



UNIVERSIDAD  
**DE ATACAMA**

FACULTAD DE HUMANIDADES Y EDUCACIÓN

## **Website Localization: What Is Our Reality?**

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## **ABSTRACT**

This research presents the problem of the Language Department's website not being localized currently. The objectives of this investigation are developing a course of action with the intention of localizing the Department's website, explaining its importance and necessity as well as analyzing the steps needed when developing it, allowing future updates. This study is based on the work of different authors, and according to these, this course of action was designed. A survey was used when measuring the necessity of developing the Language Department's website localization, and how useful it is for students and professors. The course of action was divided in three stages. The data gathered and the literature reviewed were used when analyzing the course of action. Both the actions and its results were analyzed in this investigation. Finally, our proposals and future hopes are expressed for the course of action and its application.

## **KEYWORDS**

LOCALIZATION-WEBSITE-GLOBALIZATION-TRANSLATION-COURSE OF ACTION

## **RESUMEN**

El presente trabajo muestra la problemática del sitio web del Departamento de Idiomas al no estar localizado. Los objetivos de esta investigación son diseñar un curso de acción para localizar el sitio web del departamento, explicar su importancia y necesidad y analizar los pasos necesarios para llevarlo a cabo permitiendo sus futuras actualizaciones. Esta investigación está respaldada por distintos autores y es en base a éstos que se desarrolló el plan de acción. Se llevó a cabo una encuesta que se usó para medir la necesidad de llevar a cabo la localización del sitio web del Departamento de Idiomas y su utilidad para estudiantes y profesores. El plan de acción se diseñó para llevarse a cabo a través de tres etapas. De acuerdo a los datos recopilados y la literatura consultada, el plan de acción fue analizado. Las acciones y sus resultados también son analizadas en el presente trabajo. Finalmente, damos a conocer nuestras propuestas y deseos a futuro para el plan de acción y su aplicación.

## **PALABRAS CLAVE**

LOCALIZACIÓN-SITIO WEB-GLOBALIZACIÓN-TRADUCCIÓN-PLAN DE ACCIÓN.

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## INTRODUCTION

This thesis work offers a course of action to localize specifically the Language Department's website at the Universidad de Atacama, allowing future updates of it, as well as a reason on why localizing this website is important: The fact of not having the option of being read in English is seen as inconsistent since the Department belongs to the study area of languages — English and Spanish—, and because the mission of the Department is to form translators who master both languages, English and Spanish.

It is important to highlight that, even though this is not a theoretical work, it is not meant to be applied on the date this thesis work is being published, meaning that this will be a model to adhere to in the future, in case this plan turns out to be approved in the future. Since the seminarists who are elaborating this research do not have any programming knowledge, and the Department does not count with any programmer or engineer team, it would be impossible for us, as translation students, to localize the website itself without any help, however, according to translation studies that does not mean a model cannot be design to be used as reference when this task is completed.

# **1. Research problem: The Department's website is not translated-localized into English**

## **1.1. Context of the problem**

In the year 2000, the Universidad de Atacama approved the annual regime program Licenciatura en Idiomas Inglés y Título de Traductor Inglés-Español, and in november 2016 its website was created, even though it was not launched officially until 2017.

Due to the purpose of the website was to spread the information to the university community, as well as to an outsider community, it was not thought for the website to include an English version, nor was it planned to be localized in the future.

## **1.2. Statement of the problem**

The Language Department of Universidad de Atacama does not have its website localized yet, and, as it is stated before, it was not meant to be to. Being this the case, there is no starting point for a localization plan, and this is why it is needed to, first of all, create a course of action before localizing.

In the next chapters it will be clarified how not having a website localized is a problem and read from several authors why it happens and how to solve it.

The origin of localization dates from the late 1970s and 1980s (see chapter 3.1.1.2), meaning that websites and software have been localized throughout many years, and there are many ways and reasons to do it; int this research it will be decided

what are the most appropriate ways to do it and what is the most suitable situation for why this research is being made. Designing a course of action to localize a website fitted to our current state in the program means less of a burden in the future for the Department staff if the same is attempted.

### **1.3. Relevance of the problem**

In the book *Translation and localization Project Management*, published in 2011, Elena S. Dunne and Keiran J. Dunne state that there are two approaches in localization (which will be explored below), the reactive approach and the strategic approach. This first approach relates to how a company (or institution in this case) acts in a proactive way to expand its fields, and this is why a course of action is elaborated in this research, so the Language Department can succeed on it in the localization field.

The ISO standards of localization calls for the “standardization of principles, methods and applications relating to terminology and other language and content resources in the contexts of multilingual communication and cultural diversity” (ISO, 2015), and according to these standards, since the Language Department’s website is not localized, it does not satisfy these terms, since all of its resources are not multilingually available.

In addition to being an advantage for students of the program—since they will be able to access their resources in English, and this language is their first subject of study—, it will also be an advantage for the institution itself, because it will help it to expand its possible demographic. With that being said, this is why it will be beneficial for both parties, and why a way to solve this issue is being proposed.

Hopefully, the knowledge this research provides will help the teaching area of the program, and it could be applied in the future to build upon our existing program that has suffered many changes in its specialization throughout the years, which has already changed from only translation, to translation and interpretation.



#### **1.4. Delimitation of the problem**

This research will focus on the Language Department's website and its entries, considering articles written from the day the localized website is launched and not previous ones. Also it is worth mentioning that it is not intended for the main website of the university to be localized, yet this model could be applied to it, and if it does, then, nothing is lost. An aspect that will not be considered is pricing. The reason for not taking into account monetary considerations is that the course of action that comes out from this thesis work will not be carried out immediately, but it will be done for future consideration if the Universidad de Atacama and the Department want or if it is required to localize the website in question. It is important to highlight as well that delimitations are not only boundaries that have been set up, but to explore the scopes of this research.

#### **1.5. Research questions and researcher's assumptions**

What it is aimed to do in this thesis work, is that, anyone who reads and understands this research will have these three questions clear.

- Why is it necessary to localize the Department's website?
- Why a course of action to localize a website is trying to be designed?
- What are the steps to follow when localizing a website?

It is important to point out that several considerations were taking into account without any experience in the subject, but keeping always in mind, that no interventions should be made without any hesitated research. Each one of us had their own assumptions, but the ones that were thought as worth mentioning are: possible steps to take during the process, how much it is expected to be translated/localized, how plausible is this model to be carried out, how possible is to interfere from the theoretical

point of view and how this model will affect to the program eventually, the number of people, the average cost of the whole process, the possible investors, and the future maintenance process. For the sake of this research, the benefits of localizing the Department's website, and how it will help users and the institution itself were also considered. Whether these assumptions turned out to be right or wrong is not relevant, but it indeed helped us to set up a starting point in this work.

## **2.Objectives**

### **2.1. General objective**

To design a course of action to localize the website of the Language Department in order to keep it updated in both languages.

### **2.2.Specific objectives**

- To explain the need and importance for the website to be localized.
- To analyze the necessary steps when designing a course of action to localize.
- To allow future updates in the long term so a new course of action will not be necessary.

### **2.3 Justifying innovation or Improvement Proposal**

The idea of making a website for the Department was to spread the information related to it among students and professors, as well as for an outsider community. The incentive was to count on a digital resource that will help to potentiate both programs (Translation and Pedagogy.) With this objective settled, it was aimed to highlight that, by localizing a website, these purposes will be achieved, since the localization will allow the Department to reach more users, and will also enable their resources not only

in Spanish but in English as well. Finally, if the localization plan is carried out, students and professors will be able to access a more interactive environment in the Department.

Also, since many professors in the Language Department are also translators, it is important to not only explain why localization is important to our university as an institution but as translators and future professionals.

- “Translators must continuously learn about new concepts and usage in both their field(s) of specialization and in general language.” (Dunne, Elena. Dunne, Keiran., 2011)
- “If their knowledge and usage do not evolve in parallel with the field and with society as a whole, their translation risk being seen as outmoded and substandard.” (Dunne, Elena., Dunne, Keiran., 2011)

These two final points are the ones that are seen as decisive when it comes to relating this research to our career as future professionals since not only the practical part of this research will help us to develop professional experience, but all the paperwork and writing will also nourish our linguistic skills, and this work as a whole, challenges us to test and demonstrate all the knowledge and experience that us, as students already have.

Finally, the last reason considered as important is how this has already been done here in Chile, and with other universities as well; not in the same way, though.

### **3.REFERENCES/ THEORETICAL FRAMEWORK**

#### **3.1 Documentation**

##### **3.1.1 THEORETICAL FRAMEWORK BASIS**

###### **3.1.1.1 What is localization?**

The first step in order to understand what localization is and how it works is to define it. This part of this research is based on what experts on the field have to say about localization as a discipline and as a subject of study.

The Localization Industry Standards Association (LISA) defines localization as “The process of modifying products or services to account for differences in distinct markets” (LISA, 2003).

This is a more straightforward definition, and while it is accurate and can be understood for someone who has no knowledge in the translation/localization area, it does not tell us where localization comes from, nor does it give us any background information, and unlike this association, specific authors throughout the years have dared to give more precise details and data. And now that it has been made clear that localization is a type of process, this research can start to be more specific in how localization became relevant in the industry. This is important to clarify because it will be used as a starting point in explaining the importance of localizing a website.

One of the authors this research is based on is Jimenez Crespo (2013), who refers to the term localization as a combination between a sociocultural region and a language

industrial setting, stating that the concept comes from the word 'locale.' He also affirms the term comes from the process of modifying a digital text and the way these texts are used by different audiences (p.12). Jimenez Crespo makes a difference between the localization that it is know today, and the one it existed in the 1980s, since its media has expanded to different platforms, such as software products, videogames and smartphones.

