

# **La dimension culturelle de la localisation des sites web : quelles compétences professionnelles pour sortir de l'impasse théorique ?**

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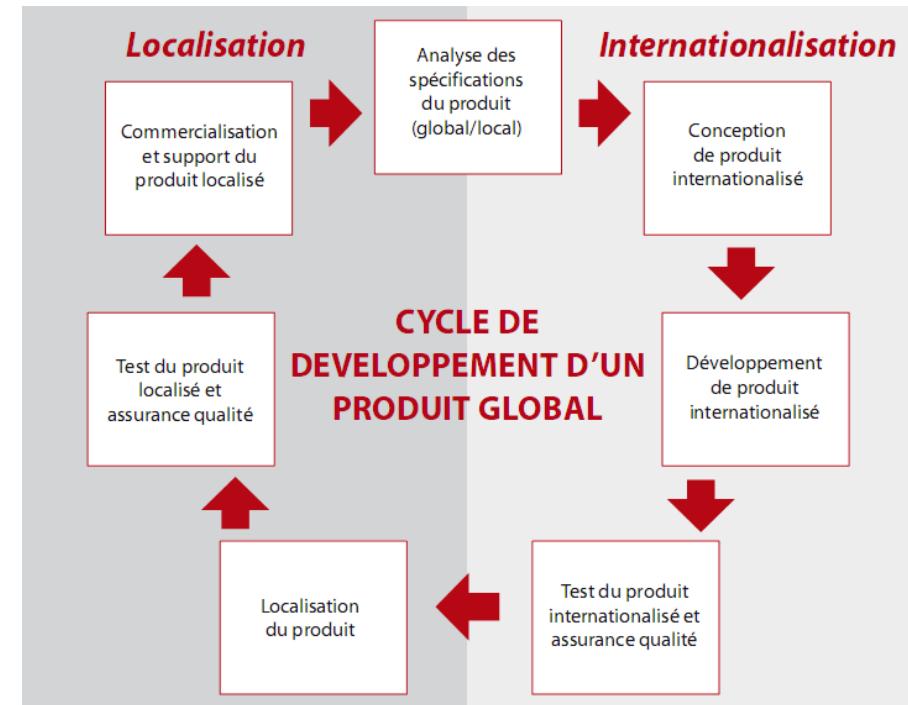
# Plan de l'intervention

- Définitions
- Localisation et cultures : les discours des agences de traduction
- Approches scientifiques de la localisation culturelle de sites web
- Former à la dimension culturelle de la localisation
- Conclusions et préconisations

# La localisation : dimensions techniques, linguistiques et culturelles

*“a complex communicative, cognitive, textual and technological process by which interactive digital texts are modified to be used in different linguistic and socio-cultural contexts, guided by the expectations of the target audience and the specifications and degree requested by initiators” (Jimenez-Crespo 2013)*

*“l’ensemble des opérations de traduction et d’adaptation d’un contenu numérique pour un environnement cible. Elle concerne notamment l’adaptation dans une autre langue et dans telle ou telle culture de produits informatiques, de pages internet, de sites web et de guides d’utilisation” (Alshtaiwi 2017)*



(de Freitas et Muniz 2008, cf. LISA 2003)

**Cycle GILT:** G12n = I18n <> L10n

**Mais** comment situer les spécificités culturelles par rapport à ce cycle?

# Discours culturels sur la localisation

## 1. Culture>compétence ‘native’

« Le produit en soi doit même parfois être légèrement modifié pour **s'adapter aux normes culturelles du public cible** dans le pays de destination. Pour aider ces entreprises dans leurs démarches à l'export, Global Voices leur propose de faire effectuer la **traduction - localisation** de leurs **sites web**, logiciels, applications ou jeux-vidéos par un **traducteur professionnel** né et ayant grandi dans le pays où ils souhaitent s'exporter. »

(<https://www.globalvoices.fr/localisation-siteweb.php>)

## 2. Modèles ‘scientifiques’



Ex. : RWS  
Go Global Model

**Plan**

**Create**

**Localize**

**Engage**

**Optimise**

*“We can help you understand your ideal customers, learn about their needs and make sure you are the one they find...”*

*“You cannot optimize your localisation projects without gathering and acting on the right insights.”*

