Thanks for the memories

The wisdom of crowds and translation technology
• The **wisdom of the crowd** …taking into account the collective opinion of a group of individuals rather than a single expert to answer a question. This process, while not new to the **information age**, has been pushed into the mainstream spotlight by social information sites such as [Wikipedia](https://www.wikipedia.org/) and [Yahoo! Answers](https://answers.yahoo.com), and other web resources that rely on human opinion[1].
So the crowd can do it all?

- “No need for translators – software will supersede humans”
- 2010 Language Measure
- Financial Cuts?
- Economic crisis
- Governmental Directives
Cynulliad Cenedlaethol Cymru
Panel Adolygu Annibynol

Adolygiad o Wasanaethau Dwyieithog
Cynulliad Cenedlaethol Cymru

Mai 2010
Board’s responsibilities

• Promote and facilitate
• Welsh Language Schemes
• Support and advice
• Implementation of Governmental policies and directives
Considerations when purchasing translation

• Who will translate?
• Cost of translation
• Quality – especially if they cannot understand Welsh
• Responsibilities under Welsh Language Scheme
Translators – considerations

- Standards
- Style
- Terminology
- Accuracy
- Repetitive work
- Future of Welsh
What is Translation Memory?
Translation 0.5

- Consistency
- Ensure quality
- Less repetition
- Possibility of sharing translation memories
- Share resources
- Need to make as much advantage as possible of technology to benefit the Welsh language
<table>
<thead>
<tr>
<th>Welsh</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>[844]Maes'r Bwrdd yn cadw'r hawl ar unbythedeg i adeiladu'r grant, yn gythred gwbwl</td>
<td>[844]The Welsh Language Board reserves the rights at any time to recover the</td>
</tr>
<tr>
<td>[845]Os nad yw'r grant yn cael ei ddarbyddio aty diibenion y cytunwyd ar ymuny yn</td>
<td>[845]If the grant is not spent for the approved purposes during the financial year</td>
</tr>
<tr>
<td>[846]Rhad i'w sawi sy'n cael grant roi gywodd i'w Bwrdd cyn gynted â âr dawr</td>
<td>[846]The grantee shall notify the Board as soon as it becomes apparent that an</td>
</tr>
<tr>
<td>Gall y Bwrdd yn ôl ei ewylllys arall gyfeiriad o'r sawn rafwedyd mohono at dibenion</td>
<td>The Board may at its discretion approve the use of the unspent amount for other</td>
</tr>
<tr>
<td>Mae'r debygo i lawr y byddyn y cytun incub yw ddre y sawi sy'n cael</td>
<td>Such approval is especially likely to be given where the grantee is to achieve</td>
</tr>
<tr>
<td>Nid yw'n debygo i cytun ei arall gyfeiriad o'r grant os bydd y sawi sy'n derbyn grant</td>
<td>Agreement to redirect the grant if the grantee underspends because of a delay</td>
</tr>
<tr>
<td>[847]Lle mae'r grant, neu unbythedeg anhofer, yn cael ei ddarbyddio at gyfer prynu</td>
<td>[847]Where the grant, or any part thereof is used for the purchase of</td>
</tr>
<tr>
<td>Caiff y swm sydd i'w addelu'n ei gynhyrchu gyfeiriad o'r work ar y cased or a'r forchntad</td>
<td>The sum to be regained will be calculated by referring to the asset's current</td>
</tr>
<tr>
<td>[848]Rhad i'w sawi sy'n cael grant sydd eu ddarbyddio eu'r proffesiynol oddi</td>
<td>[848]Grantees must do their best to attract financial aid from sources other than</td>
</tr>
<tr>
<td>Telefwn neu amrodau</td>
<td>Terms and conditions</td>
</tr>
<tr>
<td>Arno (968) @no (969)</td>
<td>Standard [968] Conditions (continued) [969]: 12.</td>
</tr>
<tr>
<td>[849]Rhad i'w sawi sy'n cael grant sic'hau y bydd yn hysbyseu cyrif a muddedau</td>
<td>[849]Grantees must ensure that they inform other bodies and organisations with</td>
</tr>
<tr>
<td>yn</td>
<td>the work done by the grantee.</td>
</tr>
<tr>
<td>[851]Rhad i'w sawi sy'n derbyn grant gan y Bwrdd gydhanabod cyfraniad y</td>
<td>[851]Board Grantees must acknowledge this contribution in all publications and</td>
</tr>
<tr>
<td>Cydyd ddi gyntedeb et ddiwallu cydhanabod addys gyda'r Bwrdd cyn derchreu</td>
<td>A suitable means of acknowledgement should be agreed with the Board before</td>
</tr>
<tr>
<td>Cydhanabod Gwaith</td>
<td>'Grant Acknowledgement'</td>
</tr>
<tr>
<td>14</td>
<td>[853]The grantee shall submit to the Board by [854]</td>
</tr>
<tr>
<td>[853]Rhad i'w sawi sy'n cael grant gyfylwyo i'r Bwrdd: [854]</td>
<td>by 30 June in the following financial year:</td>
</tr>
<tr>
<td>erbyn 30 Mehefin y flwyddyn arall odi'nol</td>
<td>[712]-[713] Professional fundraising organisations and other consultants working on behalf of the institution.</td>
</tr>
<tr>
<td>[712]Cyffred holl proffesiynol mae yng Nghymru ar eu esbly sy'n gweithio er</td>
<td>[712]Professional fundraising organisations and other consultants working on behalf of the institution.</td>
</tr>
</tbody>
</table>
### Cleanup Log Entry 1:

<table>
<thead>
<tr>
<th>Segments</th>
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<th>Chars/Word Placeables</th>
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</thead>
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<tr>
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<td>98</td>
</tr>
<tr>
<td>Updated</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>98</td>
</tr>
</tbody>
</table>

**Cleanup Total (1 file):**

<table>
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<th>Chars/Word Placeables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleaned</td>
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</tr>
<tr>
<td>Updated</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>98</td>
</tr>
</tbody>
</table>

Cleanup finished successfully without errors!

**Cleanup Log Entry 2:**

<table>
<thead>
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<th>Segments</th>
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<th>Chars/Word Placeables</th>
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</thead>
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<td>564</td>
</tr>
<tr>
<td>Updated</td>
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<td>0</td>
</tr>
<tr>
<td>Total</td>
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<td>622</td>
</tr>
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</table>

**Cleanup Total (1 file):**

<table>
<thead>
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<th>Segments</th>
<th>Words</th>
<th>Chars/Word Placeables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleaned</td>
<td>83</td>
<td>564</td>
</tr>
<tr>
<td>Updated</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>622</td>
</tr>
</tbody>
</table>
IMPLEMENTATION DETAILS

RELEVANT PARAGRAPH OR

RELEVANT PARAGRAPH OR

SUB-PARAGRAPH

Article 11

Media

1. The Parties undertake, for the users of the regional or minority languages within the territories in which those languages are spoken, according to the situation of each language to the extent that the public authorities, directly or indirectly, are competent, have power or play a role in this field, and respecting the principle of the independence and autonomy of the media:

a. to the extent that radio and television carry out a public service mission:

i. to ensure the BBC Radio Cymru (www.bbc.co.uk/cymru) started
**Article 11**

**Media**

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The Parties undertake, for the users of the regional or minority languages within the territories in which those languages are spoken, according to the situation of each language to the extent that the public authorities, directly or indirectly, are competent, have power or play a role in this field, and respecting the principle of the independence and autonomy of the media:

Mae'r Cyfranogwyr yn ymrwymo, ar gyfer defnyddwyr yr ieithoedd rhanbarthol neu leiafrifol o fewn y tiriogaethau lle mae'r ieithoedd hynny'n cael eu siarad, yn unol â sefyldfa pob iai, i'r graddau y mae'r awdurddodau cyhoeddus, yn unigrychol neu'n anunigrychol, yn gyfrifol ac yn meddu ar y pwer i fod â swyddogaeth yn y maes hwn, a chan barchu âmgwyddor annibyniaeth ac ymreolaeth y cyfrangau:

a. to the extent that radio and television carry
Align File Pair(s)
Review File Pair(s)
Mark File Pair(s) as Finished
Export File Pair(s)...
File Pair(s) Statistics...
### Part I - General provisions

**Article 1 - Definitions**

For the purposes of this Charter:

a. "regional or minority languages" means languages that are:

1. traditionally used within a given territory of a State by nationals of that State who form a group numerically smaller than the rest of the State's population; and

2. different from the official language(s) of that State, if it does not include either dialects of the official language(s) of the State or the languages of migrants.

b. "territory in which the regional or minority language is used" means the geographical area in which the said language is the mode of expression of a number of people justifying the adoption of the various protective and promotional measures provided for in this Charter.

c. "non-territorial languages" means languages used by nationals of the State which differ from the language or languages used by the rest of the State's population but which, although traditionally used within the territory of the Article 1 - Definitions

<table>
<thead>
<tr>
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<tbody>
<tr>
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</tr>
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</tr>
<tr>
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</tr>
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</tr>
<tr>
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</tr>
<tr>
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</tr>
</tbody>
</table>
Do you use translation memory software?

- Yes: 84%
- No: 15%
- Not translating at the moment: 1%
“On the whole, the survey found that not many members and friends of the Association of Welsh Translators and interpreters are familiar with translation memory. They do not see the need for it at the moment in terms of customer demand”

Also......

The call for training in the creation and use of translation memory is enormous
“The main objective of TM should be to improve the quality of text. Speed should be a side benefit”

ITI Discussion Paper
(2003 Conference, Warwick)
Translation 1.9: Sharing translation memories

- Human Resources
- Board’s website
- Menus
- Google Translator Toolkit
- TAUS
Considerations

• Confidentiality
• Accuracy
• Contents
• Licence
Other examples

• Ireland
• Basque Country
• Catalonia
• data.gov.uk
Open Source, Open Standards and ReUse: Government Action Plan

Foreword

When Sir Tim Berners Lee invented the World Wide Web in 1989, he fought to keep it free for everyone. Since then, not everyone in ICT has displayed quite the same philanthropic spirit and a small number of global organisations dominate. […] We have long had the policy, first published in 2004 and updated in February 2009 that Government should seek to use Open Source where it gave the best value for money to the taxpayer in delivering public services. While we have always respected the view that governments should favour Open Source on principle, we have always tempered our approach to guarantee best value for the taxpayer. […]

We want to share and reuse existing purchases across the public sector – not just to avoid paying twice, but to reduce risks and to drive common, joined up solutions to the common needs of government.

Angela Smith
Minister of State for the Cabinet Office
Translation
1.91?

Machine Translation
WELCOME
CROESWCH
Pastwn taflu i berlewyg...
Parchio i rieni gyda phla?

Pastwn taflu i berlewyg?
Cyfieithu Peirianyddol ≠ Cof Cyfieithu
Machine Translation ≠ Translation Memory
Nurses and midwives in West Wales first to wear national uniform

26/04/2010

Health Minister Edwina Hart joined nurses and midwives at West Wales General Hospital, Cardiff, last week as they became the first to wear the new national uniform.

The new-style uniforms have been designed to make it easier for patients to see who is in charge of their care in hospital wards.

In addition, nurses and midwives will be provided with more uniforms and hospitals are working with on-site laundry and changing facilities available to staff. This should help prevent and control hospital associated infections.

Wales is the first country in the UK to introduce a national uniform.

