

# THE JONCKERS GUIDE

## FOR LOCALIZATION OF E-LEARNING COURSES



WHITE PAPER

## The size of the global e-learning market

Polaris Market Research estimates the size of the global e-learning market at \$214B. Others, such as Global Market Insights, put that number as high as \$315B. Both put the compound annual growth rate (CAGR) at about 20%.

There is a significant variance in the estimated market size. Part of this is due to the tremendous growth and investment in e-learning that occurred during the pandemic in 2020. [Thrive My Way](#) explains 77% of US corporations used online education in 2017, but by 2020, 98% were incorporating it into their learning program.

Regardless, there is no doubt that the e-learning market is large and growing quickly.

## What is driving the growth of e-learning?

In short, e-learning equates to more revenue and greater profitability. 42% of US organizations attribute an increase in income to e-learning. When 2,500 companies were surveyed, it was found that those with “comprehensive training programs” have 218% higher revenue per team member and 24% higher profit margins. When IBM switched to e-learning, it was able to save approximately \$200 million ([Thrive My Way](#)).

In a time of increased competition for labor, it’s also important to note that organizations report retention rates are increased by 25% to 60% when e-learning is available ([Thrive My Way](#)).



# Why is localizing e-learning important?

There are a plethora of arguments for localizing e-learning content. The most important is increasing accessibility for organizations with a global footprint or for domestic organizations who rely on a multilingual work force. Here is a breakdown of the various reasons why organizations should be localizing their e-learning content.

## Localized e-learning

### Content creates a global culture

Regardless of cultural variations which may exist within each global market, training staff on company protocols, products and services helps to instill a recognizable global company culture wherever you are in the world.

### Creates a globally consistent customer service experience

Global companies support local and global customers. Ensuring consistency in product service and delivery wherever clients may be in the world drives revenue and client retention.

### Increases brand equity and value

Localized e-learning increases brand equity and value by improving revenue, profitability, and employee & client retention rates through a globally consistent customer experience and culture.

### Content ensures compliance with country-specific safety, regulatory, and legal protocols

Localizing e-learning content is more than translating words. It is about creating content specific to each target market. Nowhere is this more important than in addressing the safety, regulatory, and legal compliance necessary for each location.





# Services needed to properly localize e-learning content

## Translation

The translation of source content into the language of each target audience is just the beginning of localizing an e-learning course and represents the bare minimum necessary to improve effectiveness.

## Localization

Localization of an e-learning course represents the culture not only in the translation of content, but in the standards and traditions reflective of those markets such as colors, images, symbols, format, and technical accessibility and usability.





## Images

Imagery plays an important part in each market. Considerations are best outlined by Hofstede's cultural considerations which include power distance between executives and employees (the US is minimal, Japan is large), collectivism (Asia) versus individualism (West/US), risk avoidance (high in Asia, low in the US), long term (China) versus short term (US) orientation.



## Colors

Colors carry quite a bit of symbology which changes based upon the target market and culture you wish to enter. It is important to understand the meanings of colors within each target market. For example, while yellow is considered a color of happiness in most of the world, it is considered a color of mourning in Mexico and one of royalty in Thailand. Blue is another color which most consider ubiquitous for its sense of calm, serenity, or association with masculinity, but in the east, it is associated with immortality. In the Middle East blue is considered a color of protection and safety. In Belgium, blue is associated with gifts for baby girls. The colors you utilize within each target market will have a dynamic impact on how your E-Learning courses are perceived. Working with localization professionals can help you determine the best color combinations for each target market.



## Symbols

Just as color and images play a role in localization so do symbols. Symbols inherently carry meaning and thus their utilization. It is important to recognize that some symbols may offend depending upon the target market entered. For example, a leading philanthropic organization is known as the Red Cross in Christian countries, but as the Red Crescent in Muslim countries.



## Formatting

Formatting is another aspect taken into consideration when localizing an e-learning course. Formatting includes cultural considerations such as date format, currency symbols, and reading direction (e.g. Arabic and Hebrew are read right to left versus English which is read left to right) to ensure proper navigation.



