

Spèlchèk di Papiamentu



Evaluation Report of the project: Free open source spell checker for Papiamentu, November 2015, Curaçao

Willemstad, February 4th, 2015

To the Secretary-General of the Curaçao National Commission for UNESCO

Please find the evaluation report for the project below.

*Sincerely,
Ace Suares, project lead.*

Table of Contents

I. Evaluation submitted by Foundation Curaçao Open, in accordance with the National UNESCO Committee Curaçao.....	3
II. Contribution received from UNESCO (USD 20.000).....	3
III. Evaluation of the project implemented:.....	3
Original project goals.....	3
Project description.....	3
Objectives and output.....	3
Target-group.....	3
Activities.....	4
Sustainability.....	4
Benefits and major results obtained, and impact of the project.....	6
Workshops and/or presentations.....	6
Improvement of Spellchecker.....	7
Website.....	7
TV-ad.....	8
Youtube.....	8
Facebook.....	9
Facebook Video.....	11
MailChimp mailing.....	11
Statistics for the Firefox add-on.....	12
Conclusion.....	12
Lessons Learned.....	13
Modifications made to the initial objective(s).....	13
What was the visibility of UNESCO in Curaçao?.....	13
IV Will there be any follow-up?.....	13
V Other funding sources.....	14
Special Thanks.....	14

I. Evaluation submitted by Foundation Curaçao Open, in accordance with the National UNESCO Committee Curaçao

II. Contribution received from UNESCO (USD 20.000)

III. Evaluation of the project implemented:

Original project goals

Project description

The aim of this project is to make and improve a free open source spell checker for Papiamentu, the language of the majority of the inhabitants of the ABC-islands (Aruba, Bonaire and Curaçao), and their descendants living in the Netherlands. The project also includes a free open source office suite.

Objectives and output

- to improve the quality of written Papiamentu texts in schools, government, private organizations and homes
- to remove financial barriers by enabling everyone to work with a free office suite
- to improve the existent spell checker of Papiamentu used by open source office
- to provide a spell checker of Papiamentu for MS Windows, Apple Mac OSX and Linux, as well as on smart phones and Firefox.

Target-group

The beneficiaries of this project are:

- all children and youngsters in Curacao (recently Papiamentu became one of the main instruction languages in primary education and is a core subject in secondary education)
- The ± 80% of households in Curacao for whom Papiamentu is their mother tongue

Activities

The project will consist of five main activities:

- generating words to complete the word list
- improve the spell checker on linguistic aspects
- technically develop the programme behind the spell checker to make it more complete and user friendly
- share and exchange experiences with other Papiamentu speaking communities in Bonaire, Aruba and the Netherlands
- gaining commitment and involvement of relevant stakeholders by presenting the project to a broader audience in a seminar

Sustainability

One result of the project is a usable spellchecker for Papiamentu (Curaçao spelling), that can be used in writing documents when using a Free Office suite, and on the Internet (when using the free software browser 'Mozilla Firefox'). The spellchecker can be used for many years to come, provided the Foundation releases occasional updates.

Another result of the project is a so called 'locale' that can be used in software that supports it (i.e. the free office suite LibreOffice) and determines specific items like the format of the date, (i.e. 11/31/2015 vs 2015-11-32 or 31-11-2015), the format of money notation (i.e. 1.000.000,23 or 1,000,000.23), the names of the days of the week, the names of the months and many other items that are specific for a language.

A third result is a publicly accessible webapplication, where interested members of the public can look up words, and suggest words to be added to the spellchecker.



Effect of the 'locale' on the Ubuntu Linux Operating System

Benefits and major results obtained, and impact of the project.

Workshops and/or presentations

On Saturday, 31st of October, a seminar was held. About 60 people attended from Curaçao, Aruba, Bonaire and the Netherlands. Various lectures were held about the language itself, and how the language is (under)represented in the digital world. The spellchecker was presented, as well as the locale and the 'crowdsourcing' website.



During the seminar, experiences were shared and exchanged among the Papiamentu speaking communities of Curaçao, Bonaire, Aruba and the Netherlands.

Commitment and involvement of relevant stakeholders was obtained by presenting the project to a broader audience during the seminar.

Improvement of Spellchecker

In the months before the seminar, Mrs. Dijkhoff oversaw the process of tagging existing words which were already standardized and added standardized words if they were missing from the official list, in fact generating words to complete the word list.

