



Overcoming our perception problem

Decline in student registrations



ONLY PART OF THE PICTURE

Some universities see figures staying the same

Other universities see increases in registrations

General trend appears to be downward

ELIS 2024 results will be interesting to see

Closure of university language/ TR/INT programmes



ONLY PART OF THE PICTURE

**New programmes being
created that combine
languages/TR/INT with
technology**

**University of York the most
recent example**

Decline in foreign language learning using **traditional** means



ONLY PART OF THE PICTURE

Some countries more affected than others (UK)

Massive rise in language learning via online apps like Duolingo and others

Talent shortage / talent crunch

Only part of the picture

Stickiness

Perception problem

Starts early on

Lack of role models for the profession

Adults generally can't/don't/won't distinguish between translating/interpreting

Changing the name of the profession

Advances in tech may be shifting how young people understand what translating/interpreting is

Unscientific experiment

Interpreting

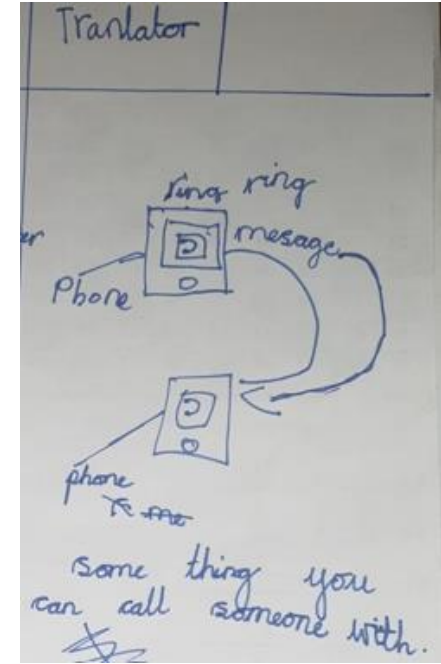
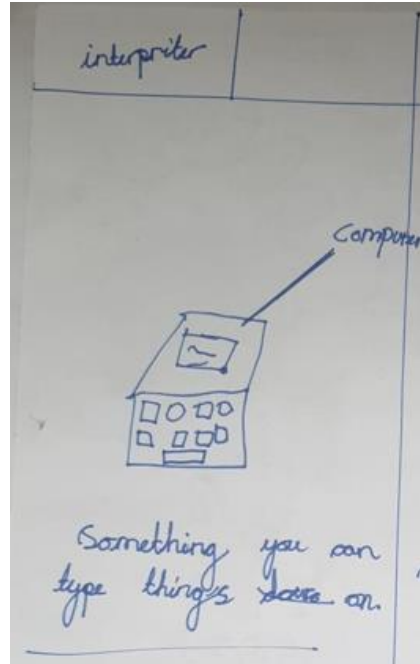
27% of kids have **no idea** what interpreting is

27% think it's something a machine does

19% knew what it was

Remainder were **confused**

(teaches language, just listens, learns languages)



How many of us have encountered the “**Oh is that a job?**”

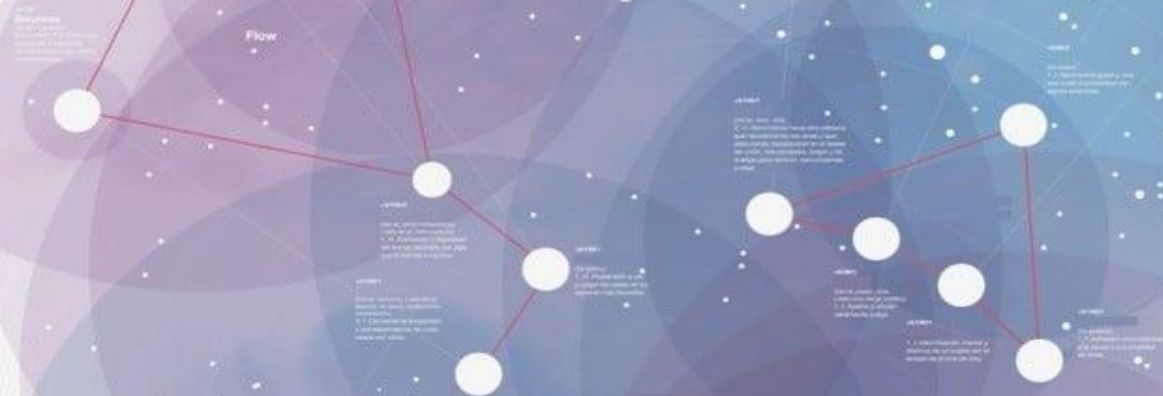
“**Haven't you been replaced by machines?**” narratives

Parents are increasingly saying: **Why would you study that?**

WICKED PROBLEM.

noun | wi-kəd | prä-bləm

a problem that is difficult or impossible to solve because of incomplete, contradictory, and changing requirements that are often difficult to recognize.



LIND expert group / Commission has identified the need for a coordinated campaign to

- ▷ **talk about these issues**
- ▷ **attract young people to study**

A campaign that involves the EU institutions, universities, associations of freelancers and associations of language service companies, and tech companies



Thanks!

Any questions?

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