

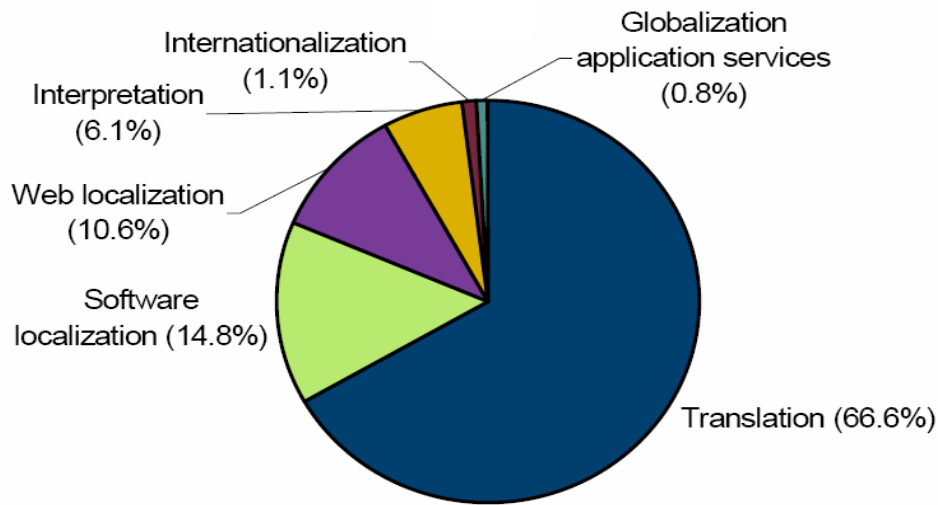
# Reverse Localisation

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# Worldwide and U.S. Globalisation Services Forecast and Analysis, 2003 - 2007

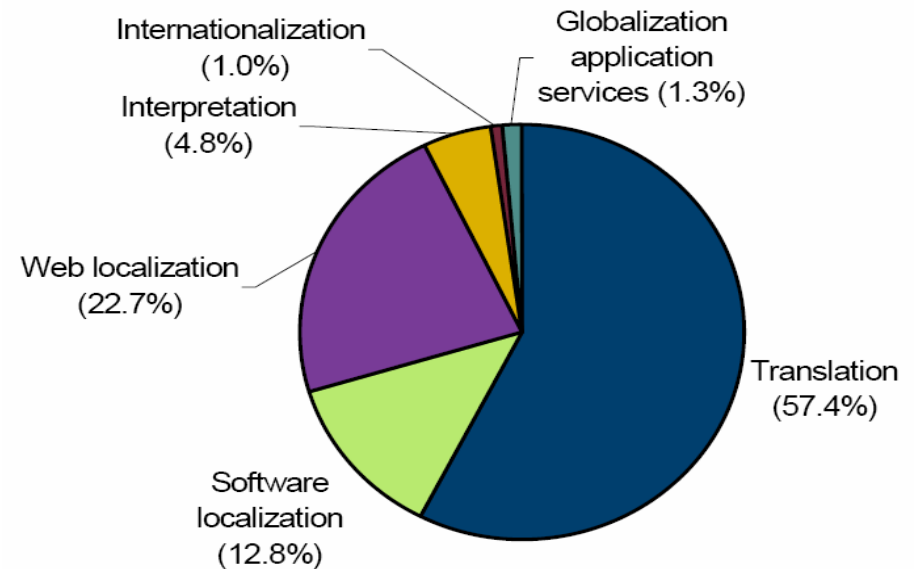
**2002**



**Total = \$4.97B**



**2007**



**Total = \$8.94B**



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**The contents of the following presentation**

**cannot be applied to all localisation projects.**

**It is only meant to question commonly held**

**beliefs of what is good localisation practice.**

**Should you decide to follow the advice given**

**you do so at your own risk.**

# I18N - L10N – G11N

## ■ Internationalisation

- ... the process of designing (or modifying) software so as to isolate the linguistically and culturally dependent parts of an application
- ... the development of a system that allows linguistic and cultural adaptation supporting users working in different languages and cultures.

## ■ Localisation

- ... the linguistic and **cultural** adaptation of a product to the requirements of a foreign market.
- ... the management of multilinguality across the global, digital information flow.

## ■ Globalisation

- ... a business strategy (not so much an activity) addressing the issues associated with taking a product to the global market.
- Includes world-wide marketing, sales and support.