The prior paragraph was a more specialized definition, that rather than just explaining what localization is, it makes it understandable by analyzing what localization does.

Andrei V. Achkasov is another author who refers to what localization is, but instead of defining it, he describes one of its features, while putting it in context. Achkasov refers to other authors to state one of his points, however, these do not undervalue what he is trying to say:

According to Pym, distribution is a material process, "a set of real movements through time and space", including texts "as material objects that are constantly being distributed in time and space, just as material subjects (people) are". (Pym 2004: 5). The concept of distribution precedes localization ontologically, regardless of material, spatial and temporal circumstances of particular "movements". In this perspective a "localized text is not called on to represent any previous text; it is instead part of one and the same process of constant material distribution, which starts in one culture and may continue in many others. (2016)

Achkasov supports his statement with the concept of distribution, and this is important because it gives a different perspective on the way it have been spoken about localization since instead of telling exactly what localization is, it explains the way it works. This information is applied to this course of action by focusing on the

transferring of information Achkasov refers to. With this being said, it is important to clarify that it has never been forgotten throughout this research that localizing the Department's website will not only need to translate the words it has but keep in mind that these ideas that are being translated will reach different users.

### **3.1.1.2 Localization origin**

Two different sources of information are compared below to have a more detailed and accurate perspective on how and when localization started.

LISA describes the origin of the localization industry as:

In its broadest sense, the localization industry has existed ever since products started to be exported on a major scale. To give just one example, automotive manufacturers have long been confronted with the design, manufacturing, and marketing problems raised by cars driving on different sides of the road, national safety and lighting legislation, and variations in human body size. However, the term "localization" only came into common usage in the early 1990s, when the industry as we know it today started to grow significantly. This development was closely connected with the spread of computing, and in particular with the rise of the PC. As computers have become ubiquitous in enterprises worldwide, software and hardware manufacturers have faced increasing problems of adaptation and translation. As these reached a certain size, these companies made a strategic decision to outsource work in order to remain focused on their core business, designing the products themselves. This led to the development of the supply side of the industry, in the form of localization and internationalization service providers and consultants of

various kinds. In the meantime, the industry has grown to the point where the 20 largest IT companies alone are leveraging around USD 1.5 billion a year to generate sales of some USD billion, an incredible ROI of over. (2003)

However, Jimenez Crespo clarifies that is not until the 2000s, that localization settled down as a whole discipline:

During the 2000s the different localization types consolidated into distinctive categories that required specific translation and technical skills from the agents involved, and, although the basic localization types still exist, new emerging modalities are now blending these types and continue to redefine them. (2013)

While it is true that LISA spots the use of the term localization in the 1990s, they both agree that localization started indeed, several years ago, even though it was not still recognized. LISA does not dare to specify a date, and simply refers to localization origins when major scale production started, unlike Jimenez Crespo (2013), who directly sets it in the 70s and 80s, when different companies started to offer a service who can satisfy the need of users who did not have any programming knowledge; Sun Microsystems, Oracle or Microsoft are examples of companies that once had succeed in the American market, they saw themselves in the need of localizing, in order to sell in international markets. (p.8)

According to these two different perspectives, it is easy to see that localization was born from a more corporational need, and not from a study branch, nonetheless, it is also important to address that localization has been an item of study, and its image has indeed changed in the eyes of translators, not only as a job opportunity but as well as a whole different branch of it. Moreover, it could be considered that localizing websites became part of the field of translation due to globalization, and with the arrival of the internet, it became increasingly necessary for the translator to adjust to the needs of users of the different platforms.



### **3.1.1.3 Localization and translation**

Translation is an important component in localization, yet it has been argued whether it is a different discipline or not, and according to Anthony Pym “Many translation scholars now ask whether there is anything really new in localization. Or is localization just a fancy term for the more technological aspects of translation, an activity that has actually been going on for millennia?” (Pym, 2004)

This is important because it is necessary to understand the way localization works in the translation field. Several authors refer to this subject of study as translation studies, which is a key component for defining this relation. Anthony Pym defines translation studies in his article: *Localization from the Perspective of Translation Studies: Overlaps in the Digital Divide?*:

Translation Studies is the academic discipline or interdiscipline that studies translation processes and products. It has undergone spectacular growth since the 1980s, in close relation with the rising demand for translator training. In this sense, Translation Studies may be seen as part of a specifically European response to economic globalization, stressing the need for multilingualism. The discipline nevertheless remains seriously underdeveloped in the United States, where there is little translator training and where debates about translation more often concern literary studies. (2004)

Another interesting approach Pym makes in its article is the way translation studies have entwined with localization:

Translation Studies has met the concepts of localization rather late, starting in the late 1990s. The first encounters were not especially academic since localization was and largely remains an industry discourse, with some technical

rigor but few humanistic preoccupations. Translation Studies have instead met localization through the training institutions, particularly through the need to prepare students for real-world employment. (2013)

It is important what it was just clarified, and there is a reason why these aspects are highlighted, which have no other use than an educational matter, and it is that once this relationship between these both disciplines is settled down (it is important to not forget that localization has been a subject of discussion, whether it is part of translation or not), it is possible to relate localization to the industrial area.

Anthony Pym (2004) mentions that the industry discourse on localization is strange in at least two matters, being the first one, the way translation is reduced to a one-step of localization, and the second one how localization models recognize two kinds of processes; internationalization and localization proper. The first of these aspects is a way to explain how this argument about localization and translation appears, and the second one leads to the localization ideology and the way it works in the industry. (pp. 1-2)

#### **3.1.1.4 Localization in Chile**

In order to contextualize the localization fields in our country, a research on this subject was conducted and any useful data was gathered. It is important to keep this information in mind to develop an ideal course of action to localize a website. Maria Diéguez (2016) and her research team hoarded data to analyze the localization situation in Chile. The data reveals that, even though localization is not the least practiced discipline, it still represents a minor percentage. The specific data for all the translation fields are, for written translation 99.5%, website localization 16.2% subtitling 14.6%, software localization 10.1%, dubbing 2.5% and a 15.2% for other translation modalities, such as interpreting, video games localization and automatic translation checking (p.10). There are no Chilean service provider for localization, but that does

not mean that this is not a job that covers Chile. Besides particular translators, some of the most popular associations that work with Chilean translators are Crowdin and Protranslate.

With all of this data being clear, it can be concluded that localization in Chile is a reality nowadays, so our course of action has chances of being carried out indeed.

### **3.1.1.5 Why is it important according to literature?**

One of the main reasons considered in this research on why localizing a website is the way different cultures interact with each other. Again, Anthony Pym, in his article describes this clearly:

In parallel, the branch known as Descriptive Translation Studies (Even-Zohar, Toury, Lambert, Hermans) drew on the historical study of translations to point out that the many different ways of translating depend very much on the cultural situation involved. Different cultures translate in different ways, and we should thus study the actual range of norms that they use. (2004)

The last sentence of this statement was considered as determining why localizing a website is important, and it reflects what it is thought about it from a more academic point of view.

On the other hand, even though localization corresponds to the business area, and not only to the studies field, and in order to find an answer to this question more related with the translation industry, this research is based on how Dunne and Dunne define approaches:

When a company undertakes the localization of one or more of its products, it typically does so for one of two reasons: either an international customer has expressed interest in purchasing a localized version of one of the company's products (the reactive approach), or the company has decided to expand into one or more new international markets (the strategic approach). (2011)

With this being stated, the course of action proposed in this research his relatable to the strategic approach, since what it is aimed is to expand the boundaries the Language Department has.

In The Localization Industry Primer, LISA describes several features of localization; the ones that are listed below were considered as worth mentioning.

- Best Practices and Standards.

LISA indicates that there is one key component in localization: change. They say that by changing and growing, companies can truly get involved in the industrial area:

Localization is a young and dynamic industry in which change is the only constant. Companies that did not exist ten years ago are now providing mission-critical services to some of the largest enterprises in the world. In growing, they have integrated hundreds of people from different cultures and a large variety of technologies, many of them still under development. (2003)

What it is stated before is relatable to the Language Department's website in how due to the change growing requires, it is necessary to localize it, as well as how culture interacts with technology, which is another strong reason on why localizing it.

- Quality Management.

They indicate why standards of localization are obligatory, and how they, instead of being a burden or a task to do, they smooth the process, as well as they name their basis on their standards:

Given the high volumes, fast turnaround times and vital importance of localized products, sophisticated and consistent quality management procedures are a must. Quality standards in use for different aspects of the localization process include the LISA QA Model (which covers localization-specific issues), the ISO series and Total Quality Management (generic, process-based standards that can be tailored to any industry and any processes within it), DIN (a German translation standard), and CMM (for software development). (2003)

Just as this last point advises, this research considered localization standards, and it is based on steps that have been already accepted on how to localize websites.

- Translation Data Interchange.

This concept refers to the data that all of the members involved in a localization process need to manage:

As localization tools have developed and been implemented on a broad scale, so the need to interchange translation data, which often represents a sizable economic investment, has grown. Ideally, such interchange needs to be both between different systems (e.g., from Manufacturer A's translation memory to Manufacturer B's translation memory) and between different system types (e.g., to reuse terminology from a terminology management system in a machine translation lexicon). This task is not easy given the wide range of highly proprietary formats in use, but the development of open standards has simplified the exchange of translation data and information. (2003)

This feature does not relate to this research right now, since at the time it is being conducted, no type of linguistic or monetary information are being managed, however, it is important to keep in mind that these will be important in the future. This means that the course of action this research proposes will leave space to manage this information eventually.

