The Crowdfunding Content: New Challenges of Dictionary Compilation

Discussion on the Significance of Crowdfunding Model on Dictionary Compilation and Publication

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Abstract—**Crowdfunding publication, using digital network technology and the Internet platform to change the traditional publishing environment of dictionary compilation, is of great significance to the quality of dictionary compilation, the level of dictionary compilation and feedback channels, and has promoted the development of dictionary compilation and publishing, which provides reference for the value growth point of dictionary publication. This new model enables readers to transform from audience to participants, enhances the "gatekeeper" function of editors, and "reverse publishing" after digital editions and print editions further promotes the transformation of publications from static editions to dynamic digital platform products and hence to better adapt to the requirements of the digital age.**

Keywords: crowdfunding, dictionary compilation, language quotation, big data

I. INTRODUCTION

"众包", translated from the English word crowdfunding, was first proposed by Jeff Howe, editor-in-chief of Internet magazine "Wired", in his book "Crowdfunding: Group Power Drives the Future of Business" in 2006. The so-called "crowdfunding" refers to the act of transferring those tasks that were originally or in the form of commercial cooperation by some specific institutions to a large number of potential participants convened through the Internet. People participate either for economic purposes or for other spontaneous non-economic reasons[1]. Crowdfunding publishing is a new practice of the crowdfunding model in the publishing industry. In the process of book editing and publishing, a specific network platform is used to distribute book writing tasks to many potential authors with different identities. After screening, editing and processing of the results, it has formed a new publishing format that can be issued to the public [2]. The publishing of "content crowdfunding" related books has the advantage of maximizing readers' participation and contribution to the book content, which greatly enriches the source and possibility of book content. Of course, its huge limitations are also obvious. The "content crowdfunding" and the

requirements of the integrity, uniformity and completeness of the book content form a sharp contradiction. Most book selection topics are not suitable for "content crowdfunding". The publication of dictionary seems to be an exception.

II. THE CONCEPT OF DICTIONARY CROWDFUNDING AND PUBLICATION

The publishing of dictionaries occupies an important position in the national publishing industry, and it is related to the accumulation, development and dissemination of a country's cultural undertakings. In 2013, China's State Administration of Press, Publication, Radio, Film and Television issued the third national dictionary compilation and publishing plan, which states that it is necessary to keep pace with the times, keep abreast of new developments, and increase the number of electronic dictionary planning projects to meet the new needs of scientific and cultural development and meet the world's dictionary career development trend. Compilation of dictionaries is a professional work with strict compilation process, but as far as its content is concerned, the "content crowdfunding" of dictionary compilation has the following feasibility: at first, to compile dictionaries with the entry as the smallest unit is an important features, which makes the dictionary content into a relatively independent module, so as to accomplish the outsourcing tasks under the standard term specification. Second, the integrity of the dictionary content is of relatively speaking, and more emphasis is placed on the richness and diversity of the term collection. Content providers with different identities from the public are a strong support for the richness and diversity of dictionaries. Third, the dictionaries are essentially linguistic reference books with functions of collection, description and standardization. In terms of time limit, it is diachronic and synchronic. Oral languages that are active in folk are more likely to be comprehensively collected and described by the public, and are also more likely to reflect the characteristics of the era of language vocabulary development and changes. Driven by the new situation of the compilation and publishing of dictionaries, the new plan puts forward new requirements for

the publishing of dictionaries, and the emerging mode of content crowdfunding also provides new ideas and methods for the publishing of dictionaries.

III. THE PARTICIPANT OF DICTIONARY CROWDFUNDING: FROM SINGLE AUDIENCE TO DUAL CONSUMERS

Current information sharing and exchange is benefit from the emergence and development of the Internet. The dissemination nature of traditional publishing is one-way, closed and static, and the content, readers and authors are separated. This is different from the Internet thinking of openness, interaction, participation and socialization.

Unlike traditional dictionary publication, readers are no longer passive receivers of knowledge in the content crowdfunding model. Readers can participate in the process of compiling and publishing the dictionary by participating in the content crowdfunding method. Readers also have identities as knowledge diggers, providers, and proofer to obtain a sense of accomplishment and belonging. This process has narrowed the relationship between the reader and the publisher. On the other hand, the publisher can also obtain a wider range of reader resources, more specific content forms, and more valuable literature materials to make the terminal compilation process more efficient and convenient, and the compilation results are more valuable. For example, which unlisted dialect vocabulary, new words and neologism can enter the dictionary, which meaning items need to be adjusted and regulated by actual use, which words have oral meaning and usage that have not been included in the folk, these readers can raise questions and examples for publisher selection, identification and inclusion.

