Words in Flux: How AI is Rewriting the Language Industry

Gábor Bessenyei

Globalese

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Two souls alas! are dwelling in my breast.

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Trends in the language industry

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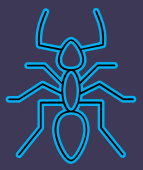
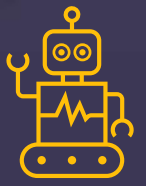
Trends in the language industry

Increasing demand for translation

Significant decrease of turnaround times

Smaller, but more frequent projects 

Booming technology (MT & AI) 

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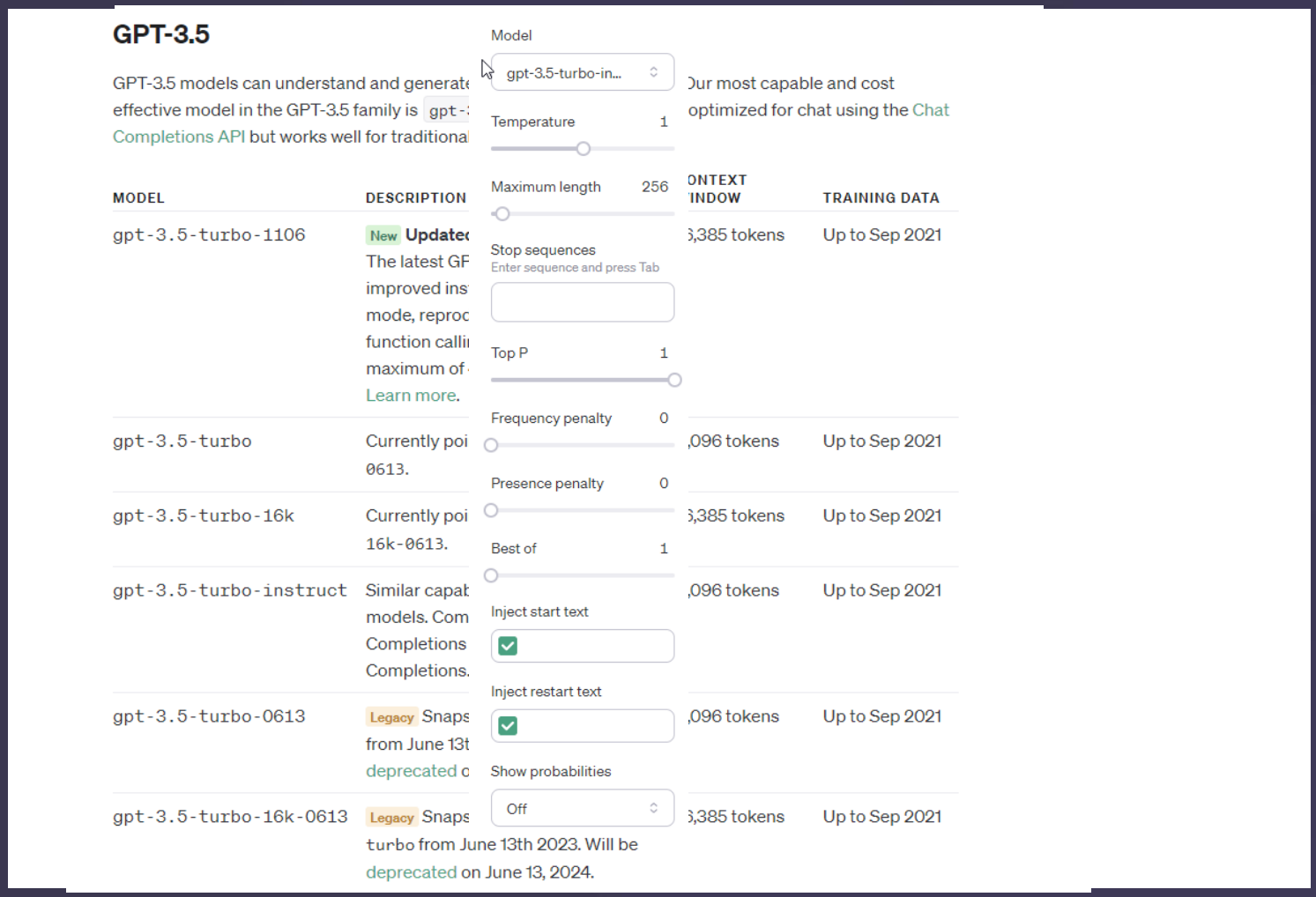
Behind AI, there is more than just ChatGPT



