Machine Translation - the economical part of multilingual information processing

Abstract

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Looking at NLP products and the way they are marketed today leaves any potential user in a state of uncertainty.

There never seems to be the right MT system for his/her needs and after the first few hours of using the system, any MT system, the only certainty there is, is the feeling that he/she bought the wrong MT system and spent far too much money for it.

This kind of experience made by a large number of real users of MT systems reveals a weakness in the current NLP marketing strategies on the side of the few vendors and points at a misguided attitude of unrealistic expectations on the side of potential customers and users.

A more transparent marketing scheme as proposed in the talk, together with a realistic information and training strategy based on current user experience and real data obtained from an unbiased evaluation, as outlined in the following exposé, will certainly contribute to a higher degree of user acceptance.

Large scale users, such as government agencies and large companies, seemed to have already reached a point where they can prove that MT is worth while the money it costs.

The proposed metrics tries to show how small scale users, professional translators and technical writers, could be supported in their decision-making process to acquire an MT system tailored to their needs.

The talk will outline some of the criteria to be applied and some of the limitations to be observed. At the end, a practical way of dealing with potential acquisition decision making will be proposed.