

# Session report

## **Intercultural perspectives on information literacy and metaliteracy (IPILM)**

by Prof. Dr. Joachim Griesbaum, Dr. Tessa Thadathil, Dr. Thomas P. Mackey, Dr. Stefan Dreisiebner, Emina Adilović, Dr. Justyna Berniak-Woźny

Online conference (BBB)

18.01.2024, 2-6 pm

Author: Lindemaier, Lisa

## **AI and cross language communication**

by Yasmin Kranewitter, Vedikta Gupta, Lisa Lindemaier, Danae Driessen

18.01.2024, 4.40 pm

The sixth contribution to the conference was the question "How does ChatGPT overcome the challenges of context and bias in cross-language communication". Both, practical experiments and literature research from previous studies were used.

The research question and procedure of the experiment were presented as well as the result of the experiment and the classification in existing studies. During the experiment in which a simple prompt was chosen that could be replicated by anyone it became clear which limitations still exist in ChatGPT. The clear presentation and listing of the anomalies which were mainly negative provided a good overview. It also became clear from the classification in the scientific environment that the question, state of the conference, had to be answered with the fact that ChatGPT has not yet been able to overcome the prejudices and limitations, but that solutions are already being worked on. It is important to mention here that the starting point was assumed to be a normal user without a detailed linguistic background.

There were a few questions in the subsequent discussion round (see Appendix A), e.g. whether the division between smaller and larger languages would continue and the smaller ones would be increasingly neglected by the systems. This question could not be answered with certainty, but the speakers were confident that smaller languages would continue to be translated in the future, albeit later than the "big ones". Furthermore, questions were asked about the ability of AI to interpret and correctly translate humor, emotions and the like, even with the background of slang. Here, too, there was no precise answer as no exact predictions could be made at the time of the conference. The answer was limited to speculation as to how AI will develop in the future. Another important question was about the accuracy of translations in a cross-lingual and intercultural context. The clear answer here was that great progress has been made in this area and that work is continuing to incorporate cultural backgrounds into the translation options in order to produce translations that are as accurate as possible, both grammatically and culturally and linguistically correct.

In summary, the article addressed and presented many interesting points and views on the topic of AI and cross-lingual communication. Due to the rapid and ongoing changes in this area it was sometimes only possible to make predictions for the future, but valuable observations were also made.

## Appendix A

Nicklas Brandes - 16:46

As (generative) AI require huge amounts of training data developing them for smaller languages is hard. Already this is visible in the quality gap of machine translators for big and small languages. Is this just a short term problem that will be solved as the technology progresses or will this lead to further marginalisation of small languages?

Annika Häntzsch - 16:47

The translation of texts that deal with feelings, jokes or the equivalent is very complex. Will AI ever be able to do this?

Thapthai Meengern - 16:48

Could AI potentially able to translate or indicate any of the slang or even idioms in other language ?

Alexia Götzl - 16:49

AI can make communication between speakers of different languages easier, but there is a risk for inadequate translation of humor and jokes within a cultural context and therefore misunderstanding that might occur in the translation context? Are there any approaches to reduce or avoid these type of misunderstandings? For example giving AI more information on cultural backgrounds and context or would that be too much information for it to process and provide at adequate moments?

Alexia Götzl - 16:42

In the context of international students who might have a literature course in a foreign in language, do you think AI would be more successful at translating poems in their art style, if its given further instructions? So perhaps specifying that its a poem and that rhymes etc should preserve? Or do you think it depends on the website and other platforms would be more successful at fullfilling this task than ChatGPT?