

Crowdsourced translation and machine translation and their implications in the digital age: A case study of Flitto

Ji-min Lee
Keimyung University
ke9836@hanmail.net

ABSTRACT

In the digital era, Internet users are actively participating in translation using online platforms and machine translation. Now, crowdsourced translation platforms are in active operation, affecting the overall translation landscape. This case study explores how one of the biggest crowdsourced translation platforms in the world, Flitto, uses general and professional translators, develops translation memories, and uses machine translation. It analyzes Flitto's services and track record and derives implications for general users and professional translators in the digital era: imposition of literal translation, active use of MT and continued development of MT, decline in translation rates, and unclear intellectual property rights clauses. In conclusion, this study offers several suggestions with focus on the jobs of professional translators and translation researchers, specifically with regard to education of the general public on good translation, development of professional translation databases, using MT and TM in ways that raise translation productivity, development of efficient and effective post-editing strategies, and requesting clarification of intellectual property rights to translation work and educating the public about the rights.

KEYWORDS

Crowdsourced translation, translation memories, machine translation, Internet, intellectual property rights, translation platform
클라우드소싱 번역, 번역 메모리, 기계번역, 인터넷, 지적재산권, 번역플랫폼

1. Introduction

The advancement of technology has brought about many changes in society, and one good example is the change in the behavior of Internet users or netizens¹⁾. The Internet has turned its users from mere information consumers into “prosumers” (producers + consumers) (Toffler 1980) who perform “produsage” (production + usage) (Bruns 2008). Such change is also apparent in translation. The public gathers in cyber communities to share information and spread ideas across national borders, and in that process, they engage in translation of various sources including texts, videos, and even images. They use collective intelligence to get the job done more quickly and effectively. Good examples are the TED Open Translation Project and Wikipedia, which are non-profit projects, and, Viki, which is a global commercial video translation platform. Internet users are increasingly using Machine Translation (MT) tools such as Google Translate and Naver Papago, which are rapidly being developed.

Recognizing the huge potential of online collective intelligence and MT, a business in 2012 launched “Flitto”, a crowdsourced translation platform, and attracted a whopping 2.7 million members within just five months of opening. It has rapidly grown since and now boasts over 6.5 million general users and over 3,000 professional translators from more than 200 countries (Si 2017). It currently processes over 70,000 translation requests every day (Si 2017). It offers general users as well as professional translators opportunities to translate for money and view texts in various forms such as written text, voice, and images. Flitto is now offering machine translation and is building

1) Netizen means net + citizen, coined by Hauben in 1997. A netizen refers to a person who uses the internet and devotes time and effort into making the net a better place (Hauben 1997). The terms “Internet users” and “netizens” will be used interchangeably in this paper.

translation Big Data and selling them to large corporate customers such as Google, Microsoft, and government organizations in various countries which are developing MT systems. Flitto started as a small, start-up platform which used to offer only crowdsourced translation of written texts, and it has dramatically expanded into voice and image translation. Furthermore, it is now offering professional translation and even translation Big Data and MT. Flitto deserves attention of the translation academia because it well reflects the rapidly changing digital world where the collective intelligence of the general public and professional translators is used for creative wisdom, and it covers different forms of digital media while combining the outcomes produced by human beings with technologies such as translation memories and MT.

This paper aims to explore how this rapidly growing crowdsourced translation platform is using the collective intelligence of netizens, MT, and professional translators and what implications it has for society including the general public and professional translators and offer suggestions.

2. Background

2.1. Emergence of crowdsourced translation

The arrival of the Internet, especially Web 2.0, and improvement in education have changed "who" translates "what" and "how". In the past, relatively few people were fluent in multiple languages, so translation was done mostly by professional translators. Now, in contrast, many people can understand at least one foreign language in addition to their mother tongue, so they translate themselves whatever materials they are interested in. In addition, the Internet

has enabled a wide range of contents to be offered in many electronic forms—video, hypertext, images, etc—and people are creating online communities, gathering there and translating materials together. For example, Western netizens who want to share manga from Japan started translating them together in cyber communities. On the TED Open Translation Project, Internet users from all over the world gather in cyber space to translate TED talks in a collaborative manner.

A number of terms are used for such translation, depending on which attribute is emphasized: amateur translation, non-professional translation, user-generated translation, or netizens’ translation when the agent is considered most important; volunteer translation or community translation when community value is emphasized; and collaborative translation or crowdsourced translation when collaborative interactions among participants are highlighted (Cronin 2010; Fernandez Costales 2012; Garcia 2010; Lee, Ji-min 2014; O’Hagan 2009; Perez Gonzalez 2006; Perrino 2009 and Pym 2011). See Table 1 below.

