

Language revitalization in the digital age: building bridges, empowering communities

Kevin Scannell
Saint Louis University
23 March 2016











Language endangerment



Digital Language Revitalization



Indigenous Tweets

Defnyddiwr	Cymraeg	Cyfanswm	% Cymraeg	Dilynwyr	Yn dilyn	Trydariat diwethaf
1 newyddcymraeg 	94321	95888	98.4	3124	328	2016-02-23 11:04:54
2 Golwg360 	49348	59016	83.6	9178	1171	2016-02-22 18:22:21
3 BBCCymruFyw 	45065	46375	97.2	11793	469	2016-02-22 21:18:04
4 NewsWales 	39922	242785	16.4	9312	100	2016-02-23 09:32:27
5 BBCRadioCymru 	25019	26809	93.3	16915	1771	2016-02-23 13:14:33
6 yrawrgymraeg 	22473	24976	90.0	5218	3951	2016-02-24 17:00:14
7 hug08043145	22370	39088	57.2	1009	2366	2016-02-23 23:49:21
8 Ant1988 	20528	69358	29.6	1404	2158	2016-02-24 11:57:01
9 NewyddionBBC 	20209	20424	99.0	796	3	2014-11-15 16:43:50
10 Marshallmedia 	18197	56103	32.4	4442	3785	2016-02-22 19:29:28
11 heddgwynfor 	16938	29958	56.5	3451	1904	2016-02-22 23:17:38

INDIGENOUS TWEETS.COM

Cymraeg

Pynciau Llosg:

- #blasuniddiflasu
- #ynnieffeithlon
- #itac
- #manifestoplant
- breimiwm
- Llanfable
- wych....methu
- newyddion.Mewn
- McAlpine's
- #noesacut

Unrhyw un ar goll?

Enw Twitter:

@ Anfon

Dweud wrth y byd dy fod yma:

 Tweet

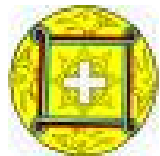
Blog

Indigenous Blogs

Kevin Scannell



Euclidean Language Project



Euclidean Language Proj

@YuchiLanguage



Follow

dApvIA Oy' @thlEnA @yos@nIA KAê âsha jî!

Our Euclidean Kids & Youth excelled at the
Language Fair this year!

sapulpahealdonline.com/articles/2012/...

[← Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

11:44 PM - 14 Apr 12

Obstacles

- Connectivity, literacy, poverty, historical trauma
- Social media primarily use written language
- “Discoverability” in a sea of English
- Normalization: “the computer is in English”
- Incredibly fast moving landscape
- Technical obstacles: fonts, input methods
- Terminology creation
- Lack of technical skills in language communities
- Corporate control of platforms

Software Localization

The image shows a Twitter interface in Irish. The main tweet is from 'Chuir First Languages Aust' and discusses a tweet about Aboriginal politicians. A Firefox Developer Edition browser window is overlaid on the page, showing the localization menu. The menu is in Irish and lists various localization options, including 'Forbróir Gréasáin' (Web Developer Tools) and 'Eolas Leathanaigh' (Help). The browser window also shows the Mozilla logo and the text 'Seo dhuit Brabhsáil Phríobháideach' (This is your Private Browsing).

FirefoxDeveloperEdition Comhad Eagar Amharc Stair Leabharharcanna Uirlisí Fuinneog Cabhair

- Íosluchtú Breiseáin
- Tosaigh comhrá...
- Sioncrónaigh Anois
- Forbróir Gréasáin
- Eolas Leathanaigh
- Adblock Plus