- Business Practices.

The following practices are the ones LISA have standardized in the localization field:

As an emerging and fast-moving industry, localization needs to develop and disseminate best business practices rapidly. As the premier global industry association, LISA has played a central role here. Its initiatives include a code of practice for LISA members and a Common Bidding Platform designed to help standardize client-partner expectations before implementing a localization project. By defining a project's deliverables in terms of its languages, engineering, technology and documentation requirements, customers and their service partners are in a good position to establish reasonable time, cost, and quality parameters for any type of localization project. (2003)

These practices are highlighted just for the sake of doing a good job, as they are widely accepted in the current industry.

- Education and Further Training.

This last feature serves as a clarification on how localization is a discipline that, even though it is true it is a translation-related process, it is necessary to prepare yourself to carry out this localization service, and the way they, as LISA, have helped to the growth of this subject:

The localization sector is currently facing an acute shortage of qualified staff, with many companies forced to invest considerable sums in private training. LEIT (the LISA Education Initiative Taskforce) has been working since to address this problem. The initial mandate of this group of leading academics and institutions from the US, Europe, and Asia was to evaluate the state of localization-related education (international business, computer science, technical writing, and translator training) and make recommendations for action. The ultimate aim is to produce a commonly agreed core curriculum for localization and to facilitate its implementation at universities and other training institutions. Along the way, LEIT it is also providing support to academics and publicizing career opportunities in the field in order to attract additional high-caliber recruits. (2003)

With this being stated, it is important to note that a research was made not only in the translation area, but also in the localization area.

While it is true that all of these points are not practical and hard to apply to our work, that does not mean that they are unworthy of being noted. Since this research started by reading and documenting ourselves about localization, it would had not been possible for us to give an actual form to this work, if it was not for this information, also, it is hoped anyone who reads this to find it useful in order to understand and contextualize the basics of our course of action and localization in general.

Now, at this point of this research, it is safe to tell with enough evidence that the process of localizing any kind of website has now become a necessity, both for companies and for users of various online platforms. Even more in an era and a much more globalized society. Where the internet and social media have become so widespread that there are practically no borders, the world is in constant contact. Things that seemed impossible nowadays are so easy to do with the help of the internet, it

allows us to maintain a much more fluent communication with our environment, no matter how far someone is, or how different our cultures and languages are. Precisely for this reason the action of localizing websites is important, beyond being a very lucrative business, it is the need that has been increasing year after year, and even more so with the arrival of technology in our lives. The language barrier has always been and will be a problem for all people.

#### **3.1.1.6 Department's website status regarding localization**

The next matter it is explored is the Language Department's current status regarding localization; what features it is lacking and what goals are aimed to achieve by localizing its website. To do so, the book *Localization and Project Management: The art of possible* (Dunne, Elena., Dunne, Keiran, 2011) was used as a reference or guide throughout this research.

In chapter 1.3 it has been already explained why it is important to localize a website, and what it was done was to focus on a more business-oriented point of view, but applied to our research, seeing the Universidad de Atacama as an institution, however, what it has not been settled down yet, is why it is necessary to carry out a course of action. Dunne and Dunne (2011) explain it as follow:

In the realm of business, a product represents a solution to a customer's problem or a means of meeting a customer's needs. Identifying a customer problem or need and an idea for solving that problem or meeting that need in a financially viable way are prerequisites for the development of any product or service. However, even if these prerequisites are met, no product or service can be successfully launched without an appropriate detailed plan for developing the idea and bringing the resulting product or service to market. These laws of business also hold true for localized products. Moreover, because localized



products must cross geographic, linguistic, and cultural boundaries, their development must address such international variables as language, culture, and local market requirements. International requirements must be identified and addressed during product development, not after. In sum, successful localization requires the formulation and execution of an appropriate enterprise strategy for developing and releasing each localized product on time, within budget, and in such a way that it meets the linguistic and cultural expectations of target users and conforms to the legal and regulatory requirements of each target market. (2011)

This last paragraph explains why it was thought to design a course of action to localize the language Department's Website, so in order to be clearer, every aspect of what it is quoted above is pointed out below.

- A product represents a solution to a customer's problem.

This is the first aspect that, for the sake of this research, is considered as relevant. It has already been mentioned the two approaches this book works with, so it is clear that expanding the scope of a company (an institution in this case) is important, and it is a solid reason to localize a website. Also, satisfying a customer's problem is what a university makes by allowing students to enroll in any of its programs.

- However, even if these prerequisites are met, no product or service can be successfully launched without an appropriate detailed plan for developing the idea and bringing the resulting product or service to market.

This last statement, literally reads that a plan is needed to localize a website properly, and that is why a course of action was chosen to be develop a first.

- International requirements must be identified and addressed during product development, not after.

In this sentence lies the most useful advice of the book when carrying out the plan for localizing. It is as simple as important, thinking about internationalizing after the course of action has been finished should never happen, so it is part of our mission to set these requirements up, so in the future, when this plan is applied, the professional who will carry it out, will not need to worry about these features.

- Successful localization requires the formulation and execution of an appropriate enterprise strategy for developing and releasing each localized product on time.

This final sentence is enough evidence of why it was proceeded this way before localizing the website.

These aspects are important because with their help is possible analyze the status of the Department, and check how far it is from a high quality final product, also, they make it easier to recognize the advantages that will be brought to the Language Department.

Before rush any decision, first, a description and exploration the entries and archives of the website.

The Language Department website is an entry of Universidad de Atacama's main website, however, as it was already stated, the research will not cover this, or any other website that does not regard the Language Department. The home page of the website has a lot of entries and news, those entries is once the website has their English version, those entries will "swap" to an English version as well, for example, one of the entries reads "carreras", and when is clicked on, you can check the programs the Department offers, so in its English version the button should just say "programs." All of these entries will need to be translated as well, and some of them will need to be in constant checking, but our course of action will take care of this matter as well. Some of these entries, however, lead to outsider sites, such as the intranet option, and as it is true you will be able to access these options from an English version, the website you will be redirected to will not be available in English anyway. Finally, any type of media and their availability has nothing to do with whether the website is localized or not, and the

providers of any type of videos, images, audios, etc. will be responsible for an English version of them.

With a simple research, is possible find many other universities that have their main websites (not their translation or English oriented Department or faculty) available in English or other languages. Rather than seeing this as a disadvantage or a competitive reason, it is seen as an incentive to do it.

As stated before in 1.1, the Department's website was not meant to be read in multiple languages, but that does not mean that it is impossible to localize. In 3.2 the way how this determines if it hinders the development of the course of action will be specified.

### **3.2 Methodological Framework**

#### **3.2.1 Methodology**

Through a survey data was collected to find out how necessary the Language Department's website localization at Universidad de Atacama is, in addition to appreciate what kind of future benefits this localization would bring by carrying out the course of action, and if so, preview the roads it will have over time.

Before proceeding with this survey, it must be clear about what localization is: Localization consists in that a product or service is modified or adapted to the original to create a product or service that can be marketed in the market for which it is intended to reach.

The audience that responds to this survey are mainly academics from the Language Department and students at levels 300, 400 and 500 of the Licenciatura en Idioma Inglés y Título de Traductor Inglés-Español program, because they correspond to the

academic mesh of the annual plan, who have had translation workshops, translation and audiovisual tools workshops, and therefore have a broader knowledge of the translation—and localization—career.

### **3.2.2 Description of the methodology:**

A Likert scale survey-type was used, a close-ended question type of survey, which was divided into the three main items: 1) need for localization, 2) benefits and importance of localization, and 3) viability over time. The survey will have closed questions, where participants will have to respond with the following options: Agree, disagree and undecided.

### **3.2.3 Research focus**

The focus of this research is quantitative, which means, as Ana Rojo (2013) says, that it is a research based on the use of surveys and corpuses (p.89).

The steps followed according to these focus throughout this whole work were the following:

- To find a problem or detect a necessity.

The problem in this case is the localization of the Language Department's website, which have already been clarified that it would be an advantage indeed.

- To analyze what literature says about the matter.

In order to develop a competent and backed up research, it was checked with different authors and sources in order to prove the viability of this course of action. The result of this was the point 3, or theoretical framework.

- To propose and shuffle hypotheses.

Once the data is fully collected is possible can start to guess or predict whether the results of the research will be, and if the objectives settled at the beginning will be achieved or not. At the end of the research, it is possible to test the hypothesis and state whether it is right or not.

Any possible doubt or not explained feature this chapter could lead will be clarified later.

### **3.2.4 Research design**

A website localization cannot be accomplished with theory only. A group of people doing their job is needed to achieve the goal of localizing the Language Department's website at Universidad de Atacama. Action research is the design used here. Action research deals with "real world problems in participatory and collaborative ways in order to produce action and knowledge in an integrated fashion through a cyclical process" (as cited in Saldanha & O'Brien, 2013. p. 2).

### **3.2.5 Type of Study**

This is an exploratory study, "an attempt to discover something new and interesting, by working your way through a research topic" (Swedberg, 2018, p. 2). The topic being explored is the localization of the Language Department's website, which has never been attempted at Universidad de Atacama.

## **Characterization and type of sample**

The data was collected from professors and students from the Language Department. From both programs 16 professors in total (English Pedagogy and Translation). It was also decided on surveying students from levels 300, 400, and 500 since from level 300 and forward, students are introduced to the many applications of translation studies, one being localization. This type of sample will provide us with different mixed perspectives from people related to the Department, and that is a big portion of the target demographic of our hypothetical localization.

