Trends in Crowdsourcing: Case Studies from Not-For-Profit and For-Profit Organizations

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What Is Crowdsourcing?

- “Crowdsourcing is defined as the act of taking a task traditionally performed by an employee or contractor, and outsourcing it to an undefined, generally large group of people, in the form of an open call.” - Wikipedia

- Also known as Community Translation and CT³

- Popularized through Web 2.0 technologies, as a method for leveraging mass collaboration to achieve business goals
Why Are Organizations Crowdsourcing Translations?

- LISA Industry Insights Report on Crowdsourcing (Oct. 2009): “Companies are not implementing crowdsourcing to reduce their costs."

- The motivation behind crowdsourcing projects:
  - Community involvement
  - Time to publication
  - Translating content that traditionally doesn’t get translated
  - Expanding market reach to additional languages

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Examples of Translation Crowdsourcing Programs

Social networking:
- Facebook
- Hi5
- Second Life

Technology providers:
- Intel
- Symantec
- Sun Microsystems
- Adobe

Content providers:
- TED Talks
- Asia Online’s Thai Wikipedia project

Humanitarian efforts:
- Mission 4636 – Haitian Relief
- Kiva.org

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Social Networking

FACEBOOK
Traducciones

Mostrando 10 frases.

- **Traduce** government
  - Label: Facebook Page info field (Type of Government of a Place (hub))

- **Traduce** TV Genre
  - Label: Facebook Page info field

- **Traduce** {name1} changed their {Language}.
  - Subject’s sex is unknown

- **Traduce** {name1} changed her {Population}.
  - Subject is female. The word “her” refers to the subject.

- **Traduce** You are using a simplified version of the Facebook photo uploader. A better experience is available, but not for your browser. You can use Firefox, Safari, or Internet Explorer to enjoy the full version.
  - No hay ninguna descripción disponible para esta frase

- **Traduce** 2. Target your Audience
  - Title: Target your Audience

- **Traduce** StorQuest
  - Link: StorQuest case study
Traducciones

Panel de administración

- Traduce
- Vota
- Revisa
- Mis traducciones
- Traducir páginas

Recursos

- Invitar a amigos
- Guía de estilo wiki
- Glosario
- Clasificación
- Ayuda
- Acerca de

Mostrando 10 frases de 2040.

- Traduce
  - Inbox
    - Short, one-word translation if possible
  - Bandeja de entrada
    - Advertencia: No se usan palabras del glosario, la longitud de la traducción parece sugerir que es una traducción falsa

- Traduce
  - Are you sure you want to remove (name) from your Block List?
    - No hay ninguna descripción disponible para esta frase
  - ¿Seguro que quieres eliminar a (name) de tu lista de bloqueados?
    - Advertencia: No se usan palabras del glosario. Number of line-breaks or <br /> tags don't match
  - ¿Estás seguro(a) que quieres eliminar a (name) de tu lista de bloqueados?
    - No hay ninguna descripción disponible para esta frase

- Traduce
  - Report a Translation
    - Informe de una traducción
      - Advertencia: No se usan palabras del glosario. Number of line-breaks or <br /> tags don't match
<table>
<thead>
<tr>
<th>Posição</th>
<th>Nome</th>
<th>Frases</th>
<th>Palavras</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tina Villaça</td>
<td>30</td>
<td>470</td>
</tr>
<tr>
<td>2</td>
<td>Katharina Garcia</td>
<td>21</td>
<td>175</td>
</tr>
<tr>
<td>3</td>
<td>Murilo Adriano Vazco</td>
<td>13</td>
<td>117</td>
</tr>
<tr>
<td>4</td>
<td>Nílza Azim</td>
<td>1</td>
<td>44</td>
</tr>
<tr>
<td>5</td>
<td>Anderson Mola</td>
<td>4</td>
<td>18</td>
</tr>
<tr>
<td>6</td>
<td>Rachel Lanquini</td>
<td>1</td>
<td>16</td>
</tr>
<tr>
<td>7</td>
<td>Gislaine Mansares</td>
<td>1</td>
<td>24</td>
</tr>
<tr>
<td>8</td>
<td>Henrique P Machado</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>9</td>
<td>Leandro Guibert Fernado</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>10</td>
<td>Evelyn Rhenri</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>Maria Helena Tonkanius</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>12</td>
<td>Murilo Alexandre de Mello</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>13</td>
<td>Luciana Leme</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>14</td>
<td>Fernanda Andreia Silveira</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>15</td>
<td>Monica da Hora Castro</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>16</td>
<td>Glauco Coutinho</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>17</td>
<td>Lucas Barba Inácio</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>18</td>
<td>Stefane Tremblay</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>19</td>
<td>Eltonelga Mandelli</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>20</td>
<td>Luiz Antonio</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------</td>
<td>------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Number of translators</strong></td>
<td>250,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>User base</strong></td>
<td>350 million, 70% outside U.S.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Volume of translation</strong></td>
<td>350,000 source words</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Language pairs</strong></td>
<td>70 languages</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Recruitment</strong></td>
<td>Facebook users / referrals from Facebook friends</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vetting of Crowd</strong></td>
<td>Open</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Quality Control</strong></td>
<td>Crowd voting</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Paid reviewers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>In-house linguists – final approval for highly visible text</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Technology, Entertainment, Design (TED Talks)
The TED Open Translation Project brings TED Talks beyond the English-speaking world by offering subtitles, interactive transcripts and the ability for any talk to be translated by volunteers worldwide. Learn more »