# Discours culturels sur la localisation



“Culture affects everything we do, say, read, hear and think and even websites cannot escape the influence of culture. The impact of culture on website localization is huge. The above few examples are **literally the tip of the iceberg**. The number of variables that have to be taken into consideration requires the **expertise of both a website designer along with a cross cultural communications consultant**. In tandem they can identify the issues that will impact on the successful localization of a site. **At a time where the internet is entering more and more houses** it is crucial that companies involved in the internationalization of their business consider website localization and take care to use effective cross cultural analysis.”  
**(Kwintessential, s.d.)**

# Discours culturels sur la localisation



Ex. de Transperfect  
(agence multinationale):

**Localisation =**  
traduction + SEO et  
métadonnées + service-  
clientèle + réseaux sociaux +  
support multiplateforme

Focus sur la dimension  
technologique en reléguant  
la dimension culturelle...

# Discours culturels sur la localisation

...au domaine du marketing plurilingue.

## Conseil culturel

Les heures passées à réfléchir servent à sélectionner soigneusement chaque élément d'une campagne : ce sont souvent les plus petits détails qui font la différence entre le succès et l'échec. Lorsqu'il s'agit de marchés internationaux, les nuances interculturelles à prendre en compte sont nombreuses et l'intégralité du processus de création doit être réalisée à nouveau, pour chaque nouveau marché. Les conseillers culturels de TransPerfect possèdent et collectent des informations récentes, fiables et pertinentes en relation avec vos concepts, votre marché cible et la meilleure manière d'adapter le document source ou d'élaborer un document source créatif qui produira l'effet désiré. En collaborant avec TransPerfect, vos équipes de direction et de stratégie recevront les informations nécessaires afin de prendre des décisions adéquates en matière d'activités et de marketing.

COULEURS

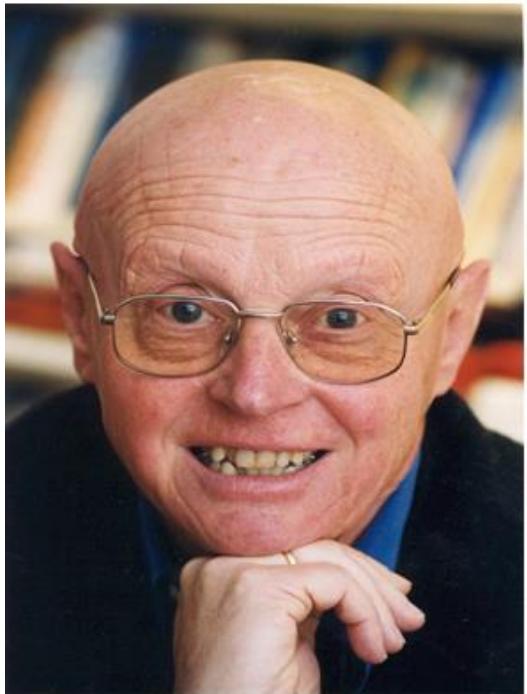
IMAGES

SONS

MOTS

MÉDIAS

# Etudes de la dimension culturelle de la localisation



- La distance hiérarchique,
- L'individualisme et le collectivisme,
- L'évitement de l'incertitude,
- La dimension masculine/féminine,
- L'orientation court terme/long terme,
- L'indulgence / Le retenu (2010).

# Individualism and Collectivism in Localization

by Amandine Greuet | Feb 27, 2017 | Technical Communication | 0 comments

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Individualism and collectivism are cultural dimensions introduced by Geert Hofstede, that have an impact on intercultural communication and the way websites are designed.

## Individualism and collectivism

The concepts of individualism and collectivism are cultural dimensions introduced by Dutch social psychologist Geert Hofstede in the 1980s. He differentiated cultures that are individualistic from those that are more collectivistic and studied the consequences of these aspects on communication.

According to him, Northern European countries and the United States tend towards individualism. On the contrary, Asian and Arabic countries tend to be more collectivistic.

## Why is this notion interesting for website localization?

This differentiation between individualism and collectivism has an impact on communication, and also affects the way websites are designed.

