

Facebook Translations & the Social Web

W3C Workshop “The Multilingual Web – Where Are We?”

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27 October 2010

Key Milestones



Company
founded



Platform



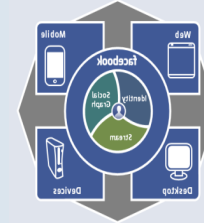
First Language
(Spanish)



FB Connect



I18n Open to
Platform
Developers



I18n Open to
FB Connect
Developers

February
2004

May
2007

Jan-Feb
2008

May
2008

July
2008

Sept
2009

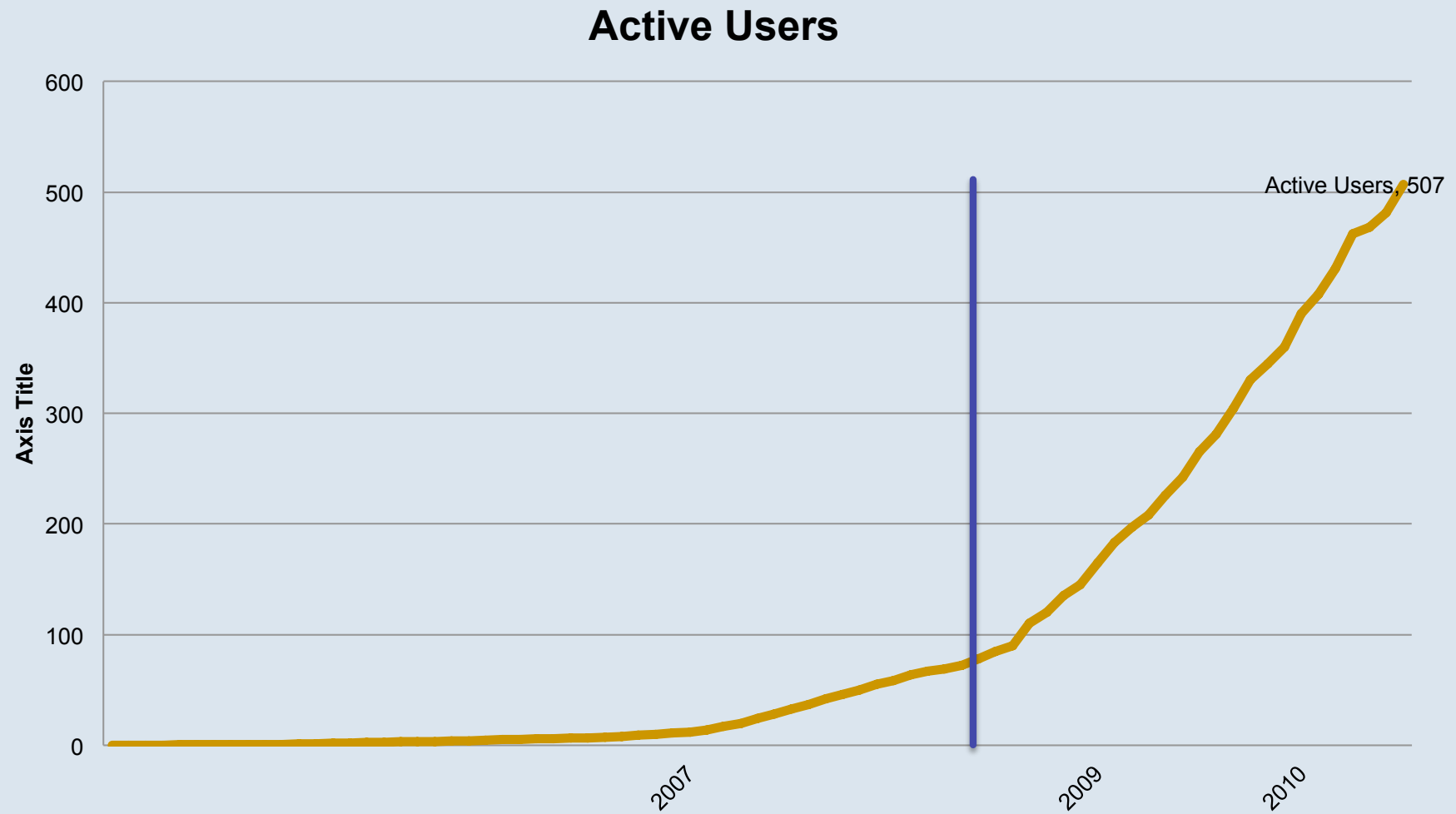
Give people the power to share and
make **the world**
more open and connected.



