*Patrick Leroyer*

*Centre for Lexicography, Aarhus University, pl@asb.dk*

# Expanding the Work Phases Model: User and Expert Involvement in the Construction of Online Specialised Dictionaries

## Introduction

In her recently published 6 phase model[1] describing the work flows necessary for the construction of an online dictionary, Klosa 2013 refers to "online dictionaries in general" and doesn't specify the type of dictionary she has in mind:

> Further research should not only investigate how users cope with online dictionaries under construction but should also reflect more closely the role of the lexicographer in a computer-lexicographical process for online dictionaries in general.

The specification of the type of dictionary for which the work flow phases apply and are suited for is also missing in the call for the COST ENeL WG3 meeting in Bolzano 19 July 2014. The question formulated by the organisers "How can users be involved in the lexicographical process and during which phase should this be done?" can only be answered in so far as the type of dictionary is specified. Is the model suited for all kinds of dictionaries? Or is it only suited for dictionaries of language for general purposes (LGP)? What about dictionaries for special purposes (LSP or specialised dictionaries)?

The purpose of this article is to establish new proposals for the lexicographic process and the involvement of experts and users in the construction of online specialised dictionaries. It is argued that the ENeL action should also have a view to the development of innovative theories and methodologies for the construction of online specialised dictionaries. Specialised dictionaries are dictionaries of one or several subject-field(s) or subfield(s), and are thus to be considered as dictionaries of words as well as dictionaries of things. They normally do not attract as much attention from lexicographers as their counterparts, dictionaries for general purposes. Fuertes-Olivera and Tarp (2014) state:

> It cannot be denied that specialised dictionaries are most often not honoured with the same number of users as their general-language counterparts; especially general dictionaries of English have a much bigger group of potential users. But the importance of specialised dictionaries in society should not be ignored either. In many aspects, they play a crucial role in economic and social life, in business communication, education, research, and the dissimilation of science and knowledge.

In the following sections of this article, two online specialised dictionary projects will be briefly presented. Common to them both is the involvement of users and experts in almost all phases of the construction process. An expansion of the Klosa model will be then presented which can also be used in the case of LGP dictionaries

[1] The seventh phase – the continuous updating of the dictionary as a recurrent process of all work flows is missing in the model but is reintroduced in this article.

## 2. The online dictionary of wine tasting: *Oenolex Burgundy*

The *Oenolex Burgundy* dictionary project has been described in details in Leroyer 2011, 2013a and 2013b, 2014; Leroyer and Høy 2014; Leroyer and Gautier 2014. *Oenolex Burgundy* is a dictionary of wine tasting and is managed as an international lexicographic co-operation between the University of Burgundy in Dijon (France) and Aarhus University (Denmark). Suffice to say here that the project is commissioned by the BIVB, the branch organisation of the Burgundy wine industry in France. The goal of the BIVB is to develop an information tool aimed at the promotion of communication and knowledge about Burgundy wine. More precisely, the decision has been made to develop a lexicographic information tool aimed at the information needs of its intended users, in this case students following wine tasting courses at the Burgundy wine school. The project was initiated in autumn 2013, and so far the conceptual phase and the data acquisition phase have been completed. The experts of the BIVB have been involved in both phases, as they have decided on the specifications of the dictionary concept, and participated actively to the generation of lexicographic data, a corpus of BIVB documents and an oral corpus of recordings of wine tasting interactions between teachers (wine experts) at the wine school, and students (non-experts) taking these courses. Both students and teachers are to become the end-users of the dictionary when the first online version is released. Computerisation is done by the digital team at the *Centre de Ressources Numériques* of the *Maison des Sciences de l'Homme (MSH)* in Dijon. It is planned to continue to use experts and users all along the work phases of the Oenolex construction process, as they are both indispensable to the lexicographic authority of the tool, which is embedded in the genuine purpose of the tool: assisting experts from the wine industry in their interaction with non-experts.

## 3. The *Online Dictionary of Real Estate*

The *Ejendomsordbog* on Ordbogen.com (2014) – the Real Estate Dictionary – is the second online dictionary project which makes extensively use of expert and user involvement throughout the construction process. It has been described in details in Leroyer and Hansen 2012 and is derived from a thorough functional analysis of the extra-lexicographical situations and of the lexicographically relevant needs of Danes who plan to buy or sell a property in France, or of Danes who already own a property there and encounter information problems in connection herewith. It also includes an English version, based on the same concept, which presently is being developed in France and is aimed at supporting the internationalisation of the profession. The functional analysis was supported by a market analysis conducted over a period of two years, particularly in connection with the annual, national exhibitions organized by the main actors of the real estate business in Denmark and in France. In addition, property-related communication problems encountered by Danes owning a property in France were identified through translation jobs commissioned by a number of Danish translation companies. Experts from France at the *ESI* (Ecole Supérieure de l'Immobilier/The High School of Real Estate) and from the *FNAIM* (Fédération Nationale des Agents Immobiliers/The National Association of Realtors) have been involved in phase 1 (conception) and phase (2), data generation and data acquisition. Experts and users are thus continuously involved in the lexicographic processes. The dictionary is now in the process of being analysed (phase 3), in which all definitions are crafted by the French experts involved in the work. Computerisation and data processing are managed by the Danish company, Ordbogen.com, which is responsible for the programmable database and for the internet technology used for housing the dictionary, and is also in charge of the distribution/sales of access through subscriptions to the end-users (Realtor offices). In short, the construction of the Real Estate dictionary would have been quite

unconceivable and impossible without the active and close participation of experts and end-users in almost all phases of the lexicographic work flows of the construction process.

