

# **Translation in the creator/influencer economies and on new(er) social platforms: Theoretical and methodological considerations**

Professor Renée DESJARDINS

## **Abstract**

The social media landscape evolves rapidly as both established (e.g. Facebook, Twitter) and newer platforms (e.g. Threads, TikTok) compete to retain users, generate engagement, and appeal to advertisers. Relatedly, creators and influencers – who often monetize their social media presence – must keep apace (Hund 2023), which can mean leveraging translation to maximize reach and engagement. Social media teams, which can include translators (Desjardins 2017, 2019) must also adapt their communicative and translation strategies in light of new platforms, social media trends, and new multilingual features (e.g. the integration of machine translation into short-form video content like Instagram’s Stories). For Translation Studies, the creator and influencer economies (and social media more broadly) are rich spaces in which to analyze different translation phenomena; however, this is not without a number of methodological constraints and challenges. This presentation overviews key theoretical concepts related to studying translation, multilingual communication, and translanguaging on social platforms (and, more specifically, understudied platforms that have made their entry or gained significant traction in the last five or so years, e.g. Clubhouse, Threads, TikTok) and within creator/influencer spaces. Methodological considerations – such as ethical and consensual use of user content and the challenges presented by the ephemeral nature of specific content (e.g. Instagram Stories) – will be addressed using examples from recent work on translation in the creator and influencer economies. Examples of accounts to follow to keep abreast social media trends will be shared to demonstrate the importance of consilience between those working in the Digital Humanities/Translation Studies and those working in the social media industry.

## **Biography**

Professor Renée DESJARDINS is an associate professor at the Université de Saint-Boniface in Winnipeg (Treaty 1). She is the author of *Translation and Social Media: In Theory, in Training, and in Professional Practice* (Palgrave Macmillan, 2017) and the co-editor of *When Translation Goes Digital: Case Studies and Critical Reflections* (Palgrave Macmillan, 2021). She has been researching and writing about translation and social media for over a decade and has published on the subject in a number of other outlets, including *The Routledge Encyclopedia of Translation Studies*, *The Routledge Handbook of Translation and Pragmatics*, and in a special issue of *Translation Studies* on “Social Translation”. Her most current work, for which she was recently awarded a Social Sciences and Humanities Research Council of Canada Insight Grant (2022 competition), examines translation in the creator and influencer economies as well as on new(er) social platforms.