## Technical considerations

Technical considerations during the localization process include both the user interface and internationalization of course platforms to ensure they can handle both bi-directional languages (such as Hebrew and Arabic) as well as character-based languages (Chinese, Japanese, and Korean).





## Transcreation

Transcreation is different from translation in that transcreation recreates a message, idea, or symbol within a target market to ensure that the semantic impact is the same. An excellent example of transcreation is Kellogg's Rice Krispies' 'Snap, Crackle, and Pop' which represent both the names of the elves that appear on the cereal box as well as the sound the cereal makes when milk is added. These names were 'transcreated' within each market to better reflect the names associated with each sound. For example, in Germany the characters' names are 'Knisper! Knasper! Knusper!' In most northern European countries and Italy, the character's names are 'Piff! Paff! Poff!' In Finland, they are 'Poks! Riks! Raks!', Mexico is 'Pim! Pum! Pam!', and French Canadian is 'Cric! Crac! Croc!'. It's important to note that even within North America there are three separate sets of names for the characters based upon the country you are located in.

## Multilingual multimedia production

Multilingual multimedia production is incredibly important in the localization of content and includes subtitling or voiceover considerations to ensure audio tracks are understood within each market.





# What you need to localize in an e-learning course

The localization of each e-learning course will depend upon how the course is created and structured, but the basic items that need to be localized include:

## Text

- Content
- Presenter notes
- Onscreen text
- Quizzes and answers

## Images/Graphics/Animations

- Colors
- Layout
- Screen captures from localized programs
- Animated mouse cursor movements

## Fonts

Fonts may need to be localized based on the language. These include separate fonts for character-based and bi-directional languages.

## Measurement units and formatting

Measurement units such as metric versus imperial, currency conversions, and date formats must all be localized to properly reflect utilization within each target market.



## Layout/user interface

The importance of localizing the user interface cannot be understated as proper localization ensures accessibility and usability for each target market. User interfaces need to consider bi-directional and character-based languages. For instance, in bi-directional language countries of the Middle East, the user interface must generally be 'flipped' to accommodate a right-to-left reading format.

## Audio and video

Audio and video localization reflect the translation and interpretation of audio files to ensure proper comprehension within each target market. Another important consideration is the narration tone.



### Narration tone

It is important to recognize the teaching and learning traditions of each culture. In the US an informal tone may be appropriate to best reach your audience, but in Asian countries, a more formal tone may be best.

## Cultural values

It is important to ensure that your e-learning courses properly reflect the cultural values of each of your targetmarkets. An excellent example is how the popular, long-running series 'The Simpson's localizes the patriarch's beer consumption habits. The Simpsons simply substitutes orange juice in the Middle East where the consumption of alcohol may be forbidden. As opposed to becoming inebriated from alcohol, Homer experiences a sugar rush from the orange juice. This ensures that the series adapts to the cultural values of the Middle East while remaining true to the source content. Localizing cultural values is an important aspect of e-learning to ensure that courses do not offend.







# Mistakes to avoid when localizing e-learning content

## Idioms and phrases

It is best to eliminate idioms and slang from the source content. Idioms such as ‘touching base’ or ‘hit a home run’ do not carry the same meaning, if any, within each target market.

## Abbreviations

Most abbreviations do not translate into other languages. Only the long form of each word or phrase should be utilized regardless of industry.

## Complex language and technical terminology

It is always best to utilize simplified language at a lower register wherever possible to ensure the greatest ease of comprehension and retention.

## Hard-coded text boxes

Text expansion and contraction within the translation process can create many quality control issues if items such as text boxes are hard coded in the source content. It is important to recognize that expansion and contraction can vary by as much as 20-30% depending upon the language pair.

## Un-editable files

Utilization of un-editable files during the localization and translation process means that those files will need to be recreated for each target language. This can be an incredibly time-consuming and costly process that increases room for error between the source and each target language.

## Incorrect formulas and equations

It is important to double and triple-check all formulas and equations. It is not uncommon for technical translators and professional linguists to point out source file errors that must be corrected before continuing with the localization and translation process.