Copyright 2010 - Facebook, Inc.

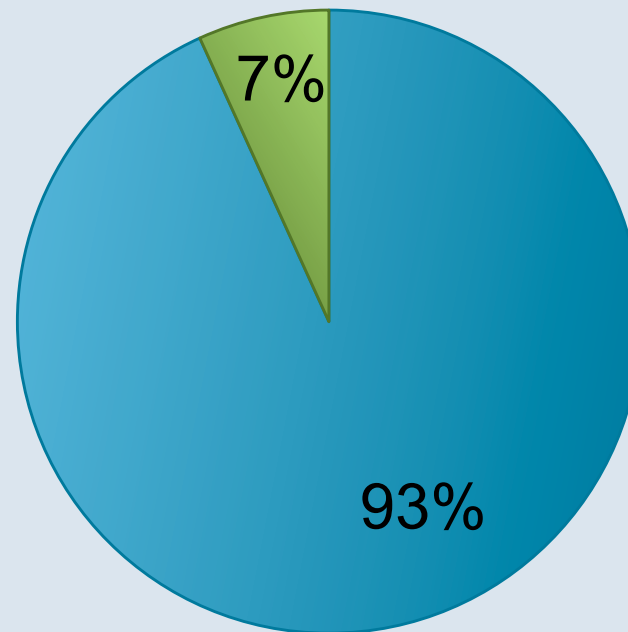
How Well is the **World** Represented?

User Growth - Worldwide



International growth

■ US ■ International

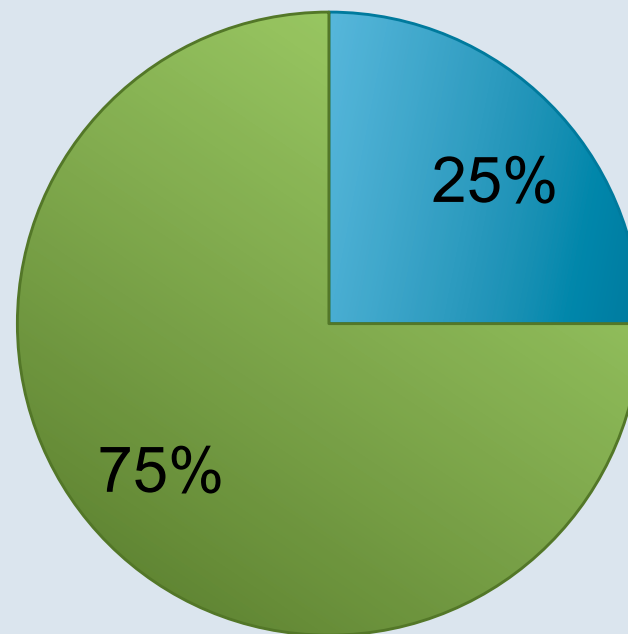


Sept 2006

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International growth

■ US ■ International



Dec 2010

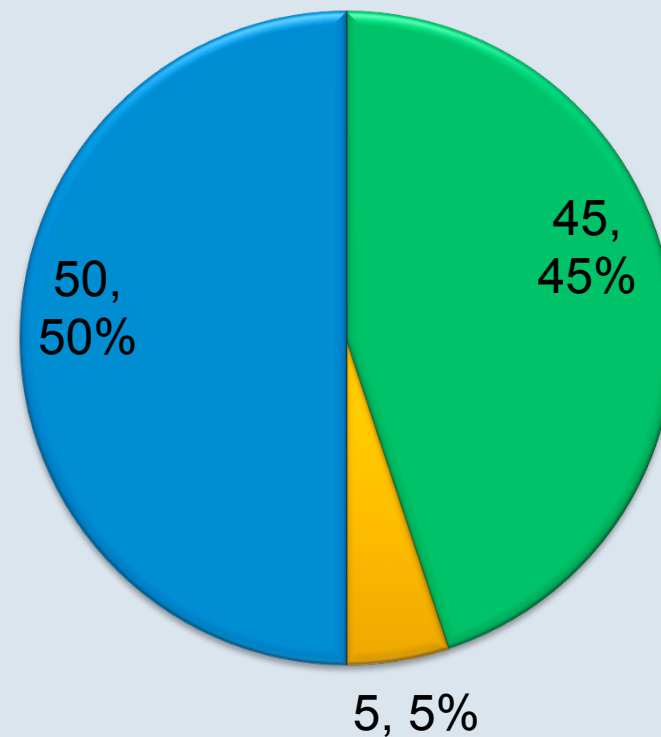
Copyright 2010 - Facebook, Inc.