## **Data gathering instruments**

The data gathering instrument is a Likert scale with three levels of agreement. The likert scale consists of three items; 1) the need for localization, asking about possible future usage and possible rewards that the localization may bring, 2) benefits and importance of localization, questioning the potential benefits that a localization may bring the translation studies and the university and Department overall, and 3) viability over time, inquiring if the website will prevail if maintenance is provided constantly. There are ten questions in total. The three levels of agreement express the following; agree, it is necessary, and it would be helpful, undecided, not regarding it as useless, yet there is not any urgency to use any resources to commit to a localization, disagree, meaning that it won't bring any benefit, and it is not useful.

The instrument in question was proofread and checked by professors Renee S. Schreiber, Susana Montecino Orellana and Rossana Gomez Sanchez, in addition to providing comments on how to improve the quality of the scale in the validation letter for data collection (Appendix 1). The scale that was actually used can be found in Appendix 2.

### **Methodological Procedure of the Instrument's Application**

As a first stage for the procedure application, a validation letter is sent to three professors from the Language Department, then, within a period of one week, the observations and suggestions are taken into consideration. The validation letter includes a sample of the survey, as well as boxes to check whether each individual question is considered valid or not, and a special gap for comments.

### **Procedure Application**

Professors Rossana Gomez and Renee Schreiber showed no problem with the survey, and made no comments other than expressing their enthusiasm about the localization idea.

Professor Susana Montecino checked only one question as invalid and made other comments on how to improve the survey, which was taken in consideration and changed two questions that seemed improvable, unfortunately, some of her other suggestions could not be developed, since she advised us about making open-ended questions, which, due to the nature of the likert scale, could not be made.

The survey was carried out through Google forms due to the current circumstances (lockdown) faced throughout the present year.

## 4. Detecting the necessity

### 4.1 Data analysis

Since October the 2nd data began to be gathered from people related to the Language Department's website localization. Data stopped being collected on October 10th. The scale was sent to 55 people; 39 Students and 16 professors, from which 11 professors and 17 students answered about the necessity of localizing the language Department's website.

The scale had three items, each one focused on a separate issue about the localization:

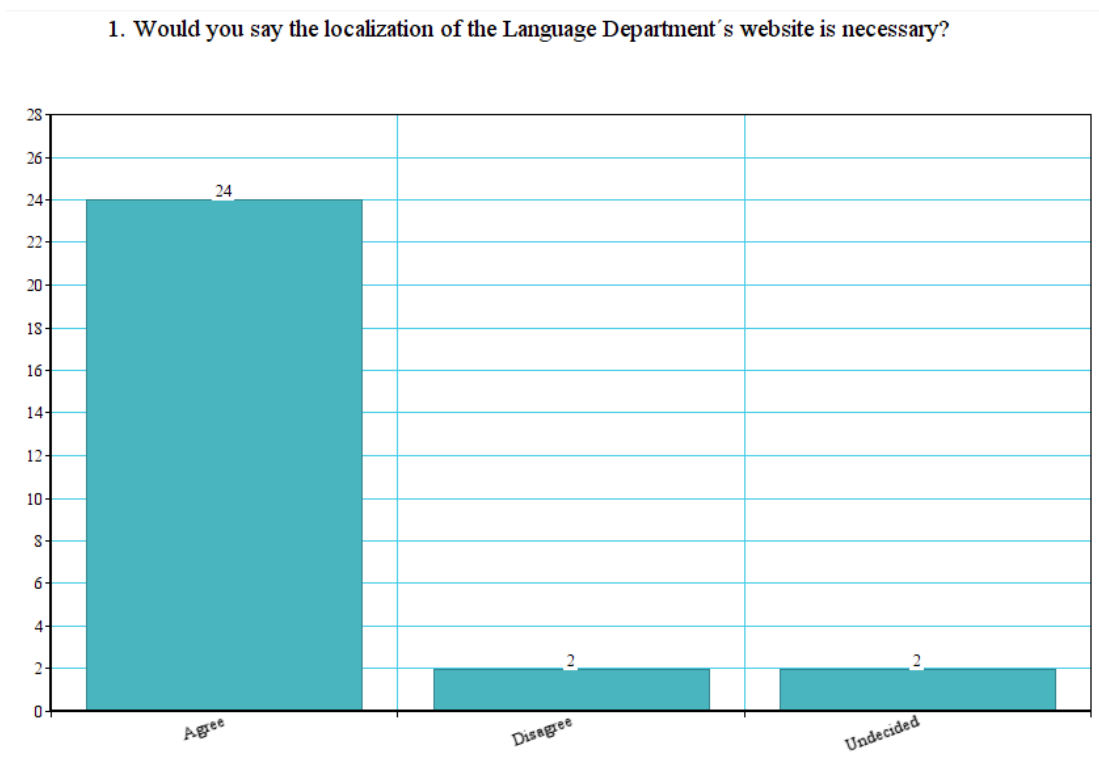
<b>Item I: Need for localization</b>	<ol style="list-style-type: none"><li>1. Whether this localization is necessary or not.</li><li>2. The usage people will give to the localized website.</li><li>3. The benefits this localization will bring.</li></ol>
<b>Item II: Benefits and importance of localization</b>	<ol style="list-style-type: none"><li>1. How helpful this localization will be.</li><li>2. The importance people outside the university will give to the localized website.</li><li>3. The relation between translation studies and localization.</li><li>4. Localization and how it helps students.</li></ol>



<b>Item III: Viability Over Time</b>	1.Localized website's durability.  2.Whether the localized website will keep being useful or not.  3. How this localization can be expanded to other websites.
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Once the instrument was applied, the following data was obtained the following data. This data was used in order to develop the course of action to localize the Language Department's website.

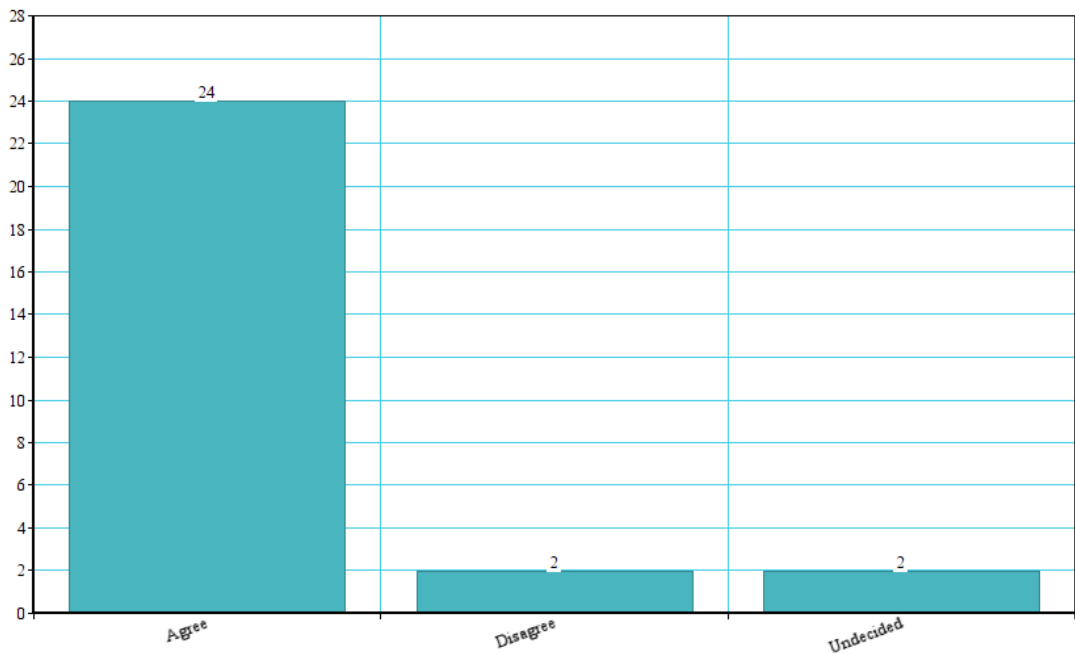
**The results for item 1 were the following:**



According to question 1, 89.3% defined the website's localization as necessary, while 0% defined it as unnecessary and only 10.7% answered with an undecided

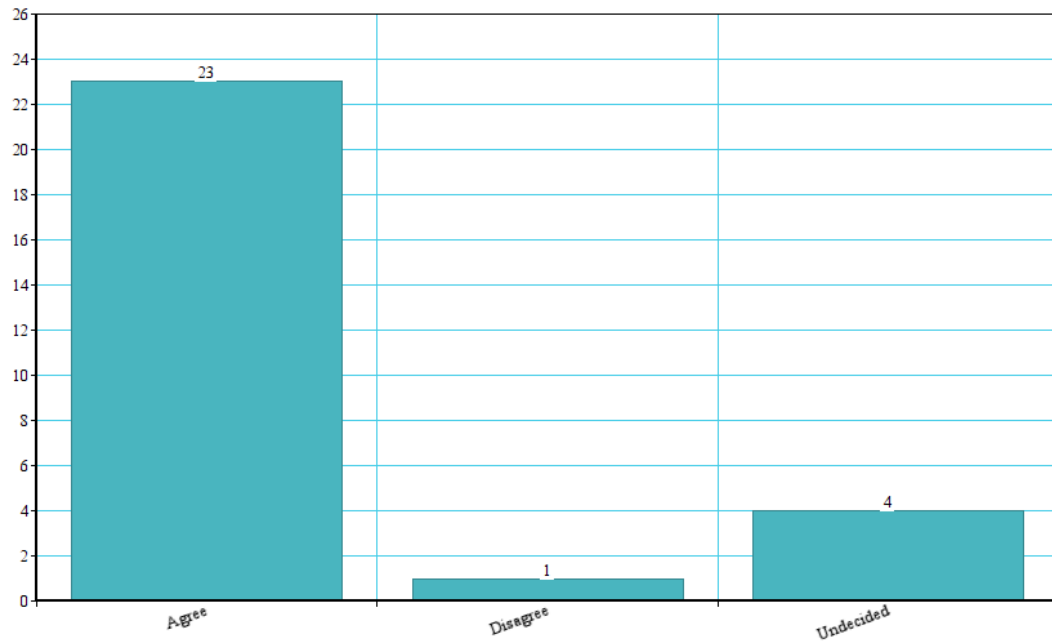
response. This data leads us to believe that this localization should be considered as quite important.

