'WHY?' BEHIND THE VOLUNTEER SUBTITLING

Research on the Motivation of Turkish Volunteer Subtitle Translators

Ebru ÇAVUŞOĞLU[1]

ABSTRACT

In recent years, several studies have been conducted in the field of volunteer subtitling related to the motivational aspect of this phenomenon. There is no doubt that the rise of volunteer subtitle translator communities has been witnessed on a global scale. However, there appears a gap in the context of Turkish volunteer subtitle translators in terms of the motives that drive them to continue translating voluntarily without any monetary reward. Therefore, this paper explores the motivational factors that lay behind the Turkish volunteer subtitle translators who currently are involved in volunteer subtitling activity on various online platforms (TED.com, planetdp.org, turkcealtyazi.org). The way the data is obtained is based on a qualitative method, within the combined form of a survey method and discourse analysis of translators' blog entries available online. The paper concludes with the classification of the results derived from the research, around the most common social and personal factors that drive the volunteer translators to be involved in this online community and continue producing translation pro bono. In addition, along with the available data on volunteer motivation, this study sheds light on the influence of these motivational factors on the volunteer translators' subtitle translation process and the end product.

Key Words: Audiovisual translation, volunteer subtitling, motivation, the translation process, online subtitling.

GÖNÜLLÜ ALTYAZININ ARDINDAKİ 'NEDEN?'

Türk Gönüllü Altyazı Çevirmenlerinin Motivasyonu Üzerine Araştırma

ÖZET

Son yıllarda, gönüllü altyazı alanında bu olgunun motivasyonel yönü ile ilgili birçok çalışma yapılmıştır. Gönüllü altyazı çevirmen topluluklarının yükselişine küresel ölçekte tanık olunduğuna şüphe yoktur. Ancak, Türk gönüllü altyazı çevirmenleri bağlamında, onları herhangi bir parasal ödül olmadan gönüllü olarak çevirmeye devam etmeye iten güdüler açısından ele alan bir çalışma bulunmamaktadır. Bu nedenle, bu makale şu anda çeşitli çevrimiçi platformlarda (TED.com, planetdp.org, turkcealtyazi.org) gönüllü altyazı faaliyetinde bulunan Türk gönüllü altyazı çevirmenlerinin motivasyonlarının arkasında yatan faktörleri araştırmaktadır. Verilerin elde edilme şekli, çevrimiçi olarak sunulan çevirmen blog girişlerinin bir anket yöntemi ve söylem analizinin birleşik biçiminde, nitel bir yöntemle incelenmesine dayanmaktadır. Makale, gönüllü çevirmenleri bu çevrimiçi topluluğa katılmaya ve ücretsiz çeviri üretmeye devam etmeye iten en yaygın sosyal ve kişisel faktörler etrafında araştırmadan elde edilen sonuçların sınıflandırılmasıyla sona ermektedir. Ayrıca, gönüllü motivasyonu ile ilgili mevcut verilerle birlikte bu çalışma, motivasyon faktörlerinin gönüllü çevirmenlerin altyazı çeviri süreçlerinin ve nihai ürünlerinin üzerindeki etkisine de ışık tutmaktadır.

Anahtar Kelimeler: Görsel-işitsel çeviri, gönüllü altyazı, motivasyon, çeviri süreci, çevrimiçi altyazı.

---

[1] Öğr. Gör. Dr. / Samsun Üniversitesi/ ebru.cavusoglu@samsun.edu.tr / 0000-0003-1666-6002.