Mr. Ortega (Spain) and Mr. Soares (Curaçao) improved the spell checker on linguistic aspects, in adding rules that can recognize suggestions. For instance, in almost all cases, the letter 'c' should be replaced by a 'k' in Papiamentu. By adding the rule, the word 'baca', which is wrong, will automatically suggest 'baka'.

Mr. Soares technically developed the software behind the spell checker to make it more complete and user friendly, in setting up the website where the words can be 'crowdsourced'.

Website

A website was launched (www.papiamentu.info) that enables participants to look up words, and suggest words to be added to the spellchecker.

A number of words were suggested right away, some of them possible new additions to the spellchecker.



The website was visited by 249 unique visitors in the month after its launch. Almost 100 users created a login to the application. Almost 50 new words were suggested. The website (www.papiamentu.info) will be available till at least December 2017.

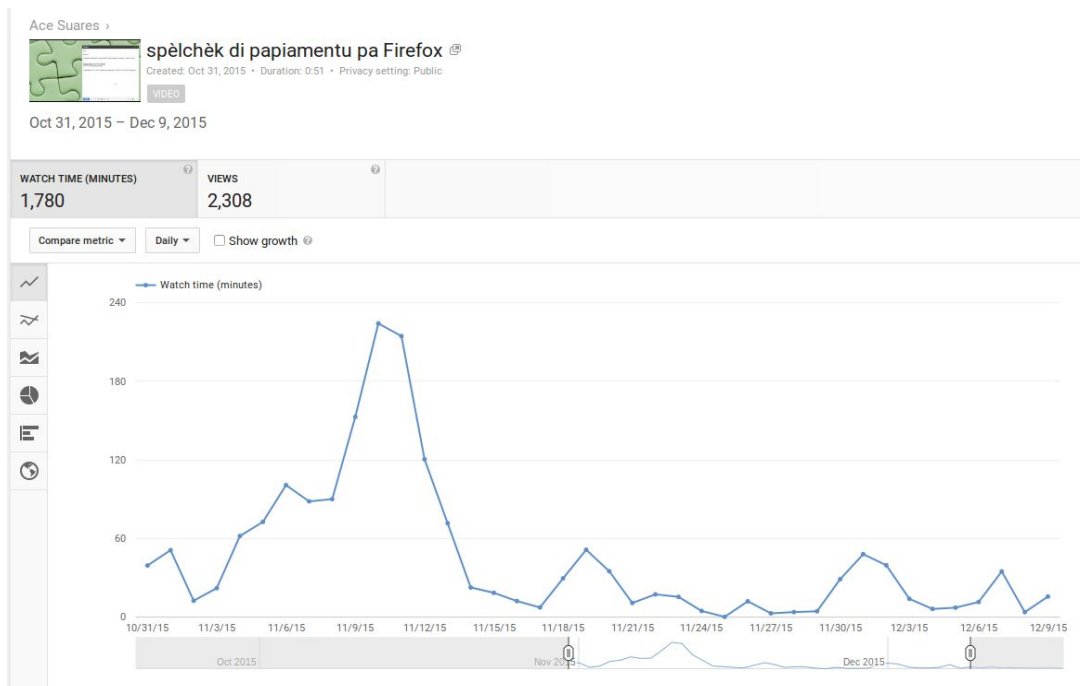
	U	U	U	U	U
sept. 2015					
okt. 2015	40	74	751	1,806	74.87 MB
nov. 2015	249	329	1,197	3,386	248.41 MB
dec. 2015	88	102	280	696	51.47 MB
Totaal	377	505	2,228	5,888	374.75 MB

