

# Challenges and Strategies in Cross-Cultural NLP

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## Form

How we express ourselves in language

Morphosyntax

Word choice

Style

Directness

Formality

Politeness

Emotional expression

## Values

Objectives and goals people strive for

(Meta) values

Why are we doing NLP?

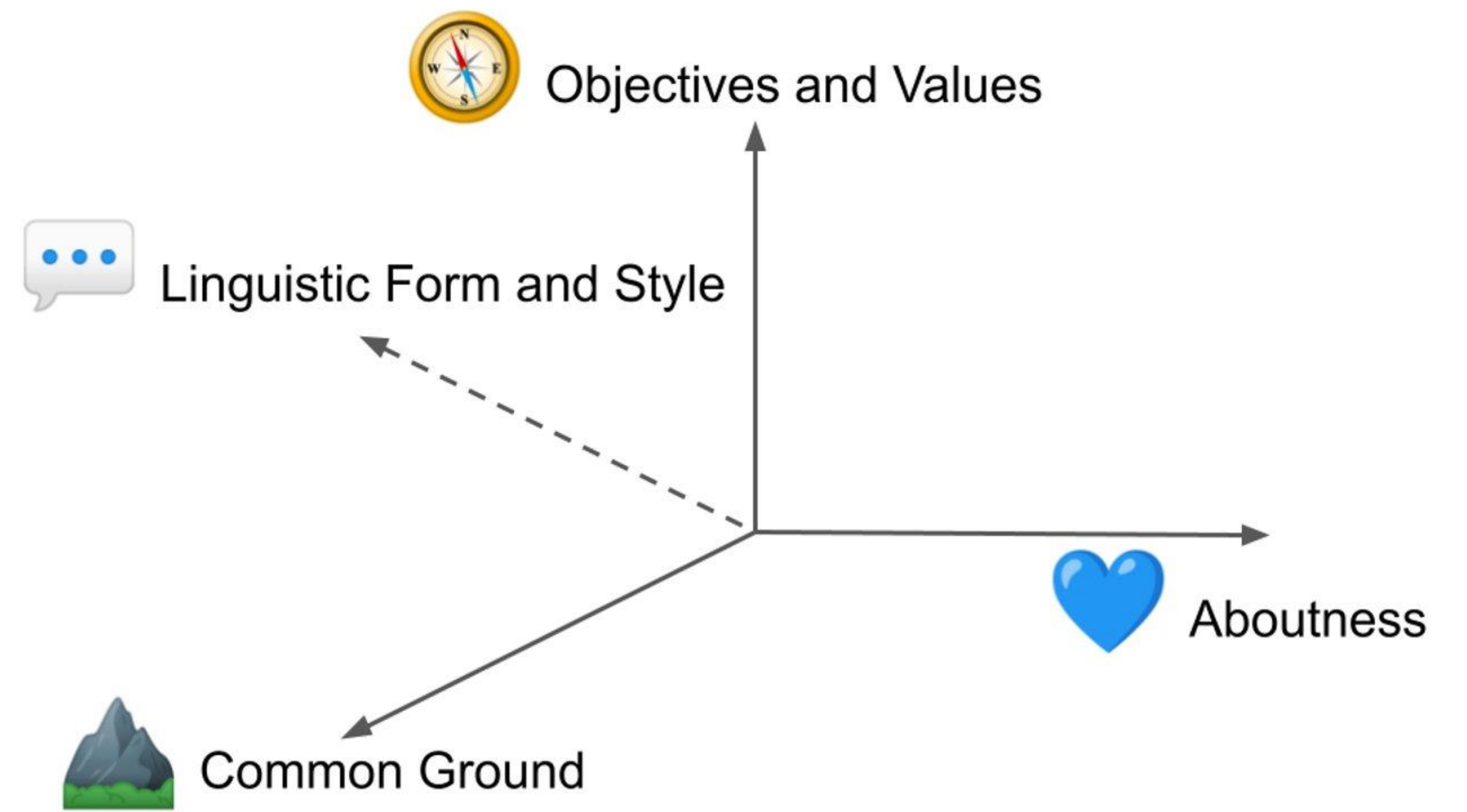
Researchers

Practitioners

End-users

Affected communities

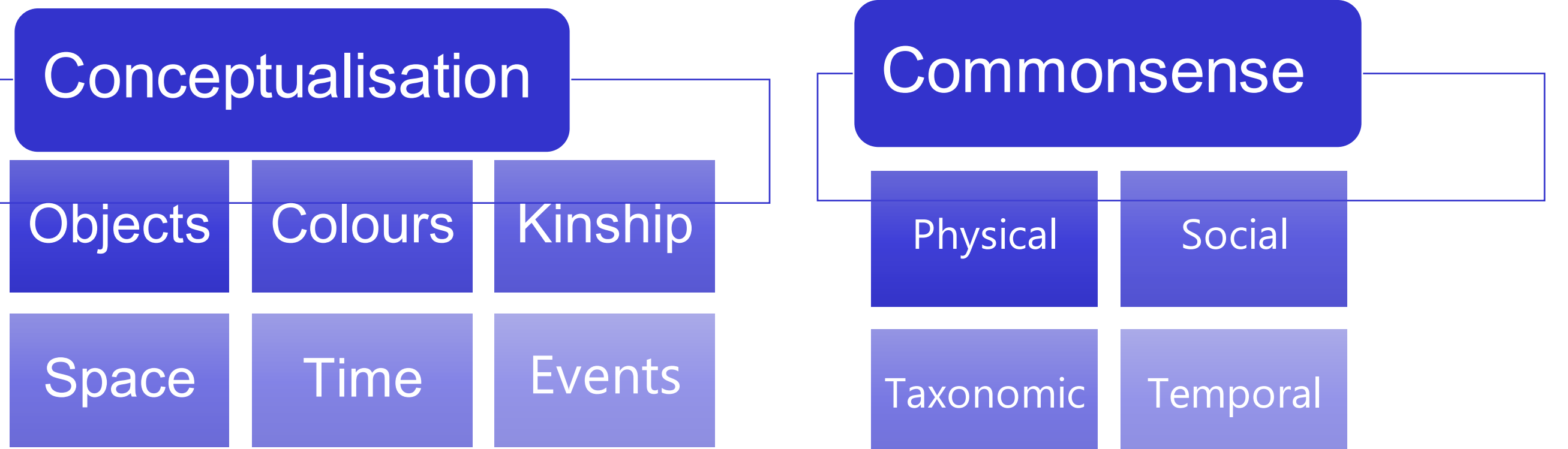
Regulators



Culture is multidimensional

## Common ground

Shared knowledge based on which people reason and communicate