Table 1. Terms of translation by Internet users²⁾

Focus	Agent	Inter-participant interaction	Community value
Terms	Amateur translation, Non-professional translation, User-generated translation, Netizens’ translation	Collaborative translation, Crowdsourced translation	Community translation, Volunteer translation

This paper will use “crowdsourced translation” to refer to the online translation done on Flitto since this term best fits the features of the translations on Flitto that will be discussed herein. Howe (2006) defines crowdsourcing as follows:

²⁾ The table is based on the classification by Lee, Ji-min (2014).

Simply defined, crowdsourcing represents the act of a company or institution taking a function once performed by employees and outsourcing it to an undefined (and generally large) network of people in the form of an open call. This can take the form of peer-production (when the job is performed collaboratively), but is also often undertaken by sole individuals. (Howe 2006).

While serving as a platform where individuals voluntarily and collectively translate materials, Flitto is also a commercial entity which receives clients' translation orders and outsources them to "un defined large network of people" or "individual" professional translators.

Systematic platforms including Wiki software that allow users to create and collaboratively edit pages or entries on a web browser and Amara, a free crowdsourced subtitling platform, are now available, so netizens can more actively and systematically collaborate for translation. Flitto also offers a crowdsourcing platform.

Crowdsourcing is based on the belief "Given the right set of circumstances, the crowd will almost always outperform any number of employees" (Howe 2008: 10). There are four primary types of crowdsourcing - 1) crowd wisdom, 2) crowd creation, 3) crowd voting, and 4) crowd funding (Howe 2008). Crowd wisdom, crowd creation, and crowd voting are relevant to the crowdsourced translation dealt with in this paper. Crowd wisdom refers to utilizing many people's knowledge to solve problems. Crowd wisdom involves public participation in predicting a certain trend, developing an idea for a product, or brainstorming. On Flitto, multiple translators gather and try to produce translation of better quality than the previous translator.

Crowd creation is where a company or an entity uses the creative energy of the public (176). One good example is Linux - an open operating system source code created and corrected by the public.

Many translation communities including Wikipedia and the TED Open Translation Project fall under this category. Flitto splits up clients' orders and has multiple netizens collectively translate them.

And crowd voting “uses the community’s judgment to organize vast quantities of information” (281). The Internet offers a variety of mechanisms for voting on things: rating newspaper articles, music, or books as at amazon.com or computer algorithms that assess popularity based on the number of page views. According to Howe (2008), American Idol’s voting system is the largest example of crowd voting. Naver’s 지식iN and Flitto also employ crowd voting. In Naver 지식iN, when netizens answer certain questions, other netizens evaluate the answers by choosing among five emoticons, with each emoticon representing “I like this answer”, “This is informative”, “This is fun”, “I disagree”, “I suspect this is spam”, which are designed to help the person who posed the question make a better decision. Flitto also uses a similar system. Once multiple netizens post their translations, people are encouraged to click “Like” on the translation they think is better to aid the requester’s decision-making.

Incentivising participants is an important factor in keeping the crowd motivated. Howe said “people need to be rewarded for their efforts, even if the money in question is just a token amount.” (Howe 2008: 282-283). Levy (2002: 38-43) and Leadbeater (2009: 113-130) also emphasize the significance of respecting or acknowledging the value of others’ contributions. Lee (2013) studied crowdsourced translation communities available in Korea and confirmed that robust translation communities such as the TED Open Translation Project and Viki have a mechanism to recognize and reward translators for their contributions. For example, both TED and Viki acknowledge the translators by displaying their names next to the subtitled videos, and Viki, in particular, offers material rewards such as a special Viki pass, which allows the translators to view videos that are only open to a

limited number of viewers or to watch videos without advertisements.

2.2. Development of computer aided translation technology

Computer Aided Translation (CAT) refers to computer software used by human translators during the translation process. It is a broad term and is often used to indicate not only technologies but also specific tools that support human translators in their work, including terminology management technology, translation memories (TM), machine translation (MT), spelling and grammar checkers, electronic dictionaries, and indexing and concordance tools (GALA 2017)³).

Among other things, TM systems store previously translated source content and the equivalent target content in a database for later retrieval during the translation of new content. TM systems afford the greatest benefit when content reuse is high. (Doherty 2016: 953; GALA 2017)

Machine Translation (MT) means fully automated tools that translate content into target languages without human intervention. MT began in the 1950's with Rule-based Machine Translation (RMT). Bilingual dictionaries and numerous linguistic rules including grammar and syntax are entered into the computer for each language pair (Lange 2017). Statistical Machine Translation (SMT) uses statistical translation models, performing pattern-matching against a vast volume of reference texts or translation memories to find translations that are statistically most likely to be suitable. SMT provides good quality results when large and qualified corpora are available. MT is often coupled with human "post-editing" of content for greater accuracy (GALA 2017).

Neural Machine Translation (NMT) is relatively new. It was first explored in late 2014 (Lionbridge 2017). While NMT trains on

3) <https://www.gala-global.org/language-industry/language-technology>

translation memories as SMT does, it uses deep learning to build an artificial neural network. Neural networks were first used in image and speech recognition programs. NMT is capable of learning linguistic rules on its own from statistical models. NMT is more effective than SMT.