The new uniforms are:

---

To view the PDFs on this site you will need the Adobe Acrobat Reader.
Famaethau a bydwragedd i mewn Gorllewin Cymru 'n at dreulio 'n genedlaethol 'n unffurf

26/04 /2010

Hiachâd Gwasanaetha Edwina Hart asethedig famaethau a bydwragedd am Gorllewin Cymru, Cadfridog Chladly, Caerfyrddin fel daethan 'r 'n flaen

'y grai - arddull uniforms arfaethwyd at gwana 'i 'n hyn

chan chladly gwardiau.

I mewn adio, famaethau a bydwragedd arwyrrg ag hychwaneg uniforms a chlafai ydy yn gweim gwna acha - saif gochdy a yn cyfnewid facilities ar gael at baladr. Hon ddylu chyfnerthath allywodraetha healthcare cyfeillachdeg infections.

Gwymiau ydy 'r 'n flaen bau i mewn 'r UK at ragingwm a 'n genedlaethol 'n unffurf.

'r 'n grai uniforms ydy:
• Famaethau a bydwragedd i mewn Gorllewin Cymru 'n flaen at dreulio 'n genedlaethol 'n unffurf
• Hiachâd Gwasanaetha Edwina Hart asethedig famaethau a bydwragedd am Gorllewin Cymru Cadfridog Chlafdy, Caerfyrddin fel daethan 'r 'n flaen at dreulio 'r 'n grai 'n genedlaethol 'n unffurf.
• 'r 'n grai - arddull uniforms arfaethwyd at gwna 'i 'n haws achos chleifion at canfod sy i mewn chyhudda chan chlafdy guardiau.
Nyrsys a bydwragedd yng Ngorllewin Cymru yn gynta wisgo gwisg genedlaethol

26/04/2010

Gweinidog Edwina Hart Ymunoedd lechyd nyrsys a bydwragedd yn Ysbyty Cyffredinol Gorllewin Caerfyrddin fel y nhw oedd y cyntaf i wisgo gwisg genedlaethol newydd.

Y-arddull gwisgoedd newydd wedi cael eu cynllunio i'w gwneud yn haws i glefion wled pwy y gellir wardiâu ysbyty.

Yn ogystal, ac bydwragedd bydd nyrsys yn darparu mwy o wisgoedd ac ysbytai yn gweithio i sathie golchi dillad ar a chyfleusterau newid ar gael i staff. Dylai hyn helpu i atal a rheoli heintiau gysylltiedig â gofal lechyd.

Cymru yw'r wlad gyntaf yn y DU i gyfwyno gwisg genedlaethol.

Mae gwisgoedd newydd yw:
• Nyrsys a bydwragedd yng Ngorllewin Cymru yn gyntaf i wisgo gwisg genedlaethol

• Gweinidog Edwina Hart Ymunodd Iechyd nyrsys a bydwragedd yn Ysbyty Cyffredinol Gorllewin Cymru, Caerfyrddin fel y nhw oedd y cyntaf i wisgo gwisg genedlaethol newydd.

• Y-arddull gwisgoedd newydd wedi cael eu cynllunio i’w gwneud yn haws i gleifion weld pwy sydd â gofal wardiau ysbyty.

• Yn ogystal, ac bydwragedd bydd
Health Minister Edwina Hart joined nurses and midwives at West Wales General Hospital, Carmarthen as they became the first to wear the new national uniform.
• Erizain eta West Gales emagin lehen nazio uniforme jantzita
• Osasun kontseilariak Edwina Hart sartu erizain eta emagin Ospitaleko West Wales General, Carmarthen uniformea izan ere izan zen nazio berriaren lehen higadura.
• Uniformeak berria-estilo diseinatu dira wards hospital de arduratzen da egiten duten ikusteko gaixoak errazago.
Google Translator Toolkit
Translation 2.0?

