

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

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

Social Networking

FACEBOOK



Traducciones

Facebook

Mostrando 10 frases.

Panel de administración



government

[Denunciar esta frase](#)

Traduce

Label: Facebook Page info field (Type of Government of a Place (hub))

Vota

Revisa

Mis traducciones

Traducir páginas



{name1} changed their {=Language}.

[Denunciar esta frase](#)

Subject's sex is unknown

Recursos

Invitar a amigos

Guía de estilo wiki

Glosario

Clasificación

Ayuda

Acerca de



{name1} changed her {=Population}.

[Denunciar esta frase](#)

Subject is female. The word "her" refers to the subject.



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.

[Denunciar esta frase](#)

No hay ninguna descripción disponible para esta frase



2. Target your Audience

[Denunciar esta frase](#)

Title: Target your Audience



StorQuest

[Denunciar esta frase](#)

Link: StorQuest case study





Traducciones

Facebook

1-10 de más de 500 resultados



Panel de administración

Traduce

Mostrando 10 frases de 2040.

Vota



Inbox

[Denunciar esta frase](#)

Revisa

Short, one-word translation if possible

Mis traducciones



Bandeja de entrada

Advertencia: No se usan palabras del glosario, La longitud de la traducción parece sugerir que es una traducción falsa

Votos:

Recursos

Invitar a amigos



Are you sure you want to remove {name} from your Block List?

[Denunciar esta frase](#)

Guía de estilo wiki

No hay ninguna descripción disponible para esta frase

Glosario



¿Seguro que quieres eliminar a {name} de tu lista de bloqueados?

Advertencia: No se usan palabras del glosario, Number of line-breaks or
 tags don't match

Votos:

Clasificación

Ayuda



¿Estás seguro(a) que quieres eliminar a {name} de tu lista de bloqueados?

Votos:

Acercas de



Report a Translation

[Denunciar esta frase](#)

No hay ninguna descripción disponible para esta frase



Informe de una traducción

Advertencia: No se usan palabras del glosario, Number of line-breaks or
 tags don't match



Traduções ▸ Quadro de líderes

Facebook ▾

Procurar por frases

Painel de controle

Traduzir

Votar

Revisar

Minhas traduções

Procurar por página

Recursos

Convidar amigos

Wiki do Guia de estilo

Glossário























Quadro de líderes

Ajuda

Sobre

Semanalmente Mensalmente Sempre

30 resultados

1	 Tina Vilaça 35 frases 0 votos	479 palavras	2	 Katharina Garcia 11 frases 0 votos	175 palavras
3	 Murilo Adriano Vasconcelos 13 frases 0 votos	117 palavras	4	 Nilza Azlin 1 frase 0 votos	44 palavras
5	 Anderson Melo 4 frases 15 votos	39 palavras	6	 Rachel Langoni 1 frase 0 votos	26 palavras
7	 Giuliana Mansanares 1 frase 45 votos	24 palavras	8	 Henrique P Machado 1 frase 1 voto	12 palavras
9	 Leandro Goulart Bernardo 1 frase 13 votos	11 palavras	10	 Evelyn Rhaoni 2 frases 0 votos	10 palavras
10	 Maria Helena Tovianskas 1 frase 0 votos	10 palavras	11	 Morais Alexandre de Mello 4 frases 0 votos	9 palavras
11	 Luciana Leme 1 frase 1 voto	9 palavras	12	 Fernanda Andrade Silveira 1 frase 7 votos	8 palavras
13	 [Nome não legível] 1 frase 0 votos	6 palavras	13	 Monica da Hora-castro 1 frase 0 votos	6 palavras
14	 Glauco Coutinho 1 frase 0 votos	5 palavras	15	 Lucas Borba Inácio 1 frase 0 votos	2 palavras
16	 Stéphane Tremblay 0 frases 3 votos	0 palavras	16	 Elisangela Mandoli 0 frases 1 voto	0 palavras
16	 Leila Ramos 0 frases	0 palavras	16	 Micaela Cacciarelli 0 frases	0 palavras

