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Oxford Global Languages
A defining project

Collaboration and Computing for
Under-Resourced Languages
(CCURL)

23rd May 2016

Jon French | Advocacy and Partnerships Manager, Oxford Dictionaries
Phil Reimann | Product Manager, General Academic Dictionaries

Oxford University Press
Mission Statement

Oxford University Press (OUP) is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education through its worldwide publishing.

Oxford University Press
Global reach

Publishing in 40+ languages, branches and representation in 100+ countries …

Oxford University Press
Quick facts

- *Largest university press in the world*

- *500 year old, non-profit institution*

- *2014/2015 revenue: £767 million*

- *Proportion of surplus transfers to the University each year; rest is invested*

- *Employees: 6000+*

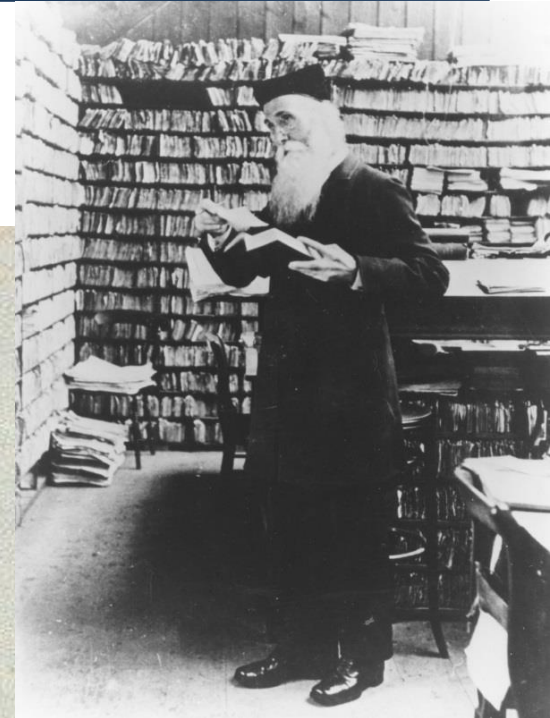- *Digital products now account for more than half of academic turnover*

OUP dictionaries:
A tradition of public involvement

OXFORD
UNIVERSITY PRESS

OXFORD
UNIVERSITY
PRESS

AN APPEAL

TO THE

ENGLISH-SPEAKING AND ENGLISH-READING PUBLIC

TO READ BOOKS AND MAKE EXTRACTS FOR

THE PHILOLOGICAL SOCIETY'S

NEW ENGLISH DICTIONARY.

Outline

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Part 1 : Oxford Global Languages
- The challenge
- The response
- Phase 1: The beginning …

Part 2 : Building the future
- Focus on usable outputs
- Working with communities
- Start small …
- Partnerships– external and internal

Where we are and next steps

Lexical Engine and Platform and APIs

Oxford Global Languages
The challenge

- Dominant languages
- Disparate resources
- Cultural attitudes
- Technical challenges
- Digital accessibility
- Scattered initiatives
- 'Top down' approach

Oxford Global Languages
Further context

- Demand for multilingual resources
- Democratization of content
- Increase in mobile
- Global tech companies

Before Oxford Global Languages ….
A global licensing programme ….

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47 datasets, 33 languages: monolingual dictionaries, bilingual dictionaries, and inflected forms
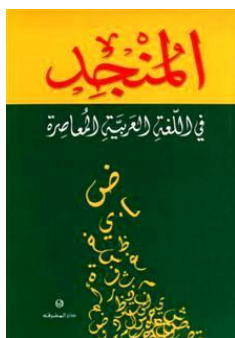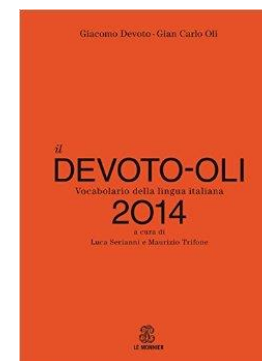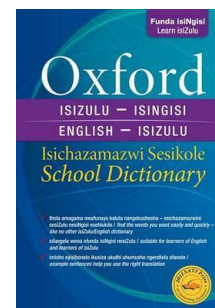
Before **Oxford Global Languages …**
Some of our licensing partners…

amazon

Google

CASIO®

SHARP

SONY

Microsoft

Oxford Global Languages
The response

- Focus on digitally under-represented languages
- Develop content quickly
- Inspire language communities
- Make it social
- Reusable content

Oxford Global Languages
Vision

- **Localized websites and digital access for 100+ languages**

- **Language communities contributing content**

- **Supporting digitally under-represented languages**

- **Flexible data serving multiple needs**

Oxford Global Languages
What it is *not* ….