• Combines translation memory and machine translation with the crowd
• Free
• More memory the better
• Uses the web
Google Translator Toolkit (et al)

- = cof cyfieithu
- +
- Cyfieithu peirianyddol
- + Ilygad y cyfieithydd dynol
- = cynnyrch terfynol

- = translation memory
- +
- Machine translation
- + eye of the human translator
- = final product
<table>
<thead>
<tr>
<th>Name</th>
<th>Sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cof Adnoddau Dynol S-C</td>
<td>Shared with everyone, lowrijmj, me, elerijames</td>
</tr>
<tr>
<td>20090511 Cof Cyfieithu Adnoddau Dynol</td>
<td>me</td>
</tr>
<tr>
<td>20090923 DG D Cof Cyfieithu Gwefan y Bwrdd</td>
<td>lowrijmj, me</td>
</tr>
<tr>
<td>GWS_2008</td>
<td>tataka1, me</td>
</tr>
</tbody>
</table>
assess the impact of the Board’s work on the use of the Welsh language

Very short summary: (Successes, outcomes, difficulties etc.)

A review of the latest literature on impact assessment is included; documents of other funding bodies have also
Automatic Translation Search

Translation Search Results
No previous translations available.

Custom Translation Search
Computer Translation
Mae adolygiad o'r llenyddiaeth ddiweddaraf ar asesu effaith yn cynnwys; dogfennau o gyrrf ariannu eraill hefyd wedi cael eu harchwilio, ee, y Gwasanaeth Gwerthuso Elusennau, y Gronfa Loteri Fawr, Plant mewn Angen

Use suggestion

Glossary (3)
document
dogfennu be
dogfen eb
You are in: Initiation

**library:**

News

**news:**

- **Windows 7 and Windows Live in Euskera:** Thanks to the collaboration between the Department of Culture of the Basque Government and Microsoft Ibérica has been possible to develop versions in Euskera.

- **Euskera Advisory Council held the first meeting of this term:** The Lehen Lopez has chaired the first meeting of this body.
Testun Sbaeneg gwreiddiol:

Windows 7 y Windows Live en euskera: Gracias a la colaboración entre el Departamento de Cultura del Gobierno Vasco y Microsoft Ibérica ha sido posible desarrollar las versiones en euskera.

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Windows 7 and Windows Live in Euskera: Thanks to the collaboration between the Department of Culture of the Basque Government and Microsoft Ibérica has been possible to develop versions in Euskera.

Euskeraren berriaren papera
Cyfieithiadau yn Cymraeg

Crosio i Cyfieithiadau ar gyfer Facebook yn Cymraeg
Rydym wedi agor y broses o gyfeithu yr 'r gymuned oherwydd mai chi sy'n gwybod orau sut y dylai Facebook gael ei gyfeithu i'ch iaith. Mae croeso ichi gyfrannu gymanig ag y mynnwch trwy gyfeithu, pleidleisio a thrafod gyda'r cyd-gyfeithwyr.

Mae Facebook yn Cymraeg bellach yn gyflawn!
Diolch am helpu i sicrhau bod Facebook ar gael yn Cymraeg. Gweler isod rai pethau y gallwch chi eu gwneud er mwyn dal i wela Facebook yn Cymraeg.

Cyfeithu nodweddion newydd
Wrth nodweddion newydd gael eu hychwanegu i Facebook bob dydd, bydd ymadroddion newydd yn ymddangos i'n gyfeithu. Caiff y Panel Cyfeithu'r wybodaeth ddweddared af ynglŷn â chwbl angen i gyfeithu o hyd.

Parhau i Pleidleisio
Bydd pleidleisio parhaus yn helpu Facebook yn Cymraeg i fod yn well. Bydd angen i gyfeithiadau newydd gael eu gwirio gan y gymuned i sicrhau cyswng a chwyrded. Mae'ch pleidleis ch'n brwsig!

