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A multidimensional evaluation of AI-generated Arabic translations of English social media posts

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ABSTRACT

The extensive implementation of AI in social media has revolutionized multilingual communication by allowing users to generate automatic translations of their content in different languages. Though significant progress has been made in neural machine translation, few studies have explored whether the translations generated by AI can adequately convey communicative meanings in real digital settings, especially in translating from English to Arabic. This study examines the quality of automatic translations of English-language social media messages on Facebook and X (previously Twitter) in Arabic. A qualitative corpus-based method was used to analyze 60 authentic messages evenly distributed over six areas of communication: politics, health care, tourism, business, entertainment, and everyday social communication in equal proportion for each system, 30 for each. The translation was assessed according to a multidimensional evaluation framework based on the MQM model, pragmatic analysis, cultural analysis, and multimodal discourse analysis. The results suggest that AI translation systems are efficient in preserving the semantics of content, terminology, and facts of the message, especially for institutional and informative posts. Nonetheless, common issues were encountered when translating humor, metaphors, political language, culture-specific expressions, and multimodal content, leading to lower communicative effectiveness despite a high level of lexical accuracy. Moreover, Facebook posts posed higher pragmatic challenges than X posts because of their longer and more persuasive discourse construction. This study contributes to media and communication research in terms of conceptualizing the phenomenon of automatic translation as AI-mediated multilingual communication and suggesting an evaluation framework for translation quality assessment.

KEYWORDS: AI-mediated communication, Social media translation, English–Arabic machine translation, Multidimensional Quality Metrics (MQM), Multilingual digital communication

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1. Introduction

Digital communication systems have changed the process of creation, dissemination, and consumption of information across languages and cultures in an unprecedented way. Social networks represent one of the major communication channels of the new millennium, allowing people, businesses, governments, and international bodies to communicate instantaneously with a worldwide audience (Fazil et al., 2024). Among the many social network services that exist today, Facebook and X (formerly known as Twitter) occupy a prominent place, thanks to their international reach and impact on public discussions. On a daily basis, millions of users post their views, news, advertisements, political commentaries, educational information, health information, travel information, and personal experiences via these communication channels (Bravo et al., 2022). The increasing multilingual nature of this activity has turned interlingual communication into a routine task, turning automatic translation into a vital technology for social media communications.

Recent research has emphasized the linguistic complexity of English–Arabic translation, particularly at the lexical, semantic, and pragmatic levels (Aburahme, 2021; Ammari & Al-Ahmad, 2023; Khatatbah & Ashour, 2024; Meqdad et al., 2023; Naib, 2025). Facebook and X have adopted automatic translation technology that allows users to translate their posts and comments with just one click. The main goal of such translation technology is to make sure there are no language barriers and allow users to engage with content in other languages without leaving the site. Recent developments in artificial intelligence, particularly in terms of neural machine translation and language models, have made automatic translations much more fluent and accurate (Mahadin et al., 2025; Rothwell et al., 2023). Hence, automatic translation has become an integral part of digital communication, allowing people to engage in international conversation, access information from around the world, and interact with people of different linguistic communities. Automatic translation is the primary way for many users to access information in foreign languages posted on social media sites (Almahasees & Jaccomard, 2020; Manystighosa et al., 2022).

Nevertheless, despite advances in technology, translation of social media language turns out to be considerably more complex than translation of written documents. Unlike newspapers, scientific works, legal documents, or instruction manuals, posts from social networks like Facebook and X are usually characterized by spontaneity, informality, conciseness, and a high level of contextuality. The users tend to use internet jargon, abbreviations, emoticons, hashtags, links, memes, GIFs, punctuations, deliberate orthographical errors, slang, and even code switching into several languages(Rüdiger & Mühleisen, 2022). All these linguistic and visual means of communication are not used as additional stylistic devices but actively contribute to the process of sense creation through expressing emotions, attitudes, humor, irony, sarcasm, interpersonal relations, and culture.

There are quite a number of difficulties presented by Facebook and X that challenge automatic translators (Oshin, 2023; Tavares et al., 2023; Zakaryia et al.). Although current automatic translation systems have proven their capabilities to produce fluent texts in target languages, correct grammar is not the only element that guarantees that a translation is successful (Chen & Lin, 2025). Many elements in social media communication are implicitly understood by users because of metaphors, pragmatic meaning, culturally encoded references, and many others; thus, they are not translatable either literally or statistically(Benammar, 2024). As a result, a translation might be perfectly correct linguistically but still change the original meaning of the speaker, reduce emotional tone, change interpersonal relations, miss the humor of a message, and much more. These factors affect how the readers understand political views, public health information, commercial offers, crisis communication, personal stories, and many other types of communication in multilingual contexts.

The problems are especially relevant in the case of the English-Arabic language pair. There are significant differences between English and Arabic regarding grammar, lexis, discourse structure, rhetoric, and sociocultural norms. Moreover, Arabic communication takes place in a diglossic context, where the existence of Modern Standard Arabic alongside many regional dialects is prevalent in online communication. The English social media discourse itself witnesses lexical creativity through internet slang, new online terminology, abbreviations, and culture-specific collocations. Translation of the discourse from one language to another cannot be limited to finding lexical synonyms only. It includes preservation of the meaning of the message in terms of pragmatic function, communicative purpose, stylistics, emotional coloring, cultural associations, and so forth. Therefore, the quality of automatic translation should not be limited to grammar and lexis but should be assessed through

its ability to maintain the communicative purpose of the original message (Elhadary, 2023; Hatab et al., 2024; Sallam et al., 2024).

The rise in the use of automatic translation services on platforms like Facebook and X poses many serious issues regarding the accuracy and reliability of multilingual communication (Nesterenko et al., 2024; Savoldi et al., 2025). Users now consume machine translations without having access to the original texts, relying on the translation system to get an understanding of international events, public discourse, business-related information, education-related information, and everyday conversations. Here, the mistakes in the process of translation could go beyond simple errors in translation to have effects on comprehension of international affairs, perception of cultures, engagement in online activities, and decision-making. Misinterpretation of jokes, political remarks, health information, or any other information could change the way the original information is received and, thus, cause more misunderstanding among linguistic communities (Behravan et al., 2024; Wells, 2022).

While there has been significant advancement made regarding machine translation through current literature, certain limitations are still evident (Feng et al., 2025; Paul, 2023; Shahmerdanova, 2025). The majority of literature has focused heavily on formal or semi-formal discourses that include news reports, parliament sessions, laws, technical manuals, organizational communication, and literary works. On the contrary, very little work has been done analyzing social media discourses that are user-generated. In addition, many researchers have evaluated the quality of translations using measures of computational and linguistic errors alone, rather than focusing on pragmatic meanings, functions, emotions, humor, culturalization, and multimodality (El-Siddig & Mohamed, 2025; Han, 2025). As a result, what is currently known about the processes of automatic translation in real-world digital contexts where meaning is multimodal is incomplete.

