

Student RA Guide and Training Manual

GILT Research Communication Series

GILT Research Centre (<https://giltrc.org>)

The Hang Seng University of Hong Kong

2024

The present work is supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project Reference No.: UGC/IDS(R)14/23).

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About Us

What is GILT

The GILT industry, which is essential to the cross-regional promotion of business activities, encompasses globalisation, internationalisation, localisation, and translation—the four key aspects of adapting brands, products, and services for different markets across languages and cultures.

- Globalisation (G11N): The process of adapting products and services for global markets, considering cultural, linguistic, and technical requirements.
- Internationalisation (I18N): Designing products and services to be adaptable for various languages and regions without engineering changes.
- Localisation (L10N): Adapting products and services to meet the language, cultural, and other requirements of a specific target market.
- Translation (T9N): Converting text from one language to another while maintaining meaning and context across linguistic boundaries.

Our Centre



GILT(全球化、國際化、本地化和翻譯)研究中心
GILT RESEARCH CENTRE
(GLOBALISATION, INTERNATIONALISATION, LOCALISATION
AND TRANSLATION)

香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

The GILT Research Centre, the first of its kind in Hong Kong, was established in August 2024 with funding support of HK\$4.04 million from the Institutional Development Fund of the Research Grants Council of the HKSAR Government. By leveraging the cross-disciplinary expertise of HSUHK's five schools, the Centre aims to foster academic exploration of multilingual communication and language services, as well as investigating the multifaceted aspects of GILT. We aim to consider how professionals in sectors related to cross-lingual and cross-regional promotion can contribute to addressing challenges and seizing opportunities in an ever-changing, post-pandemic world. For more information, please visit <https://giltrc.org>.

Preface: Welcome to GILT Research

Welcome to the GILT Research Centre's Student Research Assistant Program - Winter 2024 Cohort. As part of our commitment to fostering research excellence and providing hands-on experience to students, we're excited to launch this research assistant scheme.

This guide serves as your comprehensive guide to the GILT Research Communication Series initiative. Whether you're creating social media content or reviewing research articles, you'll find guidelines, examples, and resources to support your work. The guide is designed to:

- Orient you to your role and responsibilities
- Provide clear workflows and expectations
- Offer practical templates and examples
- Guide you through quality standards
- Connect you with necessary resources

We encourage you to familiarize yourself with all sections of this handbook and refer back to it throughout your appointment. Your Research Assistant mentor will guide you through these materials during your orientation and remain available to answer questions.

As an SRA, you're not just supporting our research communication efforts – you're developing valuable professional skills while contributing to knowledge sharing in the GILT sector. We look forward to your contributions and growth with us.

1. Overview of GILT Research Communication Series

GILT Research Communication Series is an initiative that bridges academic research and industry practice in globalization, internationalization, localization, and translation (GILT). Through this program, Student Research Assistants (SRAs) work under the guidance of Research Assistants (RAs) and academic members to analyze and synthesize insights from academic publications and industry developments, transforming complex research findings into accessible, engaging content.

Our SRAs develop valuable professional skills while contributing to knowledge dissemination in the GILT sector. Under structured mentorship from RAs, they review academic papers and industry articles, extract key insights, and create social media content that connects researchers, practitioners, and the public. Each piece of content undergoes careful review by RAs and academic members before publication, ensuring high quality and accuracy.

The initiative serves multiple goals: providing hands-on professional development for students, increasing research visibility, fostering academic-industry dialogue, and building a dynamic knowledge repository for the GILT community.

2. Key Tasks and Basic Guidelines

Core Responsibilities

As a Student Research Assistant (SRA) in the GILT Research Communication Series, you'll engage in two primary tasks that contribute to our knowledge dissemination mission:

- Creating engaging social media content
- Producing clear research summaries/reviews

These tasks require different skills but share common principles: accuracy, clarity, and engagement with our target audience.

