

# *Social localisation for the rest of us*

Friedel Wolff



**translate.org.za**

technology in the interest of language

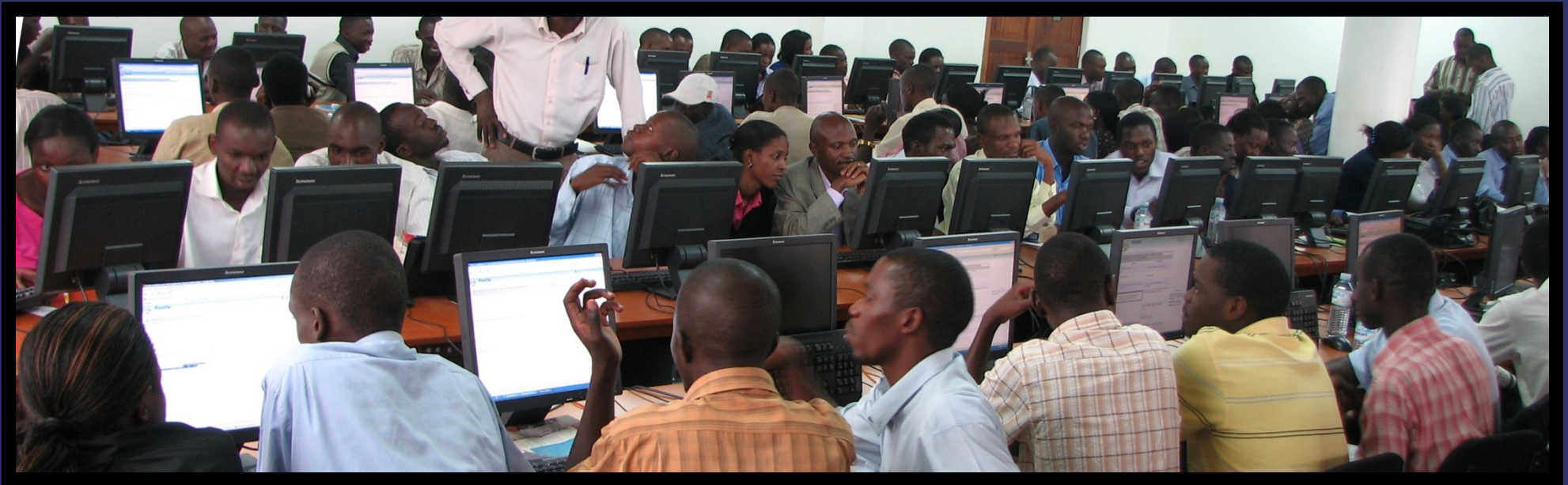


***Social?***



# *Translate@thon!*

Translating Firefox in Uganda – 200 participants



# 🗨️ Sugar Labs: Translation System



# *Social networking sites*

<b>Network</b>	<b>Users</b>	<b>Languages</b>	<b>Ratio: Users/language</b>
Myspace	(2009) 130m	15	8,7m
Twitter	500m	29	17,2m
Facebook	900m	50	18m
Google+	150m	60	2,5m
Bebo	?117m	7	16,7m
LinkedIn	175m	18	9,72m



# More...

Network	Users	Languages	Ratio: Users/language
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Bebo	?117m	7	16,7m
LinkedIn	175m	18	9,72m
<b>Wikipedia</b>	<b>50m</b>	<b>275</b>	<b>0,13m</b>
<b>Qzone</b>	<b>536m</b>	<b>1</b>	<b>536m</b>



# Motivators

- This is **so** cool!
- This will revive my language
- This is important
- My family will benefit
- \$\$\$ / recognition

*“I tried to help Armenian localizers so my grandfather could use Firefox in Armenian.”*



# *Demotivators*

- Scale
- Clumsy tools
- Weird processes
- Language not supported
- Arbitrary rules about deployment
- This is hard





# *Wrong motivators*

- Winning the vote
- More time means better



# *Concerns of clients*

- Quality
- Confidentiality
- Legal
- Continuity
- Too social? Social = Distracting?



# *Technical*

- Terminology extraction and assistance
- Translation memory
- Machine translation
- Quality checks
- Syntax highlighting
- Second reference language
- Offline translation



File: abiword.po

Comments:

DLG\_DateTime\_AvailableFormats

Terminology:

**available** *beskikbaar*

**format** *formaat*

**format** *formateer*

English

**&Available formats:**

**&Beskikbare formate:**

[Show Timeline](#)

amaGama server

**&Available formats:** Beskikbare formate

**&Available Hosts:** &Beskikbare gashere:

**&Available for Use** Beskikbaar vir gebruik



Critical

**Newlines**

**1**

**printf()**

**2**

Functional

Acronyms

3

Numbers

4

Unchanged

20

Cosmetic

Brackets

4

Double quotes

1

Double spaces

29

Ending punctuation

34

Ending whitespace

3

Punctuation spacing

7

Simple capitalization

8

Starting  
capitalization

5

Starting punctuation

13

# Legal

- Terms and conditions on signup
- Permissions

Overview

News +

Permissions

Below you can add, edit, and delete the permissions for this language.

*The user "nobody" refers to any user that is not logged in (an anonymous, unidentified user). The user "default" refers to the rights that all logged in users will have by default, unless other specific rights were assigned to them.*



Permissions

Delete

Can administrate a translation project  
Can download archives of translation projects  
Can commit to version control  
Can overwrite translations on uploading files  
Can review translations  
Can make a suggestion for a translation  
Can submit a translation  
Can view a translation project



default

nobody

**Language Members**

**All Users**

admin

# *Social*

- Hierarchical trust model
- Commenting
- Voting
- Avatars
- Timeline of changes
- Messaging and news feeds
- Profiles
- Outside socialisation



# square

## Definition

Suggestion 1 by bheki:

isikwele ✖ ★ <sup>2</sup>

Suggestion 2 by nomfundo:

Definition: Unxande namaboda amane ★





Part of speech: **Noun**

English



chat room

Term Definition:  
A site on the internet where a number of users can communicate in real time.

*chumba sogozi*

Term Definition

Tovuti ya mtandao ambapo watu wanazungumza.

Explanatory notes

Approve

Propose

Fuzzy



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- Most people can't build their own platform
- A sound platform empowers more people



- <http://translate.org.za/>
- [friedel@translate.org.za](mailto:friedel@translate.org.za)

