



AI for Multiple Long-term Conditions  
Research Support Facility



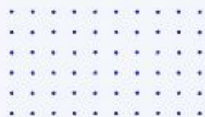
# Localisation and Translation

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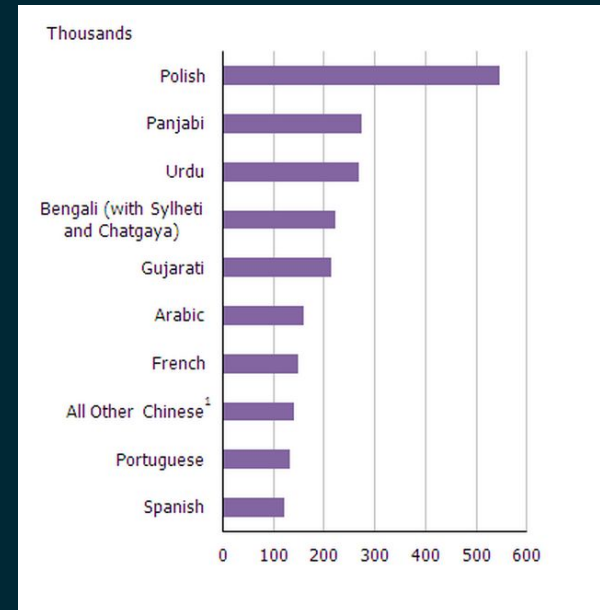
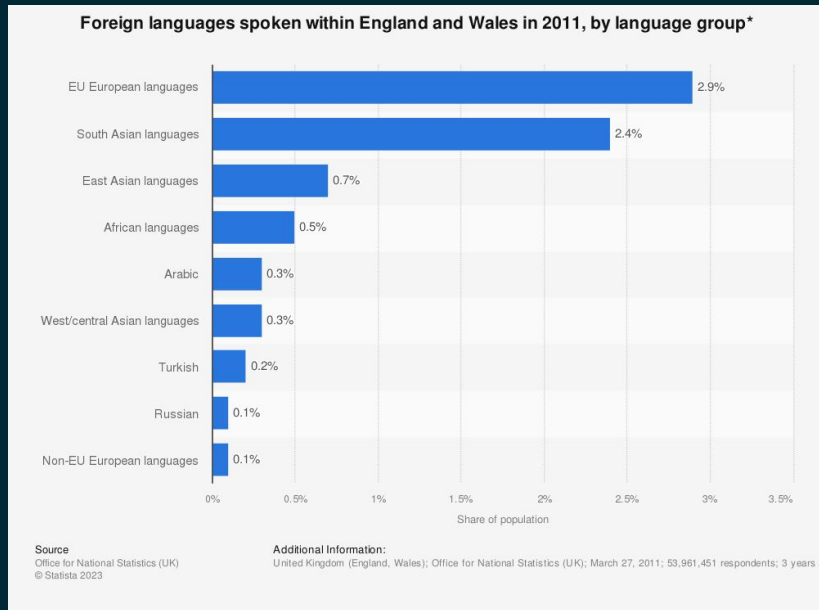
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# What we will cover?

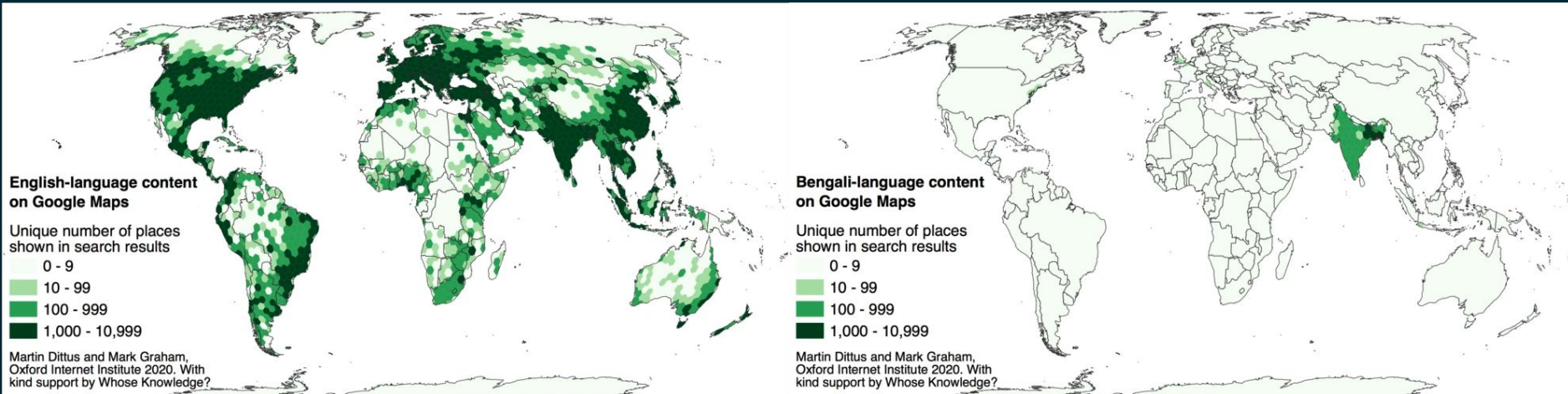
- Why Translation **Matters** in accessibility
- Distinguishing Translation and Localisation
- The Vital Role of Localisation



