Localizing Software for Multi-cultural Environments

*Transcript: http://bit.ly/PN8Sqo*

Akademy 2012, Tallinn

about me:

- Runa Bhattacharjee [runab@fedoraproject.org , IRC: arrbee]
- Live in Pune, India
- Work on various things related to Localization
- History with KDE – Bengali India translation and mentoring
- Leisure activity – "reverse engineering on the culinary front"

- Localization Can have Hidden Challenges
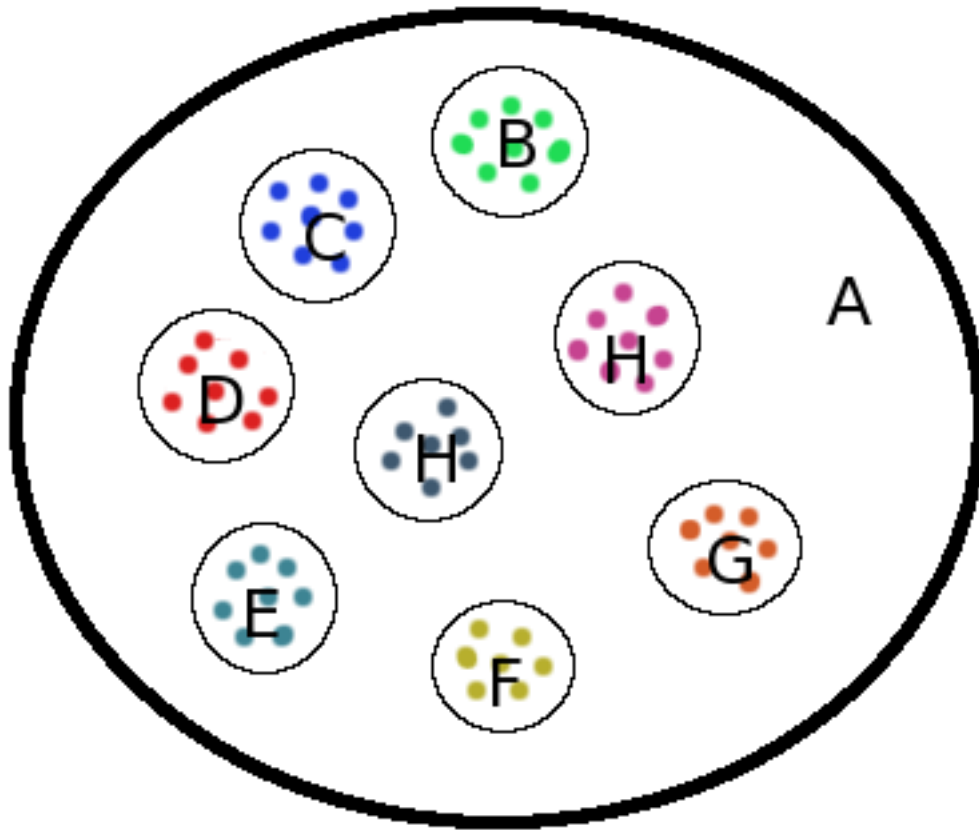**+ Known Experiences can solve them**
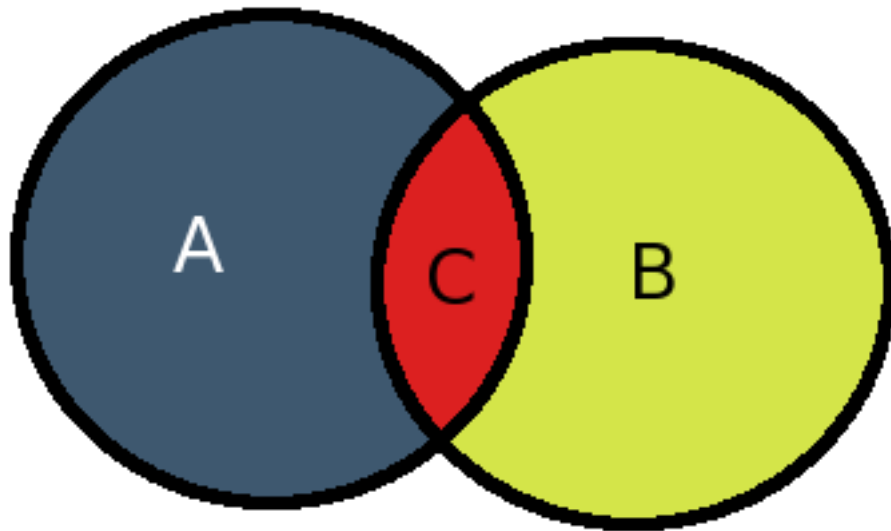
A = People comfortable in using new technology
B = People compelled to use new technology
C = Potential Survivors

