

Regional and Minority Languages in Social Media

Kevin Scannell
Saint Louis University
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Keep your hand up if you speak a language NOT on the screen

- English
- Spanish
- Mandarin, Cantonese
- Arabic
- French
- Hindi, Urdu
- Portuguese
- Russian
- Japanese
- German
- Vietnamese
- Korean
- Italian
- Tagalog

Irish



Scottish Gaelic



Manx Gaelic



Linguistic Diversity

- How many languages in the world?
- More than 7000! See ethnologue.com.
- How many in Europe?
- 284 (just 23 official in EU); 4% of world total

Endangered Languages

- > 2500 endangered languages (UNESCO)
- About 1750 not being passed on to children
- Only 18.6% of languages have > 100k speakers
- 50-90% expected to die out by 2100

Common Themes

- Population scattered geographically
- No critical mass of speakers
- No newspapers or TV; rarely radio
- No government services in the language
- No commercial interest in the language
- Second language “heritage” speakers

Social Media and Minority Languages

- Many language groups turning to social media
- Reconnects scattered populations
- Substitute for traditional media
- Content created by the people themselves
- Can create content in any language (Unicode)
- Appealing to young people
- Twitter especially suitable for L2 speakers

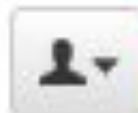
Twitter

- Tweets are short messages, up to 140 characters
- You “follow” other users, and get their tweets
- Follow friends, celebrities, organizations, ...
- People who follow you see your tweets
- Up-to-the-second news; “second screen”
- Public by default



Kevin Scannell

@kscanne



Following

Anailís líonra déanta ar an Táin:
siam.org/news/news.php?...

Translate Tweet

Reply Retweet Favorite More

1

RETWEET

1

FAVORITE



10:33 AM - 30 Apr 13



Jason Woolman @JasonWoolman

2h

@IndigenousTweet how do I tag hənqəminəm to make sure that it is tracked? When I use #hənqəminəm it only tags the first few letters.



Ma'ii Ashkii

@AwesomeBobcat

 Follow



Asho' o' di' i' ji' nizhonigo hoolzhiizh. Haashit'ao
ayo' o' shaadzolni' ? Adza' a' daane' .

2:55 PM - 24 Feb 12 via web · Embed this Tweet

 Reply  Retweet  Favorite



Euchee Language Proj

@YuchiLanguage



Follow

dApvIA Oy' @thlEnA @yo s@nIA KAê âsha jî!
Our Euchee Kids & Youth excelled at the
Language Fair this year!

sapulpaheraldonline.com/articles/2012/...



Reply



Retweet



Favorite



More

11:44 PM - 14 Apr 12



Tao Soni

@Thy_Lioness



Follow

@damaradikding1 //hasen mase khoets
kantoor han !na hara #u khoen ge eto!...t

← Reply ↻ Retweet ★ Favorite ⋮ More

6:33 AM - 7 Feb 13

Indigenous Tweets

- How many languages on Twitter?
- About 250...
- Indigenous Tweets created in March 2011
- Tracks all indigenous language users on Twitter
- 35 languages at launch, now 145
- Goal is community-building, “discoverability”

Language	◆ Users ◆	Tweets ▼	Top User	◆ Tweets ◆	First Tweet ◆
Kreyòl Ayisyen	14267	3417553	RoodHT509	43141	tichrist
Euskara	13045	3411901	berria	38475	eastigarraga
Cymraeg	9429	1940824	newyddcymraeg	52700	meigwilym
Kapampangan	1375	1214805	itsmeshellie	18668	desperada
Frysk	2048	538782	omropfytsban	57366	vogelzang
Setswana	314	529742	sesutho	28368	WameDre
Gaeilge	7387	395328	aonghusoha	19918	imeall
Asturianu	747	223970	iyangc	14672	Pingarates
Hausa	300	218695	bbchausa	18681	Richee_Rich
Soomaaliga	558	129821	Anisa_Hajimumin	15495	HaPpYMaXaMeD
Gàidhlig	651	83995	sconewt	25951	ruighean
Gaelg	25	80706	glvold	38620	greinneyder
Māori	79	67191	maonewt	29086	DigitalMaori
Chamoru	9	59701	chanewttest	25106	jenccamacho
Tamasheq	3	55771	tmjnew	26173	tmjbbbl
Aragonés	75	50948	Purnas	13339	jesmar
ᠠᠨᠠᠨᠠᠨᠠᠨᠠ	25	40604	myblog	0788	myracil