Currently available NMT systems are Google Translate, Microsoft Translator, Systran Pure Neural Machine Translation, and Naver Papago. Baidu, Facebook, and Amazon have announced plans to develop NMT as well, and Flitto offers MT using Systran's NMT system.

The sheer volume of data is very important for building effective MT systems. Effective Big Data should follow the 5Vs model of volume, variety, velocity, veracity, and value (Ishwarappa & Anuradha 2015: 320). Volume refers to the scale of data, and variety is about different forms of data. Data come in unstructured, semi-structured, and structured formats, for instance, social media, texts, music, video files, or financial records. Dealing with a variety of structured and unstructured data greatly increases the complexity of both storing and analyzing Big Data (321).

Velocity refers to the speed of processing and analyzing data or performing data transactions. And veracity means the trustworthiness of the data. The data accuracy of analysis depends on the veracity of the source data (321). Lastly, value is the valuable insights gained from the data and is the most important aspect of Big Data (321).

3. Features of Flitto

Flitto started as a pure crowdsourced translation platform. The company opened its platform to the public as the "Collective Intelligence Translation Platform" to translate primarily social network

messages posted by Internet users.

It then expanded to other arenas such as professional translation service and even to machine translation data collection and sales. It is now calling itself an “Integrated Translation Platform”.

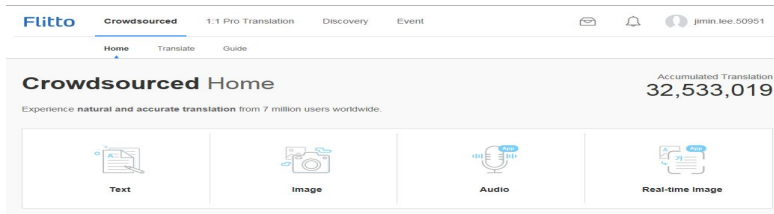
Flitto basically has four sections: Crowdsourced Translation, 1:1 Professional Translation, Discovery, and Event. The Crowdsourced Translation section is where netizens post their translation requests and place rewards (“points”) and translators post their translations. The 1:1 Professional Translation section is where qualified translators are requested to do translation. Discovery is a section where netizens read and translate social network messages for free. Event is a section where Flitto offers special promotions from time to time. Flitto is currently offering relatively generous rewards (or “points” to be later explained) to translators for translating sentences to be fed to its database to be sold to its customers.

While other crowdsourced translation websites such as TED, Wikipedia, and Google Translation Community do not offer monetary compensation to the translators, Flitto pays its translators what is called “points”, and each point is equivalent to one unit of Korean currency: the won. There are no explicit guidelines as to how many points should be offered for the number of letters translated. The translation requesters decide the value of their orders depending on the difficulty and/or urgency of the work. The following explains the sections of Crowdsourced Translation and 1:1 Professional Translation and how the database for sale for them is being built.

3.1. Crowdsourced translation

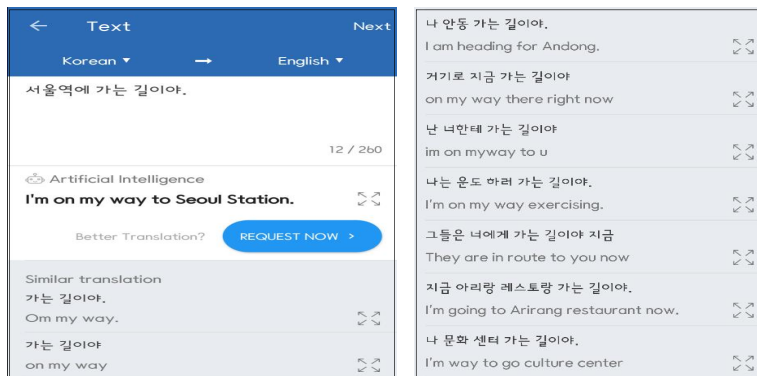
Figure 1 below is where the translation requester places an order or views completed translations. Here, users can request translation of a text, image, voice, or scanned/photographed image.

Figure 1. Crowdsourced translation homepage



On the phone application, when the user posts the text he/she wants translated, machine translation results first appear, as shown in Figure 2 below, under the rubric “Artificial Intelligence” followed by human translations available in Flitto’s database (TM) under the rubric “Similar translation”.

Figure 2. Translation request and results – MT and TM



By going through the crowd creation or the collection of netizens’ translations, the user can determine which is the most proper translation. However, as you can see above, there is variation in the quality of the translations. If the user is not satisfied with the results, then he/she can make a request for crowdsourced translation by pressing the “REQUEST NOW” button.

Figure 3 below shows a translation request and corresponding translations by netizens.