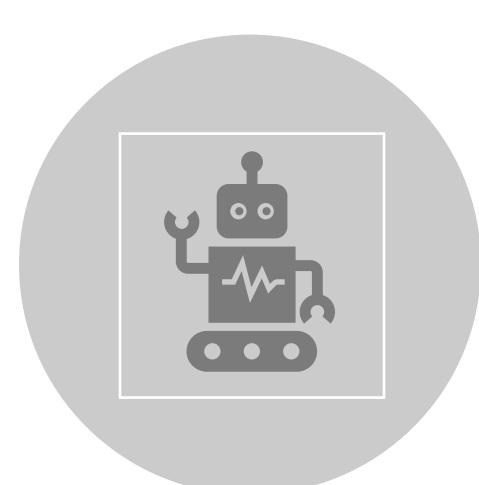


Objectives may be in conflict

## Strategies



DATA



MODELS



TASKS



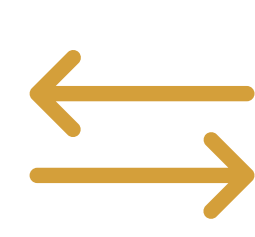
Selection



Training



Annotation



Transfer



Projection



Pre-training

*Cross-cultural translation*

Style transfer

Entity adaptation

Explanation by analogy

## Aboutness

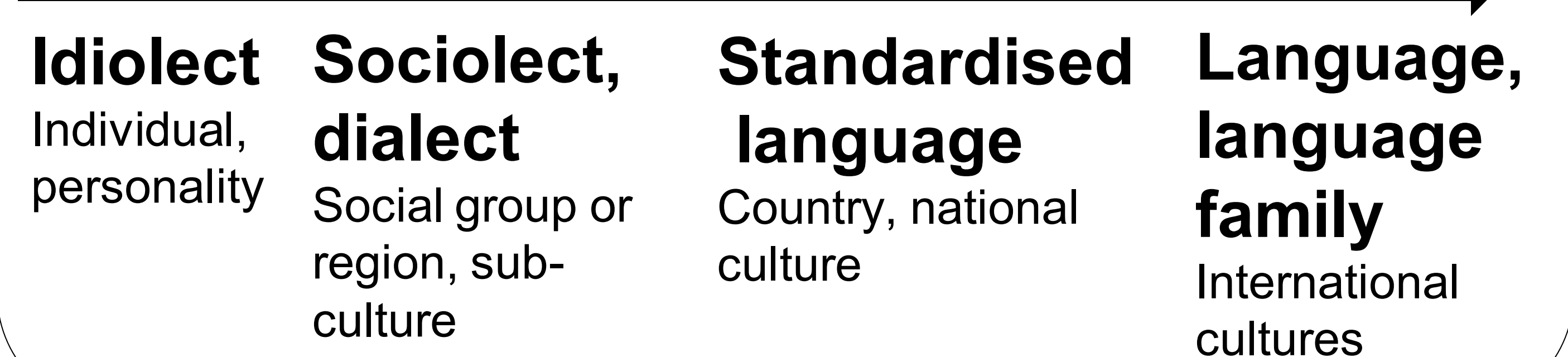
What content do people care about?

Entities

Experiences

Aspects

## Levels of granularity



Generalisation-representation trade-off

NLP is for people (not just languages)