GPT-3.5

GPT-3.5 models can understand and generate
effective model in the GPT-3.5 family is `gpt-`
Completions API but works well for traditiona

Our most capable and cost
optimized for chat using the Chat

MODEL	DESCRIPTION	CONTEXT WINDOW	TRAINING DATA
gpt-3.5-turbo-1106	New **Update** The latest GF improved ins mode, reproc function calli maximum of Learn more.	,385 tokens	Up to Sep 2021
gpt-3.5-turbo	Currently poi 0613.	,096 tokens	Up to Sep 2021
gpt-3.5-turbo-16k	Currently poi 16k-0613.	,385 tokens	Up to Sep 2021
gpt-3.5-turbo-instruct	Similar capab models. Com Completions Completions.	,096 tokens	Up to Sep 2021
gpt-3.5-turbo-0613	Legacy Snaps from June 13t deprecated o	,096 tokens	Up to Sep 2021
gpt-3.5-turbo-16k-0613	Legacy Snaps turbo from June 13th 2023. Will be deprecated on June 13, 2024.	,385 tokens	Up to Sep 2021

Model
gpt-3.5-turbo-in...

Temperature 1

Maximum length 256

Stop sequences
Enter sequence and press Tab

Top P 1

Frequency penalty 0

Presence penalty 0

Best of 1

Inject start text

Inject restart text

Show probabilities
Off

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Consequences of the new trends

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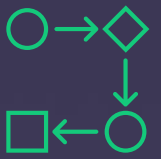
Consequences of the new trends

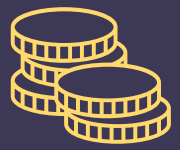
Changing workflows & processes



Changing tools

Changing tasks & roles

Changes in pricing



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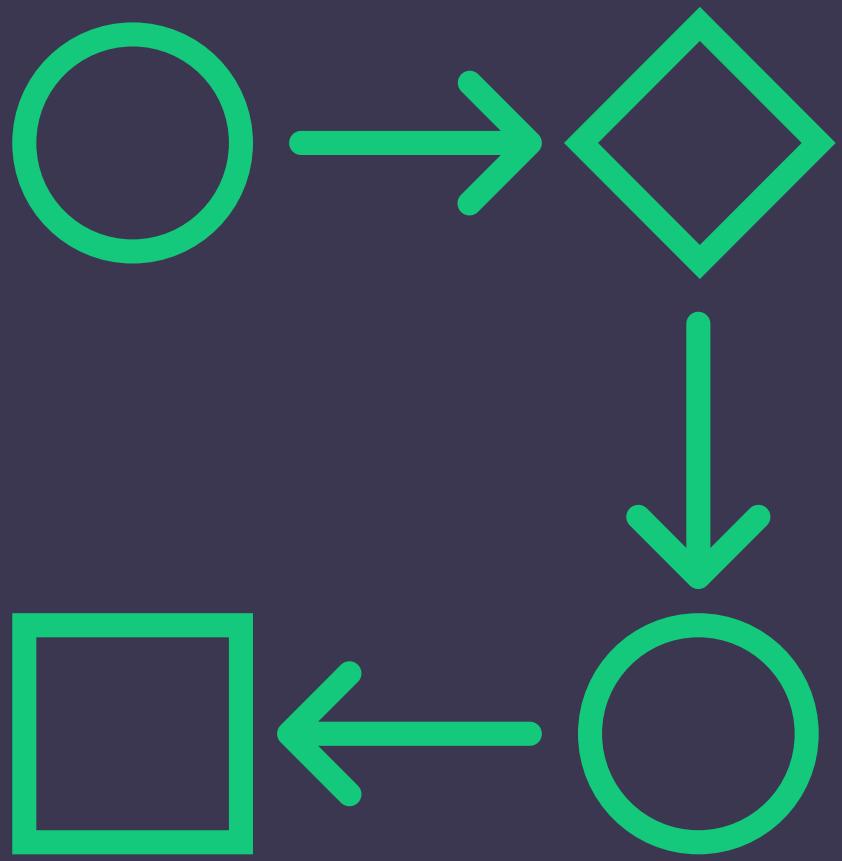
Changing workflows & processes



