Making Web Localisation Accessible between Communities

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Abstract

Best practices in accessibility are usually implemented, both on a technical and linguistic level, during the preliminary phases of the web development cycle. However, when a web site needs to be made multilingual, the transfer of textual accessibility becomes an imperative task during the localization (i.e. translation and adaptation) process. This research focuses on how localizers can obtain a degree of linguistic accessibility in the target-language web site comparable to that achieved in the source one, especially regarding text alternatives for visual content. Our ultimate goal is to develop a methodology through which expert and automated evaluation practices are merged by means of a controlled-language checker for Spanish and English web content.

Reference


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Making Web Localization Accessible between Communities

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Abstract: Best practices in accessibility are usually implemented, both on a technical and linguistic level, during the preliminary phases of the web development cycle. However, when a web site needs to be made multilingual, the transfer of textual accessibility becomes an imperative task during the localization (i.e. translation and adaptation) process. This research focuses on how localizers can obtain a degree of linguistic accessibility in the target-language web site comparable to that achieved in the source one, especially regarding text alternatives for visual content. Our ultimate goal is to develop a methodology through which expert and automated evaluation practices are merged by means of a controlled-language checker for Spanish and English web content.

Motivation

- Common concerns of web accessibility, internationalization & localization
- Localization has shown little awareness of accessibility matters
- Language is perceived as a barrier to access
- Web accessibility evaluation tools (WAE) have traditionally been very vague about language-related requirements.

Scope of Research

Text alternatives need to be accessible and localized

STARTING POINT: Web elements that need to be accessible and localized

Main Content

Text Alternatives

Non-Text Content

- Text content
- Visual content
- Auditory content
- Tactile content

Starting language:

- Spanish
- English

Intercultural transfer of accessibility

“The localization process should ensure that the translated version does not fail any of the accessibility requirements that the original version meets” (Gutiérrez y Restrepo & Martínez Normand, 2010)

Knowledge area: Web Localization and Accessibility

Accessibility as a language

What is localized is information, and it is most useful if adapted to the personal requirements, backgrounds and goals” (Van Genabith, 2009)

Localization as a form of accessibility

“Because by delivering equivalent information to different audiences, we could think about localization as a type of accessibility in its own right” (Ó Broin, 2004)

Accessibility as aid

“Accessibility approaches help with localizability” (Shida, 2007)

Research Stages

- Content mining
- ES-EN Web pages, Accessibility Study, Access for All 2011
- Analysis of communicative value of visual web content
- From text to ‘image’ & from ‘image to text’ by (Tentorco, M. et al., 2009)
- Extraction of Spanish and English textual accessibility style-based patterns
- Creation of style-based language rule sets to check accessibility of text alternatives for images based on the locale (ES & EN)