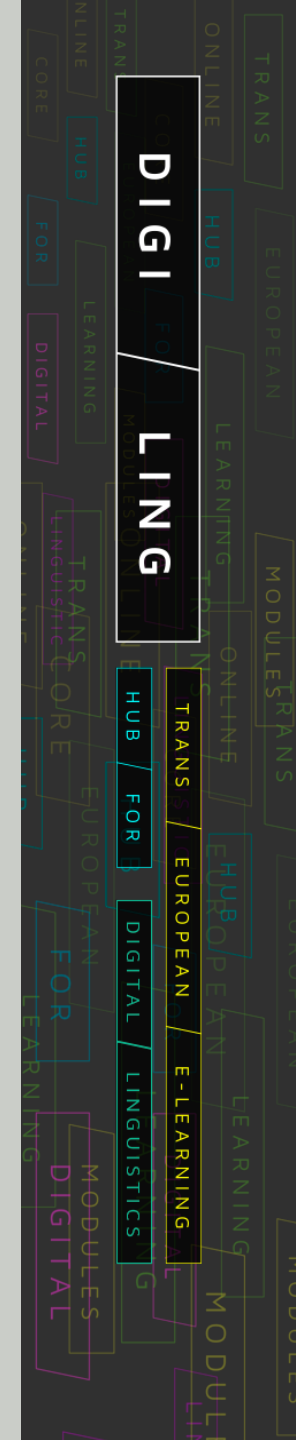
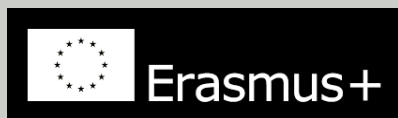


THE DIGITAL TRANSLATORS OF TOMORROW: A REDEFINITION OF SKILLS AND COMPETENCIES

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Skills gap

- Range of new services & professional profiles
 - junior language technician
 - multilingual personalization specialist
 - global content provider
 - cross-language data consultant
 - expert in multilingual social network mining
 - localization project manager
 - speech analyst

The DIGILING Project

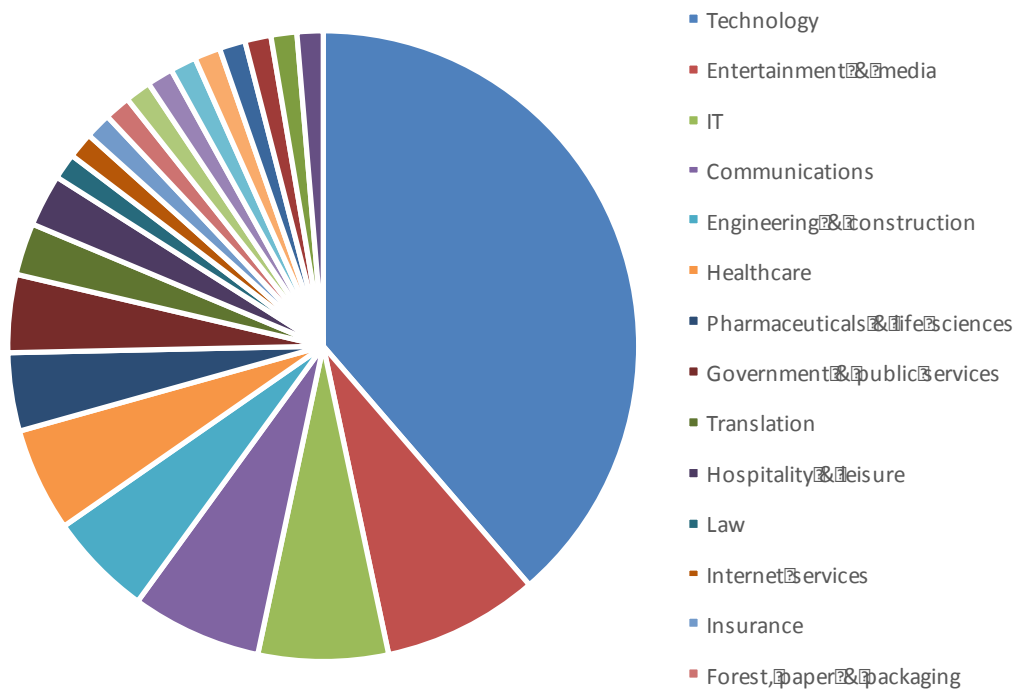
- DigiLing: Trans-European eLearning Hub for **Digital Linguistics**
- **What is Digital Linguistics?**
 - A new interdisciplinary field which develops knowledge and skills for understanding, creating, processing and exploiting language content in the digital era
 - Fusion between linguistics, computing & social sciences
- Erasmus+ Strategic Partnership 2016-2019, www.digiling.eu
- 6 partners from 5 countries
 - 5 universities: Ljubljana, Leeds, Mainz, Prague, Zagreb
 - 1 company: Lexical Computing