Figure 3. Crowdsourced translation



Two translators - pinkpanther88 and nba0430 - each posted a translation, and the requester has chosen the first translator's work as the checked blue box indicates, which means that the 200 points offered by the requester (see the red box) have been given to the first translator.

On the translators' end, a short message is sent to appropriate language translators notifying them that there is a new request. Then, they decide whether to accept the request or not. Once they post their translations, they wait until the requester makes a choice. The request-to-translation lead time is very short. As you can see in the figure above, the request was posted "three hours ago" and translation was also done "three hours ago", indicating that people responded immediately. The CEO of Flitto, Jeong-soo Lee, says that it usually takes less than 10 seconds for translators to answer the request (Gangseo TV 2015).

3.2. Building translation Big Data

The CEO of Flitto said that his ultimate goal is to build language pair Big Data and sell them to MT system developers (Lee, Jeong-soo 2014). In addition to the fees they earn from crowdsourced translations, the sales of such Big Data are now Flitto's main revenue source.

He argues that the data collected and generated through Flitto meet the four conditions of effective Big Data: volume, variety, velocity, and value. Flitto possesses a great volume of data of over 80 million sets (Oh 2017), covers a variety of media - text messages, images and voices, is rapidly creating data, with each translation done in less than one minute, and delivers value to the users including fun and tearing down of language barriers (Lee, Jeong-soo 2014). However, he did not mention "veracity", or trustworthy of the data because Flitto only depended on the general public for translation at that time.

The volume of data has grown dramatically since 2014, when he said they had accumulated 300,000 sets of data. Flitto started its data-selling business with this gigantic amount of data. It signed a contract with the Electronics and Telecommunication Research Institute (hereinafter to be referred to as "ETRI") in Korea in 2016 to provide multilingual text and voice translations. According to the contract, Flitto is responsible for making its members translate the texts given by ETRI, checking the quality of the outcomes using its quality assurance (QA) managers, creating a multilingual corpora, and giving them to ETRI which is currently developing a machine translator/interpreter (Lim 2016). One thing noticeable here is that Flitto is hiring QA managers to ensure the quality of translations generated by its users.

Flitto is also selling Japanese and Chinese data sets to Baidu to

help China's largest portal company upgrade its MT system. Microsoft, NTT Docomo, Systran, Naver, entertainment companies, and e-commerce companies are also major customers of Flitto (Oh 2017). All of this has been possible thanks to its enormous crowdsourced pool of volunteer translators.

3.3. 1:1 professional translation

In order for a user to register as a professional translator, he/she must have one of the following: a translation-related degree, at least two years' professional translation experience, or at least five years' overseas experience. The translator also has to take a test of translating an about 350-word text. Once passing the test, he/she can serve as a professional translator on Flitto.

Flitto serves as a translation marketplace where requesters can view available professional translators' rates, translation history, and qualification data and select a translator and perform transactions. See Figure 4 below.

Figure 4. 1:1 professional translation

The screenshot shows the 'Select Translator' interface on Flitto. At the top, there are tabs for 'Select Translator' and 'Favorite'. Below the tabs, there's a 'Selected (0)' indicator and buttons for 'Reset' and 'Finish'. A 'Specialty' dropdown menu is visible. The main area is divided into two columns. The left column lists several translators with their profiles, including 'barista_rules', 'shjeong1107', 'ketrans', 'kjm71717', and 'jaehyuckshin'. Each entry shows their translation history and rate. The right column provides a detailed view for the selected translator, 'barista_rules'. This view includes their profile picture, overall review (4.8/5), translation history (Translate 18, Translating 0), and rate (\$0.014 / word). There is a 'Select' button. Below this, there are sections for 'Introduction' (in Korean), 'Language Pair' (English to Korean), and 'Qualification'.

Note. Underlining done by the researcher.

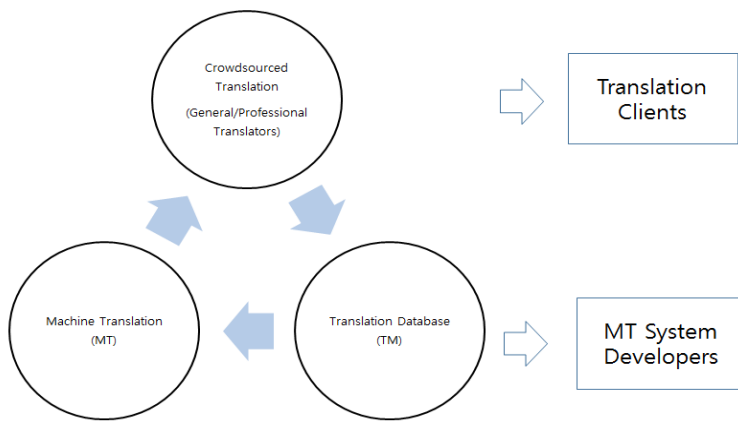
Users can view the overall evaluation results, translation history, and rates of individual translators. (See the red underlined part in Figure 4.) One thing noticeable is that the rates are extremely low. The range is USD 0.007 to 0.28 per letter for Korean-into-English translators. The CEO of Flitto boasts that they provide professional translation service at 1/10 the market rates.

