

Internationalizing edx.org

...

Bill DeRusha & Jasper Ho



Background



edX.org Marketing Site



Internationalization Strategy



Open edX Internationalization

internationalization (i18n)

&

localization (l10n)

Internationalization (i18n)

Developing features so that they may be used interchangeably between different locales/languages.

Localization (l10n)

Implementing locale/languages/content using internationalized features.

Imagine a car....



...sold in a single market.

Localizing a car... (l10n)

Choosing where to install the steering wheel, based on where we want to sell the car.

Internationalizing a car... (i18n)

Changing the framework of the car design to allow for the steering wheel to be installed on the left or right side of the car.

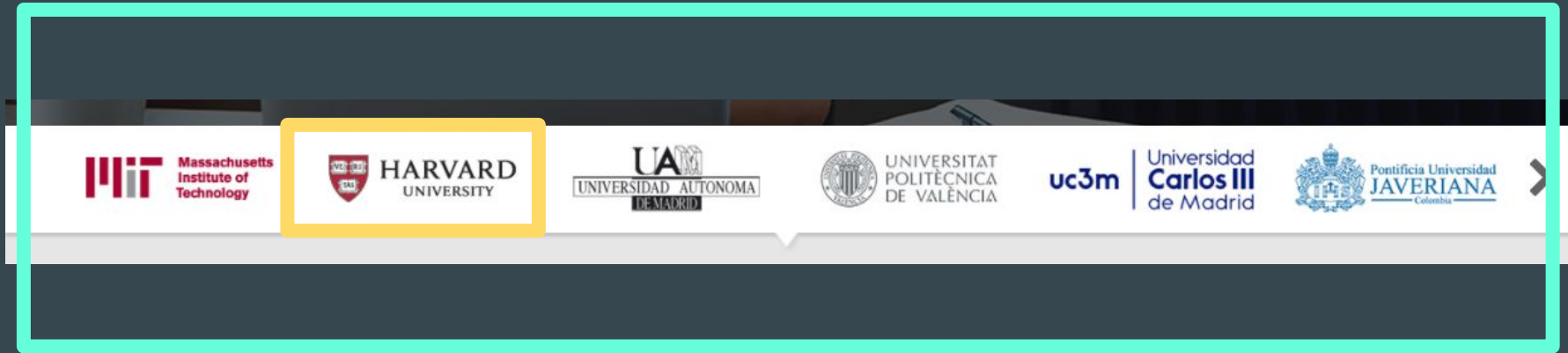
More than just a steering wheel.



Discovery!

Make a List.
How?

Home Page - I10n /i18n - Featured Partners



How do you know which things are the most important?

Prioritize by Learner Impact (@lain!)

Look at the data & *talk* to your learners.

Things We Considered for i18n / l10n

- Language Detection & Selection
- Managing Translations
- Locale vs. language
- Custom Mktg Capabilities
- SEO implications
- URL formatting
- Legal Implications
- Date, Time, & Currency Formatting
- 3rd party integrations (CourseTalk, AddThis, PayPal, OAuth)
- etc.....

What's Next

edX.org search

eCommerce checkout pages

 Cursos ▾ Programas ▾ Universidades Acerca de ▾

Iniciar sesión [Registrarse](#)

Viendo 1544 coincidencias

Buscar:

Español ✕

BORRAR TODO

Delimite su búsqueda

Disponibilidad

En este momento 580

Próximamente 176

Inicio inminente 141

A su propio ritmo 605

Archivado 595

Temas

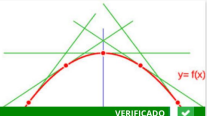
Administración de empresas 279

Alimentación y nutrición 17

Análisis de datos y estadísticas 144

Arquitectura 15

Arte y cultura 64



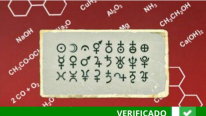
VERIFICADO

UPValenciaX

Bases Matemáticas: Derivadas

Próximamente

Fecha de comienzo: 23 de Mayo de 2017 - A su propio ritmo



VERIFICADO

UPValenciaX

Formulación y nomenclatura de...

Próximamente

Fecha de comienzo: 23 de Mayo de 2017 - A su propio ritmo



PROGRAMA MICROMASTERS

RWTHx

Managing Technology & Innovation: How to deal...

Learn how to lead an organization to success by...

