Crisis Translation

Lessons 8: Online Crisis Management

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About the module

| Lesson	Thematic Units	
1	Introduction to Crisis and Crisis Translation	Understanding crisis
2	Crisis Policies & Communication	Understanding stakeholders
3	Language and Translation as a means of communication in Crisis	Understanding language
4	Ethics in Crisis Translation	Project Management in Crisis
5	Greek Crisis Management and Policies	Controlled Language
6	Interpreting and Translation in Crisis	Training resources
7	Translators with or without resources in Crisis	Pre-editing for MT
8	Translation stages in Crisis – Preparedness	Post-editing for MT
9	Access to political and social resources	Translating for Immigration
10	The role of Social Media	Translating for Disability
11	Machine Translation Quality	Translating in Medical contexts
12	Speed and collaboration	Translating Guidelines
	Practical translation topics will be spread within various units	©2021 Patiniotaki

Online Crisis Management

The use of technologies in international cooperation

Managing people and resources

- Collaboration is crucial
  - Communication is core to collaboration
- Information is crucial
  - Communication is core to sharing information
- Response time is crucial
  - Communication is core to managing time

Social media and adoption

- Evolution and Exaptation

- Existence of tool requires evolution of *users*
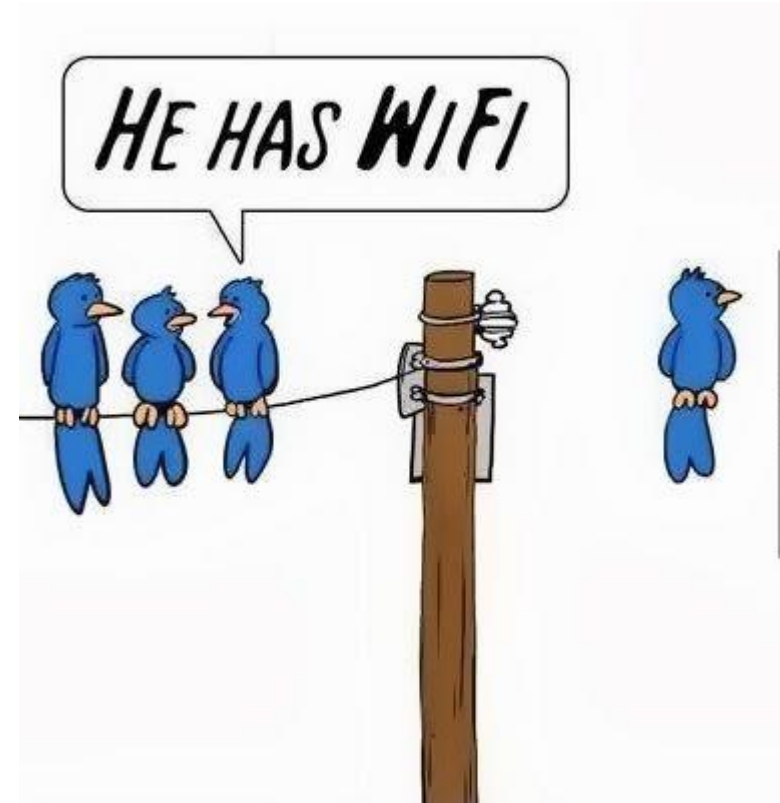
- "Unfortunately, organizations are ill-prepared to move forward using such technologies, because of the lack of capabilities tests and exercises, not to mention the need for updated policies and funding"

Howe, A. W., Jennex, M. E., Bressler, G. H., & Frost, E. G. (2013). Using Social Media for Crisis Response. In M. E. Jennex (Ed.), *Using Social and Information Technologies for Disaster and Crisis Management* (pp. 232-250). Hershey, PE: IGI Global.