### Published translations
- 59 Languages (view)
- 1311 Translators (view)
- 3023 Translations

### Translations in progress
- 79 Languages
- 1885 Translators
- 2731 Translations

### Most recent translation
- Marc Koska: 1.3m reasons to re-invent the syringe
  - Portuguese (Brazil)

### Languages with the most translated talks

- Arabic: 185
- Bulgarian: 245
- Chinese (Simplified): 156
- Chinese (Traditional): 85
- Croatian: 25
- Czech: 37
- Dutch: 37
- German: 95
- Greek: 75
- Hebrew: 90
- Hungarian: 68
- Indonesian: 22
- Italian: 112
- Japanese: 159
- Korean: 122
- Persian (Farsi): 94
- Polish: 242
- Portuguese (Brazil): 38
- Portuguese (Portugal): 31
- Romanian: 114
- Russian: 368
- Spanish: 30
- Swedish: 91
- Turkish: 91

* = Most translations added recently
<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of translators</td>
<td>1450</td>
</tr>
<tr>
<td>Volume of translation</td>
<td>100 translations / week (~800,000 words / month)</td>
</tr>
<tr>
<td>Language pairs</td>
<td>79</td>
</tr>
<tr>
<td>Recruitment</td>
<td>TED Talks site users</td>
</tr>
<tr>
<td>Vetting of Crowd</td>
<td>Speed bump</td>
</tr>
<tr>
<td>Quality Control</td>
<td>1 translator + 1 reviewer per talk</td>
</tr>
</tbody>
</table>
Content Provider

Asia Online
Users registers directly as a proof reader

Users clicks on a button on a page they want to proof read

3 Documents compared for same content

Has user been tested?

Yes

All 3 users proof read document independent of each other. None know who the other proof readers are.

No

Perform Test

Yes

Did the user pass the test?

Yes

User stopped from proof reading

No

Save correction as authoritative version

Save other good correction as alternatives

Bad translations are discarded

Administrator chooses authoritative, alternative and bad versions.

3 Proof Readers Identified

No

Asia Online Translation System

• Corrected translations fed back into system in real-time.
• All future translations improved.
• Same error will never be repeated twice.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of translators</strong></td>
<td>MT + 2,000 active editors (10,000 ever)</td>
</tr>
<tr>
<td><strong>Volume of translation</strong></td>
<td>Billions of words</td>
</tr>
<tr>
<td><strong>Language pairs</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>Recruitment</strong></td>
<td>Thai public (King of Thailand has promoted, university scholarships offered)</td>
</tr>
<tr>
<td><strong>Vetting of Crowd</strong></td>
<td>Automated 20 question test</td>
</tr>
<tr>
<td><strong>Quality Control</strong></td>
<td>Crowd density: 3 crowd members edit in-house linguist reviews when edits differ</td>
</tr>
</tbody>
</table>

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Humanitarian Effort

Mission 4636
Haiti Relief Effort
Mission 4636 - CrowdFlower Platform: SMS and Categorization Task

Status

Category/Aid Request

The SMS: [ Měs anpl se mwen ki pi gen chans pou job. ]

