

Getting the right terms out to the right users

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Dissemination: some questions

- How do our funders understand dissemination?
- Are there issues for other stakeholders?
- Are we expected to undertake dissemination activities?
- Should we - even if not (explicitly) asked?
- Is it different for small/struggling language communities?
- How do we measure success/impact of our terminology?

The funder's perspective

- Terms may be for internal use (e.g. multinational corporation), so not so interested in reaching a wider audience
- Terms may be intended for a specific audience (e.g. education), but may be useful for a wider community as well
- Terminology project may be designed to have as wide a reach as possible with multiple audiences, including the general public
 - This is more usual of publically funded projects rather than those in the private sector

The user's perspective

- There may be many different types of users: subject professionals, teachers, students, authors, translators, journalists, the general public ... and what about machines?
- Some users are sitting at their desk at work, computer in front of them, others are on the go, some may not have internet access
- All users want fast, accessible, easy ways to use terminology
- Sometimes they want quality as well (!) – but accessibility often the deciding factor

Importance of terminology for language revitalization (added reason for dissemination)

- Not just a matter of technical communication, as it is for multinational corporations and secure language communities (just English?)
- Standardized terms used (rightly or wrongly) for filling 'lexical gaps' in minoritized languages
- Terms may be new and unfamiliar, and need a lot of exposure
- Dissemination therefore is of the utmost importance
- But communication channels may not be as strong/available e.g. no daily newspaper, not much television presence

Terminology v. lexicography (specialist v. general language dictionaries)

- Users may not understand the difference between a specialist terminology dictionary and a general language dictionary
- If you are very successful in disseminating your specialist terminology e.g. through well-designed websites and apps, it may be more accessible than general dictionaries (especially if those only exist in paper format, or are behind paywalls)
- Should you mix your general language dictionaries and your specialist terminology ones?



Fersiwn ar-lein o Cysgair a'r Termiadur Addysg, yn cyfateb i'r Ap Geiriaduron ar gyfer ffonau symudol a hen eiriadur y BBC

An online version of Cysgair and the Termiadur Addysg, equivalent to the Ap Geiriaduron app for mobile devices and the former BBC Welsh dictionary

Our experience @ Language Technologies Unit, Bangor University

- Celebrating our 25th anniversary in terminology standardization for Welsh this year
- Our funders mainly drawn from the public sector (government, education, museums, health bodies, food agency, environmental organizations etc)
- We have needed to advise our funders on dissemination and technology issues *in addition to term formation & standardization*
- Funders can not ask for what they do not know exists/is possible
- Public sector funders want cost-efficient answers

Technical solutions to dissemination problems

- Paper dictionaries no longer used
- CDs also now obsolete
- Websites are now becoming old technology
- Terminology portals are useful for aggregating content
- Apps for phones and tablets are currently the most popular choice
- Translation technology allows us to 'push' terms into the translator's workflow
- Termbases can be reused to power other solutions, e.g. our Vocab word by word website translator

Liam Williams yn gefnwr i herio De Affrica

🕒 2 awr yn ôl



GETTY IMAGES

Prif Straeon

Marwolaeth siop sglodion: Ailarestio dyn

Cafodd y dyn ei arestio yn wreiddiol dan amheuaeth o ymosod ond mae bellach wedi ei arestio ar amheuaeth o lofruddiaeth.

🕒 22 Tachwedd 2018

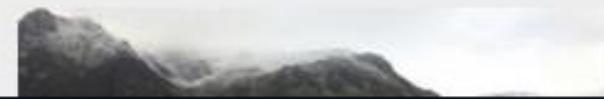
Saethu Tredegar: Arestio dyn

🕒 22 Tachwedd 2018

Williams yn gefnwr i herio De Affrica

🕒 22 Tachwedd 2018

Cylchgrawn



Liam Williams yn

🕒 2 awr yn ôl



cefnwr **eg** back, full-back,
Geiriadur Cyffredinol Cysgair

cefnwr **eg** cefnwyr full back, fullback
*Y Termiadur Addysg
Addysg Gorfforol*

Chwilio pellach am **gefnwr** o fewn y Porth Termau

Prif Straeon

Marwolaeth siop sglodion:

Ailarestio dyn

Cafodd y dyn ei arestio yn wreiddiol dan amheuaeth o ymosod ond mae bellach wedi ei arestio ar amheuaeth o lofruddiaeth.