Key Principles

- Accuracy: All content must faithfully represent the original research or information
- Clarity: Complex ideas should be communicated in accessible language
- Consistency: Follow established templates and guidelines
- Professionalism: Maintain academic standards while ensuring accessibility
- Attribution: Properly credit sources and researchers
- Timeliness: Meet deadlines and respond promptly to feedback

Task 1: Social Media Content Creation

Description: Create engaging content for the Centre's social media presence

Platforms:

- LinkedIn (<https://www.linkedin.com/in/gilt-research-centre-9598a5335/>)
- Instagram (https://www.instagram.com/gilt_hsuhk/)
- Facebook (<https://www.facebook.com/profile.php?id=61567467613531>)
- Threads
(https://www.threads.net/@gilt_hsuhk?xmt=AQGzFqVdHfKTkXuI0Hk8wix8ISnuWEOdM2-w7T3nnQc89dE)
- X (formerly Twitter) (<https://x.com/giltresearch>)

Types of Social Media Posts:

- Research Highlights - Showcase key findings from GILT research projects; Highlight breakthrough moments and significant discoveries
- Event Announcements/Recaps - Promote upcoming events; Share highlights from past workshops, seminars, and conferences
- Industry News/Trends - Share relevant industry developments; Report on technological advances;
- Track market trends in GILT fields
- Publication Updates - Highlight new publications

Task 2: Research Summary and Review

Description: Summarize academic papers and industry articles related to GILT topics

Key Sources for Summary:

- Academic Databases - Peer-reviewed articles and research papers
- Industry Newsletters - Current industry insights and trends
- Research Institutions - Publications from leading GILT research centers
- Professional Associations - GALA, TAUS, ATA
- Key Journals
- Conference Proceedings: GILT-related conference papers; Presentation summaries
- Expert Blogs/Websites - Recognized industry experts' blogs

Weekly targets and Submission Procedure

Your Research Area (Any one of the following)

- GILT of Digital Media
- Technology for GILT
- GILT in HK and Beyond
- GILT and Business World

Social Media Content Creation (5 hours/week)

- 3 post drafts per week (different social media channels)

Research Summary and Review (5 hours/week)

- 3 new publications thoroughly reviewed

Submission Procedure

1. Draft Creation: Create content following provided templates (Refer to templates in Sections 3-5)
2. Content Submission: Upload and submit content to designated shared drive for RA review
3. Revision Process: Review and incorporate feedback. Address all RA comments and make necessary revisions.
4. Final Publication: Content posting by RA.

Payment Request

- Submit or update your bank account details in the Student Information System (SIS) through the eCampus page.
- Complete Form 49 (Parts B and C) (<https://fo.hsu.edu.hk/staff-intranet/form-download/>) by the last week of each month.

3. Guidelines and Templates

Template 1: GILT Social Media Content Draft

BASIC INFORMATION

Date Submitted: [YYYY-MM-DD]

Platform:

- ☐ LinkedIn (Professional tone)
- ☐ X (Concise, 280 chars)
- ☐ Instagram (Visual focus)
- ☐ Facebook (Community engagement)
- ☐ Threads (Conversational)

Content Type:

- ☐ Research
- ☐ Event
- ☐ Achievement
- ☐ News
- ☐ Technology
- ☐ Educational

POST CONTENT

Draft Text:

[Write post content here. For more information, please refer to Part 4 of this guide.]

Hashtags should be included:

Examples

Industry Core:

#xI8 #t9n #l10n #translation #localization #GILT

Technology Focus:

#AItranslation #LanguageTechnology #TranslationTech #ML #NLP

Character Count: _____ / _____

Links/References:

[List all URLs and sources]

Image/Media:

[Photo/Infographic/Video]

ADDITIONAL NOTES

[Additional information for reviewers]

Template 2: Academic Article Review

BASIC INFORMATION

Title: [Complete title of the academic paper]

Author(s): [List all authors in order: Last name, First name; Last name, First name]

Year: [Publication year (include "preprint" if applicable)]

Journal/Source: [Full journal name, conference proceedings, or repository. Include volume/issue]

DOI/URL: [Permanent identifier or stable URL. Prefer DOI when available]

KEY POINTS (3-5 bullets)

Areas/questions that can be considered:

- What was the main research question?
- What hypothesis did the researchers test?
- What are the 2-3 most significant findings?
- What new approach or method did they introduce?
- How does this advance current knowledge?