Defnyddio Modd Cwyno
Wedi canfod cymgymeriad yn Cymraeg? Defnyddiwch y modd cwyno newydd yn y Panel Cyfeithu i hysbysu cyfeithwyr eraill a Facebook am y gwall. Adolygu ymadroddion y tynnodd y gymuned sylw atynt ar unrhyw bryd.
## Cyfieithiadau yn Cymraeg

<table>
<thead>
<tr>
<th>Ymadroddion chwilio</th>
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<tbody>
<tr>
<td>Dangosfwrd</td>
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<tr>
<td>Dewisadau</td>
</tr>
<tr>
<td>Cyfieithu</td>
</tr>
<tr>
<td>Pleidlesio</td>
</tr>
<tr>
<td>Adolygu</td>
</tr>
<tr>
<td>Fy Ngyfieithiadau</td>
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<tr>
<td>Pori yn âl Tudalen</td>
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## Wythnosol

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<tr>
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<th>Gair</th>
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<td>Adam Jones</td>
<td>715 ymadrodd</td>
<td>22 pleidlas</td>
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<tr>
<td>2</td>
<td></td>
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<td>3</td>
<td>Jo Full</td>
<td>45 ymadrodd</td>
<td>166 pleidlas</td>
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<td>Emyr Williams</td>
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<td>25 pleidlas</td>
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<tr>
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<td>Nicola Jayne Owen</td>
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<td>49 pleidlas</td>
</tr>
<tr>
<td>9</td>
<td>Gerallt Rhys</td>
<td>22 ymadrodd</td>
<td></td>
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<tr>
<td>10</td>
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<td></td>
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</tbody>
</table>
Cyfieithiadau yn Cymraeg

Ymadroddion chwilio

Dangosfwrdd

Dewisadau

Cyfieithu

Pleidio

Adolygu

Fy Ngyhyfeithiadau

Pori yn ôl Tudalen

Adnoddau

Gwaithodd Ffrindiau

Canllaw arddull

Geirfa

Dangos 10 ymadrodd.

Cyfieithu

Detailed steps to reproduce the issue.

Sub-label on contact form, after 'Repro Steps'

Cyfieithu

Photos Created

Submit a Translation

Photos Created

Does dim disgrifiad ar gael ar gyfer yr ymadrodd hwn

Lluniau a grëwyd
Mobile Web
Facebook feature, application name
Yn dangos 3 o cyfeiriaid

- Gwe Symudol
- We Symudol
- Wê Symudol
Attach:

This word precedes the attachments that become visible in the composer when you focus the input box. It is intended to be a universal verb that describes what the user will be doing when they click on one of the attachments.

Yn dangos 3 o 4 cyfiethiad

Atodi:

amgau

Ychwanegwch:
Crowdsourcing

Advantages
- Free, abundance of knowledgeable human translators, 100% accurate translations, demonstrates an openness to the public

Disadvantages
- Security measures must be in place, content accuracy reviews (especially from a cultural perspective), no full-time “staff” to count on

Machine Translation

Advantages
- Fast time to market, machine translation servers can be used for a variety of applications, flexibility to change content as often as you wish

Disadvantages
- Generally very costly (based on the number of “language pairs” and sometimes overall use), machine translations often leave out cultural references, evolving industry – no machine translation service has been able to promise 100% accurate translations, yet.
Advice on purchasing

- A translator is vital – software CANNOT supplant human translators
- Charge according to match rate
- Share memory when commissioning work
- Share their memories
- Set a translation contract
- Share terminology

- Angen cyfieithydd bob tro – NI all meddalwedd ddisodli cyfieithydd dynol
- Cyfraddau talu ar sail cyfatebiaeth
- Rhannu’r cof wrth gomisiynu
- Rhyddhau eu cofion cyfieithu
- Gosod contract cyfieithu
- Rhannu termau

- Cyfraddau talu
- Rhannu’r cof wrth gomisiynu
- Rhyddhau eu cofion cyfieithu
- Gosod contract cyfieithu
- Rhannu termau
Cyfieithwyr
Translators

