

Content Focus Group Report

Dr. Emmanuel C. Lallana

Methodology

- Identify roadblocks/barriers to localization from the country reports
- Ranks the roadblocks - Low to High
- Consider the High priority blocks
 - Prioritize (how?)
 - Formulate plan to remove these barriers

Low Rank

- Lack of infrastructure/access
- IPR
 - Where does FOSS fit in here?
- Lack of funding - Low to Medium

Medium

- Lack of R&D/Knowledge/Tools/FOSS
- Resistance to localization
 - Passive
 - Globalization
 - Political (catch-all?)
- Delivery channel
- Lack of capacity - Medium to High

High, in order of appearance

- Lack of policy - localization and content
 - removing barriers from access and generation coordination, content censorship, ...
- Lack of coordination
- Lack of awareness
 - Demand, supply, FOSS, ...
- Identification of relevant content
 - Dimensions: target groups; Economic/social value, empowerment; authenticity and timeliness

High, in order of priority

1. Identification of relevant content
 - Dimensions: target groups; Economic/social value, empowerment; authenticity and timeliness
2. Lack of awareness
 - Demand, supply, FOSS, ...
3. Lack of coordination
4. Lack of policy - localization and content
 - removing barriers from access and generation coordination, content censorship, ...

Why this particular order?

Rank 1: Identifying relevant content

Describe using a 3-D matrix

1. Identify target groups (rows)
2. Identify the relevance in terms of empowerment, social and economic value, etc (columns)
3. Authenticity and timeliness apply to all the relevance measures (3rd dimension)

Kickstarting the process

- Must also look at demand and supply for later phases, especially policy
- Stakeholders are
 - knowledge producers
 - “middle” people
 - end user
- Prioritize by focusing on the “middle” people

Kickstarting the process

Three levels of focus:

1. Middle people

- To transform the existing content into digital form
- Provide incentive to match up “knowledge” generator with the end users

2. Empower end users through capacity building

3. Domain knowledge producers

Rank 2: Lack of awareness/demand

- Raise awareness in terms of
 - Local content
 - Availability of tools (authoring, proofing, translation)
 - Localization issues
- Target groups
 - Policy/decision makers
 - End users
 - Producers/providers: Universities, Corporates, NGO, Government, ...

How to address it?

- Advocacy campaign - relate content to larger development goals
 - Govt funded? Govt can create own content, perhaps via specialized agency. Or, pick one agency, help it develop content and then show effectiveness as incentive for other agencies
 - Corporates - social responsibility and business development

How to address it?

- Business model/social entrepreneurship
 - Sustainability
 - Venture fund for social entrepreneurs

Rank 3: Lack of coordination

- Content will be done by relevant agencies.
- Role of the “appropriate” agency then is to:
 - Champion the process?
 - Coordinate the various activities (open source localization, etc)
 - Be the enabler
- Use Sri Lanka use as best practice example
- The language authority needs to be included in the mix as well as it “owns” the language

Rank 4: Lack of policy

- Recommendation: Have an explicit localization policy in the context of the overall ICT policy/strategy.
 - Content in all official languages (initially)
 - Transactions as well
 - Look at case studies
 - Sri Lanka – centralized translation, write in one, and then send to service. Typically outsourced.
 - Bangladesh – not considered a problem when moving from English to Bangla
 - Have localization standards
- FOSS use in the policy? *Furious debate ...*

Summary

- Remove the barriers to creating local content
 - Identify barriers, deal with high ranked ones in order of priority
- Relevant content must be selected before the other barriers are dealt with
- Policy issue mentioned most, but dealt with last
- *Explicit* localization policy is a must

Participants

- Discussion Leader: Dr. Emmanuel C. Lallana
- Rapporteur: Mumit Khan
- Members: Rajesh Sreenivasan, Dr. Ananya Raihan, Dr. Maydom Chanthanasinh, Nguon Trung Quynh, B. Batpurev, Kodama Shigeaki, Saroj Devkota, Dr. Don Osborn, Wasantha Deshapriya, Mansoor Jafri