Introduction

The development and the proliferation of free software programs that are available online led to online translation activities receiving interest from tech-savvy users to be involved in volunteer translation activities. In line with this incident, audiovisual products have become more accessible to viewers on a global scale and volunteer translation has gained a major role in this development as well. It is essential to acknowledge the fact that volunteer translation has been the focus of several studies carried out in the field of translation studies. Volunteer translation in online environments has attracted attention from many scholars although volunteer translation takes place in other settings. (Kang and Hong, 2020) 'Volunteer translation removes language barriers and allows a global community to access all kinds of information, data, and knowledge, which would otherwise be blocked by the impossibility of paying for translations (Cámara de la Fuente, 2014, p. 200).' The emergence of this new modality in translation studies, especially in subtitling ever-growingly keeps attracting many scholars from various perspectives such as the collaborative tenet of the practice (Jimenez-Crespo, 2017) and (Fernández Costales, 2013), the reception of non-professional subtitling by the audience (Orrego- Carmona, 2016), the definition of the *fansub* along with its process and legality (Díaz Cintas and Muñoz Sánchez (2006), the effect of *fansubbing* in the translation industry (Dwyer, 2012) and so on.

In this article, the term *volunteer subtitling* is used as an umbrella term covering the *collaborative subtitling* and/ or *fansubbing* that is done on a volunteer basis in an online community. The adopted concept of '*volunteer translation*' in this study refers to the translation activity that is realized without any financial reward and totally on a voluntary basis. As it is defined by Pym:

> The term (*volunteer translation*) assumes that the fundamental difference at stake is the monetary payment received (or not received) by the translator. If a professional translator is one who receives a monetary reward, then the opposite term should be "volunteer" (qualifying the person, not the action. (Pym, 2011, p. 97)

By acknowledging the hardship of defining the concept of volunteer translation Olohan refers to this activity as:

> A working definition of volunteer translation might therefore be translation conducted by people exercising their free will to perform translation work which is not remunerated, which is formally organized and for the benefit of others. (Olohan, 2014, p.19)

This phenomenon has spread rapidly thanks to fast technological developments. 'The vast technological advances of the last decades together with the ever-growing fan community (especially as far as TV

---

² '*The Invisible Subtitler*'. Arc Pictures. 2013. https://www.youtube.com/watch?v=Pz75i6EsOto

shows are concerned) have enabled the rapid growth of this type of subtitling that implies both individual and collaborative work within a context where terms like community engagement and crowdsourcing can easily have a place. (Talaván and *Ávila-Cabrera*, 2016, p. 127)

Fansubbing activity that originated in China, primarily had the objective of offering accessible media products to the viewers. As Wang and Zhang put it forward:

> The initial motivation of fansubbing groups is to make otherwise inaccessible media products available so that Chinese audiences can enjoy the same entertainment as the rest of the world. Their aim is to subtitle 'fun for fun,' and their 'gamified' view of the translation process pushes monetary motivations into the background to the benefit of social and psychological gains such as group identification and personal approval. (Wang and Zhang, 2017, p. 315)

Volunteer subtitling websites enable users to experience subtitle translation online either on an individual or collaborative basis. The article mainly focuses on the exploration of the motives that drive volunteer translators to contribute to the website along with their profiles. Accordingly, the present paper attempts to provide insight into volunteer subtitling from its motivational aspect by basing its discussion on the views of Turkish volunteer translators. Thus, the paper first presents the data on the selected volunteer translators' profiles. Then, it offers the perspectives of Turkish volunteer subtitle translators by putting forward their responses to the survey questions and analyzing the data from their blog entries or post available on online platforms where they practice volunteer subtitling. Lastly, the conclusion is drawn from the analyzed responses by classifying the findings under the headings of the key motivational factors, and prospects for further research are pointed out.

Method

The way the data is obtained is based on a qualitative method, within the combined form of a survey method and discourse analysis of translators' blog entries available online on forums or their profiles on the related website. The corpus compromises the data source drawn from the survey and online resources. The paper concludes with the classification of the results derived from the research, around the most common social and personal factors that drive the volunteer translators to be involved in this online community and continue producing translation pro bono. In addition, along with the available data on volunteer motivation, this study sheds light on the influence of these motivational factors on the volunteer translators' subtitle translation process and the end product.