- Datblygiadau cyffrous
- Gwneud yn fawr o dechnoleg gwybodaeth
- Cofion am ddim
- Mwy o waith yn yr un amser
- Cysondeb
- Angen cyfieithydd bob tro – NI all meddalwedd ddisodli cyfieithydd dynol
- Cyfieithu → golygu

- Exciting developments
- Make the most of IT
- Free memories
- More work in the same time
- Consistency
- A translator is vital – software CANNOT supplant human translators
- Translate → edit
Cwestiynau/Mythau
Questions/Myths

- “Dim angen cyfieithwyr dynol – meddalwedd i gyfieithu’r cyfan”
- Mesur Iaith 2010
- Toriadau Ariannol?
- Argyfwng economaidd
- Cyfarwyddiadau’r Llywodraeth

- “No need for translators – software will supersede humans”
- 2010 Language Measure
- Financial Cuts?
- Economic crisis
- Governmental Directives
The lure of crowdsourcing translation

2 comments already - join the fray

In the past few years we have seen a shift in the way some organizations view their customers – with a growing emphasis on involving customers. An emerging trend that capitalizes on this shift is crowdsourcing – relying on a largely volunteer force to solve business problems in a distributed manner. In areas such as community web applications, non-profit information centers and technical support, where a ready supply of willing volunteers is available, crowdsourcing has quickly become a viable method of solving business problems.

In localization circles there is much talk of leveraging crowdsourcing techniques to enable a global force of
• So when does crowdsourcing translation work? In the corporate world this is unlikely to be a huge hit for a number of reasons. Firstly it may not be the route that a large organisation wants to go down as they may have a strong house style and brand that needs to be stuck to. The bigger issue, to my mind at least however, is that people are going to be less likely to want to offer translations of sites such as these [unlike Facebook etc] as they have no real stake hold in the sites and typically are not emotionally invested in these!
• Effective crowdsourcing requires a passionate and motivated force of volunteers – if the crowd doesn’t put the work in, the project may grind to a halt. Additionally, if maintaining quality or accuracy is important, structures and processes need to be put in place.

• These challenges are especially true of crowdsourcing when applied to localization since most of the crowd aren’t professional linguists. If you target professionals they will expect some form of recompense – as LinkedIn found out recently.
• **Quality Control:** When translations are performed by a volunteer community, it is difficult to control how users will translate the content. Community translations may be inconsistent in language, format or context. Regional variations may not be taken account of (or may be) and you operate at the whim of the crowd itself. For example, a translator for a French site may be living in Canada and translating into French Canadian, while other translations are coming from people living in France, making the translations inconsistent.

• **Managing brand and identity:** A crowd does not typically care about your brand (again with some notable exceptions where the crowd “owns” the brand). Brand protections falls into two categories; maintaining corporate brand (protecting trademarks and brand messaging) and enforcing brand-related standards (style, language). The latter is particularly important since the crowd will not necessarily care about the same social niceties (profanity, slurs, bias etc.) that your company cares about – and it is your responsibility to protect yourself from the vagaries of the crowd.
• **Successful crowdsourcing**

• …there are very few examples of successful crowdsourcing in localization – Here are key elements of a framework for crowdsourcing localization:

• **Creation of style guides** (covering overall writing and translation guidelines as well as help with sensitivity and appropriateness) for volunteers supplemented with web-based or in-country training if required.
• A network of professional translators to kick-start or supplement the crowd. The enthusiastic crowd may not exist in all the countries you want to be – or they may need some encouragement.

• A translation environment the crowd can use to perform their translations, assess quality (peer-review) and promote successful translations along with the usability, functional and linguistic testing required for software systems and infrastructure.
• Beyond this framework you need to be able to market to the crowd and give them a reason to contribute. That may be financial or it may be social – just don’t underestimate the effort involved in getting the crowd excited.

• There are many aspects of how crowdsourcing techniques can be leveraged – this entry focused on social networking and volunteer crowds.