The participants of the content crowdfunding are all voluntarily participated based on the Internet platform. They do not form an employment relationship with the task initiator of the dictionary publisher, but with the factors like interest, desire of recognition and knowledge sharing. The dictionary terms are all-embracing and the Chinese vocabularies are full of variety. The reason for actively completing the crowdfunding task is usually because of interest, desire for identity, and knowledge sharing rather than material rewards or utilitarianism, which enables participants to be more simply involved in the content production process instead. People who can actively participate in content crowdfunding activities generally have experience of knowledge sharing on the Internet and are the beneficiaries of knowledge content sharing. This shared thinking mode and habits make them more likely to actively and voluntarily share knowledge achievements and complete content crowdfunding task. With the continuous maturity of the content crowdfunding model and the continuous cultivation of mass Internet behavior by the content crowdfunding thinking, the disadvantages of lack of binding of content crowdfunding behavior and lack of credibility of the results will also be largely changed. For instance, at the beginning, the crowdfunding publication of the content of dictionaries depends on the ability and level of the content providers themselves. With the public dissemination of the content on the Internet, more and more people will discuss,

judge and correct the accuracy and scientificity of the content. There is no shortage of academic experts, and the traditional authority of traditional dictionaries will also encourage participants in content crowdfunding to complete content production in a variety of ways, such as writing or reviewing.

The compiling of dictionaries under the content crowdfunding model "is gradually changing from the traditional editor-centered concept of dictionary compilation to a modern user-centered concept of dictionary compilation, especially the compilation of electronic dictionary changed users role from static and passive of the past to a dynamic, active role, paying more attention to the needs of users."[3] This is a huge change caused by the crowdfunding model in the field of dictionary publishing.

IV. DICTIONARY COMPILATION: FROM COMPILERS TO CONTENT QUALITY MONITORS

Crowdfunding mode has changed the state of complete separation between ordinary readers and editors in the past, allowing ordinary readers to have the right to participate, and finally get the spirit and a small amount of material compensation, but this mode does not mean that the professional dictionary editing function will be canceled. On the contrary, in addition to the identity of the main content organization's fixed role in the past, professional editors' identity and responsibilities as content quality monitors will be more prominent. As a language reference book, dictionaries provide readers with a variety of basic cognitive achievements based on language as a carrier. It has a certain science nature, and it has a wider audience than more in-depth academic research results. This kind of dictionaries with a large number of audiences, language norms and strict contents, if only rely on ordinary readers to provide content, is limited by the individual cultural level and ability of the crowdfunding participants, and is affected by many objective factors such as education and dialect background, then the compilation and publication of content will be unsustainable. Even if it is published, the dictionaries lack objectivity, accuracy, and scientificity, and the value of the dictionaries cannot be discussed.

The principle of selecting entries, the method of ordering entries, the processing of the relationship between related entries, the way of interpretation, the selection principle of examples, the indexing, etc., all these comprehensive factors will determine the value and market effectiveness of the dictionary itself. Professional dictionary editors can take these factors into consideration, make overall arrangements, review items one by one, and check the entire dictionary system. At present, the common practice is to use a dictionary publisher as the initiator of a crowdfunding project for dictionary content, conduct crowdfunding activities in the form of an academic team or a project team, announces the topic selection on the crowdfunding platform, and gives entries, fonts, pronunciation and interpretation of specific drafts of content. Readers can upload a variety of written and spoken materials, including text, voice, and video, to form the unit content of the dictionary decomposed by terms, professional dictionary editors in the background

statistical analysis, research review, and to open the communication and interactive platform. After repeated modifications and confirmations, the unit content was finally determined to complete a content crowdfunding task.

Under the new model of content crowdfunding production, the publisher as the main body of the publishing process has changed from the original content producer to the role of "project host" and "supervisor". Its job functions include specific review of crowdfunding tasks. It is also necessary to develop the public's content production capacity through more publicity and guidance methods and platforms to achieve the improvement of content production efficiency and innovation capacity.

V. DICTIONARY FORM: FROM STATIC PAPER VERSION TO DYNAMIC DIGITAL VERSION

The dictionaries were created and developed to meet the needs of human civilization and progress, and they were continuously enriched and deepened by the advancement of social civilization. However, the compilation revision cycle of the printed dictionary is generally about 10 years, and the timeliness is relatively low. Many new word usages that have emerged in a short period of time are not recorded. Although these languages are short-lived, they still have unique understanding, meaning and value to individuals. With the advent of the era of big data, digital publishing has penetrated into traditional paper publishing with more efficient, convenient, and low-cost advantages. It gradually changed a series of processes such as topic selection, editing, publishing, and distribution of traditional paper publications.

The use of the Internet platform to update the dictionary system in a timely manner provides new possibilities for solving the problem that the printed dictionary cannot be synchronized with the language facts. The need for international information integration and resource information sharing will also inevitably promote the compilation and publication of dictionaries converting into data and network. In 2015, the third edition of "Ci Yuan" was released. While publishing the paper version, the dictionary also adapted to the society needs and launched an online version and a USB flash drive version, realizing the synchronization of the electronic version of the paper version. At present, the main electronic dictionary online versions in China mainly include zdic.net and guoxuedashi.com, etc. Among them, zdic.net mainly provides inquiries on Chinese dictionary, for instance, Chinese dictionary, idiom dictionary, ancient Chinese books, Chinese poetry dictionary, Chinese calligraphy dictionary, and practical appendix, etc. The query function provided is more complete, which can not only query the interpretation of single words and words in major dictionaries, but also query the bibliographic evidence of the entry, perform text recognition, and search for classics and classics. It provides users with great convenience. The dictionary application software (APP) developed with funds crowdfunding, also known as the traditional dictionary, extends to the multimedia of mobile devices to adapt to the "fragmented reading" and "light reading" of the Internet era.

