Don't Blame the Localizers!

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W3C

Objectives

Briefly introduce:

- Potential barriers to localization created by designers and developers.
- The W3C Internationalization Activity's Techniques documents.
About the W3C

- Localization issues
- W3C Techniques
Who are the W3C?

- 360 Member Orgs
- 70 Staff
- http://www.w3.org/

What is the W3C?

- **Document technologies**: the Web for human consumption: (X)HTML, CSS, XForms, SVG, SMIL, Voice...
- **Base technologies**: XML, XML Namespaces, XSLT, XML Schema ...
- **Web Services**: machine-to-machine communication: SOAP, WSDL, ...
- **Semantic Web**: abstracting and combining information: RDF, ...
- **Web Addresses**: keeping everything together: URIs, IRIs, ...
- **User Representation**: accessibility, device independence, multimodal, internationalization …
Learning styles

"... one Latin American teacher recently complained to me that the US-manufactured and well-translated educational software currently being used in his country's primary schools presupposed 'solitary problem solvers', whereas his culture stressed collective problem-solving."

Kenneth Keniston,
Language International, May 1996
Work habits & lifestyles

Graphical representation

- Capital investment
- Net profit
- Total revenue
- Net direct costs
- Gross margin
- Total SAG costs
- Headcount
- Current assets

Views of the world

- Yahoo logo
- Website links
- Search bar
- News headlines
- Weather information
- Sports updates
- Finance news
- Hairstyles and beauty tips
- Tech news
- Entertainment news
- Food and drink recipes
- Travel destinations
- Health and wellness
- Travel and lifestyle

Work habits & lifestyles
## Views of the world

### Work habits & lifestyles

- **Arts & Humanities**
  - Literature
  - History
  - Photography

- **Business & Economy**
  - B2B, Shopping, Investments, Property

- **Computers & Internet**
  - Internet, Reviews, Software, Games

- **Education**
  - UK, Ireland, Universities

- **Entertainment**
  - Humour, Movies, Music, Actors

- **Government**
  - UK, Ireland, Politics, Law

- **Health**
  - Medicine, Drugs, Diseases, Fitness

- **News & Media**
  - Newspapers, Weather, TV

- **Recreation & Sport**
  - Sport, Hobbies, Travel, Playing

- **Reference**
  - Maps, Dictionaries, Phone Numbers

- **Regional**
  - UK, Ireland, Countries

- **Science**
  - Animals, Geography, Engineering

- **Social Science**
  - Economics, Languages, Psychology

- **Society & Culture**
  - People, Food & Drink, Environment, Sexuality

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### Guide Web – Classement thématique de sites

- **Actualités et médias**
  - Journaux, Télévision, Médias

- **Commerce et économie**
  - B2B, Shopping, Emploi, Immobilier

- **Informatique et Internet**
  - Internet, Logiciels, Fonds d'écran

- **Santé**
  - Dentaire, Médecine, Thalasso

- **Enseignement et formation**
  - Primaires, Secondaires, Supérieurs

- **Institutions et politique**
  - Ministères, Droit, Politique

- **Sciences et technologies**
  - Animaux, Astronomie, Physique

- **Sports et loisirs**
  - Football, Tourisme, Auto Moto, Jazz

- **Art et culture**
  - Littérature, Cinéma, Musique, BD

- **Divertissement**
  - Tests, Quiz, Lectures, Humour, Sorties

- **Classement géographique**
  - Pacifique, Europe, France, Paris

- **Références et annuaires**
  - Dictionnaires, Annuaires, Cartes, Abonnés

- **Société**
  - Enfants, Gastronomie, Rencontrez

- **Sciences humaines**
  - Archéologie, Histoire, Psychologie
Ensure you have considered the customer's lifestyle: you may need to adapt content as well as translate!
Don’t take it literally...

Tokyo hotel:
◆ Cooles and heates. If you want the condition of cool in your room, please control yourself.

