Developing Multilingual Webpages to Help International Students: An East Asian Librarian’s Experience

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Adapted from a paper co-authored with Ryan Womack, Mei Ling Luo, Li Sun, and Connie Wu
Welcome!

Welcome!  
- "أهلاً وسهلاً"  
- "欢迎"  
- "欢迎"  
- "Bienvenue!"  
- "¡Bienvenido!"

Multilingual Welcome Pages

- India - 15.2%
- China (mainland) - 13%
- South Korea - 11%
- Japan - 5.4%
- Canada - 4.7%
- Taiwan - 4.6%
- Other - 73.6%
Fall 2007 Enrollment of International Students at Rutgers

- China (mainland): 659
- Taiwan: 188
- South Korea: 415
- Japan: 37
- Hong Kong: 20
- Other: 1837
## Project Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 2006</td>
<td>Libraries’ Public Services Council approved the project; World Languages Task Force was formed.</td>
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<td>June 2007</td>
<td>The master text (in English) of the Welcome page was approved.</td>
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<td>Fall 2007</td>
<td>The Chinese Team was established.</td>
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<td>Spring 2008</td>
<td>Chinese translation was finalized; two versions (Simplified and Traditional Chinese) were rendered.</td>
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<tr>
<td>September 2008</td>
<td>Welcome pages in five languages (English, Arabic, Chinese, French, and Spanish) were released; The Chinese Team informed two international student groups.</td>
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</tbody>
</table>
Language Issues in Translation

• Names
  – Namesakes of libraries (e.g. *Alexander Library*)
  – City names (e.g. *New Brunswick*)
  – Name of the University: 羅格斯 (*luogesi*)

• Library Jargons
  – library “privileges”: 特權 (*tequan*) / 權利 (*quanli*) vs. 權益 (*quanyi*)

• Regional differences (Mainland vs. Hong Kong vs. Taiwan)
  – *Eager to help*: 熱情 (*reqing*) vs. 熱心 (*rexin*)
欢迎来到罗格斯大学图书馆

散布知识，散布生命
- 巴金

罗格斯大学（Rutgers University）图书馆在美国的学术研究图书馆中位居前列，它拥有四百万册图书，五千种以上的期刊和报纸，以及数百个研究资料数据库。罗格斯的图书馆系统由分布在三个校区的26个图书馆，资料中心，阅览室以及一个数字图书馆组成。在图书馆和资料中心网页上，可以找到各个分馆的馆藏介绍，开馆时间和位置。由于罗格斯大学是州立大学，图书馆对外向公众开放。

重要收藏包括：
- 特藏和学校档案馆，其优势是与新泽西及劳工史有关的收藏。
- 爵士乐研究中心，是世界上最大的收集爵士乐材料的图书档案馆。

藏有美国和新泽西州政府资料及国际组织文件的主要图书馆是：
- Alexander图书馆(New Brunswick)
- 科学和医学图书馆(Piscataway)
- Dana图书馆(Newark)
- Robeson图书馆(Camden)
Developing Multilingual Webpages

Instant Fame on the Internet

Google page rank #4!
A more modest rank...
Yale University Library: Language Bar in 10 languages
CUNY Baruch College’s Newman Library: Multilingual Virtual Tour in 8 Languages
Developing Multilingual Webpages

University of Alabama Libraries: Chinese and Spanish Translations of Information Pages

Welcome to the University of Alabama Libraries. This page provides general information about the Libraries for international students. This is page 1 of a three-page document.

1. Libraries' Liaison for International Students
2. The University Libraries
3. Libraries' Floor Plans
4. Library Terminology
5. Locating Library Material
   - Books
   - Journals
   - Articles
   - Theses and Dissertations
   - Foreign Language Dictionaries
   - Foreign Language Books
   - International Newspapers and Periodicals
6. Library Services
   - Renewals
   - Holds and Recalls
   - Annex
   - Rush Cataloging Request Form
   - Suggest a Purchase
   - Interlibrary Loan
   - Laptop Computers
   - Campus Reserve
What’s Next for Rutgers?

- **Definitely**
  - Continuing the translation of Welcome pages into other languages
  - Analyzing web statistics to assess usage
- **Possibly**
  - Adding more content to existing pages?
  - Exploring the possibility of in-line language translation?