Many a mickle maks a muckle

Business models for (commercial) dictionary publishers

Michael Rundell, Macmillan Dictionaries and Lexicography MasterClass
As the church and City back away from forced evictions, the Bishop of London tells **Alan Rusbridger** he wants to engage with protesters.

The Rt Rev Richard John Carew Chartres exuded an aura of benign ecclesiastical calm last night having performed the most dramatic reverse ferret in modern church history.

What?!
**reverse ferret**

**NOUN**

A technical term used in journalism: a situation where a newspaper editor makes a dramatic change in the paper's editorial line on something. Wikipedia provides a good explanation.

_Last night, the Bishop of London “performed the most dramatic reverse ferret in modern church history”. (The Guardian, 1st November 2011)_

Submitted by: Michael Rundell from United Kingdom on 03/11/2011 09:46:00
Dictionary as gatekeeper

...if it’s not in “the dictionary”, is it a real word?

Dictionary as repository of useless words

The new Chambers rides to the rescue of pundigrion
Robert McCrum, Observer 4 September 2011

*Chambers* includes an entertaining "word lovers' miscellany", with a thrilling list of more than 100 two-letter words for word games. …This new miscellany also includes lists of "words to cherish" ("arctophile", "roscid"); "words with pleasing sounds" ("mumpsimus", "tosticated", "williwaw"); "super-slang words" ("skank", "scrote", "cum-savvy", "meemies", "tweedler"); "extinct words" ("bejade", "giglet", "pundigrion")
Dictionary as pleasing artefact

I must confess I still get a psychic satisfaction from fumbling with a balky dust jacket wrapped around a real 'live' book, while taking in that distinctive new-book fragrance, and experiencing the subtle, yet futile resistance of the book spine, on its very first opening.

Review of AHD 5th Edition
Old business model: revenue from books
Emerging business model(s)

☐ Can we charge the user?

☐ No

☐ Exceptions: OED, FT, Nature, Macquarie ...
    ■ moral: specialise!

☐ General language data (like general news): no one will pay: get used to it
If free to user, where does revenue come from?

- **UGC and SEO**
  - UGC (and crowd-sourcing): “reverse ferret”, Wordnik’s user-generated lists, social media, blog comments …
  - SEO: traffic, site authority
  - hence: ad revenue

- It’s complicated: lots of trial and error, tradeoffs, moving targets
opportunism - definition

NOUN (COUNTABLE) SHOWING DISAPPROVAL

someone who takes every oppotunity to gain an advantage and is willing to behave in an unfair way.

Thesaurus entry for this meaning of opportunism

Derived Word

opportunistic

This is the British English definition of opportunism. View American English definition of opportunism.

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personal-tutors.co.uk

Teach English in Japan
ALT (Assistant Language Teacher) Jobs in Japanese Public Schools
interactnetwork.com
opportunism

noun UK /ˌɒpəˈrəʊnɪst/ US /ˌɒpəˈrəʊnɪst/ (noun) usually disapproving
Definition
someone who tries to get power or an advantage in every situation
He was portrayed as a ruthless opportunist who exploited the publicity at every opportunity.

(Definition of opportunism noun from the Cambridge Advanced Learner's Dictionary & Thesaurus © Cambridge University Press)
Revenue sources (contd)

- Apps

- Licensing deals, e.g.
  - plugins on other sites (e.g. DNA)
  - pre-installed on mobile devices, e-readers

- Other sources not yet imagined
Asteroid to fly by Earth on early Tuesday, but no danger

Published: Thursday, Nov 3, 2011, 18:56 IST
Place: Kolkata | Agency: PTI

An asteroid, bigger than an aircraft carrier, will have a date with Earth early on Tuesday but to the relief of the planet's inhabitants it poses no danger.

'Asteroid 2005 YU55', a rock measuring 400 metres in length and 55 million tonnes mass will fly by the Earth at around 3.25 million km, smaller than the Earth-Moon average distance of 3.84 lakh km.

Although classified as a potentially hazardous object, Asteroid 2005 YU55 poses no threat to the Earth in at least the next 100 years according to scientists from all over the world, Director of MP Birla Planetarium D P Duari said.
lakh - definition

noun [countable] Indian English pronunciation /laɪk/ View thesaurus entry for lakh

a hundred thousand

Thesaurus entry for this meaning of lakh

This is the British English definition of lakh. View American English definition of lakh.

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Link to this definition of lakh:

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75% Off Solar Panels
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50+ Home Insurance
Haven't Found a Low Enough Quote? Try Castle Cover for A Quote Now!

M&S Deal Of The Day
Find New Daily Offers at M&S Online. Available Only While Stocks Last.

Compare Car Insurance
Compare The Comparison Websites.
But is it still a dictionary?

- ‘Enhanced dictionaries’: as before, but richer data, links to corpora, web examples, etc.
- Dictionaries embedded in other resources
- Customized to what the user needs to do, e.g.
  - text remediation environments
  - automatic translation services
  - specialised or technical services (LSPs, EAP)
  - even books! (but niche – cf. music on vinyl, analog photography)
A more fragmented landscape

- From:
  - single object (printed book)
  - single revenue stream

- To:
  - more specialised products: different functions for different users/different uses
  - multiple revenue sources: many a mickle maks a muckle