
Translation Crowdsourcing Proposal

Personal Data: Political Persuasion. Inside the Influence Industry. How it Works.

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Introduction & Background

Tactical Technology Collective is a non-profit organization made up of technology experts and activists working together to demystify issues and debunk common arguments related to data, technology and politics. Founded in 2003 by Stephanie Hankey and Marek Tuszynski, the Berlin-based collective has developed practical tools and projects aimed to help individuals and organizations better understand digital security and the politics of data.

Tactical Tech is looking to partner with organisations to outreach, translate, contextualise and co-create existing and new content around their research on digital political campaign techniques, particularly the report 'Personal Data: Political Persuasion. Inside the Influence Industry. How it works'.

The report is a collection of research pieces, each of which highlights a specific digital political campaigning method that uses voters' personal data. Each chapter features a description of the method, technique or tool as well as examples from around the world of how it was used in recent elections.

Project Description

Our proposal is for a crowdsourced translation project to make Tactical Tech's report 'Personal Data: Political Persuasion. Inside the Influence Industry. How it works' accessible to a global audience by using volunteer translators to carry out the mission of raising awareness about the impact of technology on society. By expanding its contents to a broader audience, we will be working towards a safer and more transparent digital environment and democracy, and by doing

so through a community of translators interested in the matter, we will be ensuring at the same time both quality, efficiency and cost reduction,

In case this project is successful, this system can also be put into further use if there are other educational materials and resources ready to meet its audience. The same can also be applied to translating website information and exhibition contents.

Process

Workflow:

- Preparation
 - Marketing & promotion
 - Preparing training materials by subject matter experts & linguists
 - Preparing source text & reference files
 - Recruiting
 - Training translators
- Translation
 - Volunteers translating
 - Support by subject matter experts & linguists
 - QA checks
- Review
 - Editing & review by linguists
 - Translators reward

Costs

- Crowdsourcing platform (CrowdIn)
- Promotion activities (social media, Email, website, posters)
- Subject matter experts & linguists (senior translators and reviewers)
- Rewards (T-shirts, posters, bags, schwag)
- Project Management

Funding

- Donation
- Sponsors

- Partners
- Educational workshops & other activities

Appendix



Ensuring Quality

One of the goals of our quality assurance will be ensuring that the translated content will have conveyed the intended message to the target audience about the importance of being aware of methods companies have been using to influence votes worldwide.

We believe that involving MIIS students who are interested in cyber security, politics, and data sharing will be a good first step for ensuring quality, but several other quality assurance steps will guarantee a high-quality translation:

Before Translation:

- Text preparation
 - Segment breakdown (segments must be shorter);
 - Reference tools such as translation memories;
- Use of a simple tech interface to allow translators to get started quickly and show results on the go
 - [Crowdin'](#)
- Testing + evaluation
 - Testing with a sample text, as Tactical Tech does for hiring contract translators,
 - Providing professional reviews of translator's sample texts,
 - Evaluating translator's background and understanding of issues around data and privacy,
 - Translator must have one of Tactical Tech's core languages as their native language
- Training through webinars and online workshops

During Translation:

- Reference tools
- Glossaries
- Forum/chat/wiki for translators to ask questions
- Quality assurance checks
- Providing context (Tutorials)

After Translation:

- Providing feedback and recognition to translators
- Promoting/leveling-up translators

- Providing reviews by professionals or users

Ensuring Quantity

Marketing:

- Advertise on Tactical Tech's social media/website
- Use existing projects for promotion (exhibitions such as Glass Room and sources such as the [Data and Activism Project](#))
- [Dlinq's Digital Detox](#), a newsletter by Middlebury's Dlinq that offers insight and strategies to deal with digital spaces
- Credit translators to maintain retention
- Reward translators to maintain retention
- Host workshops on Digital Security and Privacy, such as the CryptoParties promoted by Dlinq, to raise awareness of the community about digital threats
- Collaborate with MIIS groups such as the Women in International Security (WIIS) and the Cyber Security Student Group (CSSG) to promote Tactical Tech's material in its activities and encourage participation
- Collaborate with professors in different programs of interest, such as Translation and Localization Management and Nonproliferation and Terrorism Studies to use Tactical Tech's materials as in-class exercises or assignments.
- Host an on-campus translationathon, which would engage the community of translation students.

Recruiting:

- Through Tactical Tech's social media/website
- Through MIIS Career Fair
- Through Handshake
- Open up Sign-in channels on websites and social media