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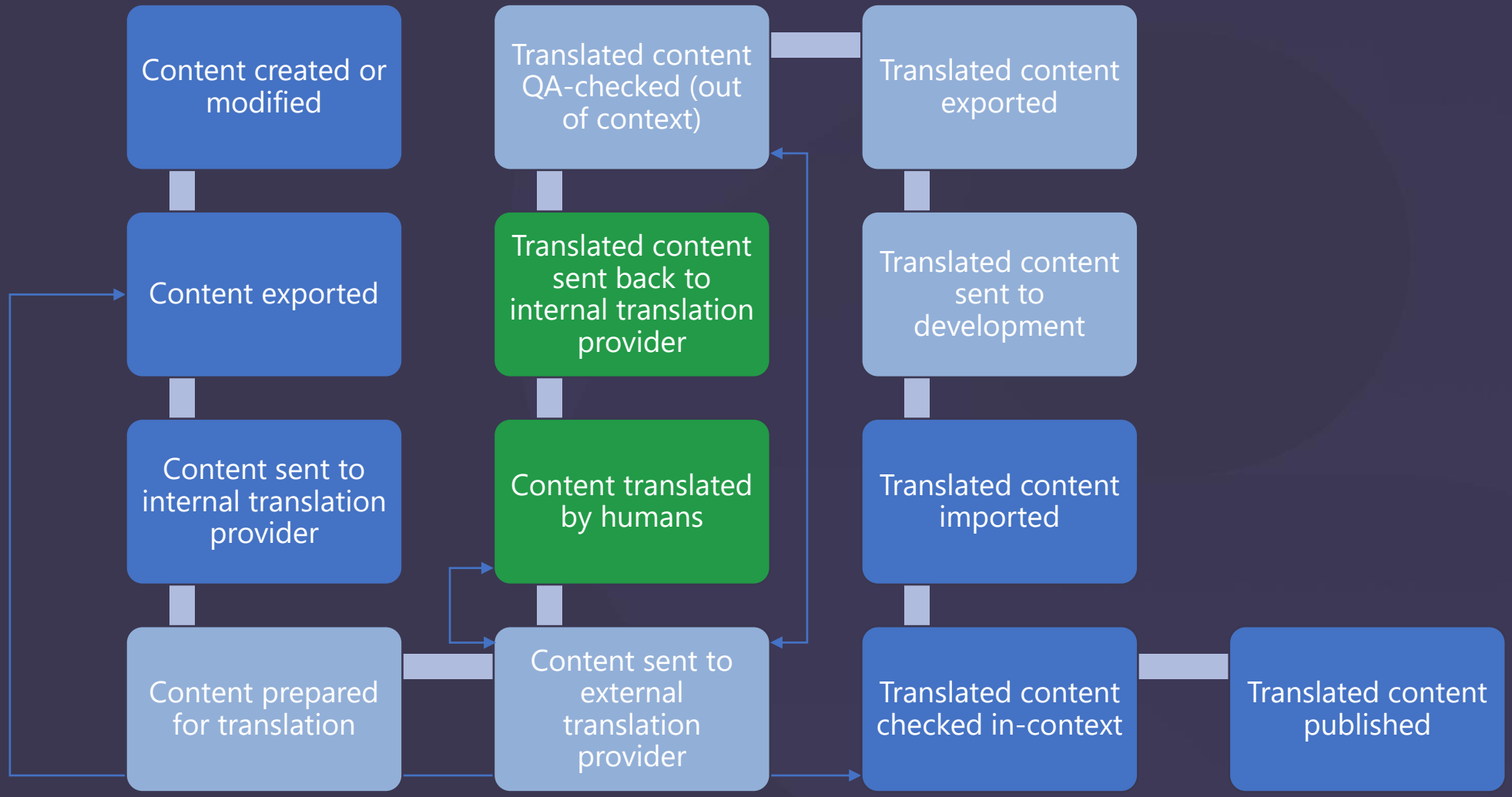
Changing workflows & processes



