

Facebook in all six Celtic Languages (mar dheà)

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Social media and endangered languages

- Social media: Facebook, Twitter, blogs, podcasts (audio and video), “content communities”
- 1000's of speakers of 100's of endangered languages are using their languages in social media
- Indigenous Tweets and Indigenous Blogs
- Connects scattered speaker populations, diaspora
- Informal register; use the bits of language you know
- Make up for lack of “traditional” media
- Appealing to kids, the most important demographic!

Facebook for language revitalization

- I spent the past year working with Twitter helping improve support for small languages
- Both Twitter and FB have full Unicode support; create content in virtually any written language
- Facebook has some advantages for revitalization:
 - Better support for multimedia
 - No 140 character limit
 - Clearer “threading” of conversations
 - Everyone is already on it!

The Celtic Languages on Facebook

- Thousands of learners, native speakers, and orgs use Facebook daily to share news in all 6 Celtic langs
- “Groups” aimed specifically at languages:
“Facebook e brezhoneg”, “Siarad Cymraeg”,
“Keskowethyans an Taves Kernewek”, “Úsáidim
Facebøok as Gaeilge” (sic), “Gàidhlig na h-Alba”,
“COWAG”, many more!
- Reasonably complete translations of the site (links, navigation, help) into Irish and Welsh; mixed quality

Facebook's Translation Platform

- Translated entirely by users of the site; volunteers
- Voting system to vote down bad translations, vote up good ones (amazingly, it seems to work)
- Ability to translate the site “live”, while using Facebook as you normally would
- Sophisticated terminology support, quality checks
- About 100 languages available, including Irish, Welsh, Guaraní, Aymara, Cherokee, N. Sámi, Basque, Frisian, Quechua, Xhosa, Rumantsch, ...

The Problem

- Facebook have not added any new languages for quite a while, despite petitions and much agitation
- Same situation with Google's search interface
- Have heard secondhand about issues with spam
- At the end of the day, neither Facebook nor Google really cares about minority languages, they want to make money
- Upshot: they have great services, but it's a bad idea to rely on the goodwill of any for-profit company in devising a technology strategy for your language

The Solution, I

- My friend Neskie Manuel came up with a way to take Facebook out of the equation and translate the site into his language of Secwepemctsin
- Neskie passed away tragically last May; I'm carrying this work forward in his honor
- Uses a technology called “Greasemonkey”
- Users can install a bit of JavaScript that “overlays” translations of any site, entirely in their browser
- Game changing idea! No need to rely on Facebook or Google to “allow” us to translate their sites

The Solution, II

- I rewrote Neskie's code to work with Facebook's new design, and generalized to all languages
- To get Facebook in your language, you just have to send me translations of about 150 short phrases
- Overwhelming response: nearly complete translations into 21 languages; 30+ more coming
- Installs with one click in Google Chrome
- Can set a reasonable “default language” for untranslated strings (e.g. French for Breton, Spanish for Nawat, Russian for Chechen)

Terminology development

- Part of my aim was to reach out to language groups that have never translated software or websites
- Terminology can be a major problem; one has to make up everything! (GAELIC-L in the early 90's)
- I asked each translator to also provide “back translations” into English, for the benefit of others looking for the right term or metaphor
- Great opportunity for endangered language groups to share “different ways of thinking and knowing”

Back Translations Wiki

- These are all available on a wiki that new translators can consult; e.g. under the term “Activity Log”:
- French: “Personal history”
- Gundjeihmi: “What have you been doing”
- Irish: “Activity history”
- Nawat: “See what has happened”
- Chichewa: “Frequent activities”

Gàidhlig (Michael Bauer)

facebook  Lorg 



Kevin Scannell

ANNSACHDAN

 **Inbhir nan naidheachd**

-  Teachdaireachdan **50**
-  Tachartasan **9**

BUIDHNEAN

-  NAACL
-  Citizen Media and... **1**
-  GaelSpell
-  SLUA - St. Louis U... **3**
-  COWAG
-  Facebook e brezhoneg !
-  EQUIPE LOGIPAM **4**
-  Gaelish buidheann

 Dè do naidheachd?  Cuir dealbh / video ris  Cum cunntas-bheachd

Dè tha dol?