Another limitation related to the scope of existing studies on English–Arabic machine translation is that despite Arabic being one of the most commonly spoken languages in the world and a major language on social media channels such as Facebook and X, there are few studies dedicated to researching the way automatic translation services operate with English social media messages meant for Arabic speakers (AlAfnan, 2025; Alharbi, 2025; Farghal & Ammari, 2025). Current studies mostly use artificial examples, short and context-free sentences, or specific domain-based data sets, which do not reflect the variety and complexities of natural social media language. Moreover, studies often measure only one dimension of quality in the translated texts rather than taking into consideration several aspects of it at once; they concentrate on the accuracy of vocabulary but ignore the meaning, culture, discourse, humor, emojis, hashtags, internet language, and code-switching.

The multilayered nature of social media communication makes it necessary to develop a similarly multilayered approach in the assessment of translation (Oshima et al., 2025). The evaluation of translation quality demands consideration of how linguistic selections relate to pragmatics, culture, affect, and multimodal aspects of the interaction. Social media postings acquire sense not just through the words used in them but also because of their relationship to such aspects as hashtags, emojis, punctuation marks, hyperlinks, mentions, etc (Imam, 2025). Therefore, an assessment of automatically translated texts should go beyond just linguistic aspects to see if the message was preserved.

The current study focuses on assessing the quality of machine-generated translations of real English messages posted on Facebook and X. Instead of limiting the evaluation process to the accuracy of the translated content from a lexical and grammatical point of view, the study considers how far automatic translation can maintain semantic equivalence, pragmatic meanings, discourse roles, cultural connotations, affective communication, humor, internet language usage, hashtags, emojis, and any other communication aspect specific to social media discourse. The source of the data for the analysis is the authentic user content collected from Facebook and X.

There are a number of ways in which this study is contributing to the field of media and communication, translation studies, and artificial intelligence. To begin with, this research contributes by expanding upon the existing literature on this topic and focusing on actual English-Arabic communication on Facebook and X, two social platforms that are currently playing an important role in multilingual interactions globally. In addition, this research uses multidimensional criteria for assessing the quality of translation by considering linguistic, semantic, pragmatic, cultural, and multimodal aspects of translation. Moreover, this research analyzes naturally occurring content and not experimentally created content. Finally, it is expected that this study offers practical

suggestions for improving automatic translation software in order to promote more efficient multilingual interactions on social networking sites.

2. Literature Review

2.1 Social Media Communication Across Languages

Social media communication has emerged as one of the most significant types of multilingual communication in the modern digital era. Sites like Facebook and X have transcended beyond personal communication networks to become places of production and distribution of public opinion, institutional communication, political discussion, promotional communication, crisis communication, entertainment discussion, and daily social communication among others, through various languages (Singh et al., 2025). In these contexts, language is not just an instrument of conveying messages but it serves as an indicator of identity, affiliation, ideology, humor, emotions, and culture(Lang et al., 2025). Social media communication is thus important to translation studies since meaning making does not necessarily take place in a fixed textual context but through immediacy, brevity, platform norms, and interactivity with the audience (Desjardins, 2016).

Since Facebook and X support many languages, the usage of automatic translation tools has become more prevalent. In many cases, people come across content in languages they cannot speak and have to use translation tools provided by the sites in order to understand what is going on (Kruk & Kałużna, 2025). This has turned machine translation from a technologically advanced tool into a regular part of using media. The debates regarding language justice and machine translation in recent times reveal how social media sites mediate language mediation, but also raise issues related to visibility and inequality.

The significance of this transformation lies in the fact that Facebook and X are not impartial vessels for language usage (Kruk & Kałużna, 2025). Both platforms have their distinctive communicational structures. Posts on Facebook usually include longer personal stories, news, opinions, pictures, and discussions of community members, while X is formed by conciseness, hashtags, retweeting, trendiness, politics, and dynamic public discussion (Robertson, 2018). It is vital for the consideration of translation quality. A Facebook post can be translated taking into account interpersonal aspects and contexts of narrative, while an X post is dependent on conciseness, irony, hashtags, and allusions. It is crucial to realize that machine translation of social media posts is a component of the larger AI-assisted communicative process.

2.2 Automatic Translation and User-Generated Content

AI-powered translation has attracted considerable scholarly attention, particularly in English–Arabic machine translation, audiovisual translation, and the translation of culturally bound expressions (Abu-Rayyash & Haider, 2024; Ahmad et al., 2025; Akasheh et al., 2024; Al-Darabee et al., 2025; Al-Momani et al., 2025; Al-Salman & Haider, 2024; Darwish et al., 2025; Farghal & Haider, 2025; Gwasmeh M et al., 2026; Haider et al., 2025, 2026; Megdadi et al., 2026; Obeidat et al., 2024; Tannous & Haider, 2025). Neural machine translation, as well as other developments in large language models have made recent progress in increasing the fluency of machine-generated translations(Wang et al., 2024). User-generated content is among the most challenging domains in automatic translation due to the instability of its language, informality, dependence on context, and deliberate non-standardness (Suram et al., 2026). Research into robust translation of user-generated content with neural models has shown that achieving good results in this domain entails using in-domain data and proper modeling techniques (Zhang et al., 2023).

This aspect is key to the current research. Unlike edited news reports and other texts, social media posts do not necessarily feature correct spelling, use of abbreviations, use of emojis, use of slang, incompleteness of the sentence structure, sarcastic elements, hashtags, code-switching, and culturally-loaded expressions, among others. Such characteristics lead to a mismatch between the fluency and the communication effectiveness of the expression. The translation could come out grammatically correct in Arabic, but it would fail to communicate the message of the author.

Research on machine translation of social media text, conducted relatively recently, has shown that formality plays an important role in determining MT quality. In Castilho and Knowles (2025) assessing social media texts in various languages, it was shown that the use of more formal language, such as Modern Standard Arabic, positively affects MT quality, as opposed to informal language, while MT quality varies depending on the language, model, and specific language context (Abdu et al., 2025). The problem of translation of social

media content from English to Arabic can be especially well demonstrated by the example of translation of English-language texts from the social networks Facebook and X, which may include informal digital language elements for which there are no stable Arabic equivalents (Al Maaytah, 2025).

The inclusion of translation in social media applications also constitutes another form of translation context. The individual may have access only to the translated version of the text, but not necessarily be aware whether the translation has retained or modified the original meaning. Examples of failed translation attempts on social media platforms indicate that machine translation may lead to significant misunderstanding in situations when the context of meaning is overlooked (Qiu & Pym, 2025). For instance, an incident with Meta's auto-translation of a condolence message written in Kannada revealed the problem of mistranslation on popular social media platforms.

2.3 Facebook and X as Sites of Automatic Translation

Facebook and X become particularly crucial places of research for automatic translation due to the combination of both the multiplicity of languages and the intensity of public engagement on these two platforms (Li, 2025). First, Meta has been investing in automatic translation with such projects as No Language Left Behind, which increased the translation possibilities up to 200 languages and attempted to increase information accessibility for speakers of marginalized languages(Costa-Jussà et al., 2022). Later, Meta implemented the possibility of automatic translation for audiovisual media, including automatic dubbing and lip-syncing for Facebook and Instagram Reels.