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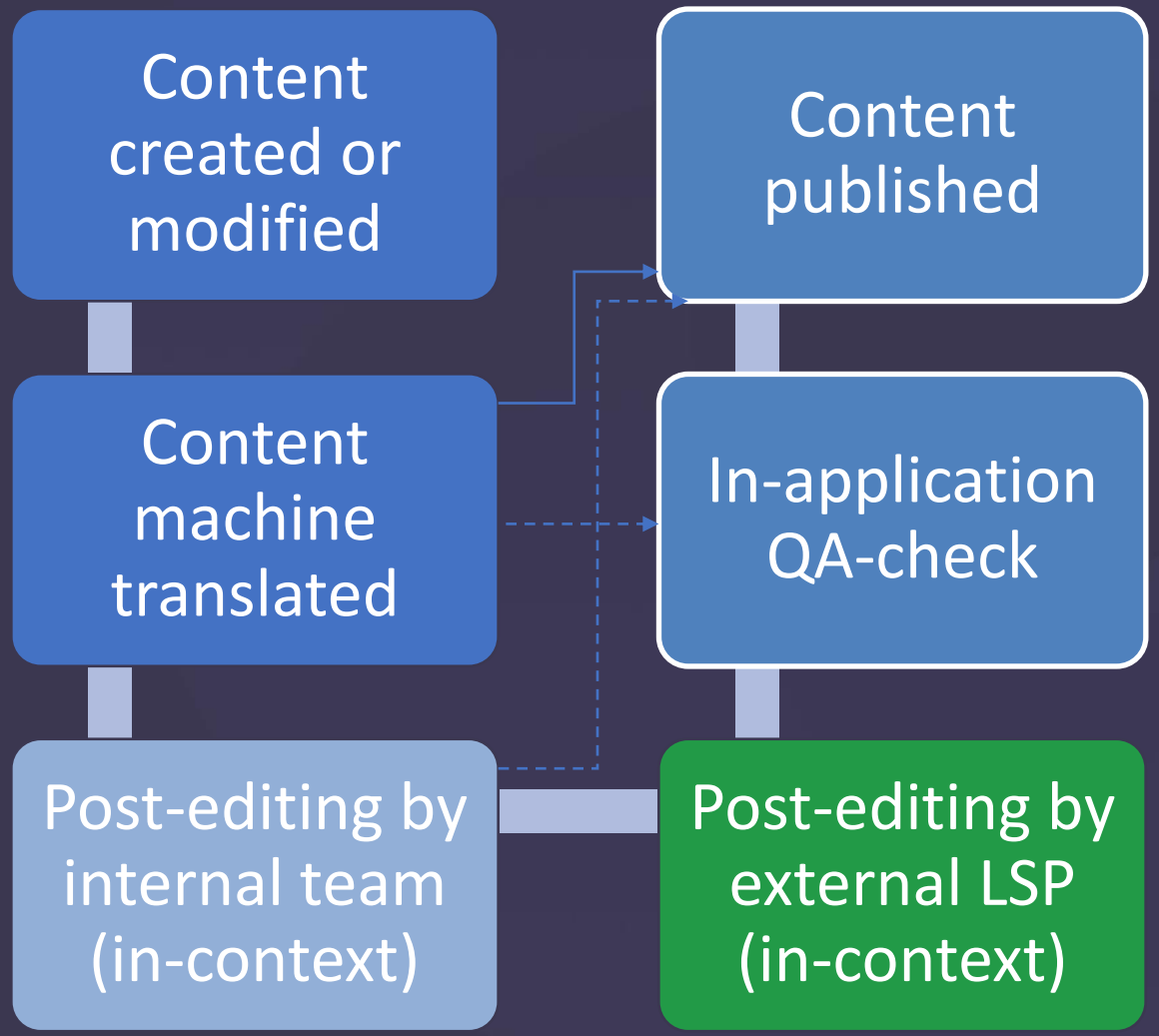
Changing workflows & processes



