Spanish Computer Terminology and Software Localisation

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Spanish Computer Terminology and Software Localisation

• **Backgrounds**

  • **New** terminology (19th-20th centuries) vs. (legal, health, etc)
  • Constantly **growing** and expanding → big challenge (immediate reaction, accuracy, uniformity, ?)
  • Creation of **new areas** (videogames and smartphones)
  • Big **impact** on other fields (Education, Health, Communication, etc)
  • Strategic **economic** sector → benefits are on the rise
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• Evolution:

  • 16th-19th c (Pascaline, Difference-Analytical Engine, ENIAC, etc) ---\(\rightarrow\) very limited/specfic purpose (punch cards, etc)

  • 20th c - Computer Generations (vacuum tube, transistor, chip, microprocessor, PC, etc) \(\rightarrow\) general purpose

  • 21st c - creation of new areas (The Internet, Mobile phones, etc)
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- New Areas in Translation/Localisation:
  - The Internet
  - Videogames
  - Smartphones / Apps
  - Others: Domotics, Robotics, etc
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- **Overview of Lexical resources in Spanish:**
  - Time and Space restrictions (length, miniaturisation)
  - **Simplification** (‘user-friendly’ terminology)
  - **Specialisation**
    - Two tendencies:
      - Contracting
      - Abbreviating
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• **Compounding**

  • **Compound nouns**:
    - N+N: firework, bookmark
    - A+N: boldface, hotlist
    - N+V or vv: runtime, scrollbar
    - V+P or vv: upload, shutdown
    - P+N: inbox, outbox

  • **Compound adjectives**:
    - N+A and vv: high-level, glare-free
    - V+P: drop-down, built-in
    - V+Adv: read-only
    - N+Adv: user-friendly
    - P+N: on-line

  • **Compound verbs**:
    - V+P: shut down, zoom in
    - A+V: double-click, backspace
    - V+V: drag and drop, plug and play
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- Overview of Lexical resources in Spanish:
  - Neo-classical compounds:
    - Auto-
    - Bi-
    - Cyber-
    - Hyper-
    - Mega-
    - Meta-
    - Micro-
    - Mini-
    - Tele-
    - Multi-
    - Video-
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- **Derivation**
  - **Prefixation:**
    - de-/dis-/de-: decode, debug
    - un-: undo, uninstall
    - mis-: misalignment
    - inter-/intra-: interface, intranet
    - sub-/under-: subdomain, underload
    - pre-: preset, preview
  - **Suffixation**
    - -er/or: browser, driver, connector, hacker
    - -ing: coding, dithering, spooling
    - -(bil)ity, -(iv)ity: connectiviy, upgradebility
    - -ize: customize, digitize
    - -fy: codify, iconify
    - -able: linkable, rewritable
    - -ess: cordless, connnectionless
  - **Prefixoids**
    - -ware: hardware / software, freeware, shareware, middleware, spyware, malware, hookware, bogusware, courseware, firmware, vaporware, etc
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- **Conversion (zero derivation)**
  - A>N: laptop, desktop
  - V>N: a download, setup
  - N>A: dialogue box, sound card
  - V>A: print queue,
  - Ab > V / A: to/an email, GIF format

- **Back-formation (derivación regresiva)**
  - chat
  - attach(ment)
  - adjust(ment)
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• **Abbreviation**

  • **Simple (Initialism):** CPU, TFT, AI, PC, IP

  • **Clippings:**
    • front: meg, del, tab
    • irregular: prt, lnx, lnk
    • Special: pix, xtal, xmit

  • **Blending/Portmanteau** words: sysop, modem, pixel, edlin, contone

  • **Multiple:** TCP/IP, L&E, MP3, user ID, e-money
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• **Major problems**
  
  • Timing (sim-ship model)
  • Length restriction
  • No uniformity (diff. Spanish versions) -> ‘español neutro (?)’
  • No lexical coherence