This indicates that translation is no longer a secondary process that supports social media communication. Translation is being integrated into the core of social media communication. Nevertheless, the impact of translation becomes even greater because its quality will determine how people will comprehend global news, public discourse, advertising messages, healthcare knowledge, and cultural interaction. When the translation misrepresents the pragmatic function of the post, it influences readers' perception of the speaker, the topic of discussion, and the social context (Rashid, 2026).

X offers another, no less important, translation context. Given that X has strong associations with real-time public discussion, trending hashtags, politics, emergency situations, and condensed opinions, automatic translations must often work with extremely concise and context-bound language. The posts can include ellipsis, irony, intertextuality, or current affairs. Understanding a post may require understanding a hashtag, a chain of replies, a quotation, or a shared event. Thus, automatic translations of X posts face an especially hard task, as the text itself may lack sufficient information needed for proper understanding (Desjardins, 2019; Hadley, 2017).

2.4 Linguistic and Pragmatic Features of Social Media Posts

The major lesson of contemporary research is the idea that social media language should be analyzed as a hybrid form of communication. It incorporates the elements of oral and written language, of personal and official communication, of formal and informal language and of linguistic and visual meaning (Ding, 2024). The messages on Facebook and X can contain slang, emoticons, hashtags, abbreviations, repetition of letters, capitalization, unusual punctuation, pictures, memes, GIFs, and links. This set of linguistic elements plays an important role in conveying attitude, emotion, humor, and identity (Desjardins, 2016).

Hashtags are yet another hurdle. In particular, hashtags on X serve the purpose of organizing discourse, establishing membership, creating irony, engaging in activist activities, and linking the individual post to a larger discourse in the public sphere. A hashtag can be a topic indicator, an evaluation, and a cultural allusion at the same time. A hashtag may not be translated by automatic translation programs at all, can be translated directly, or can have a clumsy Arabization version.

2.7 Research Gap and Positioning of the Present Study

From the reviewed literature, it is evident that machine translation has evolved greatly with advances made with neural networks and transformers; however, the social media environment poses challenges to the process of machine translation. From studies conducted on user-generated content, it has been proven that the use of informal and non-standard language decreases the reliability of machine translation. In addition, from recent findings on Arabic machine translation, it has been proven that the complexity of languages, morphology, level

of formality, and domains still affect the process of translation.

Nevertheless, some significant areas are yet to be studied. To begin with, many studies dedicated to machine translation still concentrate on studying formal or semiformal language use, while social media texts are understudied. Moreover, studies dedicated to translating English into the Arabic language are conducted less frequently than those dealing with high-resource European languages, particularly in the context of Facebook and X. In addition, the assessment of translation quality is mostly based on its accuracy and fluency, regardless of pragmatics, culture-related elements, jokes, hashtags, emojis, and specific discourse used in particular media. The current research helps fill this gap by providing a multi-faceted analysis of automatically produced Arabic translations of authentic English messages posted on Facebook and X. Rather than treating automatic translation as an algorithmic process alone, the research recognizes it as a mode of multilingual interaction mediated by AI technology. The use of MQM-driven analysis, along with pragmatic, cultural, and multimodal analysis, allows for gaining insight into the way automatic translation maintains, manipulates, or distorts meaning in actual social media communication.

3. Methodology

3.1 Research Design

The study adopts a qualitative corpus-based research methodology to analyze the quality of automatic Arabic translations of English social media posts available on Facebook and X (formerly known as Twitter). It is particularly well-suited for this study since the goal of the study is not just about determining the presence of translation errors but also to investigate the impact of automatic translation on the transfer of meanings from one language to another in the context of online digital communications. In contrast to quantitative studies, which mainly focus on determining the success rate of translations through numbers, qualitative research offers an opportunity to explore the issues of semantic equivalence, pragmatic intent, culture, discourse, and multimodal communication based on (Baker, 2018). Social media conversations are very context-dependent, and meaning often gets constructed using linguistic, visual, and interactional means. As such, qualitative research offers sufficient methodological tools to investigate the effects of automatic translation on the communication process. The use of corpus-based methodology will ensure that the analysis is based on authentic user-generated texts and not on artificial samples.

3.2 Research Corpus

The corpus analyzed in this study comprises 60 socially-mediated messages in English published on Facebook and X in equal proportion, with 30posts taken from each of these two platforms. These social media platforms were chosen because they are among the world's leading social media communication spheres and have significant differences in terms of communication properties. While Facebook is mainly characterized by long messages, discussions, and institutional communication, X is focused on short and instant communication in the public sphere. Incorporation of the two social media platforms will allow for investigation of automatic translation in the context of two different spheres of communication and at the same time provide balance in the data used. In order to ensure diversity in terms of the themes covered in the communication, the corpus was constructed from six major communication spheres, including politics and public affairs, health care, tourism, business and marketing, entertainment and popular culture, and everyday social interaction. Every one of these spheres is covered by the posts from Facebook and X equally in terms of numbers.

3.3 Data Collection

Data were gathered from publicly available posts on Facebook and X (formerly Twitter) platforms during six months through purposive sampling. The purposeful sampling technique was used due to the fact that the analysis required the investigation of linguistic phenomena in communicatively valuable posts rather than obtaining statistically representative samples. The analyzed data included only publicly available Facebook and X posts written in English. Appropriate posts varied in size from around twenty to one hundred and fifty words. These were natural user-generated posts and not institutional press releases or automatically generated posts. In order to provide an adequate corpus for analysis, which would include the linguistic peculiarities of social media communications, each of the selected posts contained at least one of the following discourse features often found in online communication: internet slang, abbreviations, emojis, hashtags, humor, sarcasm, figures of

speech, cultural references, and code-switching. Image and video posts without any text, repeated information, spam, or automatically created advertisements were not taken into consideration. Each selected post was stored with the data about its posting date, social media platform, theme, and the link to its source.

3.4 Analytical Framework

Evaluation of the data set is carried out using an evaluation framework based on multidimensional discourse analysis that includes not only assessment of the translation quality but also communication-centered approaches. In contrast to assessing only grammatical accuracy or lexical equivalence, this framework allows for evaluating the quality of the translation from four complementary dimensions. The first dimension relies on the Multidimensional Quality Metrics (MQM) framework(Lommel et al., 2014) and involves the identification and classification of errors in the translation regarding accuracy, fluency, terminology, style, locale conventions, omission, addition, and mistranslation, with corresponding levels of severity assigned to each particular error. The second dimension concerns pragmatic analysis when evaluating if the machine-translated post preserves the communicative intent of the original message, such as speech act, humor, irony, sarcasm, emotional coloring, interpersonal relationship, politeness, and persuasion based on (Baker, 2018). The third dimension is concerned with the analysis of the cultural transfer and focuses on the translation of idioms, culture-specific references, religious lexicon, political discourse, Internet memes, and other culturally loaded expressions that often appear in Facebook and X posts based on (Baker, 2018).

