

### Khan Academy achieved its goal of a global classroom for millions of users

Crowdin helped Khan Academy involve more than 7K translators in the localization effort to translate 20M+ words into over 50 languages.

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The localization tool has enabled us to build strong partnerships with organizations around the world, leading to a dramatic increase in international awareness and product usage



Natalie Rothfels, Translations Project Coordinator



CUSTOMER

Khan Academy www.khanacademy.org INDUSTRY E-learning When Khan Academy saw the potential of becoming a global source of knowledge for people from different backgrounds and regions globally, the company faced challenges around the absence of localization infrastructure. With Crowdin, Khan Academy's team set up an automated localization workflow, involved a big <u>community of volunteer translators</u> into their localization initiative, and managed to ensure high-quality translation of the extensive amount of educational resources.

Today Khan Academy uses multilingual content to provide a free, world-class education to anyone, anywhere. With over 18M active users monthly, Khan Academy is successfully fulfilling that core mission.

### English-only content won't work for a global audience

Started in 2006 as a *one-man-tutoring-his-cousin* project, Khan Academy has grown into an educational organization of global importance. Today, millions of students from all over the world, with different backgrounds and stories, can learn anything at Khan Academy. For free.

Back in 2015, when the Khan Academy team started working on the translation of its materials, they set a goal to have a learner base representative of the global population before 2020. Having educational content available only in English became an obstacle to achieving that goal.

They started by dubbing and subtitling videos with their translation community.

### COMPANY

Khan Academy

HEADQUARTERS

California, United States

INDUSRTY

E-learning

#### FUNCTIONALITY USED

- Crowdin API
- Crowdin In-Context
- Automated QA checks
- Translation Memory

#### TRANSLATION APPROACHES

- Predominantly volunteer translators, both professional and amateur
- Native speakers proofreading Spanish, French, Brazilian Portuguese, and more

### KEY RESULTS

- 16 fully-translated platforms, with more than 20 others in progress
- 20M+ words translated
- Effective collaboration of 7K+ mostly volunteer contributors



But since the product extended far beyond videos, the team had to organize a workflow for localization of an extensive amount of educational text content and a considerable number of translators they were about to involve.

That's how the Khan Academy and Crowdin collaboration started.

# Khan Academy sets new localization workflows and scales with automation

Khan Academy relied on Crowdin in the automation of localization workflows. After the project in Crowdin was created, the development team used the Crowdin API to easily transfer all the content from the Khan Academy web app to Crowdin.

When a certain amount of content got translated, strings were automatically pulled out from Crowdin to Khan Academy's codebase. This accelerated the whole process and helped to save time that otherwise would have been dedicated to manual text output/ input.

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Crowdin has offered great support to our i18n developers and enabled us to provide a solid experience for translators.

At those early days, Khan Academy had contributors from partner organizations working on Spanish, French, and Brazilian Portuguese translations. Those teams liked that once the new materials appeared on Khan Academy's side (whether on the website or mobile apps), strings on Crowdin got updated, and translators received notifications about the new content that needed to be translated.

### ▲ ◆ Khan's community welcomes the localization initiative

For Khan Academy as a non-profit organization, it was essential to accumulate resources they had and to minimize the localization costs. Being supportive of all non-profit organizations, Crowdin offered Khan Academy a free license and its 24/7 assistance. Crowdsourcing was chosen as a key translation approach and the translation initiative was endorsed by Khan Academy fans.

Onboarding of the new translators took minimum time. The Crowdin Online Editor, where all the translations take place, was intuitive and easy to use even for non-professional translators. Translation Memory and Machine Translation suggestions were available for easy reference if desired.

To keep translators motivated and eager to help, Khan Academy started to provide official certificates and badges for translators who have completed a certain amount of work. The Khan Academy team developed motivation programs to keep volunteers active and engaged.

# Crowdin In-Context and QA checks help to ensure translation quality

High translation quality for all the materials published on the Khan Academy website was the top priority issue for the whole team involved in localization.

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Choosing a platform with functionality to support large crowdsourced efforts was crucial, but we also wanted to make sure that quality control was feasible and systematic. To address the translation quality challenge, first of all, Khan Academy integrated the Crowdin In-Context tool to provide the necessary context and enable volunteers to translate inline within their application. The translated strings were immediately reflected in the UI and it helped translators to adjust translations to the interface and see everything in real-time. Additionally, WYSIWYG ("What You See Is What You Get") translation technology was fun to use for volunteer translators.

Additionally, Crowdin built-in automated QA checks helped to handle different language-specific aspects in translations like typos, missed spaces, improper formatting, and more. If an error occurred translators could immediately correct it before saving. This helped to avoid small, yet noticeable, inconsistencies and save time fixing them.

# Khan Academy brings knowledge to the world and gives everyone a chance to learn

Crowdin initially helped Khan Academy to get three fully-translated platforms with a wide range of available languages underway. Now the materials are available in over 40 languages and this number is continuing to grow!

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# An ongoing effort in curating multilingual educational content

Khan Academy's users are not only eagerly learning from the site, but many of them are giving back and contributing to the spread of Khan Academy's global reach. Today, they're engaged in the translation of video subtitles, as well as content from exercises, articles, descriptions, and the platform itself, both website and mobile. The volunteer community is growing synchronously with the educational content Khan Academy continuously creates.

Localization for Khan Academy is a never-ending process, as the organization keeps both spreading geographically and develops more and more materials to build a solid understanding of numerous disciplines. Now that the translation workflows are set up and processes have been automated, Khan Academy focuses on its global strategy and further expansion and <u>educational impact</u>.