# Les approches déductives

## Individualism versus collectivism in web design

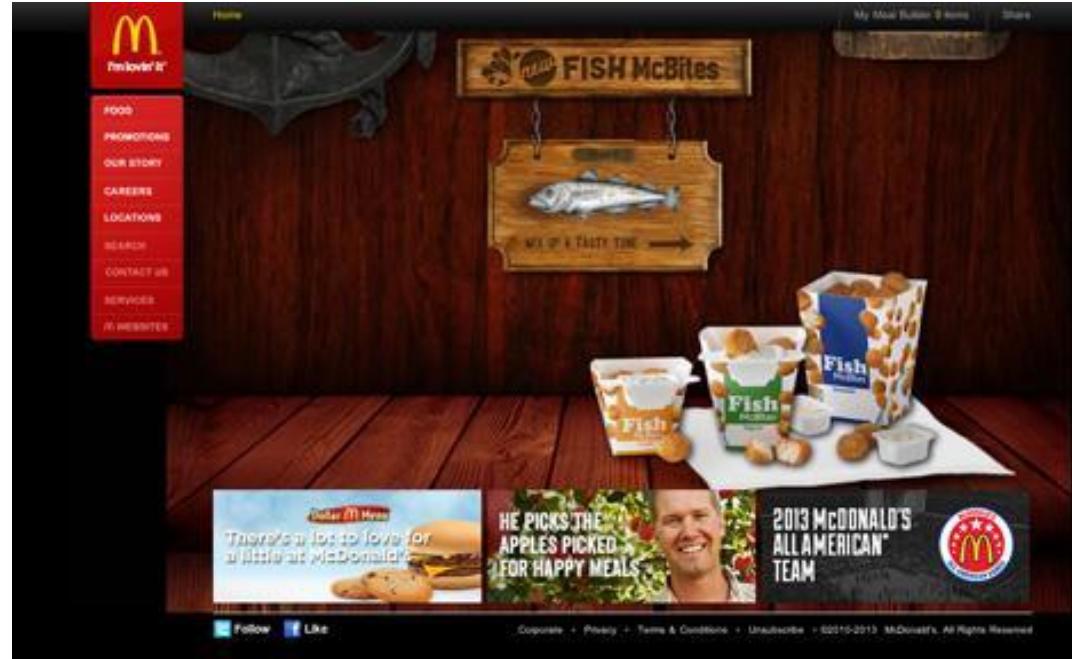
People from societies with **a high score on individualism** take initiative, act upon their own needs and desires, and make their own decisions. They are concerned with their own well-being and take responsibility for themselves and their decisions. On your website, this is an important aspect to consider. People from this group **visit your site in their own interest, with their own goal, making their own decisions**. You need to focus on these very individual requirements in order to convert them into loyal customers.

On the other hand, visitors from a **collectivist culture** act in the interest of the group, rather than their own interest. They make decisions based on the opinion of others and on what's common or popular, not so much on their individual desire. Consider this on your website and **offer enough reference points, such as “most popular” categories**, testimonials, or social media sharing options to gather instant and personal feedback from friends.

<http://blog.usabilla.com/designing-for-a-cross-cultural-user-experience-part1/>

# Les approches déductives

The US site of McDonald's is very focussed on the benefits of the individual visitor. The design is clear and the site offers a lot of information on all different kind of topics. The site offers a lot of personal calls to action, such as "Meet McDonald's fish supplier Kenny Logan", "Find your favorite deal", or "Try our newest catch", which require the visitors to interact with the site. Also, on one of the pages it says "exactly what you want", which appeals to the individual visitor and the idea of self-fulfillment.



<http://blog.usabilla.com/designing-for-a-cross-cultural-user-experience-part1/>

# Les approches déductives

On the Turkish website of McDonald's, the social aspect is very important. For example, social media buttons can be found on three different spots on the homepage, highlighting the McDonald's "community" and its popularity. The visual of the cook, who presents different menus, demonstrates expertise and works as a reference point for customers. Also, visitors can download a mobile app with different features, such as customer reviews and restaurant ratings.



<http://blog.usabilla.com/designing-for-a-cross-cultural-user-experience-part1/>

# Les approches déductives

Source: Daniel, A. O., Yinka, A., Frank, I., & Adesina, S. (2013). Culture-Based Adaptive Web Design. *International Journal of Scientific & Engineering Research*, 4(2), pp3-5.

The Dutch cultural anthropologist Geert Hofstede (1991) introduced a framework for the cultural values (dimensions) that addresses the behavioural component of culture. Here we present the five cultural values and describe how to emphasize them in the design.