Exercise 24

Can populations self organize a crisis response? This is a field report on the first two efforts in a continuing series of exercises termed "Exercise24 or x24." The first Exercise 24 focused on Southern California, while the second (24 Europe) focused on the Balkan area of Eastern Europe. These exercises attempted to demonstrate that self-organizing groups can form and respond to a crisis using low-cost social media and other emerging web technologies. Over 10,000 people participated in X24 while X24 Europe had over 49,000 participants. X24 involved people from 79 nations while X24 Europe officially included participants from at least 92 countries. Exercise24 was organized by a team of workers centered at the SDSU Viz Center including significant support from the US Navy as well as other military and Federal organizations. Dr. George Bressler, Adjunct Faculty member at the Viz Center led both efforts. Major efforts from senior professionals EUCOM and NORTHCOM contributed significantly to the preparation for and success of both X24 and especially X24 Europe. This paper presents lessons learned and other experiences gained through the coordination and performance of Exercise24.

Howe, A. W., Jennex, M. E., Bressler, G. H., & Frost, E. G. (2013). Exercise24: Using Social Media for Crisis Response. In M. E. Jennex (Ed.), *Using social and information technologies for disaster and crisis management* (pp. 232-250). Hershey PA: IGI Global.

Communication management

Main points:

- Communication must be clear regardless of language barrier
- Immediate collaboration is a resource
- Avoidance of working on multiple software at once

Reflections on Exercise 24

"The exercise offered nine languages as a trial, with more languages to be added in the future. While the accuracy of the program runs at about 80% efficiency in translating user's chats, that means there is **another 20% of information that is not understood**. However, Global Talk takes the next line of defense and allows participants to select the text of another user and highlight **the text as an incorrect translation**. This then allows for another user to correct the text or suggest the original author to rephrase their message. The most common reason for messages not correctly translating is the original author is using 'slang' terminology or words that do not translate from one language to another." (2013: 244)

Howe, A. W., Jennex, M. E., Bressler, G. H., & Frost, E. G. (2013). Exercise24: Using Social Media for Crisis Response. In M. E. Jennex (Ed.), *Using social and information technologies for disaster and crisis management* (pp. 232-250). Hershey PA: IGI Global.

Crisis management issue

- 80% trustworthy is risky
- 20% unreliable materials could contain crucial information
- Quality assessment processes

>>>> Machines and people?

Crisis management exercise: Results?

- "Due to time constraints, translation accuracy and the availability of a translator during a disaster is unlikely." (Howe et al. 2013: 244)

- A translator?

Howe, A. W., Jennex, M. E., Bressler, G. H., & Frost, E. G. (2013). Using Social Media for Crisis Response. In M. E. Jennex (Ed.), *Using Social and Information Technologies for Disaster and Crisis Management* (pp. 232-250). Hershey, PE: IGI Global.

Social Network as online tools

- Task 1a: social networks for communication

  - Divide into small groups
  - In 15 minutes, record on one Word file:

