Examples Community Translation

Welcome to Translations
The Translations application by Facebook allows translators all over the world to translate Facebook into different languages. Join our community of translators and make Facebook available to everyone, everywhere, in all languages.
Community Translation Confusion

FREE

AMATEURS

LARGE CROWD

NO CONTROL

QUALITY?

EXPLOITATION!

DEADLINES?

Powering the Translation Network
How to use it?

Powering the Translation Network
How to use it?

Community translation

Machine translation

Powering the Translation Network
Is there a role for the LSP?
How to manage it?

Traditional translation
- Quality
- Deadlines
- Cost

Community translation
- Quality
- Deadlines
- Community motivation
How to manage quality?

- Peer review/voting
- Professional review
- Glossaries and easy to use tools
- Reputation mgt

Powering the Translation Network
How to manage deadlines?

- Content in small chunks with many translators
- Reputation mgt and automated release
- Dashboard with major metrics
How to motivate the community?

- Networking with communities
- Recognition through leader boards, etc.
- Gifts in kind or monetary
Technology Solutions
Technology Solutions
Technology Solutions

Powering the Translation Network
Technology Solutions
Technology Solutions
Critical Success Factors

- Human Capital
- Infrastructure
- Right Content
- Trust & Motivation
References and Resources
Questions?
Closing

» I appreciate your attention to this presentation.

» If you have any questions regarding this subject, please contact me at wstoeller@lingotek.com