4. Analysis and Findings

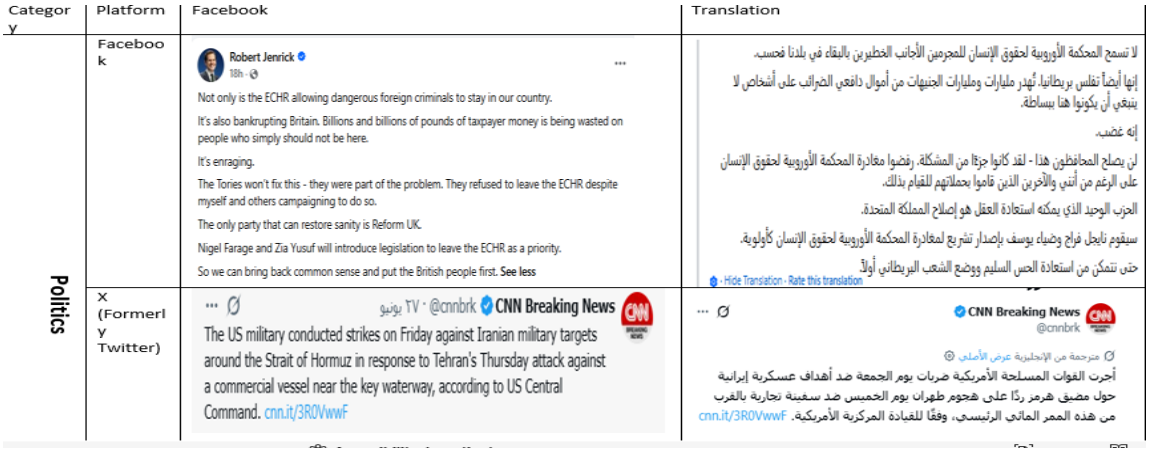


Figure 1. Screenshots of Political Posts and Tweets

The automatically generated translation into Arabic is rather good in terms of its semantic accuracy. It is capable of transferring the main idea of the political text and providing information about immigration, the ECHR, and the Reform UK party. The names of such proper nouns as European Court of Human Rights (المحكمة الأوروبية لحقوق الإنسان), Britain (بريطانيا), and Reform UK have been appropriately transferred. Still, the analysis shows some problems with the MQM in terms of fluency and style because of the literal approach to the translation of the text. For instance, the phrase "bring back common sense" is translated as "استعادة الحس السليم". Although it is syntactically correct, such an expression cannot be used in Arabic political texts since its more adequate equivalent will be "استعادة الحكم الرشيد" or "استعادة السياسات القائمة على الأدلة" depending on the context. In the same way, the phrase "It's also bankrupting Britain" is literally translated as "إنها أيضاً تفلس بريطانيا". The more adequate translation of this expression will be "تستنزف الخزانة البريطانية" or "تثقل كاهل الخزانة البريطانية". From the pragmatic point of view, the translation preserves the speaker's critical attitude to the discussed question but reduces the emotional load. In the original text, there were such expressions as "It's enraging", while in the target text, such an expression as "إنها مغضبة" is used. It conveys dissatisfaction but does not demonstrate the required emotional power. From the cultural perspective, there are some problems with the slogan "put the British people first," which is translated as "ضع الشعب البريطاني أولاً". It preserves the required meaning but does not convey its political and ideological meaning.

The automated translation of the X post into Arabic is highly accurate since the translation transfers the factual information contained in the news article with only a little loss in semantics. The important information

related to the U.S. military strikes, the military targets of Iran, and the Strait of Hormuz is conveyed accurately in the Arabic version of the X post. Consequently, the translation shows good performance in terms of geopolitical terminology and named entities. The MQM framework reveals that the translation does not contain terminology and accuracy errors since the source text is written in formal journalistic language, which means that it is not ambiguous. There are still a number of fluency problems in the translation; for instance, "conducted strikes" is translated as "تابرض تجرأ", which could be rendered "تاراغ تنّش" or "تابرض تذفّن", which are commonly used phrases in Arabic news articles. Also, the sentence structure is similar to that of the English version, which makes the Arabic version rather inflexible as compared to professionally edited news stories. From a pragmatic point of view, the translation is successful at conveying the neutral and objective tone of CNN Breaking News. In contrast to the political Facebook post, there is no sarcastic or metaphoric language nor persuasive techniques in the source tweet. The multimodal analysis of the translation reveals that the hyperlinked phrase is transferred unchanged since it keeps the structural conventions of news posts on X.

4.1 Healthcare Posts and Tweets

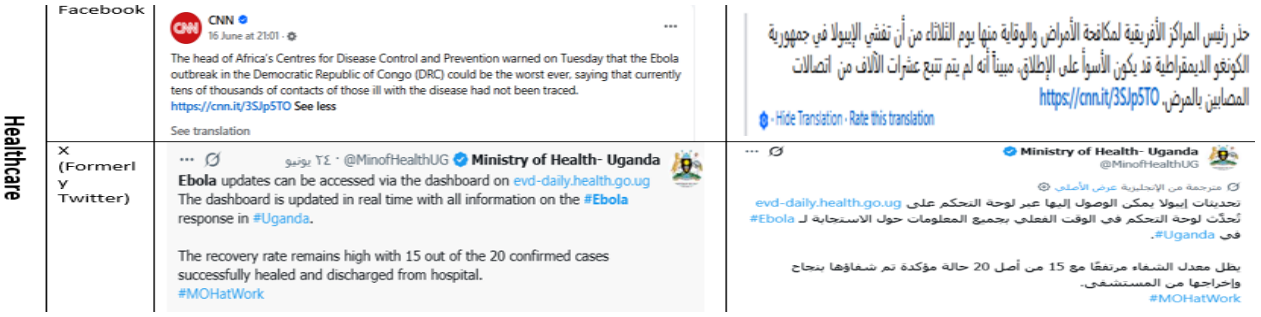


Figure 2. Screenshots of Healthcare Posts and Tweets

The automatically translated Arabic version of the Facebook posting proves to be semantically accurate, thus adequately expressing the warning that was issued on behalf of the World Health Organization by the head of Africa's Centers for Disease Control and Prevention regarding the Ebola outbreak in the Democratic Republic of Congo (DRC). The key terms related to healthcare, such as Ebola outbreak (الوبإ يإشفت), Democratic Republic of Congo (جمهورية الكونغو الديمقراطية), and contacts (المخالطين), are rendered accurately, which shows that the system works efficiently when it comes to translating specific medical terminology. Following the MQM approach, there are no major terminology and accuracy errors in the translation, and the message stays factual. Nevertheless, minor problems with fluency and style can be noticed. First of all, the phrase "نأ نكمي أكتف ضارمألا رثكأ حبصي" is an exact copy of "could be the worst ever," and it slightly overstates the original idea since the source speaks about the intensity of the outbreak and not about the "deadliest disease." Thus, a more natural version could be "حبصي دق أوس شٍفت للإ الوبإ على الإطالق." Moreover, the sentence "دعب مت لم تعقب اتصالات المصابين بالمرض" can be understood; however, it does not sound quite natural due to the use of the term "اتصالات," which actually means "communications." In order to give the message a more medical character, the phrase should have been translated as "دعب مت لم تتبع مخالطي المصابين بالمرض," reflecting the idea of contact tracing in epidemiology. Pragmatically speaking, the translation preserves the urgency and caution tone of the original message.