- *An educational programme for schools*
- *A research or academic unit*
- *Focused on endangered languages*
- *A government sponsored initiative*

But we share a lot in common and can work together!

Oxford Global Languages
The beginning: Phase 1

October 2014 - September 2016: Phase 1
Goals

- 10 language **websites** with 3-4 active **communities**
- Complete **workflow** trialled and tested
- **Data** models and platform able to store and update multilingual interlinked content
- First usable outputs for third parties

Oxford Global Languages

Phase 1

**Urdu,
Indonesian,
Northern Sotho,
Malay,
Setswana,
isiZulu**
have been
launched…

Romanian, Latvian
Hindi, Kiswahili to
complete Phase 1 of
programme
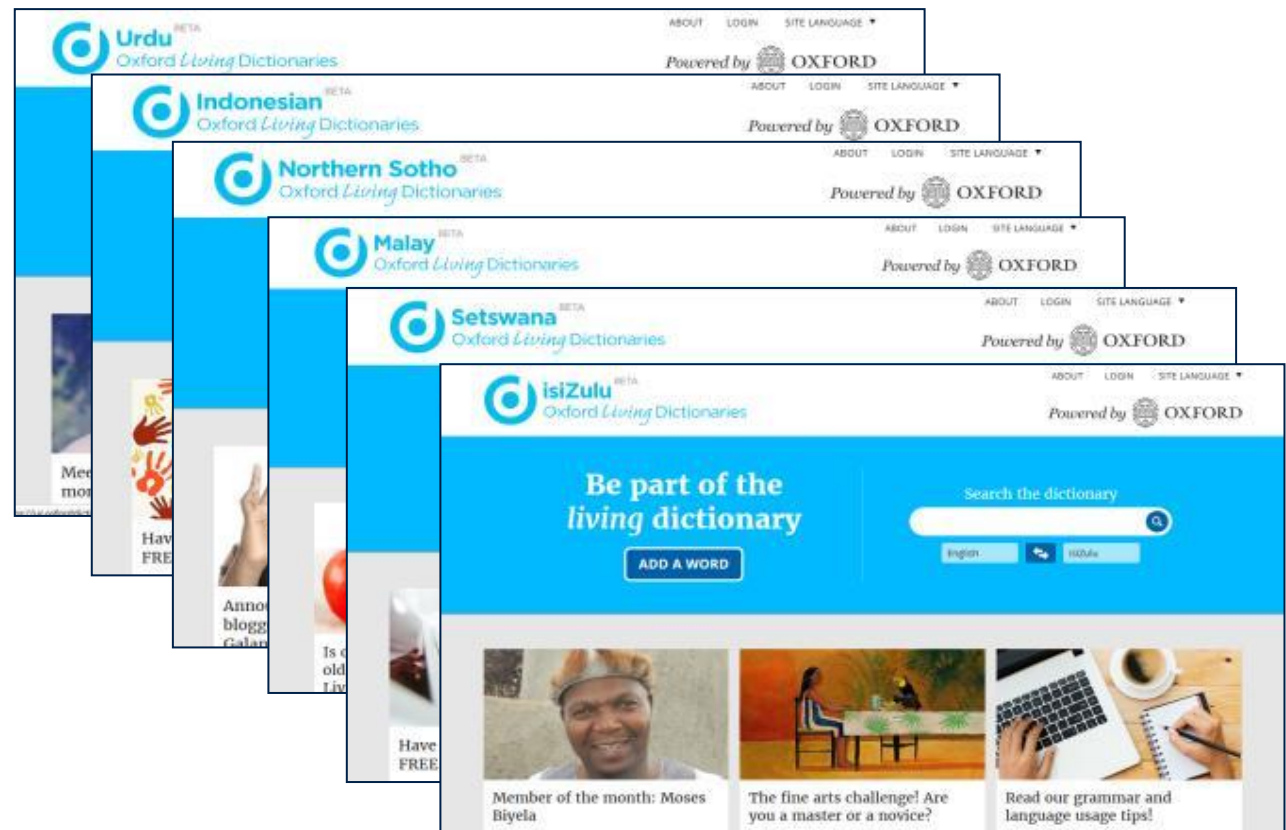
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Lexical Engine and Platform and APIs