## 1- Individualism/Collectivism

This is the extent to which members of a culture pursue ends for other members of the culture or primarily for themselves. To customize websites on this value, the following can be incorporated:

### **Individualism**

images with a single person

navigation would provide individual paths  
independence theme

### **Collectivism**

group images

navigation would be group oriented  
community relationships

# Les approches déductives

Source: Daniel, A. O., Yinka, A., Frank, I., & Adesina, S. (2013). Culture-Based Adaptive Web Design. *International Journal of Scientific & Engineering Research*, 4(2), pp3-5.

## 4- Masculinity/Femininity

The extent to which a culture exhibits traditionally masculine or feminine value.

To customize websites on this value, the following can be incorporated:

### Masculinity

Use of “Masculine” colors such  
as black, grey, brown, blue, green  
shades of red

Depiction of men as macho,  
in positions of power

Sport-oriented images

Limited choices for information

### Femininity

Use of “Feminine” colors i.e soft colors :  
shades of pink, peach or rich

Depiction of women in traditional roles  
(wives and mothers)

Family-oriented images

Multiple choices for information

# Les approches inductives

Countries	Languages	Genres
Australia	English	Government
Andorra	Catalan	News & Media
Austria	German	Business
Italy	Italian	Education
France	French	Travel
China	Chinese	Society &
Japan	Japanese	Culture
Iran	Afrikaans	Health
Israel	Persian	Science
Lebanon	Arabic	Art &
Saudi Arabia	Hebrew	Humanities
South Africa	Spanish	
Canada	Portuguese	
United States		
Mexico		
Brazil		
Colombia		
Venezuela		
<b>Total: 18</b>	<b>Total: 13</b>	<b>Total: 9</b>

Table 1:  
Classification des  
sites étudiés

*Culturability: The Merging of Culture and Usability* Barber, W & Badre, A, 1998

# Les approches inductives

HTML Specific	Icons/Metaphors	Colors	Specific Colors	Grouping
# of lines	international	red	flag	
# of centers	local	blue	graphics	
# of images	clocks	green	pictures	
# of links	newspapers	purple	borders	
# of internal links	books	pink	background	
# of external links	pages	black		
link color	homes	yellow		
visited link color	stamps	gold		
horizontal bars	envelopes	teal		
tables	musical notes	white		
bold	paperclips	multiple		
italics	thumbtacks			
underlines	other			
frames				
audio				
video				
background image				
background color				
text color				
Font	Links	Regional	Shapes	Architecture
cursive	color	foliage	squares	state building
italics	embedded	animals	circles	house
bold	stand alone	landscape	triangles	church
size	internal external	water	rectangles	office
shading		desert	lines	cityscape
			arrows	

Table 2:  
Marqueurs culturels analysés

*Culturability: The Merging of Culture and Usability* Barber, W & Badre, A, 1998

# Les approches inductives

Country	Flags	Genre	URL
Andorra	Andorra, Spain, France, Germany, United Kingdom	Government	<a href="http://www.andorra.ad/consell/index.html">http://www.andorra.ad/consell/index.html</a>
Lebanon	Lebanon	Government	<a href="http://www.lp.gov.lb/index.html">http://www.lp.gov.lb/index.html</a>
Brazil	Brazil	Government	<a href="http://www.mare.gov.br">http://www.mare.gov.br</a>
Mexico	Mexico, Trinidad, Canada Nicaragua,	Government	<a href="http://www.presidencia.gob.mx">http://www.presidencia.gob.mx</a>

Table 3: Occurrences élevées de drapeaux par genre de site

*Culturability: The Merging of Culture and Usability* Barber, W & Badre, A, 1998

# Les approches inductives

<b>Israel</b>	<b>Lebanon</b>	<b>Japan</b>	<b>Brazil</b>	<b>France</b>
grouping - alignment	national flag	architecture: cityscapes	national flag	orientation: centered
orientation: right-to-left	icon: cedar tree; found in flag	grouping: enclosure	geographical references	colors: red, blue, white
borders	light graphics; more text	frames	heavy graphics	motion
color: green	color: green			

Table 5: Marqueurs culturels fréquents par pays

*Culturability: The Merging of Culture and Usability* Barber, W & Badre, A, 1998

# Les approches inductives

Government	News & Media	Business	Travel
national flag	Bold font for headlines	orientation: center	heavy graphics
colors of national flag throughout site	English words: news, email, web, info	bullet points	geography: maps, out-line of region
human picture; head of state	icons: sun/clouds for weather	logos	icons: skis; mountains; hiking gear; water

Table 4: Marqueurs culturels fréquents par genre de site

*Culturability: The Merging of Culture and Usability* Barber, W & Badre, A, 1998

Mais pourquoi si peu de progrès ?



