



Challenges in Crowd-sourcing

The positive side of things

- 150+ active volunteer translators in over 40 languages
- Over 2 million words translated for all Opera products, including browsers, web-sites and -applications
- Working both off-line and collaboratively on the web



Caveat

- Crowd sourcing is not free, nor effortless
- Check your applicants
- A large crowd is not necessarily a good crowd

- Crowd sourcing should only be used for certain tasks
- Crowd sourcing should not be used for time critical tasks

Protect your assets, teach your crowd

- Start small
- Put your crowd under embargo/NDA
- Appoint at least one contact person per language

- Teach your crowd your branding guidelines
- Teach your crowd your terminology

What we did

- Our applications use GNU gettext (PO)
- www.opera.com uses XLIFF
- Separate content from layout.
- Discovered that Open Source is not Open Standards

Tools we used

- gettext and po4a
- Transifex
- Translate Toolkit with Pootle and Virtaal
- Homebrew applications to bridge the vast gaps

Right-to-Left

- Semantic markup is key
- Proper CSS
 - Write a separate RTL-stylesheet to negate RTL-challenged CSS
 - Every time you float:left a kitten dies
 - Every time you padding:left without a right, another one
 - Why won't anyone think of the kittens?
- Test in all browsers and on all platforms (1998 anyone)

www.opera.com