2. If the Language Department's website was localized or had an English version. Would you use the English version of the website?



For question 2, 85.7% stated that they will use the localized version of the website, while 7.1% said they will not use it and 7.1% as well answered with an undecided response. This data fits with our assumptions and tells us that the website will be used indeed, at least, for a considerable amount of students and professors.

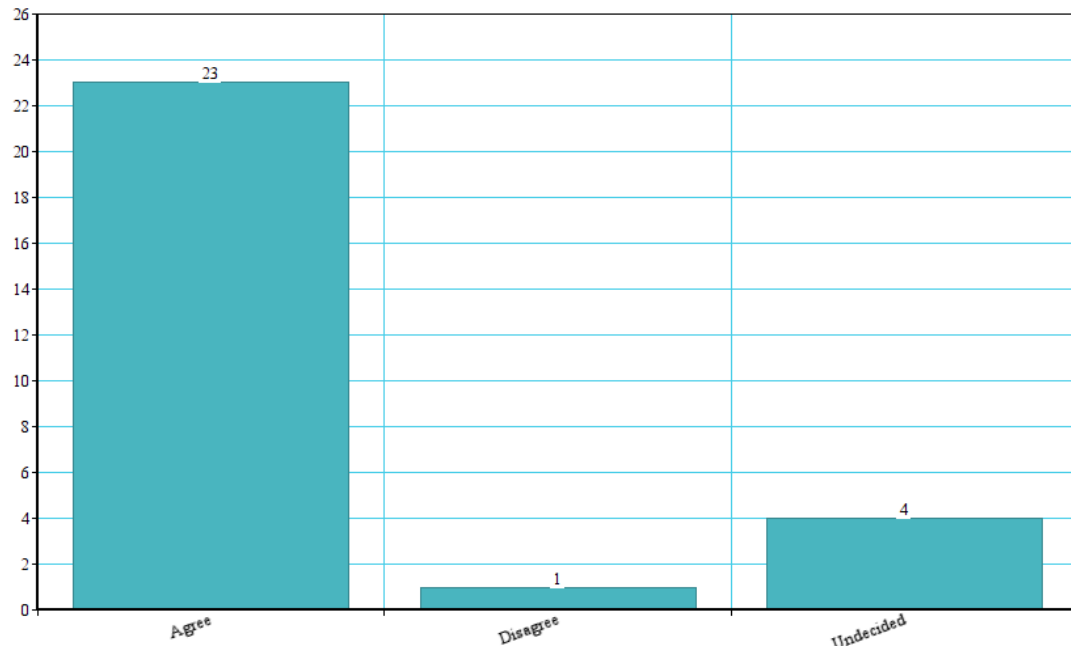
3. According to you, in addition to the department's website being localized, will this localization bring any other benefits to the Department?



A total of 82.1% of people answered positively about question 3, while only 3.6% answered negatively and 14.3% answered with an undecided response. This data reveals that many people consider that this localization will bring not one, but multiple benefits for the Department.

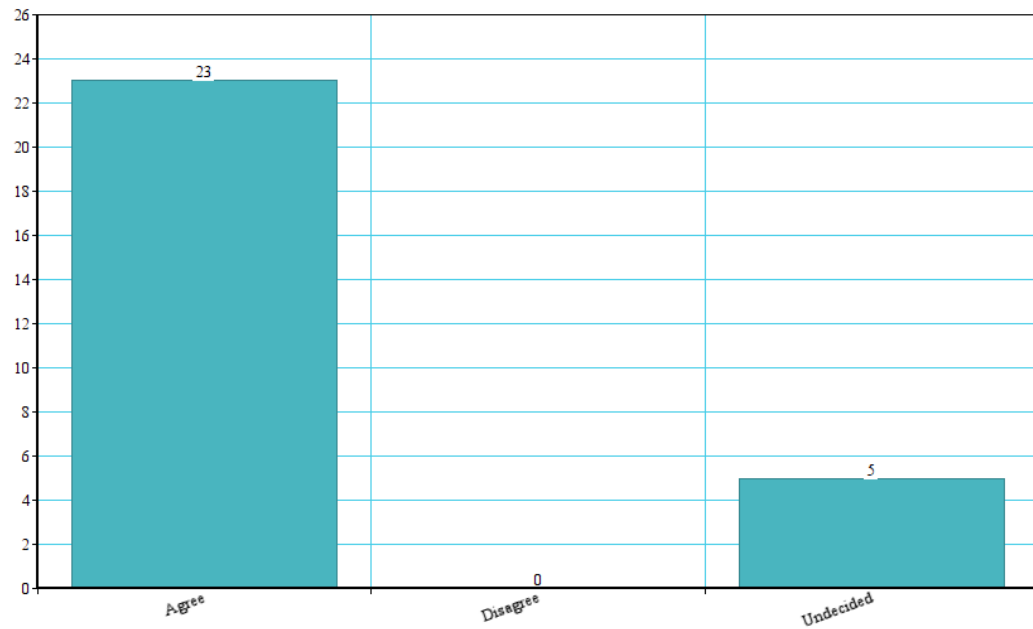
**The results for item 2 were the following:**

1. Would this localization of the Language Department's website be helpful for you?



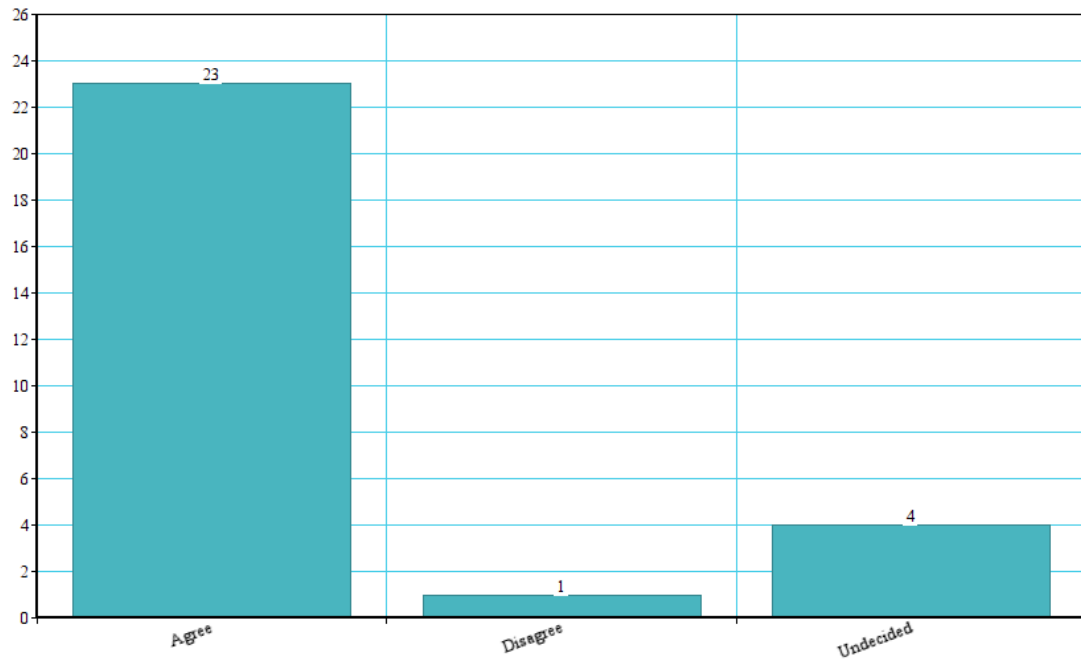
According to question 1, 82% answered by saying that this localization will be helpful for them, only 3.6% answered negatively and 14.3% answered with an undecided response. This data reveals the interest people have on the possible Language Department's website localization, or, that at least they will use it, which is a fair reason to go on with the course of action.

2. Would you say that having a localized website helps our university to be recognized in the academic field? (inside and outside the University).