Analysis

Voluntary online communities carry out to translate within a structured group of users who appear to be involved in these collaborative environments by providing subtitles on a global scale. Volunteers translators' role has become significant in terms of assisting viewers to overcome language barriers with the dissemination of technology and in line with this fact widespread foreign media products online. The advancement of the internet and its great potential to store endless content make any viewer have access to a variety of content to watch. This very fact is the fundamental factor in the dissemination of online volunteer subtitling (fansubbing) communities. (Massidda, 2015: 4) Kang and Hong state the aspect of these broad communities' taking part in creating justice.

> Volunteer translators have played a crucial role in various global initiatives that depend on the process of translingual production and dissemination of knowledge for their successful implementation. They have enabled speakers of different languages to engage in dialogue and have empowered marginalized groups to have access to information and knowledge, thereby contributing to the promotion of linguistic and social justice. (Kang, J.-H. & Hong, J.-W., 2020, p. 52).

This part of the study aims to envisage the profile of Turkish volunteer subtitle translators based on their responses to the following survey questions:

- How long have you been doing subtitle translation online?
- What are your reasons for subtitling voluntarily? Can you please name them according to their order of priority?
- How do the comments from the viewers affect your translation process?

Online Volunteer Subtitling Platforms

Planetdp.org and turkcealtyazi.org

In Turkey, along with the recent growth of *Anglo-American cultural products*, the young population sought the availability for these products in their native language. In opposition to this requirement, only a few TV channels provided dubbed versions. With an insufficient level of English, Turkish young people tended towards online free websites in order to access English shows and films with subtitles. (Bayar, 2012, p. 3)

Both of the selected websites are quite popular in Turkey with their rich content in terms of Turkish subtitle supply for foreign media products. They are mainly dedicated to translating English films and series into Turkish. Moreover, they include film reviews, media news around the world, some interesting surveys that are to be conducted among the members (e.g. The film produced in 2021 that you liked the most?), forum titles, download statistics, daily, the weekly, and monthly updated section for the popular translators, the most recent member, reminder for the birthdays of the members, active members and so on. The whole content demonstrates the fact that these digitally-built communities emerge in a structured way by putting the viewers and the members in the center and serving them in various ways.

The volunteer translators who collaborate efficiently on these online platforms reach many viewers by meeting their needs to access subtitles in their native language. They complete various tasks such as transcription, synchronization, and translation in a structured community by sharing their responsibilities. They use the foregrounding features of virtual spaces via official forums, social networks, online chats, and direct messaging to interact and organize their work and also improve their subtitling skills.

The community of '*turkcealtyzi.org*' has a history of 15 years and the current statistics of the website are as follows:

[3]672,588 subtitles

385,771 comments

235,243 registered member

As another object of the study, 'planetdp.org' has been actively present since 2004 with the domain name of '*divxplanet*' and kept growing by adding new members to their digital community. Today, the statistics mentioned on the main page of the website are:

[4]255,735 subtitles

164,445 comments

105.140 registered members

Both websites that form the corpus of the study have members who aspire to contribute to making Turkish subtitles available for Turkish viewers and the way they operate is via grouping the members (e.g. moderators, translators, editors, the subtitle control group, forum coordinator, and so on.) in order to share the duties required to complete the subtitle work. The volunteer translators share their knowledge and experience in a participatory culture and gather around a common objective. Depending on their preference, the volunteer translators can practice subtitling individually or they can work on subtitling tasks collaboratively with other volunteers on the website.

TED.com

As being among globally known non-profit communities, TED.com includes volunteer translators who assist in spreading knowledge all around the world. The current statistics of the website are as follows[5]:

115 languages

41,070 translators

192,290 translations

The nature of the website ties in with its definition aptly summarized in the '*About*' section. [6]*TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks (18 minutes or less). TED began in 1984 as a conference where Technology, Entertainment, and Design converged, and today covers almost all topics — from science to business to global issues — in more than 100 languages.*

---

[3] https://turkcealtyazi.org/index.php

[4] https://www.planetdp.org

[5] https://www.ted.com/about/programs-initiatives/ted-translators (taken on 01.02.22)

[6] https://www.ted.com/about/our-organization (taken on 01.02.22)

1.1.The Profile of Turkish Volunteer Subtitle Translators

This part attempts to extract data from the survey conducted via Google Forms with twelve volunteer translators who are actively involved in different online platforms. The selected participants who have been translating voluntarily were contacted through mail or direct message on the website.[7] The process of devising the profile of the volunteer translators is dealt with in this section from the motivational perspective. Many points have to be considered in constituting the general picture of translators' profiles, but regarding the key focus of this paper, some of them are of central importance like the reasons behind the common tendency to provide subtitles without any financial compensation.

