A LINGUISTIC QUANTUM LEAP LLMs in Localization and **Translation**

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Director Linguistic AI Services at RWS

- PhD on Theoretical Linguistics
- 2014: transition to the localization industry
- 2015-2021: creation of a translation platform for translators.
- 2021-2023: leading a group that develops solutions for crowd localization
- 2023: in charge of Linguistic AI research and implementation of Linguistic AI Services



LOCALIZATION MEANS

TRANSLATING A PRODUCT PLUS ADAPTING THE TRANSLATION TO A SPECIFIC REGION.



LOCALIZATION IS MORE THAN JUST TRANSLATION

CONVERSION OF TEXT FROM ONE LANGUAGE TO ANOTHER

ADAPTATION TO THE MARKET AND CULTURE TRANSFORMATION OF NON-TEXTUAL COMPONENTS











Zobrazit nastavení zařízení Zobrazit poznámky Zobrazit podrobnosti o schůzce Zahájit režim celé obrazovky Zobrazit efekty pozadí CC Zapnout živé titulky (verze Preview, jenom americká angličtina) III Klávesnice Spustit nahrávání Okončit schůzku 🖾 Vypnout příchozí video එ ₿ Z Ę $\overline{}$ 02:03 ~ ...

Váš stav je nastaven na Nerušit. Budete dostávat upozornění pouze na naléhavé zprávy a zprávy od prioritních kontaktů. Změnit nastavení

X

MUNI \sim

Q Search

Q Hledat

TERMINOLOGY DATABASES AND STYLE GUIDES

Terminology: a set of specialized terms used within a specific industry domain or product and their approved translations.

Style guide: a set of rules and guidelines that dictate the preferred translation style for a particular brand or product.

TRANSLATION MEMORIES

A database of source text and its corresponding translation. It contains all **segments** (sentences, paragraphs or sentence-like units) that **have been translated before**.

It helps translators translate faster and more consistently.

COMPUTER ASSISTED TRANSLATION TOOLS

An application designed to help human translators in the process of translating text from one language to another.
CAT tools provide features such as translation memory, terminology management, and alignment of source and target texts.

MACHINE TRANSLATION

The automated process of translating text from one language to another using computer algorithms.

LOCALIZATION INDUSTRY EVOLUTION





ARTIFICIAL INTELLIGENCE

ARTIFICIAL INTELLIGENCE

A program that can sense, reason, act, and adapt

DEEP LEARNING

Subset of machine learning in which multilayered neural networks learn from vast amounts of data

LARGE LANGUAGE MODELS

AI that is trained on vast amounts of **text** to interpret and generate human-like textual output

MACHINE LEARNING

Algorithms whose performance improves as they are exposed to more data over time

GENERATIVE AI

AI that learns from data about existing artefacts and then uses the knowledge to generate new artefacts

WHAT CAN WE USE LLMS FOR?

There are *numerous ways* in which LLMs **can HELP** increase the speed, quality and efficiency of the localization process.



USING LLMs FOR TRANSLATION TRADOS OPEN AI TRANSLATOR

3



🍸 All segments INS 🛛 🖞 0.00% 🥒 100.00% 💋 0.00% 🔟 Chars: 134 💱 0/1720 📩 🛶

THE POWER OF MACHINE TRANSLATION AND LLM IN ONE LANGUAGE WEAVER | EVOLVE





LINGUISTIC AI SERVICE: TERM CHANGE IMPLEMENTATION THE HUMAN APPROACH TO TERMINOLOGY CHANGES

There's a change of the official CZ translation for the term "view" (v) from zobrazit to ukázat. How do we implement this change in the Translation Memory?

> Go through the English-Czech pairs in the Translation Memory and replace any occurrence of the outdated term zobrazit by ukázat.

While this works for (most) humans, it would make a very bad instruction for an LLM.

TERM CHANGE IMPLEMENTATION PROMPTING THINKING STEP-BY-STEP

STEP 1

STEP 2





IDENTIFY IF THE TRANSLATION USES THE APPROVED TARGET TERM



STEP 3

REPLACE THE OLD TARGET TERM BY THE NEW ONE

Check if the concepts match

Check for derivations and inflections

Check the part of speech

Check for partial match (Is the term part of a larger phrase?) Check if the target term is present

Consider the changes that the term can undergo capitalization, morphosyntactic changes, compounding Replace the outdated translation by the new term adjusting the latter to the syntactic structure it is plugged into.

