

Human translator or AI and translation apps?



Human translator

In the same way you wouldn't rewire your own house or replace your car's engine, if you need something important to be translated you should go to a professional, human translator.



As professionals, translators are not only highly proficient in languages, they also have in-depth cultural and subject knowledge. Here are some cases where a human translator is essential:



When accuracy is essential

Medical records, legal documents or financial reports, for example



When your brand's reputation is at stake

Any material for public consumption should be translated by a human, be it a brochure, a website, or an app



When there's nuanced language

For example, adverts and books, where the language often depends on cultural references and metaphors

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AI and translation apps

Now, just because you can't rewire your house, or replace your car's engine, it doesn't mean you can't change a lightbulb, or top up your car's windscreen fluid without professional help.



In the same way, there are some instances where using AI or translation apps can help.



For informal exchanges

Think social media posts, or saying "thank you" when you're on holiday



For producing a first draft

Translations produced by a machine should always then be edited and proofread by a human



For getting the gist of something

But translation apps can't understand context, so they can make mistakes

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