Primarily, the factual information on twelve volunteers whose survey responses constitute the corpus of the study is presented in Table 1 under the headings of their pseudonyms/names, real professions, the websites they are practicing volunteer subtitling for, and the data on how long they have been practicing volunteer translation. As seen on the table, some translators use their real names, while some others prefer to use their nicknames. When it comes to the volunteers' professions, it is witnessed that only two of them actually work as professional translators and the others are from various fields that aren't related to translation or language except the two of them who are university students in the area of translation. This fact provides a picture of the myriad possibilities of their motives in volunteer subtitling. Table 1 demonstrates their experience as volunteer translators as well and the data compiled here supports the opinion that there is a considerable amount of time dedicated to volunteer subtitling activity.

VOLUNTEER TRANSLATORS	REAL JOB	THE ONLINE PLATFORM	EXPERIENCE
Translator 1	Engineer	planetdp.org	7 years
Translator 2	Translator/ Interpreter	TED.com	4+ years
Translator 3	SAP Basis Consultant	planetdp.org	9 years
Translator 4	Senior year student in English Literature with a second degree in Translation and Interpretation	TED.com	3 years
Translator 5	Photographer/Videographer	TED.com	6-7 years
Translator 6	Project Manager	TED.com	12 years
Translator 7	Computer Engineer	planetdp.org	9 years
Translator 8	Medical Secretary	turkcealtyazi.org	10 years
Translator 9	Preparatory School student in German Translation and Interpretation	turkcealtyazi.org	3 years
Translator 10	Consultant at a law office	planetdp.org	13 years

---

[7] 24.05.2022 tarihinde SAMSUN ÜNİVERSİTESİ REKTÖRLÜĞÜ Etik Kurul onayı alınmıştır.

| Translator 11 | Worker in a state enterprise | planetp.org | 5-6 years |
| Translator 12 | Translator | planetp.org & turkcealtyazi.org | 17 years |

Table 1. Volunteer Subtitle Translators, Their Real Job, The Online Platform They are Involved, and How long They Have Been Involved in Volunteer Subtitling

In today's digital and globalized age, technology-savvy users constitute a large community of internet users. As Keen claims, —our professional newspapers, magazines, music, and movies—are being overtaken by an avalanche of amateur, user-generated free content (Keen, 2008). The translation field has also been influenced by the volunteer work done by amateurs with the availability of free software and like-minded users have created online volunteer communities.

> The web is no longer the publisher-centred hypertext platform of the nineties. It has become a sophisticated tool that shapes the work and leisure patterns of its users. Of recent web developments, often conflated under the Web 2.0 tag, a major one is linked to crowdsourcing, roughly meaning the delegation to (unpaid) volunteers of tasks previously reserved for professionals. (Garcia, 2010, p. 1)

Considering that volunteer translators also provide content for free, analyzing the underlying motives for the volunteer practice in the field of subtitling would serve as a fruitful source from a different angle towards the community of volunteer subtitle translators. The drive in the context of *participatory cultures* who are involved in *prosumer activities* comes from both intrinsic and extrinsic motives. (Pantumsinchai, 2012, p. 19)

Prior to moving into the section on the responses, it would be meritorious to remember the questions posed to the selected volunteer translators.

- What are your reasons for subtitling voluntarily? Can you please name them according to their order of priority?
- How do the comments from the viewers affect your translation process?

