

Expertise

Position yourself in your company as the go-to person for everything related to LLM

Adoption of LLM and chatGPT

There's already adoption and willingness to adopt LLM.

Communication

Tailor your localization language strategy to effectively communicate the "what, why, and how" to different stakeholders and meet their specific needs.

LocWorld49 the "Wild Wild West" of AI

Automated content generation

Now, it's possible to generate content in different languages simultaneously automatically.

Impact on localization professionals

Find a way to stay relevant

Post-editing

The key to preventing automated content generation from getting out of hand is to perform post-editing directly in the target language.

Ethics in AI localization

Language is one of the most human things, yet we keep talking about workflows without humans in the loop. That feels weird and ironic

Localization quality and different perspectives

Not everyone values the same quality parameters. The world is divided regarding localization quality, just as there is fast food and gourmet food in the culinary world

@yolocalizo

LocWorld49, the "Wild Wild West" of AI

46 THINGS I'VE READ/HEARD/OBSERVED WHILE BEING THERE

DATE: _____ 6-8 JUNE 2023 _____

PLACE: _____ - Beautiful Malmö - SWEDEN - _____

NOTES:



SUBJECT: Learning from the Past:
Planning for the Future

- THERE'S ALREADY ADOPTION AND WILLINGNESS TO ADOPT LLM.
- LESS DISCUSSION ABOUT WHETHER LLM OR CHATGPT SHOULD BE USED; THE IMPLEMENTATION PHASE HAS BEGUN.
- TECH LSPS HAVE STARTED IMPLEMENTING OPEN AI TO HELP CLIENTS AND FREELANCE TRANSLATORS. THIS COULD JEOPARDIZE THE MIDDLE LAYER OF THE LSP THAT SELLS VENDOR MANAGEMENT TO CLIENTS.
- THERE ARE THREE DISTINCT GROUPS IN THE LOCALIZATION INDUSTRY: HATERS OF LLM/CHATGPT AND SIMILAR TOOLS WHO PRIORITIZE QUALITY, ADOPTERS WHO ARE MORE CONCERNED WITH REDUCING TIME TO MARKET AND COST REDUCTION, AND PEOPLE WHO WANT TO ADOPT IT BUT ARE CONCERNED ABOUT THE ETHICAL USE OF LLM OR THEIR SECURITY.
- THE KEY TO PREVENTING AUTOMATED CONTENT GENERATION FROM GETTING OUT OF HAND IS TO PERFORM POST-EDITING DIRECTLY IN THE TARGET LANGUAGE.
- IT TEAMS COULD CONSIDER LLM AS PART OF THEIR TOOLBOX, JEOPARDIZING THE SURVIVAL OF LOCALIZATION TEAMS.

- ONE WAY TO STAY RELEVANT IS TO MOVE TO THE LEFT AND COMBINE YOUR SKILLS WITH AI SKILLS, WHICH MICROSOFT CALLS "COPILOT."
- IF WE OVERSIMPLIFY LOCALIZATION, IT'S ABOUT MANAGING KEYS IN REPOSITORIES THAT MUST BE UPDATED IN MULTIPLE LANGUAGES. IN SUCH ENVIRONMENTS, AN AUTOMATIC WORKFLOW WITH GPT+POST-EDITING IS KEY.
- TIMES ARE CHANGING, AND JUST LIKE NEWSPAPER KIOSKS OR TRAVEL AGENCIES, THE LOCALIZATION INDUSTRY WILL UNDERGO SIMILAR CHANGES.
- NOT EVERYONE VALUES THE SAME QUALITY PARAMETERS. THE WORLD IS DIVIDED REGARDING LOCALIZATION QUALITY, JUST AS THERE IS FAST FOOD AND GOURMET FOOD IN THE CULINARY WORLD.
- WE ARE STILL A FEW YEARS AWAY FROM FULLY AUTOMATED WORKFLOWS.
- LEARN HOW TO USE AI MODELS AND FACE REALITY WHILE THERE'S STILL TIME.
- THE INDUSTRY IS MOSTLY FOCUSED ON LOWERING COSTS AND REDUCING TURNAROUND TIMES. THIS CAN ALSO BE AN OPPORTUNITY TO INCREASE THE CONTENT SCOPE AND THE NUMBER OF LANGUAGES.
- IT'S SCARY, BUT OUR INDUSTRY IS DYNAMIC—IT ALWAYS HAS BEEN AND ALWAYS WILL BE.
- SOME LSPS ARE RAPIDLY MOVING TOWARDS USING AI IN THEIR SOLUTIONS AND WORKFLOWS, BUT THEIR TRANSLATORS ARE RELUCTANT TO ENTER THIS MODEL