DigiLing Market Survey

- Focus on **out-of-the-bubble** companies
- Survey on the management / processing / handling of **content**
 - **What types of content?** documentation, emails, support tickets, contracts, websites, social media...
 - **What kinds of actions?** intelligent search, categorization/labelling by topic, sentiment analysis, consistency checks...
 - How much of the content is **multilingual**?
 - How is (multilingual) content **produced**? translation (human/machine), web content authoring, copywriting...
- Total responses: 88 from 11 countries

Results

Industries



Does your company need to sort, analyse or categorize any of these by the content?

Emails and other written communication



■ already doing it ■ no ■ not sure ■ planning to

Your own or competitors' websites, social media, marketing content



■ already doing it ■ no ■ not sure ■ planning to

Support tickets, customer queries



■ already doing it ■ no ■ not sure ■ planning to

Documents (knowledge base, internal, legal, contracts)



■ already doing it ■ no ■ not sure ■ planning to

Is there need for...

Categorization by topic



■ now ■ in future ■ no ■ not sure

Consistency check of terminology or controlled language



■ now ■ in future ■ no ■ not sure

Intelligent text searching



■ now ■ in future ■ no ■ not sure

Analysis of attitudes in blogs, social media, comments etc.



■ now ■ in future ■ no ■ not sure

Is there need for...

Automatic relevant responses to emails or other communication



Chat bots for automated website chat communication



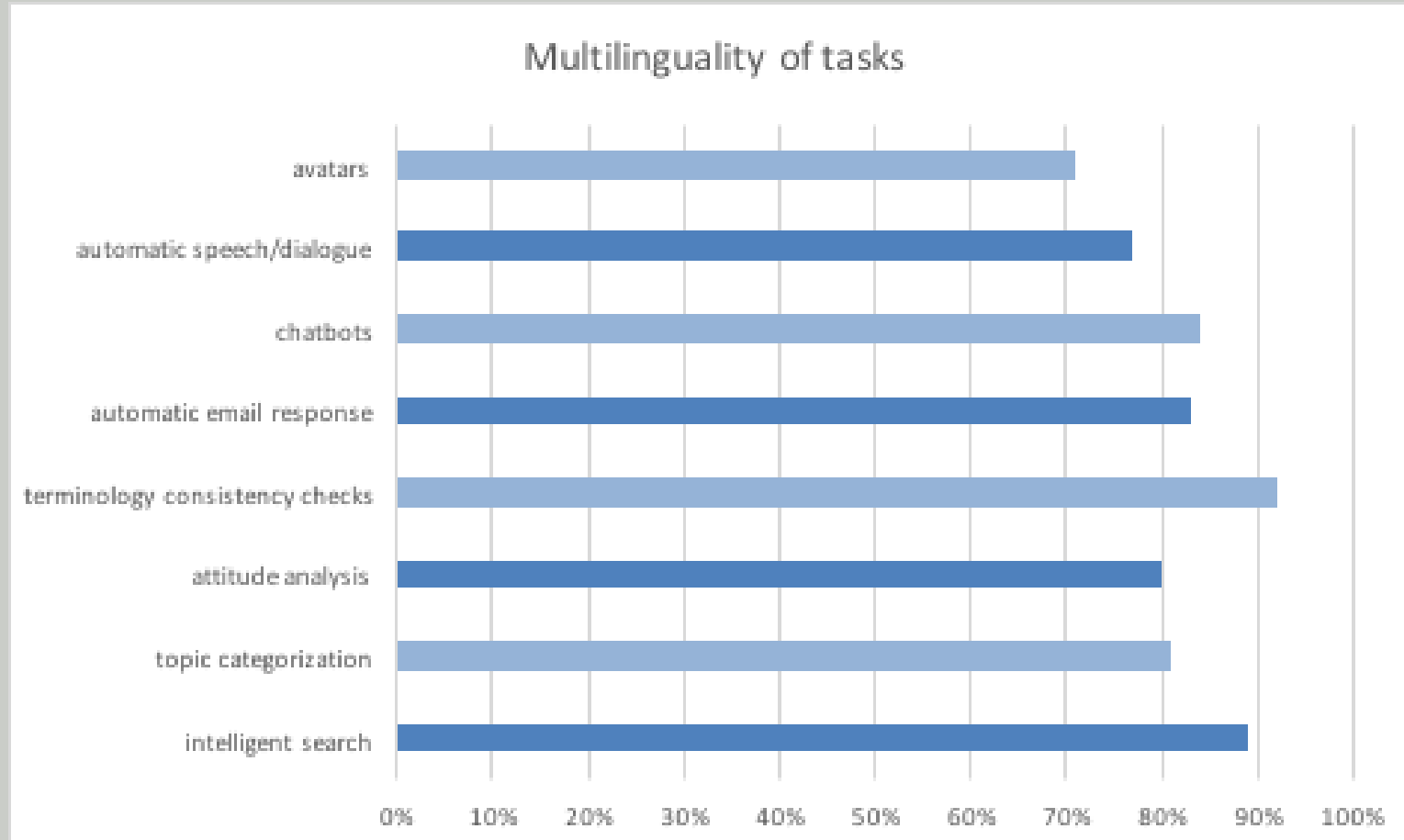
Automated speech / dialogue for phone communications with clients