TV-ad

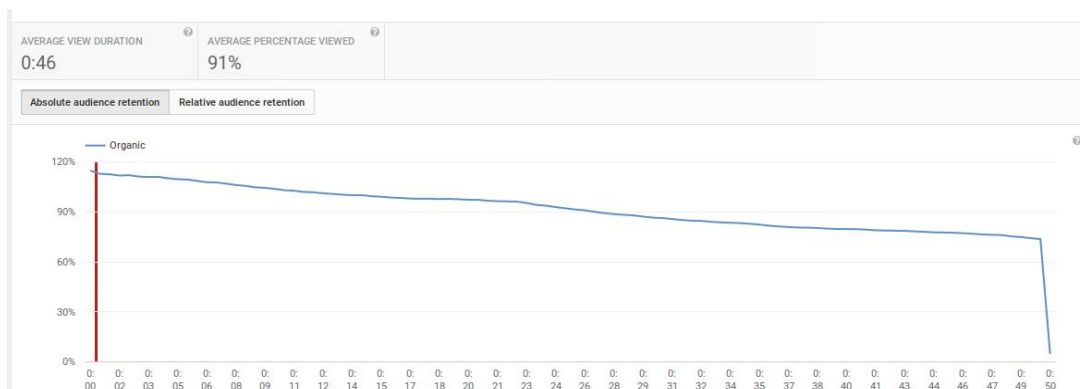
A 45 seconds TV-ad was produced, explaining how to install the spellchecker. The ad is also placed on youtube and facebook, and was shown 25 times on National TV 'TeleCuraçao'. It was also shown on local TV station NOS PAIS, as part of an Interview. Also 'Moru Bon Dia' and 'Bo Trai Merdia' showed interviews about the subject.

Youtube

The ad was viewed 2200 times on Youtube between the launch on October 31st and the month November. See <http://tinyurl.com/install-spellcheck> to watch the video.



Most viewers watched the entire ad (91% average).



Facebook

A Facebook **page** was created, as well as a Facebook **group**. The group was used mainly for internal communication with the interested community, and obtained 235 members.



The page, which was boosted by paid ads, obtained more than 1500 likes.



Most likes were obtained just after the seminar, and then during a paid boost at 11 november and 11 december. About 40.000 people were reached during 2 paid boost campaigns.



Facebook Video

As well on the page as in the group, first the video on youtube was promoted, then around 20 november, the video was placed on facebook and promoted.



Although the Facebook video reached 30 times as much people as the Youtube video did, it is very clear that relatively few people watched the entire video. Only 11% made it to the end of the 45 second advertisement. This is about 600 people.

MailChimp mailing

Mailchimp was used as a mass mailing instrument; a list of 2000 schools, companies and individuals was composed and reached out to in three different mails, promoting the video as well as a link straight to the installer. About 36% of the people opened the mail. These mailings had a big impact on the number of downloads as you can see in the next paragraph.

spèlchèk di papiamentu

Bo por kontrolá bo mailnan kuné i kualke diskushon na Papiamentu riba Facebook, Twitter of otro media sosial.

Hopi simpel, lihe i fasil pa instalá pa tur hende... **GRÁTIS**

Pa mas informashon: <http://tinyurl.com/install-spellcheck>

Download e Spèlchèk Papiamentu aki

Spèlchèk na Papiamentu pa Firefox!

Esaki ta un rekordatorio pa bo kòrda download e spèlchèk na Papiamentu.

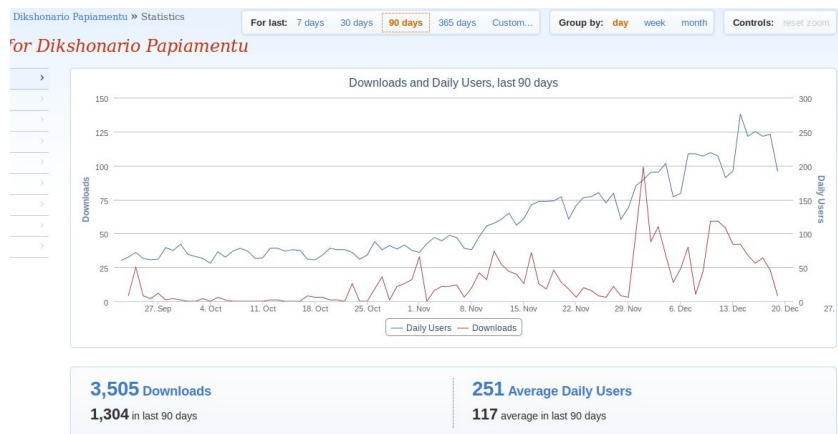
E spèlchèk aki su bentaha ta ku bo por traha kuné riba Internet. Bo por kontrolá bo mailnan kuné i kualke diskushon na Papiamentu riba Facebook, Twitter of otro medio sosial.