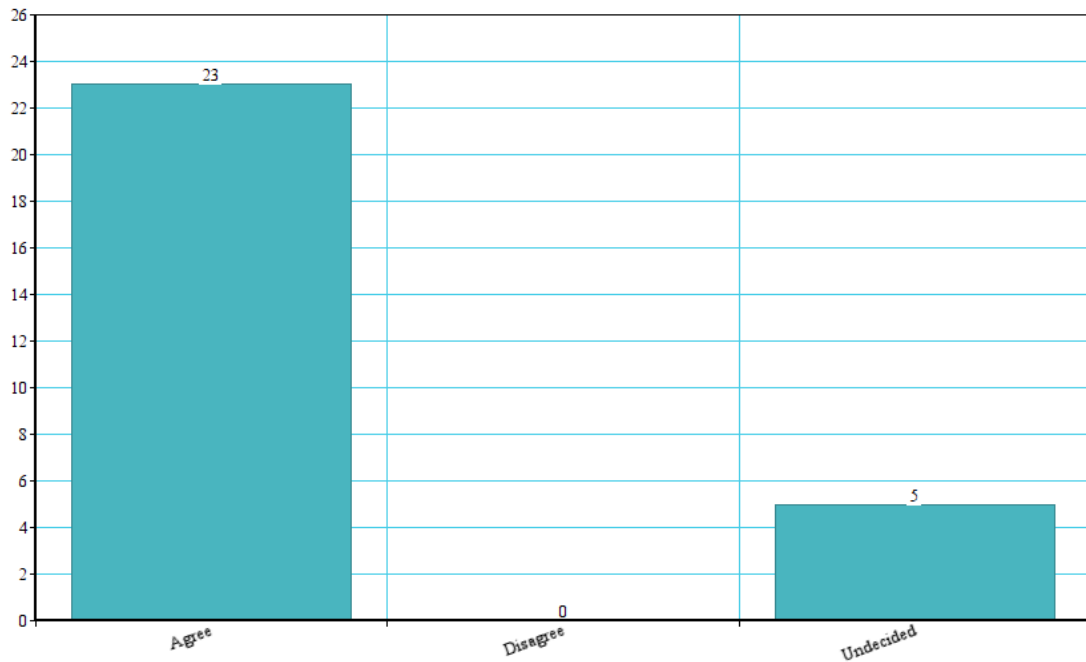
For question 2, 82.1% answered positively, 0% answered negatively and only 17.9% answered with an undecided response, which indicates that most people assume this localization will help our university to be recognized in the academic field, however, as it is true there is no way for this fact to be proved, the aim with this question is to know what people who are not familiar with translation or Universidad de Atacama think, so it is still considered as relevant.

3. Does localization promote the development of translation studies according to you?



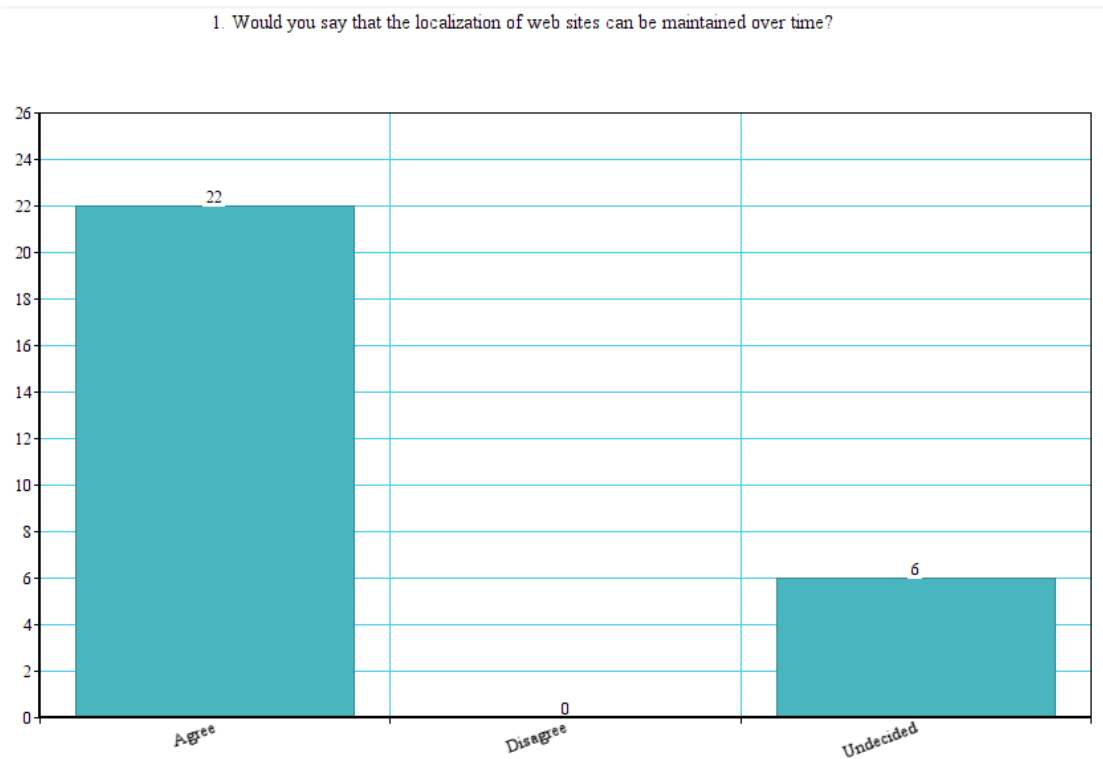
The results in question 3 show that not only professors, but also students, who are related to translation as a field of study, consider localization as beneficial for translation studies, since 82.1% answered positively, only 3.6% negatively and 14.3% answered with an unanswered response.

4. Would you say that localizing university's websites is a beneficial activity for translation students?



In question 4, 82.1% of the people surveyed answered that localization is a beneficial activity for students, while 0% disagree with this statement, and 17.9% showed themselves as undecided. This could become a recurring class activity for translation subjects by assigning students to translate portions of the website to be added to it later.

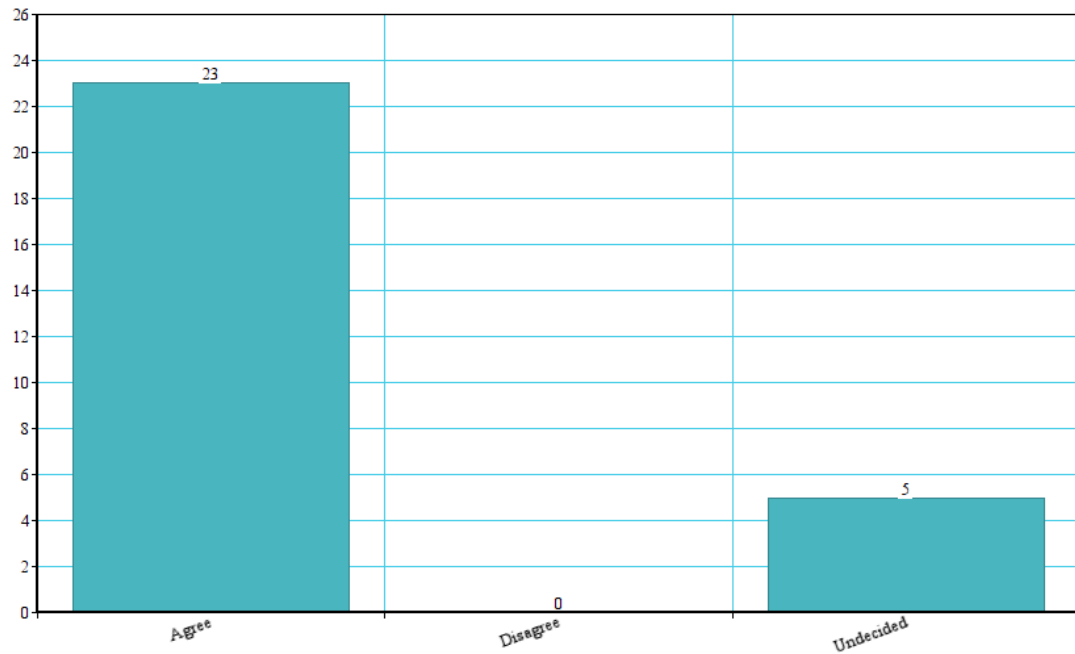
**The results for item 3 were the following:**



According to question 1, 78.6% answered by agreeing with the fact that the localized version of the website can be maintained over time, 0% disagreed with these statements, and 21.4% answered with an unanswered response. Being the agreeing part of the answers the most representative, it is thought that a localized version of the Language Department's Website is not far from being a reality.

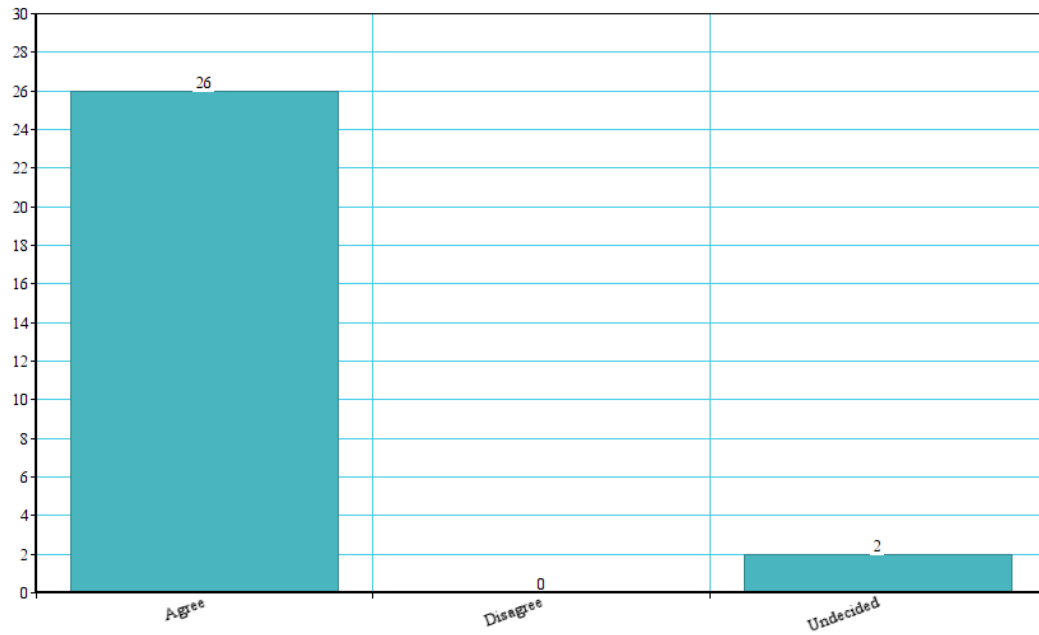


2. If the Language Department's website localization is finally achieved, would you say that it will be as helpful throughout the years?