# Origin and Rationale

## Motivation: Increase return on investment (*ROI*)



- Adapt an already developed product superficially to the requirements of foreign markets - with a minimum effort
- Then use it in or sell it into these new markets for a similar price as the original product: there is no easier way to make money

## Use globally acceptable content (LCD / I18N)



- Develop products using the lowest common denominator (LCD); the out-of-the-box product should not offend anyone
- Use recognisable colours, symbols, sound and signs
- Less adaptation = higher potential earnings
- Reduce the localisation effort to translation
- Good for revenues, but bad for diversity and the information and entertainment value of the product and/or service

## Re-use (leverage) as much as possible (L10N)



- Process as much as possible – translate as little as possible; reuse previous translations
- Limit changes to an absolute minimum (eliminate snowball effect)
- Recycling of translations is good for business, but bad for living languages (and the people using them)

Localisation is a success if the people buying a product or paying for a service believe that it has been developed for them, in their country – although this was not the case.

# Cultural differences

They are a **nuisance** (at best)

They are a source of **conflict**.

Most of all, they cost **too much money**.

# Cultural adaptation

## ■ Shallow level – traditional software



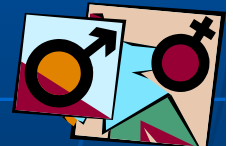
NATO-OTAN?

- Use of colour
- Sensitive pictures and images
- Hand signals
- Symbols
- Sounds
- History
- Product names and acronyms

**Mostly understood**

## ■ Deep level – entertainment, education, information, eContent

- Individualism versus collectivism
- Small versus large power distance
- Masculine versus feminine
- Weak versus strong uncertainty avoidance
- Top down versus bottom up problem solving approach