Motives for Volunteer Subtitling

As it is demonstrated in Table 1 only 2 of the participants appear to be working as professional translators. It is also important to mention that *Translator 12* had been working as a volunteer translator before she became a professional one on various platforms. Noteworthy to remember that she also continues to practice subtitling voluntarily on both of the websites. Moreover, as noted in Table 1, she is the one who has the longest experience in the area of volunteer subtitling. The story of her starting volunteer translation is just a seek for a pastime activity for the nights that she had a sleeping disorder. She says that she realized in time, that she really enjoyed doing translation and additionally, one other fundamental drive for her and the reason for her love of translation grew was the positive feedback she received from the viewers.

Translator 1 is actually an engineer and has been engaged in the volunteer subtitling activity for 7 years even if it is not his profession. As he orders the motivational factors that keep him practicing, he mentions them as improving his English, solely for enjoying the volunteer practice, and finally for the sake of presenting an option to the viewers who would like to watch the media products in their original language or who wants to develop their foreign language by using subtitles as an educational tool.

As one of the two professional translators, *Translator 2* says that 'the prior reason for being involved in translation is her occupation and secondly, she would like to share her knowledge and practices of translating with other people. Also, she tries to enhance her abilities through volunteer actions.'

Translator 3 responds with just one reason and says that volunteer translation practice serves him with his desire to share the media products that he enjoys watching.

Translator 4 is a senior year student in the field of English Literature with a second degree in Translation and Interpretation. Given the fact that she is double majoring in translation, she is keen on the translation area. Her motives are ordered with the primary reason of the relation to her studies with the aim of practicing and gaining experience in translation. Among these educational reasons, she also adds that she wished to include this experience on her resume upon graduation. Although she had the aforementioned motives at first, she mentions that later on, her motives in doing volunteer translation changed with the impact of the feedback she received from several people. In her words: 'With the help of viewer comments, I have witnessed and understood that language plays an enormous role in obtaining knowledge and the translations I did enable many people to access knowledge. That is why my prior reason to continue volunteer translation is to convey the content that I translate to a larger mass by removing the language barrier. In a way that I help those viewers to access foreign content and knowledge, in the meantime, I gain experience that I can add to my resume.'

Translator 5 says: 'I actually started off thinking I can get better on translation. Then it became kind of my passion to make people understand nice/logical/fun videos. I don't know if it counts but I can say passion to help people.'

Translator 6 calls the volunteer translation an addiction that he encountered by chance and says that thanks to this volunteer practice he had an opportunity to improve his vocabulary and learn new things about a variety of topics.

As *Translator 7* arranges the order of his motivational reasons, by mentioning the primal reason as improving his English, followed by the professional reason as sharing his experience on his resume in order to help him to demonstrate his language level by referencing his translations, and last but not least, assisting viewers to access foreign contents with high quality of subtitles.

Translator 8 delineates that his prominent drive is to contribute to the Turkish language by translating films that have not come to theatres in Turkey. He also says that he wishes viewers to watch the films that he liked with his translation. Thirdly, he mentions that he would like to make use of his spare time by doing subtitle translation which is an activity that he enjoys a lot. Lastly, he has a desire to improve his grammar and vocabulary through translation.

Translator 9 is another student who is in the department of language. He expresses that he started subtitling voluntarily because he couldn't find the subtitles for a film that he wanted to watch. He then continued translating in order to provide viewers with more films. He also realized that the activity of volunteer translating has helped him improve his English as well. Therefore, this positive impact contributed to him a lot. As a keen enthusiast he says that he is a big film lover and every time he sees the name of the translator before the film begins, he used to get jealous of them. Finally, to be able to see his name now as a translator arouses the feeling of big achievement in him.

Translator 10 states three factors as his leading motivations: first, to keep my English alive, and second, to improve the quality of his translations. The songs that I translated in one of the TV series in 2009 appeared in various media products later on and the experience I gained taught me to use Turkish in a more fluent way with better expressions so I started translating differently. Lastly, to make others enjoy the productions that I liked as much as I did.