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Changing tasks & roles

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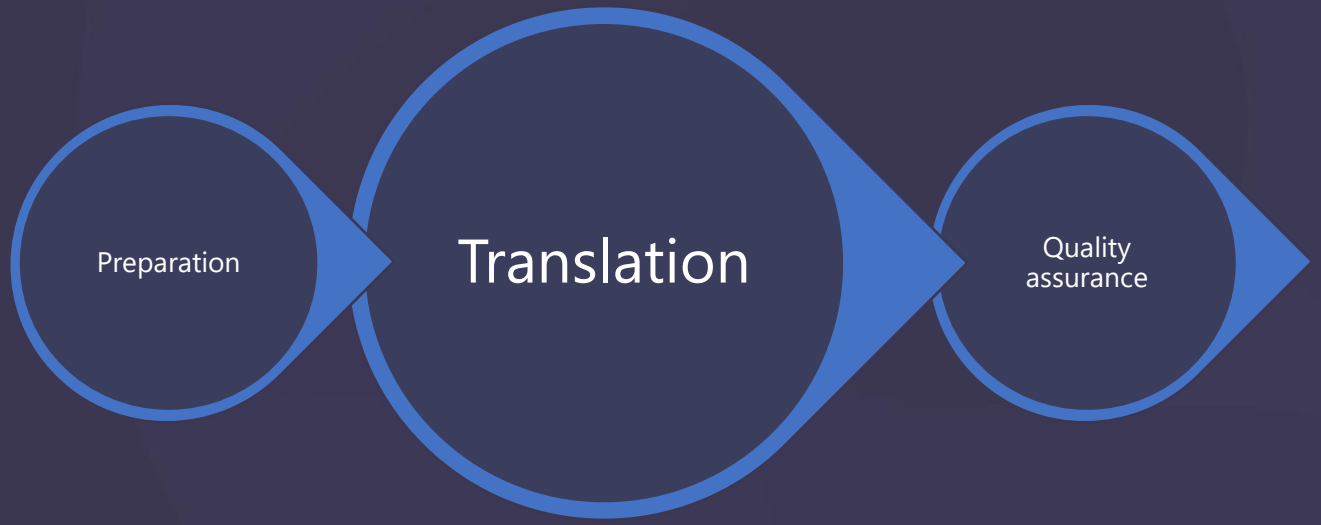
Changing tasks & roles



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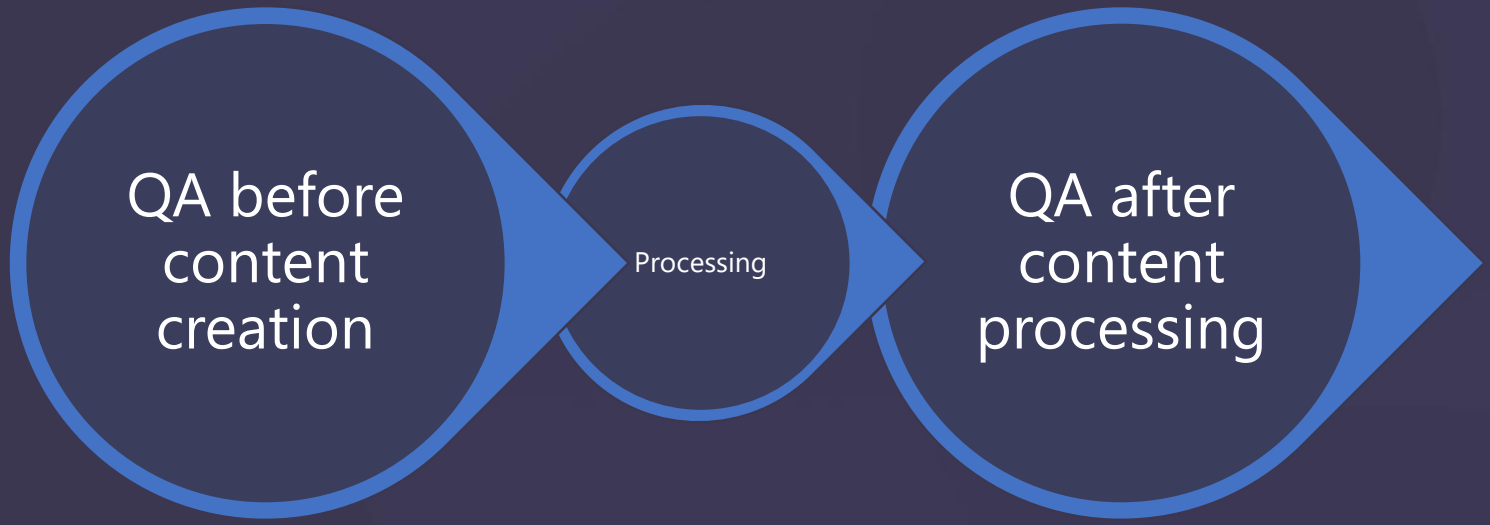
Changing tasks & roles