Building the future …
Focus on usable outputs …

Building the future …
Focus on usable outputs …

Non-lexical content
Developing language specific resources

Short (500 word) articles on language usage

Building the future …
A place for discussion

Forums

One per language
with aim to develop
the language
community

Building the future
Communities and the 'living dictionary'

Managed by and for the communities

Assisted by:
Language Managers,
who oversee, moderate, and curate
Language Champions,
who promote and advocate

Zafar Syed

Langa Khumalo

Maropeng (Victor) Mojela
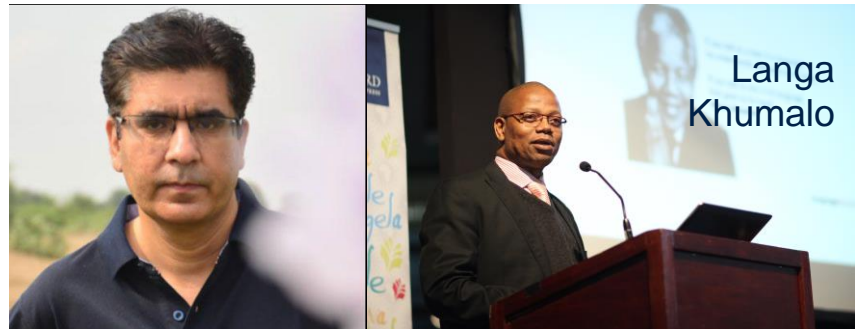
Dr Rafizah Mohd Rawian

Building the future
Start small …

- **Experimental approach**
- **Launch quickly**
- **Focus on users**
- **Partnerships**
- **Start small and build!**

https://ms.oxforddictionaries.com/   https://ur.oxforddictionaries.com/

Building the future
Partnerships – internal and external

- Pool and test ideas
- Share expertise
- More collective resource
- Move faster
- Access to new markets
- New business models

OGL Partnerships Manager
jon.french@oup.com

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Where we are and next steps

Lexical Engine and Platform and APIs

Where we are and next steps
Phase 1

We are on track

- Ten languages in progress
- Base technology of data platform in production
- First six languages launched
- Iterative website development
- First communities are live!

CCURL May 2016

Where we are and next steps
OGL launched 2nd September 2015

Oxford Global Languages:
Northern Sotho and isiZulu

https://zu.oxforddictionaries.com/

https://nso.oxforddictionaries.com/

Where we are and next steps

Malay and Urdu Language sites launched March 2016
Indonesian and Setswana sites launched in May 2016

https://ms.oxforddictionaries.com/
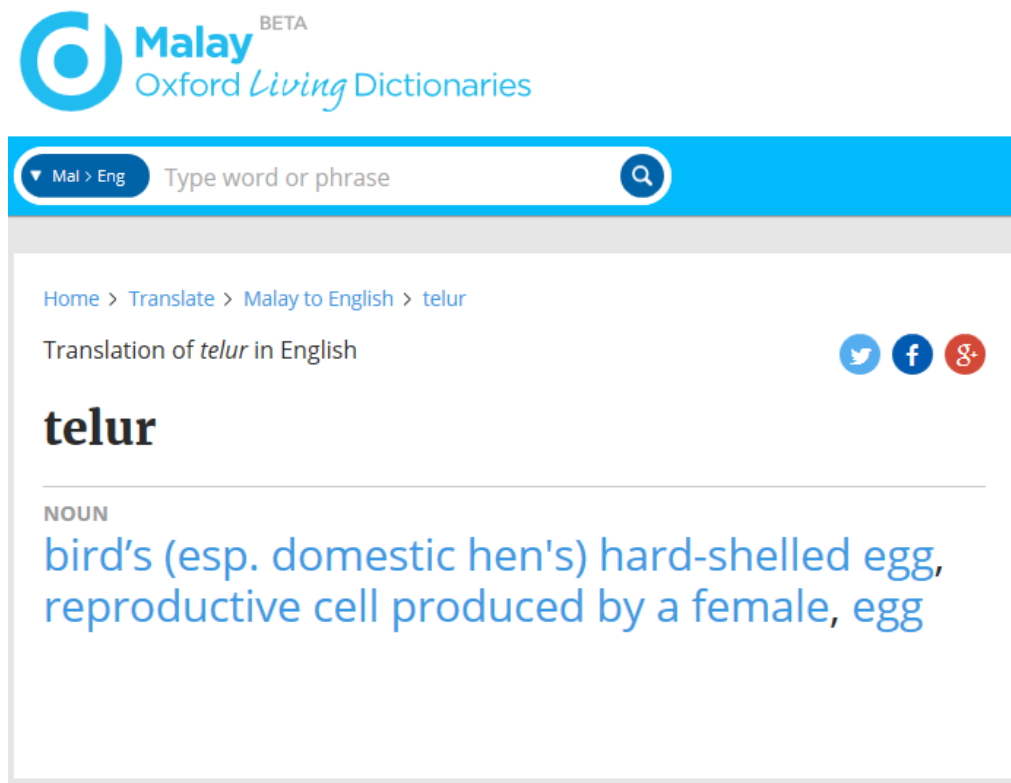
Where we are and next steps
Phase 2 ….

