Localizing Software for Multi-cultural Environments


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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
One leads to Diversity.
People

Matters of Habit

Language

Favourite Home
Cooked Meal

Matters of Habit
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
Legal
Documents
Defence
Details
Census
Reports
Govt
Reports
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
HOMOGENEOUS TERMINOLOGY
WORKAROUNDS

Collaboration in Translation

Terminology
Help

Translator
Comments

Descriptions & Interpretations

Reference from Similar Languages

Take aways: Ready reckoners without redoing research
Take aways: *Cross-referencing tools*
WORKAROUNDS

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Simplify Source

Content

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Pingbacks to original content creator

Original content writers to be aware of the ‘translate-ability’ of the terms they use

Take away: *Functional Content*
WORKAROUNDS

Dynamic Translation systems

Interface content generators

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  From Similar languages

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