## 4. Expanding the Klosa model to the construction of OSD's

On the basis of the two above mentioned dictionaries, it is now possible to expand the Klosa model and formulate general tenets and recommendations. The model below (fig. 1) shows the active involvement of users and experts in phases 1, 2, 4, 5, 6 and 7 of the work flows in the construction of OSD's, phase 3 being the only phase not involving experts and users, and it specifies the conditions of their involvement.

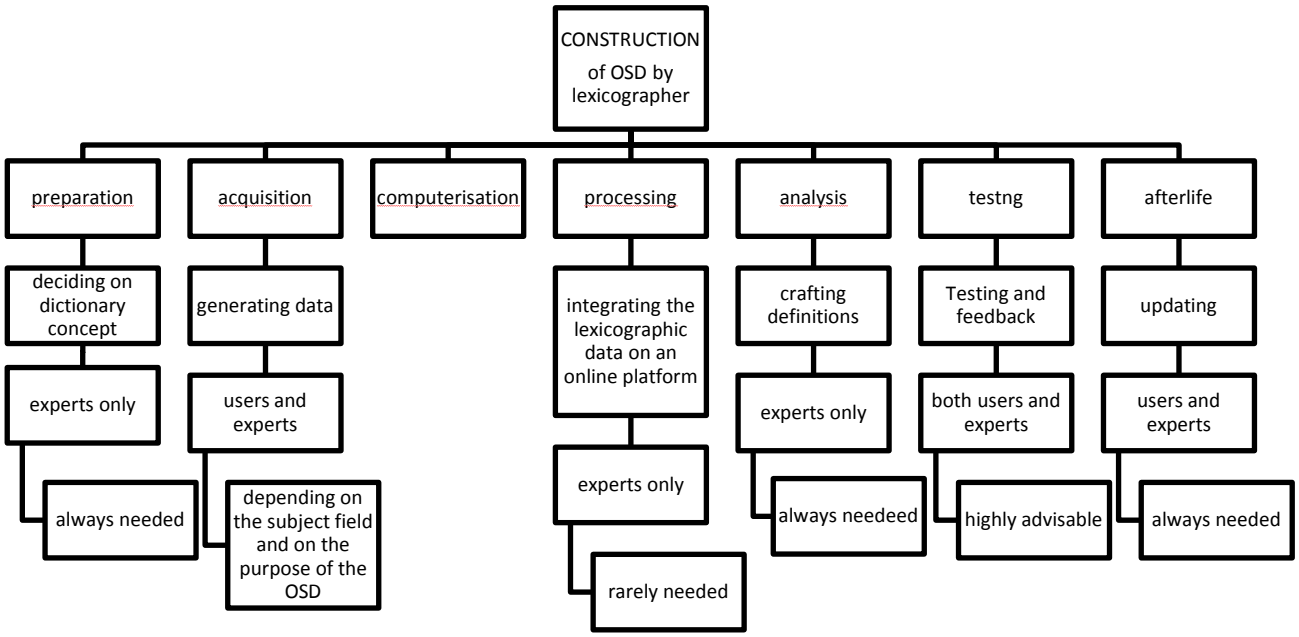


Fig. 1. Construction phases of an online specialised dictionary: user and expert involvement

In phase 1, preparation of the OSD, the experts should always be involved in decision making regarding the specific design of the lexicographic concept, particularly the degree of specialization, the identification and definition of the target users and their profile, and the functions to be implemented, i.e. the foreseen situations in which the dictionary is supposed to help its intended users: documentation and knowledge acquisition needs (learners' dictionary), needs for help in connection with specialised, translation, text editing or technical writing, etc.

In phase 2, acquisition, both end-users and experts can be involved depending on the genuine purpose of the dictionary. In the case of Oenolex and of the Real Estate dictionary described above, both groups are needed because the data is generated in cooperation with experts, and include, in the case of Oenolex, a written expert corpus of specialised documents as well as an oral, mixed corpus of recordings of specialised interactions between experts and non-experts, which subsequently are subject to a thorough discourse analysis.

Phase 3, computerisation, normally doesn't require the participation of either end-users or experts, as the lexicographic team will normally manage this part of the work flow according to the database technology used by the lexicographic team, cf. for instance Nielsen and Almind 2011.

Phase 4, processing, will rarely be needed. In the case of Oenolexhowever, experts will occasionally be invited to take part in the tagging process of audio sequences in order to validate the lexicographic qualities of the examples of interactions between experts and non-experts provided in the dictionary – or reject them if necessary.