We owe to the progress that we are imposing on our lives
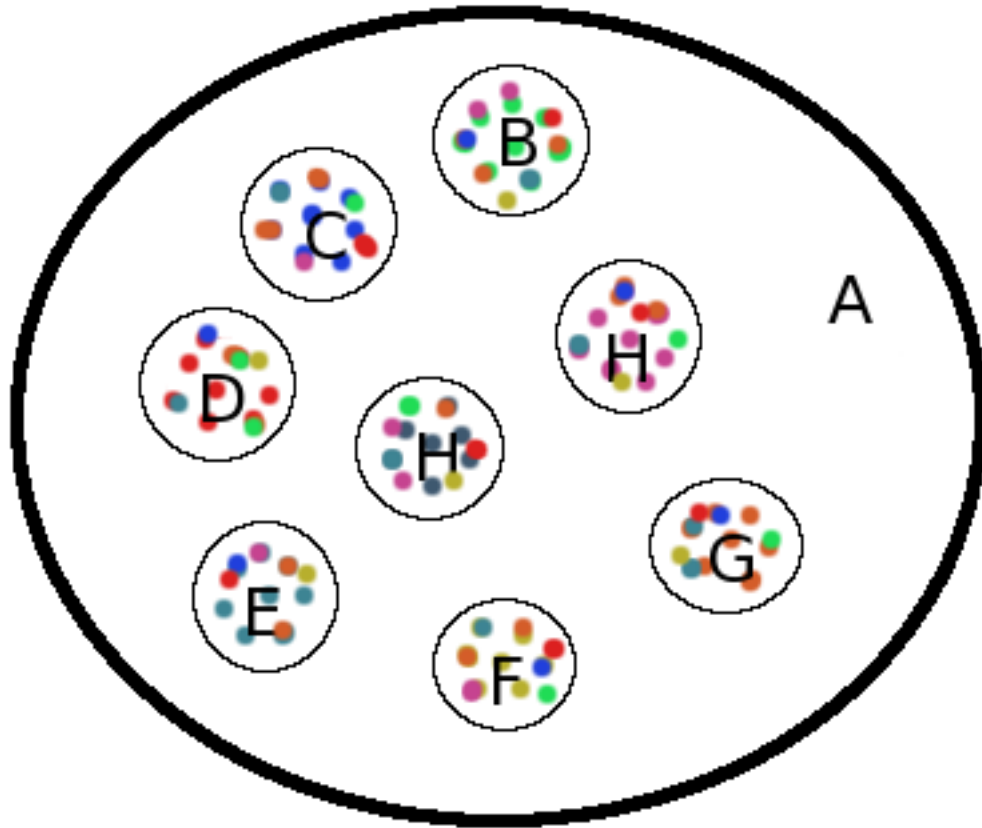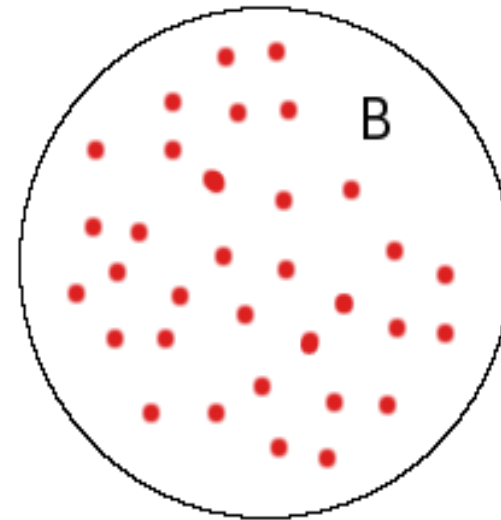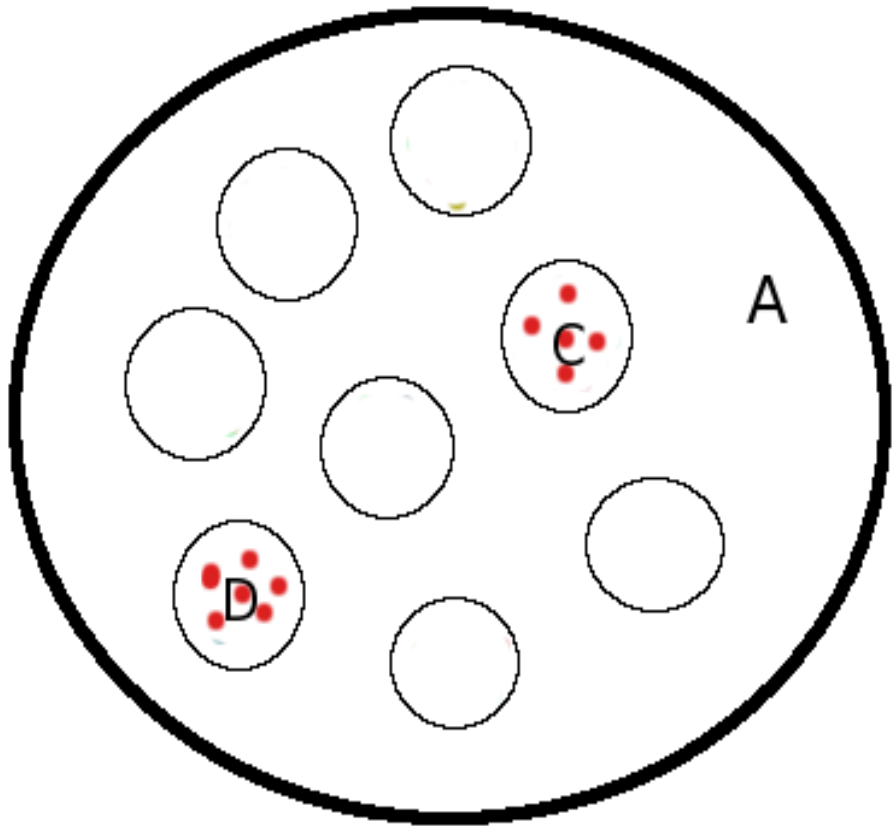
About This Talk