Translator 11 firstly says that he likes English and he has been watching series and films in their dubbed versions. There have been times that he couldn't find the dubbed versions of the films that he wanted

to watch, so at least to be able to understand the films with subtitles he felt the need to improve himself. He also wanted to try himself to see if he can do a subtitle translation.

The above responses demonstrate that there are various reasons for volunteer translators to do subtitle translation. The most prominent drive behind the volunteer translation activity is to develop English language skills along with the reward coming from sharing one's favorite media products and also helping viewers access foreign series and films with Turkish subtitles.

Viewer Comments and Their Impact on the Translation Process

In this section, the impact of the viewer's comments on volunteer translators' translation process is indicated through the responses coming from the selected translators.

Translator 1 mentions that he reads all of the viewer comments and puts the ones that sound logical in the back of his mind. In the case of comments that point out some parts in the translation needing changes, he applies them to his translation when they are appropriate. However, he takes into account the comments coming from other volunteer translators whose work he admires and who are good at translation more than the others.

Translator 2 says 'If someone states a helpful and positive comment, I do my work with enthusiasm. And if someone states a negative comment, I do my best to do translations with no errors and mistakes. I admire people who watch the videos including my subtitle translations or read my translation projects with full care and attention. If people give feedback about my translations, it means they are careful readers or viewers and they pay attention to the details.'

Translator 3 answers by pointing out the positive side of the comments by describing them as a motivational tool. Also, he adds the fact that he received very few negative comments, and those were related to the issue of the late upload of the translations. Therefore, they didn't have a negative impact on his translations.

Translator 4 responds by mentioning that on the platform that she translates voluntarily there is no direct message or comment segment that allows her to see the viewer's comments. However, many times she came across many people who reached her through social media, and she says that by far all those comments and opinions have played a very big role in her continuing volunteer subtitling. She adds that all in all, volunteer translators do not derive any monetary reward from this volunteer activity and it is a very demanding job in terms of time and labor. Thereby, the feedback she gets from the viewers, both positive and negative, make her keep translating voluntarily.

Translator 5 draws attention to the importance of the comments from the viewers as a motivational source and says, 'If it's logical, I'll try not to do the same mistake again. We can see a lot of people comment on our translations, but we can't see every single one of them. Sometimes I see some positive reviews on my translations, and it's safe to say that it makes me really happy. Some people even say, "Props to the translator, I've been trying to understand this video, and now the subtitles are here!" Which is one of the best reviews I can get and help me continue doing what I do.'

As another translator who also translates on TED, *Translator 6* takes the question from the perspectives of both the viewers outside of TED and also the reviewers of TED. According to him, 'If the viewers are the people outside TED, then that's always nice to hear and that keeps you motivated.

But if they are the reviewers who comment on or correct the translation, then it is not always easy to focus.'

Translator 7 also refers to the motivational aspect of viewer comments and says that the comments motivate him since they give him the feeling that he helps people and he becomes happy. Also, the comments pointing out his mistakes play a role as constructive feedback, so that they make him learn new things and prevent him from committing the same errors in the future. He defines some of the negative comments as 'cancer' and says that he ignores them completely.

Translator 8 finds those beautiful comments as a positive impact on his translation process and they serve as a motivational tool and contribute to his dedication in the volunteer subtitle translation. Especially, when he translates the films that have been long-forgotten he is appreciated, even more, therefore, he is inclined to translate the movies nobody is really interested in translating rather than the popular ones. He adds that so far he has received several thank you messages along with the comments on his mistakes in some translations, but he doesn't dwell on them and continued to do this volunteer work that he enjoys a lot.

Translator 9 draws upon the significance of social media with the visibility of the translator and says that he didn't receive any feedback at the beginning of his career as a translator since he didn't share his contact information, later on, once he started to share his social media account information at the end of the movie he started getting messages from the viewers. Lastly, he finishes by saying that when the interest comes from the viewers excites him about doing volunteer translation.