CHANGE AHEAD

Planning for Phase 2: (3 years)

- Many more languages and communities
- Content development
- Digital accessibility
- API programme for developers and licensees
- Many more strategic partnerships
- Internal OUP synergies

Where we are and next steps
Proposed phase 2 initial languages

Vietnamese   Amharic   Burmese   Bulgarian   Southern Quechua   Uzbek

Yoruba   Filipino/Tagalog   Hausa   Punjabi   Shona   Turkish

Slovak   Tamil   Gujarati   Estonian   Tok Pisin   Xhosa   Igbo

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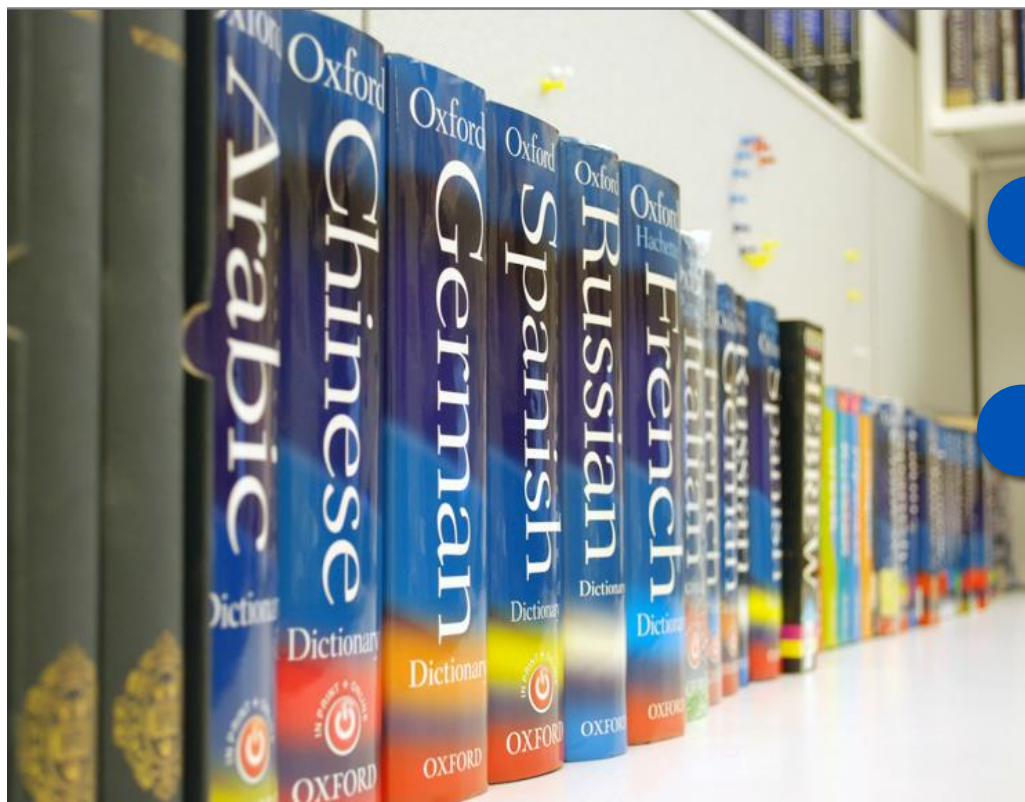Where we are and next steps

