The background of the slide is a photograph of a large, curved stone wall covered in ancient hieroglyphs. In the foreground, there is a blue fountain with water spraying upwards. The sky is a clear, light blue.

Multicultural Information Dynamics: The Internet and the end of lingua franca illiteracy

Presenter: Paul L. Hover, MSLIS, Assistant Professor, Virginia Tech

Co-author: Jun Lu, Ph.D., Assistant Professor, American University



**People who
ask questions
online**



Egyptian and American reference librarians



Topics for Reference Librarian Interviews

1. ESL (English as a Second Language)



Computer “Hits” List #1

*Link to
the
webpage*

“ESL”

*Short
description*

*Click here
for a
translation
of the
webpage*

1. [Learn English in New York City](#) - [[Translate this page](#)]

English language school in New York offering ESL (English as a Second ... Learn English as a Second Language in New York City with ALCC American Language

www.learnenglish.com/

URL

2. [تعلم الإنجليزية كلغة ثانية في ...](#) - [[Translate this page](#)]

... TOEFL (الإنجليزية كلغة ثانية) ودورات ESL تعليم الإنجليزية في مدينة نيويورك توفر دورات ...

<http://ar.learnenglish.com/>

3. [Мы имеем авторизацию](#) - [[Translate this page](#)]

Службы по иммиграции и натурализации США на оформление формы I-20, необходимой для получения студенческой визы F-1

<http://ru.learnenglish.com/>

(#4 was Korean and #5 was Italian)

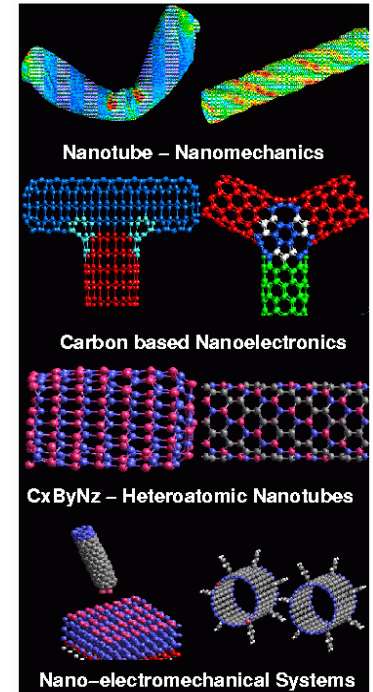
The other topics:

2. “Rice diseases”

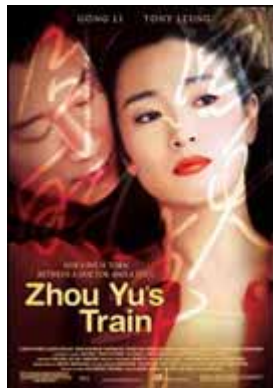


3. “Nanotechnology in Germany”

4. “Zhou Yu’s Train” (Chinese Movie)



Deepak Srivastava



Computer “Hits” List #4

“Zhou Yu’s Train”

1.

[周渔的火车Zhou Yu's Train 影视在线](#) - - [\[Translate this page\]](#)

Muzi.com : 木子网(中文) : 影视在线 : 周渔的火车
Zhou Yu's Train. 周渔的火车**Zhou Yu's Train** (2001). 更多剧照(15). 年代, 2001. 剧种, 爱情片. 地区, 中国. 演员, 巩俐 · 梁家辉 · 孙红雷. 导演, 孙周. Muzi.com 周渔(巩俐饰)是一个美丽善良的女性