The auto-translated version of X post in the Arabic language demonstrates high levels of accuracy while conveying updates about the status of the Ebola outbreak in terms of monitoring and recovery rates provided by Uganda's Ministry of Health. Key information about the real-time dashboard, the amount of confirmed cases, and the number of recovery cases is translated correctly, which indicates a high quality of automatic translation of institutional statements on public health issues. According to the MQM framework, the translation does not have any accuracy or terminology problems in such phrases as "confirmed cases (قدكؤم تالاح)" and "discharged from hospital (إخراجها من المستشفى)". However, there are some fluency problems. For instance, the phrase "تحديثات الإيبوال يمكن الوصول إليها عبر لوحة التحكم" is grammatically correct, but it translates the sentence structure from the source text into the target text literally. In this case, it would be appropriate to say: "يمكن الاطلاع على آخر تحديثات الإيبوال من خلال لوحة المعلومات". Also, it should be noted that "لوحة التحكم" means "dashboard", but the word "لوحة المعلومات" fits better into the topic of online health dashboard. In terms of pragmatics, the translation maintains the same objective and informative style of the original text that can be

characteristic of institutional health communication messages. It is worth mentioning that the hashtags #Ebola and #Uganda are not translated in order to maintain the visibility of the post on the platform. The translation of the hashtag #Uganda as #أوغندا would be helpful from a linguistic standpoint, but it would not influence the functionality of the post. Thus, it can be concluded that automatic systems translate institutional health communication effectively, having only some fluency problems.

4.2 Tourism/Travel Posts and Tweets

Figure 3. Screenshots of Tourism/Travel Posts and Tweets

The automatic Arabic translation of the Facebook tourism post delivers the general message of the text and provides a good degree of semantic accuracy by retaining the main message about the special combination of history, luxury, and daily life London can offer to its visitors. Such tourism-related terms as التاريخ, الرفاهية, 500 عام, مزدحم بالتسوق, and أحياء سكنية are translated properly and demonstrate appropriate use of descriptive terminology. Using the MQM scale, it is possible to conclude that there are no serious problems with accuracy and terminology in the translation; however, there are some fluency and style-related problems associated with literal translation. For instance, the phrase "London doesn't simply impress you—it grows on you the longer you stay" is rendered as "لن تبهرك لندن ببساطة... بل تنمو عليك كلما طال بقاؤك", which keeps the general meaning but loses the idiomatic sense of "grows on you", which means "gradually develop appreciation". The correct translation should have been something like "لندن، ازدادت تعلقًا بك كلما طال إقامتك فيها". Also, "No two days in London feel exactly the same" is translated as "لا يوجد يومان في لندن يشعران بنفس الشعور", which is accurate but fails to deliver the experience-based meaning of the original phrase. In fact, it would be better to translate the phrase as "لا تتشابه أيام لندن أبدًا". From the pragmatic point of view, the translation succeeds in preserving the persuasive purpose of the source text and encourages tourism by stressing the uniqueness of the destination. However, there are slight stylistic problems due to the literal structure of the sentences.

The automatically generated Arabic translation of the X post describes the facts about Giethoorn, which is the Dutch village famous for its canals and the lack of roads, thus showing the high level of semantic accuracy of information transfer. Thus, the opening sentence "There's a village in the Netherlands that never needed roads" was translated as "هناك قرية في هولندا لم تكن بحاجة إلى طرق أبدًا", and its meaning and informative nature was preserved. According to the MQM framework, the terminology and accuracy of the translation are low, but there are some issues with fluency due to the literal syntactic transfer. For example, the sentence "where carts sank, paths disappeared" was translated as "حيث غرقت العربات وتختفي المسارات", and although this translation is correct from a grammatical point of view, it sounds a bit awkward. Instead, the following translation should be used "حيث تنكسر العربات وتغوص في المستنقعات الطرق تختفي وتختفي". The same problem is with the concluding sentence "people adapted to it": "تكيف الناس معها" does not sound as good as "تكيف السكان مع البيئة المحيطة". Pragmatically, the translation preserves the informative and storytelling features characteristic of travel content on X. While the posts promoting tourism destinations are characterized by the persuasive communicative purpose, this post is just a story about the place, and this feature was kept in the Arabic translation as well. In conclusion, this translation creates an understandable text despite some stylistic problems and demonstrates that automatic translation systems work well with descriptive travel narratives.


Business/marketing
Facebook
Business Standard
20m
Delhi's new EV Policy 2026 is here.
The policy offers zero road tax, zero registration fees, purchase incentives and scrappage benefits for eligible EVs, while also setting timelines to phase out new registrations of certain petrol and diesel vehicles.
Watch to know what's changing from July 1 and what it means for EV buyers See less
سياسة دلهي الجديدة 2026 هنا.
لا تقدم السياسة ضريبة على الطريق، ولا رسوم تسجيل، وحوافز شراء ومزايا التخلص من المتطورات المؤهلة، بينما تحدد أيضا جداول زمنية للتخلص التدريجي من التسجيلات الجديدة لبعض مركبات البنزين والديزل.
شاهد لتعرف ما الذي يتغير من 1 يوليو وما يعنيه لمشتري EV
X (Formerly Twitter)
Jaynit @jaynitx · ٢١ س
Bill Ackman literally gave a 44-minute masterclass that explains money better than any business school.
1. Starting early is the single biggest advantage you have. If you save $10,000 at age 22, never add another penny, and earn 10% a year, you have $600,000 by retirement. wait until 32 to start, and the same money only grows to $232,000. The decade you lose at the beginning costs you more than any decade later because compounding does its heaviest lifting at the end.
تم ترجمته من الإنجليزية بواسطة Google
قدم بيل أكرمان حرفياً دورة تدريبية متقدمة مدتها 44 دقيقة تشرح المال بشكل أفضل من أي كلية إدارة أعمال.
١. البدء مبكراً هو أكبر ميزة لديك. إذا ادخرت ١٠,٠٠٠ دولار في سن ٢٢، ولم تُضِف إليها قرشاً واحداً، وحققت عائداً سنوياً بنسبة ١٠٪، فستمتلك ٦٠٠,٠٠٠ دولار عند التقاعد. أما إذا انتظرت حتى سن ٣٢ للبدء، فلن ينمو المبلغ نفسه إلا إلى ٢٣٢,٠٠٠ دولار. إن العقد الذي تُضيّعه في البداية يُكلّفك أكثر من أي عقد لاحق، لأن تأثير التراكم يكون في ذروته في النهاية.

