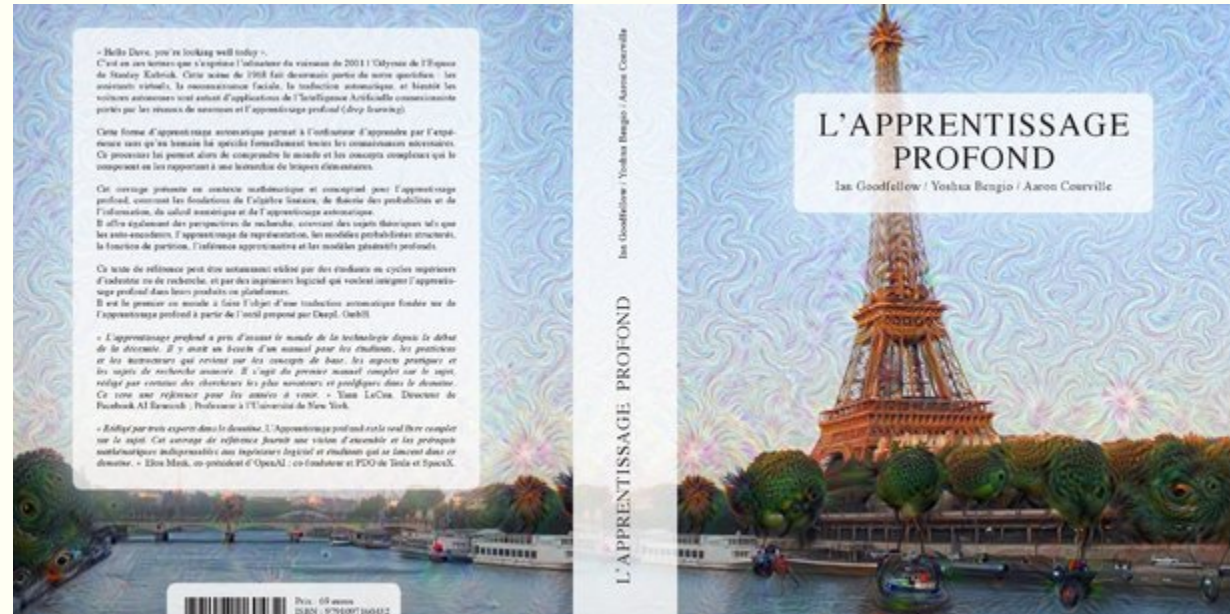
- Internet of things

- Customized corporate NMT tools
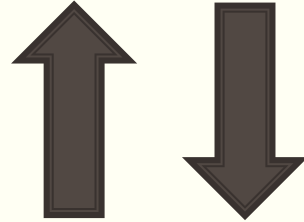
Inside the black box of automated publishing

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

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
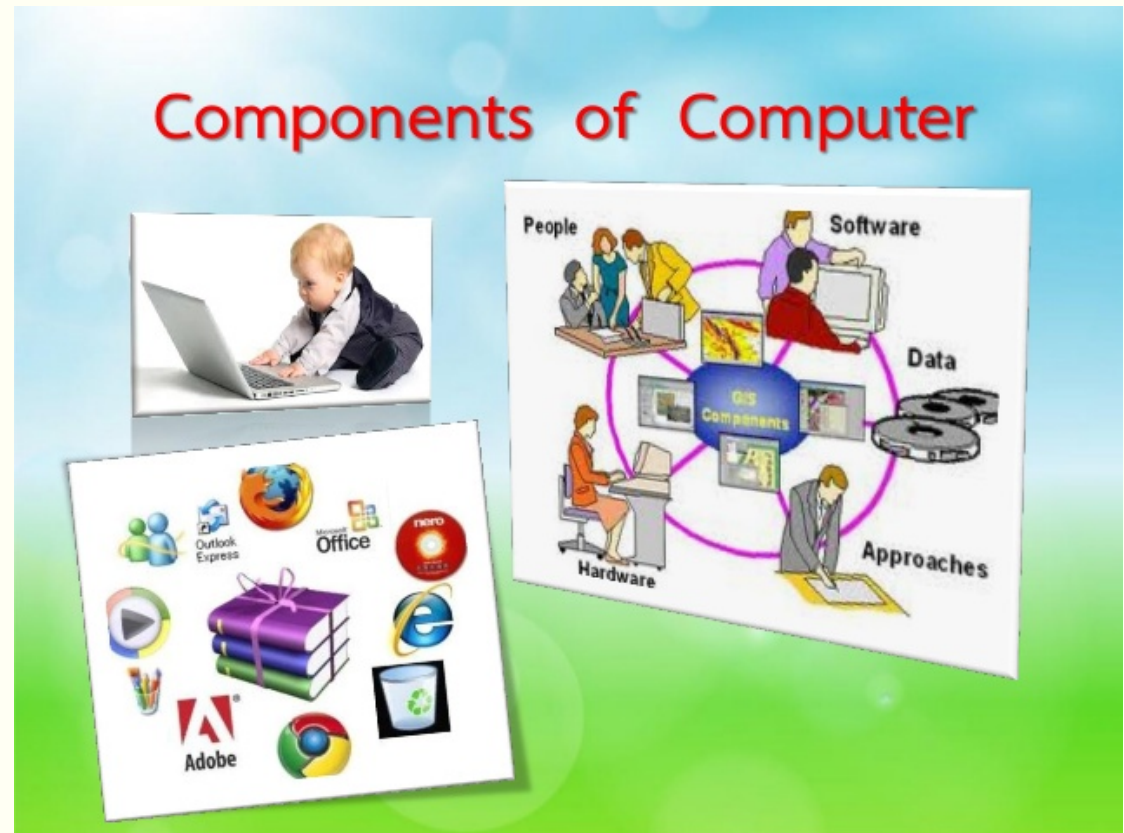
The institutional gap

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

Claire.Larsonneur@univ-paris8.fr

ACADEMIA.EDU, RESEARCHGATE, LINKEDIN, EA 1569

Claire.larsonneur@univ-paris8.fr