

CNGL Undergraduate Students as Researchers Programme PROJECT DESCRIPTION

<i>Institution/Track:</i>	
<i>Project Title:</i>	Crowd sourcing and multilingual web access: who does it? Persona Development with an eye to community engagement with localization efforts Consumers <i>and</i> Creators of localized information
<i>Suitable for students who are studying in the following areas:</i>	Computer science, web development, Research methodology, usability, sociology, ethnography(?)
<i>Skills needed:</i>	Data collection, analysis, and modelling; database; basic web interface design
<i>Project Description:</i>	<p>This project is about figuring out who on the web makes use of multilingual content, and who is interested in contributing in communities, to crowd-sourcing.</p> <p>It is about identifying the types of users interested in these aspects of web content consumption and collaboration, so-called personas.</p> <p>The project foreseen has three different deliverables.</p> <ol style="list-style-type: none"> 1) Identify “Consumption” Personas: how do people use technology to access and view multilingual information, how they are <i>consuming</i> the information? What are the typical users? 2) “Collaborator” Personas: With the growing demand for multilingual information, it’s evident that scalable and extensible methods for localization are both a societal need and a business opportunity. Many examples exist today where communities have collaborated to create localized versions of content, products, and complete web sites. But what are the defining characteristics and online behaviors that indicate a willingness to collaborate on localization efforts as part of a community effort? The second deliverable is a set of collaborator personas that provide an understanding of who might be interested and willing to participate in community localization efforts. 3) Opportunity Identifier: The third deliverable is a way to identify where the two personas intersect—in physical and virtual space. Maybe the “opportunity identifier” is a backend, data-rich, database (pivot table?) that allows me to see where the greatest need is and what kind of potential there is for community localization to address the need. Whether a database, pivot table, or something more sophisticated, we’ll need a way to apply the personas to identify business opportunities.
<i>The Role of the student & benefits gained from participation in this project:¹</i>	The student would work with CNGL researchers and Microsoft staff to study typical uses and users for multilingual web and crowd sourcing, to understand typical user profiles.
<i>Who will be working with you?</i>	Our undergraduate student will be working closely with Dag Schmidtke, program manager for language technology strategy for Microsoft Office International. S/he will also have the support of a team of five (plus Dag) who are responsible for defining and implementing Microsoft’s community engagement strategy for Office.com international. The student will participate in all relevant research and planning efforts during his/her time with us.

¹ ***This is an initial description of the role of the student and it is liable to change following discussions between the investigators and the student.***

Short description of the group:	We have six people in our immediate group. Collectively, the team brings over 40 years of industry, language innovation, and Microsoft experiences to play.	
Recommended Reading Material:	<none at this point, background reading to be identified>	
Other information:		
For further details on this project please contact:	Name: Phone: E-Mail: Website:	Dag Schmidtke 01-706 6491 dags@microsoft.com