

PAN Localization Project Phase II
Regional Research Component on
Content

Mumit Khan
BRAC University
Bangladesh

RRC Content

will focus on

coordinating, mentoring, guiding, evaluating,
synthesizing and reporting

the research on **Content Access and
Generation**

by country partners

Research questions

1. Relevant local language content

- Identifying user groups, content reqs, gender, sustainability issues, generation issues, technology

2. Development of content

- Creation/Conversion models (OCR, MT), scaling up to national level.

3. Publishing standards

- Online vs print, markup/formatting, storage formats, international standards

4. IPR regimes

- Attribution, re-distribution, extension, commercialization

5. Policy issues

- Best practices, survey of enabling policies, policy gaps

RRC Projects/Deliverables I

- Survey of content issues
 - need assessment and information dissemination, structuring information domains, content availability and accessibility.
- Design of and report on discussion with policy makers and list of relevant organizations
- IPR regimes for content publishing
- Report on user groups
 - Gender, info reqs, methods

RRC Projects/Deliverables II

- Report on content development cycle and related IPR issues
- Report on publishing conventions and standards
- Report on effective deployment methods
- Report on effective policy considerations

RRC Content Role

- Evaluate country component deliverables and provide feedback on behalf of Regional Secretariat
- Identify technology and training needs for country components and facilitate training organization
- Facilitate Regional Secretariat in coordinating content related aspects of the project
- Coordinate with other organizations and projects on behalf of PAN Localization Project
- Assist in Disseminating and Marketing the Project and its Deliverables

DONE

Research Questions

- Relevant Content
 - Identify user groups, gather requirements
- Localization tools
 - Survey of extent of support
- Linguistic Resources
 - Survey and development challenges
- Prioritizing localization technology development
 - End-user perspective
- Network of people
 - requirement, effectiveness and sustainability
- Policy support
 - HR training
 - Depth of localization (advanced applications)
 - Breadth of Localization (linguistic diversity)

Research questions related to content I

- Relevant local language content
 - Identifying user groups, content reqs
- Development of content
 - Creation/Conversion models
- Deployment of content
- Determine conventions used to publish
 - Markup/formatting, storage formats
- Test related standards

Research questions related to content II

- IPR regimes
 - Attribution, re-distribution, extension, commercialization
- Gender issues related to content
- Evolving a policy framework

Research questions related to training to promote use

- Development of training materials for end-user groups
- Determining effective strategies to retrieve/access content
- Determining strategies to generate culturally-relevant content