- EVERY PROFESSIONAL IN THE LOCALIZATION INDUSTRY CHAIN MUST DECIDE WHAT IT WANTS AND NEEDS TO REPOSITION ITSELF. FOR EXAMPLE, TRANSLATORS MUST DECIDE IF THEY WANT TO BE "PREMIUM" AND WORK WITH "BOUTIQUE" VENDORS OR VENDORS WITH A MORE "FAST FOOD" MINDSET.
- NOT ALL LSPS HAVE TO OFFER THE SAME SERVICES, AND NOT ALL TRANSLATORS HAVE TO OFFER THE SAME SERVICES.
- IF WE ARE TRULY HONEST, WE WILL SEE THAT IN SOME LANGUAGES (E.G., FIGS), A HUMAN TRANSLATOR IS NOT ALWAYS SUPERIOR TO AN AUTOMATED TRANSLATION. WHEN WE FACTOR IN TIME, IT'S NOT CLEAR THAT HUMAN TRANSLATION IS ALWAYS THE BEST OPTION.
- IF TRANSLATORS OR LOCALIZATION TEAMS DON'T LIKE FEELING UNDERVALUED, WE NEED TO FIND WAYS TO CONTRIBUTE AND MAKE AN IMPACT.
- INSTEAD OF HAVING A VICTIM MENTALITY AND SEEING LOCALIZATION AS A COMMODITY, IT'S A GOOD IDEA TO THINK ABOUT WHERE WE CAN ADD REAL VALUE AND MAKE AN IMPACT.
- WHILE WE DEBATE THE QUALITY OF AI/AUTOMATION, IT GETS BETTER EVERY YEAR. THE GAP IS CLOSING RAPIDLY.
- NOT EVERY TYPE OF CONTENT OR CONSUMER REQUIRES EXCELLENT QUALITY. SOME CONTENT NEEDS TO BE EMPATHETIC, SOME ARE FOR STRATEGIC MARKETING, AND OTHERS ARE SIMPLY MEANT TO BE INFORMATIVE. NOT ALL TRANSLATIONS ARE A WORK OF ART. SOMETIMES A CLIENT JUST NEEDS BASIC STUFF.

- LSPS ARE INTERMEDIARIES BETWEEN CLIENTS AND TRANSLATORS. BUT NOW, TECHNOLOGY CAN CHALLENGE THE STATUS QUO OF SUCH LSPS BY DIRECTLY CONNECTING LINGUISTS WITH CLIENTS.
- THERE WILL BE MANY CASES WHERE LINGUISTIC ROLES MAY NO LONGER HAVE A PLACE IN LSPS, AS LSPS MIGHT START HIRING OTHER TYPES OF PROFILES.
- POST-EDITING IS THE KEY TO QUALITY IN ANY AI WORKFLOW YOU WANT TO IMPLEMENT.
- LOCALIZATION TEAMS CURRENTLY HAVE A UNIQUE OPPORTUNITY TO POSITION THEMSELVES AS LLM EXPERTS. THE TIME IS NOW.
- THE INDUSTRY IS STARTING TO EVOLVE, AND JOB OFFERS LIKE AI CONTENT EDITOR OR AI LOCALIZATION CONTENT EDITOR ARE EMERGING.
- THERE'S MUCH INTEREST IN CREATING MULTILINGUAL CONTENT DIRECTLY FROM THE SOURCE WITHOUT INVOLVING A LOCALIZATION TEAM.
- QUALITY IS STILL IMPORTANT, AND IT'S NOT A ZERO-SUM GAME. BETTER QUALITY DRIVES A BETTER EXPERIENCE, WHICH LEADS TO GOOD METRICS SUCH AS ENGAGEMENT OR CONVERSION.
- THERE ARE CONCERNS ABOUT THE ETHICAL USE OF AI, BUT SO FAR, THAT HASN'T BEEN A BARRIER FOR COMPANIES TRYING TO USE IT.
- AI IS JUST A TOOL, AND LIKE EVERY TOOL, IT'S IMPORTANT TO UNDERSTAND WHAT YOU WILL GET OUT OF IT. WHEN I USE A SCREWDRIVER, IT'S CLEAR WHAT I GET COMPARED TO WHEN I USE A HAMMER.
- WE CAN DEVIATE FROM THE SOURCE TEXT LOCALIZATION, ESPECIALLY IN MARKETING CONTENT.