Translator 10 considers the constructive feedback as a great influence on his translation along with the thank you messages and praise that create a positive impact. Additionally, he mentions that in the case of his doing a mistake, he corrects it, but if the comment on the mistake is not right then he replies to the viewer with an explanation. The comments on the timing of the upload such as ' Where is the translation? Why haven't you uploaded the translation yet? Come on!!! What happened to the translation? don't affect his translation process at all in terms of his translation speed. On the contrary, he never logs in to any social media platform before he finishes his translation because he believes that the harsh comments from impatient viewers may affect him negatively.

Translator 11 mentions that the positive comments drive him to keep translating without a doubt. As a matter of fact, he opened a new thread on the forum of the website in order not to quit the translation in the middle of the translation since he believed that the positive feedbacks make him continue his translation. He adds that sometimes his obligations with work and life make him quit some translation works.

Translator 12 notes that in her long career in the area of translation, in fact, she was more ambitious and resentful in her naïve years, so even the smallest negative comment was enough for her to feel the urge to quit translating since she found it really meaningless to keep trying in an activity that was done with no financial reward at all if there is no spiritual satisfaction. She states that while she is trying to complete a translation, she doesn't get stuck on the comments from impatient viewers who keep asking 'Where is the translation?', instead she finds herself slowing down because of feeling down. Again she adds that this type of behavior was in her early years when she was more into the negative comments than the positive ones. Now, she realizes that all those beautiful and positive feedback were the initial motivating source behind the reason why she continued volunteer subtitling. She looks back on all those years of being involved in volunteer translation and mentions that to be appreciated, to be admired,

and know that your translation is being on-demand are great feelings and definitely drive translators to continue in volunteer subtitling. As it is mentioned in the previous chapter, currently *Translator 12* works as a professional, and because of her busy work schedule she can't spare enough time for volunteer work, however, she worked on one of the series that she translated voluntarily before when the last season of the series came out just because a handful of viewers were impatiently waiting just for her translation because she knew that they were specifically asking for her translation and they were able to watch the new seasons nostalgically upon seeing her nickname at the end of each episode. Her last words are; 'In other words, we have a love bond with those viewers who we have never met in person and I can say that for all those years their comments have always triggered my effort in getting better'.

Results and Discussion

The current paper intends to find out and analyze the primary reasons that drive volunteer translators to continue doing subtitle translation on various online platforms, via basing its corpus on a survey conducted through Google Form. It turned out that among the respondents there were representatives of several professions and only two of twelve volunteer translators were professional translators.

Drawing upon the findings of the present research in the field of volunteer translation in terms of the volunteers' motivation, it is safe to say that among respondents, self-centered motivation, mainly to improve their language skills seemed dominant. The data obtained from the responses allows us to conclude that the motivational reasons of the volunteer translators seemed congruent in terms of their individualistic drives.

The findings also revealed that the translators find volunteer subtitling as an enjoyable activity, they define it with words such as *passion, addiction, a feeling of achievement, self-fulfillment, and a medium for language improvement.*

Another prominent factor for the volunteers to be involved in this free activity is to help viewers to access foreign media products. Therefore, the findings suggest that the viewers play a significant role in volunteer subtitling as well. Viewers' feedback creates a sort of reason for the translators to continue their translation, despite the comments that put pressure on the deadline of the long-awaited episodes. Yet the translators mention that they find a way to distinguish between constructive criticism and destructive ones. Overall, all types of feedback assist their process of self-revision positively. Moreover, the findings indicated that as a part of the translation process viewer feedback contributes to the motivational aspect of volunteer subtitling.

Responses obtained demonstrated the fact that thanks to social media, volunteer translators become visible and once their work is seen and appreciated, it drives them to continue translating with joy in a community they created. They find it meaningful to be engaged in mutual interaction and benefit.

Considering all data provided above, it is clear that volunteer subtitling is not just a pastime activity and online volunteer translation is not just a pastime activity and online volunteer translators communities are growing at a great pace. Volunteer subtitling itself is a phenomenon that consists of two main parties, the volunteers themselves and the viewers.