METHODOLOGY

Areas/questions that can be considered:

Research Design:

- *What type of study was conducted?*
- *Why was this approach chosen?*
- *How does it compare to previous methods?*

Data Collection:

- *What data sources were used?*
- *How large was the sample?*

- *How was the data gathered?*
- *What time period does the data cover?*

Analysis:

- *What methods were used to analyze the data?*
- *Which tools or software were employed?*
- *How was the analysis validated?*

Limitations:

- *What constraints affected the research?*
- *What factors might limit the findings?*
- *How did researchers address limitations?*

MAIN FINDINGS

Areas/questions that can be considered:

Results:

- *What are the primary numerical findings?*
- *Which results are statistically significant?*
- *How do results compare to previous research?*

Conclusions:

- *What conclusions did researchers draw?*
- *How well do conclusions match the data?*
- *What practical implications were identified?*

RELEVANCE TO GILT

Areas/questions that can be considered:

- *How could this research impact translation/localization practices?*
- *What tools or processes might change based on these findings?*
- *What resources would be needed to implement these findings?*
- *How might this affect quality assessment?*
- *What cost implications should be considered?*

Template 3: Industry Article Review

BASIC INFORMATION

Title: [Complete title of industry article/report]

Publisher: [Publishing organization/platform/company]

Date: [Publication date (include month if available)]

Author/Organization: [Individual author(s) or publishing organization]

URL: [Direct link (note if paywalled)]

INDUSTRY FOCUS

Areas/questions that can be considered:

- Which sector(s) does this article primarily address?
- Why is this topic significant now?
- Who are the key stakeholders discussed?

KEY POINTS (3-5 bullets)

Areas/questions that can be considered:

- What are the main arguments or findings?
- What evidence supports these points?
- What changes or trends are highlighted?
- What recommendations are made?
- What timeline is discussed?

SUPPORTING DATA

Areas/questions that can be considered:

Statistics:

- What key numbers support the main arguments?
- How recent is this data?
- What's the source of these statistics?

Case Studies:

- What real-world examples are provided?
- What results were achieved?
- What lessons can be learned?

Expert Input:

- *Who are the quoted experts?*
- *What key insights do they provide?*
- *How do their views align with the article's message?*

MARKET IMPLICATIONS

Areas/questions that can be considered:

Impact Analysis:

- *Who will be most affected by these developments?*
- *What changes might be required?*
- *What opportunities or challenges arise?*

Trends:

- *What patterns are emerging?*
- *Why are these trends important?*
- *How might they develop?*

Future Outlook:

- *What developments are predicted?*
- *What timeline is suggested?*
- *What factors might influence these predictions?*

RELEVANCE TO GILT

Areas/questions that can be considered:

- *How could this research impact translation/localization practices?*
- *What tools or processes might change based on these findings?*
- *What resources would be needed to implement these findings?*
- *How might this affect quality assessment?*
- *What cost implications should be considered?*

4. Sample Social Media Content

Templates

LinkedIn

[Compelling image/infographic if available]

 RESEARCH HIGHLIGHT: [Topic]

[Opening hook - 1-2 compelling sentences]

Key Findings:

- [Main statistic/finding 1]
- [Main statistic/finding 2]
- [Main statistic/finding 3]

Why This Matters:

[2-3 sentences on industry impact]

Industry Implications:

- ✓ [Practical application 1]
- ✓ [Practical application 2]
- ✓ [Practical application 3]

Want to dive deeper? Read our full analysis: [Link]

Research & Analysis: [Student RA]

Review: [Reviewer]

GILT Centre Research Communication Series

#GILT #TranslationTechnology #ResearchInsights #[Industry-specific tag] #[Topic-specific tag]

X (Twitter)



Let's break down this new translation research!

[1/5] Main finding: [Key statistic or insight]

[2/5] Why this matters:

- [Impact point 1]
- [Impact point 2]

[3/5] The details:

[Supporting evidence]

[4/5] Industry implications:

[Brief analysis]

[5/5] Read more: [Link]

Research: [Student RA]

Review: [Reviewer]

@GILTCentre

#GILT #Translation

Instagram

[Visual Slide 1: Key statistic or finding in bold graphic]

[Visual Slide 2-3: Supporting points/breakdown]

[Visual Slide 4: Call to action]



NEW RESEARCH INSIGHT

Key finding: [One sentence highlight]

What we found:

- [Brief point 1]
- [Brief point 2]
- [Brief point 3]



Full summary on our website [link in bio]

Research: [Student RA]

Review: [Reviewer]

#GILT #TranslationResearch #ResearchCommunity #TranslationStudies

#TranslationTechnology #LocalizationIndustry #AcademicResearch #TranslationScience

@giltcentre

Facebook



RESEARCH SPOTLIGHT

[Engaging opening question or statement]

New research shows: [Key finding]

Three important takeaways:

1 [Point one]

2 [Point two]

3 [Point three]

Want to learn more? Read the full summary: [Link]

Research: [Student RA]

Editorial: [Reviewer]

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#GILT #TranslationResearch

Threads

[Engaging opening statement/key finding]

Key insights:

- [Point 1]
- [Point 2]
- [Point 3]

What this means:

[Brief explanation of significance]

Research: [Student RA]

Review: [Reviewer]

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#GILT #[Topic] #[Relevant tags]

Sample Posts

LinkedIn

New Research Alert: AI in Literary Translation

Fascinating findings from Zhang et al. (2024) show AI translation now handles 68% of literary content effectively - but cultural nuances remain a challenge.