THE PROMPT FOR STEP 2 SMART TARGET TERM CHECK [STEP 2]

ROLE	You are a professional {{Language}} reviewer. Your task is to evaluate if a {{Language}} sentence contains the approved terminology translations.
SOURCE-TARGET PAIR	Your task is to evaluate if a {{Language}} sentence uses the approved translation {{Target_Term}} for the source term {{Source_Term}}.
ADDITIONAL INSTRUCTIONS	Do not match the word {{Target_Term}} one-to-one but keep in mind that the word may change in the translation because of case endings, number agreement, gender agreement, verbal tenses, different capitalization.
TASK	You must evaluate the following pair: English sentence: {{Source_Segment}} Translation: {{Target_Segment}}
DEFINE OUTPUT	If the translation contains the approved term {{Target_Term}} in some morphological form, then provide as output "No error". If the translation does not use the approved term {{Target_Term}} at all, then provide as output "Error".
REDUCE NOISE	Do NOT return any other response "No error" or "Error".

EXAMPLE: SMART TARGET TERM CHECK [PROMPT 2]

Use LLMs to detect if the translation contains the approved target term regardless of the target term's morphosyntactic form.

	RUSSIAN	FINNISH!	
GPT 3.5	75–90%	80-90%	
GPT 4	100%	100%	4 ************************************
			Run on a sample that contains 100% relevant source term hits.

PROMPT ENGINEERING 101

The art of designing linguistic prompts

Linguistic prompts are **not universal**. They must be **custom made** for every use case, client, text type and language.



WHAT IS A PROMPT?

An instruction that initiates a response or an action by an LLM.





Creating a prompt involves iterative cycles of response evaluation and prompt refinement.

> Linguists are instrumental in adjusting the prompt to the language specificities of their language.

THE CONTRIBUTION OF LANGUAGE SPECIALISTS



EXAMPLE: MASTER PROMPT DETECTING TONE OF VOICE

ROLE You are a professional {{Language}} linguist. Your task is to evaluate if a {{Language}} sentence addresses the customer in a formal or informal way

INTRO

Take a breath and do a step-by-step analysis.

DETECT
ADDRESSStart by examining the sentence to determine if it addresses the customer directly. You can determine this by detecting
second person pronouns or imperative verb forms. If the sentence contains second person pronouns {{examples}}, then it
addresses the customer directly.

DETERMINEAs a next step analyze the form of verbs and pronouns to determine whether the customer is addressed formally orTONE OF VOICEinformally. Consider personal pronouns, possessive pronouns, verb agreement, and the specific imperative form of the verb

SHOTS

Here come a few examples: The sentence {{Example 1}} is "Informal". The sentence {{Example 2}} is "Formal".

TASK

Apply the instructions above to the given sentence:"{{SEGMENT}}".

DEFINE OUTPUT If the sentence doesn't address a customer directly but is a generic statement, respond with "NA". If the sentence addresses the customer formally, reply with "Formal". If it addresses the customer informally, reply with "Informal".

REDUCE NOISE Do NOT provide any other responses than JUST "Formal", "Informal", or "NA".

CHALLENGES LANGUAGE ADJUSTMENTS





THE GERMAN PROMPT DETECTING TONE OF VOICE

ROLE You are a professional German linguist. Your task is to evaluate if a German sentence addresses the customer in a formal or informal way



THE DUTCH PROMPT DETECTING TONE OF VOICE

ROLE You are a professional **Dutch** linguist. Your task is to evaluate if a **Dutch** sentence addresses the customer in a formal or informal way



Take a breath and do a step-by-step analysis.

DETECTStart by examining the sentence to determine if it addresses the reader directly. You can determine this by detecting second
person pronouns or imperative verb forms. If the sentence contains second person pronouns (such as jij, je, jouw, u, uw)ADDRESSthen it addresses the customer directly.

DETERMINEAs a next step analyze the form of verbs and pronouns to determine whether the customer is addressed formally orTONE OF VOICEInformally. Consider personal pronouns, possessive pronouns, verb agreement, and the specific imperative form of the verb.

Here come a few examples:

The sentence "Sleep je media naar de tijdlijn onder je video" is "Informal". "Leert u hoe je voice-overs maak" is "Mixed" because it uses both "u" and "je" in the same sentence. The sentence "Met de functie voor automatische ondertiteling kunt u ondertitels in één taal per video genereren." is "Formal".

TASK Apply the instructions above to the given sentence:"{{SEGMENT}}".

DEFINE OUTPUT

SHOTS

If the sentence doesn't address any customer directly but is a generic statement, respond with "NA". If the sentence addresses the customer formally, reply with "Formal". If it addresses the customer informally, reply with "Informal". If you detect both formal and informal language, then reply "Mixed"

REDUCE NOISE Do NOT provide any other responses than JUST "Formal", "Informal", "Mixed" or "NA".