The last but not least, it is safe to say that this study can spark new ideas in the field of audiovisual translation. The findings here can be applied to various language pairs and other online volunteer

translators' websites in different contexts. Furthermore, another survey with the viewers can be worth conducting in order to take a glance at their point of view in the volunteer translation process.

References

Bayar, S.C. (2012, January 23). *Online practice of fan-based subtitles*: *Media & Journalistiek*. Retrieved from http://hdl.handle.net/2105/11257

Cámara de la Fuente, L. (2014). Multilingual crowdsourcing motivation on global social media, case study: TED OTP. *Sendebar*, 25, 197-218.

Diaz-Cintas, J., and Muñoz Sánchez, P. (2006) Fansubs: Audiovisual Translation in an amateur environment. JoSTrans : *The Journal of Specialised Translation*, 6 pp. 37-52.

Dwyer, T. (2012). Fansub dreaming on Viki. *The Translator*, 18 (2), 217–243.

Fernández Costales, A. (2013). Crowdsourcing and collaborative translation: Mass phenomena or silent threat to translation studies? *Hermes*, 15, 85–110.

Garcia, I. (2010). The proper place of professionals (And non-professionals and machines) in web translation. *Tradumàtica: Tecnologies de La Traducció*, *8*, 1. https://doi.org/10.5565/rev/tradumatica.98

Jiménez-Crespo, Miguel A. (2017). Crowdsourcing and Online Collaborative Translations. *Expanding the limits of Translation Studies*. Amsterdam and Philadelphia: John Benjamins, pp. 304

Kang, J.-H. & Hong, J.-W. (2020). Volunteer translators as 'committed individuals' or 'providers of free labor'? The discursive construction of 'volunteer translators' in a commercial online learning platform translation controversy. *Meta*, *65*(1), 51–72. https://doi.org/10.7202/1073636ar

Keen, Andrew. 2008. The Cult of the Amateur: How blogs, MySpace, YouTube, and the rest of today''s user-generated media are destroying our economy, our culture, and our values New York: The Doubleday.

Massidda S. (2015) Fansubbing. In: Audiovisual Translation in the Digital Age: The Italian Fansubbing Phenomenon. Palgrave Pivot, London. https://doi.org/10.1057/9781137470379 4

Olohan, M. (2014). Why do you translate? motivation to volunteer and Ted Translation. *Translation Studies*, *7*(1), 17–33. https://doi.org/10.1080/14781700.2013.781952

Orrego-Carmona, D. (2016). A reception study on non-professional subtitling. Do audiences notice any difference? *In Across Languages and Cultures*, 17 (2), 163–181.

Pantumsinchai, P. (2012). *Fans turned prosumers: a case study of an online fansubbing community*. Master's thesis. pp. 19.

Pym, Anthony (2011): Translation research terms: a tentative glossary for moments of perplexity and dispute. In: Anthony Pym, ed. Translation Research Projects. Vol. 3. Tarragona: Intercultural Studies Group, 75-110.

Table 1. Volunteer Subtitle Translators, Their Real Job, The Online Platform They are Involved, and How long They Have Been Involved in Volunteer Subtitling

Volunteer Translators	Real Job	The Online Platform	Experience
Translator 1	Engineer	planetdp.org	7 years
Translator 2	Translator/ Interpreter	TED.com	4+ years
Translator 3	SAP Basis Consultant	planetdp.org	9 years
Translator 4	Senior year student in English Literature with a second degree in Translation and Interpretation	TED.com	3 years
Translator 5	Photographer/Videographer	TED.com	6-7 years
Translator 6	Project Manager	TED.com	12 years
Translator 7	Computer Engineer	planetdp.org	9 years
Translator 8	Medical Secretary	turkcealtyazi.org	10 years
Translator 9	Preparatory School student in German Translation and Interpretation	turkcealtyazi.org	3 years
Translator 10	Consultant at a law office	planetdp.org	13 years
Translator 11	Worker in a state enterprise	planetp.org	5-6 years
Translator 12	Translator	planetp.org & turkcealtyazi.org	17 years