AI Interpreting in Finnish Wellbeing Services Counties: Communicating Technological Change Through Public Web Content

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The rapid development of artificial intelligence (AI) is reshaping multilingual communication in public services. In Finland, several wellbeing services counties have introduced or piloted AI-assisted interpreting solutions as part of wider digitalization efforts aimed at improving accessibility, availability, and efficiency in multilingual service provision. While discussions on AI interpreting have largely focused on technological performance and professional implications, less attention has been paid to how public organizations communicate these changes to service users and other stakeholders.

This presentation introduces an ongoing study examining the implementation of AI-assisted interpreting in Finnish wellbeing services counties through the lens of organizational communication. Specifically, the study investigates how the adoption of AI interpreting is presented and justified on the public websites of wellbeing services counties. The research explores what kinds of benefits, challenges, risks, and user expectations are highlighted in communication materials, as well as how issues of accessibility, linguistic rights, privacy, trust, and quality of care are addressed.

The study employs qualitative content analysis of publicly available web-based materials, including news articles, service descriptions, guidelines, and informational content related to AI-assisted interpreting. Particular attention is paid to the ways in which technology-mediated multilingual communication is framed, how responsibilities are allocated between technology and human actors, and how service users are positioned within these narratives.

By focusing on organizational communication rather than technological performance alone, the study contributes to emerging discussions on the governance and public acceptance of AI in multilingual encounters. The findings will provide new insights into how public-sector organizations construct legitimacy for AI-assisted interpreting and how digital innovations are communicated in contexts where effective communication is closely linked to equality, inclusion, and access to essential services.