SMS Translation

Notes
Mission 4636 - CrowdFlower Platform: Categorization

- Female
- Unknown

Status

Category/Aid Request

1. Urgences | Emergency
   - 1a. Structure effondrées | Collapsed structure
   - 1b. Incendie | Fire
   - 1c. Personnes prises au piège | People trapped
   - 1d. Eau contaminée | Contaminated water supply
   - 1e. Earthquake and aftershocks
   - 1f. Urgence médicale | Medical Emergency
2. Menaces | Threats
   - 2a. Structures à risque | Structures at risk
   - 2b. Pillage | Looting
   - 2c. Problème de sécurité | Security Concern
3. Urgences logistiques | Vital Lines
   - 3a. Penurie d'eau | Water shortage
   - 3b. Route barrée | Road blocked
   - 3c. Coupure électrique | Power Outage
   - 3d. Penurie d'aliments | Food Shortage
   - 3e. Besoins en matériels et médicaments | Medical equipment and supplies needed
   - 3f. Penurie de carburant | Fuel shortage
4. Secours | Response
   - 4a. Services de santé | Health services
   - 4b. Recherche et sauvetage | USAR Search and Rescue
   - 4c. Refuge | Shelter
Mission 4636: Mapping

Important: Without location information, we cannot act on this SMS. Please do your best to estimate where this message is asking us to respond. The Lat/Lon coordinates should be in decimal notation (example: 19.028194, -73.531494) If you are having trouble finding a location on a map, you can also try: Google Maps and Maplandia. Many of the locations are in more detail in both these places.

Latitude

18.521283325496277

Longitude
Mission 4636:
RSS Feed for Emergency Responders

4636.crowdflower.com

Webert Osse at 19.457269493366027 -72.68211364746094 +50936170548 Today, 2:36 PM
I am at Gonaives. We have the family of Webert OSSE who is seriously injured by an auto accident. His wife and his daughter born... (pres.de jour.at.lui.an) Read more...

at +5093615488 Today, 2:36 PM
MIMOSO PIN BORN 1964 SHE IS 44 HER CELL PHONE IS 3425 0463 Read more...

at +50937344108 Today, 2:31 PM
WE ARE THE PEOPLE IN LILAVOIS 17 IN THE BETHESDA STREET. THE HOUSES ARE BROKEN WE SLEEP OUTDOOR,WITH INSECTS WE ARE VERY HUNGRY,COME TO HELP US THANKS FOR THE GOOD WORK Read more...

at +50937943320 Today, 2:11 PM
Help, God save me I'm (under walls)** with my children but now thirst and hunger are killing us. Do something for us please. Call me and I'll tell you where I am because Read more...

at +50936721717 Today, 10:54 AM
hit us and some of us have broken arms and broken legs please come help us because we are dying in the cold. Read more...

at 18.5369085601828477 -72.51663206007812 +50906245640 Today, 10:23 AM
I LIVE IN GRESSIER I HAVE A PASSPORT I HAVE NOBODY TO TAKE CARE OF ME HOW CAN DIGICEL CAN HELP ME THANKS Read more...

Vergin Betterfield at +50937102966 Today, 10:18 AM
MY NAME IS VERSIN BETTERFIELD I WOULD LIKE TO WORK IN THOSE POSITIONS: ELECTRICITY, CONSTRUCTION, CARPENTER, CALL ME THIS IS MY NUMBER 37102966 - 39208261 THANKS YOU I BELIEVE IN GOD Read more...

at 18.521283325496277 -72.43148803710937 +50920262880 Today, 8:47 AM
Mission 4636: Cluster Map
## Mission 4636

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of translators</td>
<td>22,000 (13,000 volunteer + 9000 paid)</td>
</tr>
<tr>
<td></td>
<td>1st week: &gt; 1000 volunteers</td>
</tr>
<tr>
<td>Volume of translation</td>
<td>16,000 translations (~160,000 words)</td>
</tr>
<tr>
<td></td>
<td>Response time &lt; 2 minutes (translation + geocoding)</td>
</tr>
<tr>
<td></td>
<td>Additional 65,000 SMS processed</td>
</tr>
<tr>
<td>Language pairs</td>
<td>1</td>
</tr>
<tr>
<td>Recruitment</td>
<td>Word of mouth / Haitian diaspora</td>
</tr>
<tr>
<td>Vetting of Crowd</td>
<td>Self-selected</td>
</tr>
<tr>
<td>Quality Control</td>
<td>None for Haitian relief</td>
</tr>
<tr>
<td></td>
<td>Potential for crowd density / Pakistan relief effort?</td>
</tr>
</tbody>
</table>

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Humanitarian Effort

Kiva.org
Kiva: Loan Profile Translations

Tojnis Sattorova

Tojnis is a 60 year old woman. She is a widow and the mother of 5 children. She has a lot of experience selling fabrics. Mostly she sells traditional fabrics, because demand for traditional fabrics is very high, both among older women and school girls. All women have traditional pieces in their wardrobe. They are very beautiful and look good in Tajik girls and women.