# English isn't the only language spoken in the UK



# Global language landscape extends to the Internet itself, and the global access to information



*English-language content and Bengali-language content on Google Maps, from Internet Languages Project (Dittus & Graham)*

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# Why Translation Matters?

**Multicultural Society:** The UK is a diverse and multicultural society with residents from all over the world.

In healthcare settings and **during emergencies**, clear and accurate communication can be a matter of life and death.



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# Take it a step further!



## Localization

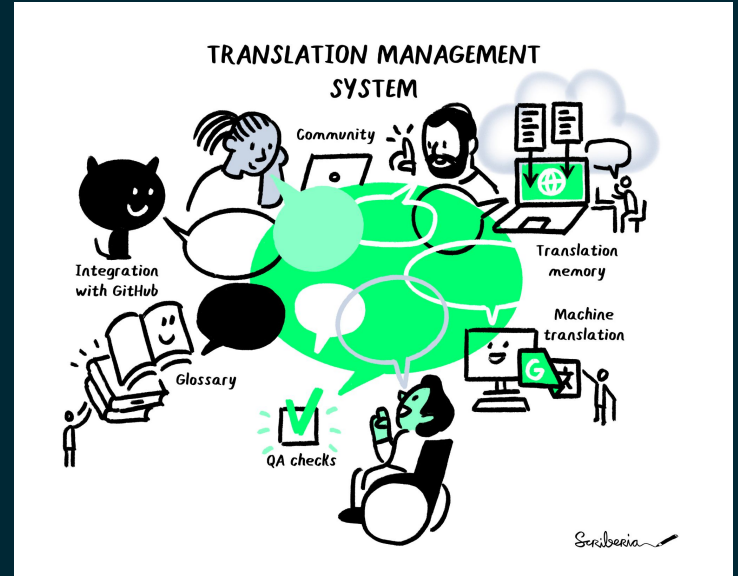
The process of adapting web content and applications for regional – or local – consumption.

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# Translation ≠ Localisation

**Localisation** is the adaptation of it to meet the language, cultural of a specific target locale.

A **Translation Management System (TMS)** manages the localisation process from the beginning of a translation process until the finished product.



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# Translation ≠ Localisation



07/04/1776



1776/07/04



POUNDS > KILOGRAMS

66.138 lbs = 30 KG

22 046 lbs = 1000 KG





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# Translation ≠ Localisation

## Translation

**Translation** is the practice of using the same words and the same content, only transcribed into another language.

## Localization

**Localization** adapts and modifies the source document into other cultures to increase understanding and eliminate miscommunications.

## Examples

Medical Consent Forms:

- **Translation Problem:** A hospital provides medical consent forms in Arabic, but they are not properly localized. The forms might include legal terminologies and healthcare regulations specific to another country, **leading to misunderstandings and legal complications.**

# The Need for Localization and Translation

- **Multilingual Society:** The UK is home to a diverse and multilingual society with various languages spoken by residents and communities
- **Inclusivity:** To ensure inclusivity and accessibility, organizations must cater to the linguistic needs of all citizens, including non-native English speakers
- **Cultural Sensitivity:** Adapting content to local languages and cultures demonstrates respect and understanding, strengthening relationships with diverse communities



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***“Translation is not just about converting words; it's the bridge to accessibility, ensuring that information, services, and opportunities are within reach of every individual, regardless of their native language or background”***

# Thank you!

## Acknowledgements:

- Part of the slides are taken primarily from a talk at RIOT with Ann Lee Steele
- Huge thanks to Bastian for his help with the slides