Facebook

Number of translators	250,000
User base	350 million, 70% outside U.S.
Volume of translation	350,000 source words
Language pairs	70 languages
Recruitment	Facebook users / referrals from Facebook friends
Vetting of Crowd	Open
Quality Control	Crowd voting Paid reviewers In-house linguists – final approval for highly visible text

Content Provider

Technology, Entertainment,
Design
(TED Talks)

Translations

TED Open Translation Project

- Features and release dates
- Our languages
- Our translators
- FAQ / Help for site visitors

Becoming a TED translator

- Working with other translators
- Style guidelines for translators
- Terms and Conditions
- FAQ / Help for translators

Translator Dashboard

The TED Open Translation Project brings TEDTalks 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

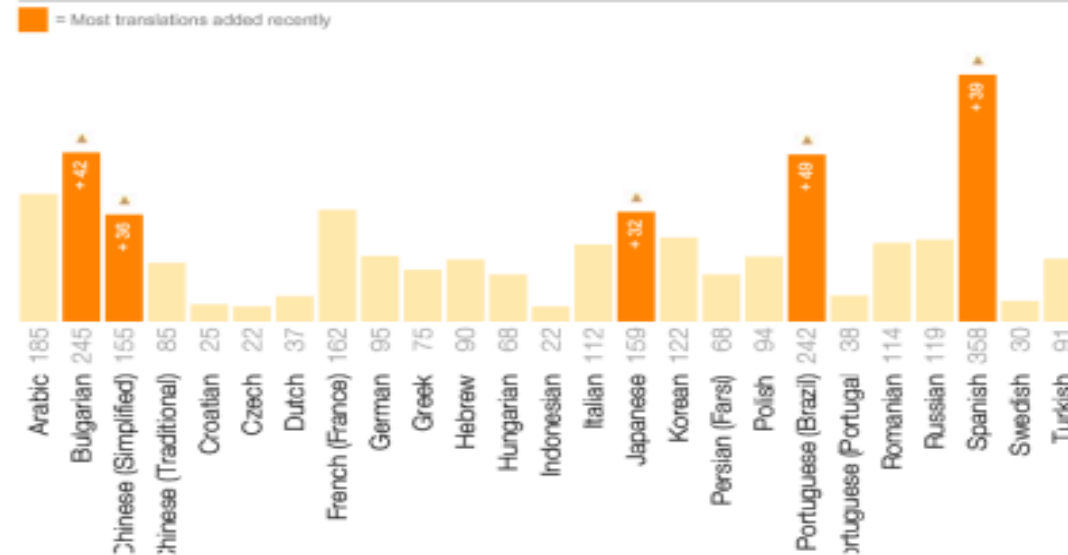


Marc Koska: 1.3m reasons to re-invent the syringe
 Portuguese (Brazil)

Find talks in your language

Languages with the most translated talks

[See all languages »](#)



Most active translators

[See more translators >](#)



MaYoMo com

Amsterdam,
Netherlands

Languages:
Bulgarian, Russian

Translations:
177 Talks



Anton Hikov

Brno,
Czech Republic

Languages:
Bulgarian

Translations:
136 Talks



Anour Dafa-Alla

Port Sudan,
Sudan

Languages:
Arabic

Translations:
124 Talks



Masahiro Kyushima

Urasoe-city, Okinawa,
Japan

Languages:
Japanese

Translations:
69 Talks

Most Translated Talks

[See more talks translated >](#)



Ken Robinson says schools kill creativity

19:24

31 Languages

Most Recent:

Macedonian
Slovak
Italian
Dutch
Lithuanian



Hans Rosling shows the best stats ...