In Theory:

A = Country

B, C, D, E, F, G, H, I = States divided based upon language

In Practice:

A = Country

B, C, D, E, F, G, H, I = States divided based upon language
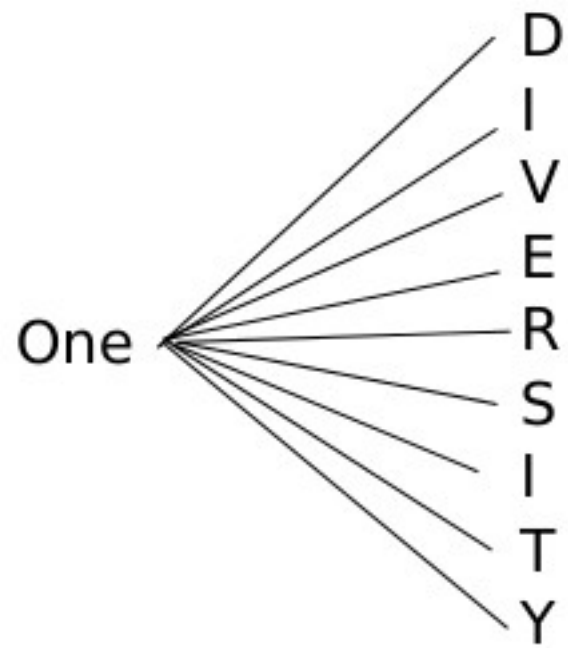
A = Country 1

B = Country 2

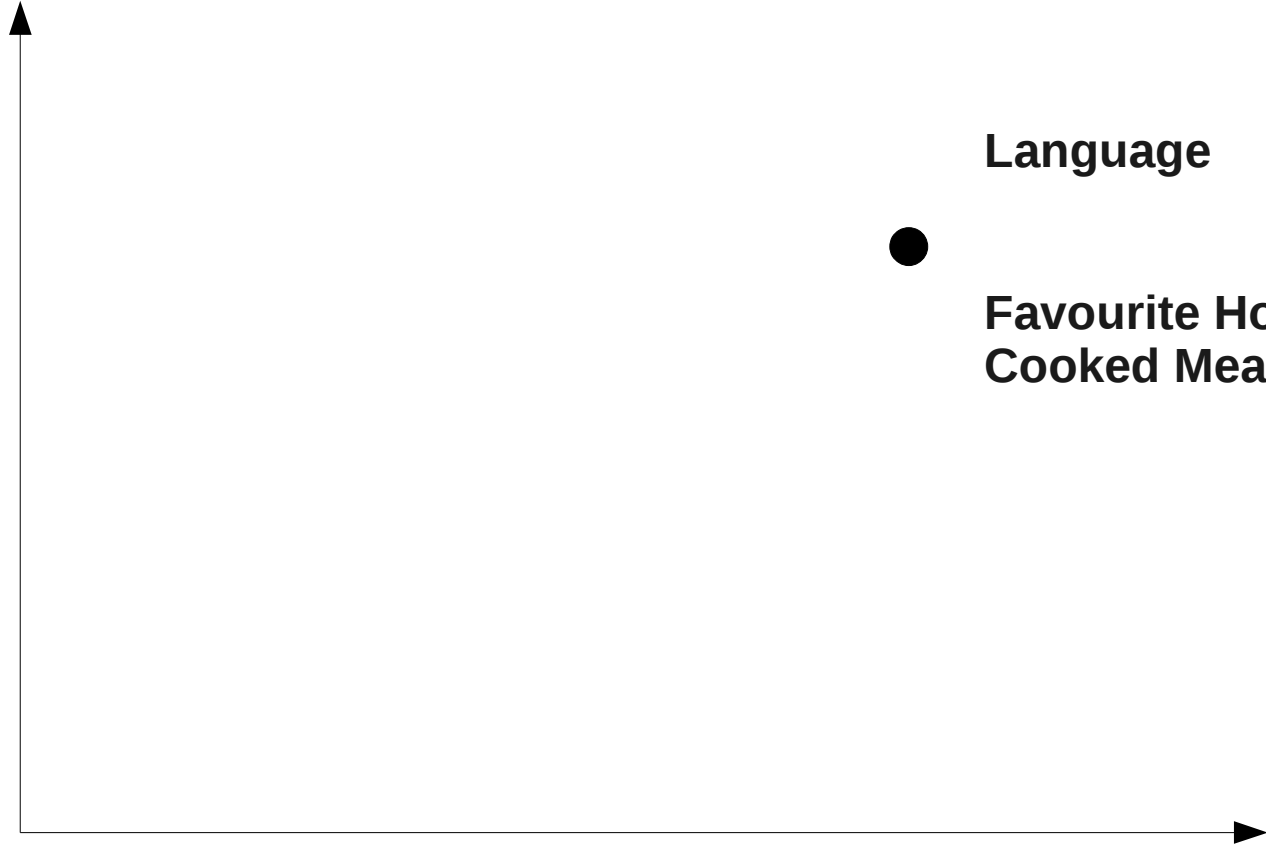**B, C, D** = Individual Geographical locations speaking the same language