THE SPANISH PROMPT DETECTING TONE OF VOICE

ROLE	You are a professional <mark>Spanish</mark> linguist. Your task is to evaluate if a <mark>Spanish</mark> sentence addresses the customer in a formal or informal way
INTRO	Take a breath and do a step-by-step analysis.
DETECT ADDRESS	Start by examining the sentence to determine if it addresses the customer directly. You can determine this by detecting second person pronouns or imperative verb forms. If the sentence contains second person pronouns (tu, tus, te, usted, su, se) then it addresses the customer directly.
DETERMINE	As a next step analyze the form of verbs and pronouns to determine whether the customer is addressed formally or
TONE OF VOICE	informally. Consider personal pronouns, possessive pronouns, verb agreement, and the specific imperative form of the verb.
SHOTS	Here come a few examples: The sentence "Tu cuenta está programada para su eliminación." is "Informal". The sentence "No se pudo enviar un correo electrónico dirigido a usted." is "Formal".
TASK	Apply the instructions above to the given sentence:"{{SEGMENT}}".
DEFINE OUTPUT	If the sentence doesn't address any customer directly but is a generic statement, respond with "NA". If the sentence addresses the customer formally, reply with "Formal". If it addresses the customer informally, reply with "Informal". Do NOT provide any other responses than IUST "Formal". "Informal", or "NA"

AN EVEN BETTER SPANISH PROMPT DETECTING TONE OF VOICE



Prompt Tester (v1.0.0.1)

No

Test data Prompts Prompt sequence Response

C Engine	DTX_NSwiss GPT-4	v Test da	Test data Prompts Response and Evaluation					
Sampling	Temperature	Y Test ro	Test roundmixedTM_formal_informal_check_2211_02 ~					
Francisco Descritor		Evaluat	Evaluation method Boolean					
Frequency Penalty		Test	case id Input		Completion	Is model response correct?	Tokens	Cost
Presence Penalty	0	1	Spanis	se preocupa por su privacidad. Para ayudarnos a protegerla, algunas características solo pueden usarlas ciertas perso	Formal	● Yes ○ No	425	0,01
		10	Se esta Spanis	á comprobando que es usted h	Formal	● Yes ○ No	319	0,01
		11	Los de Spanis	egados pueden hacer y recibir llamadas en tu nombre. sh	Informal	● Yes ○ No	323	0,01
		12	Este cl Spanis	hat es de uso exclusivo para usted. Úselo para borradores, enviarse archivos o conocer las características del chat un poc sh	Formal	● Yes ○ No	341	0,01
		13	Cuand Spanis	lo bloquea a alguien, esa persona no podrá ver su estado y usted no recibirá ninguna comunicación de por parte	Formal	● Yes ○ No	356	0,01
		14	Esta p Spanis	ersona es de otra organización. Cuando aceptes, parte de la información de tu cuenta se compartirá con esta organizaci th	Informal	● Yes ○ No	361	0,01
		15	El idio Spanis	ma de los subtítulos se ha establecido en %1\$s. Esto solo le afecta a usted. :h	Formal	● Yes ○ No	335	0,01
		16	Solo te Spanis	enemos dos preguntas para usted. :h	Formal	● Yes ○ No	318	0,01
		17	"%1 \$ s Spanis	no usa con una cuenta administrada por la organización sh	NA	● Yes ○ No	325	0,01
		18	Sea an Spanis	nable y respetuoso con sus compañeros de equipo. No sea grosero ni cruel. Sea usted mismo y no publique nada que ir sh	Formal	● Yes ○ No	351	0,01
		19	%1 \$ s I Spanis	ha aceptado tu invitación a %2\$s :h	Informal	● Yes ○ No	324	0,01
		2	¿Estás Spanis	seguro de que deseas cerrar la sesión? sh	Informal	● Yes ○ No	323	0,01
		20	Hemo: Spanis	s seleccionado previamente el canal %1\$s para usted. \nElija un canal diferente aquí. :h	Formal	● Yes ○ No	335	0,01
		21	%s ha Spanis	aceptado esta solicitud :h	NA	● Yes ○ No	317	0,01
		22	Agreg Spanis	ar tu propia categoría ih	Informal	● Yes ○ No	316	0,01
		23	Ya has Spanis	solicitado unirte a esta comunidad. th	Informal	● Yes ○ No	322	0,01
Pronoun drop	and ambiguit	.y 24	Ya ha s	solicitado unirse a esta comunidad.	Formal	● Yes ○ No	321	0,01
		25	Cualqu Spanis	uier persona puede unirse a la comunidad h	NA	● Yes ○ No	320	0,01
o need for over	rt pronoun "ti	l" ²⁶	Nos g Spanis	ustaría que compartieses datos de diagnóstico opcionales sobre cómo usas	Informal	● Yes ○ No	331	0,01
		27	Cuand Spanis	lo aceptes, parte de la información de tu cuenta se compartirá con esta organización. <a href="https://www.metas h	Informal	● Yes ○ No	354	0,01
		28	Spanis	jes un servicio de colaboración empresarial. Usa solo la información de la cuenta que proporcionó tu administrador de T th	Informal	● Yes ○ No	397	0,01
Correct parsi	ing of reflexiv	e 29	Únete Spanis	a el primer equipo ih	Informal	● Yes ○ No	318	0,01
		3	Si bloo Spanis	quea a alguien, esa persona no podrá ver su estado y usted no recibirá ninguna comunicación de Teams o Skype por par th	Formal	● Yes ○ No	358	0,01
		30	La con Spanis	nunidad que está buscando puede ser privada. Obtenga un vínculo para unirte o crea la propia comunidad. th	Formal	● Yes ○ No	337	0,01
		4	Solo te Spanis	enemos dos preguntas para usted. ih	Formal	● Yes ○ No	318	0,01
	1000	5	Esto e Spanis	liminará permanentemente el chat para usted, pero no para %s. h	Formal	● Yes ○ No	327	0,01
	100% correc	C! Respor Temper Freque Present Total co	nse correct rature ency penalty ice penalty ost	Yes: 30 (100%), No: 0 (0%) 0 0 Tokens 10135 (10079 prompt, 56 completion) \$ 0,31				

