Growing the Global Ethereum Community Through Localization

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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)
2. 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!
Translation program playbook

We have created a translation program playbook with the aim of helping projects in the space kickstart or level up their 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
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Thank you!

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@LKropec
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