**Less well understood**

# Examples of early L10N?

**Egyptian**



**European**



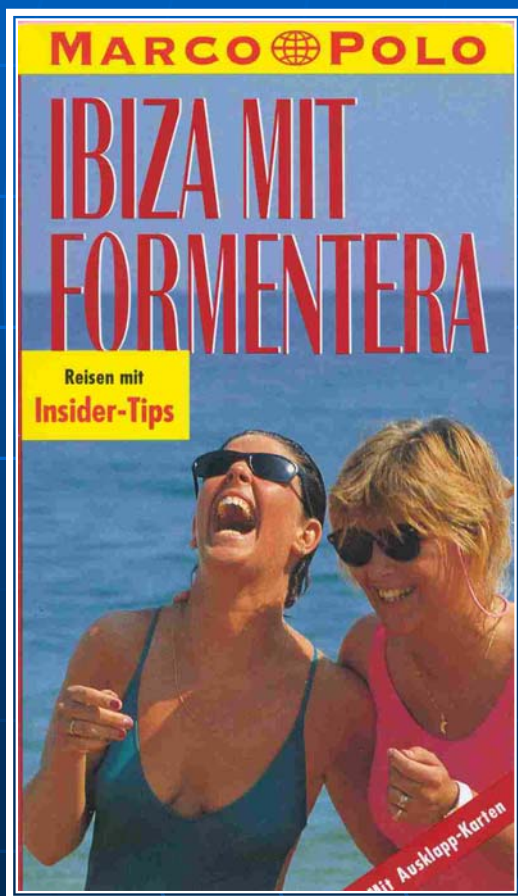
**South American**



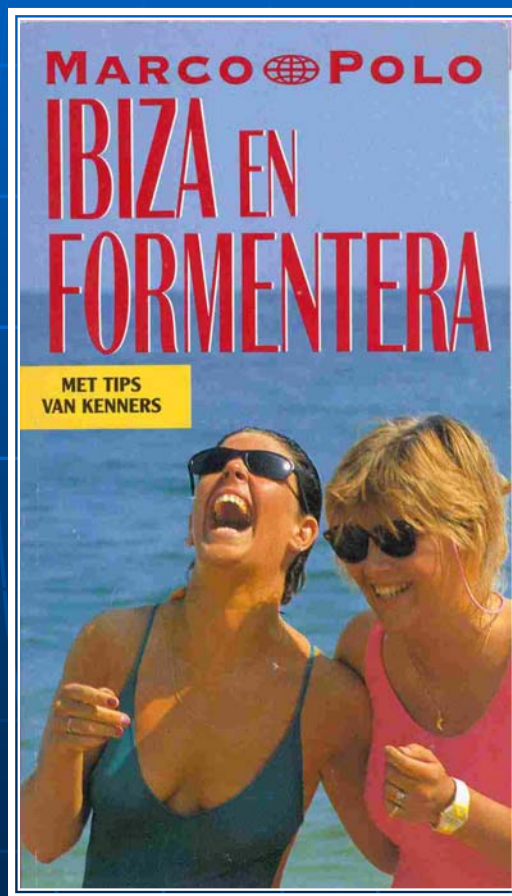


# Examples of modern L10N?

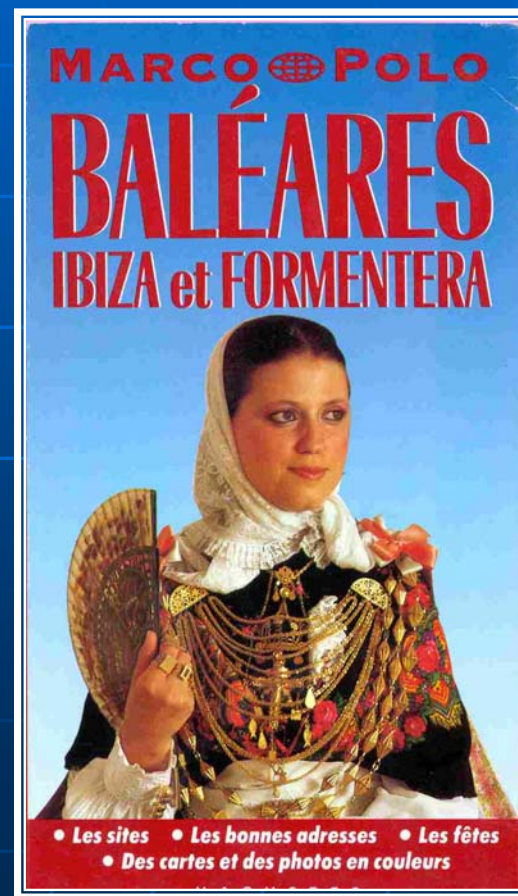
## German



## Dutch



## French



## Argentines destroy HMS Sheffield

The British ship HMS Sheffield has been hit by an Argentine missile fired from a fighter bomber. It is not clear how many of the 268 crew have perished.

The incoming Exocet missile was not on the expected-enemy-missile list, instead it was interpreted as a friendly object.



04 May 1982

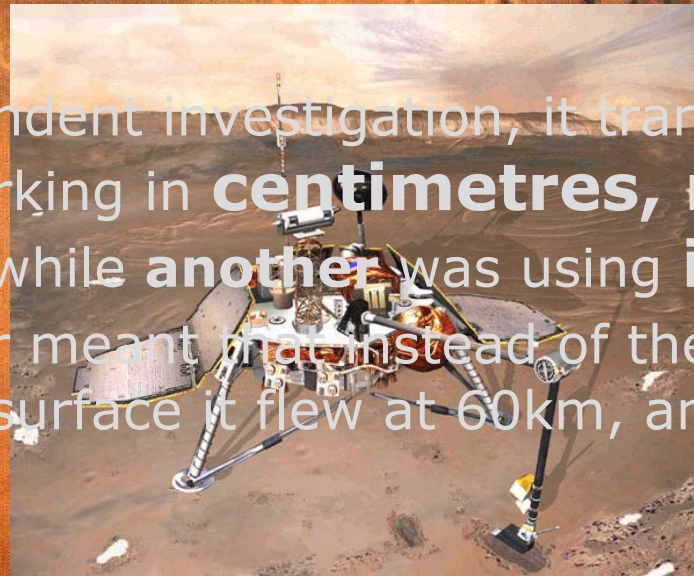




April 1980

The disappearance of the Mars Polar Lander in December concluded a year of major failures for NASA. The lander vanished less than three months after NASA lost its sister spacecraft, the Mars Climate Orbiter, in highly-embarrassing circumstances. The \$125m craft, which was to study the Red Planet's climate, went missing on 23 September.

Following an independent investigation, it transpired that **one** team had been working in **centimetres, metres and kilogrammes**, while **another** was using **inches, feet and pounds**. The error meant that instead of the craft passing 150km above the planet's surface it flew at 60km, and probably burnt up.



23 September 1999

# Talk like an Egyptian

17 October 2005

Dubai-based satellite network MBC announces that it will broadcast 30 episodes of The Shamsouns featuring Badr Shamsoon and Omar Shamsoon. Omar has given up Duff beer and pork sausages; he drinks Coca-Cola and eats Egyptian beef sausages instead. Instead of donuts, he wolfs down Arab cookies, *kahk*.



# Academic backup



## Geert Hofstede

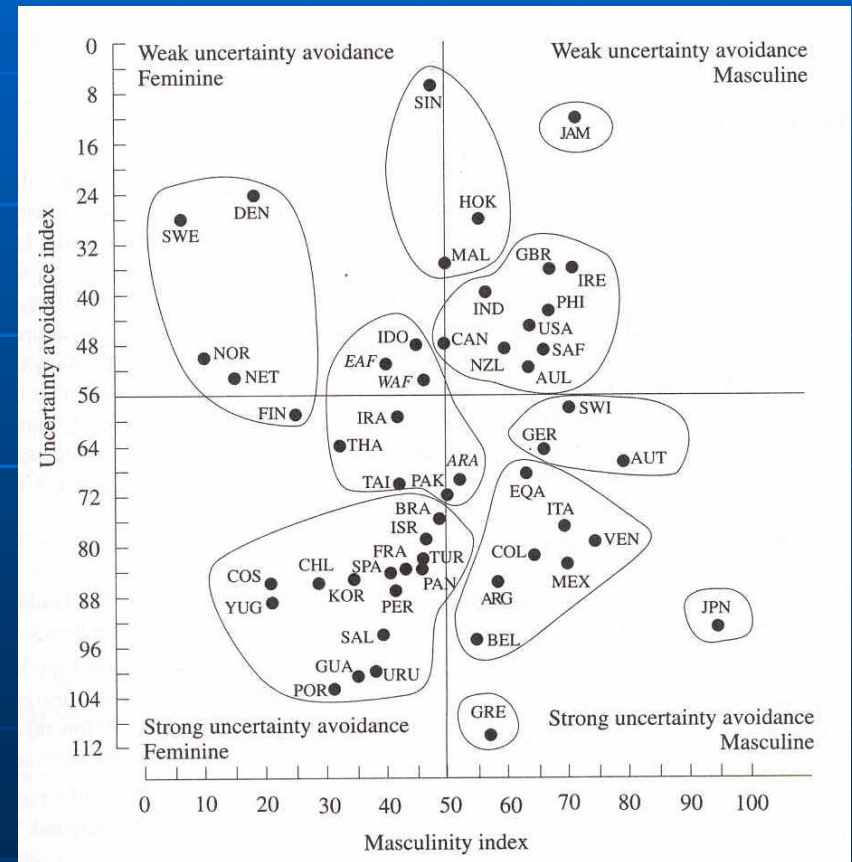
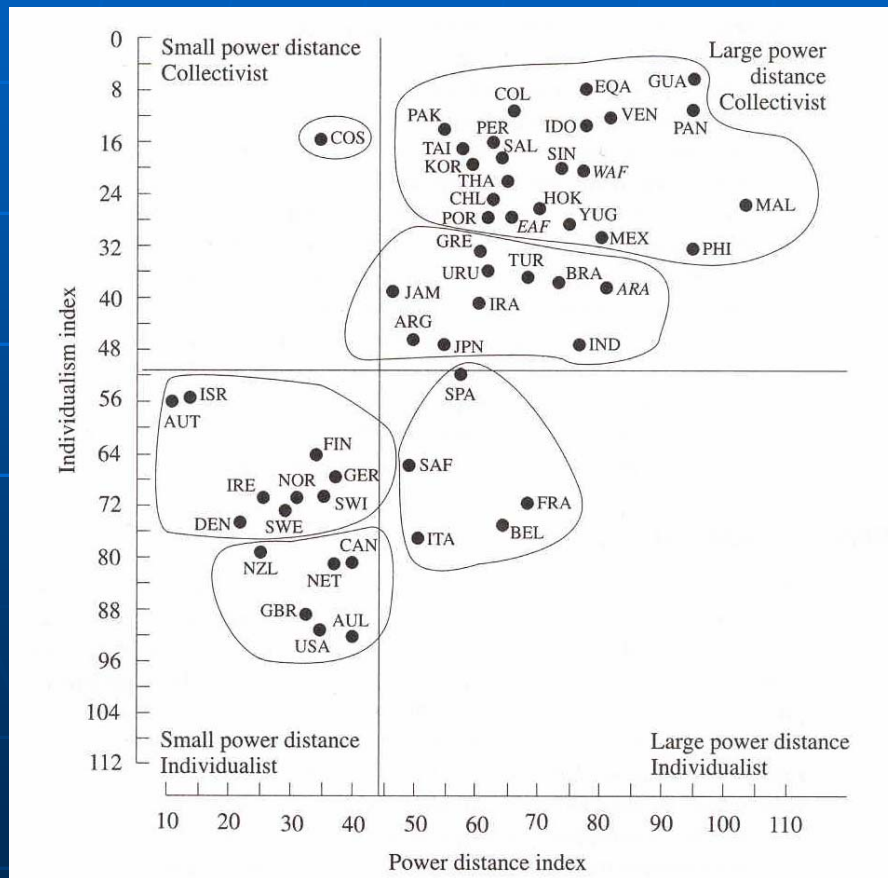
*" Culture is more often a source of conflict than of synergy.  
Cultural differences are a nuisance at best and often a disaster."*

Prof. Geert Hofstede, Emeritus Professor, Maastricht University.

# Geert Hofstede

- Personal background
- His study
  - analyzed a large data base of employee values scores collected by IBM between 1967 and 1973 covering more than 70 countries
- The five dimensions of cultural difference in the workplace
  - Power Distance (PDI)
  - Individualism (IDV)
  - Masculinity (MAS)
  - Uncertainty Avoidance (UAI)
  - [Long-term Orientation (LTO)]

# The matrix





# The matrix for websites

- Blueprint for guidelines on cultural adaptation
- Problem
  - How to identify Hostede's categories for example on web sites?
- How are or should web sites be designed on the basis of a country-dependent deep cultural value system?
- EU-funded project: how to adapt web sites to different countries?
  - Germany: well structured, laid out in tables
  - Scandinavian countries: nature loving, lots of trees and lakes
  - Mediterranean countries: very lively, lots of strong colours
- Conduct experiments to prove the point

# Different layouts – same message



*The Coca-Cola Company*

South Africa

welcome | south africa at a glance | news | the coca-cola company in south africa | e-cards | south africa directory | careers | contact us | | Login | | Africa Home |

# welcome to South Africa

## News

The latest news brought to you by our media partners in Africa.

## Coca-Cola.com

Welcome to Coca-Cola

## Find a Job in South Africa

Search the latest postings, brought to you in association with FindaJobinAfrica.com



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「可口可乐, 游戏地带

「可口可乐, 奥运天地

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兑奖开始啦! >>

导航条

COCA-COLA CHINA WEBSITE



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**News & Events**

- **Coca-Cola, World Gold Council Crown This Festive Season With 24-Carat Khara Sona**  
Wednesday, September 28, 2005



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The process of manufacturing of Coca-Cola involves minimum of 400 tests to make sure every drop of the World's favourite cold drink is of the highest quality



**What's New?**



**Brand Coke is back with a bang! This time it's with the "Coca-Cola Khara Sona"**

[.... more](#)

**Corporate Citizenship**



The Coca-Cola company believes our business has always been based on the trust consumers everywhere place in us – trust that is earned by what we do .

[Read More...](#)

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**FRANÇAIS**  
**NEDERLANDS**



*Coca-Cola*

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| Coca-Cola in the USA | The Coca-Cola Company | Coca-Cola Worldwide |

my coke  
Check out MyCoke.com

Coca-Cola YOUTH PARTNERSHIP  
Coca-Cola Youth Partnership

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TV Commercials

Coca-Cola zero  
Introducing Coca-Cola Zero

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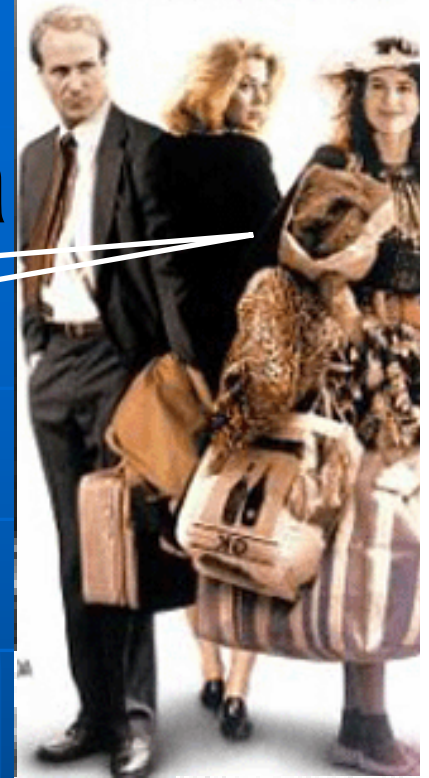
Contact Us > Site Map >

> Promotions > Store > Our Brands

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# The cultural dilemma



THE ACCIDENTAL TOURIST



You will always get what you want

- Never anything unexpected
- No deviation from the norm
- Single source
- The Macon Leary syndrome
  - Hates both travel and anything out of the ordinary
  - Does not engage with life
  - Lives in an insular world
- Macon Leary is bad news for business (and culture)

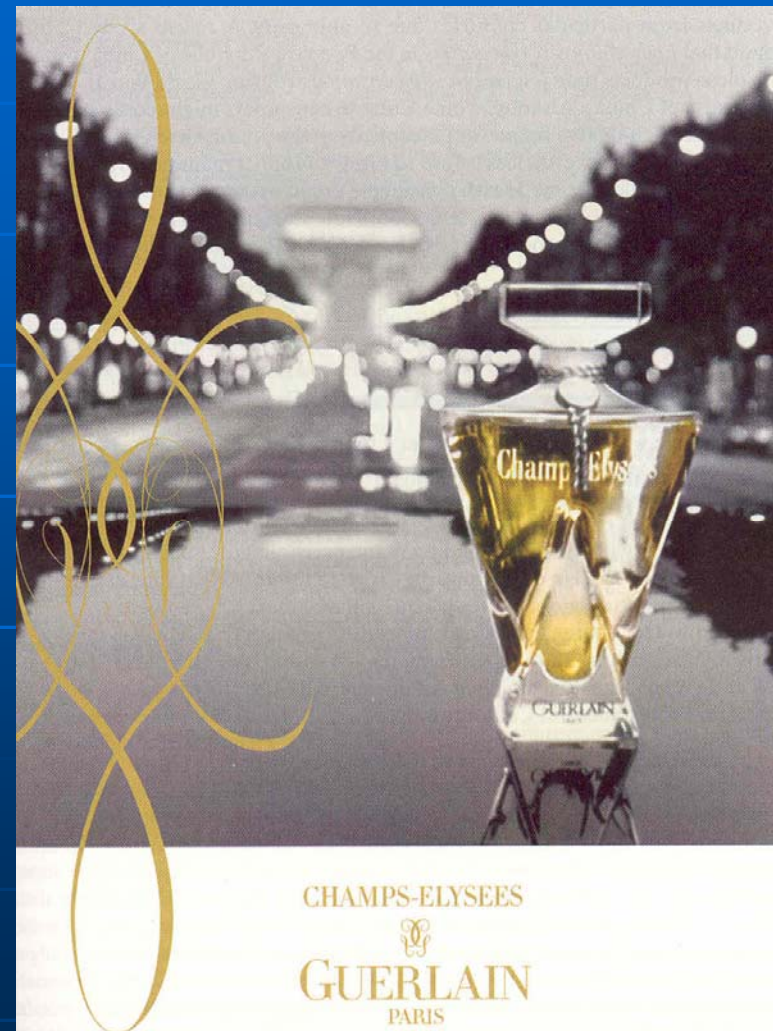
Macon Leary needed Muriel, a deliciously peculiar dog-obedience trainer, to end his insular world and thrust him headlong into a remarkable engagement with life.



# Strangeness

# Strangeness: how it works

- Associations
- Associate certain products with certain countries and cultures
  - Perfume, fashion, romance are associated with France
  - Technology with Germany
  - Good taste with Italy



# Examples

## Strangeness is attractive

Do not follow in the footsteps of *The Accidental Tourist*

### The NEIN factor

Vot time, Dubliner? 📢

Vot time, not *again*? 📢

Vorsprung durch Technik: Otto - NEIN 📢



Pour l'amour de l'orange

## THE NEW AUDI A6 / OVERVIEW VORSPRUNG DURCH TECHNIK.

The new Audi A6 is a giant step in the evolution of the luxury class. Assured, poised, exclusive, with improved driving dynamics and exceptional comfort, the new Audi A6 is designed and engineered to be the sportiest saloon in its class. A car for the road ahead.

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The new Audi A6



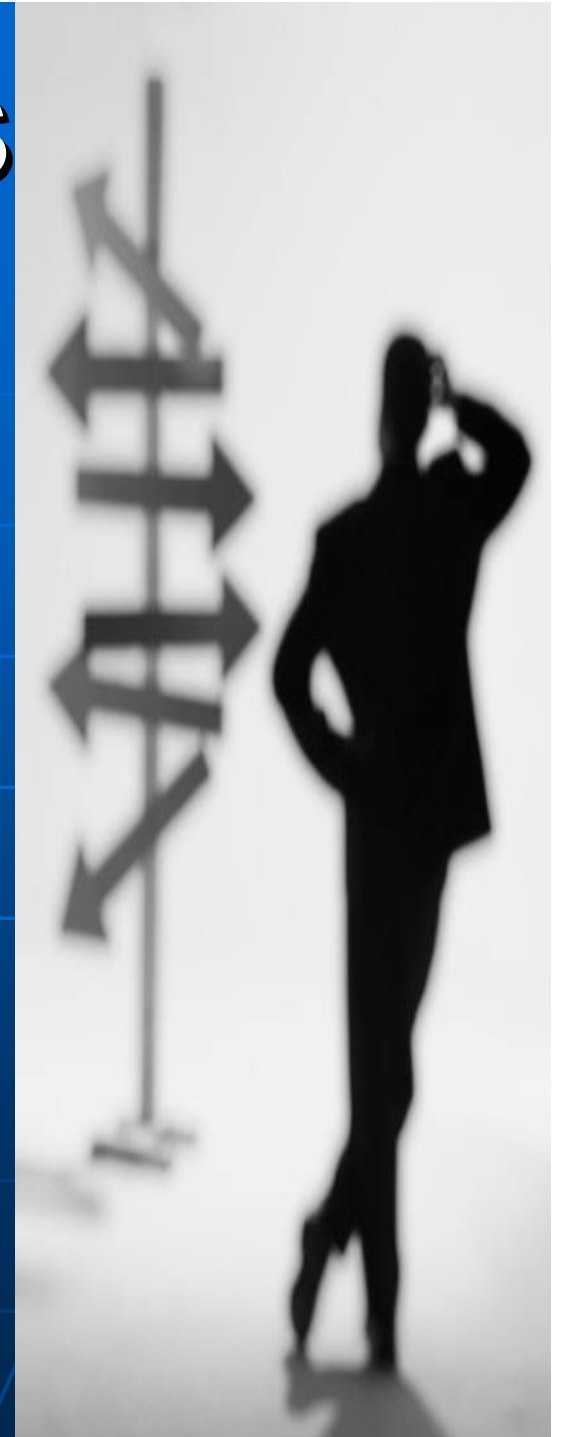
# Important decisions

Buy or sell

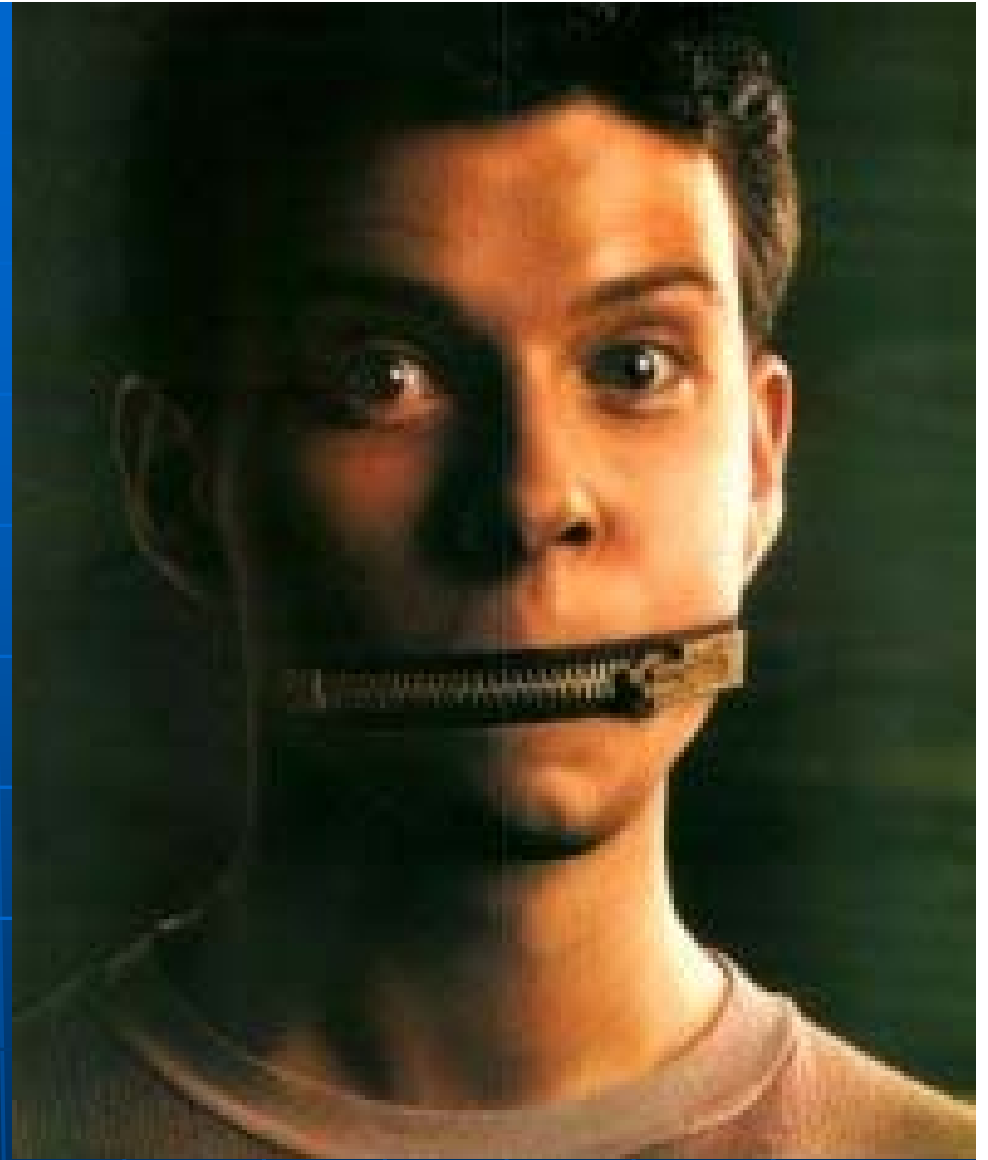
Left or Right

Life or Death

Stay or Move



No words



# Reverse Localisation

Linguistic or cultural **strangeness** **left** or, indeed, **inserted**  
into digital content for a particular target locale  
with the aim of intentionally differentiating it  
from the dominating culture in that locale.



- Get the imagination working, get your audience involved and take advantage of their -

- Curiosity for the unknown
- Interest for the different
- Desire for exclusivity
- Spirit of adventure
- Ambition to discover



- Liberate yourself from the Malcom Leary Syndrome – instead travel like Hector

- Get to know local customs
- Learn the local language
- Taste the local cuisine
- Wear the local clothes
- Play the local instruments
- Bring with you all your cultural baggage, provoke and enjoy the clash of cultures wherever you go.

**Don't eliminate  
difference  
Embrace it!**

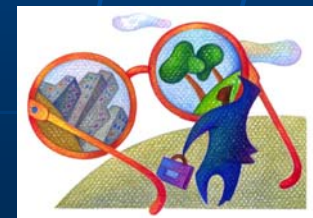
# ... and if you really want to adapt

- Realise that the nation-state as a category is a thing of the past

- Indian web sites are hosted in the U.K.
- Germans speak 'Italian' to the staff in a Cologne Pizzeria
- Aldi customers in Dublin speak anything but English
- Turks living in Germany get their news from Turkey
- Spanish native speakers outnumber English in some regions of the USA

- Consider instead other categories, such as

- Age – the global teenager
- Income – the global business person
- Education – the global academic
- Rural vs City – global 'country' values





# Homer NOT Omar



"They managed to make one of the funniest shows ever into something that is terribly unfunny, and one of the smartest shows around into something incredibly dumb," wrote one blogger.

Another was puzzled that Duff had suddenly started making soda. "If that's what my media gave me, I'd want to blow myself up too," was the border-line comment from an understandably anonymous contributor.

**Embrace cultural diversity**

It makes life more interesting, colourful and exciting  
and sells much better!

It is the localisation industry that has to be adapted,  
not the digital content it is dealing with.