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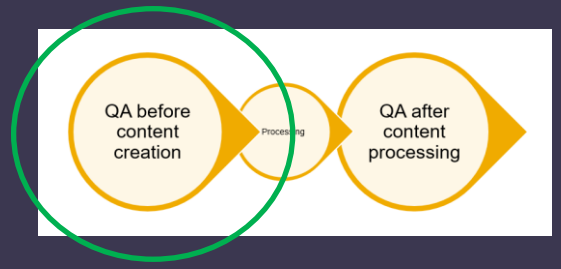
Changing tasks & roles

QA before content creation



- Terminology work
- Translation training data set maintenance
- Translation reference data set maintenance
- Data labelling
- Content qualification
- Metadata creation and maintenance
- MT quality evaluation
- Prompting, prompt testing

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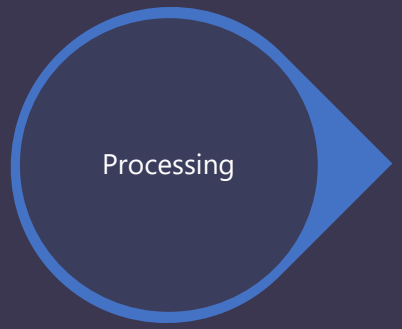
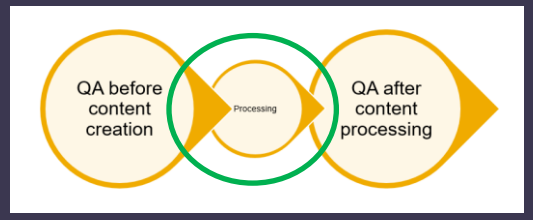
Changing tasks & roles



- QA on source
- QA on target (aka post-editing)



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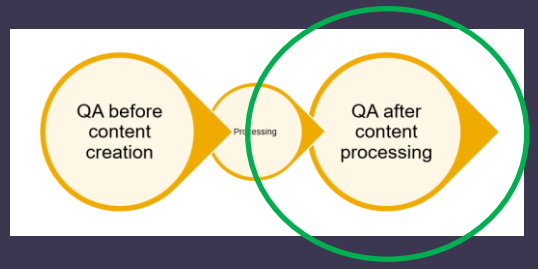
Changing tasks & roles

QA after content processing

- In-context review
- In-application testing
- + all the tasks from the preparation phase



