



WEB *Localisation*

Group A

THE *Process*



Phase 1: localisation managers and engineers



Phase 2: translators or localisation specialists



Phase 3: QA agents, engineers or localisation specialists



INTRODUCING

Cultural Adaptation

Internationalisation:

- Neutralises culture-specific features
- “Reverse localisation”

Cultural Adaptation:

- Shows the effort of the company
- Adapts the website to the target culture

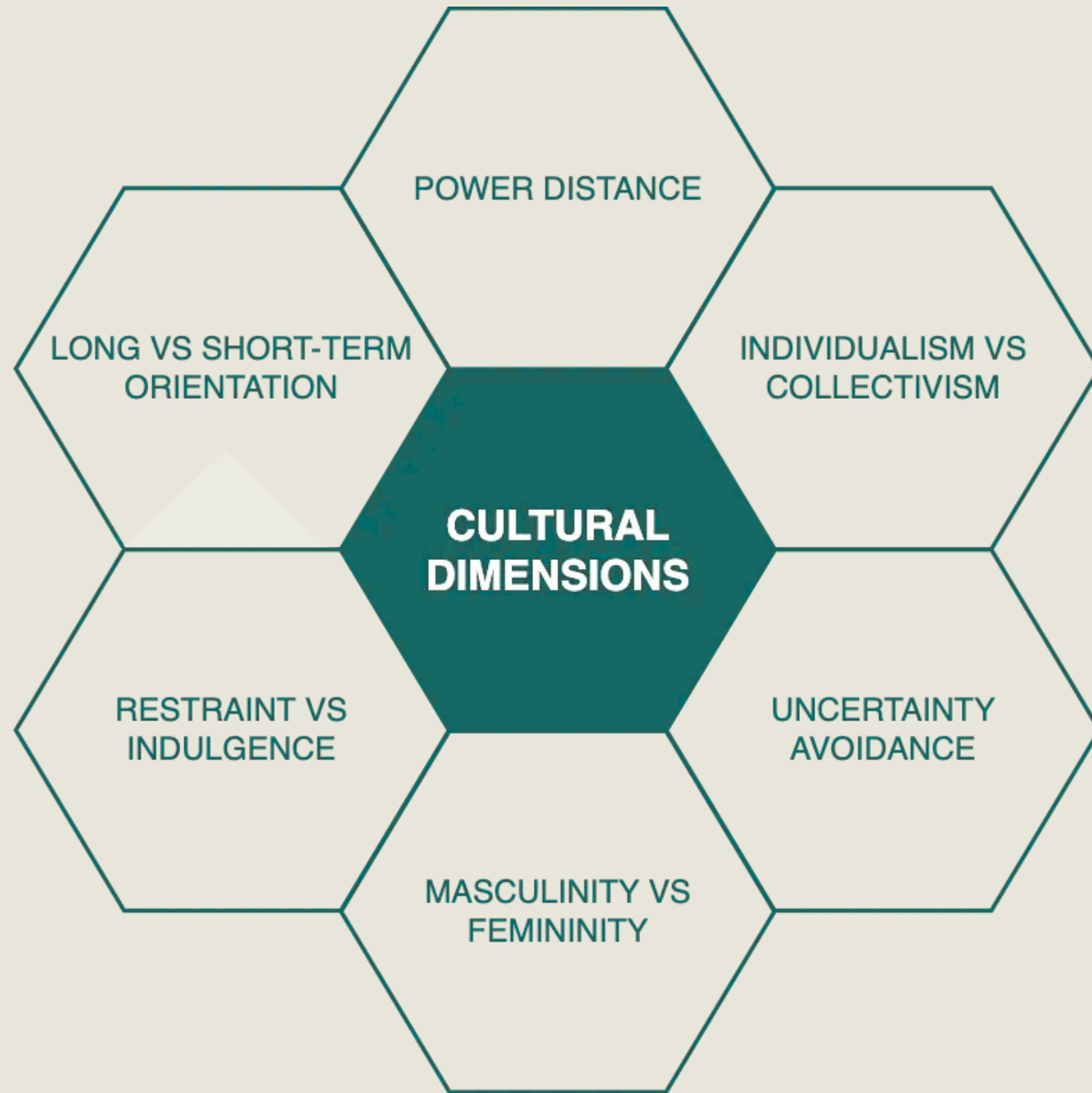


✗ More cultural adaptation=
higher ratings and lower
cognitive effort

According to Tercedor (2005)

4 cultural elements are the subject of adaptation:

- Linguistic-textual aspects
- Visual-iconic aspects
- Technical aspects
- Cognitive aspects



SINGH AND PEREIRA

through Hofstede's dimensions

Individualism-Collectivism

Power distance

Uncertainty Avoidance

Masculinity-Femininity

Low-High Context

SINGH & *Pereira*

Methodologies

1.

Comparing original
websites in every
country

2.

Measuring the degree
of localisation



“localisation level”

GRAZIE PER L'ATTENZIONE



memorabilia

THANK YOU
for listening!

Any questions?