

Miguel A. Jiménez-Crespo, **Crowdsourcing and Online Collaborative Translations: Expanding the Limits of Translation Studies**, Amsterdam/Philadelphia: John Benjamins Publishing Company, 2017, 320 pp., \$97.00 (hardcover).

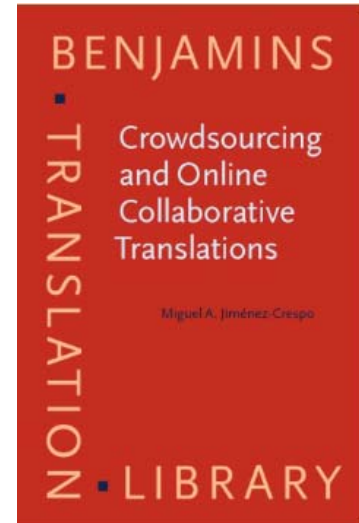
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The role of translation as intercultural mediator lies in promoting mutual communication and understanding across cultural lines. Therefore, translation studies (TS) as an emerging academic discipline has attracted broader attention since the “sociological turn” of the late 1990s. A great number of publications have sprung up like mushrooms. As a part of the *Benjamins Translation Library* (BTL) series, ***Crowdsourcing and Online Collaborative Translations: Expanding the Limits of Translation Studies*** will capture the readers with an interest in getting an in-depth observation of crowdsourcing and collaborative translation phenomena. This book is a timely publication for the promising field of crowdsourcing and collaborative translation.



Objective and Audiences

The BTL aims to “stimulate research and training in Translation and Interpreting Studies” (p. ii). Under this tenet, this book attempts to provide “a comprehensive and complete crowdsourcing and collaborative translation phenomena from a TS lens and its main directions and current research trends” (p. 7) and then “enrich the existing body of knowledge and help foster new research” (p. 7). What deserves to be mentioned is that “this book covers from an interdisciplinary perspective the most significant areas in which crowdsourcing can have an impact on TS as a whole, and also on its different subdisciplines, such as technological, linguistic, cognitive, sociological, pedagogical, audiovisual, or industry-oriented approaches” (pp. 6–7). Therefore, the book will be of great value to scholars, researchers, students, practitioners, industry experts, and anyone who shows an interest in this field. Readers may be pleased to find that, on the one hand, the book introduces main topics of crowdsourcing and online collaborative translation and examines translation technologies concerned and, on the other hand, the previous studies may be too scattered or simplified to consider these phenomena in detail, and thus we may need a more refined and integrated analysis.

Structure and Evaluation

Apart from the author’s introduction, the book is composed of 10 chapters. Chapter 1 is mainly an introduction to the definitions and types of crowdsourcing and collaborative translation in TS. This chapter offers a foundation for understanding the rest of the book and aims to untangle the terminological
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confusion. In addition, two maps in the chapter—"Mapping concepts related to 'crowdsourcing' prior to the emergence of the WWW in TS" and "Translation crowdsourcing subtypes"—may function as a foundation for future studies.

Chapter 2 is concerned with the emergence of crowdsourcing and online collaborative translation, and thus deals with a historical overview of them. In particular, the author also traces the evolution of "web-mediated collaborative practices such as fansubs, romhacking, and the localization of open-source software" (p. 48). Through the analysis, the author points to the impact that digital technologies have had on the evolution of crowdsourcing and online collaborative translation.

Chapter 3 is dedicated to an in-depth examination of crowdsourcing from the perspective of an industry. It devotes much space to introducing workflows and novel approaches to translation, such as, "Facebook for social networking sites and the translation of its user interfaces, Amara and TED for audiovisual practices, Kiva and the platform Trommons from the Rosetta Foundation for non-profit initiatives and Asia Online and Crowdin for [machine translation postediting]" (p. 73). This chapter focuses particularly on specific practices, thereby encouraging the readers to consider a more comprehensive direction within the field of TS, with a special emphasis on the technology in that "technological advances have led to unprecedented changes in translation as a means of interlingual communication" (Doherty, 2016, p. 947).

