

Growing the Global Ethereum Community Through Localization

Luka Kropec ethereum.org

Some topics we'll cover

- Growing the global Ethereum community
- Making educational content available to everyone
- Why is translating content important
- Potential solutions
- How multilingual content has affected ethereum.org



Over 6 billion people in the world do not speak English!

Languages by total speakers (first + second language)

- 1. English (1.45 billion)
- Mandarin Chinese (1.11 billion)
- 3. Hindi (602 million)
- 4. Spanish (548 million)
- 5. French (274 million)
- 6. Modern Standard Arabic (274 million)
- + Over 7,000 other languages

Source: Ethnologue, February 2022 edition

Issues with only providing English content

- Only about 17% of the world's population speaks English at all
- 61% of all websites are available in English, but English only reaches about 26% of global internet users

A look at the most popular websites

Most popular websites by traffic

- Google 150 languages
- YouTube 80 languages
- Facebook 46 languages
- Twitter 111 languages

Another example

Wikipedia

- 7th most popular website
- Available in over 300 languages
- 48% of pageviews in English
- 3x more articles available in English than other popular languages

Preference and efficiency

- Ethereum content is often complex
- People who learn in their native language:
 - Learn more
 - Perform better on tests
 - Enjoy the experience more
 - Are less likely to lose interest or drop out

65% of non-native English speakers prefer content in their native language, even though they are highly proficient in English!

Some stats

Companies

- 1.5 times more likely to observe an increase in revenue when investing in translation
- 2.04 times more likely to improve profits when investing in translation

More stats

Users

- 75% of consumers are more likely to buy products from websites in their native language
- 40% will never buy from websites that are not in their native language.
- 65% prefer content in their native language

Approaches to translating content

- Human translation
 - Ordering professional translations
 - Community-based approach
 - Ordering reviews or performing them 'in-house'
- Machine translation
 - Post-machine editing
 - Machine learning

All combinations of the above are possible!

We have created a translation program playbook with the aim of helping projects in the space translation efforts.

Check it out here





Translations on ethereum.org

Ethereum.org is an educational resource and the portal to Ethereum

As the website covers most of the basics anyone needs to know to start using Ethereum, we want to make it accessible to everyone

Key stats

- **1,000** GitHub contributors
- **4,200** translators
- 50 languages available on the site

Translation activity by month



Translations on ethereum.org

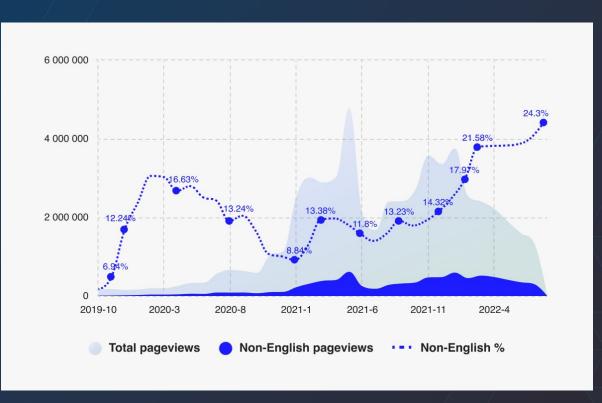
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Pageview stats on ethereum.org





Thank you!

Luka Kropec

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ethereum.org is available in the following languages:

Filter							
ARABIC	AZERBAIJANI	BENGALI	BULGARIAN	CATALAN			
العربية	Azərbaycan	বাংলা	български	Català			
CHINESE SIMPLIFIED	CHINESE TRADITIONAL	CROATIAN	CZECH	DANISH			
简体中文	繁體中文	Hrvatski	Čeština	Dansk			
DUTCH	ENGLISH	FARSI	FILIPINO	FINNISH			
Nederlands	English	فارسی	Filipino	Suomi			

Français	GALICIAN Galego	GEORGIAN ქართული	GERMAN Deutsch	^{GREEK} Ελληνικά
HINDI हिन्दी	hungarian Magyar	Ibo	INDONESIAN Bahasa Indonesia	ITALIAN Italiano
JAPANESE 日本語	каzакн қазақ	кнмек ចក្រភពខ្មែរ	KOREAN 한국어	Lietuvis
MALAY Melayu	MALAYALAM മലയാളം	макатні मराठी	NORWEGIAN Norsk	Polski

PORTUGUESE Português	PORTUGUESE (BRAZILIAN) Português	ROMANIAN Română	RUSSIAN Русский	serbian Српски
Slovenský	SLOVENIAN Slovenščina	spanish Español	swahili Kiswahili	swedish Svenska
THAI ภาษาไทย	TURKISH Türkçe	икпаіміам Українська	UZBEK O'zbekcha	VIETNAMESE Tiếng Việt