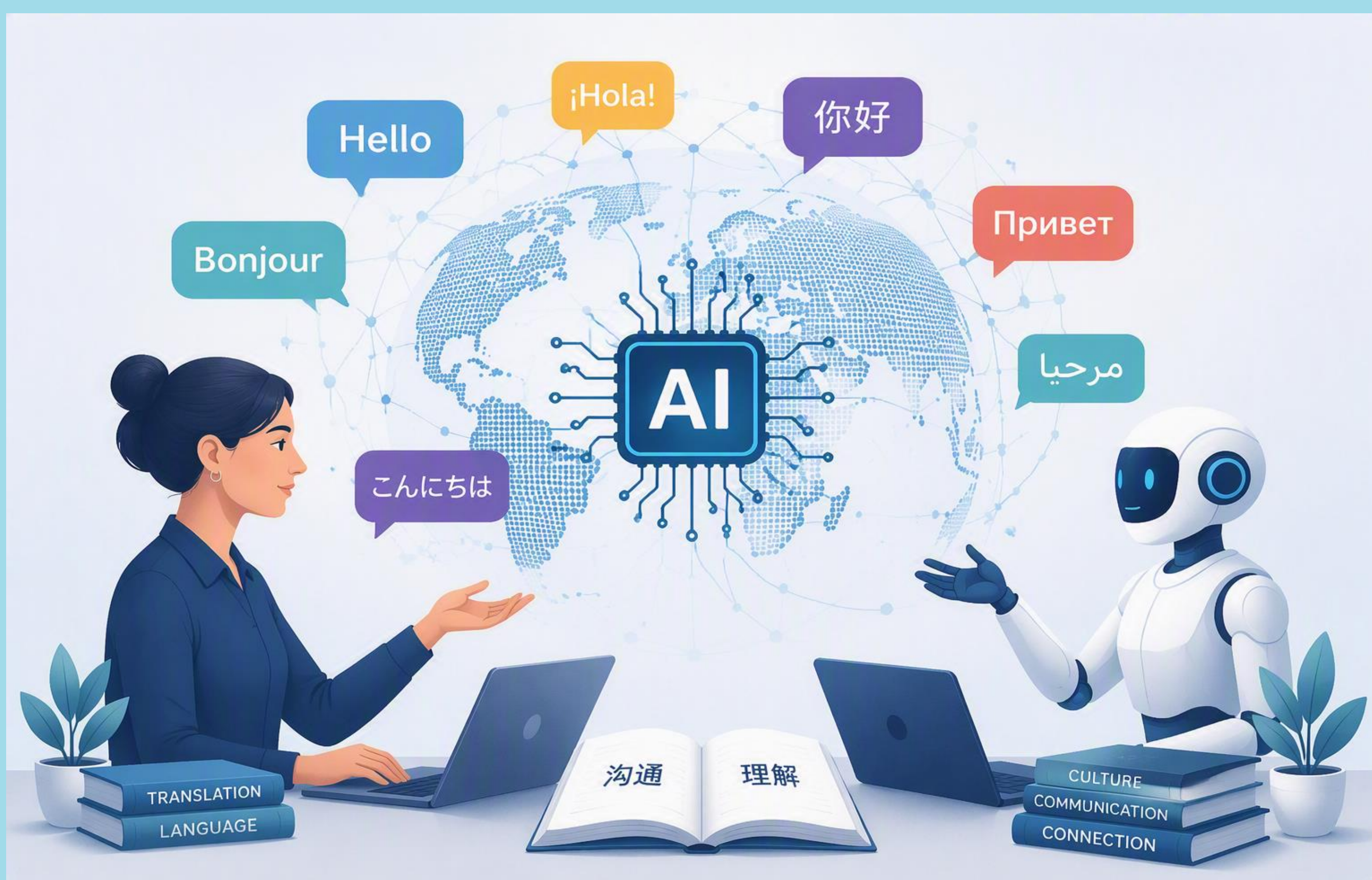


## Research Questions

1. How do associations for language professionals frame the impact of Generative AI on the profession?
2. How do associations participate in shaping AI-related policies affecting the profession?
3. What concrete initiatives have associations implemented to prepare their members for AI-driven changes?
4. How professional identities and competencies are being redefined through associations' work?
5. How do associations' response to AI vary across regions, languages, or possibly association sizes?



## Background

The language and translation profession is undergoing significant transformation as generative AI and Large Language Models (LLM) become increasingly integrated into its professional workflows (Rosado, 2023). While much research has focused on the technological impacts of AI on the sector and its workforce, less attention has been paid to the role of its professional associations in mediating change. This study therefore examines how associations around the world are responding to AI-driven change and how these responses may influence the profession's evolving identity and public standing.

## Findings

1. Associations generally frame GenAI as enabling human-AI collaboration through hybrid workflows while emphasising the centrality of human expertise.
2. Many associations seek to influence AI-related policy and practice through advocacy, collaboration, and regulatory engagement, while developing standards, guidance, and transparency measures that reinforce the value of human expertise.
3. To prepare members for AI-driven change, associations establish AI-focused committees and working groups and provide AI-related training and professional development initiatives. Meanwhile, they also reinforce professional values, standards and ethics.
4. Associations position translators and interpreters as remaining central to the profession, with GenAI augmenting rather than replacing human expertise. At the same time, they highlight evolving professional identities and expanded competencies, including roles as cross-cultural communicators, quality decision-makers, workflow managers, and language technology specialists, alongside skills such as AI literacy, quality assurance, transparency, and expert judgement in high-stakes contexts.
5. Most associations promote similar narratives around human expertise, adaptation, ethics, and AI integration. Differences are mainly evident in the volume and framing of AI-related content, with larger international associations publishing more guidance and smaller associations highlighting specific concerns, such as algorithmic bias against lower-resource languages.

## References

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