



South Africa content development & translation project (CDTP)

Background

In 2011 the UN declared access to the internet as a basic human right. It is clear however that access alone is not enough to put everyone on an equal digital footing. As the internet and social media become increasingly embedded in how we connect with and understand the world around us, so too does the language we use to access that experience.

This is an initiative by the Department of Telecommunications and Postal Services as part of the Internet 4All program

Global overview of language use on the internet

English and Chinese, being the top 2 languages used on the internet, collectively have a population of 1.7 billion internet users of their languages out of a collective country population of 2.8 billion, representing 46% of internet users globally.

Top 10 languages used on the internet, collectively have close to 2.9 billion users of their own languages, out of a collective country population of 5 billion representing 77% of internet users globally

The rest of the world not listed in the top 10 has 839 million local language users on the internet out of a collective population of 2.3 billion, representing 22% of internet users globally.

The South African language overview

According to my broadband, South Africa's Internet users mostly speak English and Afrikaans at home, report also showed that 66% of local Internet users speak English at home, while 42% spoke Afrikaans at home.

5.4% of Internet users in SA speak IsiXhosa at home, and 0.9% speak IsiNdebele. The table on the right shows the languages spoken at home by South African Internet users.

Most Internet users in South Africa are professionals residing in the country's main metropolitan areas, which is confirmed by the fact that 75% of internet users in SA resides in Gauteng, Cape Town and Durban.

Table with 4 columns: Demographic, Internet access, SA Population, Internet vs Population. Rows include Black, Coloured, Indian, White.



Impact of the language barrier

Currently the Internet webpages have 5% of the world's languages, national languages like Hindi and Swahili are used on only .01 percent of the 10 million most popular websites. The majority of the world's languages lack an online presence that is actually useful.

If we do not work for our languages and culture today, tomorrow it will be too late to remember who we are, and a majority of South African will always feel insecure about their identity online.

The continent's full connectivity is being hampered by the lack of pertinent programs targeting its mobile users, and the availability of those programs in their own languages.

These challenges significantly reduce the transformational power of the internet in Africa and South Africa, and its contribution to the progress of education, health and agricultural sectors. The internet gives language a new medium for deployment.

The relationship between language and the internet is a growing area of policy interest and academic study. What seems to emerge is that language affects how a user experiences the internet. It guides who you go to on social media and how to behave in these communities. It determines how much information you can access on Wikipedia or Google searching "an area of interest" in a certain language may bring you back 10 times the results better than other languages.

Languages is just as important to building human connections online as it is offline: it forms the basis of how users identify with each other, the lines on which exclusion and inclusion are often drawn and the boundaries within which communities grow around common interest

Benefits of translation and content development

Promoting local languages will get more Africans connected online and providing relevant, home grown content which will increase internet adoption and usage across the African continent.

Purpose of the project

- To encourage local content development by youth and promote the use of Wikipedia for information and education purposes (Phase 1)
- To create a local inclusive ICANN & ISOC community in South Africa and educate and inform next generation of leaders in Internet policy (Phase 2)
- To grow and strengthen the overall Internet governance community in South Africa
- To create an enabling environment where beneficiaries are informed and able to understand and participate in the local, regional and global (all strata of) IG space in their own languages



Project rationale

One of the core values of ISOC GP is to facilitate knowledge sharing through the dissemination of information and capacity building initiatives. This will result in well-informed citizens and policy makers which will be an essential and good foundation of an open and global Internet society.

Despite our continued efforts to raise awareness around internet governance, we have realized that more needs to be done to bring more people to the IG policy discourse. We wish to start a pilot project on translating ICANN and IG material to isiNdebele and isiXhosa, with the aim of deepening and enhancing understanding and participation. To do this we aim to create working relations between schools and universities, involve teachers and professors. Experienced local translators will act as leaders of groups that will be established.

Taking cognisance of the fact that changes in language have been made with many past technological advances. The aim of partnering with local Universities and schools is to ensure that the initiative goes beyond just translating, but facilitates information sharing and educating learners, students and communities. To do this we identified potential universities and now looking into schools (specifically linguistics, media & communications departments) that we can partner with in translating articles and building this content.

We intend to utilise relationship with universities to carry an outreach/awareness events with students and learners who are interested in internet policy and shared material.