Figure 4. Screenshots of Business/marketing Posts and Tweets

The automatic Arabic translation of the Facebook post successfully delivers the purpose of the original message – to inform people about the new Delhi EV Policy 2026. The key terminological items like road tax (ضريبة الطريق), registration fee (رسوم التسجيل), purchasing incentives (حوافز الشراء), and scrappage (مزايا التخلص من المركبات القديمة) are correctly translated, showing the good work on terminology management using the MQM methodology. However, the translation shows some problems with the fluency and style of expression because of its literal translation of English phrases. For instance, the translation of the phrase "التخلص التدريجي من التسجيلات الجديدة لبعض مركبات البنزين والديزل" is grammatically correct but still does not sound natural. The better option from the point of view of style is "الإيقاف التدريجي لتسجيل بعض المركبات الجديدة العاملة بالبنزين والديزل". As far as pragmatics are concerned, the translation retains the promotional character of the original message emphasizing the advantages of the new policy. However, the sentence structure used in the translation somewhat reduces the persuasive effect typical of Arabic business and marketing discourse.

The automatically generated translation of the X post into Arabic has effectively transferred the financial advice given in the post, ensuring that the key idea of the importance of investing early and the benefits brought about by compound interest has been preserved. In accordance with the MQM standard, the translation is highly accurate as there are no mistakes in the translation of financial terms, calculations and figures included in the post. Therefore, the educational purpose of the original post is preserved. However, some fluency problems can be noted since the Arabic version is very close to the English version from a grammatical perspective. For example, the sentence "لأن تأثير التراكم يكون في ذروته في النهاية" is clear; however, it can be seen that the phrase was literally translated from the source post. More naturally, this sentence should read "لأن الفائدة المركبة تحقق أكبر أثرها في السنوات الأخيرة من الاستثمار." Another example of a fluency problem can be seen in the sentence "أكبر ميزة لديك," which could be phrased more naturally as "أهم ميزة تمتلكها." Pragmatically speaking, the translation managed to keep the motivating and educational tone of the original post intact, urging readers to invest early.

4.3 Entertainment/popular culture Posts and Tweets

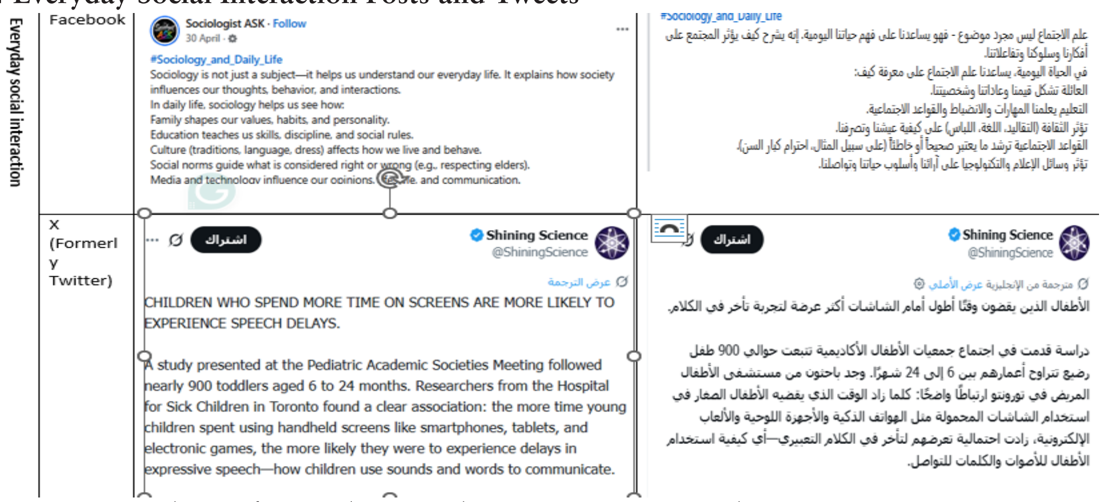

Entertainment/popular culture
Facebook
10 News Perth · Follow
28 June at 07:02
Perth's pop culture fans have lined up for the chance to meet their Hollywood heroes.
Now in its 24th year, Supanova has returned with legendary stars from Star Wars and Back to the Future drawing in thousands of fans. See less
اصطف مشجعو ثقافة بيرث الشعبية للحصول على فرصة لقاء أبطال هوليوود.
الآن في عامها الـ 24، عادت سوبانوفا مع نجوم أسطوريين من حرب النجوم ورسم العودة للمستقبل في آلاف المعجبين.
Hide Translation · Rate this translation
X (Formerly Twitter)
Archaeo - Histories @archeohistories · ٢٨ يونيو
Greek theatre masks were made of stiffened and painted linen so none have survived to the present day. We only know what they looked like because theatre was so popular in Greek and Roman times that models of actors and masks were made in other materials such as terracotta, stone and bronze and depicted on gems and in paintings and mosaics. With its exaggerated, grotesque features, this terracotta model shows the mask worn by old man character in many comedies of 300s BC and later. He has a wide grin, furrowed brow and bald head and wears a wreath with ivy leaves and clusters of berries. The masks worn in tragedies were different, with idealised features set in calm, serious, or sometimes pained expressions.
مترجمة من الإنجليزية عرض الأصلي
كانت أقنعة مسرح اليونان مصنوعة من قماش كتان مشدود ومطلي بالألوان، لذا لم يبقَ منها شيء حتى اليوم. نحن نعرف فقط شكلها من خلال شعبية المسرح في العصور اليونانية والرومانية، حيث كانت تُصنع نماذج للممثلين والأقنعة من مواد أخرى مثل الفخار، والحجر، والبرونز، وتُصوَّر على الأحجار الكريمة وفي اللوحات والفسيفساء. بملامحها المبالغ فيها والغريبة، يُظهر هذا النموذج الفخاري قناع الشخصية العجوز الذي كان يُرتدى في العديد من الكوميديات في ثلاثينيات القرن الرابع قبل الميلاد ولاحقًا. لديه ابتسامة عريضة، وجبين متجعد، ورأس أصلع، ويَرتدي إكليلًا مع أوراق اللبلاب ومجموعات من التوت. كانت الأقنعة المستخدمة في التراجيديات مختلفة، مع ملامح مثالية موضوعة في تعبيرات هادئة، جادة، أو أحيانًا متألمة.

Figure 5. Screenshots of Entertainment/popular culture Posts and Tweets

In terms of conveying the main idea of the Facebook post, the automatic machine translation of Arabic into English is successful because it talks about Supanova, which is a popular culture event in Perth, and the meeting of Hollywood heroes for their fans. The MQM evaluation shows that the translation is good in terms of its semantic adequacy because it gives correct information, such as Perth, Supanova, Hollywood heroes, references to Star Wars, and Back to the Future. There are also some problems regarding the fluency and stylistics of the translation because the translator has translated the text in a very literal manner. For instance, "أبطال هوليوود" could be a correct rendering of the word combination, although in Arabic, it will be more natural to say "نجوم هوليوود." Moreover, the phrase "رسم البسمة المستمرة على آلاف المعجبين" is probably the literal translation of "drawing thousands of fans," which means attracting visitors. It will be better to say "مستقطبًا آلاف المعجبين" or "بجذب آلاف الزوار." From the pragmatic point of view, the translation keeps the meaning of promoting and encouraging visitors to visit the event. However, some literal lexical choices make the translation less exciting and attractive in comparison with the original one.