    - Which social media and networks could be used for emergency communication?
    - Can you give an example of good use of social media?
    - What types of messages could harness the power of social media?
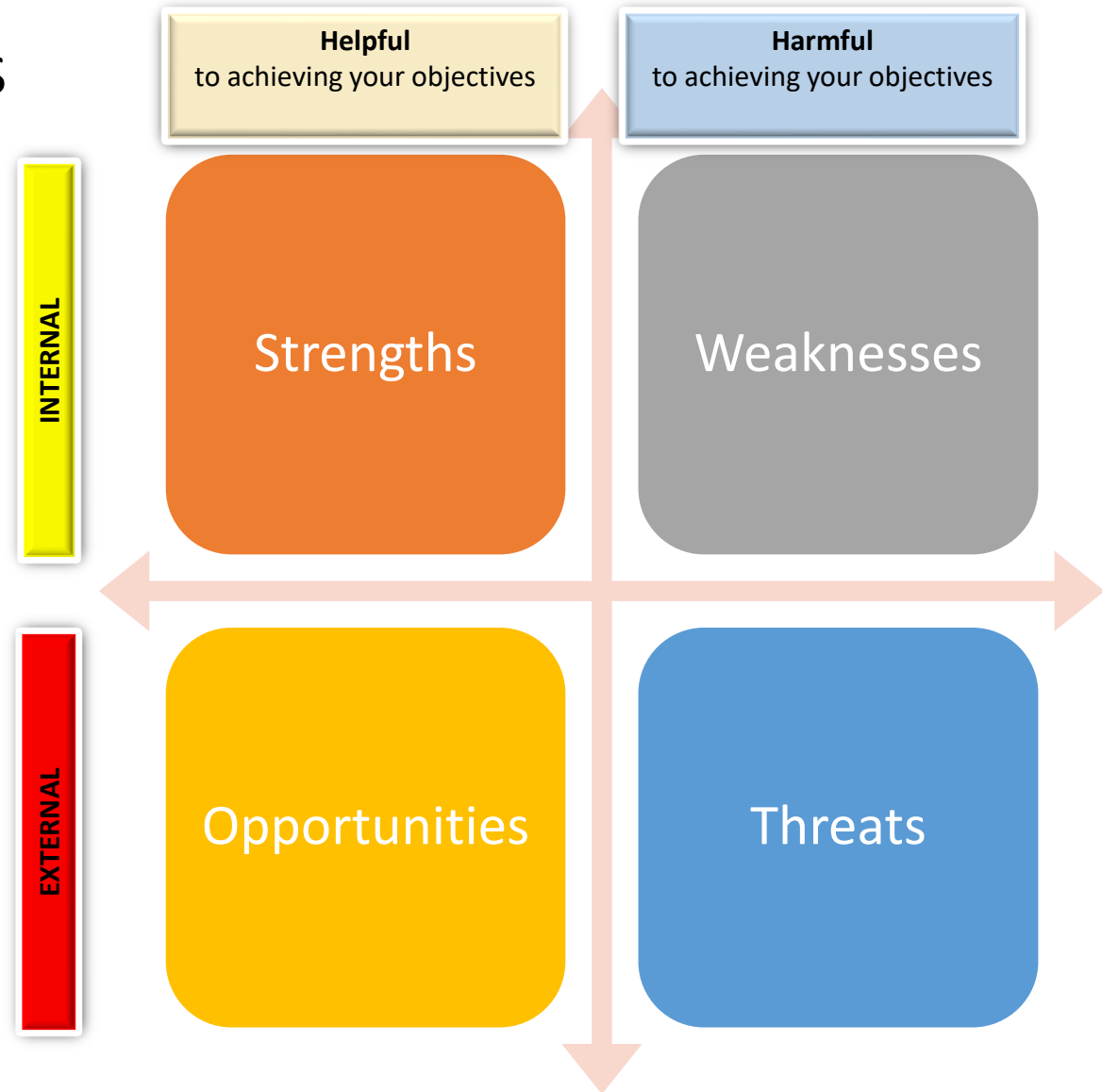   - 1 member of each group will need to report in 2 minutes to everybody at the end of the task

Social Network as online tools: analysis

- Task 1b: Assessing their usability: SWOT analysis

  - What is it?

  - Have you ever used it? (Raise your hands – 3 people max if you know it and want to give a definition)

Social Network as online tools

Task 1b: Divide into 3 groups (15 minutes)

1. Carry out a SWOT Analysis to uses of social media to support multilingual communication *during* a crisis

2. Carry out a SWOT Analysis to uses of social media to enhance communication after the response phase of a crisis *(after a crisis)*

3. 1 member to report on major points

Helpful
to achieving your objectives

Harmful
to achieving your objectives

INTERNAL

EXTERNAL

Strengths

Weaknesses

Opportunities

Threats

Resources in crisis translation

- Crowdsourcing (for definitions see O'Hagan 2011, 2015)

  - Community of translators – pre-existing ones or newly formed
  - Participative action
  - Activist attitude
  - Committed participants
  - Amateur and non-professional
  - Professionals but not-for-profit
  - Web-based and collaborating remotely

O'Hagan, M. (2011). Community translation: Translation as a social activity and its possible consequences in the advent of Web 2.0 and beyond. *Linguistica Antverpiensia, New Series–Themes in Translation Studies*(10).

