Crowdsourcing vs. Machine Translation

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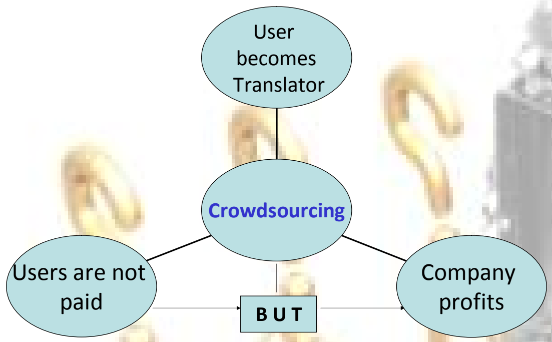
Crowdsourcing **is the act of taking a task traditionally performed by an employee or contractor, and outsourcing it to an undefined, generally large group of people or community in the form of an open call (Howe, 2008).**

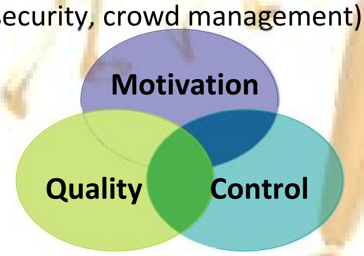
Machine Translation (MT) **is a sub-field of computational linguistics which examines the use of computer software to translate text from one natural language to another.**

Crowdsourcing

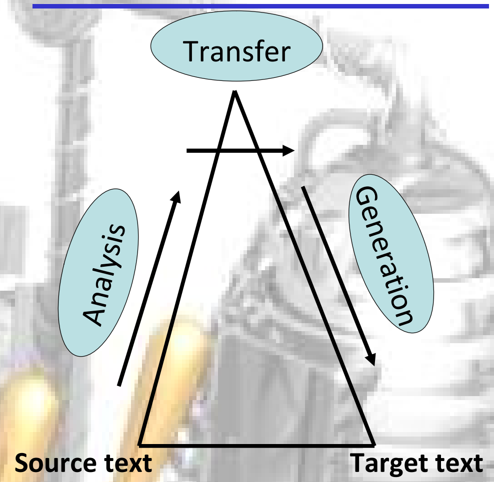


The three key challenges of *Crowdsourcing* are:

1) Motivating the crowd (money, reputation, stars);
2) Quality (can be low);
3) Control (security, crowd management)



Machine Translation

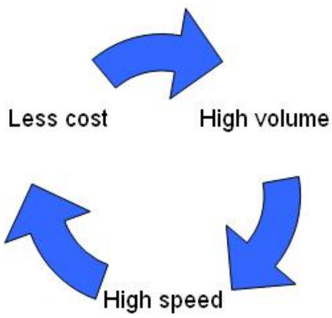


Vauquois Pyramid (1968)

The three key challenges of *MT* are:

1) Data challenges (string max. length, domain specific);
2) Idiomaticity (spoken language, idioms, metaphors);
3) Technical challenges (hardware / software limitations)

Common points



Differences

Crowdsourcing	Machine Translation
Humans (emotionally attached) perform the translation	**Computer software** perform the translation
Keeps translators (professionals and non-professionals) into business	Replaces translators
No terminology consistency	Terminology consistency
Company profits	User profits
Personal content (Web 2.0)	Enterprise and valuable digital content
Future: Translators become proofreaders	

Sources: http://images.google.ie/imgres?imgurl=http://yndigotranslations.com/blog/wp-content/themes/cutline-3-column-right-11/images/answer_machine.jpg&imgrefurl=http://yndigotranslations.com/blog/2008/06/03/gist-right/&usg=__ZpzvwVLI2vsK5jCG02qCA7y5C5c=&h=425&w=425&sz=73&hl=en&start=1&sig2=QLPg3l7L49OKSzF29QRUhA&um=1&tbnid=j3aGjK3OUe_02M:&tbnh=126&tbnw=126&prev=/images%3Fq%3DMachine%2Btranslation%2Bpictures%26ndsp%3D21%26hl%3Den%26sa%3DN%26um%3D1&ei=8F2eStnRlaDymwOEpuG8Ag,

Howe, J. (2008). *Crowdsourcing, Why the Power of the Crowd Is Driving the Future of Business.* **Crown Business.**

Vauquois, B., (1968), "A survey of formal grammars and algorithms for recognition and transformation in mechanical translation", in: *International Federation for Information Processing*, Vol.2, Edinburgh, UK, 1114-1122.

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