For question 2, 82.1% answered positively, 0% negatively and 17.9% answered with an undecided response. The purpose of this question was to have an idea on whether the localized version of the website will keep being as helpful as it did when it was launched, and based on the data gathered, it will probably be.

3. Do you think it is necessary not only to localize the language department's website but also the main website of the university or some other department?



Among 92.9% of people who answered in question 3 think that it is necessary to localize more websites from Universidad de Atacama, showing the interest of people in having localized websites. 0% answered with a negative response, and only a minor percentage (7.1%) answered undecidedly.

## 5.Course of action to solve the necessity

### 5.1 Steps to follow to translate/localize according to the methodology

In order to develop this course of action, the data gathered throughout this research will be the support, as well as in any important information found in the literature. Arguably, the most important piece of information to be used would be the one that Crespo (2013) (pp.29-31) gives in his book: Translation and Web Localization.

Stages	Estimated time	Responsible
(a) The project begins to be prepared. Administrative and managerial endeavors are taken care of.	1 week	(Performed by localization managers, engineers)  [Department]
(b) Website is translated. Localization takes place.	5 weeks	Performed by localization specialists or freelance translators:
(c) Website is delivered and launched.	3 weeks	Performed by QA specialists, engineers or localization specialists

The estimated time for the first stage was calculated considering, as Dunne and Dunne (2011) state, that most of its required tasks are not supposed to last more than 1 to 3 hours approximately (pp.134-136).

The estimated time for the second stage was calculated considering, as Dunne and Dunne (2011) suggest, by 250 words per hour in an eight hour job day with an amount of entries for the Language Department's Website of 24 (approximately), and a 2500 word count for each one of them (p136).

The time for the third stage was estimated to be three weeks since the proofreading will take less than the prior 5 weeks, (2 approximately), and an extra week must be used to launch and test the localized website.

Remember that this course of action is the one believed to be optimal, based not only in Crespo's book, but also other authors and the survey.

It is also important to develop this course of action to note some of the Language Department's website specifications. At the date this research is being conducted, these features are:

- CMS: Joomla, Wordpress.
- Programming languages: PHP, Java script.

## **6. Analysis of the course of action based on references**

- (A) The project begins to be prepared.

In this first part, all the management duties and a localization environment are set up, the scope to be localized is identified as well as the required adaptations for the new language, the website functions are analyzed and it is broken down into different components, translation tasks are distributed and the necessary components to translators are set up.

This first part of the process was meant to be carried out by localization managers and engineers, these people will need to be hired by the Language Department eventually, however, if the Department, in the future, counts with translators (specialized in localization) and at least one engineer (qualified as well for this task), they can carry out this part of the project.

- (B) Website is translated.

In this second step all the linguistic duties should be covered. A glossary and term base are developed, textual components are localized (including media such as videos, images or presentations), any new component — if any — made for the new website is tested, graphics are analysed and tested as well and a new set of keyword and description. This last process is often called SEM<sup>1</sup>.

This part of the process will be carried out by the future translators the Language Department decides to use in the future. It is worth mentioning that if one or more members of the Department accomplish the requirements for a qualified translator specialized in localization, there is no reason to not consider them.

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<sup>1</sup> SEM: Search Engine Marketing.

- (C) Website is delivered and launched.

The translation (or text part) is proofread and checked, then these textual components should be reintegrated into the website. Any type of media or link must also be reintegrated carefully, avoiding any discordance with the new website, and their functionality must be tested as well. The new website's cosmetic is tested, and, at this point, if any change should be made —because of any mistake or error— is done and checked again. Now, when the website is functioning properly, it is launched and its functionality should be checked. There are many ways to check its functionality, and in this research, it has been already stated that LISA and ISO have current standards.

These last steps can be easily carried out by the people that will take care of the Language Department's localization process.

According to the majority of people surveyed, 89.3% in question 1 and 82.1% in question 3, localizing multiple websites (not only the Language Department's website) would be either good or necessary, and one of the advantages this course of action offers is that it can be used as well for any of the Universidad de Atacama's websites. Another useful data it was found from the survey is that most of the surveyed people, 78.6 %, agree with the fact that the localized version of the website will be maintained over time, also, since many surveyed people answered positively about the importance of localizing the website, on how they will use it and how it would be beneficial for the university, the data found and reasons provide in the theoretical framework as valid, since it was already stated according to different authors how this localization will benefit our university and its students.

The last questions isolated and related to our research, is how this localization promotes translation studies (this matter is already studied above), and how localizing as an action would help students, since the current program of translation and interpretation could benefit from this research.

## **7. Result of the actions**

The research questions are answered as follows. The research made, alongside the survey conducted revealed the necessity of localizing the Department's website since it will help Universidad de Atacama and the Language Department to expand its demographic, allowing more future candidates to enroll and it will help it to expand in the academic field. The attempt to design a course of action to localize the website because since the Language Department's website was launched with the idea to potentiate both of its programs and to have a way to promote activities between students, teachers and an outsider community, and having a localized website will help in these both subjects, also, according to surveyed people, it is necessary. The steps to follow when localizing a website are (A) the project begins to be prepared, (B) website is translated, and (C) website is delivered and launched. The general objective of designing a course of action is to localize a website in order to keep it updated in both languages, specifically the Language Department's website, which was almost achieved. Almost, because the course of action allows updates but it does not guarantee it.

This course of action works as a guide in the localization, yet its development and updates are independent processes, and it will depend on the people in charge of the website eventually.

Regarding our specific objectives, the need and importance of localizing the Language Department's Website is explained. The Likert scale it was emphasized, in which 89.3% of people said it was necessary. The necessary steps to design the course of action were analyzed, however, there is no way to know if a new course will not be needed, and if the updates will be applied in the future. The results were a justified course of action based on localization literature, data gathering that showed the approval of the people that are most likely to use the possible future website.

As for our initial assumptions, most of them were clarified during this process, for example, the necessary steps of a course of action are specified, how possible it is to develop it eventually, the extent of the scope was settled, and now there is an idea of how localization could help the program and its students, also, it is hoped for the Language Department to invest time, effort, and resources in this potential project. Not all of these assumptions turned out to be right or accurate, but they will indeed help the Department to set a direction and where to aim.

One of the purposes of this research is to provide an analysis on literature about localization and translation studies that otherwise, until the current date, it has not been considered regarding the Language Department's website.



## **8.Future improvements: Identify what are the future steps for the action to be repeated from now on**

Hopefully, if this course of action is carried out in the future, these improvements will be applied. The course of action provided allows constant maintenance, however, it was not meant to do so, and the hopes are for the Language Department to take advantage of that feature. As a statement, if any problems arise related to this course of action, hopefully, a new version of it will be developed. Our biggest hope is for the Language Department to take advantage of this research and implement it in the translation and interpretation program, and give more chances to its students to grow in the localization field, and in this way to be able to give greater recognition to the work of localizing websites on matters related to translation, since although localization is a discipline that has been carried out for many years, it is still quite recent and unknown to some, but as the years progress and technology is becoming increasingly important in the different specialized fields of multiple subjects that are widely related to translation issues. This research has the potential to be used for more than its initial purpose, for example, to localize not only the Language Department's website, but any other Universidad de Atacama's entry, or to even localize any type of website. Instead of hiring a third-party company or a freelance agent, it would be better for the Language Department to let the translation part of the localization process be executed by people from the Language Department. With the website being localized, hopefully the Department to have exposure to foreigners all around the world; that exposure could translate into students, and professors from other countries being interested in Universidad de Atacama and the Language Department. Hopefully, this thesis work will serve as a guide on how to develop a course of action in order to localize a website (or for any purpose). Our team would be glad to know if this study is used as the basis for another research; using what it is said here as a foundation to be improved upon. If the Language Department's website is actually localized, used and maintained, our

mission would be accomplished, since this is not for us, but for the Language Department's community and for Universidad de Atacama. Last but not least, for this course of action to be carried out, and not to be forgotten eventually.

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## Appendix 1: Instrument Validation

### Greetings

Dear Ms. Renee S. Schreiber., hereby we send you a Guideline, for the survey, which has been prepared in the development framework for our thesis work in order to achieve the Degree in Licenciatura en Idioma Inglés y Traductor Inglés-Español at Universidad de Atacama.

The present investigation is being developed with a mixed approach with the following objectives:

- General Objective  
The main objective of this investigation is to know the importance of localizing the Language Department's website at Universidad de Atacama and to see how beneficial it would be for teachers, students, and the general public who are interested in the Department's programs.
- Specific Objectives
  1. To explain the need and importance for the website to be localized.
  2. To analyze the necessary steps when designing a course of action to localize.
  3. To allow future updates in the long term so a new course of action will not be necessary.

In order to demonstrate whether or not you agree with the points made in this guideline, please mark with an X your acceptance or rejection of the information or questions presented.