In phase 5, analysis, experts are always needed. This is actually a *sine qua non* condition of specialised lexicography. The lexicographer is normally an expert in lexicography, but not necessarily an expert of the subject-field covered by the dictionary. Only experts can craft definitions of concepts that have the necessary lexicographic authority (cf. Myles and al. 2014).

In phase 6, testing prior to release, the involvement of both users and experts is highly advisable. Only by then can their involvement in previous phases be assessed by the lexicographic team in the ongoing construction process of the dictionary; only by then can the lexicographic team make the necessary changes or adaptations in the work processes.

In phase 7, afterlife, both users and experts are always needed because the construction of the online dictionary is a recurrent, continuous loop process, much in the same way as phase 6 above.

## Conclusion

This article has dealt with the construction process of online specialised dictionaries, but it should be noted that LGP dictionaries normally contain a large number of specialised items (Gouws 2014), and that the same principles as the ones described above also apply, simply to a lesser extent quantitatively speaking:

> Albeit that the specialised lexicographic treatment of terms from the field of economics is primarily done in specialised dictionaries directed at this specific field these dictionaries are not the only ones accommodating specialised terms from the field of economics. Terms are often also included and treated in general language dictionaries.

It is therefore highly recommended to use the model above also in the construction of general dictionaries, or "dictionaries in general", as Klosa puts it. The lexicographic team should cooperate with a panel of experts, at least to check on and validate definitions of specialised items of the lemma list that have been selected and crafted by the lexicographer. In todays' world, words can no longer be separated from things in the world, and expertise in the form of expert knowledge is needed in almost all phases of the lexicographic work flows. In other words, specialised or not, lexicography is a truly cooperative and interdisciplinary discipline.

### Litterature

Ejendomsordbog (2014). www.Ordbogen.com

Hashimzade, Nigar, Georgina A. Myles, and Gareth D. Myles (2014). Can Authority be Sustained while Balancing Accessibility and Formality? *HERMES* 52 [in press].

Gouws, Rufus (2014). Dictionaries of economics and the economy of dictionaries. Paper read at the 1. Symposium on Dictionaries of Economics, November 2013. Aarhus University.

Klosa, Annette (2013). The lexicographical process (with special focus on online dictionaries). In: Gouws, Rufus H./Heid, Ulrich/Schweickard, Wolfgang/Wiegand, Herberst Ernst (Hgg.): Dictionaries. An international Encyclopedia of Lexicography. Supplement Volume: *Recent Developments with Focus on Electronic and Computational Lexicography*. Berlin, Boston: de Gruyter, S. 517-524. (Handbücher zur Sprach- und Kommunikationswissenschaft; 5.4).

Leroyer, Patrick (2011). Change of Paradigm in Lexicography: From Linguistics to Information Science and from Dictionaries to Lexicographic Information Tools. In Pedro A. Fuertes-Olivera & H Bergenholtz (eds), *e-Lexicography: The Internet, Digital Initiatives and Lexicography.* Continuum International Publishing Group Ltd, London, pp. 121-140.

Leroyer, Patrick and Hansen, Liselotte Kruse (2012). Ejendomsordbogen fransk/dansk: ny integreret e-ordbog. Nordiska studier i lexikografi 11: Rapport från Konferensen om lexikografi i Norden Lund 24-27 maj 2011. Eaker, B., Larsson, L. & Mattisson, A. (eds.). Lund: Nordisk forening for leksikografi, p. 405-417 13 p. (Skrifter utgivna av Nordiska föreningen för lexikografi; No. 12).

Leroyer, Patrick (2013a). New Proposals for the Design of Integrated Online Wine Industry Dictionaries. *Lexikos*, vol 23, pp. 209-227.

Leroyer, Patrick (2013b). Putting words on wine: OENOLEX Burgundy, new directions in wine lexicography. In Deny A. Kwary, N Wulan & L Musyahda (eds), *Lexicography and Dictionaries in the Information Age: Selected papers from the 8th ASIALEX International Conference.* Airlangga University Press, Airlangga, pp. 228-235

Leroyer, Patrick (2014). La lexicographie du vin: état des lieux théorique et monofonctionnalité modulaire. In Rousseau-Jacob and Laurent Gautier (eds) : *Figures et images dans le discours sur le vin en Europe.* Peter Lang [in press].

Leroyer, Patrick & Gautier, Laurent (2014). ŒNOLEX Bourgogne. Construction, communication, représentation et réappropriation des discours vitivinicoles dans un nuancier lexicographique en ligne. In *Situations professionnelles, discours, interactions : vers une didactique de la traduction.* Frank & Timme GmbH Verlag für wissenschaftliche Literatur [forthcoming]

Leroyer, Patrick and Høy, Asta (2014). OENOLEX Bourgogne: Lær at sætte ord på vin. Nyt vinordbogskoncept, nye veje for brancheordbøger. In *Nordiska Studier I lexikografi.* Oslo: Nordisk forening for leksikografi [in press].

Nielsen, Sandro/Almind, Richard (2011). From data to dictionary. In: Fuertes Olivera, Pedro/Bergenholtz, Henning (eds.): *E-lexicography, The Internet, Digital Initiatives and Lexicography.* London, New Dehli, New York, Sidney: Continuum: 141-167.