19:50

29 Languages

Most Recent:

Czech
Bulgarian
Macedonian
Ukrainian
Romanian



Al Gore's new thinking on the climate crisis

27:54

29 Languages

Most Recent:

French (France)
Ukrainian
Romanian
Swedish
Lithuanian



Richard St. John's 8 secrets of success

03:30

27 Languages

Most Recent:

Dutch
Estonian
Indonesian
Greek
Japanese



Blaise Aguera y Arcas demos Photosynth

07:30

26 Languages

Most Recent:

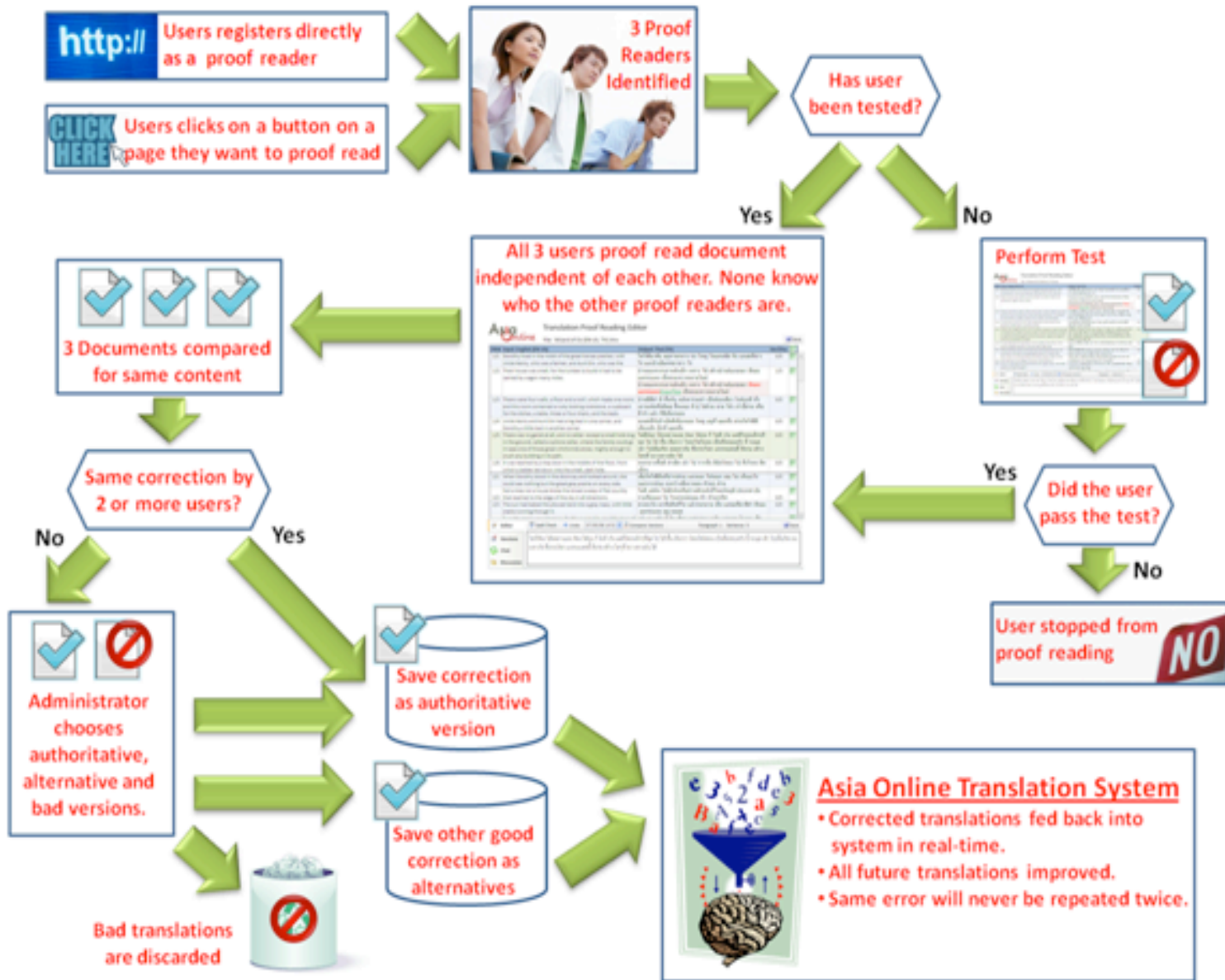
Chinese (Simplified)
Romanian
Bulgarian
French (France)
Turkish