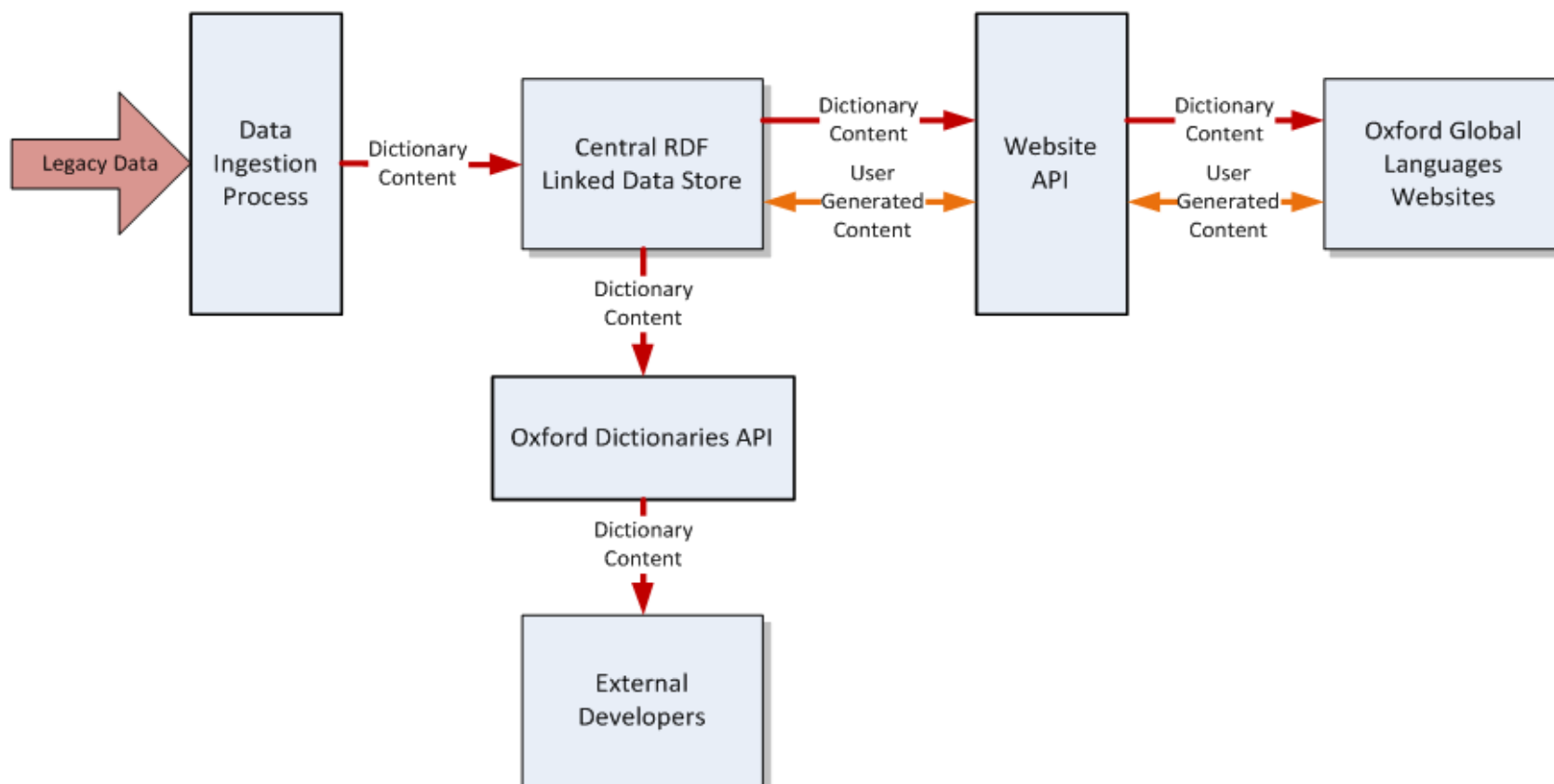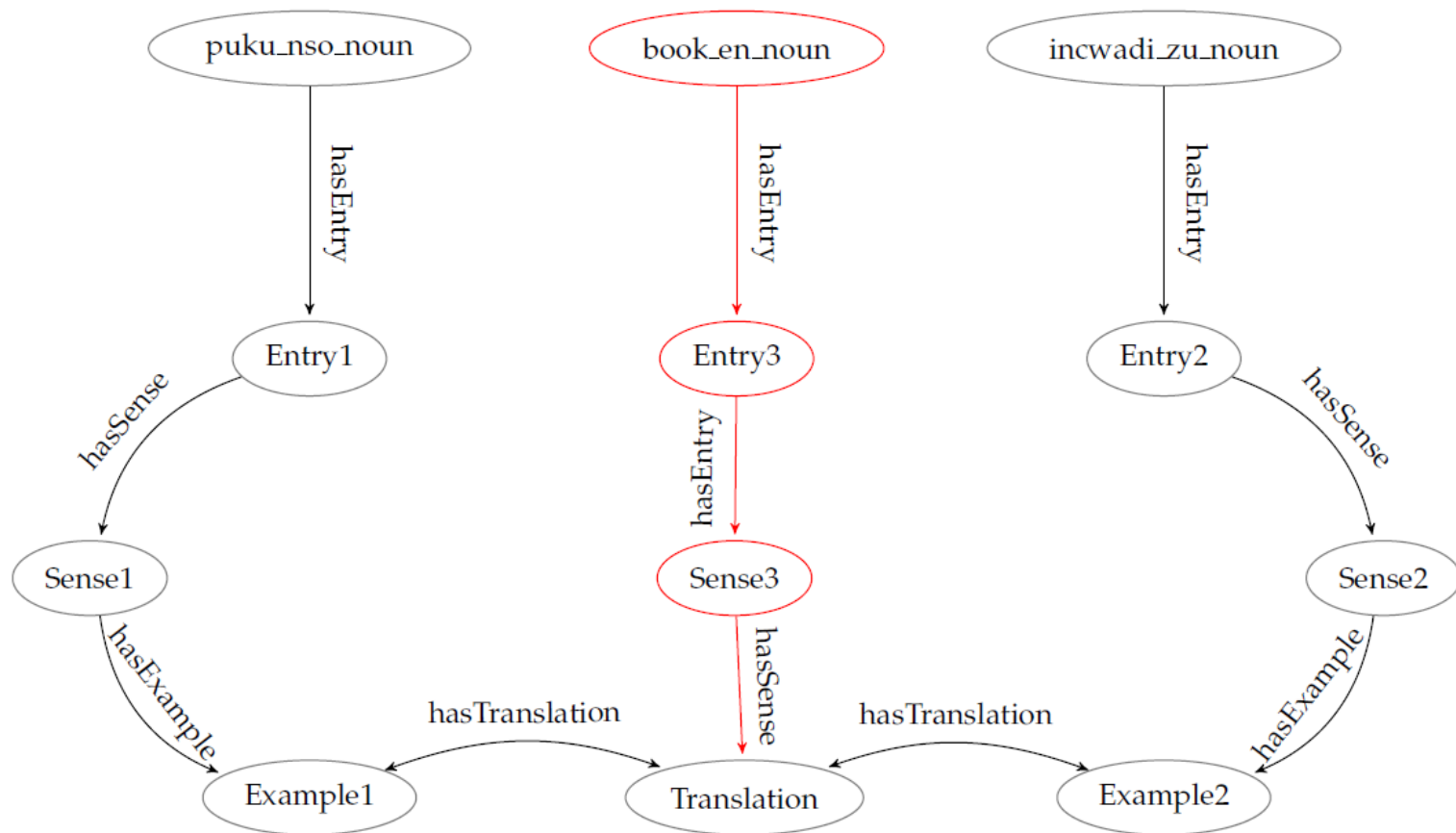**Lexical Engine and Platform and APIs**

