Crowdsourcing Video Translations for a Global Network for Health Education

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Educational Resources. These included various health departments on other on-campus and external organizations. Open.Michigan also recruited volunteers through the project launch was timed with an on-campus.

Methods

• targeted two video collections: translating short videos rather than long texts. We
  contributed. Among contributors, the median and mean number of captions per volunteer
  was 2 and 3.62, respectively.
  • Though 31 videos were targeted, 50+ have caption tracks translated into 1+ languages.
  • 140+ caption tracks have been translated, covering 12 languages: Spanish, Portuguese,
    French, Swahili, Ganda, Japanese, Arabic, Chinese (Simplified), Chinese (Traditional),
    Russian, Danish, and Romanian.
  • 43 caption tracks had both a translator and a reviewer for quality.

Analysis

We consulted peers at African Virtual University in Kenya and Siyavula in South Africa, who have similar volunteer translation activities. Jointly, we identified a common framework for effectively recruiting and coordinating volunteer translation: 1. Provide captions in source language. 2. If instructional, review for quality by subject matter experts. 3. Design workflows to accommodate volunteers with varying levels of time commitment, windows of available, levels of subject knowledge and language fluency. 4. Recruit volunteers with the necessary language and subject matter expertise using formal and informal social networks. 5. Develop a lexicon of core technical terms for the given subject. 6. Use software to manage parallel translations and versioning. 7. Arrange proofreading. 8. Review formatting of translations for consistency of style. 9. Recognize or reward the contributions of volunteers. 10. Promote the results to attract more volunteers and more users.

Conclusion

If properly coordinated, crowdsourcing can be an effective method to adapt and to translate learning materials, including ones with highly technical vocabulary. Technology can be used to streamline the translation process, but ultimately it is the community of volunteers who are the essential component to producing a high-quality final product. Community building activities such as in-person translation sessions and public recognition are important motivators. The result is a wide dissemination of materials across language boundaries, including languages that are traditionally underrepresented in education (e.g. Ganda). Based on these initial results, we decided to expand the campaign to other disciplines (most notably family medicine) and to additional languages. Translation has become part of the standard process for Open.Michigan. Now, by default, all Open.Michigan YouTube videos have a corresponding translation link in Amara. We aim to be a regular partner in the annual translation weekend hosted by the Language Resource Center.

Conference Presentation


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