TED

Number of translators	1450
Volume of translation	100 translations / week (~800,000 words / month)
Language pairs	79
Recruitment	TED Talks site users
Vetting of Crowd	Speed bump
Quality Control	1 translator + 1 reviewer per talk

Content Provider

Asia Online



Asia Online

Number of translators	MT + 2,000 active editors (10,000 ever)
Volume of translation	Billions of words
Language pairs	1
Recruitment	Thai public (King of Thailand has promoted, university scholarships offered)
Vetting of Crowd	Automated 20 question test
Quality Control	Crowd density: 3 crowd members edit in-house linguist reviews when edits differ

Humanitarian Effort

Mission 4636
Haiti Relief Effort

Mission 4636 - CrowdFlower Platform: SMS and Categorization Task

Unknown

Status

Category/Aid Request

The SMS: [M'csi anpil se mwenn 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 effondres | Collapsed structure
 - 1b. Incendie | Fire
 - 1c. Personnes prises au piege | People trapped
 - 1d. Eau contaminee | Contaminated water supply
 - 1e. Earthquake and aftershocks
 - 1f. Urgence medicale | Medical Emergency
- 2. Menaces | Threats**
 - 2a. Structures a risque | Structures at risk
 - 2b. Pillage | Looting
 - 2c. Probleme de securite | Security Concern
- 3. Urgences logistiques | Vital Lines**
 - 3a. Penurie d'eau | Water shortage
 - 3b. Route barree | Road blocked
 - 3c. Coupure electrique | Power Outage
 - 3d. Penurie d'aliments | Food Shortage
 - 3e. Besoins en materiels et medicaments | Medical equipment and supplies needed
 - 3f. Penurie de carburant | Fuel shortage
- 4. Secours | Response**
 - 4a. Services de sante | 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

Longitude

Mission 4636: RSS Feed for Emergency Responders

4636.crowdfunder.com

10 Total

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.et.lui.on)*
[Read more...](#)

at +50936154885 Today, 2:36 PM

MMOSE FN BORN 1964 SHE IS 44 HER CELL PHONE IS 3425 0463 [Read more...](#)

at +50937344168 Today, 2:31 PM

WE ARE THE PEOPLE IN LILAVOIS 17 IN THE BETHESDA STREET, THE HOUSES ARE BROCKEN 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 fm (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 +50936721757 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 18.536908560288477 -72.51663208007812 +50936245640 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 VERGIN 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 +509370342580 Today, 9:47 AM

Search Articles:

Article Length:

Sort By:

Date

Title

Source

New

Recent Articles:

All

Today

Yesterday

Last Seven Days

This Month

Last Month

Source:

4636.crowdfunder.c...

Actions:

Update Now

Mail Link to This Page

Subscribe in Mail

Add Bookmark...

Mission 4636

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

Humanitarian Effort

[Kiva.org](https://www.kiva.org)

Kiva: Loan Profile Translations



loans that change lives

[Gifts](#) | [Help](#) | [Login](#) | [Register](#) |  [My Basket](#)
 0 items

LEND

ABOUT

COMMUNITY

JOURNALS


MY PORTFOLIO

490 Loans currently raising funds [\[Reset all\]](#)

[Older version](#)

Find a loan

Pick for me

Sort list by: Popularity 

Country [\[clear\]](#)
All



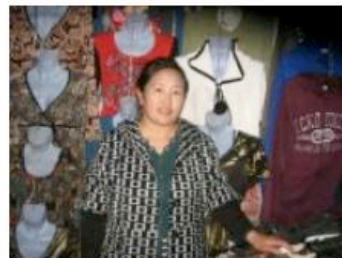
(click to pick)

Gender

- Male 252
- Female 237

Sector

- All 490
- Agriculture 36
- Arts 5
- Clothing 46
- Construction 15
- Education 2
- Entertainment 2
- Food 71
- Green 0
- Health 2
- Housing 56
- Manufacturing 1



