

The Changes in Motivations and the Use of Translation Strategies in Crowdsourced Translation: A Case Study on Global Voices' Chinese Translation Project

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Abstract : Online crowdsourced translation, an innovative translation practice brought by Web 2.0 technologies and the democratization of information, has become increasingly popular in the Internet era. Carried out by grass-root internet users, crowdsourced translation contains fundamentally different features from its off-line traditional counterpart, such as voluntary participation and parallel collaboration. To better understand such a participatory and collaborative nature, this paper will use the online Chinese translation project of Global Voices as a case study to investigate the following issues: (1) the changes in volunteer translators' and reviewers' motivations for participation, (2) translators' and reviewers' use of translation strategies and (3) the correlations of translators' and reviewers' motivations and strategies with the organizational mission, the translation style guide, the translator-reviewer interaction, the mediation of the translation platform and various types of capital within the translation field. With an aim to systematically explore the above three issues, this paper will collect both quantitative and qualitative data and then draw upon Engeström's activity theory and Bourdieu's field theory as a theoretical framework to analyze the data in question. An online anonymous questionnaire will be conducted to obtain the quantitative data. The questionnaire will contain questions related to volunteer translators' and reviewers' backgrounds, participation motivations, translation strategies and mutual relations as well as the operation of the translation platform. Concerning the qualitative data, they will come from (1) a comparative study between some English news texts published on Global Voices and their Chinese translations, (2) an analysis of the online discussion forum associated with Global Voices' Chinese translation project and (3) the information about the project's translation mission and guidelines. It is hoped that this research, through a detailed sociological analysis of a cause-driven crowdsourced translation project, can enable translation researchers and practitioners to adequately meet the translation challenges appearing in the digital age.

Keywords : crowdsourced translation, global voices, motivation, translation strategies

Conference Title : ICIT 2017 : International Conference on Interpreting and Translation

Conference Location : Copenhagen, Denmark

Conference Dates : June 11-12, 2017