7th Biennial AMTA Conference
Association for Machine Translation in the Americas

Panel on the Social Impact of MT
Wednesday, 9 August 2006

The Social Impact of Online MT

Federico Gaspari
University of Manchester, United Kingdom
F.Gaspari@postgrad.manchester.ac.uk
Social Impact of Online MT

• Social impact of MT very visible on the Internet
• Only small minority of language supported
• Online MT has established a niche for itself
• Online MT promotes social interchange
  • users prepared to accept low-quality output
  • human translation simply not an option
Three examples (1)

Translation service by Google and AltaVista

Original site in English
Chinese (Simplified)
Chinese (Traditional)
Dutch
French
German
Italian
Japanese
Korean
Portuguese
Russian
Spanish
Thai (dictionary lookup)

Tsunami Relief Information

News Procedures Mirrors Science of tsunami worst-hit areas Search
10 days 11 months 5 months 7 months 5 weeks

This is now 2006-08-07 09:02.
Modified on 2006-07-02 01:03.

WHAT WE HAVE HERE

Information about relief procedures and
2004 south asia tsunami disaster
The original site is located in
site is also replicated to London, UK.
the incident, we suggest that you
see page.

In 11 languages - through
the left of each page, comprises of 7

Page, what you should know: Counting
identifying bodies, and Tourism
validity of data used for the universal
Consolidated victim search) on this site
place to eight “official” search engines
in partial information
ews relevant to aftermaths of the

http://www.inet.co.th/tsunami
Three examples (2 & 3)