Project Synopsis

- ✓ Mpumalanga & Eastern Cape
- ✓ 2 universities and 8 schools (8 translators, 4 Professors, 8 teachers, 8 students & 32 learners)
- ✓ Phase 1: 24 articles (content development & translation) for Chapterthon – schools only
- ✓ Phase 2: 720 articles for ICANNWiki – schools and universities
- ✓ Scope: 2 provinces, 2 languages, 12 months, 8 groups of 6 each, 2 phases and 744 new articles
- ✓ Group structure (best learners in languages and writing skills):
 - Phase 1: 1 Teacher, 4 learners & 1 translator/content developer
 - Phase 2: 1 Professor, 1 Teacher, 2 learners, 1 student & 1 translator

Content developer and translator live and breathe their culture and language, that's why the project is based in their own communities. As project participants translate they are also get educated on the content they are working on.

School criteria

1. Must be an official high school, registered at the department of education
2. Must teach the relevant language being translated and English
3. Must be a school that was previously disadvantaged (Not model C)
4. Have a good academic record/pass rates
5. The initiative must be supported by the principal & staff members
6. Ensure commitment of 1 or 2 language teachers for the duration of the project
7. Required to have a computer lab/media centre. Devices acceptable - computers, laptops or tablets
8. Learners who can participate in the program must be in grade 9, 10, 11 (with exceptional cases for gr 8 & 12)
9. The school must be within a 20 - 25 km radius of the university
10. Be willingness to attend project events onsite/at the chosen university
11. During the project, chosen school must be willing to be in constant communication with the project task team

University

1. Has a department of linguistics with the chosen language taught at an academic level
2. Ensure the commitment of senior lecturer / professor for the duration of the program
3. Ensure the participation of language students to participate in the program
4. Commitment of a lecture(s) to moderate translations
5. Willing to work with the chosen 4 local schools in achieving the objectives of the project
6. Commit to working closely with the project task team in the coordination & running of the project

Project structure

Phase 1: Content development

Article translations & edits (existing and new entries)

Article generation (entries, recordings and videos)

Local history and knowledge content development (photos and recordings)

Phase 2: Article translation

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|--------------------------|-------------------------|---|
| - Africa DNS study | - DNSSEC & DNS | - AU declaration on Internet Governance |
| - Internet shutdown | - The digital economy | - ISOC generated content and reports |
| - Internet for education | - Digital trust & Cyber | - Internet Governance |
| - Digital eco-systems | - Human rights online | - Privacy and censorship |
| - ICANN and communities | - Copyright | - Innovation and entrepreneurship |

Activities and deadlines

- Project launch (19 Sept – completed)
- Chapterthon for schools *and IG mag 1st publication* (30 Nov)
- Introduction & engagement workshops (2nd week of Jan 2018: schools and universities)
- Capacity building and outreach *and IG mag 2nd publication* (May 2018)
- Closing ceremony *and 3rd publication* (Oct 2018)
- Monthly evaluations by task team (Oct 2017 – Oct 2018)

Phases & Timelines

1: Launch (19 September): Tshimologong Digital Precinct, Braamfontein during ISOC 25th Anniversary celebrations.

2: Phase 1: Chapterthon (15 Oct – 30 Nov) 8 schools, 48 participants, 6 weeks

3: Phase 2: ICANNWiki & ISOC content translation (Jan 2018 – Sept 2018): 8 schools, 2 universities, 48 participants, 9 months

Partners

Phase 1: ISOC GP, ISOC Global and Wikimedia

Phase 2: ISOC GP, ICANNWIKI, and ZACR



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Current sponsors & partners

Phase 1: Wikimedia & ISOC Global

Phase 2: ICANNWiki & ZACR

Project Task team members:

Wikimedia & ISOC Gauteng (Phase 1) &

ZACR, ISOC Gauteng and ICANNWiki (Phase 2)

Other interested parties: DTPS, UNESCO and Google SA

A clarion call for interested partners and sponsors

Partners needed for:

- Provision of computers, projectors, printers and laptops
- Provision of internet connectivity or Wi-Fi equipment in 8 schools
- Funder or funders for:
 - o \$2 000 (R26 000) for Phase 1 of the project
 - o \$15 000 (R190 000) for Phase 2 of the project

The total project budget is (\$36 000 equivalent to R466 200)

- Travel & communication
- Catering & lodging
- Prizes (Internet access and computers)
- Travel & communication
- Branding & prizes for volunteers and schools (computers, gadgets & other equipment like projectors and printers to name a few)
- Operational costs

Please could you send us your response by the 10st of October 2017 to thato@isoc-gauteng.org.za . We look forward to hearing from you, thank you

Yours sincerely,

Thato Mfikwe

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