LEAP
Lexical Engine and Platform
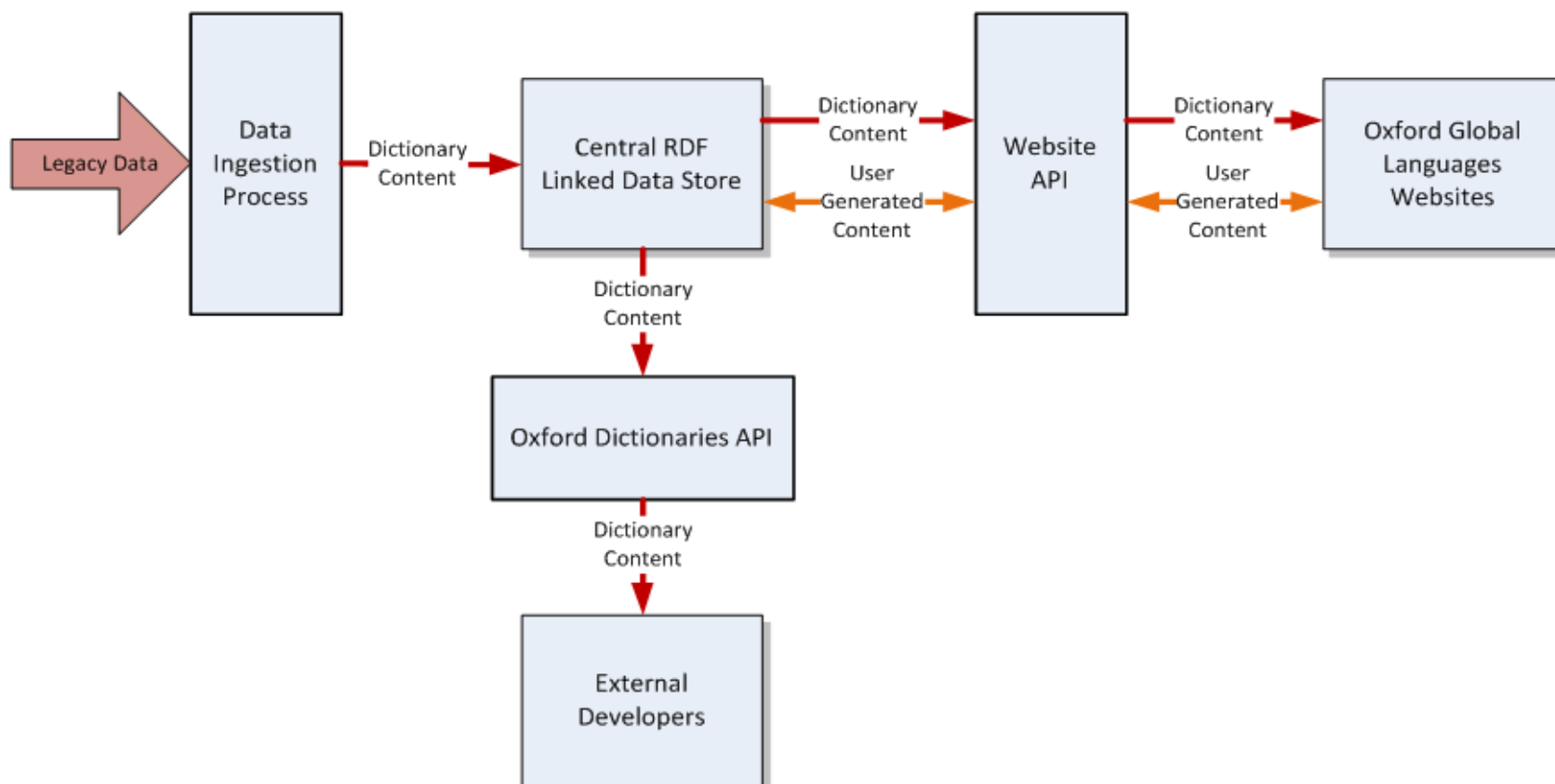
LEAP
Lexical Engine and Platform