Scoránaigh Uirlisí

Scrúdaitheoir

Consól Gréasáin

Dífhabhtóir

Eagarthóir Stíle

Feidhmíocht

Líonra

Barra Uirlisí d'Fhorbróir

WebIDE

Consól Brabhsálaí

Dearadh Sofhreagrach

Dathphioicair

Ceap Breacaireachta

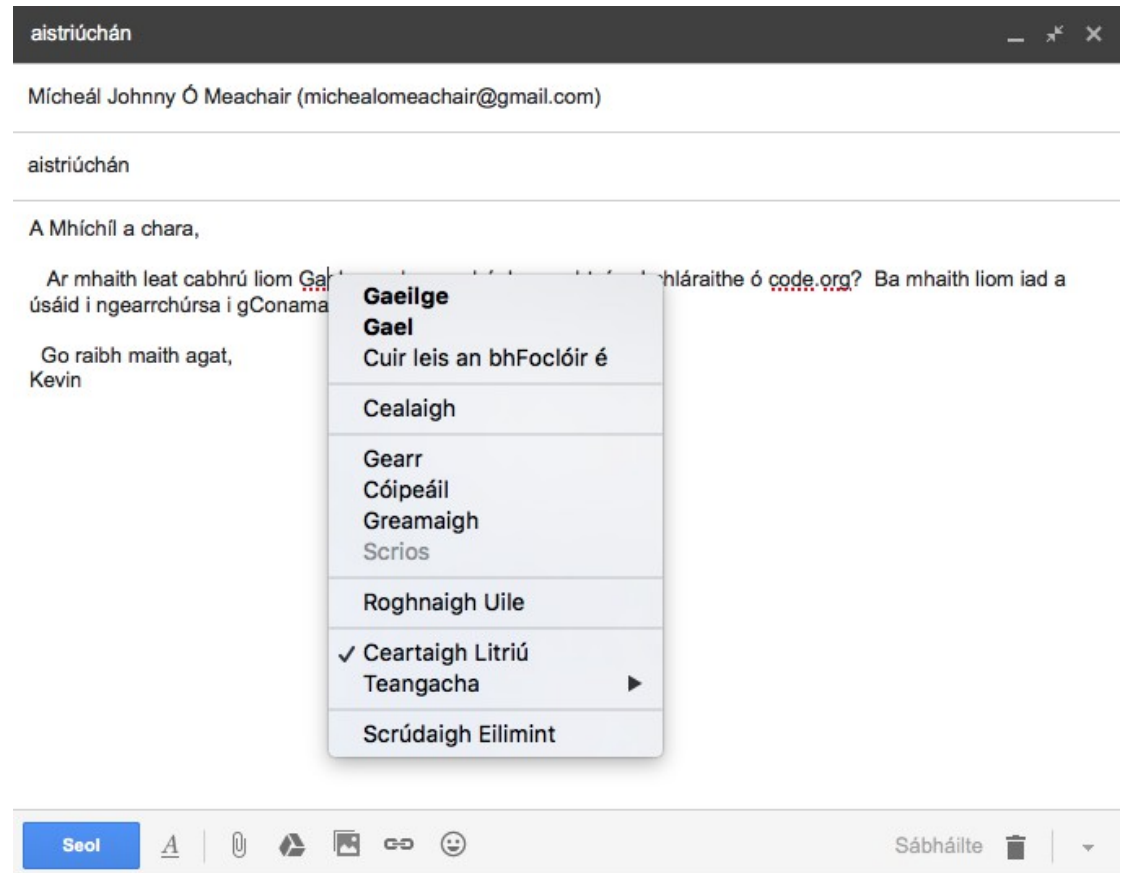
Foinse an Leathanaigh

Faigh Tuilleadh Uirlisí

mozilla

Seo dhuit Brabhsáil Phríobháideach

Input Methods



Terminology

- Terms usually don't emerge organically
- Build terms from native elements vs loans
- Ir. “turscar” (cast-up seaweed = spam)
- Ir. “ubh chuaiche” (cuckoo egg = cookie)
- Borrow metaphors from other endangered langs
- Chichewa: “ulalo” (bridge across river = link)
- “mkute wa tsambe” (leftovers = cached page)

“Never beg to save the language”



The image shows a screenshot of a Facebook post. At the top, the Facebook logo and navigation icons are visible. The search bar contains the text "Fufuzani anthu, malo ndi zinthu". The post is from a user named Edmond אדמונד Kachale, located in Blantyre. The main text of the post is "Kugwiritsa ntchito Facebook m'Chichewa kumandisangalatsa zedi." Below this, there are three comments. The first comment is from William Sululu, asking if the user has a Facebook page in Chichewa. The second comment is from Edmond Kachale, pointing to a Greasemonkey userscript for Facebook in Chichewa. The third comment is from William Sululu, asking if the user has a website in Chichewa.

facebook Fufuzani anthu, malo ndi zinthu

 **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

Themes

- Open source software and open data
- Community v. corporate ownership of resources
- Language-independent tools when possible
- Volunteer contributions from the community
- Capacity-building; code-ins, hackathons

Praistriúchán/Scymraeg



Community Responses

- Why Google Translate adding 13 new languages isn't good news
- The Spectre of Google Translate for Gaelic
- Do Minority Languages Need Machine Translation?
- “Expert Rhetorics” in Advocacy for Endangered Languages: Who Is Listening, and What Do They Hear?

Intergaelic

INTERGAELIC

Gaelg ► Gaeilge

FOCLÓIR AISTRIÚCHÁN

T'eh shen, foddee eh dy beagh çheet er towl doo najooragh mooie 'sy feaynid, rere y sheinys ec y chooid sloo. Ec y toshiaght, va eie lesh ny h-oaylee "rollage riojit" dy chur er y towl doo den sorçh shen, ny my vel rollage cohuittym stiagh ayns troa y skell-linney haghyrt, beagh e halloo "riojit" faagit echey myr y vel eh jeeragh tra dy vel craue raadeeoil Schwarzschild as y skell-linney haghyrt

Aistrigh »

T'eh shen, foddee eh dy beagh çheet er towl doo najooragh mooie 'sy feaynid, rere y sheinys

Tá sé sin, is féidir leis go mbeadh teacht ar dúpholl nádúrtha amuigh sa spás, de réir an teoiric

ec y chooid sloo. Ec y toshiaght, va eie lesh ny h-oaylee "rollage riojit" dy chur er y

ag an chuid is lú. Ar dtús, bhí glaoch le na heolaí "réalta reoite" le cur ar an

towl doo den sorçh shen, ny my vel rollage cohuittym stiagh ayns troa y

dúpholl den sórt sin, nó má an bhfuil réalta cohuittym isteach i dtreo an

skell-linney haghyrt, beagh e halloo "riojit" faagit echey myr y vel eh jeeragh tra dy vel

léaslíne theagmhais, beadh a thalamh "reoite" fágtha aige mar a an bhfuil sé díreach am go bhfuil

craue raadeeoil Schwarzschild as y skell-linney haghyrt roshit, rere ny maddaght.

cnámh gathacha Schwarzschild agus an léaslíne theagmhais sroichte, de réir na matamaitice.

“I prefer not to be translated into English in Ireland. It is a small rude gesture to those who think that everything can be harvested and stored without loss in an English-speaking Ireland. If I were a corncrake I would feel no obligation to have my skin cured, my tarsi injected with formalin so that I could fill a museum shelf in a world that saw no need for my kind.”

Biddy Jenkinson