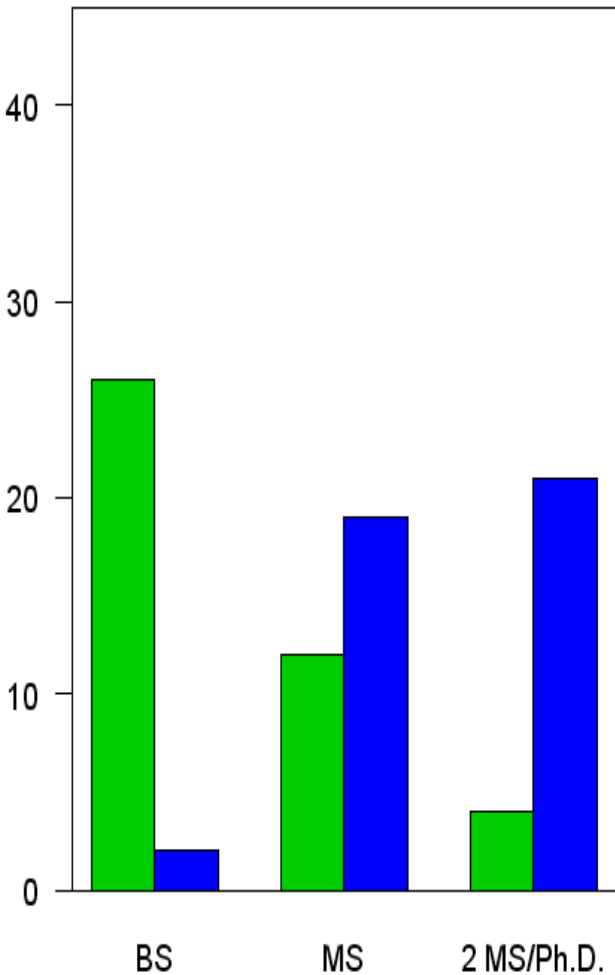
<http://movies.muzi.com/dm/chinese/108953.shtml>

The other four were Japanese, Russian, Greek, and Korean.

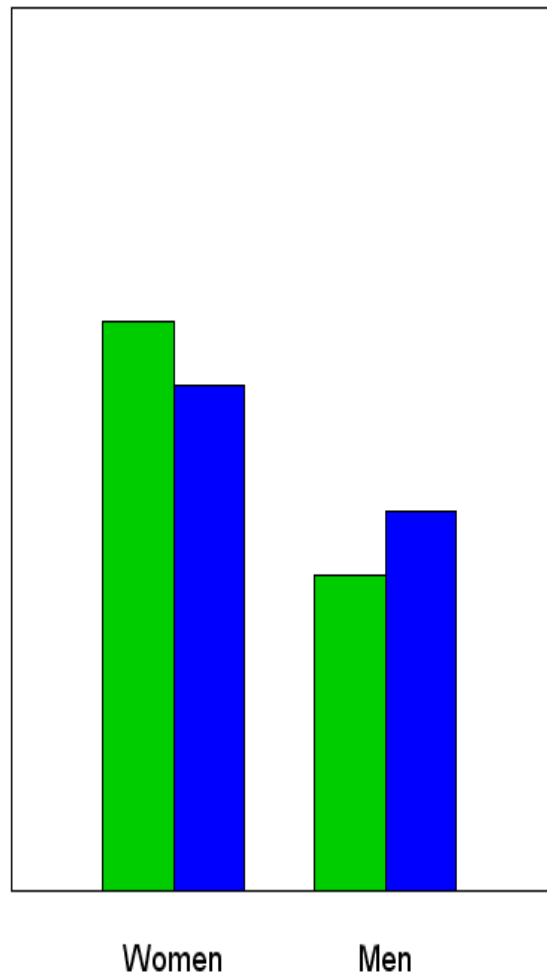
Education, gender, LIS degrees, and foreign travel

(Egyptians in green, Americans in blue)