DETECTING TONE OF VOICE

Following a change in style guide rules, employ an LLM to detect which TM segments use an outdated (formal) tone of voice.

	GERMAN	DUTCH	SPANISH	ITALIAN
GPT 3.5	70–90%	80-90%	80–90%	60-70%
GPT 4	100%	100%	100%	wip

AZURE OPENAI GPT ERRORS SEEN IN TESTS



RESPONSE

Sometimes LLMs responses are excessively helpful. The response contains more information than is requested.



CONTEXT

The response may miss some features of the input and be incorrect in the context of the task.



REPLICABILITY

The same prompt can elicit different responses at different times.



LANGUAGE

Language-agnostic prompts can generate varying quality of response in different languages.

PROMPTING BEST PRACTICES



WHAT ELSE CAN WE USE LLMS FOR?

AI LQA	Evaluating the translation quality
SOURCE OPTIMIZATION	Improving the source text in terms of language and style
TERM EXTRACTION	Extracting key term candidates from a source text
VOICE CONVERSION	Converting formal language into informal
BEST TRANSLATION	Identifying the best translation for a single source segment out of multiple available translations in the translation memory
VARIANCE GENERATION	Providing multiple translation variants for a given source
SMART TERM CHECK	Detecting terminology issues
TERM CHANGE IMPLEMENTATION	Replacing an outdated term by a new one

HALLUCINATIONS

There are *numerous ways* in which LLMs **SURPRISE** us...



AZURE OPENAI GPT HALLUCINATIONS



TECHNICALLY CORRECT BUT UNEXPECTED RESPONSE

Example: Providing Spanish variant-specific language (e.g. es-ARG, es-ES) out of the blue. **Mitigation**: Think of all the contextually

implicit information contained in the request and spell it out.



TOTAL NONSENSE

Example: Purported accuracy error in the translation

Mitigation: few-shot learning

The translation inaccurately translates 'Policy wizard' as 'Assistant de politique' instead of 'Assistant de politique'.



FAILURE TO FOLLOW INSTRUCTIONS

Example: Instead of TRUE/FALSE the LLM responds with YES/NO or even with a full explanatory paragraph.

Mitigation: be explicit in the definition of desired output. Provide negative commands.



PLAIN LIES

Example: Stating a fact that is obviously false. **Mitigation**: Chain-of-thought or thread-of-thought prompting.

Source: Site created > Target: Web se vytvořil. "The translation is an overtranslation. The word 'Web' is not necessary and can be omitted."

RESOURCEDNESS

The amount of training data available for a given language

"High-resource languages are expected to show better performance."





Resourcedness of languages

Resourcedness





- Internships, workshops and training
- Trados technology for teaching