LEAP
Lexical Engine and Platform

LEAP
Lexical Engine and Platform

APIs
Oxford Dictionaries API

Oxford Dictionaries API

Oxford Dictionaries API

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Audio

Dictionary Entry

Translations

SELF SERVICE PORTAL

USE CASES

ACTIVE DOCUMENTATION

FLEXIBLE DATA
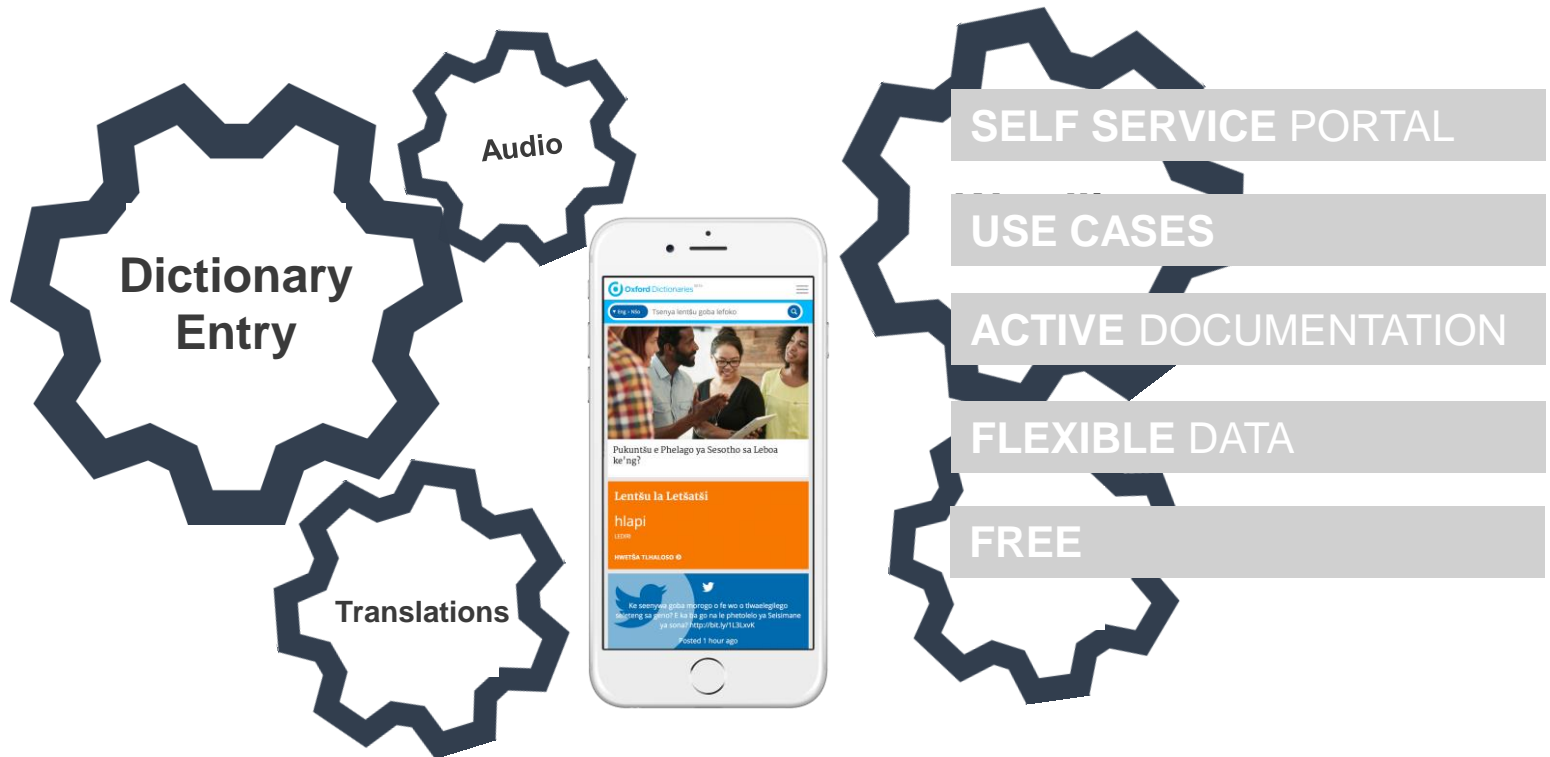
FREE

Oxford Dictionaries API

EARLY ADOPTER LAUNCH   June 2016

- At least 6 months' free, unlimited access ✓
- New datasets, new functionality ✓
- Continuous improvement ✓

PUBLIC LAUNCH   Late 2016

- Free for research and non-commercial use ✓

Get in touch …..

developer.oxforddictionaries.com

Don't Miss!

Towards a Linguistic Ontology with an Emphasis on Reasoning and Knowledge Reuse

Artemis Parvizi

Oxford University Press

Session: O5 - LR Infrastructures and Architectures
Wednesday 3.05pm.

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