

## CHAPTER 8

# Translation Crowdsourcing Platforms and AI: The Evolution of Collaborative Translation

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### **Abstract**

Translation is a complex and dynamic process that involves not just the linguistic, but also cultural, social, and cognitive aspects. Individuals or groups can perform translation using human resources and/or machine resources, and both simultaneously. The infusion of Artificial Intelligence has greatly altered the profile of crowdsourcing collaborative translation. This impact manifests along the very different axes that include quality enhancement, efficiency gains, scalability improvements, redefined roles, and new challenges and opportunities. This chapter discusses how AI technologies-most particularly machine translation and natural language processing-have transformed the landscape of translation quality by making available automated support tools to translators. In an added scalar shift, it elucidates how AI-driven automation yields efficiency gains which translate into faster turnaround. Scalability is addressed as

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- Investigate other types of AI tools or techniques that can be applied to translation crowdsourcing platforms, for example, deep learning, neural machine translation, sentiment analysis, etc.
- Observe other kinds of cooperative translation models or methodologies that might be used in crowdsourced translation platforms, like gamification, social media, peer review, etc.
- To assess other types of translators or clients that can participate in or use translation crowdsourcing platforms, be it bilinguals, multilinguals, domain experts, etc.

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