Chapter 4 is devoted to cognitive translation studies, including the introduction of situated and extended cognition approaches, the exploration of the notion "expertise" and "translation competence," and other significant issues such as cognition, technology, and emotions. Helpful figures and quotations are used in this chapter, which offer readers an increased and deeper understanding of crowdsourcing within cognitive translatology.

Chapter 5 explores quality in translation. The author points out that "the exploration of quality in crowdsourcing and online collaborative translations is not an easy task" (p. 121). Therefore, this chapter considers the question "how crowdsourcing and volunteer approaches can help reconceptualize the notion of translation quality" (p. 121). This chapter gives readers enough assistance and instruction to ensure quality in crowdsourcing.

Chapter 6 examines "textual and linguistic approaches in TS in the light of different models of textual processing, production, distribution and reception in an era of crowdsourcing and collaborative translation" (p. 158), ending with redefining crowdsourcing "texts" as a translation product. The author's account of texts and crowdsourcing, while sober and knowledgeable, also manages to be interesting and illuminating.

Chapter 7 turns its focus to norms, one of the most important challenges posed by fansubbing. In this chapter, the author provides a general summary of studies in this field and challenges to subtitling norms. In this connection, to place an emphasis on norms may offer new perspectives and rich material for advancing our understanding of online collaborative translation expanding the limits of TS.

In chapter 8, the author develops insights from the sociology of translation to pay close attention to ethics of translation, methodologies from the social sciences in research into collaborative practices, and profiles and motivations of participants in online collaborative initiatives. Being aware of the contribution of sociological approaches, the author draws on related theories and methodologies in sociology to analyze crowdsourcing practices, which provide fresh insight in support of research into translation crowdsourcing.

Chapter 9 is centered on translation training. The author presents an overview of the development of online collaborative training models, with a focus on translation competence models and componential translation competence models. This chapter offers explores the didactic value of translation crowdsourcing in the acquisition and integration of knowledge.

Chapter 10, the concluding chapter, deals with the impact of crowdsourcing and online collaborative translations on industry and TS. Furthermore, some suggestions for future research are also indicated to help probe into the depth of crowdsourcing and online collaborative translations with an aim to expand the limits of TS.

Merits and Demerits

The book has some merits. First, it has a well-organized and clear structure. Each chapter starts with a citation and then an introduction, which offer the reader a general presentation of the following stated contents. Second, the author take pains to explain crowdsourcing and online collaborative translations from "cognitive, translation evaluation, text linguistic, [audio visual TS], sociological, and educational perspectives" (p. 262) and thus the views shown from these analyses are new and interesting. Third, the use of a list of figures and tables, abbreviations, an index, and clear words and sentence structures facilitate easy reading and help locate related information quickly.

However, some demerits also deserve mention. First, the book fails to consider a conclusion with some follow-up questions or tailor-made exercises for each chapter, which could help readers review the content. Second, besides Bourdieu's theory of fields and Latour's actor-network theory, other sociological theories, such as Niklas Luhmann's systems theory, may require some consideration in chapter 8 to make the analysis more convincing. Third, there is a minor printing error. In the table of contents and the corresponding location of the book proper, the "1.2.3.1" and "1.2.3.2" should be revised as "1.2.2.1" and "1.2.2.2," since they obviously belong to the subsection "1.2.2" instead of "1.2.3." In addition, practical examples could be taken into account to balance theory.

Conclusion

To conclude, this book is to date the most comprehensive consideration of crowdsourcing and online collaborative translations. As Sharon O'Brien, a translation scholar at Dublin City University, commented on the back cover,

This book is an exciting, timely and necessary exploration of a topic that contributes to the expansion of the field of Translation Studies. It addresses some difficult questions, not least definitions of crowdsourcing, why Translation Studies should care, and what the professional and ethical implications are.

It is obvious that this very useful book provides a refinement and deepening of familiar concepts, methodologies and models and extends our understanding of crowdsourcing and online collaborative translations. As it stands, the book is essential reading for translation scholars, researchers and students.

Reference

Doherty, S. (2016). The impact of translation technologies on the process and product of translation. *International Journal of Communication*, 10, 947–969.