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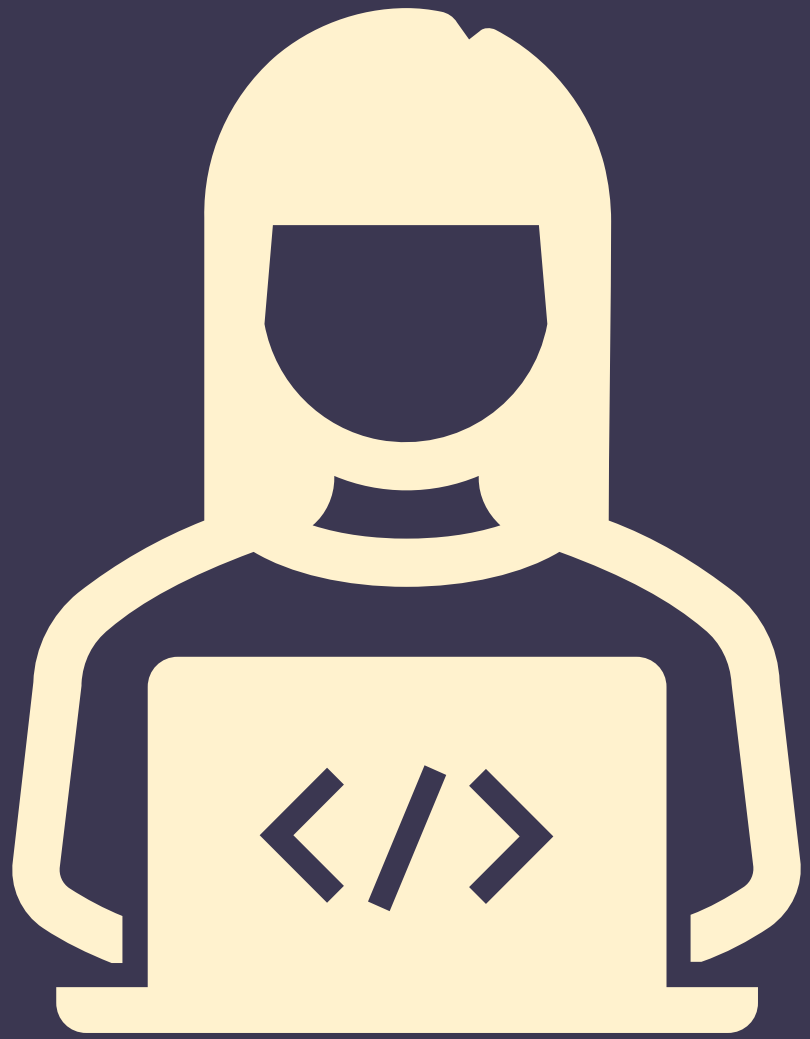
Changing tools



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Changing tools

- Focusing on content analysis and
- Focusing on segments manipulation
- Editor heavy
- In-context editing
- QA tools are only additions
- QA tools are the heroes
- Prompting tools

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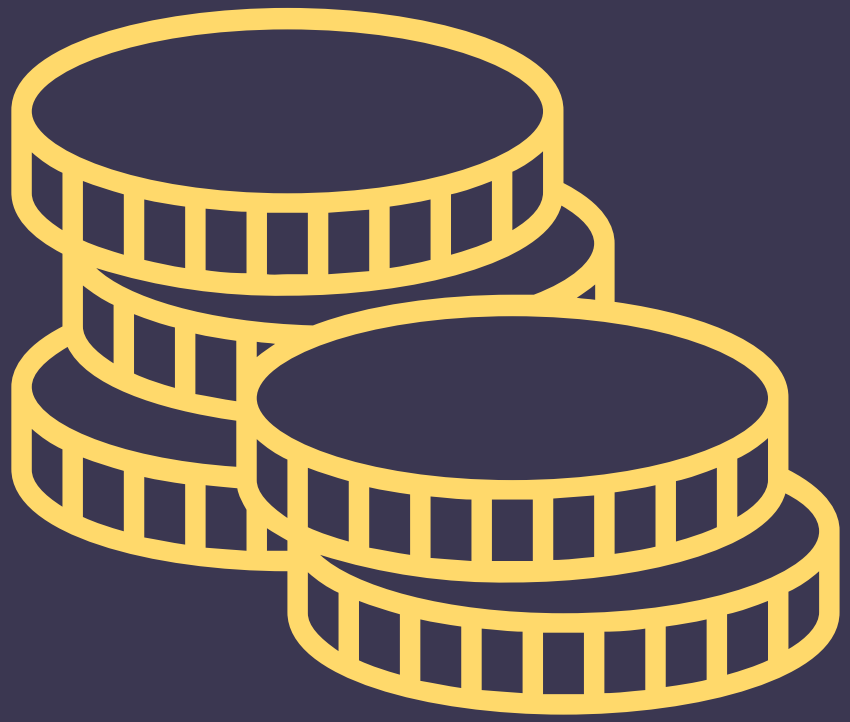
Changes in pricing