# How to manage risk in the localization of e-learning courses

There are several ways to mitigate risk in the localization of e-learning content that will ensure that your e-learning courses are as effective within each of your target markets as they are within the country of origin.

## Involve your localization provider early in the creation of your e-learning courses

Involving your localization provider in the development of your e-learning courses can help eliminate costly errors. For example, developing your courses on a platform that has not been properly internationalized to accommodate character-based languages may cause the course to be completely reworked. Utilizing heavily regionalized content will introduce localization delays as the content is adjusted for each market.





## Define quality upfront with your localization provider(s)

Each organization defines quality differently. For some organizations, it simply means there are no complaints from the target market. For other organizations, quality is defined as time to market or linguistic accuracy. For many, quality is defined by cost. The reality is that quality is a combination of all these factors but defining which are most important to your organization will help your localization provider better adhere to these standards. Establishing key performance indicators (KPIs) may also be helpful to measure adherence to established quality measures over time.

## Develop a style guide

Developing a style guide for your e-learning courses will ensure your localization provider understands your organization's expectations for each market. Style guides address issues such as formatting, date, and time conventions for each market. Style guides also address issues such as formality, tone, and register for each market. Style guides may also dictate color and symbol utilization for each market.

## Develop and implement a glossary of terminology

Most localization providers treat a glossary of terminology as mandatory terminology that each linguist must utilize in the translation of course content. Utilizing a glossary of terminology mitigates terminology concerns for each target market and allows for ease of updating course content. Work with your localization provider and in-country teams to develop the glossary of terminology that best reflects your needs.

## Utilize technology

Technology utilization varies greatly between localization providers. Many providers follow a traditional, step-by-step process that is time-consuming and risks introducing human error between each step of file analysis, distribution, reassimilation, and terminology choices. Today, advanced localization providers utilize AI and machine learning technologies to eliminate repetitive tasks which greatly reduces turnaround time and minimizes risk. In addition, the incorporation of translation memories and advanced machine translation tools eliminate errors in terminology utilization. The most advanced technology secures content through a continuous publishing environment that translators log into. This eliminates file distribution and creates a secure environment for all your content which may be especially important when dealing with product releases or announcements.





## Why Jonckers is your best choice for localizing e-learning content

Close to 30 Years of experience working with the world's leading brands

Jonckers has 28 years of experience localizing training and e-learning courses for some of the world's leading brands. These companies trust Jonckers to ensure the integrity of their e-learning courses. Such organizations include Amazon, Amazon Prime, Adobe, Samsung, and Panasonic, to name a few.

### Award winning customer service

Jonckers has been recognized twice for our outstanding customer service by the Stevie® Business Awards. Jonckers listens to our clients' needs, develops industry-leading solutions to meet those needs, and then provides the customer service necessary to exceed expectations. We don't stop at onboarding customers or clients; our goal is raving fans! You, your work, and your corporate mission are important to us.

*"The [combination of] pricing, the use of machine memory, WordsOnline platform, efficient processes, and how you [Jonckers] respond to our inquiries and urgent needs, all came together for us to show the partnership is solid." – MediaPro*

## Award winning, industry leading end-to-end localization platform

Jonckers was awarded 'best end-to-end translation and localization platform' in the 2021 AI Awards for our platform WordsOnline. WordsOnline is the fastest-growing localization platform in the industry. Through WordsOnline we seamlessly handle the translation and localization of content through a secure, human-enabled, AI-driven environment. Our fans recognize us for our industry-leading turnaround times, quality, and pricing. Our unique, cost-effective subscription model gives transparency into the real-time development of individual projects, allowing organizations to focus on their business and eliminate the costly delay in a quote request, file analysis, and quote approval.

*"This level of work is tremendous. Everyone is moving to video-based learning and communication, so it's great for us to be driving the localization and supply of the videos. The demand for video is only going to increase in the future and we're delighted to be working with a partner who can be as scalable and flexible as we require. As more of our divisions shift to video, podcasting, and localizing new content, we're delighted to be in a position to grow together with Jonckers." – Adobe*

### Contact us