The automatically translated Arabic version of X post correctly reflects all historical information concerning ancient Greek theatre masks, which are described in the original English text. As far as MQM is concerned, it should be noted that the translation meets the criteria for accuracy by successfully translating historical facts, such as terracotta, stone, and bronze, as well as masks used in Greek and Roman theatres. However, there are problems related to fluency since the Arabic text is very similar in its construction to the English text and contains many long and weighty sentences. For example, the following sentence: "مع ملامح مثالية موضوعة في تعبيرات هادئة، حادة، أو أحيانًا مؤلمة" can be rendered in a more concise way as "تعكس ملامحهم المثالية تعبيرات هادئة أو حادة، وأحيانًا حزينة." The term "grotesque features" is translated as "ملامح مبالغ فيها وغريبة," which adequately translates the meaning of the source text. In terms of pragmatics, it is possible to say that the translation preserves the informational and educational character of the post and makes it comprehensible for Arabic speakers.

4. 4 Everyday Social Interaction Posts and Tweets



Everyday social interaction
Facebook
Sociologist ASK · Follow
30 April
#Sociology_and_Daily_Life
Sociology is not just a subject—it helps us understand our everyday life. It explains how society influences our thoughts, behavior, and interactions.
In daily life, sociology helps us see how:
Family shapes our values, habits, and personality.
Education teaches us skills, discipline, and social rules.
Culture (traditions, language, dress) affects how we live and behave.
Social norms guide what is considered right or wrong (e.g., respecting elders).
Media and technology influence our opinions, lifestyle, and communication.
#Sociology_and_Daily_Life
علم الاجتماع ليس مجرد موضوع - فهو يساعدنا على فهم حياتنا اليومية. إنه يشرح كيف يؤثر المجتمع على أفكارنا وسلوكنا وتفاعلاتنا.
في الحياة اليومية، يساعدنا علم الاجتماع على معرفة كيف:
العائلة تشكل قيمنا وعاداتنا وشخصيتنا.
التعليم يعلمنا المهارات والانضباط والقواعد الاجتماعية.
تؤثر الثقافة (التقاليد، اللغة، اللباس) على كيفية عيشنا وتصرفنا.
القواعد الاجتماعية ترشد ما يعتبر صحيحاً أو خاطئاً (على سبيل المثال، احترام كبار السن).
تؤثر وسائل الإعلام والتكنولوجيا على آرائنا وأسلوب حياتنا وتواصلنا.
X (Formerly Twitter)
Shining Science
@ShiningScience
اشتراك
عرض الترجمة
CHILDREN WHO SPEND MORE TIME ON SCREENS ARE MORE LIKELY TO EXPERIENCE SPEECH DELAYS.
A study presented at the Pediatric Academic Societies Meeting followed nearly 900 toddlers aged 6 to 24 months. Researchers from the Hospital for Sick Children in Toronto found a clear association: the more time young children spent using handheld screens like smartphones, tablets, and electronic games, the more likely they were to experience delays in expressive speech—how children use sounds and words to communicate.
Shining Science
@ShiningScience
اشتراك
مترجمة من الإنجليزية عرض الأصلي
الأطفال الذين يقضون وقتًا أطول أمام الشاشات أكثر عرضة لتجربة تأخر في الكلام.
دراسة قدمت في اجتماع جمعيات الأطفال الأكاديمية تتبعت حوالي 900 طفل رضيع تتراوح أعمارهم بين 6 إلى 24 شهرًا. وجد باحثون من مستشفى الأطفال المريض في تورونتو ارتباطًا واضحًا: كلما زاد الوقت الذي يقضيه الأطفال الصغار في استخدام الشاشات المحمولة مثل الهواتف الذكية والأجهزة اللوحية والألعاب الإلكترونية، زادت احتمالية تعرضهم لتأخر في الكلام التعبيري—أي كيفية استخدام الأطفال للأصوات والكلمات للتواصل.

Figure 6. Screenshots of Everyday Social Interaction Posts and Tweets

The translation provided by the automatic service correctly delivers the message of the Facebook post about how sociology allows one to comprehend one's daily existence and the effect of society on behavior, values, and social relations. Based on the MQM criteria, the translation shows a high level of semantic accuracy since such terms as family, education, culture, social norms, and media and technology are translated correctly and do not include any omissions and mistranslations. Nonetheless, there are some stylistic issues related to literal translation. For instance, instead of saying "علم الاجتماع ليس مجرد موضوع", one can say "علم الاجتماع ليس مجرد تخصص أكاديمي" that better illustrates the meaning of the text. The same applies to the following part of the sentence "تشكل الإعلام والتكنولوجيا آراءنا، وحياتنا، وتواصلنا" as it is literally translated from the English sentence while "يؤثر الإعلام والتكنولوجيا في آرائنا وأساليب حياتنا وطرق تواصلنا" would sound better. As for the pragmatic aspect of translation, the translator succeeded in preserving the educational purpose of the original text and its informative tone and structure.

Translation from English into Arabic of the automatically generated text demonstrates the successful

transfer of the major result of the X post, stating that screen time in young children is connected with a higher risk of speech delay. Using the MQM model of assessment, the translator shows a high degree of accuracy by proper translation of medical terms, including speech delay, toddlers, handheld screens, and expressive speech. The numerical data, including the number of participants, which is about 900 children aged between 6 and 24 months, is also transferred properly. However, there are some problems with fluency since the Arabic version is quite close to the original version in terms of sentence structure. For instance, the following sentence "كان الأطفال الذين يقضون المزيد من الوقت في استخدام الشاشات المحمولة" is translated quite correctly but the repetition of the same phrase twice makes it redundant; therefore, it can be said that "كلما زاد استخدام الأطفال للشاشات المحمولة". In addition, "تأخر في الكلام" should be translated as "تأخر في تطور مهارات النطق والتعبير اللغوي" especially for the scientific discourse. Concerning pragmatics, the translation preserves the informative character of the post.

5. Discussion

This research aimed at studying the quality of automatically translated Arabic versions of English posts from Facebook and X (previously Twitter). Based on the results, modern AI-based translators manage to convey the meaning of the English post in Arabic. In the studied samples, the main informational elements were successfully transferred; most of the named entities and terminological terms were appropriately translated; and grammatically correct Arabic sentences were created. However, it must be pointed out that the accuracy of translation is not enough for assessing translation quality within social media communication since the process of communication involves conveying of the pragmatic and cultural meaning along with the rhetorical style and discourse of the respective platform.