Complexities

Desktop

Mobile

Applications

Phones

Ticket

Tablets

Kiosks

GPRS

ATMs

Devices

One

D
I
V
E
R
S
I
T
Y

S
T   N   D   I   S
O   A   R   A   D
A   I   N   T

Proverb 1:

do do kos mein zuban badal jaati hain
i.e. the dialect in this land changes in every 2 kos (about 25 miles)

Proverb 2:

ek desher buli onyo desher gaali
i.e. harmless words in one language maybe offensive when used in another language

ONE SIZE FITS ALL SOLUTION

ONE SIZE FITS ALL SOLUTION

National
Identity
Census
Legal
Reports
Documents
Govt
Defence Reports
Details

TERMINOLOGY -> IDEAL?

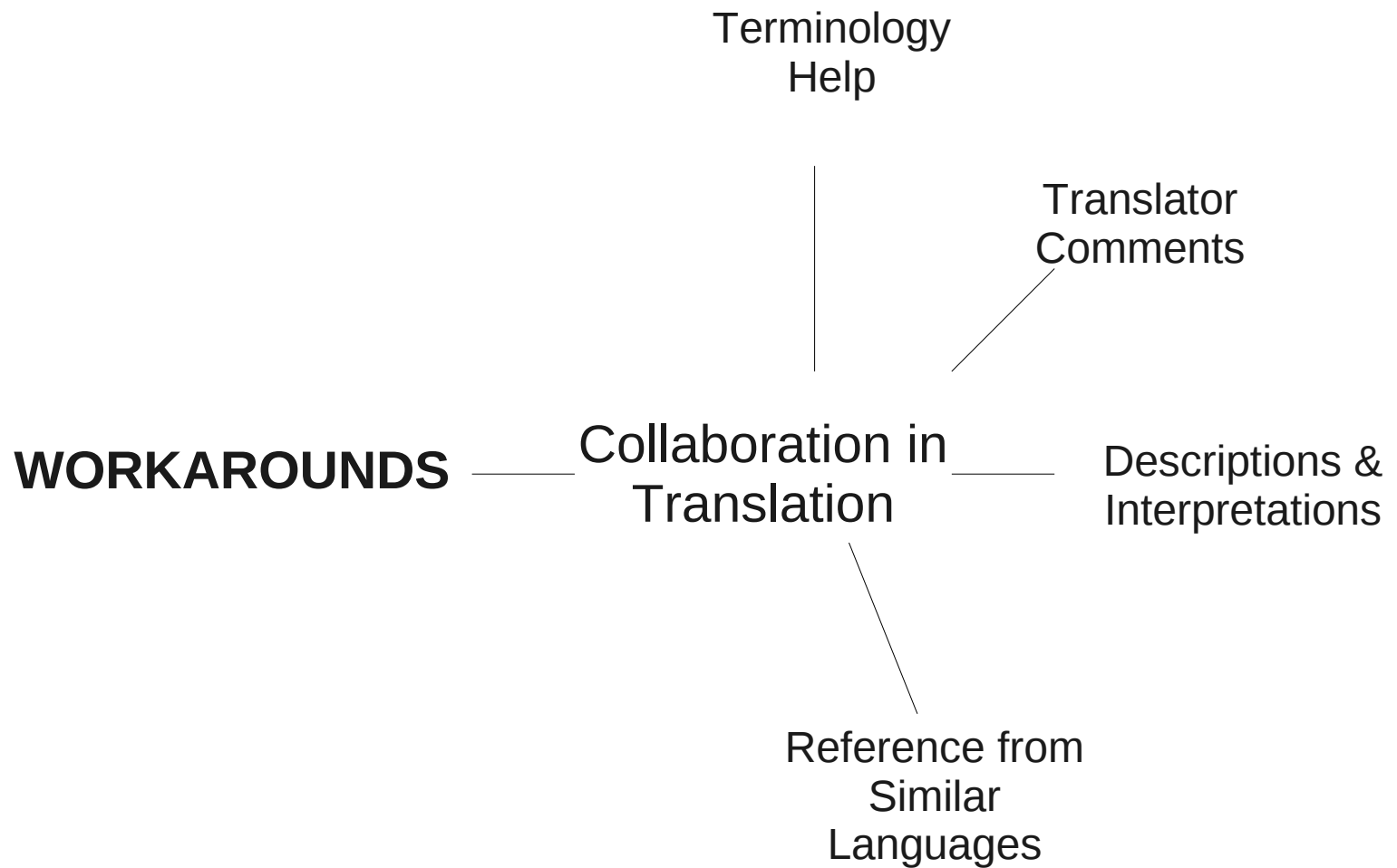# TERMINOLOGY -> ~~IDEAL?~~

SUITED TO QUICKLY CHANGE

TAKA – টাকা - Bengali word for currency

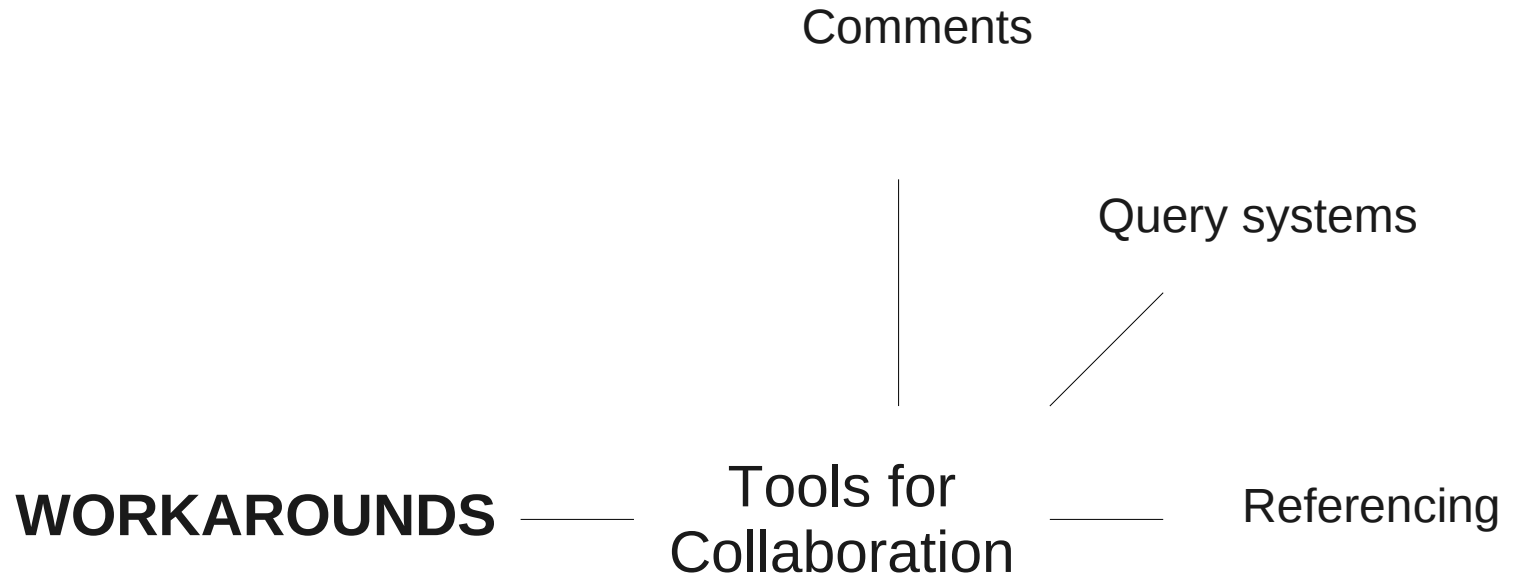INDIA – INDIAN CURRENCY RUPEE (in Bengali speaking areas), Symbol ₹

BANGLADESH – BANGLADESHI CURRENCY TAKA, Symbol ৳

Non multi-cultural Geopolitical boundary

HOMEGENEOUS TERMINOLOGY

Terminology
Help

Translator
Comments

WORKAROUNDS —— Collaboration in
Translation

Descriptions &
Interpretations

Reference from
Similar
Languages

Take aways: *Ready reckoners without redoing research*

Comments

Query systems

WORKAROUNDS —— Tools for
Collaboration —— Referencing

Take aways: *Cross-referencing tools*

WORKAROUNDS —— Simplify Source Content

Pingbacks to original content creator

Original content writers to be aware of the 'translate-ability' of the terms they use
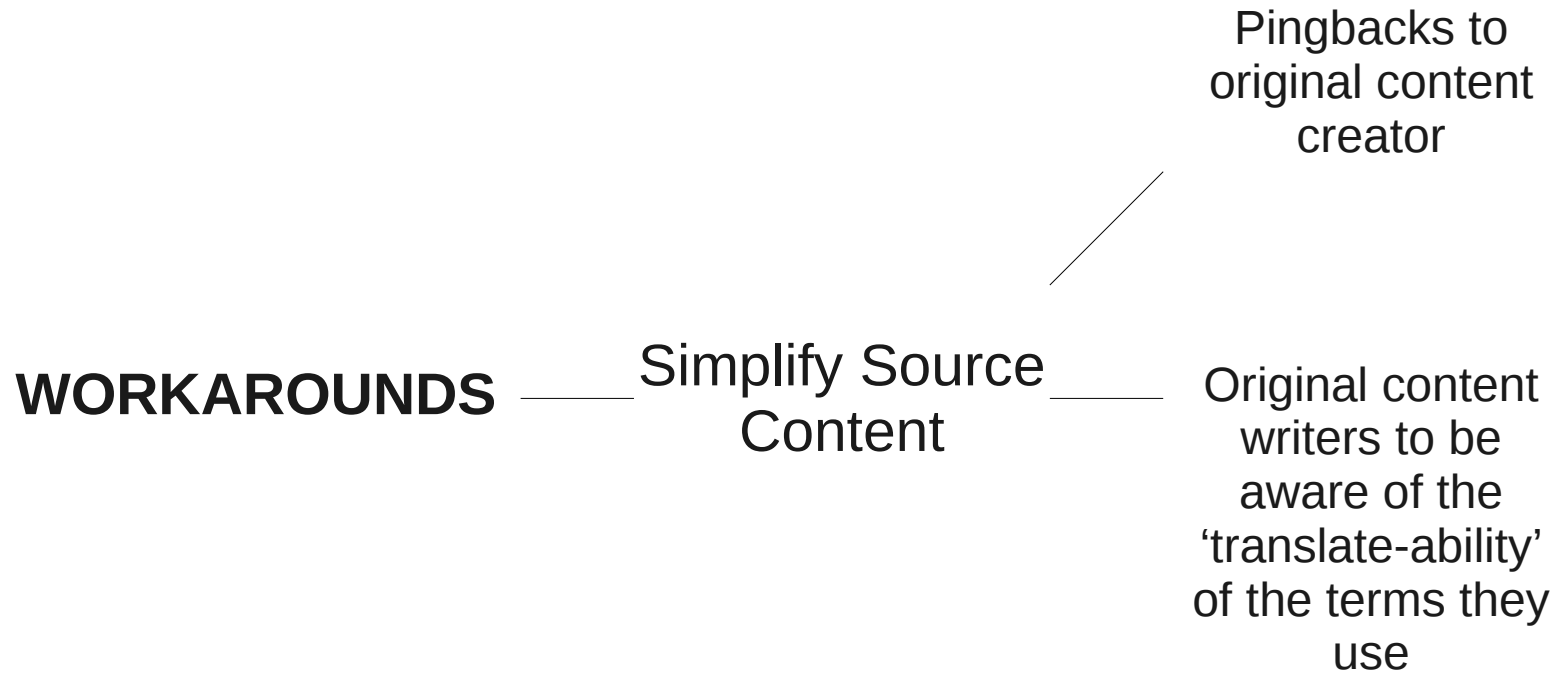
Take away: *Functional Content*