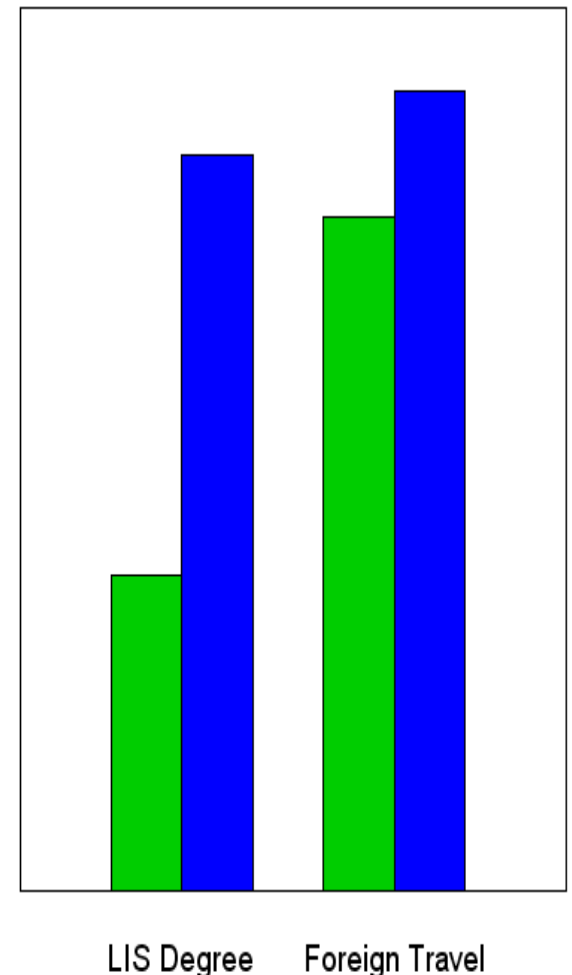
Highest degree



Gender



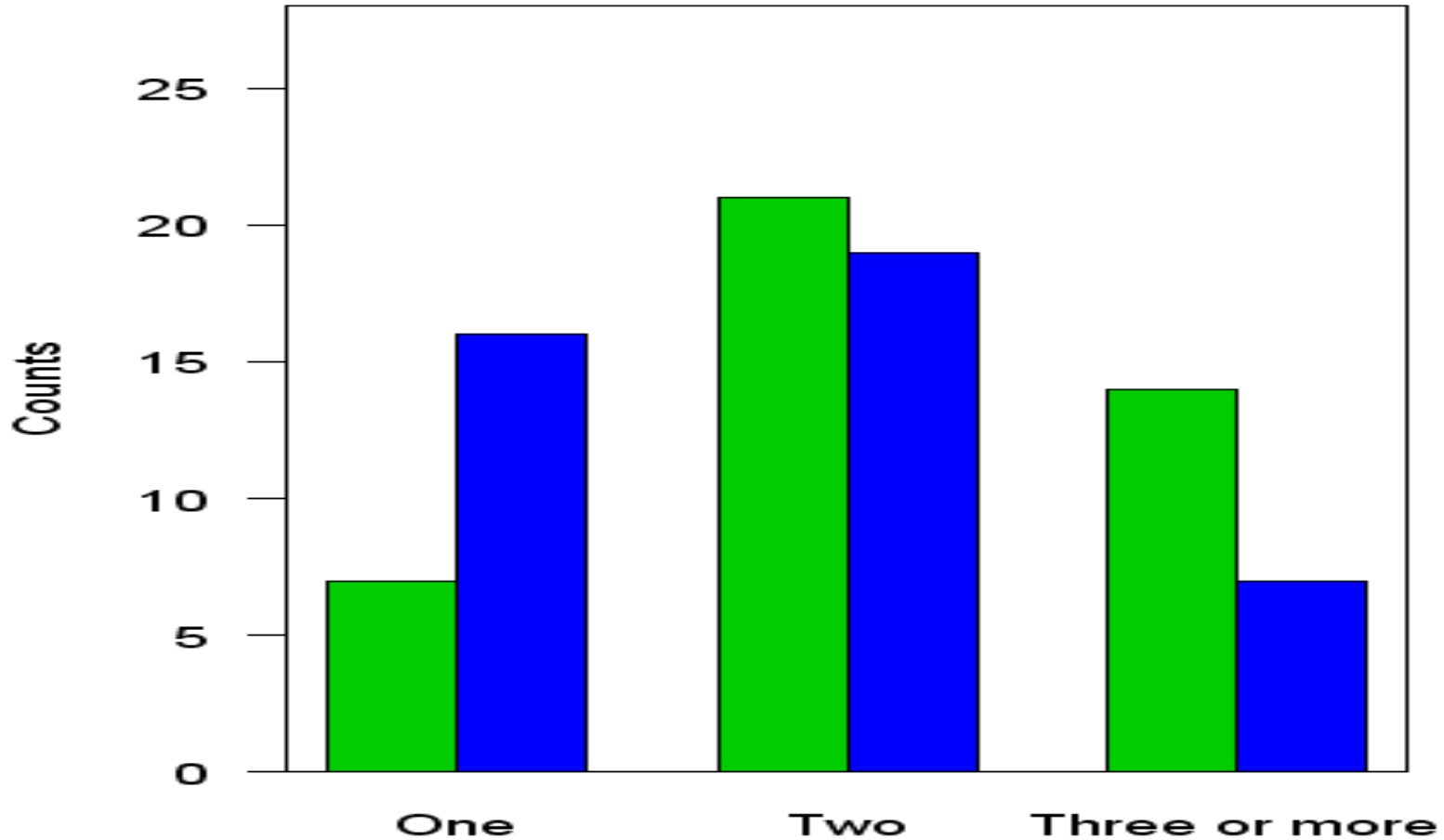
Other



Number of languages

(Egyptians in green, Americans in blue)

