

Translation Community for Bilibili

Project Proposal

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Reason to apply crowdsourcing translation on Bilibili

Bilibili is a platform where users can submit, view, and add overlaid commentary on videos. The platform encourages users to freely create their own content, enabling users to show their strengths, share their experiences, and record their life, which makes the platform a creative place. Bilibili itself also provides videos, such as Japanese animations, documentaries, movies, and TV series. Crowdsourcing translation and translation communities are suitable for Bilibili because of their operation methods. The platform could seize the passion of fans to let the audience join in the creation of the translation in the area of their interests.

Recommendations to prioritization

The main field for Bilibili is some animations. There are also some movies, TV series, and documentaries. The crowdsourcing translation should prioritize the animations since it has the largest proportion of viewers on Bilibili. Another reason is since animations are provided by the official, translation will not offend the intellectual property. After that, some self-made, high-quality videos should also be translated and spread. Currently, UPers (people who upload their self-made videos on Bilibili) mainly focus on Chinese markets, so they do not provide subtitles in other languages. But some videos with high qualities or cultural values should have a larger audience. Therefore, some self-made videos should also be a priority.

Suggestions on optimizing the quality of translation

A clear structure of volunteer allocation

Under a clear overall structure, each volunteer is assigned specific roles and tasks. For instance, there should be a language coordinator who is responsible for maintaining style guides, answering linguistic queries, and overall responsible for final quality.

A Voting and Verification Mechanism

It allows users to suggest translations of words on the website into their native languages and to vote on the quality of these suggested translations is a method to supervise the quality of translation.

A Feedback/Evaluation System

A system that provides feedback regularly to translators and language coordinators or managers which also allows users to give feedback and evaluate with the translation community regularly to improve the quality of translation.

Suggestions on optimizing the quantity of translation

Recognition/Rewards

Translators could receive a certificate when accomplishing certain translation tasks and gamification is widely used as well. Moreover, videos can have credit lists for contributors to show gratitude to voluntary translators.

Maintaining strong ties with/within the community

Organizing happy hours or offline activities to help community members connect with more friends. The platform should communicate regularly with volunteers to care about their well-being.

Costs

Tangible costs

Translators who work on subtitles require a reliable computer for seamless video editing and transcoding. This may require some investment in updated hardware. Additionally, if they live solo, they have to cover not only utilities but also their internet bills.

Intangible costs

Time and effort are the two main costs during translation. For subtitle localization, translators need to learn specific software to edit the subtitle and spend some time getting used to it. Besides, people with different technological backgrounds could spend different time on learning software. Furthermore, volunteers with a lower level of language capability may have a tough time during translation. They need some extra time for researching, looking up dictionaries, etc.

Solutions

As previously stated, a language manager will be responsible for offering training on the technical setup and providing guidelines to help translators optimize their computer's performance through proper settings. If the volunteers encounter any technical difficulties, they may schedule a one-on-one session with the supervisor for further assistance.

Anticipated results

The establishment of a fulfilling community for translators has the potential to significantly enhance the quality and productivity of crowdsourced translation. It is motivating for volunteers to receive recognition and praise, not only from Bilibili's user base but also from the internal team. Provided that the proposed recommendations are executed effectively, this will serve to attract a greater number of volunteers to Bilibili and foster the provision of even more impeccable translation services.

Appendix 1: How to improve the Quality of community translation

Testing

Before bringing on any translators, it's crucial to assess their skills to guarantee the quality of their translations. After all, it's essential to know what your team is capable of. One way to do this is by providing a source text with a known standard translation and comparing the translators' results to it. Another option is to give the same text to multiple translators and then compare their translations to determine who has the strongest skills.

Training

Proper training and oversight of translators are crucial in ensuring translation precision. Bilibili also needs to build a glossary for translators. However, what they need is a language expert to broaden their understanding and teach these bilinguals the intricacies of translation. As previously noted, translators can undergo standardized tests to evaluate their proficiency. Moreover, more experienced translators can provide guidance and critique the quality of individual translations, thereby expanding their knowledge and elevating the language output.

Post-editing

Post-editing is an important step in the translation process and plays a vital role in maintaining the quality of the final product. In this respect, Bilibili has done exceptionally well in ensuring the high quality of the translations before they are published on the website. Once the assigned translator has completed their work, they need to submit it to the "Translation Lounge" section for proofreading. If the translation contains too many errors, the proofreader has the authority to reject it.

Community translation offers numerous benefits for both linguists and businesses. However, as with any localization project, it is imperative to guarantee accuracy throughout the entire process by adopting specific strategies. In many industries, even a small translation error can result in significant consequences. Testing, training, and post-editing will aid in improving the quality of translation and provide users with a superior reading experience.

Appendix 2: The motivations behind the fansubbing group

Improve language skills

The primary motivation is clear. Regardless of the language you have learned, you want to make sure you have a solid grasp of it and can apply it in real life.

If you lived in China prior to 2010, there were limited opportunities to make friends who spoke a different language from you. For instance, subtitle localization provides an excellent way to assess your listening and speaking skills in English or any other language. Furthermore, you can gain exposure to authentic expressions from TV series. Thus, fansubbing is a beneficial tool for enhancing your language abilities, including performance on language tests and other relevant fields.

Self-satisfaction

The defining moment in fansubbing is when your translated subtitle is published on social media or other platforms, and you can see your name or ID credited to it. This moment becomes especially rewarding when you read comments from others praising your translation work. All the effort put in finally pays off.

Personal values

Individuals are drawn to join fansubbing groups for various reasons, with some enthusiasts preferring movies, while others gravitate towards reality shows. As a basketball fanatic, I joined the fansubbing group for sports, where my biggest accomplishment was translating an interview video of Kobe Bryant. Eight people worked on this project as a tribute to Kobe's legacy. Some fansubbing groups also focus on providing access to knowledge from world-renowned universities by translating public courses available on YouTube. They aim to share this valuable information with a wider audience.

Networking

Working in fansubbing groups or subtitling groups where people have common interests can enlarge members' social networks. Most people join fansubbing groups because of their passion. Working in such a group will help to make more friends with the same interest.

In conclusion, the main motivations behind fansubbing are to enhance language skills and gain personal satisfaction. Additionally, there are also those who see it as an opportunity to inspire and impart knowledge through community translation.

Appendix 3: Infographics



Maintaining Quality in Community Translation

Bilibili Translation Community

- Language Coordinator/Manager**
- Maintain style guides
 - Answer linguistic queries
 - Be overall responsible for final quality

- Carefully-crafted Set of Guidelines and Training Materials**
- Make different sections of duties clear and assign tasks accordingly.



Voting and Verification Mechanisms

- Open a platform that allows users to suggest translations for words on the website into their native languages and allow them to vote on the quality of these suggested translations.

Feedback/Evaluation

- Regularly provide feedback to translators and Language Coordinators/Managers
- Allow users to give feedback and evaluate with the translation community regularly



Increasing Quantity in Community Translation

Bilibili Translation Community

Club/Community

- Its objective is to allow users to play a more central role in the growth of the platform.

Recognition/Rewards

- Certificate (Sense of accomplishment)
- Gamification—badges/scores
- Credit list for contributors



Maintaining strong ties within the community

- Connect with more friends on the platform who speak their native language
- Happy hours/Offline activities

Maintaining strong ties with the community

- Communicate regularly with them
- Provide opportunities for recognition