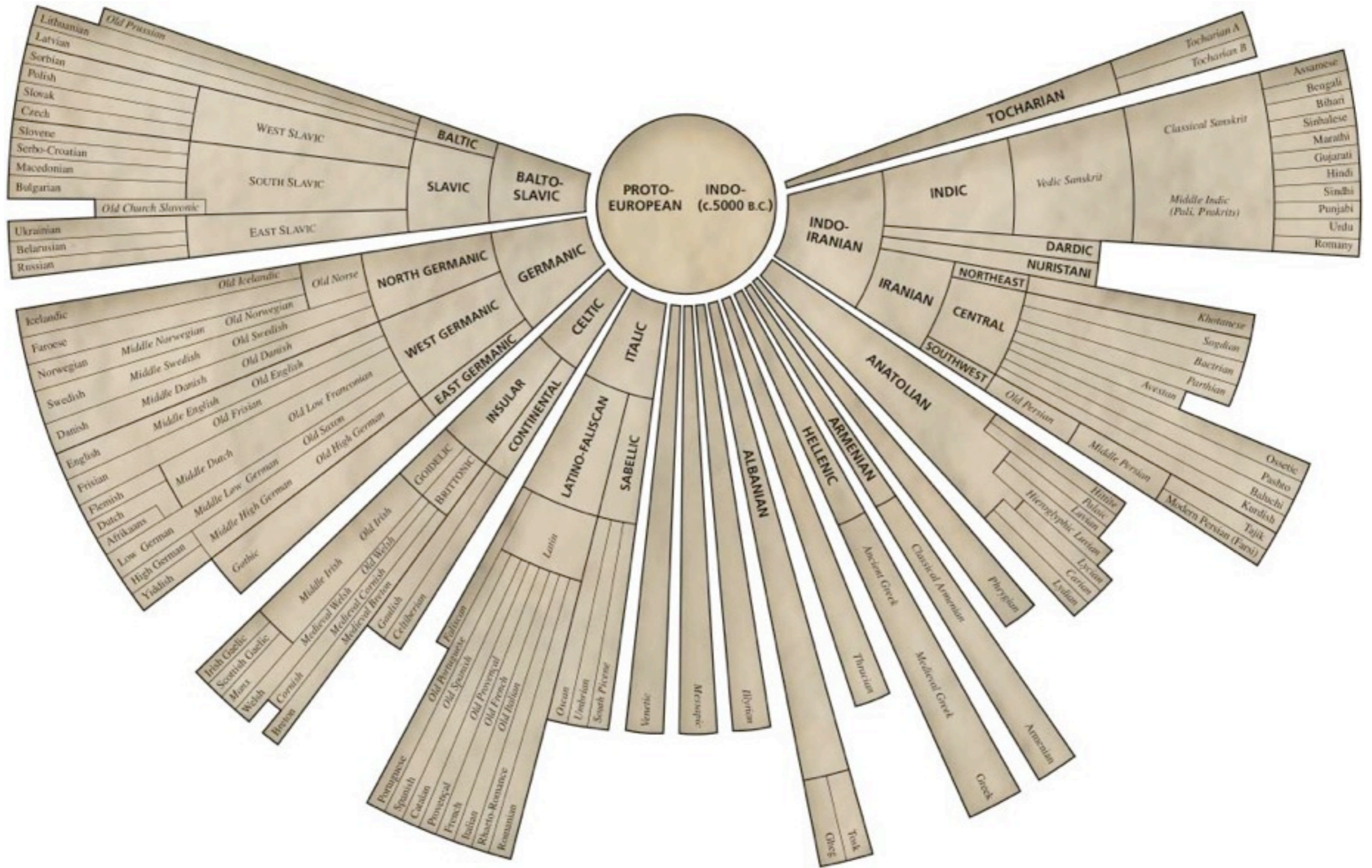


Multilingual Access to Europeana: The Big Picture

Maria Gäde,
Europeana Tech, Vienna, 5-10-2011

Europeana and Multilinguality

“EuropeanaConnect will support the creation of a diverse and inclusive Europeana facilitating access to culture by all communities and individuals and representative of various cultures and **language-groups.**” (EuropeanaConnect, 2009)



Language & Logfiles

- Gathering Language Information from Logfiles:
 - Country of origin (from IP address)
 - Interface language (change) (from portal)
 - Browser locale (from agent)
 - Language of external referrer (e.g. SERP)
 - Use of language and country facets

Statistics

- 1 website: Europeana.eu
- 10 months (Aug 2010 - Mai 2011)
- 46 million page views
- Over 44 billion indicators gathered (key value pairs)

Technology

- Customized Scala log analyser programme to:
 - Load the raw log-entries into MongoDB
 - Translate IP to country
 - Reconstruct sessions/users
 - Create Statistics reports as Comma Separated Value (CSV) files

From Data to Trends

“The optical bandwidth for numbers are very narrow.

We have a very limited ability to absorb numbers via the eyes.

The optical bandwidth for graphics is enormous”

(Hans Rösling)

<http://www.youtube.com/watch?v=50WhcrjxP-E>

Demo

- different perspectives on language...

Preliminary Conclusions

- One indicator alone does not tell the whole story
- Putting behavior in context
- Visualizing numbers gathered from log data helps to identify trends/ understand user behavior

Questions?

- Thank you for your attention