Key insights:

- NMT achieves 68% quality score vs human translation
- Cultural references only reach 45% accuracy
- Post-editing time reduced by 35%

What does this mean for translators? While AI is making strides, human expertise remains crucial for cultural elements and creative content. The future points to hybrid approaches combining AI efficiency with human creativity.

Read the full research summary on our website: [\[Link\]](#)

Research & Analysis: [\[Student RA\]](#)

Editorial Review: [\[Reviewer\]](#)

Part of GILT Centre's Research Communication Series

[#TranslationTechnology](#) [#AITranslation](#) [#LiteraryTranslation](#) [#GILT](#) [#TranslationInnovation](#)

X (Twitter)



Breaking down AI Literary Translation

[1/5] New study shows AI reaches 68% of human translation quality in literature. But what's the real story?

[2/5] The good news:

- 35% faster post-editing
- Strong basic narrative handling
- Consistent terminology

[3/5] The challenges:

- Cultural refs only 45% accurate
- Metaphors at 52%
- Style consistency issues

[4/5] Key takeaway: AI isn't replacing literary translators - it's creating new hybrid workflows that combine machine efficiency with human creativity.

[5/5] Full research available at [link]

Research: [Student RA]

Review: [Reviewer]

@GILTCentre

#TranslationTechnology

Instagram

[Slide 1: "68% - AI Translation Quality Score vs Human Translation"]

[Slide 2: Breakdown of accuracy scores]

[Slide 3: Future implications visual]



AI IN LITERARY TRANSLATION

New research reveals AI can handle 68% of literary content effectively - but there's a catch.

Key findings:

- Cultural references: only 45% accuracy
- Metaphor handling: 52% success rate
- Post-editing time: 35% reduction

What does this mean for translators? AI isn't replacing humans - it's creating new hybrid workflows!



Full research breakdown on our website

Research: [Student RA]

Review: [Reviewer]

#GILT #AITranslation #TranslationTechnology

Facebook



Can AI Really Translate Literature?

Exciting new research from our team explores AI's capability in literary translation. The results? AI achieves 68% of human translation quality - showing both promise and limitations.

What we discovered:

- 1 AI excels at straightforward narrative
- 2 Cultural references remain a major challenge (45% accuracy)
- 3 Post-editing time reduced by 35%

The future of literary translation looks hybrid - combining AI efficiency with human creativity.

Read the complete analysis: [\[Link\]](#)

Research: [\[Student RA\]](#)

Editorial: [\[Reviewer\]](#)

GILT Centre Research Communication Series

Threads

New study shows 42% faster translation throughput when using AI in game localization workflows.

Key insights:

- 28% reduction in QA time
- 35% cost savings overall
- 89% of cultural references still need human expertise
- Hybrid workflows becoming industry standard

What this means:

Game loc is evolving toward AI-human collaboration, not replacement. Technical content benefits most, while cultural adaptation remains firmly in human hands.

Research: [\[Student RA\]](#)

Review: [\[Reviewer\]](#)

@GILTCentre

#GILT #GameLoc #TranslationTech

5. Sample Article Reviews

Sample 1: Research Article Review

BASIC INFORMATION

Title: Neural Machine Translation of Literary Texts: A Case Study in English-to-Chinese Translation

Author(s): Zhang, M., Wong, K.F., & Chen, H.

Year: 2024

Journal: Machine Translation

DOI: 10.xxxx/xxxxx

KEY POINTS

- First large-scale study of NMT performance on literary translation
- Introduces new evaluation metrics for literary quality
- Combines automated and human evaluation methods
- Shows significant gaps in NMT handling of cultural elements

METHODOLOGY

- Parallel corpus of 200 English literary texts and Chinese translations
- Custom-trained NMT model with literary-specific modifications
- 3-phase evaluation: automated metrics, professional translators' assessment, reader reception study

MAIN FINDINGS

- NMT achieves 68% quality score compared to human translation
- Performs well on straightforward narrative but struggles with:
 - * Cultural references (45% accuracy)
 - * Metaphors (52% accuracy)
 - * Maintaining consistent style (61% consistency)