Statistics for the Firefox add-on

Maybe the most important metrics are the number of downloads and the number of day to day users of the spellchecker for Firefox.

These statistics are publicly viewable at :

<https://addons.mozilla.org/en-us/firefox/addon/dikshonario-papiamentu/statistics/?last=30>



For the past year, the average number of users was between 25 and 50. Since November 1st, this number began to rise steadily. Please observe that the number of users during weekends is far lower, which indicates that a lot of users use

Firefox at work. The rise in downloads and users is caused by this Unesco funded project.

The publicity around the seminar (31 Oct / 1 Nov) led to the first peak in downloads. The next peak, around 10 November, was caused by Facebook advertisements. The very large peak around 29 November, was entirely caused by a direct mailing to 2000 schools and companies via MailChimp. The last peak, around 10 December, was caused by a second boosting on Facebook.

Although it is expected that the number of users will rise slowly over the coming months, it is obvious that only a very small portion of the Papiamentu speaking community is using the spellchecker. Our analyses is that more and more people use the mobile platform, and many users use Chrome instead of Firefox. (Reactions on our Facebook posts indicate this). The next step in development of the open source spellchecker should then be directed at producing a spellchecker for the mobile platform, especially Google Android, and Google Chrome.

Conclusion

During the project, the free open source spell checker for Papiamentu has been improved. Rules and words were added, and a 'crowdsourcing' website made available. The spellchecker works in the free open source office suites 'Libre Office' and 'Open Office' which can be downloaded from the Internet. The spellchecker also works in Firefox, which means that almost anything done on the Internet (writing mails, comments, posts, blogs) can be spellchecked.

This should improve the quality of written Papiamentu texts in schools, government, private organizations and homes, and since the spellchecker is free, it should remove financial barriers by enabling everyone to work with a free office suite (and on the Internet). The alternative spellchecker for Microsoft Office is sold for 34 USD per computer. (See www.kontrografia.com).

The free and open source spellchecker works on all major platforms: The office suites 'Libre Office' and 'Open Office', as well as the Internet browser 'Firefox' can be installed on MS Windows, Apple Mac OSX and GNU/Linux. Unfortunately, it does not work on the mobile platform.

The beneficiaries of this project: all children and youngsters in Curaçao and 80% of households in Curaçao for whom Papiamentu is their mother tongue, are reached by Facebook (the response under teenagers was great) and by the TV-ads.

Lessons Learned

For only 2-300 USD, a very large audience can be reached on Facebook. However, the attention span seems to be much shorter. Therefore, it pays off to promote the youtube video via all means, including Facebook and MailChimp. The TV advertisements were relatively very expensive, and there was no notable impact from them.

Modifications made to the initial objective(s).

The only goal not reached is to enable the spellchecker on Firefox for the mobile platform. Although the add-on can be installed, it doesn't work. The spell checking capabilities of the mobile operating system are buried at a deeper layer and tied in to the input component of the OS.

What was the visibility of UNESCO in Curaçao?

The logo is being displayed on the website and the facebook pages. Unfortunately, it was not displayed in the 45 second video since we had to cut it down (45 seconds is already considered too long).

The UNESCO field office - the National UNESCO committee - was involved in the preparation of the project and the implementation of the project. The Secretary General is using the Firefox Papiamentu Spellcheck on her work computer. The administrative branch of the NatCom was very cooperative in providing timely payment and advice.

IV Will there be any follow-up?

The Foundation Curaçao Open wishes to seek funding from various sources to extend the reach of this spellchecker to the mobile platform (most notably iOS and Android) and to other open source browsers such as Google Chrome.

V Other funding sources

Apart from the contributions in-kind from the board members of the foundation, no other funding sources were used.

Special Thanks

We would like to thank Ms. Sugeidy Windster who not only did a superb job on logistics of the conference, but also on the Mailchimp campaign.

We would like to thank Mr. Manuel Ortega for contributing to the core of the spellchecker for Firefox since 2011.

We would like to thank Mr. Ruudmar Martes and Mr. Rendel Rosalia for entering long lists of words into the database.

We would like to thank the National Commission for there help, advice, and their support in administrative matters.

We would like to thank all speakers on the seminar for sharing their knowledge with us.

Dr. Mrs. Marta Dijkhoff

President of Foundation Curaçao Open

Willemstad, February 4th

Signature: