

An aerial photograph of a city, likely Tokyo, showing a dense cluster of high-rise apartment buildings in various colors (blue, yellow, white). In the foreground, there is a large green park area with trees and a road. The sky is a pale blue with some light clouds.

Internationalization awakening the sleeping giant

Internationalization

- * Welcome!
- * The benefits of Internationalization
- * Understanding Internationalization
- * Web standards and Internationalization
- * Transcending barriers
- * Moving forward

Internationalisation benefits

Purchase power

Users are three (3) times more likely to buy a product when they are addressed in their own language

Source: "Strategies for Global Sites" Donald DePalma, Forrester Research, Inc.

Customer service

Customer service costs drop
when instructions are
displayed in a user's native
language

Source: "Strategies for Global Sites" Donald DePalma, Forrester Research, Inc.

Increased revenue

One large IT company discovered that a significant percentage of inquiries were coming from South Korea - they created a Korean website and revenues rose by 8 percent

Source: "Global eCommerce" Donald J. Plumley, Bowne Global Solutions

Better user experience

Proper i18n creates a much better user experience. And, we all know a better user experience means a happier user, and a happier user means one that will find value via your site



Internationalization

The **design and development** of a product, application or document content that enables easy localization for target audiences that vary in culture, region, or language.

Internationalization

- * Encourages design & development that removes barriers to local and international access
- * Is sometimes referred to as globalization
- * Is often written in shorthand “i18n”

Internationalization

- * Provides technology for features that facilitate local and international access:
 - * bi-directional (bidi) text
 - * language identification
 - * vertical text
 - * non-Latin typography

Internationalization

- * Provides technology for features relating to local, regional, language or culturally related concerns:
 - * date/time formats
 - * calendar localization
 - * number formats & numeral systems
 - * personal names & forms of address

Internationalization

- * Separates local content from main content so that localized alternatives can be loaded or selected based on user preference

Localization

The **adaptation** of a product, application or document content to meet the language, cultural and other requirements of a specific target market

Localization

Often thought of only as a synonym for translation of the user interface and documentation, localization is a substantially more complex issue.

Localization

- * Site customization related to:
 - * Numeric, date and time formats
 - * Use of currency
 - * Keyboard usage
 - * Symbols, icons and color
 - * Sensitivity to cultural perceptions in regards to language and visual images



Web Standards and i18n

Best practices

- * Use structural, semantic markup
- * Separate presentation using CSS
- * Separate behavior via JavaScript

But we already know
that, Molly!

But did you know . . .

Structure

- * Internationalized sites rely on aspects of a document's structural elements
- * Proper encoding
- * Use of lang and xml:lang attributes
- * Ability to manage monolingual as well as multilingual documents

```
<html lang="en">
<head>
...
<meta http-equiv="Content-Language" content="en" />
...
</head>

<body>
<p>The French word for <em>cat</em> is
<em lang="fr">chat</em>.</p>
...
</body>
</html>
```

Semantic elements

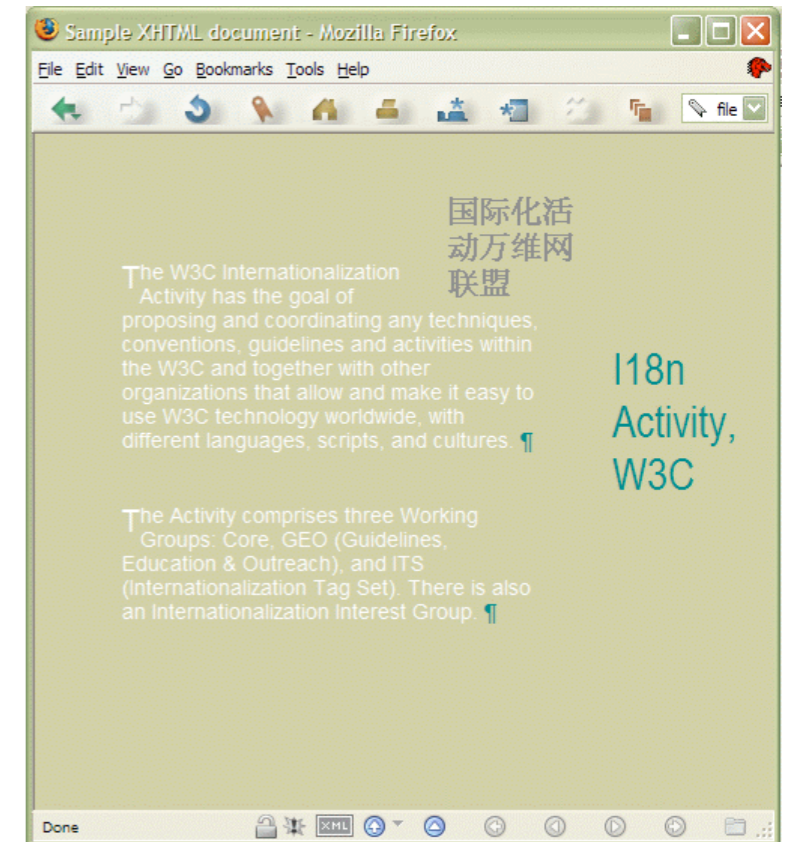
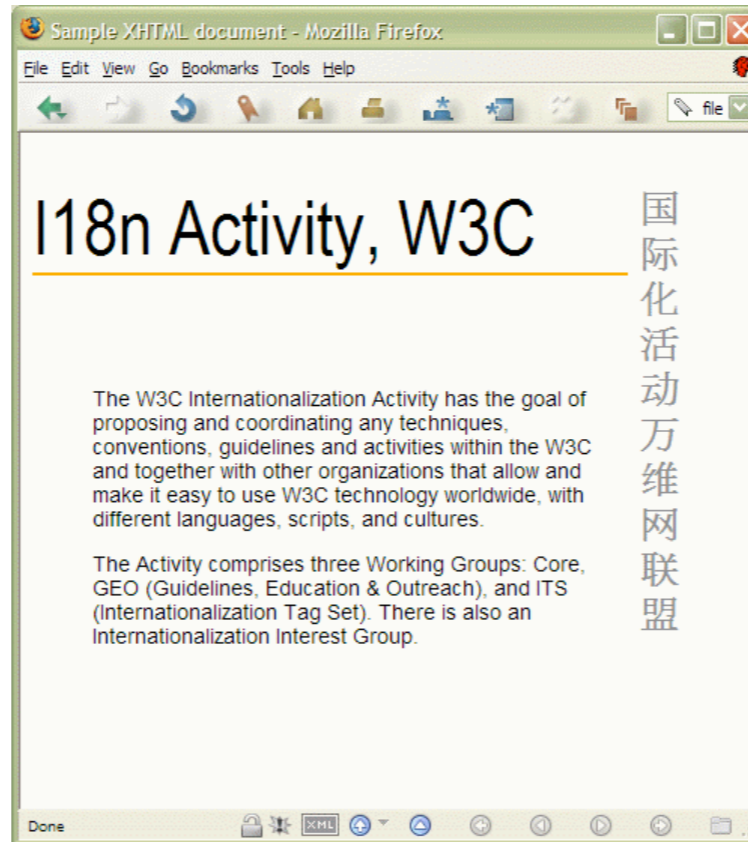
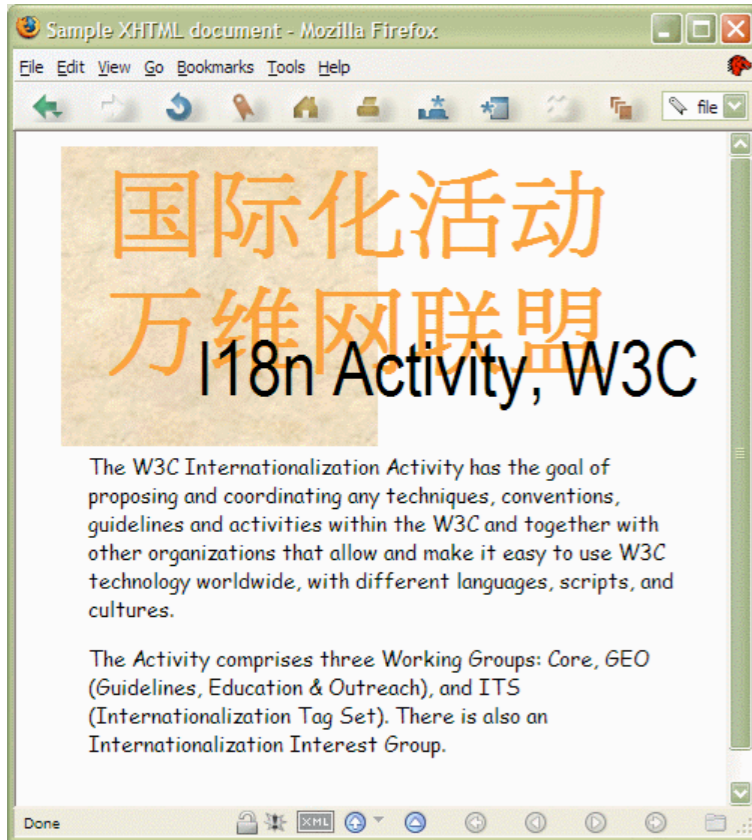
- * Presentational HTML can wreak havoc for localized content:
- * Using `<i>italics</i>` for ideographic text (such as Japanese) is highly problematic since Japanese may use other forms of emphasis
- * Using `emphasis` is more appropriate because no matter the language, the emphasis is expressed

これは日本語の文章です。

これは日本語の文章です。

Semantic naming

- * Meaningful naming for class and ID values and microformats is particularly important:
- * Presentation will change from locale to locale
- * Choose naming on function rather than presentation as the function will unlikely change based on locale



same document, different CSS for localization



Transcending Differences

Culture

A system of shared beliefs, values, customs, behaviours, and artifacts that the members of a society use to cope with their world and with one another, and that are transmitted from generation to generation through learning.

Cross cultural challenge

It's very difficult for a person from one culture to understand the needs of another.

When building international and local web sites, it's imperative to have a relationship with qualified representatives who can adequately represent the cultural values of the target market

Language

- * Localizing language means:
 - * Using the written and spoken language for the target audience (not necessarily the locale!)
 - * Using time/date formats appropriately and consistently
 - * Using jargon/slang only where appropriate to the target audience

Text fragmentation

Text fragmentation and re-use is how text is split up and used.

It's a common problem in translation.

If you want the condition of
cool in your room, please
control yourself.

-Tokyo hotel

Guests are expected to
complain at the office between
the hours of 9am and 10am each
day.

- Paris hotel

In case of fire, do your
utmost to alarm the porter.

- Vienna hotel

If you want to use a charge card in the business office please see the front desk on floor 1. We are sorry for the incontinence.

- Los Angeles Hotel

Screen usage concerns

- * Different languages behave differently on screen
 - * Direction
 - * Expansion and collapse
 - * Emphasis and other special case display of ideographs and glyphs

视频及专栏

图片与视频



视频

东伦敦杂忆

【频宽】200k/56k

- ▶ 图辑: 哈里王子军校毕业
- ▶ 图辑: 网友拍下的伊拉克日常生活
- ▶ 图辑: 英国电影学院奖2006
- ▶ 图辑: 全英流行音乐大奖

每周专栏

- ▶ 中国丛谈: 深度分析中国事务
- ▶ 学者点评: 专家学者的自由论坛
- ▶ 海外报摘: 海外各大报章一周要闻
- ▶ 北美来鸿: 登载美洲的所见所闻

أخبار أخرى

- ◀ احتجاجات ضد زيارة رايس لليونان
- ◀ طالبان "تهدد القوات البريطانية"
- ◀ 5 قتلى في تحطم طائرة بافغانستان
- ◀ محامو الدفاع عن موسوي يطالبون بعدم منحه "الشهادة"
- ◀ أمريكا "تقر خطط الحرب على الإرهاب"
- ◀ الرئيس الصيني يبدأ جولة أفريقية
- ◀ الأمم المتحدة تدعو لمحاربة ظاهرة الاستعباد الجنسي
- ◀ جون ريد يحذر من عودة "طالبان" إلى الحكم في أفغانستان
- ◀ إعلان الطوارئ في بيرو بعد ثورة بركان
- ◀ اتفاق أمريكي-ياباني حول تموضع القوات الأمريكية
- ◀ اشتباكات بين الشرطة والمتظاهرين في نيبال
- ◀ تركيا تتوعد بهجوم على الانفصاليين الأكراد
- ◀ نصر حاسم للاشتراكيين في انتخابات المجر
- ◀ رئيس الوزراء الهولندي يعترف بأنه "ممل"
- ◀ محكمة استئناف تعلن فوز برودي بالانتخابات

language direction influences design

They are speaking to her from my new house.

Están hablándole desde mi casa nueva.

私の新しい家から彼女と話しています。

تكلّمونها من بيتي الجديد

expansion and collapse in language translation

Colors and imagery

Different cultures respond differently to color and imagery. This response can be one of awareness. If I put the image of an American Football helmet on a U.K. Football team page, lookout!

Typically our response to color and symbols are more subtle than that.

Managing imagery

- * Use images that are relevant to the locale or topic
- * Think about the colors within the image
- * Think about text in relation to the image
- * Ideally, overlay text rather than embed it

Managing color

- * Color is a very powerful tool of persuasion
- * Be aware of national and cultural issues as they relate to color
- * A culturally problematic color can send the wrong message
- * When in doubt, use blue (just like the BBC's i18n, l10n efforts)



Moving Forward . . .

Recap

- * I18n and I10n can dramatically improve exposure and revenue
- * The technical and social issues surrounding i18n and i10n are very complex
- * Beginning i18n and i10n of sites as early in the development process as possible saves money, time and developer/designer frustration

What you can do to help

- * Ensure your languages and scripts are brought to the attention of the W3C
- * Push for adoption of international technology
- * Follow best practices and web standards wherever possible

Check this out

- * Read the excellent resources at the World Wide Web Consortium (W3C) i18n web site: <http://www.w3.org/International/>
- * Join the W3C i18n Interest Group mailing list, www-international@w3.org
- * Try out the Web Standards Project (WaSP), <http://www.webstandards.org/>
- * Special thanks to Richard Ishida i18n Chair, W3C, for his assistance and support

Thank You
Arigato
Mercé
Salamat
Dank
Gracias
Spasibo