Language Adoption

Between 2008-2009

- Site available in languages
- 55% use translated UI
- 500,000 users contributed to translations on FB

■ en-US ■ en-GB ■ Other



Multilingual Support

Translate as many languages as possible as fast as possible

Challenges:

- Discoverability
- Language complexity
- Expandability

Opportunities:

- User Engagement in Translation

Discoverability

Users of social networking sites vary widely in location, educational background, language, gender, and age

- Language Selection process should make it easy for all users to switch between languages.

Discovery

- New/Logged out users:
 - Language selection menus

Login/Registration

facebook

☐ Keep me logged in [Forgot your password?](#)

Sign Up
It's free, and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex:

Birthdate: Month: Day:

[Why do I need to provide this information?](#)

Sign Up

[Create a Page for a celebrity.](#)

[Español \(España\)](#) [English \(US\)](#) [Català](#) [Euskara](#) [Galego](#) [Español](#) [Português \(Brasil\)](#) [Français \(France\)](#) [Deutsch](#) [Italiano](#) »

Select Your Language

| | | | |
|---------------------|-------------------|-----------------|------------|
| Afrikaans | Français | 日本語 | Беларуская |
| Azərbaycan dili | Français (France) | Norsk (bokmål) | Български |
| Bahasa Indonesia | Français (Canada) | Norsk (nynorsk) | Македонски |
| Bahasa Melayu | Galego | Polski | Српски |
| Bosanski | 한국어 | Português | Українська |
| Català | Hrvatski | Română | Հայերեն |
| Čeština | Íslenska | Русский | עברית |
| Cymraeg | Italiano | Shqip | العربية |
| Dansk | ქართული | Slovenčina | پښتو |
| Deutsch | Kiswahili | Slovenščina | فارسی |
| Eesti | Kurdî | Suomi | नेपाली |
| English (US) | Latviešu | Svenska | हिन्दी |
| Español (España) | Leet Speak | ภาษาไทย | বাংলা |
| Esperanto | Lietuvių | Tiếng Việt | ਪੰਜਾਬੀ |
| Euskara | lingua latina | Türkçe | தமிழ் |
| Filipino | Magyar | 中文 | தமிழ் |
| Føroyskt | Nederlands | Ελληνικά | తెలుగు |
| | | | മലയാളം |

Close

[Español \(España\)](#) [English \(US\)](#) [Català](#) [Euskara](#) [Galego](#) [Español](#) [Português \(Brasil\)](#) [Français \(France\)](#) [Deutsch](#) [Italiano](#) »

Logged-in Users

–Notification



Bem-vindo ao Facebook em português

Agora todos os falantes de português podem aderir ao Facebook. Comunica com **todos** os teus amigos, independentemente da língua que falam.

Já podes alterar as tuas definições de idioma: português

Obrigado pela tua ajuda contínua na tradução do site. Graças a ti, todos os teus amigos podem agora navegar e utilizar o Facebook em português. Utiliza o [Localizador de amigos](#) para ver se mais amigos teus aderiram e [convida todos os teus amigos falantes de português](#) - a registarem-se.

Language Support Challenges

Interactive and dynamic (e.g. feed)

- {something} added last Monday: Is 'something' an event, a link, a post, a friend, or what?
- {count} friends: How many is count?
- {name} and {friend-name} are now friends: What is the gender of friend and friend name?
- Poke {someone}: who are you, or does it matter?
- {first-name} has one friend at {college}.
(What is the gender of first-name, gender of friend? Is first-name the correct way to refer to people in all cultures?)
- {name} has updated {possessive} relationship status to say that you two are engaged.
- {name} invited {num-friends} friends to join Facebook using the {=Invite Tool}.

Language Support Challenges

- 3000+ strings are imperative
- 1000+ strings contains “{count}” or “{number}”
- “Feed” contains 8000+ strings
- Russian, Arabic, Hebrew: 50% of all strings require some form of adaptation based on context.