Kulash Jusip

 Mongolia
Clothing Sales

\$2,350.00

91% raised

LEND \$25

Kulash Jusip is a 38-year-old single mother with three children. She lives with her children in ger, a traditional Mongolian home tent, in Bayan-Ulgii province of Mongolia. All her children attend a l... [more >>](#)

Funding via XacBank



Jenny Margarita Alay Solis

 Ecuador
Catering

\$1,000.00

100% raised

Fully Funded

Jenny is 45 years old and has a small food and lunch business. She lives in Paraiso de Guayaquil (a peri-urban area with dirt roads whose houses are in the mountains). When her husband died she st... [more >>](#)

Funding via Fundacion D-MIRO Mision Alianza



Citlaltepec Group

13 Entrepreneurs
 Mexico


\$286.54

(per entrepreneur)

78% raised


Kiva: Loan Profile Translations

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loans that change lives

KIVA ADMIN
LEND
ABOUT
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MY PORTFOLIO

Tojiniso Sattorova



Tojiniso is a 59 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 dresses is very high, both among city women and rural women. All women have traditional dresses in their wardrobe. They are very beautiful and look good on Tajik girls and women.

Tojiniso brings her products from Dubai in the Arab Emirates. After one year of borrowing from our organization, Tojiniso increased her product assortment. Now she has more customers. But she tries even more to bring her products and to sell it in wholesale quantities to retail sellers. She plans to use her last loan precisely for this.

Translated from Russian by Sabina Holzman, Kiva Volunteer

Точинисо - женщина 59 лет. Вдова. Мать 5-х детей. У нее большой опыт торговли тканями. В основном она продает национальные ткани, потому что потребность в национальных платьях очень большая, как городских женщин, так и сельских. Все женщины имеют в своём гардеробе национальные платья. Они очень красивые и очень идут таджикским девушкам и женщинам. Точинисо привозит свой товар из города Дубая Арабских Эмиратов. За один год кредитования в нашей организации, Точинисо увеличила ассортимент своего товара. Теперь у нее больше клиентов. Но она старается еще больше привозить товар, и сдавать оптом розничным торговцам. Последний кредит она потратит именно на это.

Status: Paying Back

\$575.00 Loan Amount

80% repaid


About the Entrepreneur

Name: Tojiniso Sattorova
Location: Khujand, Tajikistan
Activity: Cloth & Dressmaking Supplies

About the Loan

Loan Amount: \$575.00
Loan Use: Purchase fabrics for sale
Repayment Term: 7 months - [View details below](#)
Lenders Repaid: Monthly
Currency Exchange Loss: Covered NEW!
Date Listed: Apr 20, 2009
Date Disbursed: Apr 12, 2009
Date Funded: Apr 20, 2009


About the Field Partner




Field Partner: [MLF Microinvest, a partner of ACCI/VOCA](#)
Field Partner Risk Rating: ★★★★★ [\(Learn more\)](#)
Fundraising Status: Active
Time On Kiva: 31 months
Kiva Entrepreneurs: 3210
Total Loans: \$2,086,650
Delinquency Rate: 0.00%

[RSS](#) [Subscribe](#)


Lenders to this entrepreneur




[Jeanne](#)
Santa Barbara, CA
United States




[Ashrid](#)
Almere, Netherlands



[Linda](#)
Byron, MN
United States



[Igor](#)
Bellevue, NE
United States



[Mary](#)
Provo, UT
United States

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**



Kiva.org

Number of translators	400
Volume of translation	>1M words/month Turnaround time - 2 day average
Language pairs	4
Recruitment	Kiva website, university translation programs, professional translation associations
Vetting of Crowd	Test (~50% pass rate)
Quality Control	Translation training Community collaboration on terminology/translation problems Peer review

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

Why Do Volunteers Participate?

“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*

Opportunities for Paid Professional Translation Work

- In-house
 - Project managers
 - Linguistic leads
 - Community managers
- Contract
 - Translation
 - Editing
 - Glossary development