Flitto's professional translation service is not limited to general consumers. Flitto is now engaging in B2B, serving as a localization function or as a Language Service Provider (LSP). It entered into an agreement with LG SMARTWorld, or LG's global promotional website, to provide translations of its policy, benefits, promotion contents in 50 languages (Lee, Y. 2017). It is also providing professional translation services to start-up companies in China (Lee, K. 2017).

Flitto is actively taking advantage of crowdsourcing even for professional translation. Upon receiving a translation request, Flitto splits up the text into sentences and sends each sentence to a single translator. Translations return within 10 seconds. Once Flitto collects the translation results, the QA manager checks the quality and sends the full translation to the client. For the text of four to five A4 sheets in length (on a 13 fonts basis), the whole process takes about seven minutes (Lee, Jeong-soo 2014). Flitto states that they offer translations for 1/10 of the market rates with a total lead time of less than 10 minutes per A4 sheet (Gangseo TV 2015).

To summarize, Flitto offers crowdsourced translation by general netizens as well as professional translators to individual or business clients. The crowdsourced translation results are stored as TM in its database, and Flitto sells the database to MT system developers. Simultaneously, Flitto displays the TM for the users to view. This helps users with their translations. See Figure 5 below.

Figure 5. Flitto's business cycle:
human translators, TM & MT



The more users perform translations, the bigger Flitto's TM becomes. And the bigger the TM becomes, the more money Flitto can make from selling the TM to businesses while the more accurate MT Flitto can offer to its users. Active, motivated participation of the crowd is now creating a closed loop of sustainable business.

4. Implications – problems

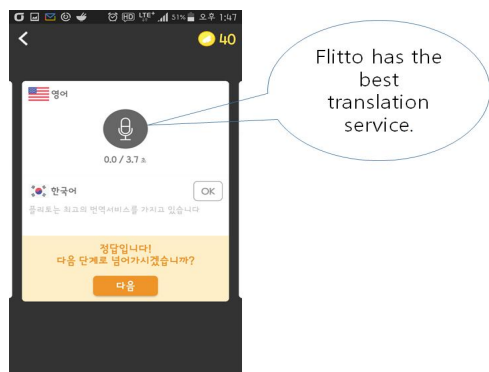
The study of Flitto's features identified the following problems:

4.1. Misleading translation standard imposed on netizens

Those who want to translate on Flitto have to take a short test to become registered as translators. The test involves translation of written words, sentences, and voice in both language directions. Figure 6 below is a part of the test that anyone who wants to translate on Flitto must undergo. The voice says "Flitto has the best

translation service.” The researcher first entered natural translation, “플리토는 최고의 번역 서비스를 제공합니다” (Flitto offers the best translation service) because a literal translation where an inanimate subject possessing something sounds very awkward in Korean, but the researcher failed. The researcher passed after entering “플리토는 최고의 번역서비스를 가지고 있습니다” (Flitto has the best translation service) which is literal translation of the source sentence but sounds awkward in Korean.

Figure 6. Flitto's translator qualification test



This may mislead the users about as to what constitutes good translation, making them believe that there is a single correct way to translate a particular passage and that only literal translation is correct.

Large translation platforms such as TED offer translation guidelines. Flitto did not offer a specific translation style guide in the past, but with the introduction of MT service, it started to offer translation rules. The following Figure 7 is the translation guidelines provided by Flitto.

Figure 7. Flitto's translation style guide

주요사항	Tips
<p>※문장 끝에 반드시 적절한 마침표나 문장부호를 입력해주세요!※</p> <p>※원문에 없는 문장부호, 괄호, 슬래시 사용을 절대 금합니다.※</p> <p>1. 원문의 단어가 추가되거나 누락되지 않도록 합니다. - 원문에 없는 단어를 추가하여 번역 금지. - 원문에 있는 단어를 누락하여 번역 금지. - 화체, 도량형 등을 임의로 로컬라이즈 금지 (무조건 원문을 따름). 예) \$20의 경우 20불로 표기.</p> <p>2. 문장 기호 (특히 물음표, 느낌표) 마침표를 임의로 변경하지 마시기 바랍니다. - 즉, 의문을 평서문으로 번역한 후 원문의 물음표를 삭제 금지.</p> <p>3. 고유명사(지명, 이름 등) - Mr. / Mrs. 의 호칭을 제외하고는 영문 그대로 유지(해주시어 합니다. 예) Mr Fatuzzo? replied the pilot. > Fatuzzo씨, Fatuzzo님</p> <p>4. 영어 원문에서만 쓰이는 관용적 표현 (속담 등)은 한국어 의미에 맞도록 의역할 수 있습니다.</p>	<p>Enter the appropriate punctuation at the end of each sentence!!!</p> <p><u>Do not arbitrarily add punctuation marks, for example, () or / !!!</u></p> <p>1. <u>Make sure that you do not add or omit words in the ST.</u> - Do not add words that are not available in the ST. - Do not omit a word in the ST. - <u>Do not arbitrarily localize the units of measurement</u> (You must follow the ST). e.g. \$20 should be 20불.</p> <p>2. <u>Do not arbitrarily change punctuation marks</u> (expecially ?, ! and). - <u>Do not change the mood of a sentence</u>, for example from a question to a statement.</p> <p>3. Proper nouns (place, person) - <u>Leave English as it is.</u> (e.g.) Mr Fatuzzo replied the pilot.--> Fatuzzo씨, Fatuzzo님</p> <p>4. English culture-specific expressions (proverbs) can be free-translated.</p>

