A tradition of public involvement
Outline

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
Oxford Global Languages

The challenge

• Dominant languages
• Disparate resources
• Cultural attitudes
• Technical challenges
• Digital accessibility
• Scattered initiatives
• ‘Top down’ approach
Further context

• Demand for multilingual resources
• Democratization of content
• Increase in mobile
• Global tech companies
Before Oxford Global Languages ….

A global licensing programme ….

47 datasets, 33 languages: monolingual dictionaries, bilingual dictionaries, and inflected forms
Before Oxford Global Languages ...

Some of our licensing partners...
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!*
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
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Where we are and next steps
Phase 1: the first 10 languages

- Hindi
- Indonesian
- IsiZulu
- Kiswahili
- Latvian
- Malay
- Northern Sotho
- Romanian
- Setswana
- Urdu
Building the future …

Focus on usable outputs …
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
Where we are and next steps

Phase 1

We are on track

- Ten languages in progress
- Base technology of data platform in production
- First four languages launched
- Iterative website development
- First communities are live!
Where we are and next steps

Phase 2 ....

Planning for Phase 2:

• Many more languages and communities
• Full digital accessibility
• Outputs for developers and licensees
• Many more strategic partnerships
• Internal OUP synergies
Where we are and next steps

OGL launched 2\textsuperscript{nd} 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

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

Proposed phase 2 initial languages

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<thead>
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<th>Vietnamese</th>
<th>Amharic</th>
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<th>Bulgarian</th>
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QUESTIONS?