



QUID 2017, pp. 612-615, Special Issue N°1- ISSN: 1692-343X, Medellín-Colombia

SOFTWARE LOCALIZATION

(Recibido el 15-06-2017. Aprobado el 04-09-2017)

Ali Saberi
Researcher
sharemjazi@gmail.com

Resumen: En la situación actual, el ciberespacio ha podido aprovechar al máximo la comunicación, los negocios y la información, etc., es decir, la necesidad de aprender y utilizar el ciberespacio es innegable. Como capital en un país, el software ha sido capaz de crear empleos e impulsar las actividades de una comunidad. También ha sido capaz de atraer a personas sin restricciones locativas. De hecho, el software ha encontrado un estado global o, de hecho, muestra una perspectiva del progreso global. Con la diversidad y amplitud en el contenido y la estructura del software, este conocimiento puede estar en constante evolución y hacer cambios en la estructura de la vida social. En consecuencia, si esta tecnología puede ser utilizada y localizada utilizando conocimientos e ideas, y de acuerdo con las condiciones intelectuales y culturales de una comunidad, se explotarán las habilidades de los expertos nacionales y se utilizarán los efectos del ciberespacio para localizar esta tecnología.

Palabras clave: software, localización, ciberespacio, empleo, cultura

Abstract : In the current situation, cyberspace has been able to make the most of communication, business and information, and so on, i.e. the need to learn and use cyberspace is undeniable. As a capital in a country, software has been able to both create jobs and boost the activities of a community. It has also been able to attract people without locative restrictions. In fact, software has found a global state or, indeed, it shows a perspective of global progress. With the diversity and breadth in the content and structure of software, this knowledge can be constantly evolving and make changes in the structure of social life. Accordingly, if this technology can be used and localized using expertise and ideas, and in line with the intellectual and cultural conditions of a community, the skills of national experts will be exploited and the effects of cyberspace will be used to localize this technology.

Keywords: software, localization, cyberspace, employment, culture

1. INTRODUCTION

The localization of an industry, such as the construction and design of software, can take a particular shape in a country which has ancient sites and artists and a different history. Since a book can be designed in the form of software or software that includes information about different areas in a country, when indigenous people seek to publish the information in the form of software in cyberspace, they will raise the community awareness of cultural issues, and in fact they provide a source of data in the form of software. If one has a thoughtful look at the plans presented in the Iranian markets, he will notice that the rate of Iranian programs that are appreciated by the users is considerable. On the other hand, the software offered in various designs and applications has been able to be an appropriate alternative and possibly better than non-native software.

2. STATEMENT OF THE PROBLEM

Why the localization of software in the technology of software development should be considered more and more is the primary objective of this study so as to provide the opportunity to realize this national aspiration through the expression of the benefits and challenges in this area. This is because, on the one hand, software designers can put their own ideas in to practice; on the other hand, create space for people to use both Iranian software and obtain information in different fields of their country. Hence the localization process in the field of software is considered as a national trade and investment, and since cyberspace technology is constantly changing and growing, we need to work hard and succeed in this area.

3. DESIGN OF THE PROBLEM

The purpose of software localization should be universal, that is, part of this process can take the global sphere. In the present era, the format of presentation of the information has changed, that is, a book and magazine can be presented as software in lieu of paper printing and in this case, in addition to the price accessories of printing, if the book and the publication can be released in the form of software in the markets, it is easier to publish and also has lower costs in some aspects. This is just an example in this area, and a lot more can be found in this vein. In addition, localization can be a group activity that offers different capabilities and

methods in the field of social activity, so the localization process can be very wide and have a bulk of domains, with different templates and forms of execution. New ideas in this field can be presented by experts and that necessary results can be obtained by analyzing different topics.

Objectives of software localization

Software localization can have three main objectives that can be considered as following.

A: Localization is a domain to make use of the capability of professionals and enthusiasts

Many of the interests and specializations are not used properly due to lack of appropriate environment, and the knowledge finds another way i.e. these specialties are either exited from the country, or the talents are forgotten in lieu of growth, and this is the reason behind the backwardness of the process of technology, and other deprivations and needs that turn to individuals and the structure of society due to such negligence. However, if this process is to be considered by the authorities, since these abilities can be seen in our community, a wide range of interested people can be attracted to this area. Obviously, for any implementation of any project, we need a proper foundation. Necessary actions should be done in this regard as well. Providing the ground for software production, whether in the production phase or in publishing by sites and markets, unlike other businesses, does not require a lot of facilities and costs; instead, if it is properly planned in this field, it can earn money and create jobs more than other related businesses.