Note. The Korean part was translated into English by the researcher, and the researcher also did the underlining.

As shown in the underlined part, omissions and additions are strictly prohibited and mood change is not allowed. Free translation is only allowed for “cultural” expressions including proverbs. Literal translation is very strongly demanded because the translations will be used to build TM to be fed to MT systems. Flitto, therefore, encourages translators to avoid natural translation. Those translators who fail to observe this standard are denied their promised points. See Figure 8 below.

Figure 8. Flitto's imposition of style guide

1. 번역하고 싶은 만큼 번역하세요! (1문장당 100포인트)
 2. 플리토 자체 검수가 통과된 번역에 한해 2주일 내 포인트가 지급됩니다.
틀린 문장에 한해서는 포인트가 지급되지 않습니다.
 3. 번역의 정확도가 낮은 유저 (60% 미만)는 이벤트 참여가 제한됩니다.
1. Translate as many sentences as you want! (100 points per sentence)
 2. The points will be given within two weeks only for those translations which pass the internal quality assurance process. Wrong translations will not be paid for.
 3. Users with low translation accuracy (less than 60%) will be prohibited from participating in this event.

Note. The English part is the translation of the Korean part by the researcher.

Here, the accuracy of translation is determined with respect to the style guide above. By going through this process, users are likely to gain a certain but undesirable perception as to what constitutes correct translation.

The contrast is even more stark if Flitto's style guide is compared with TED's. The following Figure 9 shows a part of TED's translation style guide.

Figure 9. TED's translation style guide

<p>TED style</p> <p>...</p> <p>Personal over generic</p> <p>Strive to match the tone and flow of the speaker's original talk. <u>Rather than produce a word-for-word translation, aim to find the color, energy, and "poetry" in the speaker's organic style and try to emulate it.</u></p> <p>...</p> <p>Proper nouns</p> <p>If the target language has a non-Latin alphabet, <u>transliterate people's names.</u> For place names, use the spelling that is most commonly used in your language.</p> <p>...</p> <p>Punctuation</p> <p><u>Use the target language's punctuation.</u></p> <p>Units of measurement</p> <p><u>You may convert units of measurement to make them more understandable to readers in your language.</u></p>
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Note. Underlining done by the researcher

As shown above, TED requests translators to make their translation natural and best reflect individual speakers' features. Instead of leaving English names as they are, TED recommends transliterating them in the native language. It also encourages the translators to apply punctuation as actually used in the target language rather than strictly following that of the source texts.

The biggest difference lies in the instruction on the translation of units of measurement (UOM). TED asks translators to domesticate the UOM. TED places the highest priority on the readers' understanding of the speakers' or writers' communication, whereas Flitto requires standardized data for building language corpora for MT system development to be sold to its clients. The problem is that the translators are unaware of Flitto's intention and might acquire an incorrect understanding of what constitutes good translation.

4.2. Active use of MT and changing roles of translators

When the user requests a translation, Flitto first shows MT results along with similar translations available in its TM. Google Translate, Microsoft Translator, and Naver Papago also offer neural machine translation. Many netizens are aware of these advanced tools and growingly use them for translation. However, those users who depend heavily upon such translation machines cannot determine whether or not the outcomes are correct. Some of the netizens who previously asked other netizens to translate certain phrases on the Internet are now, therefore, asking if the machine translation results are accurate or which translation machine, whether Google Translate or Naver Papago, is better at translating certain sentences. This is evidenced by the rising number of people asking for proofreading in Naver 지식iN. See Figure 10 below.

Figure 10. Netizens using MT



번역했는데 이거 맞나요? 35

비공개 | 질문 29건 | 질문마감률 81.5% | 질문재택률 59.3% | 2017.07.17. 22:26

번역했는데 이거 맞나요?

(Translation)

Is this translation correct?