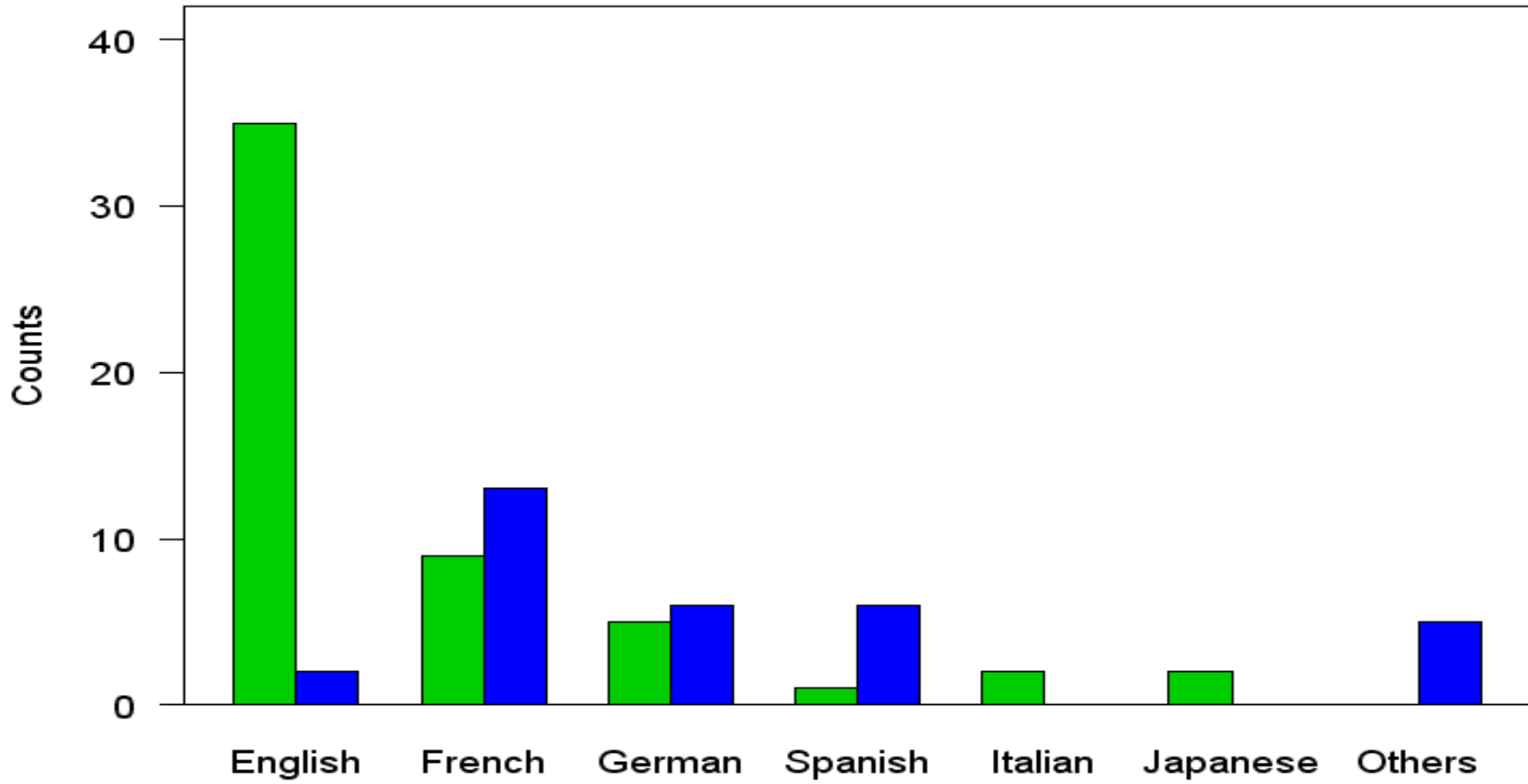
Languages



Second languages

(Egyptians in green, Americans in blue)

