

**EAMT-Funded project**  
**"Sponsorship of the Social MT 2017 Workshop"**

**Final Report**

The First Workshop on First workshop on Social Media and User Generated Content Machine Translation ([Social MT 2017](#)) took place on Wednesday, May 31st, 2017 in Prague, Czech Republic, immediately succeeding the 20th Annual Conference of the European Association for Machine Translation (EAMT).

The focus of our workshop was to provide a forum for researchers working on Machine translation of user generated content to present their results and insights.

Most businesses operating across international borders understand the value of localization. In order to make a connection they have to be able to speak the language of their customers. Websites, marketing materials, social media profiles and other high-impact elements should all be thoroughly localized, which can mean a combination of high-quality translation, transcreation and even the creation of entirely original content in many target languages.

Clearly UGC can be incredibly useful and translating this content can increase and improve its reach and utility.

Additionally, translated crowdsourced content from social media can also be utilised for many analytics domains, such as measuring the effectiveness of marketing activities, developing early warning systems, influencer identification for a specific brand/product, and so on.

The workshop aimed to bring together researchers not only from machine translation domain but from diverse fields, such as Big Data and Machine Learning, Natural Language Processing, and the Computational Social Sciences, who can potentially contribute to improving the quality of UGC translation and its utilisation in research and industrial data analytics tasks.

We received seven submissions reviewed anonymously. The scientific committee of the workshop accepted four papers to be presented in the event as we can see in the following program:

	Social MT 2017 @ EAMT
14:30-14:40	Opening and Welcome Haithem Afli
14:40-15:20	Keynote Speech Houda Bouamor Translating user generated content: an overview and Arabic dialect translation as a case study.
15:20-15:40	Oral presentation 1 Chao-Hong Liu, Declan Groves, Akira Hayakawa, Alberto Poncelas and Qun Liu. Understanding Meanings in Multilingual Customer Feedback.
15:40-16:00	Oral presentation 2 Fatma Mallek, Ngoc Tan Le and Fatiha Sadat. Improved Machine Translation for Arabic Tweets on Scarce-resource settings.
16:00-16:20	Coffee Break and Networking
16:20-16:40	Oral presentation 3 Meghan Dowling, Teresa Lynn and Andy Way. A Crowd-sourcing Approach for Translations of Minority Language User-Generated Content
16:40-17:00	Oral presentation 4 Imane Guellil, Azouaou Faical, Mourad Abbas and Fatiha Sadat. Towards an automatic Machine Translation for Arabic using Arabizi Neural Machine Transliteration
17:00-17:45	Panel discussion on open and upcoming challenges in translating UGC
17:45-18:00	Closing - Andy Way

Houda Bouamor from Carnegie Mellon University Qatar (CMUQ) gave the invited on “Translating user generated content: an overview and Arabic dialect translation as a case study”.

Thirty seven (12 students and 25 non-students) were registered via the EAMT website to attend Social MT and we were happy that the actual number of participants was more than fifty attendees from Academia and industry.

The EAMT budget was spent as follow:

TT (T)	Trans.date	Account (T)	Text	Amount
General Ledger	8/22/2017	Research Allocation	Researc deficit alloc. to close P60109	(51.40)
Travel Expens	6/9/2017	Events	HAITHEM AFLI 332648	280.49
Travel Expens	7/6/2017	Conferences Abroad	HAITHEM AFLI 333846	1,278.75
Posting of Inco	6/16/2017	Travel	Travel EAMT Workshop Prague 31st May 2017	35.51
Posting of Inco	6/16/2017	Flights EU	Flights EAMT Workshop Prague 31st May 2017 - Invited Speaker	142.00
Posting of Inco	6/16/2017	Accommodation	Accommodation EAMT Workshop Prague 31st May 2017	86.90
		Bank Charges		10.75
Posting of Inco	3/21/2017	Sundry expenses	Social EAMT Conference/Workshop May 2017 Hosting Costs Karlova University Prague	217.00
			<b>Expenditure</b>	<b>2,000.00</b>
			<b>Budget</b>	<b>2,000.00</b>

(The detailed finance report will be sent separately to EAMT)

We would like to thank the EAMT for all the the sponsorship and the help in organising this event and all the members of the Program Committee for their timely reviews.

We also would like to thank the participants of the workshop for the interesting discussions around our Social MT 2017 topics.