INDIGENOUS TWEETS.COM

[Blog](#)

[Indigenous Blogs](#)

[Kevin Scannell](#)



◆	Defnyddiwr	◆	Cymraeg ▾	Cyfanswm ◆	% Cymraeg	◆	Dilynwyr ◆	Yn dilyn	◆	Trydariad diwethaf	◆
1	newyddcymraeg		52700	54472	96.7	◆	1788	340	◆	2013-04-26 12:01:19	◆
2	NewsWales		24815	151738	16.4	◆	5887	103	◆	2013-04-26 11:47:53	◆
3	Golwg360		23861	32533	73.3	◆	4810	2828	◆	2013-04-26 10:39:38	◆
4	bbccymru		21739	22365	97.2	◆	4205	420	◆	2013-04-26 09:42:55	◆
5	Cymraeg_		16404	17798	92.2	◆	623	11	◆	2013-04-26 21:30:11	◆
6	NewyddionBBC		11762	11954	98.4	◆	411	0	◆	2013-04-26 17:53:38	◆
7	eyesofgee		10694	336558	3.2	◆	1485	63	◆	2013-04-26 09:42:37	◆
8	dylmei		10666	28674	37.2	◆	3263	1478	◆	2013-04-26 08:17:56	◆
9	Nwdls		10016	17606	56.9	◆	2465	1131	◆	2013-04-25 22:57:34	◆

INDIGENOUS TWEETS.COM

Cymraeg

Pynciau Llog:

- bwyisg
- trysorfa
- Torc
- #trysoraupwysig
- #meirionnyddareiorau
- Llyfgrell
- #enillwyrhaeddiannol
- Machell
- Rowecord
- bytai

Unrhyw un ar goll?
Enw Twitter:

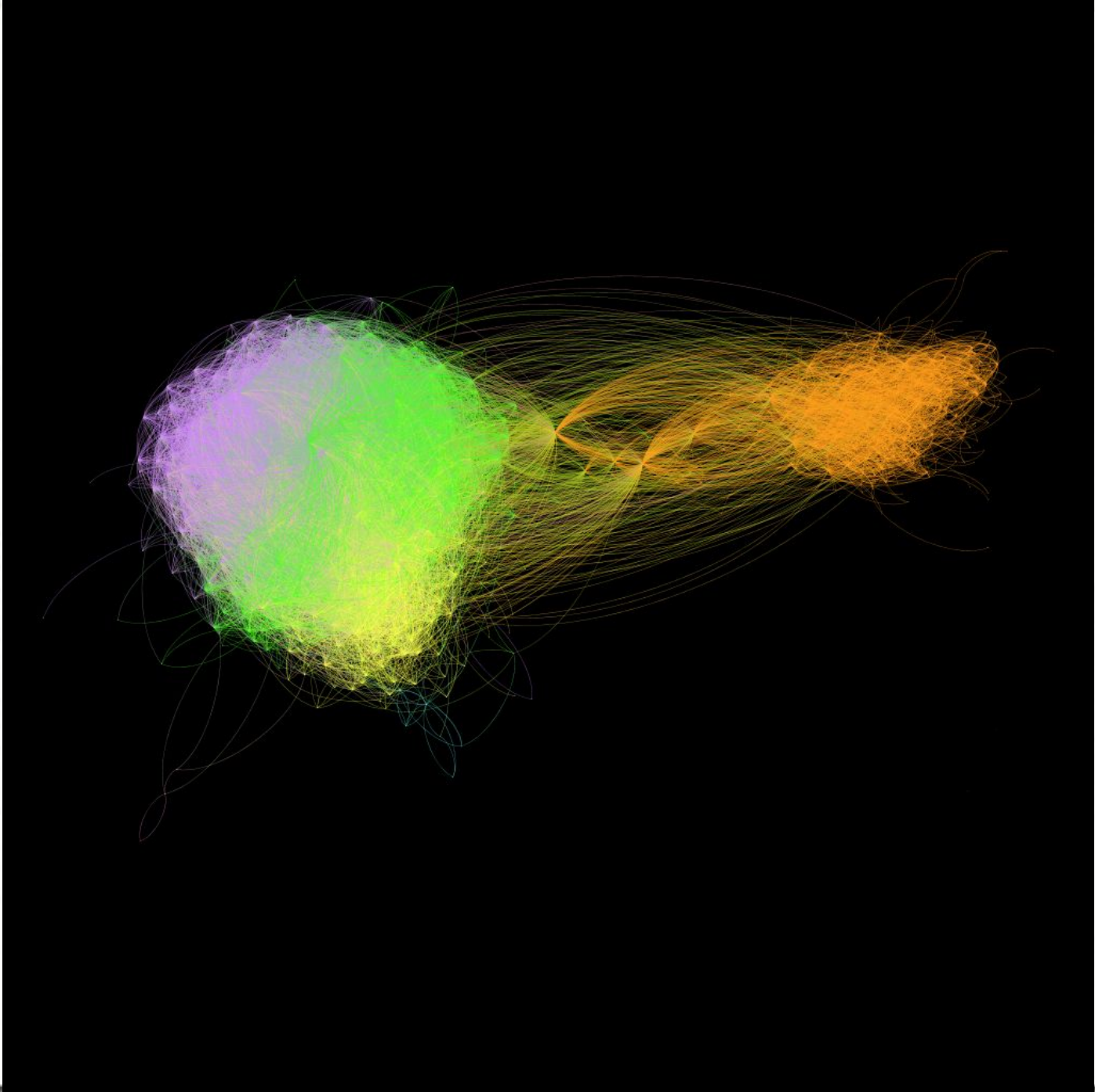
@ Anfon

Dweud wrth y byd dy fod yma:

 Tweet

Blog

Indigenous Blogs



Facebook

- The largest social network; > 1 billion users!
- Available in about 100 languages
- Site translations are “crowd-sourced”
- Users vote translations up or down
- But, no new languages in the last 2+ years
- This despite huge demand, petitions, etc.

A Workaround!

- Greasemonkey scripts
- “Overlays” that you can install in your browser
- Can use it to translate Facebook or *any* site
- Doesn't rely on permission from the site
- Idea of Neskie Manuel, for Secwepemctsin
- Now 40 new “unofficial” Facebook translations

**Edmond אדמונד Kachale**

mphindi 51 zapitazo pafupi ndi Soche, Blantyre · 🌐

Kugwiritsa ntchito Facebook m'Chichewa kumandisangalatsa zedi.

Kondani · Chitani ndemanga · Gawani

👍 Anthu 3 akonda izi.

**William Sululu** Bt wat's facebk in chchewa?...iz t "nkhope-buku?...kkk

mphindi 39 zapitazo via mobile · Kondani

**Edmond אדמונד Kachale** William, ndikukamba za izi: <http://userscripts.org/scripts/show/126642>**Facebook m'Chichewa for Greasemonkey**

userscripts.org

Kutanthauzira Facebook m'Chichewa

mphindi 34 zapitazo · Kondani · 🔄 1

**William Sululu** Ok, gt U..bt w stl nid to hv the name itself in chchwa z wl...ukuona bwa? Kkkk

sure, my laundry in drier across 55th Street, I'm really easy please.

Laigim · Raitim samting · 16 awa bifo via mobile · 👤

👍 2 pipul laigim dijan.



Kevin, raidim samting...



EUROPEAN FREE ALLIANCE via FUEN / FUEV / UFCE – Fed Union of European Nationalities



International Youth Day, 12 August

www.un.org

Collective and concerted effort is needed to respond to the pressing global challenges faced by young people, and partnering is key to harnessing such

Laigim · Raitim samting · Shoim dijan la yu frenmob · 👍 2 · 13 awa bi

👤 The person



Kevin, screeu baght er ...



Adrian Cain

First Manx Language Film Production

<http://www.manx.net/tv/mt-tv/watch/6389/first-manx-language-production>



First Manx Language Production | MT TV | ion news on demand manx.net

www.manx.net

Solace in Wicca, the Islands First Manx Language based on the true events of 1617 when a mother

S'mie lhiam shoh · Cur baght er · Follow Post · Rheyynn · 23 Jern ec 3:45am faggys da Douglas, Isle Of Man

S'mie lesh 7 persoanyn shoh.

Jeeagh er ny 3 baghtyn ooilley



Adrian Cain Fair point: first film to cost a lot of money!



Kevin Scannell

3 uairean a thìde air ais · 

Cén téarma atá agaibh i nGaeilge na hAlban ar "screenshot"?

'S toil · Beachd · Unfollow Post



Michael Bauer glacadh-sgrìn

12 mhionaid air ais · 'S toil



Sgrìobh beachd...