Second Language





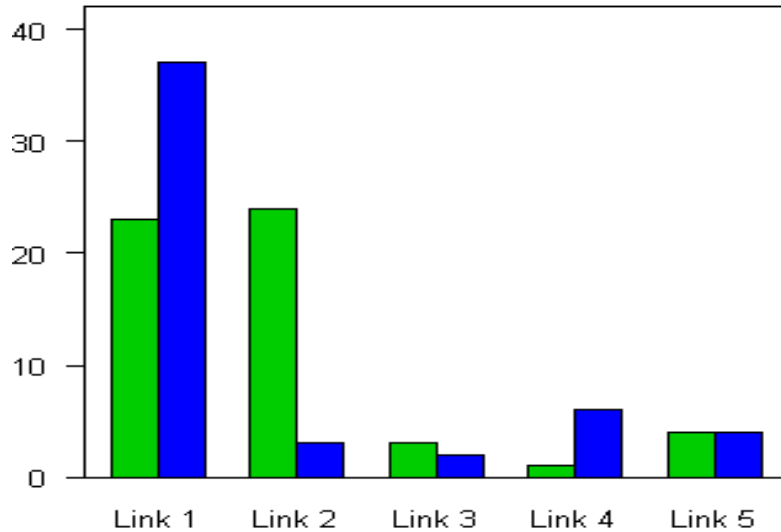
Languages of the links on the topic lists

<u>Topic Lists</u>	<u>Hit Link 1</u>	<u>Hit Link 2</u>	<u>Hit Link 3</u>	<u>Hit Link 4</u>	<u>Hit Link 5</u>
<u>List 1</u> “ <u>ESL</u> ”	ENGLISH	ARABIC	Russian	Korean	Italian
<u>List 2</u> “ <u>Rice</u> ”	French	German	Japanese	Spanish	ENGLISH
<u>List 3</u> “ <u>Nano</u> ”	German	Japanese	ARABIC	German	German
<u>List 4</u> “ <u>Train</u> ”	Chinese	Japanese	Korean	Greek	Russian

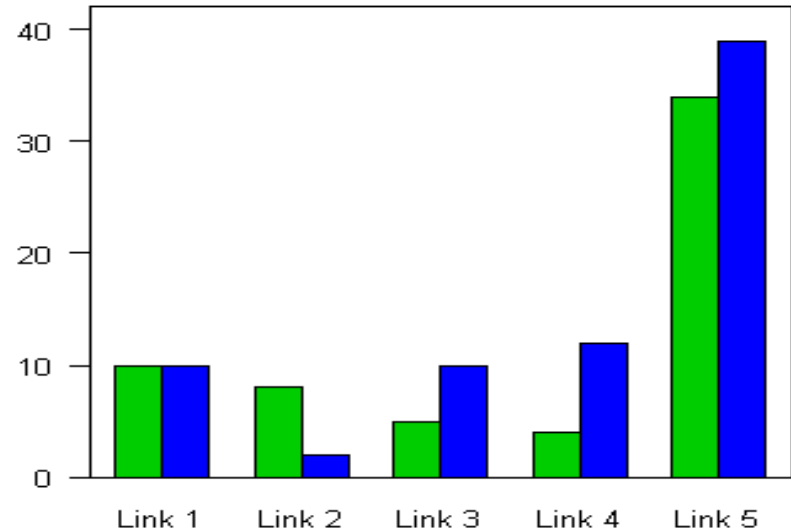
Total hits on the topic lists

(Egyptians in green, Americans in blue)