RELEVANCE TO GILT

- Directly addresses literary translation automation challenges
- Provides benchmark data for literary MT evaluation
- Identifies specific areas needing human expertise
- Suggests hybrid approach potential

POTENTIAL IMPACT

- Could reduce literary translation costs
- May help address shortage of literary translators
- Creates framework for evaluating literary MT quality
- Opens possibilities for semi-automated literary translation

Prepared by [Student RA]; Reviewed by [Reviewer]

Sample 2: Industry Article Review

BASIC INFORMATION

Title: Global Game Localization Market Sees 24% Growth Amid Mobile Gaming Boom

Publisher: XXX

Date: December 15, 2024

Author: Sarah Johnson

URL: https://xxx

KEY POINTS

- Gaming localization market reaches \$2.8B in 2024
- Mobile games drive 45% of localization demand
- New markets emerge in Southeast Asia
- AI tools reducing turnaround time by 30%

INDUSTRY FOCUS

- ✓ Business/Market
- ✓ Technology
- ✓ Gaming

MAIN TAKEAWAYS

- Market growth exceeds previous projections
- Mobile gaming continues to lead demand
- Southeast Asian markets becoming crucial
- AI integration changing workflow patterns

SUPPORTING DATA

- \$2.8B market size (24% YoY growth)
- Mobile gaming: 45% of market
- Southeast Asia: 28% growth rate
- Average project turnaround reduced by 30%
- 65% of companies using AI-assisted workflows

MARKET IMPLICATIONS

- Increased competition for gaming specialists
- Need for AI-savvy localization teams
- Opportunity in emerging markets
- Pressure to reduce turnaround times

RELEVANCE TO GILT

- Validates focus on gaming localization research
- Supports investment in AI tools
- Highlights importance of cultural expertise
- Identifies new market opportunities

Prepared by [Student RA]; Reviewed by [Reviewer]

6. Useful Resources

Social Media Content Creation

Industry News & Updates

- [Slator.com](#)
Leading news platform for the language industry, covering business, technology, and innovation.
- [MultiLingual.com](#)
Comprehensive magazine and website covering language, technology, and global business.
- [Nimdzi Blog](#)
Market research and consulting firm's blog focusing on language services industry insights.
- [TAUS Blog](#)
Language data network platform sharing insights on translation technology and AI.
- [CSA Research Blog](#)
Market research blog specializing in globalization, localization, and translation insights.

Professional Organizations

- [EAMT \(European Association for Machine Translation\)](#)
European organization promoting MT research, development, and industry applications.
- [AMTA \(American Machine Translation Association\)](#)
US-based organization supporting MT technologies and applications in America.
- [GALA \(Globalization and Localization Association\)](#)
Leading trade association for the language industry, providing resources and networking.
- [FIT \(International Federation of Translators\)](#)
Worldwide federation representing translators, interpreters, and terminologists.
- [IAPTI \(International Association of Professional Translators\)](#)
Independent association promoting ethical practices in translation industry.

Social Platforms to Follow

- [LinkedIn: TAUS](#)
Industry updates and insights from the language data network.

- [LinkedIn: GALA](#)
Industry association news and networking opportunities.
- [Twitter/X: @slatornews](#)
Real-time updates on language industry news and developments.
- [Twitter/X: @multilingualmag](#)
Latest articles and insights from MultiLingual magazine.
- [ADAPT Centre](#)
Leading research center for digital content and media innovation.
- [CSA Research](#)
Market research and advisory firm specializing in global business.

Research Summary Writing

Academic Databases

- [Google Scholar](#)
Comprehensive search engine for academic literature across disciplines.
- [ACL Anthology](#)
Repository of computational linguistics and natural language processing research.
- [DBLP](#)
Computer science bibliography database with focus on research publications.
- [Semantic Scholar](#)
AI-powered research tool for scientific literature discovery.
- [ResearchGate](#)
Professional network for researchers to share and access research papers.
- [Academia.edu](#)
Platform for academics to share research papers and monitor their impact.

Major Journals

- [Machine Translation \(Springer\)](#)
Premier journal focusing on all aspects of machine translation and computer-aided translation.
- [Target \(John Benjamins\)](#)
International journal of translation studies covering theoretical and practical aspects.
- [Translation Spaces \(John Benjamins\)](#)
Journal focusing on translation technology and its impact on translation practice.

- 
- META (Érudit)

Translators' journal covering translation theory, teaching, and practice.