# Mais pourquoi si peu de progrès ?

Moura, F. T., Singh, N., & Chun, W. (2016). The Influence of Culture in Website Design and Users' Perceptions: Three Systematic Reviews. *Journal of Electronic Commerce Research*, 17(4), 312–339.

- The manifestation of cultural values in websites [33 studies]
- The investigation of cultural markers in websites [27 studies]
- Influence of culture on users' perceptions of online stimuli [30 studies]

# Mais pourquoi si peu de progrès ?

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Focalisation sur le niveau macrosocial (national) qui montre ses limites.

Facteurs de succès des approches à la Hofstede:

- Discours « scientifiques » de légitimation.
- Argumentaire commercial et localisation implicite.

# Une question désuète ou mal posée?

Pratique professionnelle d'avoir recours à des “natifs”.

Niveau de généralité trop importante: la culture nationale (niveau macro) recouvre une grande variété (niveau micro).

Importance de facteurs stratégiques qui dépassent le traducteur / localiseur:

- image de l'entreprise / produit / service,
- positionnement communicationnel / commercial).

# Discours de formateurs sur la localisation

## 1. Compétences ‘natives’

On localise vers sa locale maternelle comme on traduit vers sa langue maternelle.

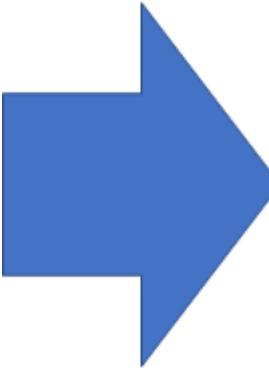
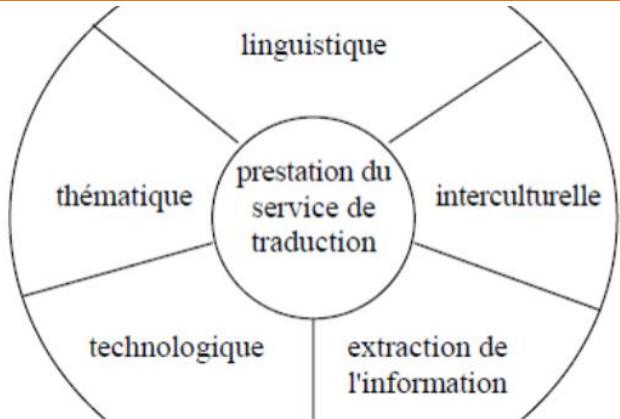
(cf. Samuelsson-Brown 2005, Gouadec 2009, McKay 2011)

**Dès lors qu'on accepte ce constat, a-t-on encore besoin d'un modèle théorique de la culture?**

## 2. Modèles ‘scientifiques’

- Jimenez-Crespo, *Translation and Web Localization* (2013): ‘Niveaux’ d’adaptation culturelle appuyés (entre autre) sur le modèle Hofstede.
- Singh et Pereira, *The Culturally Customized Web Site* (2005): appliquer le modèle Hofstede... aux sites web (trop ?) bien choisis ?

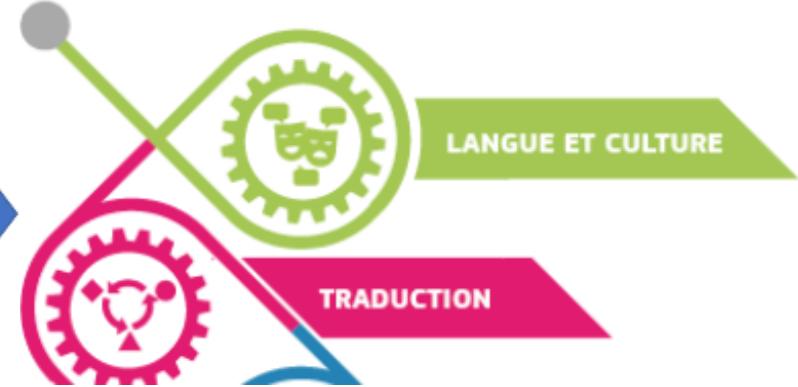
# Interculturalité et formation des traducteurs : référentiels EMT



## EMT2009: Compétence interculturelle

**dimension sociolinguistique** : “Savoir identifier les règles d’interaction propres à une communauté spécifique, y compris les éléments non-verbaux.”