In the era of big data, the publishing form of dynamic digital dictionaries breaks through to a certain extent about the difference between circulation and actual sales, breaks the contradiction of timeliness requirements and long update cycles. At the same time, the dynamic digital dictionaries publishing platform, the establishment and the operation of the dictionary had fostered a large number of potential participants for the content crowdfunding model of dictionary compilation, nurtured a market for "reverse publishing" and distribution of digital and paper dictionary, and formed a channel for the future dissemination and popular use of dictionary.

VI. THE SIGNIFICANCE OF COMPILATION AND PUBLICATION FOR DICTIONARY CONTENT CROWDFUNDING

Our traditional dictionary focuses on word interpretation. With the research of "languages (idioms)" and "vocabulary studies" in the academic circles in recent years, "dictionaries" have begun to attract the attention of researchers and dictionary editors. Wen Duanzheng put forward the "trisection of word dictionary, phrase dictionary, and language dictionary" in the article "Rise of the Dictionary and the Contribution of Cultural Heritage", and defined "language dictionary" in "Theory and Practice of Dictionary Compilation" as "a collection of linguistic reference books for interpretation and arrangement in a certain order for people to examine or read".[4]

As a kind of dictionary, the compilation and publishing of dictionaries also face the dual challenges of digitization and the Internet. The feasibility of crowdfunding publication in the compilation of dictionaries has been discussed above. Compared with ordinary dictionaries, the compilation of dictionaries pays more attention to and emphasizes the following four aspects: first, the original ecology and exhaustive collection of idiomatic phrases; second, the individual interpretation of keywords within the idiomatic phrases and its cultural connotation interpretation, the difference between literal meaning and overall meaning; third, the collection and arrangement of idiomatic verbs and variants; fourth, the classification, arrangement and retrieval of idiom terms. The idioms, proverbs, two-part allegorical sayings, and idiomatic phrases included in the dictionary originally came from the production and life most familiar to ordinary working people. They are a profound summary of people's wisdom and experience. The original content and vulgar expression of the idiomatic expressions is the jewel of a national language. The characteristics and value of idioms determine the necessity of soliciting from the public. Excessive editing and standardization destroy the original appearance of idioms. Therefore, the dictionary is more suitable for the crowdfunding compilation and publishing model. The humorous and profound characteristics have greatly encouraged the people to participate in the crowdfunding task, form the interest and enthusiasm for discussing self-audit and error correction, and the dictionary compiled and published through content crowdfunding has a greater significance in reflecting the cultural value of oral transmission and protecting inheritance major.

VII. Conclusion

In the era of big data, the publication of dictionaries in the content crowdsourcing model is nothing new. As early as the 1990s, Oxford University Press began a huge project to comprehensively repair the "Oxford English Dictionary", including the "Online Oxford English Dictionary", which was officially launched in 2000. On the eve of the launch of the online dictionary, the chief editor of the project, John Simpson, publicly appealed to global English speakers under the theme "your language needs you" and invited them to "build a history of English together and write a national dictionary." John had also paid tribute to an "Appeal for English Speakers to Read Books and Select Excerpts for the Language Society's New Dictionary" published by James Murray, the first editor of the "Oxford English Dictionary" 120 years ago. With the rapid development of the Internet era, it is soon that the publisher of the "Online Oxford English Dictionary" has opened up a new channel of communication and interaction with volunteers around the world, which fully reflects the innovation and practice of dictionary compilation under the content crowdfunding model. In 2003, the "Xinhua Dictionary of New Words" published by the Commercial Press adopted the open editing method of reader participating for the first time in China, and extensively edited new words and new meanings that appeared from the 1990s to the present. The "100 Years of Chinese New Words and New Language Dictionary" by Shanghai Dictionary Publishing House contains the words and expressions after the Revolution of 1911, from the first year of the Republic of China to the year of 2011. It was first published in 2015. Its online version collects new words and new language for Internet users became the platform for the collection, release, and query of Chinese new words and new language, through the "synonyms", "antonyms", "relevant words", "foreign words", "etymology" and other section settings, which has visually showed the intricate network connection between words. The dictionary has also showed participants who have performed well in creating and editing new words by setting up a "compilation star". The publishing of dictionaries under the guidance of content crowdfunding has shown strong vitality, and new problems have been continuously discovered in the specific publishing practice. Reasonable planning, process input, and quality control for content crowdfunding are still the key points to be considered and solved continuously.

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