En este momento





bd3rusha ▾

In Your Cart

Your purchase contains the following:



Comprendre la respiration

Verified Certificate

Summary

Precio 50,00 US\$

Add coupon code (optional)

Apply

TOTAL 50,00 US\$

Order Details

You will be automatically enrolled in the verified track of the course upon completing your order.

Select Payment Method





Card Holder Information

First Name (required)

Last Name (required)

Address (required)

Suite/Apartment Number

City (required)

Country (required)

State/Province

Zip/Postal Code



Implementation Best Practices

HTML Lang Attribute

i18n for Screen Readers

```
<ol lang="es">  
  <li>Hola</li>  
  <li>Jalepeño</li>  
  <li>Quesadilla</li>  
</ol>
```

I10n for Visual Users

```
ol li:lang(ja) {  
    list-style-type: katakana;  
}
```

katakana:

- ア. Ordered list item with katakana style type
- イ. Ordered list item with katakana style type
- ウ. Ordered list item with katakana style type

Language Detection

User Preferences

Language Detection: User Preferences



JWT

URLs

Language Detection: URLs

www.edx.es

www.edx.org/es/

es.edx.org

Accept-Language Header

Language Detection: Accept-Language Header

es

Language Detection: Accept-Language Header

es,fr;q=0.6

Language Detection: Accept-Language Header

fr;q=0.6,es,de;q=0.8

Language Detection: Accept-Language Header

Caching

Language Detection: Accept-Language Header

es,fr;q=0.9,de;q=0.9

es,fr;q=0.9,de;q=0.8

es,fr;q=0.9,de;q=0.7

es,fr;q=0.9,de;q=0.6

es,fr;q=0.9,de;q=0.5

es,fr;q=0.9,de;q=0.4

es,fr;q=0.9,de;q=0.3

es,fr;q=0.9,de;q=0.2

es,fr;q=0.9,de;q=0.1

es,fr;q=0.8,de;q=0.9

es,fr;q=0.8,de;q=0.8

es,fr;q=0.8,de;q=0.7

es,fr;q=0.8,de;q=0.6

es,fr;q=0.8,de;q=0.5

es,fr;q=0.8,de;q=0.4

es,fr;q=0.8,de;q=0.3

es,fr;q=0.8,de;q=0.2

es,fr;q=0.8,de;q=0.1

es,fr;q=0.7,de;q=0.9

es,fr;q=0.7,de;q=0.8

es,fr;q=0.7,de;q=0.7

es,fr;q=0.7,de;q=0.6

es,fr;q=0.7,de;q=0.5

es,fr;q=0.7,de;q=0.4

es,fr;q=0.7,de;q=0.3

es,fr;q=0.7,de;q=0.2

es,fr;q=0.7,de;q=0.1

String Translation

Variables

Translating Variables

```
"<b>My car is a " + car.model + "</b>"
```

Translating Variables

```
from django.utils.translation import ugettext as _  
  
_("<b>My car is a ") + car.model + "</b>"
```

Translating Variables

```
# Translators: This sentence is paired with  
a company logo
```

```
"<b>" +  
_("My car is a {model}").format(model=car.model) +  
"</b>"
```


Plurals

Translating Plurals

```
if num_cars == 1:  
    _("I have {num} car").format(num=num_cars)  
else:  
    _("I have {num} cars").format(num=num_cars)
```

Translating Plurals

```
from django.utils.translation import ungettext
```

```
ungettext(  
    "I have {num} car",  
    "I have {num} cars",  
    num_cars  
) .format(num=num_cars)
```

Translating Plurals

Singular



Plural



Translating Plurals

Zero

One

Two



Few

Many

Other



Dates

Localizing Dates

```
locale.setlocale(locale.LC_TIME, ("de", "de"))  
date = datetime.date.strptime(input, "%d.%b.%Y")
```



Moment.js

Managing Translations

Managing Translations

- Management of translation submissions
- Crowdsourced translations
- Paid translation services
- Supported file formats

Where to start?

Focus on incremental value!

Resources

- (Former edXer) Sarina Canelake's i18n Talk at PyCon
 - <http://bit.ly/2rPaW5X>
- i18n Open edX Slack Channel
 - <http://bit.ly/2rwLDZL>
- edX i18n-tools Github Repository
 - <http://bit.ly/2rwCj88>
- edX i18n Guidelines Documentation
 - <http://bit.ly/2q7wXjW>

Thanks!



Bill DeRusha

Engineering Manager, Learner

bill@edx.org



Jasper Ho

Product Manager, Learner

jho@edx.org