O'Hagan, M. (2015). Reflections on professional translation in the age of translation crowdsourcing. In R. Antonini & C. Bucaria (Eds.), *Non-professional Interpreting and Translation in the Media* (pp. 115-131). Frakfurt am Main; Bern: Peter Lang. Alternative: https://www.jostrans.org/issue25/art_flanagan.php

Resources in crisis translation

Recent mapping
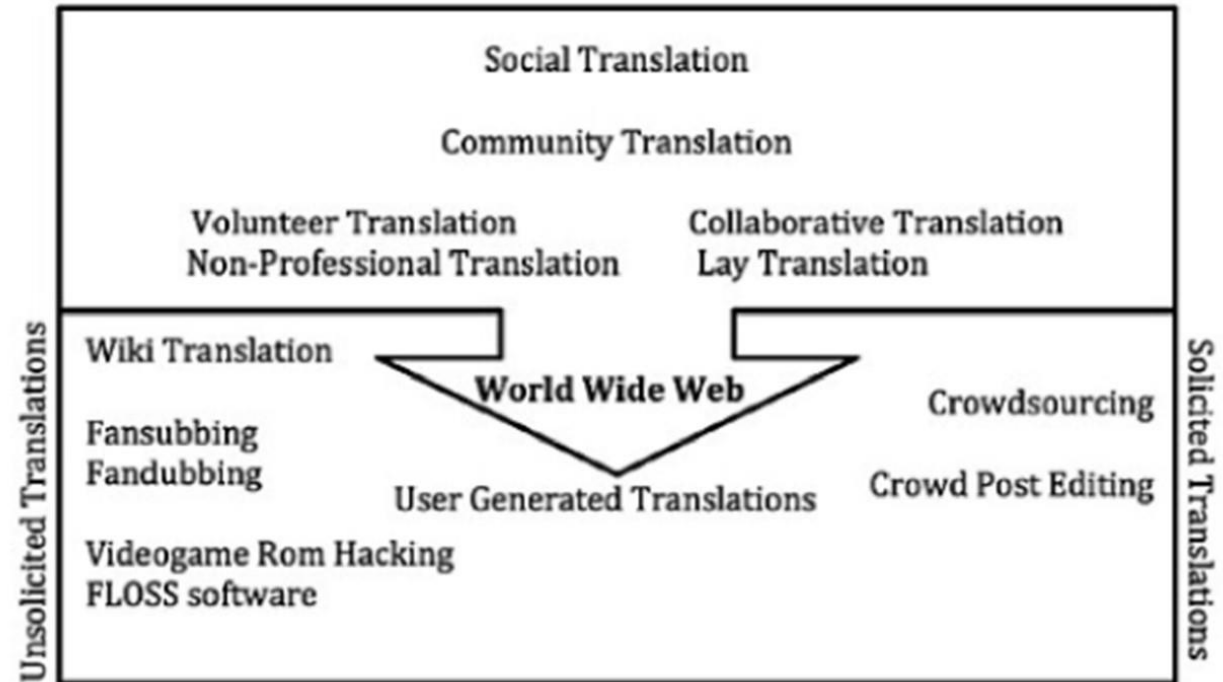(Cordingley & Frigau Manning 2016)

Figure 10.1 Mapping concepts related to crowdsourcing in translation studies

Cordingley, A., & Frigau Manning, C. (2016). *Collaborative Translation: From the Renaissance to the Digital Age*. London - New York, NY: Bloomsbury UK.