**dimension textuelle** : “Savoir comprendre et analyser la macrostructure d’un document, sa cohérence d’ensemble (y compris quand il est composé d’éléments visuels et sonores).”



## EMT2017: Langue et culture

“Cette compétence englobe tous les **savoirs et aptitudes linguistiques, sociolinguistiques, culturels et transculturels**, de nature générale ou propre à une langue, qui constituent la base d’une compétence de traduction élevée. Il s’agit de l'**élément moteur qui anime toutes les autres compétences décrites dans ce référentiel.**”

# Tentatives de solution?

## PICT (Promoting Intercultural Competence for Translators)

(cf. PICT 2012 ;  
Tomozeiu et al. 2017)

- Enseigner la communication interculturelle aux futurs traducteurs professionnels.
- 3 dimensions (théorique, textuelle, interpersonnelle)
- 3 niveaux de compétence
- *Mais comment appliquer ce modèle à la localisation de sites web?*

Le “**tournant transcréationnel**”  
(cf. Katan 2018, 2016, 2013)

Traducteur=médiateur interculturel?

Remise en question des notions de ‘fidélité’ et ‘intégrité’ traditionnelles...

Vers un modèle ‘hybride’ en TS  
(traduction>adaptation [culturelle])?

Automatisation de la traduction >  
focus sur la **transcréation** humaine

*Mais peut-on parler de ‘localisation’?  
Et comment résoudre le ‘problème culturel’?*

# Pourquoi la question reste-t-elle d'actualité?

- La mondialisation et la civilisation numérique impliquent une communication de plus en plus multiculturelle :
  - *comment prendre en compte la dimension culturelle des publics ?*
  - traduire/localiser pour une locale, mais aussi, pour un site web, pour des utilisateurs potentiels de plusieurs locales et de plusieurs cultures (nationales, régionales, professionnelles, et *subcultures*...)
- Evolution du marché de la traduction vers un marché de localisation (et de transcréation ?)
- Où situer le traducteur-localiseur dans le flux d'un projet?
  - recours au ‘clonage’/la localisation automatique, ou à l’adaptation (cf. les ‘niveaux’ définis par Jimenez-Crespo, 2013)
  - implication (ou non) du traducteur/localiseur dans la phase conception?
  - comment sensibiliser son clientèle :  
*“Localisation culturelle, faire les bons choix ?”*

# Vers un renouvellement de l'analyse « culturelle » ?

Quelle définition des cultures ?

Macro vs micro : importance du contexte d'énonciation.

Framing culturel (Van Gorp, 2007).

Van Gorp, B. (2007). The Constructionist Approach to Framing: Bringing Culture Back In. *Journal of Communication*, 57(1), 60-78.

Multiplicité de publics – besoin de prendre en compte la dimension identitaire autant que culturelle (de l'annonceur et de ses publics)..

# Quelles compétences professionnelles pour la localisation « culturelle » ?

- Sensibilisation à l'interculturalité (cf. projets EMT & PICT) :
  - comprendre les enjeux culturels d'un site en langue/locale source
  - *disposer d'outils pratiques et applicables pour faire et justifier des choix culturels en langue/locale cible*
- Intelligence des enjeux stratégiques de communication des marques dans différents pays ;
- Sensibilisation aux enjeux identitaires dans la communication (appropriation culturelle, etc.).