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Changes in pricing

- Volume-based pricing is obsolete
- Fuzzy-match and Edit Distance type calculations are obsolete
- Hourly-based, project-based, individual flat price models will come back

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Summary

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Real-life example

- Software UI translation
- 50 target languages
- 800k characters in total
- Domain: law enforcement
- Raw MT, in-context review
- 1 Project Manager/linguist, 1 prompt engineer

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Challenges (all about prompting)

- Abbreviations
- Keywords/terminology
- Context window
- Validation

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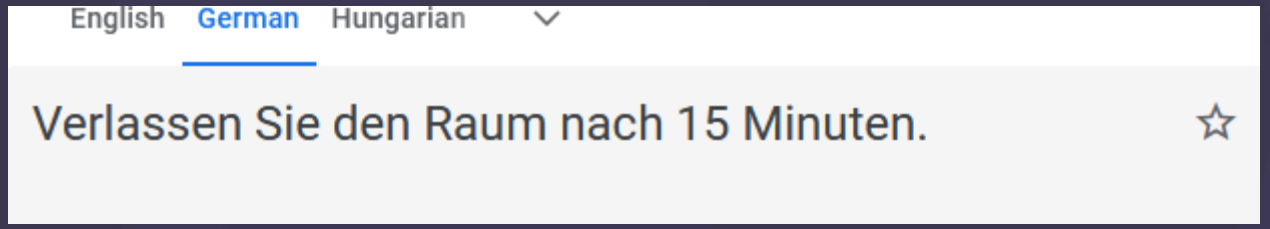
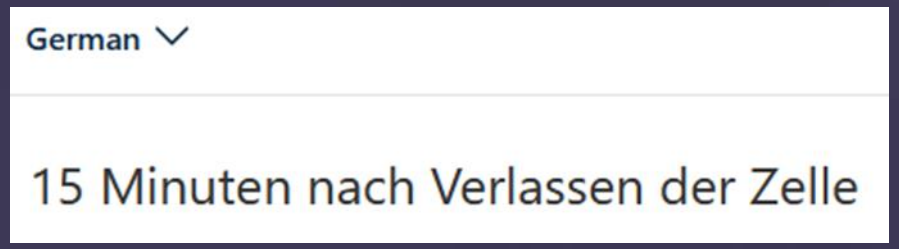
Challenges (all about prompting)

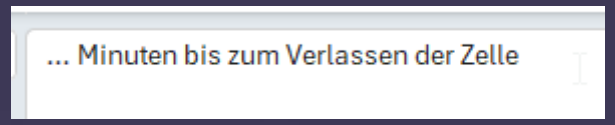
- Keyword/terminology



Generic MT 1



Generic MT 2



LLM with customized prompt

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Challenges (all about prompting)

- Keywords + Abbreviations

Hungarian	German
Jogerúsen elítélt - fogház	Verurteilt nach dem Gesetz - Gefängnis

Hungarian	German
Jogerúsen elítélt - börtön	Rechtskräftig verurteilt - Gefängnis

Hungarian	German
Jogerúsen elítélt - fegyház	Verurteilt nach dem Gesetz - Gefängnis

Jogerősen elítélt - Fogház	Convicted with final judgment - Detention Center
Jogerősen elítélt - Börtön	Convicted with final judgment - Prison
Jogerősen elítélt - Fegyház	Convicted with final judgment - Penitentiary
Jogerősen elítélt - Pbh. Fogház	Convicted with final judgment - detention replacing a fine
Jogerősen elítélt - Km. Fogház	Convicted with final judgment - detention replacing community service
Jogerősen elítélt - Fk. Fogház	Convicted with final judgment - Juvenile Detention Center
Jogerősen elítélt - Fk. Börtön	Convicted with final judgment - Juvenile Prison

Generic MT 1 or Uncustomized LLM

LLM with customized prompt

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Summary

- AI has reached already the level of human quality in translation
- Translation as a task / process step will disappear or at least shrink to a minimum
- The focus of the tools, process and roles will switch from translation to QA, data manipulation and prompt engineering

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Thank you!

Any questions?

gabor.bessenyei@globalese.ai

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