

Duolingo To Launch Fully Crowdsourced Language Courses

Pittsburgh, PA (October 9, 2013) – [Duolingo](#) announced today it will launch the [Language Incubator](#), a way for its community of 10 million language learners to create high-level language courses collaboratively. The platform will employ crowdsourcing to launch the first ever instance of completely crowdsourced language courses.

Though Duolingo is already the most popular way to learn languages online, ranking as the #1 education app on both iTunes and Google Play), it has only offered 6 languages over its first 15 months live. This new development will enable the inclusion of every language in the world, including fictional languages such as Dothraki and Elvish. The most awaited languages, based on ongoing requests from the community, include Chinese, Russian, Japanese and Arabic.

“There are many exciting aspects about this, including the possibility of helping preserve endangered languages across the globe,” said Duolingo’s co-founder, Luis von Ahn.

Native speakers and language enthusiasts of any language in the world will work together to create courses while a patented algorithm will ensure each lesson is up to Duolingo’s well-known standards.

Luis von Ahn has a track record of solving large global problems via crowdsourcing, powering the combined efforts of millions of people across the globe with technology. While language learning is notoriously expensive and, therefore, prohibitive, this new development will allow anyone to obtain a lifetime of language learning for free.

About Duolingo

Created by crowdsourcing pioneer Luis von Ahn, inventor of reCAPTCHA, and Severin Hacker, Duolingo is a free language learning platform in which students translate Web content in order to practice their foreign language skills. As such, the platform provides high quality language education for free while its students give back by translating websites.

Duolingo has quickly become the most popular way to learn languages online and its science-based education model has been proven to be more effective than expensive language-learning softwares and university classes.

About Luis von Ahn

Luis von Ahn is the inventor of reCAPTCHA, a crowdsourcing technology used worldwide to digitize millions of books every year. He has sold two companies to Google, given a very popular TED talk watched by over a million people, and is known for changing what can be accomplished via the collaboration of millions of people online. Luis was awarded the MacArthur Genius grant for his accomplishments and has been featured in The Economist, The New York Times, Forbes, The Wall Street Journal and other prominent media worldwide. He received his Ph.D. from Carnegie Mellon University.