### Section I: Need for Localization

Survey Questions	Accept	Reject	Comments
1. Would you say the localization of the Language Department's website is necessary?	X		
2. If the Language Department's website was localized or had an English version. Would you use the English version of the website?	X		

3. According to you, will this localization bring any benefit to the department?	X		
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#### Section II: Benefits and Importance of Localization

Survey Questions	Accept	Reject	Comments
1. Would you define as helpful the localization of the Language Department's website for you?	X		
2. Would you say that having a localized website helps our university to be recognized in the academic field? (inside and outside the University).	X		
3. Does localization promote the development of translation studies according to you?	X		
4. Would you say that localizing university's websites is a beneficial activity for translation students?	X		

#### Section III: Viability Over Time

Survey Questions	Accept	Reject	Comments
1. Would you say that the localization of web sites can be maintained over time?	X		
2. If the Language Department's website localization is finally achieved, would you say that it will be as helpful throughout the years?	X		
3. Do you think it is	X		

necessary not only to localize the language department's website but also the main website of the university or some other department?			
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Questions from the survey must be answered according to the following scale: 1) Disagree; 2) Undecided and 3) Agree.

Thank you for collaborating with us.

Dinka Carmona Torres  
Mario Navea  
Pablo Rivera Luna

Professor Rossana Gómez Sánchez

Greetings

Dear Mrs. Rossana Gómez, hereby we send you a Guideline, for the survey, which has been prepared in the development framework for our thesis work in order to achieve the Degree in Licenciatura en Idioma Inglés y Traductor Inglés-Español at Universidad de Atacama.

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- Specific Objectives
  1. To explain the need and importance for the website to be localized.
  2. To analyze the necessary steps when designing a course of action to localize.
  3. To allow future updates in the long term so a new course of action will not be necessary.

In order to demonstrate whether or not you agree with the points made in this guideline, please mark with an X your acceptance or rejection of the information or questions presented.

**Section I: Need for Localization**

Survey Questions	Accept	Reject	Comments
1. Would you say the localization of the Language Department's website is necessary?	X		
2. If the Language Department's website was	X		

localized or had an English version. Would you use the English version of the website?			
3. According to you, will this localization bring any benefit to the department?	X		

#### Section II: Benefits and Importance of Localization

Survey Questions	Accept	Reject	Comments
1. Would you define as helpful the localization of the Language Department's website for you?	X		
2. Would you say that having a localized website helps our university to be recognized in the academic field? (inside and outside the University).	X		
3. Does localization promote the development of translation studies according to you?	X		
4. Would you say that localizing university's websites is a beneficial activity for translation students?	X		

#### Section III: Viability Over Time

Survey Questions	Accept	Reject	Comments
1. Would you say that the localization of web sites can be maintained over time?	X		
2. If the Language Department's website localization is finally achieved, would you say that	X		



it will be as helpful throughout the years?			
3. Do you think it is necessary not only to localize the language department's website but also the main website of the university or some other department?	X		

Questions from the survey must be answered according to the following scale: 1) Disagree; 2)Undecided and 3) Agree.

Thank you for collaborating with us.

Dinka Carmona Torres  
Mario Navea  
Pablo Rivera Luna

#### Validation Letter for Data Collection Instrument

Professor Susana Montecino Orellana

Greetings

Dear Ms. Susana Montecino Orellana, hereby we send you a Guideline, for the survey, which has been prepared in the development framework for our thesis work in order to achieve the Degree in Licenciatura en Idioma Inglés y Traductor Inglés-Español at Universidad de Atacama.

The present investigation is being developed with a mixed approach with the following objectives:

- General Objective  
The main objective of this investigation is to know the importance of localizing the Language Department's website at Universidad de Atacama, and to see how beneficial it would be for teachers, students, and the general public who are interested in the Department's programs.
- Specific Objectives
  1. To explain the need and importance for the website to be localized.
  2. To analyze the necessary steps when designing a course of action to localize.
  3. To allow future updates in the long term so a new course of action will not be necessary.

In order to demonstrate whether or not you agree with the points made in this guideline, please mark with an X your acceptance or rejection of the information or questions presented.

#### Section I: Need for Localization

Survey Questions	Accept	Reject	Comments
1. Would you say the localization of the Language Department's website is necessary?	X		
2. If the Language Department's website was	X		

localized or had an English version. Would you use the English version of the website?			
3. According to you, will this localization bring any benefit to the department?		X	Are these open-ended or closed-ended questions? Why do I say that? If question 3 (or 2 or 1) is closed-ended in the survey for example, it wouldn't necessarily answer objective 1. If objective 1's main goal is to "explain the need and importance...", then these questions should be open-ended in order to cover the whole spectrum.

COMMENT: I understand the two first are general, perhaps you can add one more which intends to cover the WHY factor. Why would this localization bring any benefit to the department?

I read down below participants must answer according to a 3-point scale. I believe, in order to cover objective 1, other questions should be included to cover the WHY factor. With these three questions you will know whether localization is needed or not, but they do not "explain this need".

#### Section II: Benefits and Importance of Localization

Survey Questions	Accept	Reject	Comments
1. Would you define as helpful the localization of the Language Department's website for you?	X		I understand the question but it is a bit unclear at first glance.
2. Would you say that having a localized website helps our university to be recognized in the academic field? (inside and outside the University).	X		
3. Does localization promote the development of translation studies according to you?	X		
4. Would you say that localizing university's websites is a beneficial	X		

activity for translation students?			
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COMMENT: I accept these questions in terms of the "benefit and importance" element.

However, understanding that questions in a study survey are based on the specific objectives, does this section intends to focus on objective 2? If so, I don't see the connection. Maybe the connection is there but it's a bit unclear. How do we "analyze the necessary steps when designing a course of action to localize" by knowing whether this localization is helpful or not?

### Section III: Viability Over Time

Survey Questions	Accept	Reject	Comments
1. Would you say that the localization of web sites can be maintained over time?	X		
2. If the Language Department's website localization is finally achieved, would you say that it will be as helpful throughout the years?	X		
3. Do you think it is necessary not only to localize the language department's website but also the main website of the university or some other department?	X		

I agree with most questions (perhaps it would be a good idea to add another in section 1). I wrote some suggestions for you regarding the connection of questions and the specific objectives. This connection, at the end of the day, will help you in your data analysis process. Best regards

Questions from the survey must be answered according to the following scale: 1) Disagree; 2)Undecided and 3) Agree.

Thank you for collaborating with us.

Dinka Carmona Torres  
Mario Navea

Pablo Rivera Luna

## Appendix 2: Data Collection Instrument

7/10/2020

Survey Seminar: Website Localization "What is Our Reality"

### Survey Seminar: Website Localization "What is Our Reality"

The following survey is part of the seminar titled "Website Localization: What is our reality?" The main objective of this investigation is to know the importance of localizing the Language Department's website at Universidad de Atacama, and to see how beneficial it would be for teachers, students, and the general public who are interested in the Department's programs.

\*Localization in the translation field is the process of adapting a product or content in order to make it more suitable for a specific locale market (or audience.) This survey will be applied to our thesis work, which explores the matter of the Language Department's website not being localized.

\* Required

#### 1. Email address \*

Survey  
Seminar:  
Website  
Localization  
"What is Our  
Reality"

The following survey is part of the seminar titled "Website Localization: What is our reality?" The main objective of this investigation is to know the importance of localizing the Language Department's website at Universidad de Atacama, and to see how beneficial it would be for teachers, students, and the general public who are interested in the Department's programs.

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#### I. Need for Localization

Language Department's website translation from Spanish to English.

2. 1. Would you say the localization of the Language Department's website is necessary? \*

*Mark only one oval.*

- ☐ Agree  
☐ Undecided  
☐ Disagree

3. 2. If the Language Department's website was localized or had an English version. Would you use the English version of the website? \*

*Mark only one oval.*

- ☐ Agree  
☐ Undecided  
☐ Disagree

4. 3. According to you, in addition to the department's website being localized, will this localization bring any other benefits to the Department? \*

*Mark only one oval.*

- ☐ Agree  
☐ Undecided  
☐ Disagree

## II. Benefits and Importance of Localization

Language Department's website translation from Spanish to English.

5. 1. Would this localization of the Language Department's website be helpful for you? \*

*Mark only one oval.*

- ☐ Agree  
☐ Undecided  
☐ Disagree

6. 2. Would you say that having a localized website helps our university to be recognized in the academic field? (inside and outside the University). \*

*Mark only one oval.*

- ☐ Agree  
☐ Undecided  
☐ Disagree

7. 3. Does localization promote the development of translation studies according to you? \*

*Mark only one oval.*

- ☐ Agree  
☐ Undecided  
☐ Disagree

8. 4. Would you say that localizing university's websites is a beneficial activity for translation students? \*

Mark only one oval.

- ☐ Agree  
☐ Undecided  
☐ Disagree

### III. Viability Over Time

Language Department's website translation from Spanish to English.

9. 1. Would you say that the localization of web sites can be maintained over time? \*

Mark only one oval.

- ☐ Agree  
☐ Undecided  
☐ Disagree

10. 2. If the Language Department's website localization is finally achieved, would you say that it will be as helpful throughout the years? \*

Mark only one oval.

- ☐ Agree  
☐ Undecided  
☐ Disagree

11. 3. Do you think it is necessary not only to localize the language department's website but also the main website of the university or some other department? \*

Mark only one oval.

- ☐ Agree  
☐ Undecided  
☐ Disagree

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Comisión evaluadora.

Rossana Gómez Sánchez

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Gisella Naranjo Saavedra

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