# **La dimension culturelle de la localisation des sites web : quelles compétences professionnelles pour sortir de l'impasse théorique ?**

Alex Frame & Will Noonan

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Paris, 15-16 novembre 2018



# Les approches déductives

Color	China	Japan	Egypt	France	United States
<b>Red</b>	Happiness	Anger Danger	Death	Aristocracy	Danger Stop
<b>Blue</b>	Heavens Clouds	Villainy	Virtue Faith Truth	Freedom Peace	Masculine
<b>Green</b>	Ming Dynasty Heavens	Future Youth Energy	Fertility Strength	Criminality	Safety Go
<b>Yellow</b>	Birth Wealth Power	Grace Nobility	Happiness Prosperity	Temporary	Cowardice Temporary
<b>White</b>	Death Purity	Death	Joy	Neutrality	Purity

Table 6:  
Colour  
Symbolism  
(Boor & Russo,  
1993)

# Les approches déductives

“When applied to Web design, color may impact the user’s expectations about navigation, links, and content, for example, as well as overall satisfaction.

For example, an American bank using a web site to promote services for French investors may want to avoid the use of the color green, which some French may associate with criminality.

On the other hand, the American bank may want to use green to attract Egyptian and Middle Eastern investors, as green has a positive connotation for them”.

*Culturability: The Merging of Culture and Usability* Barber, W & Badre, A, 1998

# Les approches déductives

Color	China	Japan	Egypt	France	United States
<b>Red</b>	Happiness	Anger Danger	Death	Aristocracy	Danger Stop
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Table 6:  
 Colour  
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 (Boor & Russo,  
 1993)

# Les approches inductives

**Table 1: Color Usage in Background, Foreground, Frame, Images, Hyperlinks and Logos**

	Cntry	Wht	Blk	Blu	Red	Grn	Ylw	Org	Ppl	Pnk	Gry	Oth	TOT
Bkgnd	US	37	2	4	0	1	4	0	0	0	2	0	50
	CN	44	0	1	0	1	2	0	0	0	2	0	50
FrRnd	US	10	17	32	5	1	15	11	1	0	8	3	103
	CN	8	24	31	23	7	23	5	0	0	17	3	141
Frame	US	22	6	17	1	2	17	4	0	0	10	5	84
	CN	17	4	27	10	8	25	8	0	1	22	5	127
Image	US	7	19	22	10	14	16	5	1	2	3	0	99
	CN	15	19	43	42	41	38	30	8	17	2	6	261
Hplnk	US	8	15	28	11	6	10	7	1	1	3	2	92
	CN	4	30	31	31	10	17	8	1	0	7	0	138
Logo	US	16	16	17	16	7	9	4	0	1	3	0	89
	CN	5	31	21	28	7	17	6	0	1	5	0	121
TOTAL color	US	100	75	120	43	31	71	31	3	4	29	10	517
	CN	93	108	154	134	74	122	57	9	19	55	17	839

Lo, Bruce WN, and Panqun Gong. 2005. 'Cultural Impact on the Design of E-Commerce Websites: Part I—site Format and Layout'. *Issues in Information Systems* 6 (2): 182–89.

# Les approches inductives

The follow observation may be made:

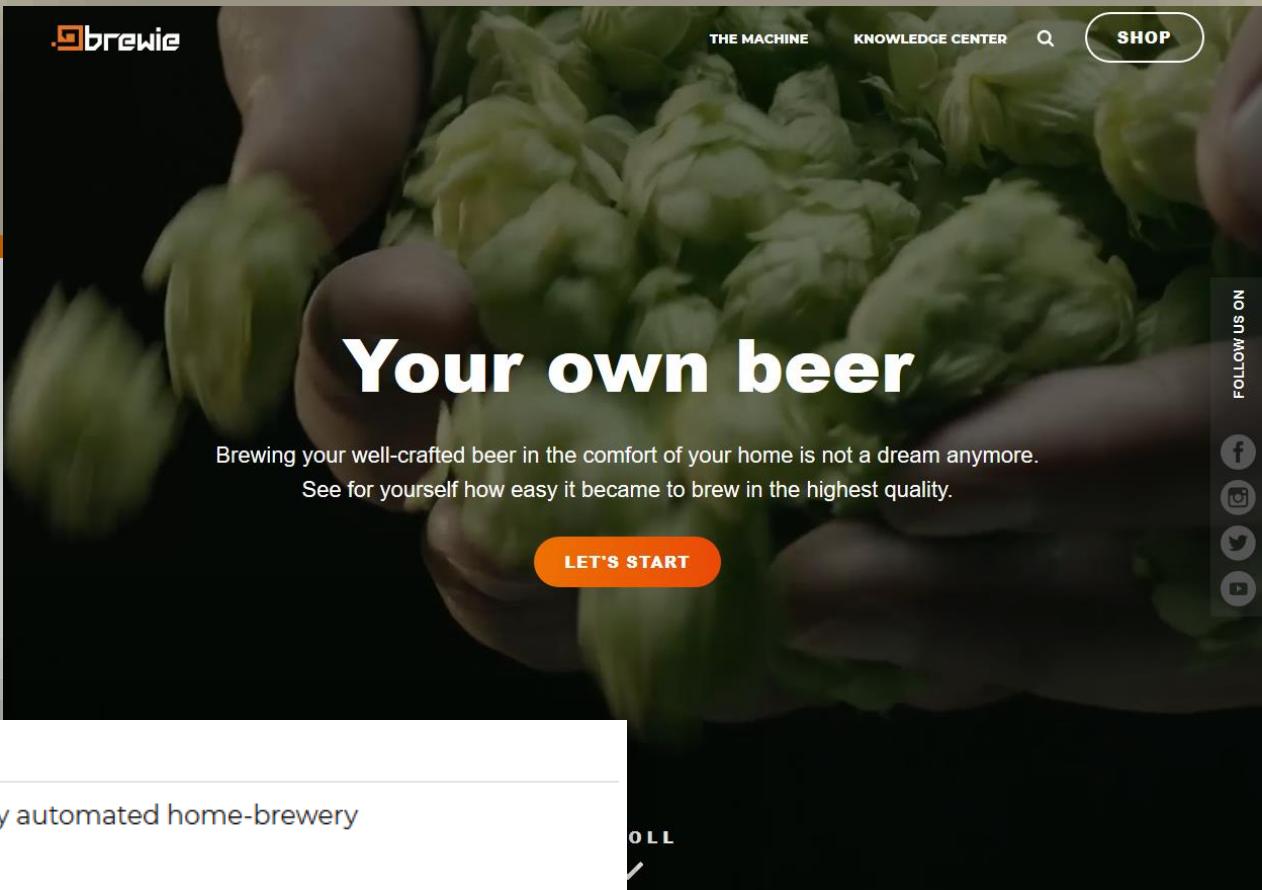
- The predominant color for background is white for both countries (Figure 2). Background color usage here appears to show some trend for standardization.
- In terms of the foreground color usage (Figure 3), blue, black, and yellow are the three leading colors in both countries. But it would be difficult not to notice the prominence of red as a foreground color in Chinese sites.
- In terms of total color usage, Figure 5 shows that the dominant colors for US are blue (23%), white (19%), Black (15%) and Yellow (14%); and for Chinese are blue (18%), red (16%), yellow (15%), and black (13%). Blue is the most frequently used for both countries. But the prominence of red and the relative de-emphasis of white in Chinese sites are clearly evident. Traditionally Chinese associate red with good luck, wealth, and marriage (e.g. bridal dress), while white has been associated with death and mourning.
- The US sites show a clear trend of using blue color for hyperlinks (Figure 4). But in the Chinese sites, all three colors, black, blue and red hyperlinks are equally likely.
- With respect to logo colors (graph not shown), black and red are the clear favorites for Chinese sites while white, black, blue, and red have equal frequencies on the US sites.

Lo, Bruce WN, and Panqun Gong. 2005. ‘Cultural Impact on the Design of E-Commerce Websites: Part I—site Format and Layout’. *Issues in Information Systems* 6 (2): 182–89.

# Cas de figure pratique: comment définir/ analyser les aspects 'culturels' en vue d'une localisation?

## SEO Content

 <b>Title</b>	Brewie - World's first fully automated home-brewery
	<b>Length : 51</b>
	Perfect, your title contains between 10 and 70 characters.
 <b>Description</b>	Brew. Simple. Clean. Magnificent. World's first fully automated home brewery. Full of features that assist you to make your own high-quality craft beer.
	<b>Length : 157</b>
	Great, your meta description contains between 70 and 160 characters.
 <b>Keywords</b>	Very bad. We haven't found meta keywords on your page.



**Your own beer**

Brewing your well-crafted beer in the comfort of your home is not a dream anymore. See for yourself how easy it became to brew in the highest quality.

**LET'S START**