SEÒRSAICH ▾



Edmond אדמונד Kachale

Anyamata inu, tamva kuti mukuchita kodokodo kumeneko chifukwa choti mtsogoleri wa dziko walengeza kusingha kwa dzina la sukulu ya ukachenjede. Tilankhuleni kanthu pano a PK. — with Patrick Kalamula and Nila Wa E-babie.

'S toil · Beachd · Co-roinn · 6 mionaid(ean) air ais via mobile · 



Edmond אדמונד Kachale

Most of the bills in Malawi Parliament look like are just repeals. The budget has not been tabled yet. #worried

 'S toil · Beachd · @ceekays on Twitter · 19 mionaid(ean) air ais via Twitter · 

Gaelg (Adrian Cain, Chris Sheard)

facebook  Shir 

 **Kevin Scannell**

REIH-REDDYN

-  **Skealyn Noa**
-  Chaghteraghtyn **50**
-  Taghyrtyn **9**

POSSANYN

-  NAACLT
-  Citizen Media and... **1**
-  GaelSpell
-  SLUA - St. Louis U... **3**
-  COWAG
-  Facebook e brezhoneg !
-  Croo Possan...

APPYN

 Staydys Noa  Cur Stiagh Jalloo / Feeshan  Cur Feysht

C'red t'er dty inchyn?

Sorch ▾

 **Edmond אדמונד Kachale**
Anyamata inu, tamva kuti mukuchita kodokodo kumeneko chifukwa choti mtsogoleri wa dziko walengeza kusintha kwa dzina la sukulu ya ukachenjede. Tilankhuleni kanthu pano a PK. — with [Patrick Kalamula](#) and [Nila Wa E-babie](#).
S'mie lhiam shoh · Cur baght er · Rheyynn · 7 minnid er dy henney via mobile · 

 **Edmond אדמונד Kachale**
Most of the bills in Malawi Parliament look like are just repeals. The budget has not been tabled yet. #worried
 S'mie lhiam shoh · Cur baght er · @ceekays on Twitter · 20 minnid er dy henney via Twitter · 

Breton (Fulup Jakez)

The image shows a screenshot of a Facebook page. At the top left is the Facebook logo. To its right is a search bar containing the text "Klask". Below the search bar are three navigation icons: a speech bubble, a video camera, and a list icon. The main header area contains three menu items: "Nevesaat ar statud" (with a speech bubble icon), "Ouzhpennañ ur Skeudenn / Video" (with a video camera icon), and "Goulenn udb." (with a list icon). Below this is a text input field with the placeholder text "Petra a fell deoc'h ober ?". To the right of the input field is a dropdown menu labeled "URZHIAÑ".

The left sidebar features a profile picture of Kevin Scannell and his name. Below this are two sections: "AR RE GARETAÑ" (People you may know) and "STROLLADOÙ" (Pages you like). Under "AR RE GARETAÑ", there are three items: "Red ar c'heleier" (with a list icon), "Kemennadennoù" (with a speech bubble icon and a count of 50), and "Darvoudoù" (with a calendar icon and a count of 9). Under "STROLLADOÙ", there are seven items: "NAACLT" (with a person icon), "Citizen Media and..." (with a laptop icon and a count of 1), "GaelSpell" (with a person icon), "SLUA - St. Louis U..." (with a skull icon and a count of 3), "COWAG" (with a person icon), "Facebook e brezhoneg !" (with a megaphone icon), and "Krouiñ ur strollad" (with a plus icon).

The main content area displays two posts by Edmond אדמונד Kachale. The first post has a profile picture of a woman and text in Breton: "Anyamata inu, tamva kuti mukuchita kodokodo kumeneko chifukwa choti mtsogoleri wa dziko walengeza kusingha kwa dzina la sukulu ya ukachenjede. Tilankhuleni kanthu pano a PK. — avec Patrick Kalamula et Nila Wa E-babie." Below the text is the metadata: "Plijus · Poz · Kenrannañ · 5 munut zo via mobile ·". The second post also has the same profile picture and text: "Most of the bills in Malawi Parliament look like are just repeals. The budget has not been tabled yet. #worried" Below the text is the metadata: "Plijus · Poz · @ceekays on Twitter · 18 munut zo via Twitter ·".

Cornish (coming soon...)