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

Tokyo hotel:
◆ You are invited to take advantage of the chambermaid.

Vienna hotel:
◆ In case of fire, do your utmost to alarm the porter.

Sentence structure

They are speaking to her from my new house.
Están hablándole desde mi casa nueva.
He puhuvat hänelle ollessaan uudessa talossani.
私の新しい家から彼女と話しています。

Translatability
Translatability

- **Variables**

  There were <X> spelling mistakes in file: <Y>

  Datei <Y> enthält <X> Rechtschreibfehler.

Translatability

- **Text re-use**

  The < > has been disabled.

  - printer
  - stapler options
  - stacker
Ensure you have considered the customer’s lifestyle: you may need to adapt content as well as translate!

Don’t leave translation to the translators: build in translatability

Coding & encoding

Hogy a Világháló valóban az egész világé lehessen!

Script characteristics

Making the World Wide Web world wide!
Text direction

Aŷ ŋî Charles į Aŷ ŋî į Camilla
Camilla ģïàyahoo Charlesjiàyahoo

129 Cahanman St., Bnei-Brak.

Directional bias

Multilingual text barriers
Directional bias
**Directional bias**

- Ensure you have considered the customer’s lifestyle: you may need to adapt content as well as translate!
- Don’t leave translation to the translators: build in translatability
- Plan for support of non-Latin scripts during the design phase
The outcome was a heavy defeat for the new House Democratic leadership. Ways and means committee chairman Dan Rostenkowski looked particularly inept. He took a vacillating, off-again, on-again, stand and eventually lost control of his committee. Majority Leader Richard Gephardt, failed to recognize the strength of the drive for a capital-gains cut. Finally, but too late, he helped draft the Democratic alternative - which combined deductible IRA contributions for everybody with an increase in the tax rate on people with incomes over $200,000. The capital gains cut, he declared, was "designed to keep Leona Helmsley's dream alive - that only little people pay taxes." Republicans retorted, in effect, There you go again, proposing a tax increase. "Fish gotta swim, birds gotta fly, and Democrats gotta raise taxes" was the way one G.O.P. quip put it.

Montre qui tu es !

Nothing sucks like an Electrolux!

The 5 R's
Culture-specific graphics

Symbolism
Symbolism

Summary

Dialectal differences
Use of names
Culture-specific allusions
Values & taboos
Colour & aesthetics
Symbolism
Body language
etc...
Summary

- Ensure you have considered the customer’s lifestyle: you may need to adapt content as well as translate!
- Don’t leave translation to the translators: build in translatability
- Plan for support of non-Latin scripts during the design phase
- Test your cultural assumptions
Ambiguous text

Error on fseek operation during the individual event processing of the preprocess operation of the most recent error log processing.

You may not kill the Xerox manager.

Summary

- Ensure you have considered the customer’s lifestyle: you may need to adapt content as well as translate!
- Don’t leave translation to the translators: build in translatability
- Plan for support of non-Latin scripts during the design phase
- Test your cultural assumptions
- Change your process where necessary to enable effective localization
Key points

- You need to internationalize, not just localize
- Internationalization is the job of the designer and developer
- You need to know your (multilingual) customer and market
- All this is relevant from day one
- You need guidance on how to do this

Outline

- About the W3C
- Localization issues
- W3C Techniques
Authoring Techniques for XHTML and HTML Internationalization

- Overview
  http://www.w3.org/International/geo/htmltech/outline/html-authoring-outline.html

- Characters and encodings
  http://www.w3.org/International/geo/htmltech/tech-character.html

- Specifying the language of content
  http://www.w3.org/International/geo/htmltech/tech-lang.html

- Handling bidirectional text
  http://www.w3.org/International/geo/htmltech/tech-bidi.html

Other articles and tutorials

- http://www.w3.org/International/
Thankyou

http://www.w3.org/International/
http://www.w3.org/People/Ishida/