Interface content
generators

WORKAROUNDS ——— Dynamic
Translation
systems

Easy input
method
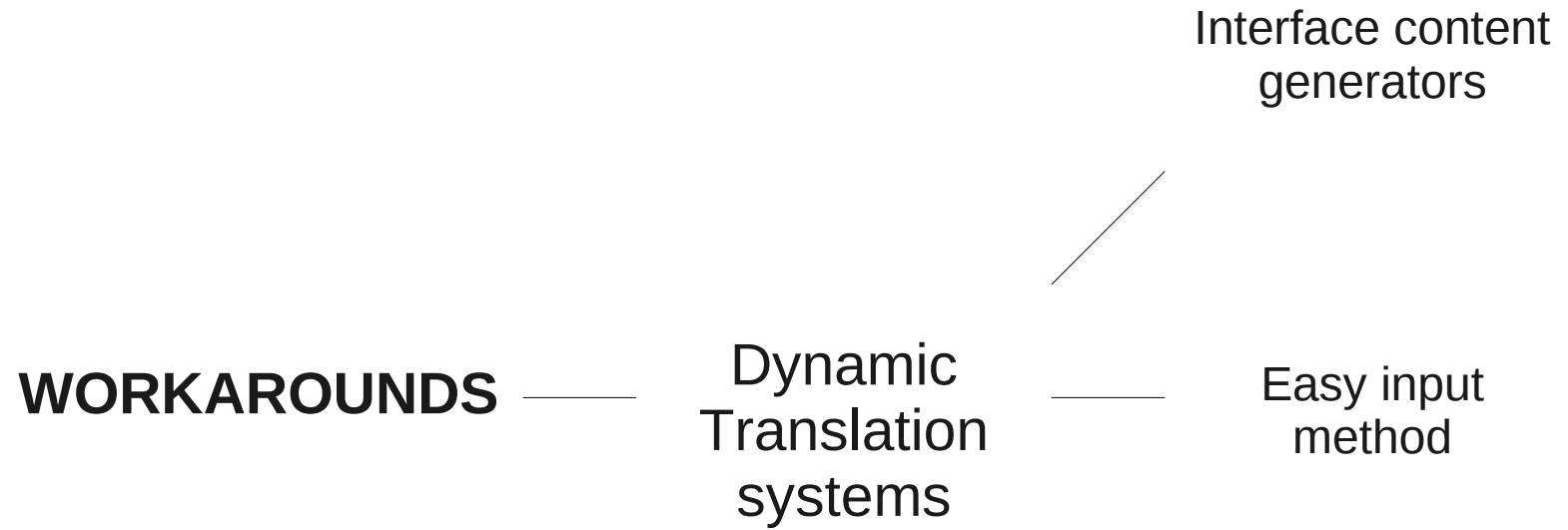
Take away: *Requirement dependent scaling*

WORKAROUNDS —— Standardise some content

Basic functionalities

Pre-defined and shared content

Layered guidelines for eventual standardization
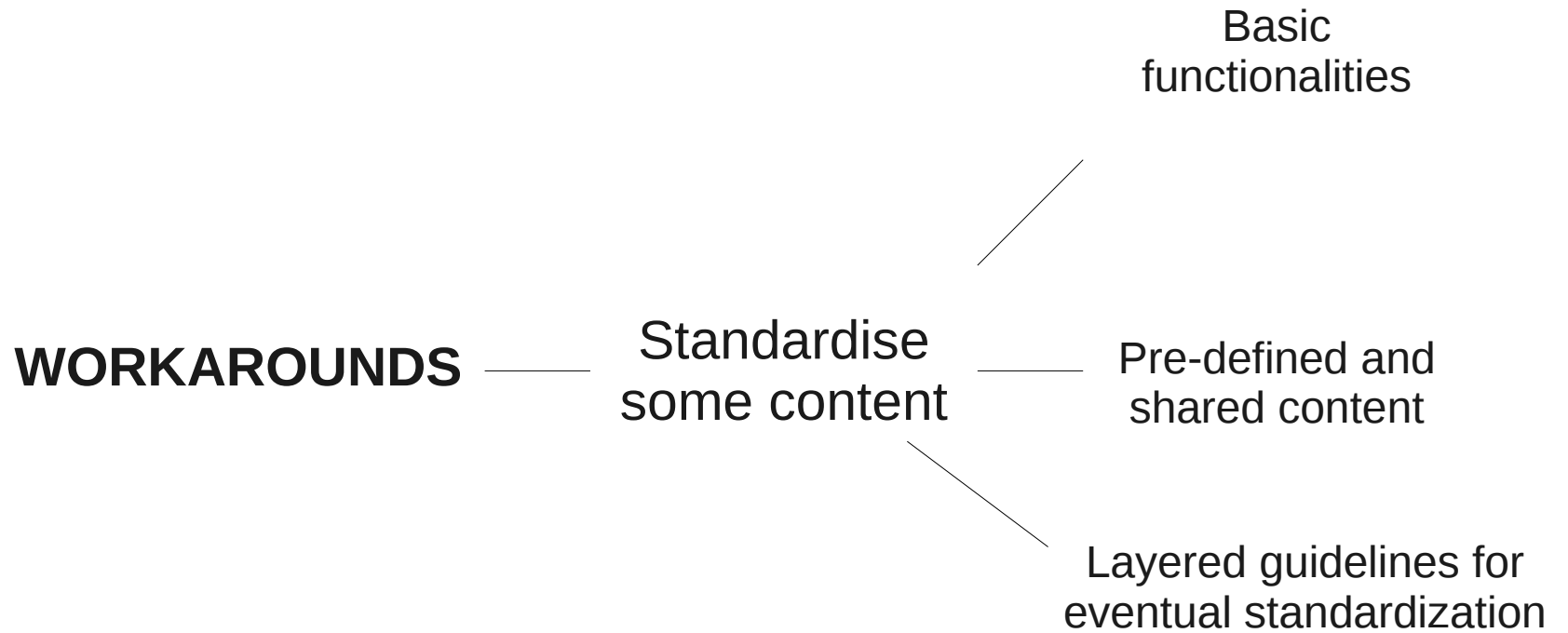
Take away: *Preserve and use defined content*