제품 검토를 부탁드립니다.
선물 포장해 주세요
쇼핑백 좀 보내 주세요.
보증서와 영수증을 보내 주시기 바랍니다.
또한 이메일로도 영수증을 보내 주세요.
(yj6649yj@naver.com)

Please product review.
and gift-wrap this.
Please send me your shopping bags.
Please send us warranty and receipt.
Also, too email Please send me the receipt
(yj6649yj@naver.com)

흠 네이버 번역기 돌려서 사용한거긴한데...
또한 이메일로도 라는 문장이 번역했을때 어색한거같아요
틀린부분 수정부탁드려요!

I used Naver translation machine. I think the “이메일로도” part is awkward. Please correct the wrong parts.

As the advantage of NMT is becoming more widely known, more and more netizens can be expected to utilize various MT tools and ask people to proofread the outcomes or evaluate their accuracy rather than translating original texts. This will likely impact the roles of translators in the future.

Flitto actively uses crowdsourced translation even for the contents requiring professional translators' skills. It splits a document into

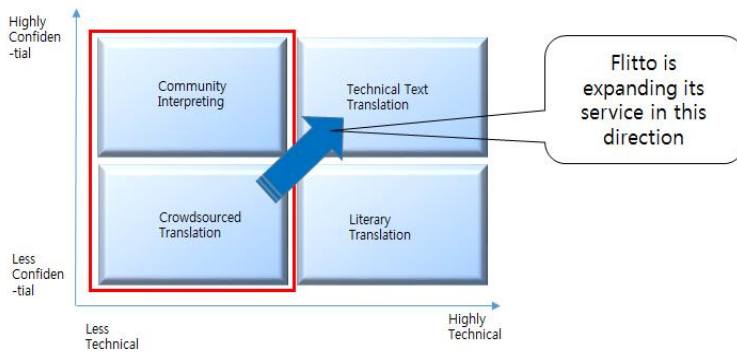
sentences and send each sentence to a professional translator. The sentence-level translations are assembled later. This will no doubt cause a failure to comply with the cohesive and contextual norms of the target language. In order to overcome this problem, Flitto is using QA managers. LSPs are also hiring translation project managers whose roles are to create termbases, maintain TM and proofread translations for accuracy and consistency. In addition, with the development of technology and active use of TM and MT, post-editing skills are expected to gain more significance. Translators, therefore, need to equip themselves not only with translation skills but also with CAT competencies described above as well as post-editing skills.

4.3. Decline in professional translators' rates

As aforementioned, the translation rates offered on Flitto are very low even for professional translators. They are only one-tenth of the market rates.

Park (2017) stated that the translation market is expanding in tandem with the development of technology. She divides the translation/interpreting market as in Figure 11 and asserts that the two categories outlined in red in Figure 11 will be emerging or expanding segments of the market, and they do not require highly technical skills. Crowd translators are used for digital content translation (Park 2017), and Flitto kicked off its business targeting exactly that category.

Figure 11. Expansion of translation/interpreting market



However, this does not mean that professional translators will have more work to do because these new market segments do not require highly technical translation skills: they can be served by general netizens and TM.

Even technical text translation will not remain solely the province of professional translators. Typical and repetitive technical texts are already covered by LSPs using MT and TM, which means that there is less monetary compensation for professional translators than before. Doherty (2016: 954) says that remuneration for translation using CAT tools has been decreasing consistently. Indeed, according to LSPs in Korea, 50% or less of the rates they charge their clients go to translators. And now, Flitto is venturing into this area using its crowd translator pools. It has already been mentioned that, on Flitto, even professional translators are paid only one-tenth the market rates.

In other words, the conventional professional translators will have less and less room to stand in going forward. Flitto has entered what used to be professional translators' turf while offering much lower rates. This is expected to negatively affect professional translators' rates.

4.4. Unclear intellectual property right clauses

Naver runs the “Participatory Translation Project”, Google, “Translation Community”, and Flitto, a translation platform where netizens engage in translation. Naver does not clearly notify the netizens of their rights to their translation work. Google and Flitto acknowledge that netizens own the copyrights to their translation work in the policy, though Google does not specifically mention “translation work”.

In regards to the usage of netizens’ creations, both platforms claim that they have the right to use, modify, and create derivative works (Google and Flitto) and even to sell netizens’ work to a third party (Flitto). Table 2 below shows the intellectual property rights policy of Google and Flitto.

