



Module 6

Unit 5: Crowdsourcing and online collaboration

Core video transcript

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Transcript

Slide 1

Hi, I'm Anna Jankowska from UAB. In this ADLABPRO video I will talk about crowdsourcing and collaboration in audio description. This is Unit 5 in Module 6.

Slide 2

It is believed that the term *crowdsourcing* was created in 2006 by Jeff Howe, who created this neologism by joining the words "crowd" and "outsourcing".

Slide 3

He defined crowdsourcing as the act of taking a job traditionally performed by a designated agent (usually an employee) and outsourcing it to an undefined, generally large group of people in the form of an open call.

Slide 4

But what is crowdsourcing in translation? What are its characteristic features? Let's find out.

Slide 5

There are quite a few definitions of what crowdsourcing in translation is. In this presentation we will use the taxonomy proposed by Jiménez-Crespo in his book *Crowdsourcing and Online Collaborative Translations. Expanding the limits of Translation Studies*.

Slide 6

He distinguishes two types of crowdsourcing: translation crowdsourcing and online collaborative translation.

Slide 7

Jiménez-Crespo defines *online collaborative translation* as collaborative translation processes in the web initiated by self-organized on-line communities in which participants collaborate with motivations other than monetary.

Slide 8

He defines *translation crowdsourcing* as "collaborative translation processes performed through dedicated web platforms that are initiated by companies or organizations and in which participants collaborate with motivations other than those strictly monetary". Both of these definitions can be applied to what is happening in AD now.

Slide 9

You should know that when it comes to crowdsourcing in audio description up to now very little has been happening both in practice and in the academia. But let me show you the few things that are happening.

Slide 10

Let us start with online collaborative tools. There is the already available *YouDescribe* and *Scribit* that is going to be launched in 2018.

Slide 11

YouDescribe was developed by the Smith-Kettlewell Video Description Research and Development Center. It is a free tool that allows anyone to write and record ADs for YouTube videos.

Slide 12

All you need is a computer, internet connection, web browser, Google account and microphone. With them you can create and record audio description and then publish the accessible video you produced.

Slide 13

Scribit is a project developed by Bartimeus, a Netherlands-based NGO. It will launch in 2018 and it is an online editor enabling people to create their own ADs and add them to online videos. The ADs will be voiced by synthetic speech.

Slide 14

Crowdsourcing was used to provide AD by a Polish NGO - the Seventh Sense Foundation in 2017 and 2018. In 2017 a team of 11 describers crowdwrote AD.

Slide 15

Each team member wrote a piece of the AD script which was later put together.

Slide 16

In 2018 a team of 5 describers worked on crowdtranslating an AD script from English to Polish.

Slide 17

Again, each team member worked on their piece of text.

Slide 18

When asked about their opinions, the describers said that crowdtranslation was less time-consuming and more effective than crowdwriting. But at the same time they all felt that both of these workflows could be implemented in professional practice.

Slide 19

You can read more about this experiment in my presentation "Translation, crowdsourcing, collaboration and quality in audio description".

Slide 20

Actually, those new workflows are already being implemented in practice. Some companies assign more than one describer to create description to a series or film if the description is needed quickly or more than one translator to translate AD scripts.

Slide 21

I hope that you learned a little about crowdsourcing and collaboration in AD. But as you see there is still a lot to be done in this area.

Creation of these training materials was supported by
ADLAB PRO (Audio Description: A Laboratory
for the Development of a New Professional Profile),
financed by the European Union under the Erasmus+ Programme,
Key Action 2 – Strategic Partnerships,
Project number:2016-1-IT02-KA203-024311.

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