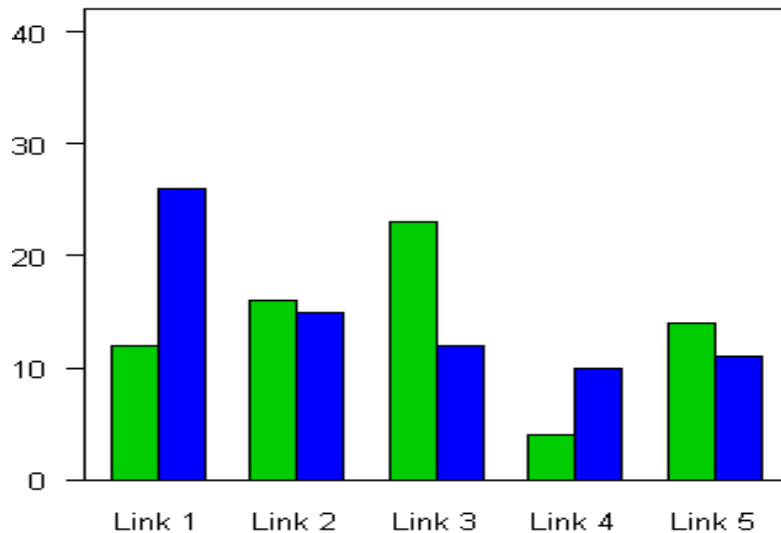
List 1



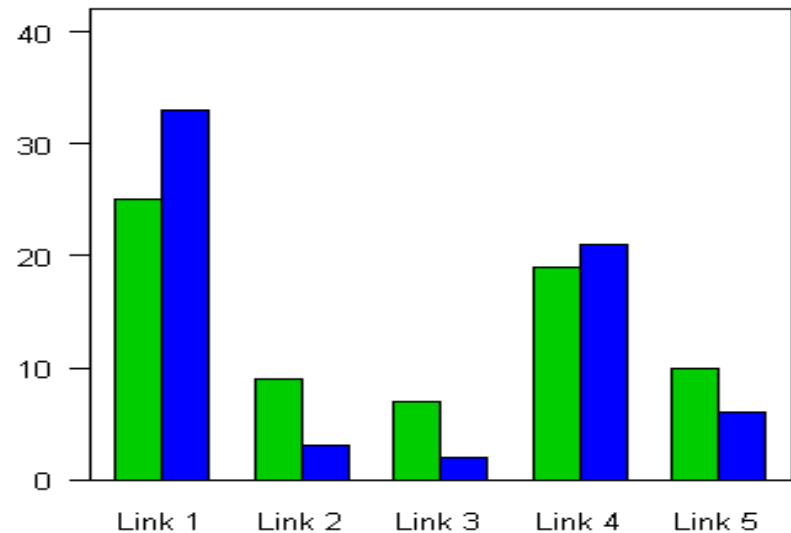
List 2



List 3



List 4



A photograph of a restaurant sign for Cafe Riche. The sign is mounted on a wooden frame and features a teal awning with a scalloped edge at the top. The text is displayed in three lines: the first line in Urdu script, the second in bold capital letters, and the third in a cursive script. The background of the sign is light-colored with a subtle pattern.

ریچہ کافہ
CAFE RICHE
Restaurant



صالحي رئيس القافي







The pages of Akhbar el-Hawadis are filled with dramatic "action news," not only of crimes (left and above), but also of everyday people dealing with forces beyond their control (right).

