



Q2 2024: Did you know?

AI Benefits & Vulnerabilities for the Language Service Industry

For the language service industry, if used appropriately, Artificial Intelligence (AI) offers some benefits for language translation but it's important to note that it also comes with certain vulnerabilities. It is particularly important to assess the content to be translated when determining the best use of AI. If the content is more technical and/or there are safety implications, the accuracy of the translation is critical. Accuracy is also very important relative to the reputation of your company. Therefore, to mitigate risks, it is recommended to only rely on AI as a supporting tool and to utilize human interaction primarily. With that said, due to the importance of providing critical-accuracy translations, the approach GLTaC takes is to utilize AI for QA (Quality Assurance) support only, as all the translation work is done by native-speaking SME (Subject Matter Expert) linguists. GLTaC recognizes and carefully evaluates the benefits and vulnerabilities of AI to ensure the best use for the language industry as identified below.

Benefits of AI for Language Translation:

1. **Content and Accessibility:** The extensive content and availability of AI is helpful as a QA support tool.
2. **Speed:** AI systems typically provide quick response times.
3. **Cost-effectiveness:** For non-critical translation projects, AI systems can translate for less cost.
4. **Multilingual support:** For non-critical translation projects, AI may be helpful when limited bilingual resources are available.

Vulnerabilities and Challenges of AI for Language Translation:

1. **Accuracy:** While AI can perform well in general language translation, it may struggle in highly specialized domains (e.g., technical or scientific fields) where specific subject matter expertise is required.
2. **Bias and ethical concerns:** AI models can perpetuate biases present in their training data, potentially producing biased, offensive, or discriminatory translations.
3. **Contextual Understanding and Ambiguity:** AI may struggle with nuances, idioms, or cultural context in languages, leading to inaccuracies or inappropriate translations. Also, languages often have ambiguous words or phrases that require contextual understanding, which AI may misinterpret without proper context.
4. **Complexity of Languages:** Some languages are more complex syntactically or semantically, making accurate translation challenging for AI systems.
5. **Privacy and Security:** Using AI translation services may involve sharing sensitive information with third-party providers, raising concerns about data privacy and security.
6. **Quality Control:** Ensuring the accuracy and quality of AI-generated translations requires ongoing supervision and human oversight to correct errors and improve performance.
7. **Dependency and Reliability:** Over-reliance on AI translation without human verification can lead to errors going unnoticed, potentially causing misunderstandings, miscommunications, and even safety concerns.
8. **Updated Content:** AI models can become outdated. They need to be continually updated and retrained to maintain accuracy and adapt to language evolution, which can be resource-intensive and challenging.

In summary, while AI-driven language translation offers some benefits in terms of accessibility, efficiency, speed, and cost-effectiveness, it is crucial to acknowledge its numerous vulnerabilities related to accuracy, biases, contextual understanding, reliability, and privacy. Therefore, Human Translation (HT) is still essential to mitigate these vulnerabilities, ensuring more reliable and accurate translations for diverse linguistic needs.