• **Result**
  
  • Linguistic: Pervasiveness of English terminology (calques, loan translations, abbreviations, etc)
  • Business: Software developers – cost increase / local market
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- Expansion of PC, tablets and mobile phones → need for Localisation (Esselink 200, Ashworth 2002)
- Genabith (2009), three massive challenges:
  - Volume
  - Access
  - Personalisation
- Conventional face-to-face communication → digitally-mediated communication (software, web, videogames, apps)
- On-line communication → time efficiency and space constraints
- Length restriction and accuracy versus creativity and freedom
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- Mobile Phones
  - Smart phones $\rightarrow$ applications (apps)
  - Multifunctional:
    - On-line chat
    - Web browsing
    - Music listening
    - Web search and downloading
    - Photo and video editing and publishing
    - Social networking
    - Gaming
  - Fastest growing market (vs PC)
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Worldwide Device Shipments by Segment (Thousands of Units)

<table>
<thead>
<tr>
<th>Device Type</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional PCs (Desk-Based and Notebook)</td>
<td>286,131</td>
<td>276,221</td>
<td>261,657</td>
</tr>
<tr>
<td>Ultramobiles, Premium</td>
<td>21,517</td>
<td>32,251</td>
<td>55,032</td>
</tr>
<tr>
<td>PC Market Total</td>
<td>317,648</td>
<td>308,472</td>
<td>316,689</td>
</tr>
<tr>
<td>Tablets</td>
<td>206,807</td>
<td>256,308</td>
<td>320,964</td>
</tr>
<tr>
<td>Mobile Phones</td>
<td>1,806,964</td>
<td>1,862,766</td>
<td>1,946,456</td>
</tr>
<tr>
<td>Other Ultramobiles (Hybrid and Clamshell)</td>
<td>2,981</td>
<td>5,381</td>
<td>7,645</td>
</tr>
<tr>
<td>Total</td>
<td>2,334,400</td>
<td>2,432,927</td>
<td>2,591,753</td>
</tr>
</tbody>
</table>

Source: Gartner (June 2014)

Global PC Industry Continues Downward Trend
Global PC shipments from 2006 to 2013 (in million units)

Worldwide Smartphone OS Market Share
(Share in Unit Shipments)

Source: IDC, 2014Q2
Mobile Apps
- Localising undersupplied – world regions and local markets
- Developing multilingual applications
- Apps classification based on usage:
  - Communication & networking
  - Entertainment
  - Graphics
  - Reading (books, papers, etc)
  - Travel
  - Business
  - Food
  - Sports
  - Education and Science
  - Games
  - etc

Today: 2 million apps available in Google Play and App Store.
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- Average global smartphone user downloaded **26 apps** in 2013 (source Google’s *Our Mobile Planet Data*)

![Chart showing top 10 countries with the highest average number of installed apps per smartphone user.](chart.png)
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- Localisation quality depends on each app and developer
- Most are not translated (local markets, legal issues)
- High-profile apps (Facebook, WhatsApp, etc) are more careful
- Multilingual localising services: Applingua, LocTeam, Babble-on, IcanLocalize, OneSky, etc
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- Localisation ‘apps’ into Spanish:
  - Abbreviated forms: GPS, MMS, RSS, etc
  - Branding as a distinctive terminology: i (iOS, iCould, iPod, etc)
  - Clippings + neoclassical compounds: geo-, hyper-
  - Different alternatives: app and aplicación (length-restriction)
  - Use of English terms: widgets, tag, chat, etc.
  - Hybrid forms: taguear, swypear, rootear, etc

- Some examples:
  - “Políticas de privacidad para m” (YouTube)
  - “Notificaciones de invitaci” (Googlet Talk)
  - “Prese..itivas” (Image Gallery)
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- **Conclusions:**
  - Growing expansion of electronic devices and software applications
  - Need for localisation (business-oriented model)
  - Market fragmentation – multilingual applications are essential
  - Terminology based on:
    - Time and Length restriction & simplification
    - Brand awareness, on geographical, cultural and social conditions in each market
    - High frequency of contracting, blending and abbreviating
    - High frequency of English terms