Linguistic Rules

Inflection of dynamic content:

- “{name}” needs a suffix (depends on context)
 - . sounds in word
 - . surrounding phrase
 - . gender of actor (m/f/n)
 - . verb conjugation
- “{n-of-your-friends} will attend”
 - . 1, 11-101, 111-201... (singular)
 - . 2, 102, 202... (dual)
 - . 3-10, 103-110... (plural)

{name1} wrote on {name2}'s wall"
Turkish => "{name1} {name2}(n)in
duvarna yazdı"

| {name2} | ...{name2}'(n)in... |
|---------|---------------------|
| Malmö | ...Malmö'nün... |
| Barış | ...Barış'ın... |
| Hamit | ...Hamit'in... |
| Orkun | ...Orkun'un... |
| Dolu | ...Dolu'nun... |
| Özgür | ...Özgür'ün... |
| Bora | ...Bora'nın... |
| Ali | ...Ali'nin... |

Linguistic Rules

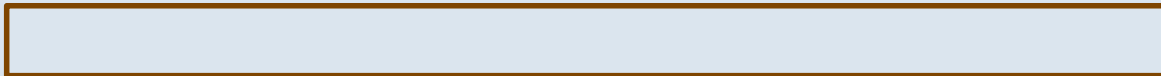
Dynamic string explosion rules allow multiple translations of a single string

- Instead of :

1. 'Add {name-male} as friend?'
2. 'Add {name-unknown-gender} as friend?'
3. 'Add {name-female} as friend?'

- Use:

```
$r->setTitle(fbts('feature_name',  
    'Add {name} as a friend?',  
    tv_uid(htmlize($profile_data['name']),req_profile_id),  
    'Title: dialog for connecting to a profile'));
```



| Created: Anytime | Type: All Strings | Language: Arabic [العربية] | Score | Status | | More |
|--------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|----------------------------|----------|--------------------------|--------------------------|--------------------|
| {number} hours ago | Click here to see/modify the token variation rules | | | | <input type="checkbox"/> | Close All Variants |
| <div>{number} hours ago</div> <div>Variation Details: {number} is 3-10, 103-110, 203-210... (accompanied by plural noun).</div> | منذ {number} ساعات | 0 | Approved | <input type="checkbox"/> | | |
| <div>{number} hours ago</div> <div>Variation Details: {number} is 2 (accompanied by dual noun).</div> | منذ {number} ساعتين | 0 | Approved | <input type="checkbox"/> | | |
| <div>{number} hours ago</div> <div>Variation Details: {number} is 1, 11-102, 111-202, 211-302... (accompanied by singular noun)</div> | منذ {number} ساعة | 0 | Approved | <input type="checkbox"/> | | |

Expandability

Integration of

- All tools
 - . Translation, voting, review
 - . Administration
 - . Dashboard...
- Translation memory

Available to

- Facebook
- Platforms applications
- Connect sites

Engagement

Role of the community:

- Translation
- Voting
- Reporting
- Reviewing
- Moderating
- Discussions

Translations

Translations

Home

Help

About



Set your language

Get started using Translations by choosing a language below:

English (US) ▼

New to Translations?

Read the [Help documentation](#) for more information on how to use the application.

Welcome to Translations

The Translations application by Facebook allows you to translate Facebook into different languages. Join our community and make Facebook available to **everyone, everywhere**, in all languages.

Additional Languages

Facebook is currently only accepting translations for a limited number of languages. We will be supporting translation in more languages in the future.

other translators and Facebook about the mistake. Review comments and help improve the translation over time.

Statistics

4.408 Total Translators

7 Translated By you

Foro de debate

Translating Facebook into French



How to integrate Facebook Translations to a Connect site

1) Select your site's native language

The screenshot shows the Facebook application settings page for an application named 'The Run Around'. The page is divided into two main sections: 'Essential Information' and 'Basic Information'. The 'Essential Information' section includes fields for 'Application Name', 'Application ID', 'API Key', and 'Secret'. The 'Basic Information' section includes fields for 'Description', 'Icon', 'Logo', and 'Language'. The 'Language' field is highlighted with a yellow box and an arrow pointing to it from the text 'Select the native language'.

facebook Home Profile Friends Inbox James Leszczenski Settings Logout Search

Edit The Run Around [Back to My Applications](#)

Basic

Authentication

Profiles

Canvas

Connect

Widgets

Advanced

Essential Information

Application Name: The Run Around

Application ID: 17121254878

API Key: th1s1sn0t4n4p1k3y

Secret: thi5i5n0t4s3cr3t3ith3r

Basic Information

Description: The Run Around is a web site to help people keep track of their runs in a more open and social manner.