Table 2. Google and Flitto’s intellectual property rights policy

Google	Flitto
<p>Some of our Services allow you to upload, submit, store, send, or receive content. <u>You retain ownership to any intellectual property rights that you hold in that content.</u> In short, what belongs to you stays yours...</p> <p>When you upload, submit, store, send or receive content to or through our Services, <u>you give Google (and those we work with) a worldwide license to use, host, store, reproduce, modify, create derivative works (such as those resulting from translations, adaptations, or other changes we make so that your content works better with our Services),</u> communicate, publish, publicly perform, publicly display, and distribute such content.</p>	<p><u>A translator shall have a copyright for translated works,</u> and if a translator is not a copyright holder, he or she shall take full responsibility for any consequences.</p> <p><u>The Company shall be allowed to use translations composed of the original text and the translated text created in the process of the provision of services for the purpose of promotion, database sales, and the provision of translation to a third party.</u></p>

Note. Underlining done by the researcher

Flitto stipulates that the translator is the holder of the copyright to his/her own translation but also says that the company may sell the translations along with the original texts to a third party. Flitto says that the company will be “allowed” to use the members’ copyrights, implying that it will gain consent from the translator. However, Flitto has no history of acquiring one. The policy does not specifically mention the compensation the copyright holder is entitled to. Since Flitto is making money out of the sales of the data created by the users, this can be a problem let alone the ethical implications (See Kelly 2009). Another and more fundamental problem is that because the technology development has been outpacing that of laws and regulations, the clauses on copyrights to crowdsourced translation work, which should serve as a basis for the policy of translation companies like Flitto, have yet to be refined.

5. Suggestions

This paper explored how Flitto, a major crowdsourced translation platform, works and what implications it has on general and professional translators.

First, Flitto requires all translators to do literal translation, and this could mislead general users to gain a faulty perception as to what constitutes good translation. It is the translators’ and researchers’ job to continually communicate to the translator platform operators and the public that there are various ways of translating texts depending on the type and purpose and many different considerations to be made when judging translation.

Second, the active use of MT is changing the behavior of netizens. Many of those who previously asked for translation are now asking for proofreading. The quality of MT is improving. Flitto has created a

closed loop of human translation and MT in which each complements the other. With an increasing volume of contributions by human translators, MT is expected to advance further, making general users more dependent on MT. Professional translators, therefore, need to do more than merely translate. In other words, translators need to equip themselves not only with translation skills but also with CAT competencies. They are increasingly expected to exercise quality assurance going forward. Using their linguistic competence, they can play an active role in building TMs. They can also serve as post-editors, developing effective post-editing strategies. This means that the current translator training programs need to incorporate courses designed to develop CAT competencies including post-editing skills.

Third, the crowdsourced translation platform is now using a professional translator crowd, and other business players are expected to follow suit, leading to fierce competition in that field. This is expected to negatively affect professional translation rates. In addition, Park (2017) argues that the translation rates are likely to become differentiated depending on the translation life cycles. Rates will be differentiated depending on the specific desired quality of translation (Kim 2017: 85). Professional translators need to know how to raise their productivity through TM and MT to offset such drop or change in rates. Established translation agencies need to do more than simply match orders with translators. They need to provide genre-specific TM to individual translators to improve their productivity and secure consistency between different versions of translations.

One of the competitive strengths of professional translators is the high quality of their output. They might consider creating a professional translation database together and build a business model surrounding that, just like Flitto, to benefit the professional translator

community. In order for that to happen, however, the issue of business confidentiality must be resolved. Attaining permission from the client to use the original texts and removing the sensitive parts are also prerequisites. They could start with public organizations such as government agencies where the data are less sensitive.

Fourth, the laws and regulations on copyrights to translation work need to be clarified as well. Translation platforms including Flitto are making money off the translations provided by netizens, and there must be assurance that netizens know where and how their translations are used. It is suggested that those translation platforms be required to gain from each netizen a consent to an explicit agreement on such information when they register as translators. Some may argue that this will not make any difference because Internet users will agree anyway to use the service just like they do with other services available on the Internet. Some may also argue that netizens knowing their rights may not change the situation because they are doing it for fun or “labortainment” (Kim, Kang, Lee, D., Lee, J., Lee, H., Choi, Hur 2009: 161-168). Even so, merely because notifying netizens of their rights is unlikely to change the situation does not mean that we should not raise netizens’ awareness of their rights.

Google is now going beyond mere translation of texts and has started developing emotional translation intelligence. It is now asking users how they feel after reading a particular text.

In the future, those entities who have more data and can better use the data will win the competition. Google was once the leader in the development of self-driving cars but has been overtaken by Tesla. The reason lies in the amount of data each company collected. Tesla has a competitive advantage in collecting data on cars. Unlike Google, which has no car-sales function, Tesla requires every buyer of its cars to sign an agreement at the time of sale to allow the car to record all

the driving information and send it back to Tesla, and this has enabled the carmaker to improve its production.

The professional translation industry can have access to huge, high-quality translation data, based on which it can build high-quality, genre-specific TMs and build a business model surrounding it.

Flitto's CEO said that regardless of how developed MT becomes, there will still be "areas" requiring human interpreters and translators and that MT and human translators will be in a symbiotic relationship (Si 2017). In this regard, human translators need to successfully adapt to the change, and it is human translators' and researchers' job to identify such "areas" proactively. In addition, translator trainers will need to specifically identify the competencies required for translators in the new era, design appropriate curricula and start training future translators accordingly.

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