Lookin' for Links in All the Wrong Places

NETA Monthly Meeting, January 23, 2021

Reviewed by Marian Comenetz

NETA's January monthly meeting, entitled Lookin' for Links in All the Wrong Places, featured our very own president, Diana Rhudick, whose beautifully planned and handsomely executed talk drew over 50 attendees eager to learn some of the "right places" to turn to for terminology searches. As stated in Diana's abstract, the goal was to find hits that are "accurate or appropriate to the text you are translating."

From the start, Diana made clear that searches often focus not only on specific terminology, but on background knowledge necessary for a proper translation. She then alluded briefly to how dramatically the field of translation has changed over the past 10-20 years. We have progressed from fax machines to CAT tools. Of course, the internet has changed everything, making searches easier and faster. Thanks to advancing technology, webinars, podcasts, and discussion fora abound (ex. ATA language divisions). Nowadays masses of information are at our disposal. The question is what to do with it. Diana quoted Nick Hartmann, a former ATA president, who once commented that the distinction between an amateur and a professional is rooted in knowledge of what to look for and how to find it.

Diana discussed some of the major browsers and then showed us a Wikipedia page that [compares search engines](). Of particular interest is the Tracking and surveillance chart showing the extent to which Google tracks activity. Google does provide the most up-to-date terms with years when they appear. There are also specialized Google sites like Google Scholar for academic searches. Google has search engines in different languages as well an Advanced Search function. (There was further elaboration here.) Diana informed us that Google processes approximately 90% of online searches in the US. On the other hand, a *Washington Post* journalist compared Google in 2000 and 2020 and found that its helpfulness had declined. Diana uses [DuckDuckGo]() for searches. That search engine does not profile or track its users and shows all users the same results for a given search. In contrast, the major search engines like Google provide custom results. Board member and attendee Maiyim Baron favors the ecologically-friendly search engine [Ecosia](), whose servers run on renewable energy and uses ad revenue from searches for reforestation.

> **Nick Hartmann, a former ATA president, once commented that the distinction between an amateur and a professional is rooted in knowledge of what to look for and how to find it.**

Diana then explained an acronym that is coming into common use: VPN, or Virtual Private Network. With a VPN, traffic flow is encrypted, so activity is not tracked. VPN is used to protect sensitive data.

At this point Diana shifted gears, listing and commenting on a distinct number of websites that she considers largely reliable, though always with a caveat attached. These included [ProZ](), [Translators Café](), [WordReference](), [Webopedia]() and [Termium]().

- Is [Wikipedia]() valid? Diana showed that if you click on one of the languages on the left side of the Wikipedia page, you'll find that even if the photo is the same, the text that comes up is not the same as the English text since contributions are made by different individuals.

- Diana uses [Linguee]() with caution, but NETAn Andy K. uses it a lot for what it is: a memory of other people's translations, with sources provided.

- NETAn Lyle P. referred to [Reverso](), which is offered in six languages and where one can find examples of terms in context.

When using the above websites (and others), be sure to apply what Diana called "common sense reliability." For a text on Covid 19, consider the source of the material: is it the magazine *Health Today,* or Wikipedia, or the CDC? The extension .edu is for universities; the extension .gov is for government sites. Both should be reliable sources. When checking your guesses, if you're working into English, be sure to focus on US English. You might want to guess, and then google a given term. Watch out for machine translation among the sources you find. And be sure to be able to justify to a client why you used a particular term.

Lookin' for Links in all the Wrong Places

Tips and Tricks

Diana ended her talk with a series of Tips and Tricks. Some examples:

• The tilde can be your friend. Type in a keyword and then "~glossary" to get a relevant glossary. Type in a keyword and then "~thesaurus" to get lots of possible alternate terms.

• You can narrow down your search, if you wish, by adding "site:" and the two-letter abbreviation for a given country (a list of those abbreviations can be found at bitmedia.com.

• Or you can narrow your search down to find out how a given word has been used within any given university (ex. nightingale site: yale. edu).

• Yet another narrowing mechanism is to type in a keyword and then file type: PDF.

• Don't forget about Google Images, where yu may figure out a term by seeing an image of it.

And there's this nifty tip:

• If you have an image but don't know exactly what it is, use the camera in the Google search bar to drop an image into Google camera! Diana dropped the image of an insect which turned out to be a cat flea. Who knew?

Clearly, Diana's presentation was rich in content. Her years of experience shined forth. And her pleasant, natural manner was in full evidence. All in all, this was an excellent meeting.

NB: Recordings of this and (some) other past NETA monthly meetings are available to NETA members, as follows:

To access a recording:

• Log in to our website, netaweb.org.

• On the far right of the green menu bar, hover over the three horizontal lines and select *Members Only*.

• Click on the "videos" link in the 4th bullet.

• There members will see the pertinent link and password to NETA's video archive

Instructions on How to Increase Your NETA Online Privacy

by Diana Rhudick

If your name and contact information are included in NETA's online directory, be aware that these may be harvested by anyone using the web. The instructions below explain how to hide specific fields in your profile, which will of course also become hidden to potential clients.

Log in.

Click on your name to show the menu.

Click on "View profile."

Click on the gray box to left, "Edit profile."

Click on "Privacy," in the middle.

This page lists each field of your profile, and gives you the option to make each field visible to anybody, members only, or nobody, (No access).

You can also click or unclick "Show profile to others" near the top.

The e-mail field is about 9 down on the list. You can select "No access" for it.

To save changes and exit, click "Save" at the bottom.