

## **bab.la and Lexiophiles announce the Top 100 Language Lovers 2011 ranking**



(Hamburg, June 1<sup>st</sup>, 2011)

Language portal bab.la and language blog Lexiophiles unveiled the results of the annual Top 100 Language Lovers competition today. With 742 nominations – a 30 % increase from last year – and over forty seven thousand votes, the competition broke last year's record, making it probably the largest competition in its field.

The competition aims to find the best language lovers across all languages throughout the world. It runs among blogs and, for the first time this year, Facebook pages and Twitter accounts. The competitors are divided into four categories: language learning blogs, language professional blogs, Facebook pages and Twitter accounts. Over 25% of the top 100 blogs are exclusive to this year.

"We were stunned by the response of the language community. With thousands of votes, comments, Tweets and posts, we could literally feel the enthusiasm for languages", says project manager Jean-Christophe Barré. "While some would say blogs and other online media do not have the credit academic resources benefit from, this year's participants showed us again that they write excellent quality contents."

The winner of the language learning blog category is [Fluent in 3 Months](#), a polyglot globetrotter who aims to speak the language of the country he dwells within three months. In the language professional blogs category, the best blogger is [Translation Times](#), from twin sisters who write about translation, interpreting and languages in general. The most successful Facebook page for this year is [BBC Learning English](#), which posts videos, links and surveys about the English language in an educational purpose. Finally, the best Twitter account elected is translation agency CEO [Ken Clark](#), tweeting about localization, interpreting and other translation-related topics.

Looking at the list of publications that were reviewed, two major trends stand out. First, writers and readers are more than ever interacting with each other and on a more regular basis, using different means of communication such as Twitter or Facebook, on top of their main interface. Second, even major, long-established brands are now using social media and blogging to reach their users and clients. One side gets precious direct feedback while the other side feels valued and listened to. It is a win-win situation.

The annual competition is based on a collaborative effort by bab.la, Lexiophiles and the users. The users nominate blogs, Facebook pages and Twitter accounts and vote for their favorite ones. The final ranking is based half on user votes, while the other half is calculated from a number of ranking criteria.

"We want to thank all the language lovers who took part in the competition. It was extremely difficult to decide between the contestants who are always trying harder to stand out. We strongly recommend our readers to have a look at the Top 25 of each category as they are fantastic sources of information and very accessible at the same time." explains Jean-Christophe Barré.

The Top 100 Language Lovers 2011 ranking can be found at:

<http://en.bab.la/news/top-100-language-lovers-2011>

**About bab.la:**

bab.la (<http://bab.la/>) is an interactive language portal offering bilingual dictionaries, vocabulary lessons, language quizzes, and language games all for free. Currently available in 17 different languages (English, Chinese, Dutch, Esperanto, French, German, Hindi, Italian, Japanese, Korean, Polish, Portuguese, Romanian, Russian, Spanish, Swedish & Turkish), the site operates on a wiki-style model, allowing users to contribute content and feedback. bab.la was founded in 2007 by Dr. Andreas Schroeter, Dr. Thomas Schroeter and Patrick Uecker.

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