

Ensuring Quantity

Introduction

We at KDT propose that Human Rights Watch develop their own community and platform for social localization. We believe that doing so will spread your message more cost-effectively, while also raising local support. The following document is an overview of some steps you can take to ensure you set up an effective community that produces the quantity of translations needed.

System Set-up

Over the past decade, the localization industry has faced new challenges brought on by the contributions of non-professional translators. However, by adopting a few carefully considered tactics, many companies and organizations are preparing to make the most out of this new method of translation. Here is what Human Rights Watch can do to benefit from non-professional translation with regards to the quantity of work.

1. Determine your company's target audience

To tap into the crowd, you first need to evaluate your target market and decide which consumers, users, or fans represent the best individuals for contribution to your translation efforts. Each company or organization will have their own evaluation method, but it is important to consider the specific groups with which you are attempting to engage.

2. Determine how to engage your audience

Start by fostering a sense of community among your users. By creating a community of users, you give intrinsic purpose to what they are doing. Consider grouping these communities by region — this helps build the idea of one community among people who are likely already within the same cultural groups. On an individual level, emphasize the positive effects that contributions from people are having on your company's efforts to internationalize. This will reaffirm the individual's decision to contribute *and* suggest the idea that, together, the community can make an even bigger impact. Reflect on the organization of these communities and decide whether or not there is a way to establish a point system (gamification) so that those who contribute the most and produce quality translations receive points.

3. Assign a manager for your communities

Human Rights Watch will likely benefit from assigning the role of community manager to one or more paid employees. It will be the responsibility of this individual or group of individuals to keep track of your communities, to communicate frequently with them, and to perhaps travel to these communities to engage with translators in person.

Motivation

Motivation is an important factor to consider when setting up community translation efforts. It's important to determine why these communities are going to donate their time to you, and what is going to be done to motivate them when the initial thrill wears off.

A. Leaderboard

One of the more popular motivators used in crowdsourcing is a leaderboard system. A leaderboard system is often based on a combination of a tally of words translated; hours per week spent translating; and the quality of translations provided, often decided by a peer review voting system.

B. Rewards

Another effective motivator usually used in tandem with a leaderboard is the practice of giving out physical rewards. These rewards can be anything from pens and buttons to exclusive t-shirts. Many consumers like to have signifiers that identify them as part of an exclusive group, and these rewards are an effective way to satisfy that desire while also motivating your crowdsourcing community to output more translations. For instance, based on their status on the leaderboard, users can earn certain prizes depending on their level.

C. Professional Growth

Lastly, allowing your crowdsourcing translators to list this experience on their resumes as a source of volunteer learning or experience can be another huge motivator for people who are looking at going into translation fields.

Conclusion

The above is a brief overview to give you an idea of some tactics you can utilize within your community at the time of launch. If you have any questions or would like any further guidance from our team, please do not hesitate to reach out at any time.

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