WORKAROUNDS —— Learn from Case Studies

Existing Examples

From Similar languages

Take away: *If it has been done before, it can be done again*

Conclusion
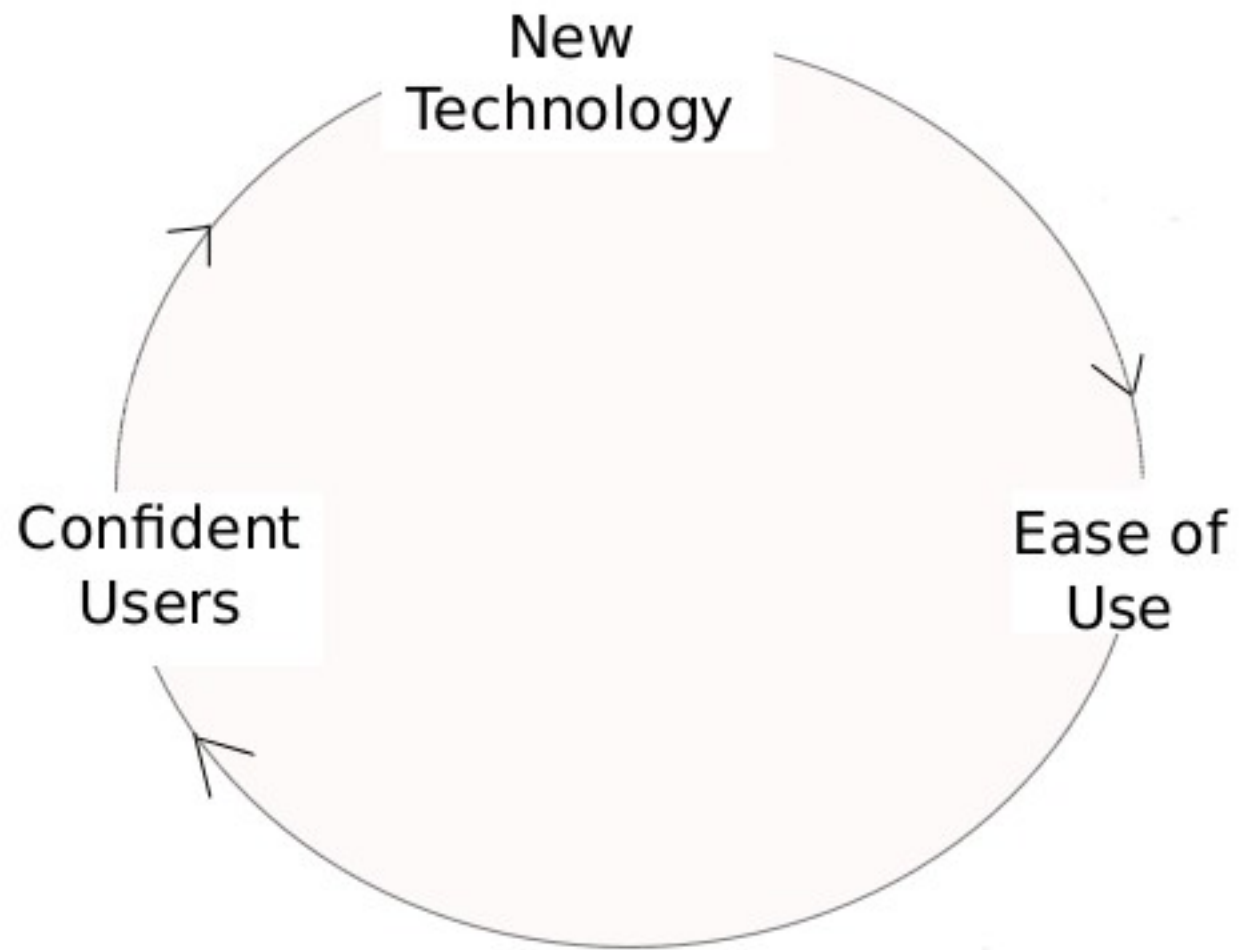
New
Technology

Ease of
Use

Confident
Users

my questions:

1. Has a one language environment helped in Localization?

2. How did you work on achieving standardized localized content?

.... discussions

Jellyfish photo credit:

http://www.flickr.com/photos/mfajardo/399908384/

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1. Has a one language environment helped in Localization?

2. How did you work on achieving standardized localized content?