2.5 The Challenges of Localizing Asian Languages

Sara maria's Notes:

When I've listed names, it is only because I'm expecting exciting contributions from you. Others should feel free to chime in as well, keeping in mind we'd like to be about 10-15 minutes on each topic.

TOPIC: Challenges of localizing Asian languages, with a focus on recruitment challenges

SM Intro (5 min): We've decided to focus today on one aspect: recruitment. It is always hard to recruit for unfamiliar or minority languages, but Asian languages pose unique challenges just because of their structure and their cultural distance from English (couple examples of Asian language structures pose unique challenges, e.g. need to find linguists with expertise in the right honorifics and registers in Korean, experts in certain dialects of China)
Luz will chime in with quick examples here and there, as a floater or to answer questions from audience.

1) What are the unique recruitment challenges you face or your clients face with Asian languages? (10-15 min)
    Steve - finding qualified resources into Asian languages in the US (e.g. when security restrictions)
    Morgan - what challenges do you or your clients face when recruiting linguists for Asian language localization work?
    Shelley - how do you define native in a language?

2) How do you do your due diligence on a language you're unfamiliar with? How do you do quality assurance? (10-15 min)
    Ioannis: Perspective from a European company
    Steve: Perspective from a US company

ONLY IF time:

3) How do you communicate Asian language challenges to clients without overwhelming them? E.g. the necessity of client education and involvement throughout the process with respect to dialects, registers, styles, honorifics (10 - 15 min)
    Steve: clients are often trying to use the European template - much more nuanced than people understand
    Morgan: as an expert, recommended solutions?

10 minutes for questions but encourage questions throughout via chat

At the end, a poll: would you like to see a webinar on any of these topics?