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One master termbase, many uses

- Terms should be stored in one master database, and all updates, corrections etc made there
- From this master termbase, terms can be published in many formats:
 - On their own websites
 - On an aggregated portal
 - In a dictionary app (on-line and off-line)
 - In an off-line electronic dictionary
 - Incorporated into a mouse-over dictionary on websites (e.g. Vocab)
 - In a cut-down glossary version to 'push' terms into translation software
- API key offered to other websites to incorporate terminology dictionaries



Gartref

Y Tywyddiadur

Y Bywiadur

Y Bwletinau

Yr Oriol

Pytiau Fideo

Llyfrgell

Llais

— Y Bywiadur —

Trysorfa o wybodaeth am y gwahanol fathau o anifeiliaid a phlanhigion yw'r Bywiadur. Mae'n "eiriadur rhywogaethau" yn gyntaf, a diolch i'n partneriaeth clós gydag Uned Technolegau Iaith Canolfan Bedwyr, Prifysgol Bangor cewch holi'r Bywiadur am enw Cymraeg, Saesneg neu Ladin am unrhyw anifail neu blanhigyn o'r grwpiau mwyaf adnabyddus yng ngwledydd Prydain, ac yn achos yr adar, ar draws y byd.

Ond mae'n fwy na hynny hefyd. Ychwanegwyd yn ddiweddar restrau o ffyngau a heintiau i'r casgliad, ynghyd â rhestr gynhwysfawr o enwau adar y byd. Y bwriad yw ychwanegu rhywogaethau pellach o blith grwpiau eraill, ac fel mae casgliadau yn dod i law, enwau hanesyddol, lleol a thafodiaethol hefyd (dim ond adar a phlanhigion ar hyn o bryd).

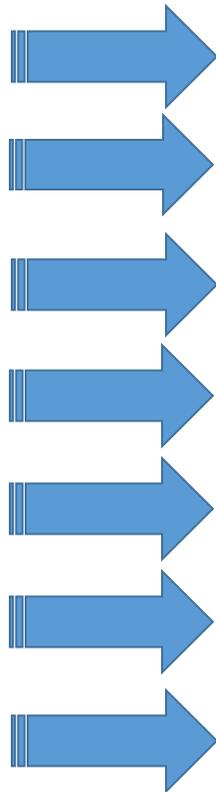
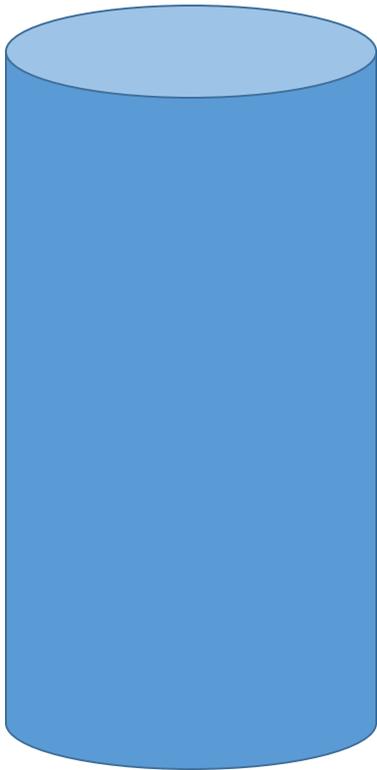
Diolch i bartneriaeth gyda Wikipedia darperir llun gydag amryw byd o'r rhywogaethau ac mae hyn yn ei dro yn cysylltu ymlaen I ragor o wybodaeth yn y Wikipedia Cymraeg am ddsbarthiad a natur y rhywogaeth ac unrhyw gysylltiadau Cymreig sydd ganddo.

Teipiwch air neu derm Cymraeg neu Saesneg yma

 Chwilio

Dissemination of terminology through various outlets

Master database



Websites of each individual terminology dictionary

National terminology portal (aggregated terminology)

iOS and Android apps

Off-line terminology dictionary library

Incorporated in a mouse-over dictionary on various websites

Cut-down versions as subject-specific glossaries for translation memories (push technology)

API keys offered to others to include terminology dictionaries in their websites

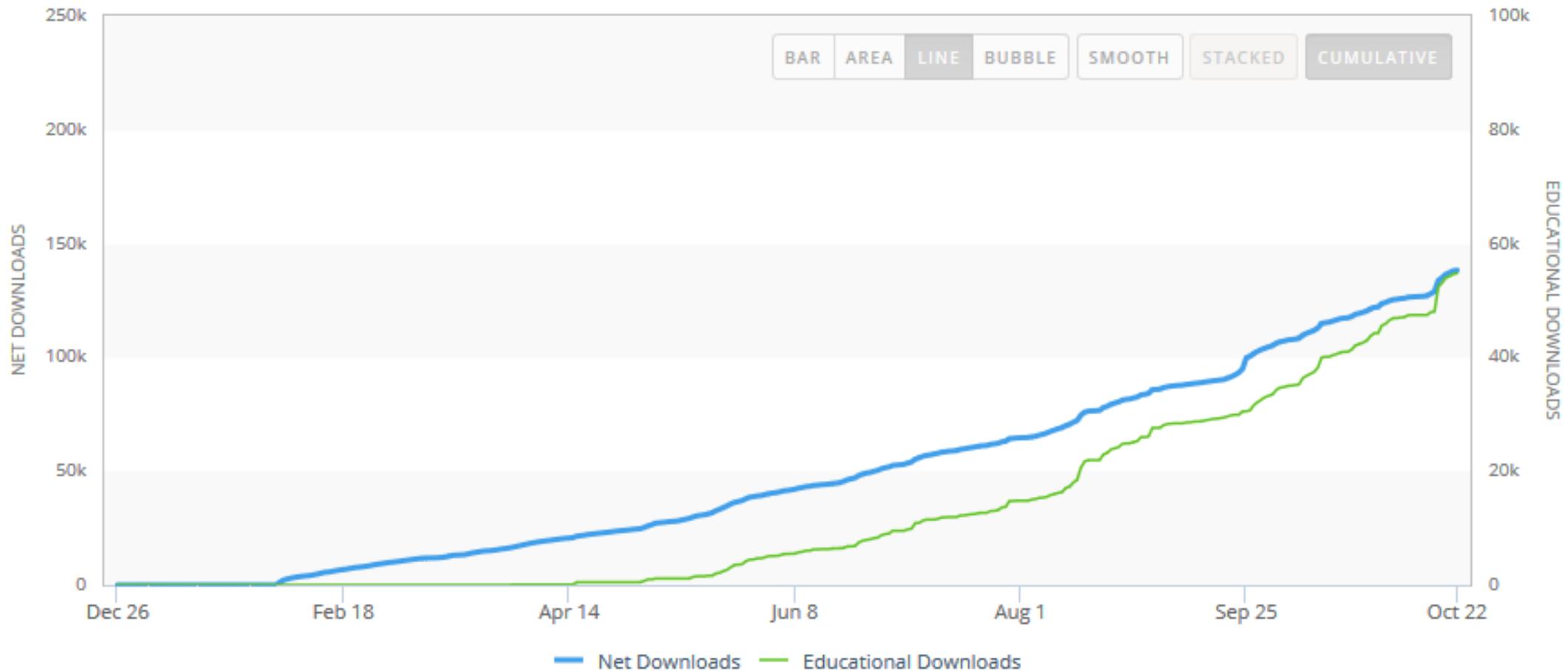
Impact and statistics: top 8 on-line, from their inception (various dates) to October 24, 2018

Ranking	Dissemination mode	Number of searches
1	National Terminology Portal	1,717,627
2	Bangor Dictionary (terminology+general language)	1,380,990
3	Vocab on BCCymruFyw	1,262,392
4	Termiadur Addysg (school terminology)	1,012,128
5	National Terminology Portal accessed from phone app	466,539
6	Vocab on Golwg (Welsh on-line newspaper)	267,396
7	Termiadur Addysg accessed from phone app	125,248
8	Termau Addysg Uwch (university level terminology)	103,421
	TOTAL	6,587,976

Impact and statistics: top 8 on-line, this year to October 24, 2018

Ranking	Dissemination mode	Number of searches
1 (3)	Vocab on BBCCymruFyw (news in Welsh)	407,646
2 (2)	Bangor Dictionary (terminology+general language)	345,251
3 (1)	National Terminology Portal	256,294
4 (5)	National Terminology Portal accessed from phone app	154,371
5 (4)	Termiadur Addysg (school terminology)	98,087
6 (6)	Vocab on Golwg (Welsh on-line newspaper)	78,979
7 (8)	Termau Addysg Uwch (university level terminology)	17,232
8 (10)	Cymdeithas Edward Llwyd (naturalist society) website	8,475
	TOTAL	1,368,459

Total downloads of the Ap Geiriaduron app for iOS and Android: 142,145



Conclusions

- Exciting possibilities using one master database, multiple applications to disseminate terminology
- Need to educate our funders on new technology and dissemination possibilities
- Consider where users are now in their use of technology, and where they will be in 3 or 4 years time
- Sustainability means taking the longer term view and being prepared to adapt as new technologies come along