- THE LOCALIZATION INDUSTRY COULD DISSOLVE IN A DECADE AND BECOME EMBEDDED IN OTHER INDUSTRIES.
- NOWADAYS, YOU CAN AUTOMATE LQE (LANGUAGE QUALITY EVALUATION) BY USING LLM.
- TRANSLATORS NEED TO ACQUIRE SKILLS IN MACHINE TRANSLATION (MT) AND GENERATIVE AI.
- HUMANS ARE STILL PART OF THE INDUSTRY, BUT THE ROLE OF LANGUAGE EXPERTS IS SLOWLY SHIFTING EARLIER IN THE LOCALIZATION CHAIN.
- VENDOR MANAGEMENT IS OFTEN UNDERESTIMATED. IT'S IMPORTANT TO BE RESPECTFUL AND EFFECTIVELY COMMUNICATE WITH YOUR VENDORS.
- INSTEAD OF DISCUSSING "HUMANS IN THE LOOP," WHY DON'T WE TALK ABOUT "MACHINES IN THE LOOP" WITH EVERYTHING ORCHESTRATED BY HUMANS?
- LANGUAGE IS ONE OF THE MOST HUMAN THINGS, YET WE KEEP TALKING ABOUT WORKFLOWS WITHOUT HUMANS IN THE LOOP. THAT FEELS WEIRD AND IRONIC.
- INSTEAD OF BLINDLY EMBRACING AI, WE SHOULD DISCUSS THE ETHICAL IMPLICATIONS.
- THE CURRENT MOMENT INVITES US TO REVIEW ALL INTERNAL PROCESSES WHEN LOCALIZING CONTENT, FROM THE BEGINNING STAGES OF CONCEPTUALIZATION TO THE FINAL SUPPORT PHASE, AND SEEK IMPROVEMENT IN ALL TOUCHPOINTS SHARED BY SOFTWARE DEVELOPMENT AND LOCALIZATION ACTIVITIES.
- IT'S IMPORTANT TO HAVE METRICS TO SHOW YOUR CLIENTS AND ELEVATE THE VISIBILITY OF YOUR LOCALIZATION WORK.

- EMBRACE QUALITY ESTIMATION WITH AUTOMATION TO ASSESS THE QUALITY OF MACHINE TRANSLATION WITHOUT THE NEED FOR HUMAN REVIEW.
- WHEN TALKING TO OUR STAKEHOLDERS, LET'S NOT DISCUSS BEST PRACTICES BUT RATHER FOCUS ON REQUIREMENTS. THIS APPROACH IS PARTICULARLY USEFUL WHEN COMMUNICATING WITH DEVELOPERS AND DISCUSSING INTERNATIONALIZATION TASKS.
- IT IS IMPORTANT TO SPEAK THE LANGUAGE OF YOUR STAKEHOLDERS. ENSURE THAT THE WHAT, WHY, AND HOW IS CLEARLY DIFFERENTIATED WHEN SPEAKING TO A DEVELOPER, A PRODUCT OWNER, OR SOMEONE FROM THE C-SUITE. DIFFERENT STAKEHOLDERS REQUIRE YOU TO CUSTOMIZE YOUR LOCALIZATION LANGUAGE STRATEGY SO THAT THEY UNDERSTAND THE "WHAT'S IN IT FOR ME" ASPECT.
- NOWADAYS, IT'S POSSIBLE TO GENERATE CONTENT IN DIFFERENT LANGUAGES SIMULTANEOUSLY AUTOMATICALLY.