Icon: Change your icon

Logo: Change your logo

Language: English (US)

Select the native language

2) Select languages to start translation

facebook Home Profile Friends Inbox James Leszczenski Settings Logout Search

Translations ► Translations Admin Panel The Run Around

Dashboard Browse Phrases Preferences

The Run Around is using 42% of 4000 allowed phrases. Delete All Phrases

The Run Around

| On | Language | Translation / Approval Progress | Language Managers | Publish |
|-------------------------------------|----------------------|---------------------------------|-------------------|-----------|
| <input checked="" type="checkbox"/> | Afrikaans | <div></div> 0% | None(Manage) | Publish |
| <input type="checkbox"/> | Albanian | <div></div> 0% | None(Manage) | Not Open |
| <input checked="" type="checkbox"/> | Arabic | <div></div> 0% | None(Manage) | Publish |
| <input type="checkbox"/> | Basque | <div></div> 0% | None(Manage) | Not Open |
| <input type="checkbox"/> | Bengali | <div></div> 0% | None(Manage) | Not Open |
| <input type="checkbox"/> | Bosnian | <div></div> 0% | None(Manage) | Not Open |
| <input type="checkbox"/> | Bulgarian | <div></div> 0% | None(Manage) | Not Open |
| <input checked="" type="checkbox"/> | Catalan | <div></div> 0% | None(Manage) | Publish |
| <input checked="" type="checkbox"/> | Chinese (Hong Kong) | <div></div> 84% | Cat Lee(Manage) | Published |
| <input checked="" type="checkbox"/> | Chinese (Simplified) | <div></div> 0% | Cat Lee(Manage) | Publish |
| <input checked="" type="checkbox"/> | Chinese (Taiwan) | <div></div> 26% | Cat Lee(Manage) | Published |
| <input type="checkbox"/> | Croatian | <div></div> 0% | None(Manage) | Not Open |
| <input type="checkbox"/> | Czech | <div></div> 0% | None(Manage) | Not Open |
| <input type="checkbox"/> | Danish | <div></div> 0% | None(Manage) | Not Open |
| <input type="checkbox"/> | Dutch | <div></div> 0% | None(Manage) | Not Open |

Select the languages

3) Register the text you want translated

XFBML

Server-side (API)

Basics of <fb:intl>

- To translate basic text
- `<fb:intl desc= "Sending a smile.">Send Smiley</fb:intl>`



Including dynamic content

- Content that should not be translated can be wrapped inside `<fb:intl-token>`

`<fb:intl>`

We like the number `<fb:intl-token>42</fb:intl-token>` above
all others.

`</fb:intl>`

Server-side uploading

- Strings are easily uploaded via API method
- `intl_uploadNativeStrings(
array('text'=> 'Hello!', 'description' => 'A greeting.'));`
- Upload via XFBML vs. Server-side?
 - XFBML = inline translations
 - Server-side = faster, easier to query/store

4) Get users to translate

Via the Translations application

Inline on website

Translate via the Translations application

The screenshot shows the Facebook Translations application interface. At the top, the Facebook logo and navigation links (Home, Profile, Friends, Inbox) are visible, along with the user's name (James Leszczenski) and links to Settings and Logout. A search bar is also present. Below the navigation bar, the page title is "Translations > Translate The New Run Around". On the left side, there is a sidebar with links: Français (France), Dashboard, Admin Panel, Translate (highlighted), Vote, Browse by Page, Resources, Invite your Friends, Style Guide Wiki, Glossary, Leaderboard, Help, and About. The main content area has tabs: Untranslated, My Translations, Vote on Phrases, Needs Review, and Browse by Page. A search bar is located below the tabs. The text "Displaying 10 untranslated phrases in Français (France)." is shown. Below this, there is a list of phrases. The first phrase is "Where". To the left of each phrase is a "Translate" button with a pencil icon. To the right of each phrase is a "Report this Phrase" link. A modal window titled "Submit a Translation" is open over the "Where" phrase. It contains a text input field with the text "pù", a "show keyboard" link, and "Translate" and "Close" buttons. Two yellow arrows point to the "Translate" button and the "Vote on Phrases" tab.

facebook Home Profile Friends Inbox James Leszczenski Settings Logout Search

Translations > Translate The New Run Around The Run Around

Français (France)

Dashboard

Admin Panel

Translate

Vote

Browse by Page

Resources

Invite your Friends

Style Guide Wiki

Glossary

Leaderboard

Help

About

Untranslated My Translations Vote on Phrases Needs Review Browse by Page

Search for: in: Original Phrases Search:

Displaying 10 untranslated phrases in Français (France).