Tojnis brings her products from Dushanbe in the Avar Emirate, after one year of borrowing from Kiva organisations. Tojnis increased her product assortment. Now she has more customers. Before she had to move her products and to sell it in various markets located in the north. She plans to use her loan to buy more products and to sell it in various markets located in the north.

Translated from Russian by Sabina Holzman, Kiva Volunteer

Tojnis - жена 60 лет, Ваисш, 5 детей. У неё большой опыт в продаже тканей. В последние годы она продавала традиционные ткани, потому что спрос на традиционные ткани очень высок, как среди старых женщин, так и среди школьниц. Все женщины носят традиционные ткани. Она планирует использовать свои навыки и опыт, чтобы увеличить ассортимент товаров. Она хочет раширить продажи и продавать больше товаров на рынке. Планирует использовать кредит для этого.

About the Entrepreneur

Name: Tojnis Sattorova
Location: Khujand, Tajikistan
Activity: Orth & Dressmaking Supplies

About the Loan

Loan Amount: $575.00
Loan Type: Regular
Term: 9 months
Due: April 20, 2009
Date Submitted: April 1, 2009

About the Field Partner

Field Partner: BFK (Banque Foncière et de Micro-Éco-Opérations)

Total Loans: $2,069.15
Cumulative Repayments: 50%
Kiva Community Translations

- Translate loan profiles for $170M microlending platform
- Over 1 million words/month with > 400 volunteers
- Turnaround < 2 days on average for 8000 profiles/month
- Closed crowd with ~50% pass rate
- Proprietary Drupal-based translation platform for volunteer self-service assignment workflow

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## Kiva.org

<table>
<thead>
<tr>
<th>Feature</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of translators</td>
<td>400</td>
</tr>
<tr>
<td>Volume of translation</td>
<td>&gt;1M words/month Turnaround time - 2 day average</td>
</tr>
<tr>
<td>Language pairs</td>
<td>4</td>
</tr>
<tr>
<td>Recruitment</td>
<td>Kiva website, university translation programs, professional translation associations</td>
</tr>
<tr>
<td>Vetting of Crowd</td>
<td>Test (~50% pass rate)</td>
</tr>
<tr>
<td>Quality Control</td>
<td>Translation training Community collaboration on terminology/translation problems Peer review</td>
</tr>
</tbody>
</table>
What Does Quality Mean for Translation Crowdsourcing Programs?

- “Good enough” accuracy:
  - Emergency response accuracy
  - Accurate representation of loan
  - Enabling FB usage
  - Representing ideas / people with integrity

- Brand protection - readability + style:
  - Mitigate PR risk
  - User confidence
Why Do Volunteers Participate?

- **Learning and Building Skills**
  - Learn about organization / mission
  - Receive mentoring / community feedback
  - Build experience / resume

- **Give back**
  - Skills-based contribution
  - See their language represented

- **Expand networks**
  - Connect with others
  - Enjoy lively, like-minded communities
“Because it’s cool knowing that something that you’re doing is being enjoyed by thousands (perhaps millions) of people. When I see a phrase that I translated, I feel that I’ve helped people in some way.” – M.A.V., Facebook Volunteer Translator, Personal Interview

“Because I use both the English and the Brazilian Portuguese versions of Facebook, and it is very uncomfortable to read badly translated sites, so I try to help. And it is good to see my translations there, too. I think the former was the reason to start, and the latter is the reason why I continue translating…. I became proud to see something I translated being read by millions of people.” – T.V., Facebook Volunteer Translator, Personal Interview

“Working with Kiva allowed me to put into practice the translation skills I was learning at MIIS, and to get a chance to work in a translation team (with feedback from other linguists!). I took this opportunity to deepen my knowledge about microfinance and to volunteer for a project/program I truly believe in.” – Isabel Tan, Kiva Translation Volunteer

“It is impossibly convenient – I can volunteer an hour over my lunch break at work and feel I have made a real difference.“ – 2009 Kiva Volunteer Survey

“I really enjoy the idea of being a link in the chain of helping people improve their lives.” – 2009 Kiva Volunteer Survey

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Opportunities for Paid Professional Translation Work

- In-house
  - Project managers
  - Linguistic leads
  - Community managers

- Contract
  - Translation
  - Editing
  - Glossary development