Animated digital agents (avatars) on websites



Should these tasks be performed multilingually?



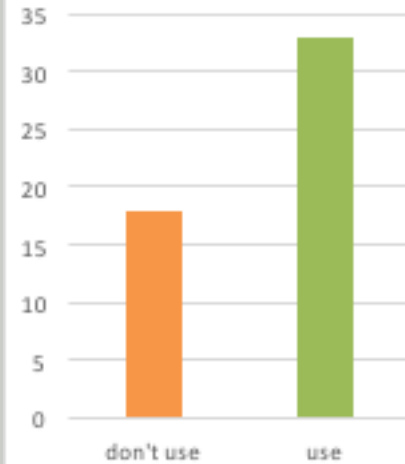
Translation & co.

Translation

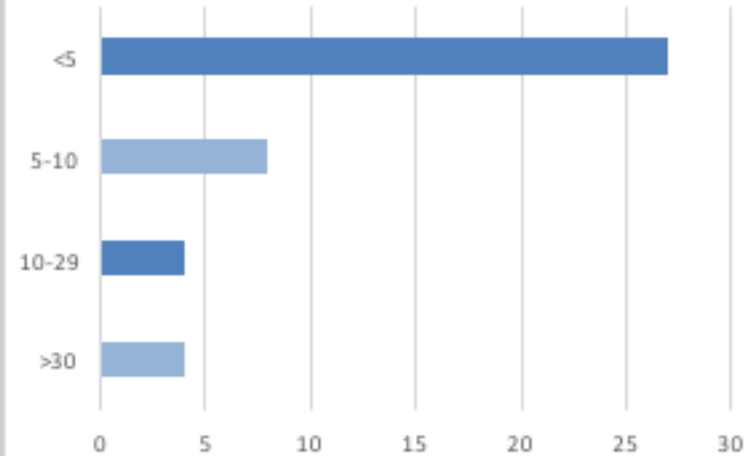


■ in future ■ no ■ not sure ■ now

Digital tools



Number of languages

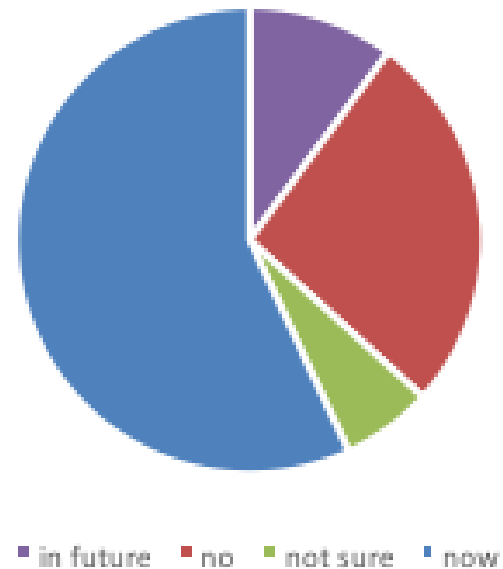


Multilingual content authoring

Web content authoring



Copywriting



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Trans-European eLearning Hub for Digital Linguistics

