

# E-LEARNING LOCALIZATION: WHAT, WHY AND HOW?



## What is Localization?

E-learning localization involves the adaptation of online courses according to the specific culture of learners.



It involves the customization of learning content in order to suit the ethnic, geographic, and cultural sensibilities of learners.

## Why is Localization Important?

The effectiveness of the course increases when the course is **localized** and the following **objectives** will be achieved by **localizing your eLearning**:

Ensures Consistent Message Delivery

Enhances Knowledge Acquisition and Retention

## How Can It Impact Learning?

### Localization Fosters an Inclusive Learning Culture:

When an eLearning course is customized to the background of learners, they will find it more **valuable** than an **eLearning course** pushed out to the masses and devoid of **language** and **cultural considerations**.

**CONTENT:** If the course involves real-life scenarios and instances, ensure that the content is relevant for the learner. Also, idioms and colloquial examples should be appropriate for the audience.



**VISUALS:** As important as it is to localize text, images and color also need to be considered.

**STANDARDS:** Such as date, time, currency, units of measurement, etc., need to be localized for better relativity.



**GUI:** The Graphical User Interface needs to be customized to meet the needs of your multilingual employees. Additionally, the interface should be able to accommodate the expansion and contraction of content after translation, since some languages are more verbose than others.