Translate Where Report this Phrase

Submit a Translation

Where Label for location of a run

pù

show keyboard

Translate Close

Translate Logout Report this Phrase

No description for this phrase is available

Users can click to translate strings Users can vote on phrases

Leaderboard on Translations app













facebook Accueil Profil Amis Boîte de réception 466 Cat Lee Paramètres Déconnexion Recherche

Translations ▶ Leaderboard Facebook

Français (France)

DashboardAdmin PanelTranslateVoteBrowse by PageResourcesInvite FriendsStyle Guide WikiGlossaryLeaderboardAideAbout

Par semaine Par mois Depuis toujours 1-30 de 117 résultats

| | | | |
|----|---------------------------------------------------------------------------------------|------------------------------------------------------|----------|
| 1 |  | Emilien Coquard 26 phrases 0 votes | 261 mots |
| 2 |  | Etienne Courivaud 17 phrases 34 votes | 132 mots |
| 3 |  | Julien Baillargeault 12 phrases 0 votes | 119 mots |
| 4 |  | Nicolas Foltzer 13 phrases 99 votes | 115 mots |
| 5 |  | Souka Fad 10 phrases 45 votes | 97 mots |
| 6 |  | Zoé Lemay 4 phrases 123 votes | 41 mots |
| 7 |  | Florence Sauerbrey 1 phrase 42 votes | 39 mots |
| 8 |  | Anaïs Gagnon 3 phrases 0 votes | 30 mots |
| 9 |  | Thomas Naudet 2 phrases 0 votes | 29 mots |
| 10 |  | Laurie Vitiello 2 phrases 0 votes | 21 mots |
| 11 |  | Aurélié Baechelen 4 phrases 163 votes | 20 mots |
| 12 |  | Sami Chihab 2 phrases 0 votes | 18 mots |

Users ranked by # words translated

Translate inline on website

Approved words appear to users once the language has been published

Users right-click on underlined text, which pops up a dialog.

The screenshot shows a web application titled "The Run Around" with a user profile for James Leszczewski. The main content area has a heading "Where did you run recently?" followed by a form with fields for "Where did you go?", "Number of Miles", and "Date (MM/DD/YYYY)". A green "Add Run" button is below these fields. A "Friends" section indicates no friends are currently listed. A footer note says "This is an awesome running app." A right-click context menu is open over the underlined text "Where did you go?". The menu has a title "Submit a Translation" and contains the text "« Where did you go? »", a note "No description for this phrase is available", a "Vote on this translation" section showing 2 votes, a list of similar phrases including "Où avez-vous aller ?", a text input field, a "show keyboard" link, and "Translate" and "Fermer" buttons. A yellow line connects the text "Approved words appear to users once the language has been published" to the "Où avez-vous aller ?" phrase in the dialog. Another yellow line connects the text "They can either vote on previously submitted translations" to the vote count "2". A third yellow line connects the text "...or submit a new translation." to the text input field in the dialog.

They can either vote on previously submitted translations

...or submit a new translation.

5) Administer the translations

facebook Home Profile Friends Inbox James Leszczenski Settings Logout Search

Translations ▸ All strings The Run Around

Dashboard Browse Phrases Preferences

Search for: Search in: Original Phrases Search Advanced Search

Displaying 19 phrases out of 19 phrases.

Created Anytime ▾ Language: French (France) ▾ Score Status ▾ More

| | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----|------------|--------------------------|
| The Run Around Description: Name of a Facebook application String Hash: 16df29f4907c55961bb8ff56a926f310 Approved By: James Leszczenski at 11:25pm | Le Run Around | -1 | ! approved | <input type="checkbox"/> |
| Click here and share The Run Around with your friends. | | | | |
| You do not have any friends using The Run Around yet! | | | | |
| Where | Où | 0 | Approve | <input type="checkbox"/> |
| Miles | | | | |
| When | | | | |
| Logout | Déconnexion | 1 | ! approved | <input type="checkbox"/> |

Click to approve

6) Access your translations

- Translations are easily pulled and stored
- `intl_getTranslations('es_ES');`
- `SELECT best_string FROM translation`
 - `WHERE locale = 'es_ES' AND`
 - `hash = '1260zcha3456sk2asdssdf0';`
 - `[hash = md5(string+context)]`
 - Every string is uniquely identified by string + context