Innovative Approach to Translation Technology Training: The Efficacy of Blended MOOCs

Dr. Venus Chan
Assistant Professor, Hong Kong Metropolitan University, Hong Kong

Abstract:

In this rapidly evolving, technology-driven era, mastering translation technology has become increasingly crucial for professionals in the field. To leverage the advantages of both online and in-person learning modalities, this research investigates the educational outcomes of a blended MOOC (bMOOC) approach in the field of translation technology training—an area that remains underexplored. Blended MOOCs, or bMOOCs, merge the flexibility and accessibility of Massive Open Online Courses (MOOCs) with the interactive and personalized elements of face-to-face instruction, aiming to create a more adaptable and effective learning experience. The bMOOC learning framework incorporated four distinct MOOCs, supplemented by a series of face-to-face workshops, live online seminars, and guest talks, all focusing on the practical application of translation technology in English/Chinese translation contexts. Data were collected through pre- and post-study surveys and translation technology assessments from a diverse group of participants, including both full-time and part-time learners in Hong Kong.

The quantitative analysis of the findings revealed that the bMOOC approach significantly enhanced learners' self-assessed language proficiency, various translator competencies, and skills in translation technology. Consistent with the positive perceptions of learning success, test performance results also indicated notable improvements in participants' translation technology skills. This study suggests that bMOOCs can effectively integrate the strengths and mitigate the limitations of both standalone MOOCs and traditional onsite learning environments.