B: Revenue and job creation for activists in this area

The definition of a job in a new age has changed. Those who work in the field of software design, site design, animation, etc. understand these concepts better and are able to be active in these fields using more limited facilities. This means that without having any special environment for their jobs or requiring major investments, one can be active in cyberspace, enjoy, entertain, learn, and earn income. Native companies such as Android Iranian markets and DG Kala which are the most prominent in this area have been able to engage and recruit individuals and eradicate part of unemployment problem in the society, and more importantly, as

authorities of the markets and digital stores are natives, they are better attracted and promoted by individuals and institutions. On the other hand, the most revenue generation in the world is related to activists in cyberspace, which makes attention to this area even more important.

C: Making people aware of the native history and art through the publication of works in software

Each country has its own history and culture, in which there are famous characters, writings, paintings, ancient sites and other national data, and the space that can disseminate such data and make people familiar with it is cyberspace and software. For example, Divan Hafiz, Sa'di and other poets were presented for the first time by Iranian programmers, as well as Dehkhoda and Moe'in Dictionaries. Since the content of these works is Persian,

and because the ground was ready for the production of such programs, programmers in this field designed and built software. Including in this category are national games and many other national software that narrate part of Iran's history. Therefore, localization is not merely a production, but it can also sustain and promote the culture of a country, and is in some way a safeguard of the culture and the expression of the history of a country that is provided by indigenous specialists.

Cyberspace features

Cyberspace has more included services, information, communications, and commerce. The routines of organizations and security sectors have changed with the arrival of cyberspace. People receive information and news in another way and they in turn have changed the lifestyle. There is a bulk of content on the importance of cyberspace. What is certain is the need to address these issues. Software localization is part of this consideration. In Iranian Android markets, there are over twenty thousand programmers operating according to the statistics. Site designers and publishers, and many other activists in this field can benefit from the most efficient use of these specialized people if they it is appropriately planned in this regard and in addition

to social dimension, it can be economically effective in the country. Software localization is an effective way to use these capabilities and to maximize the use of cyberspace.

Persian Software

Because the level of knowledge and information of people in our society about computer science and software is limited and few are skilled in this, and because of the way the institutions use the cyberspace as well as the number of people who are middle-aged and older it's hard to learn how to work with software. Making Persian software in this regard can help these people. In addition, making software that is related to Iranian culture, if created by Iranians themselves, like the production of a national product, can be a monopoly product with special advantages and attributes for its suppliers and can familiarize the people of other countries with Persian culture. On the other hand, in designing some programs, Iranian programmers can be more creative since the programs have Iranian content.

Cultural protection with national software

In addition to the benefits that native software can bring to professionals in the field, enthusiasts, and applications in institutions and organizations, it can also be considered a cultural asset, and that when national history and art can be promoted as software, and make people aware more in this field, as well as providing information and history of a country in a universal way to other users, it is a kind of respect for the cultural content of a community. Most cyberspace enthusiasts are teens and young people those who need us to be able to understand

their inclinations and tendencies and provide them with materials that are in line with national culture and beliefs. This practice in cyberspace, if it has Iranian and Islamic content, is evident that it prevents them from the deviations and tendency to non-Iranian beliefs, that is, software localization is a standard alternative in this regard. On the other hand, when the system of society wants to reduce the tendency of individuals to non-national and religious content and wants individuals to use domestic software, they must provide suitable alternatives, the design of software should be made with knowledge and awareness, and psychological

and religious concepts should be taken into account in the design. In general, a national software must be unique, provide the right information to the users and lead people.

4. DISCUSSION AND CONCLUSION

Basically, an action can be done correctly and have a positive effect when it is expressed and executed with defined programs tailored to that process. Software development requires more and more specific skills, as well as creativity and ideation and desirable ground. In the space of software production and design, competition is high, hence new and innovative ideas can play a more effective role in this process - a smart and professional environment that requires more effort. Since the importance and role of software in the cultural and educational dimensions of the society is considerable and can have positive or negative effects, the goals and methods of implementation in this field should be highlighted by the experts of the supervisory bodies so that the software facilities be most used and its negative and improper effects be prevented.

5. REFERENCES

1. Saberi, A, Cyber world Identity, International Conference on Innovation in Science and Technology, Barcelona-Spain, 2016
2. Saberi, A, Systems Management and Information Technology, European Management Conference on Up-to-date Management, Germany - Frankfurt 2017
3. Saberi, A, Introduction to the nature of intelligent technology for a safe society, Journal of Science and Engineering Elite, March 2016