NEWS

DigiLing e-Learning platform
02/07/2017

Survey Results
01/05/2017

DigiLing Market Needs Questionnaire
26/01/2017

Special needs accessibility survey
04/01/2017

DigiLing Video Meeting
30/11/2016

DELIVERABLES

Phase 1: Labour market survey and needs analysis

Results of the labour market survey aimed at assessing the needs of various types of employers from the language industry as well as non-language industry for expertise in the area of language-related tasks can now be downloaded. Detailed analysis is also available in PDF form, providing insight into the ways companies deal with (unstructured) textual data, such as emails, business correspondence, documentation, websites, support tickets etc., but also audiovisual types of content. We have also prepared an analysis of the partner institutions' curricula corresponding to the needs identified by the survey.

Goal	Result
Carry out labour market survey	Survey Responses Summary

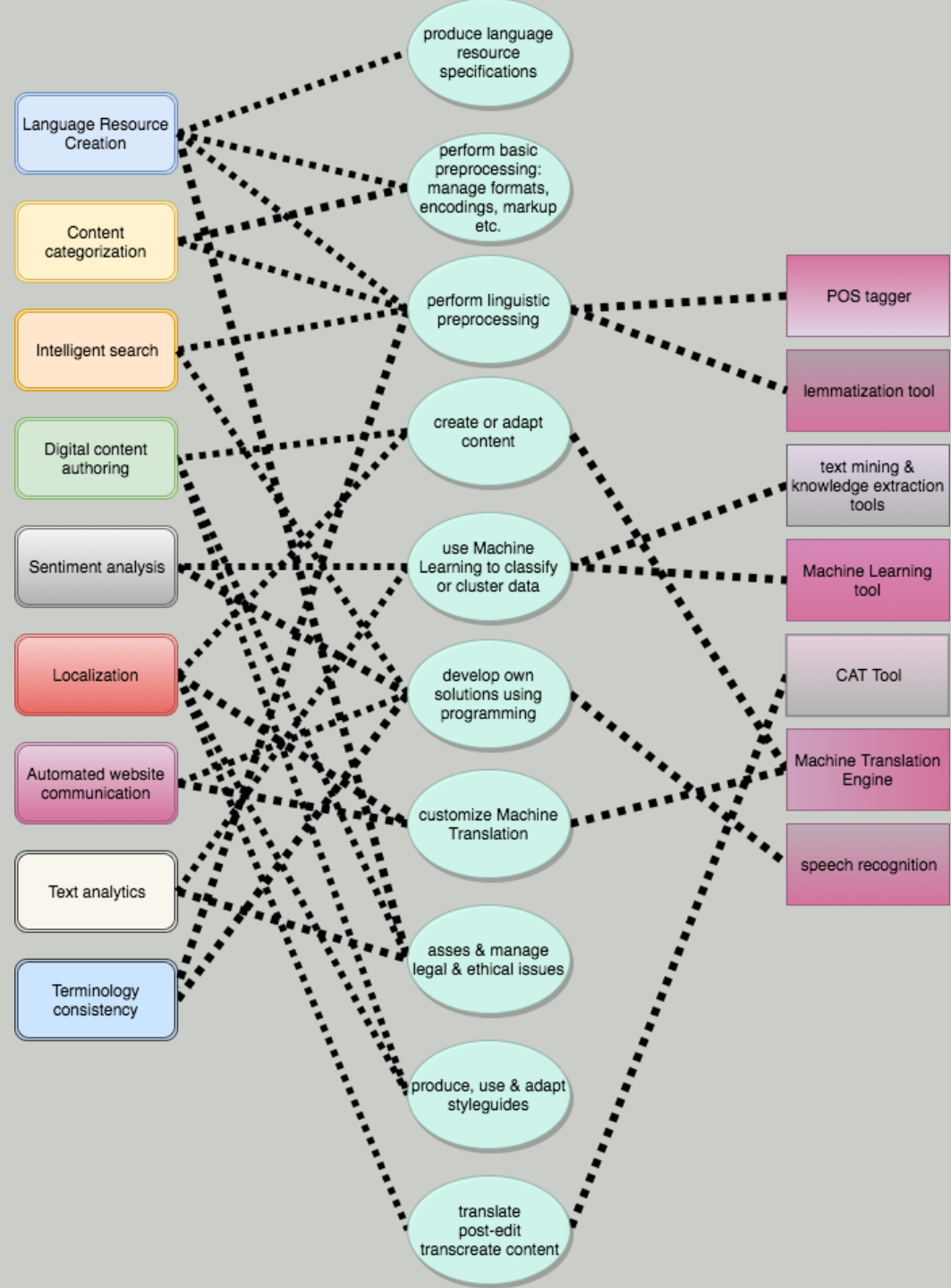
LEARN DIGILING



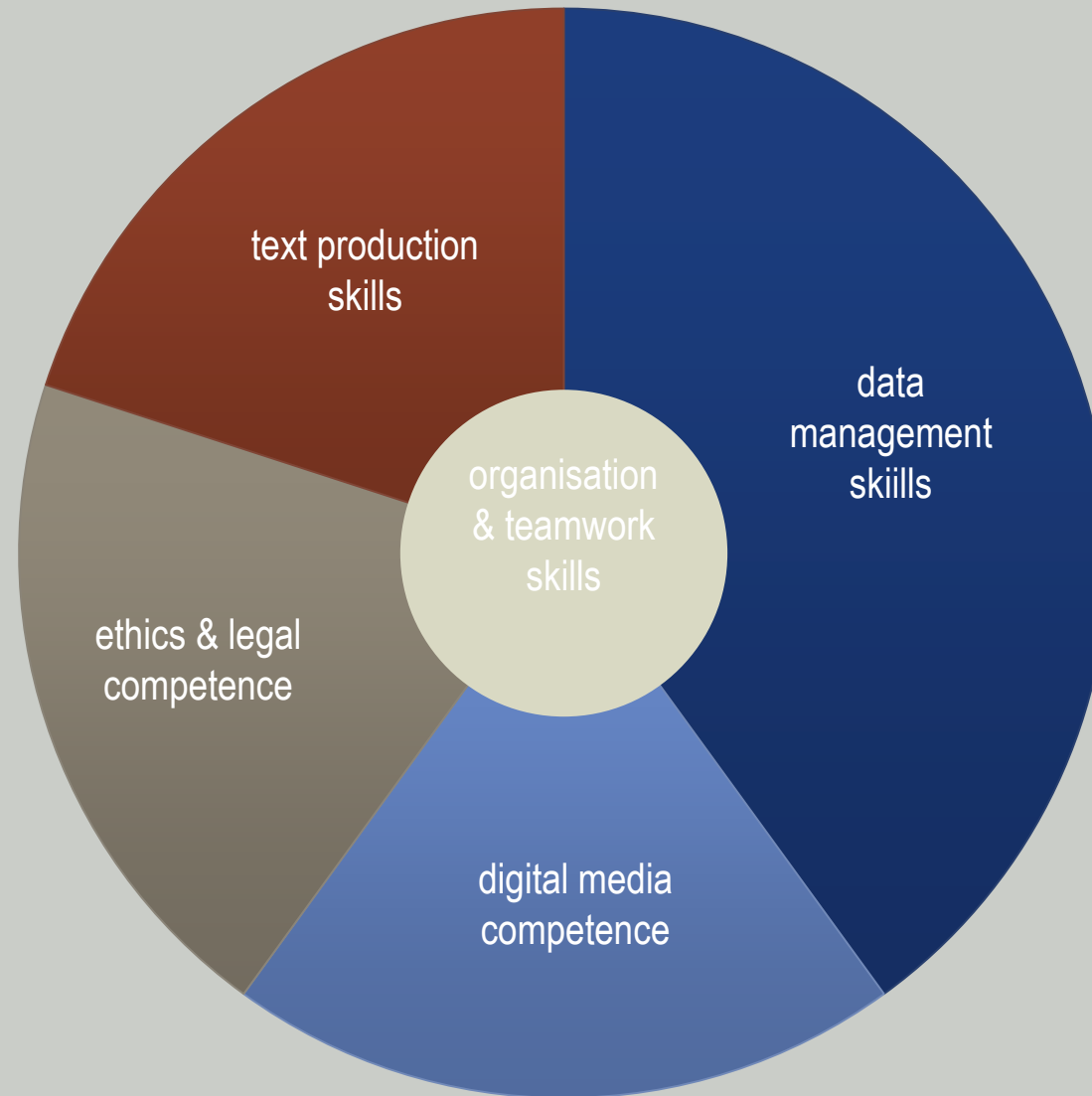
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The skills of Digital Linguists



- One or several profiles?
- Who can provide such a combination of skills?
- Is there still need for “traditional” translators?

Thank you for your attention.
Questions?

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