One of the most constant observations made in the analysis of both Facebook and X social media posts is the differentiation between semantic accuracy and communicative adequacy. In many cases, the machine-translated texts have provided semantically accurate translations of the message content at the same time weakening its rhetorical dimension. Such a trend has been especially characteristic of political and tourism discourse because the rhetoric of persuasion, figurative language, and emotionally colored lexicon were often translated literally. Thus, in the political Facebook post, the message was accurately translated, preserving the criticism of immigration policies and the European Court of Human Rights, while at the same time translating phrases like "bring back common sense" literally into Arabic, resulting in grammatically correct, but poorly communicative translations. In the same way, the tourism social media posts successfully delivered information about the destination, but most of the language used for the purpose of emotional persuasion was not appropriately translated.

The analyses also show some distinctions between Facebook and X as means of communication. Facebook messages often include long stories, explanations, and persuasions that need preservation of cohesiveness through multiple sentences in the translation, as well as interpersonal elements. In its turn, messages posted on X are usually shorter and more precise, being also very context-dependent, including hashtags and brief phrases. In the analyzed corpora, messages translated from X were more likely to retain their factual meaning compared to the ones taken from Facebook, since many of the X messages were made by news institutions, government agencies, or educational organizations using rather formal language. In its turn, Facebook messages included more descriptive, evaluative, and emotional components, which makes them prone to stylistic and pragmatic changes in translation.

Another interesting fact about translation is the effect of the communication domain on translation quality. Communication posts in the healthcare domain have proven to be the most semantically accurate posts among all those analyzed. Healthcare posts included such components as terminology, institutional names, numbers, and advice. It is believed that it is connected with the standardized character of healthcare communication, where vocabulary is quite stable, and the style of communication is explicit and factual. Business and financial posts have also proved to be lexically accurate due to the presence of specialized terminology that contemporary translators understand well. At the same time, the most difficult to translate have been politics, tourism, and entertainment posts due to stylistic and pragmatic problems. Politics is often associated with ideological language, slogans, and emotionally coloured expressions that can be understood only in context. Tourism communication uses persuasive language and appeals to emotions, while entertainment language

includes cultural and promotional language.

The pragmatic analysis reveals that one of the main constraints of automatic translation is keeping the communicative intention intact. Even though the analyzed translations have not changed the overall factual meaning of the text, there have been cases where the translation process undermined the sarcasm, persuasiveness, enthusiasm, or emotional level of the text. The literal translation of the text often decreased the emotive value of the initial posts, especially when the text contained metaphoric and idiomatic phrases. For instance, the language used in the tourism promotion posts in order to develop an emotional bond with the destination turned into more descriptive rather than persuasive language, while the politically motivated texts aimed at activating the audience turned neutral in the Arabic version. Thus, it becomes clear that automatic translators still have problems understanding the implicit meaning, which depends not on the lexical meaning but on the context.

Additionally, the study emphasizes the relevance of cultural adaptation in English-Arabic social media translation. The following examples clearly show that even though translation is done literally and therefore lexically accurate, the cultural significance is not always conveyed. The same happened in the political corpus, where the nationally specific slogans were translated literally, but the ideological value of some of them was not fully captured for those Arabic users who did not have any idea about the British political situation. Also, the tourism texts about the atmosphere in London and Giethoorn were correctly described, but the experiential meanings were not fully conveyed to the Arab audience.

Furthermore, through multimodal analysis, the study reveals that meaning construction on social media communication does not just involve the written text alone. Punctuation, hashtags, hyperlinks, and visual elements are some of the features that affect the interpretation of messages on social media. In the analyzed dataset, hyperlinks and hashtags were maintained in the form of written content without translation, thus keeping the structure of Facebook and X as they originally are. Though this practice makes navigation easier, it may make it difficult for the Arab speakers if the hashtags are all in English. The study findings indicate that future translation systems must take into consideration the communicative role of multimodality.

Methodologically speaking, the multidimensional approach to the analysis of translation quality used in the current research can be considered beneficial since some dimensions of translation quality would not be observed otherwise if a linguistic evaluation were applied to the case. Specifically, using the MQM framework, the problems related to lexicon, terminology, and fluency were highlighted; meanwhile, pragmatic and cultural analysis helped to understand the impact of such linguistic factors on communication. Lastly, applying the multimodal approach, it was shown that translation quality cannot be viewed separately from platform-based communication practices.

The results are not only important to the study of AI-based communication but can also be extrapolated to other areas where translation technology plays an increasingly significant role. For example, because of how prevalent automatic translation is becoming in social networking websites, many users depend on translations to make sense of international news, health reports, travel information, politics, and educational material. The analysis reveals that the current generation of translation technologies based on AI is adequate enough when it comes to the delivery of factual information, although not very good at translating rhetorical and emotional dimensions.

6. Conclusion

This paper explored the quality of automated translations into Arabic of English social media posts available on Facebook and X (previously Twitter) using a multidimensional approach combining an MQM-driven translation quality assessment with pragmatics, culture, and multimodality. As seen from the results obtained, modern AI-based systems prove to be efficient in rendering the main semantic information of social media posts, especially in domains where there is the use of standard language, such as healthcare, business, and institution-related discourse. Factual information and terminology have been successfully transferred in most cases, which implies considerable advances in the field of neural machine translation of English to the Arabic language pair. On the other hand, it was shown that semantic fidelity does not equal communicative equivalence, as some posts underwent stylistic, pragmatic, and cultural transformation in spite of transferring the desired information.

Moreover, it is pointed out that translation quality differs depending on the communicative function of

the post and the features of the particular social media platform. Posts on Facebook were more complicated to translate due to their lengthier nature and use of persuasive rhetoric, while posts on X tended to be relatively shorter and less persuasive. The research has found that automatic translation in most cases was focused on semantic meaning rather than rhetoric, leading to poor quality of translation of the persuasive language, emotions, humor, metaphors, and culturally specific elements. The research has confirmed that assessing the quality of translation through lexico-grammatical aspects alone provides an incomplete picture of the quality of translation. Thus, social media translation must be seen as a communicative act in which the translation process is dependent on maintaining the same discourse function, pragmatic purpose, cultural fit and multimodality as in face-to-face interaction.

The present study makes an important contribution to the expanding literature on multilingual communication in AI-mediated contexts in that it shows the importance of a multidimensional evaluation framework for analyzing automatically produced translations in a natural setting of social media usage. Using linguistic, pragmatic, cultural, and multimodal approaches to the issue under consideration, the proposed framework can provide a broader assessment of translation quality in comparison with error-based evaluation only. Implications of the findings of the study can be of practical use for AI translation system designers, social media companies, translators, and communicators who need to enhance multilingual digital communication. Further research could involve increasing the number of social media platforms to be analyzed, studying other language pairs, comparing the performance of emerging large language models and translation services available from social media platforms, and conducting user perception surveys to see how translated social media messages are perceived by diverse linguistic and cultural communities.

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