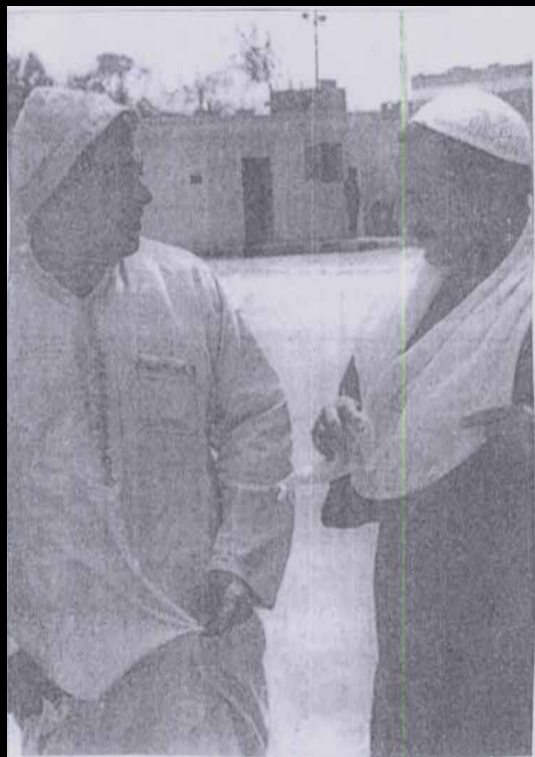


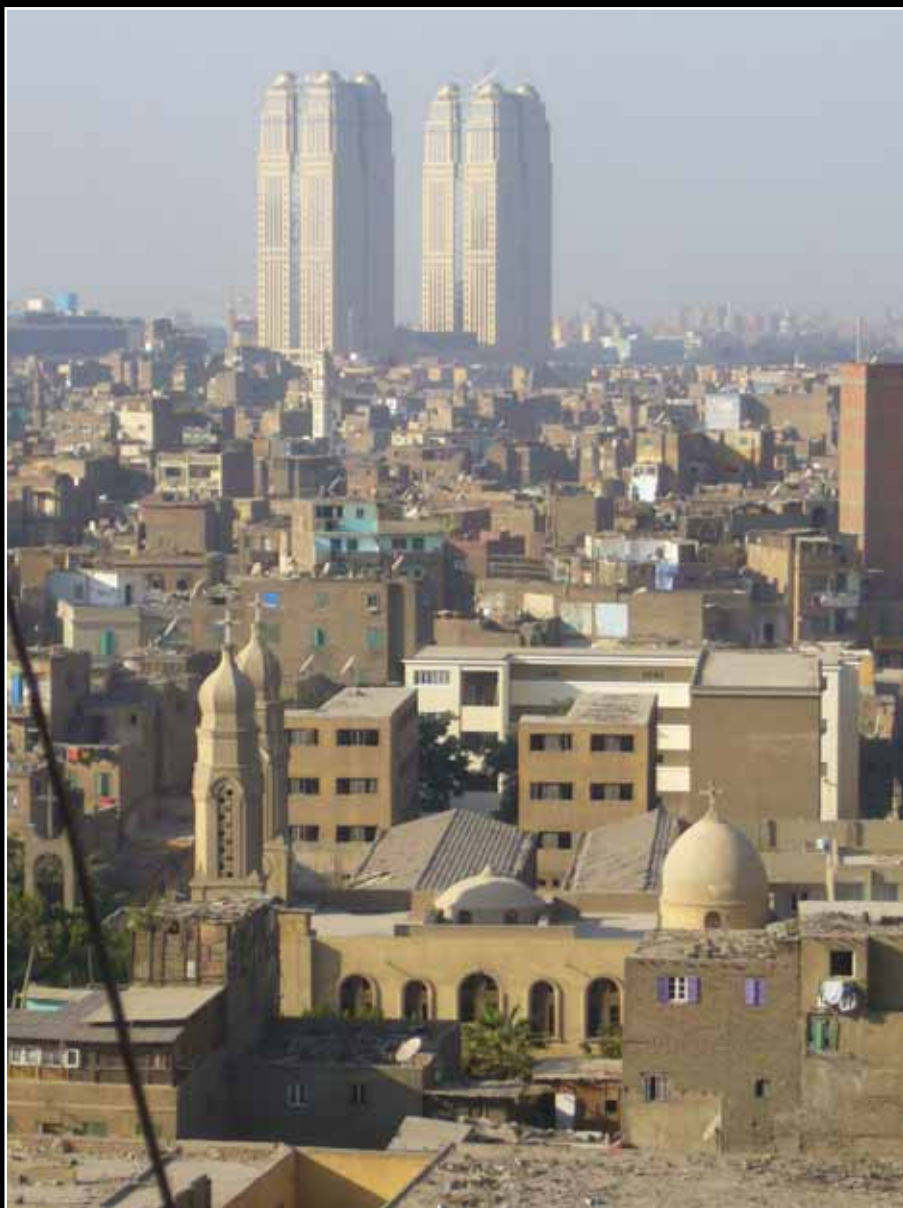
Photos courtesy Akhbar el-Hawadis.

Policeman - to catch drug dealer

■ The wildly popular Akhbar el-Hawadis — the first crime newspaper in the Arab world — dishes up weekly morality plays to help satiate the public's appetite for offbeat "crime news."

CATED TODAY 95



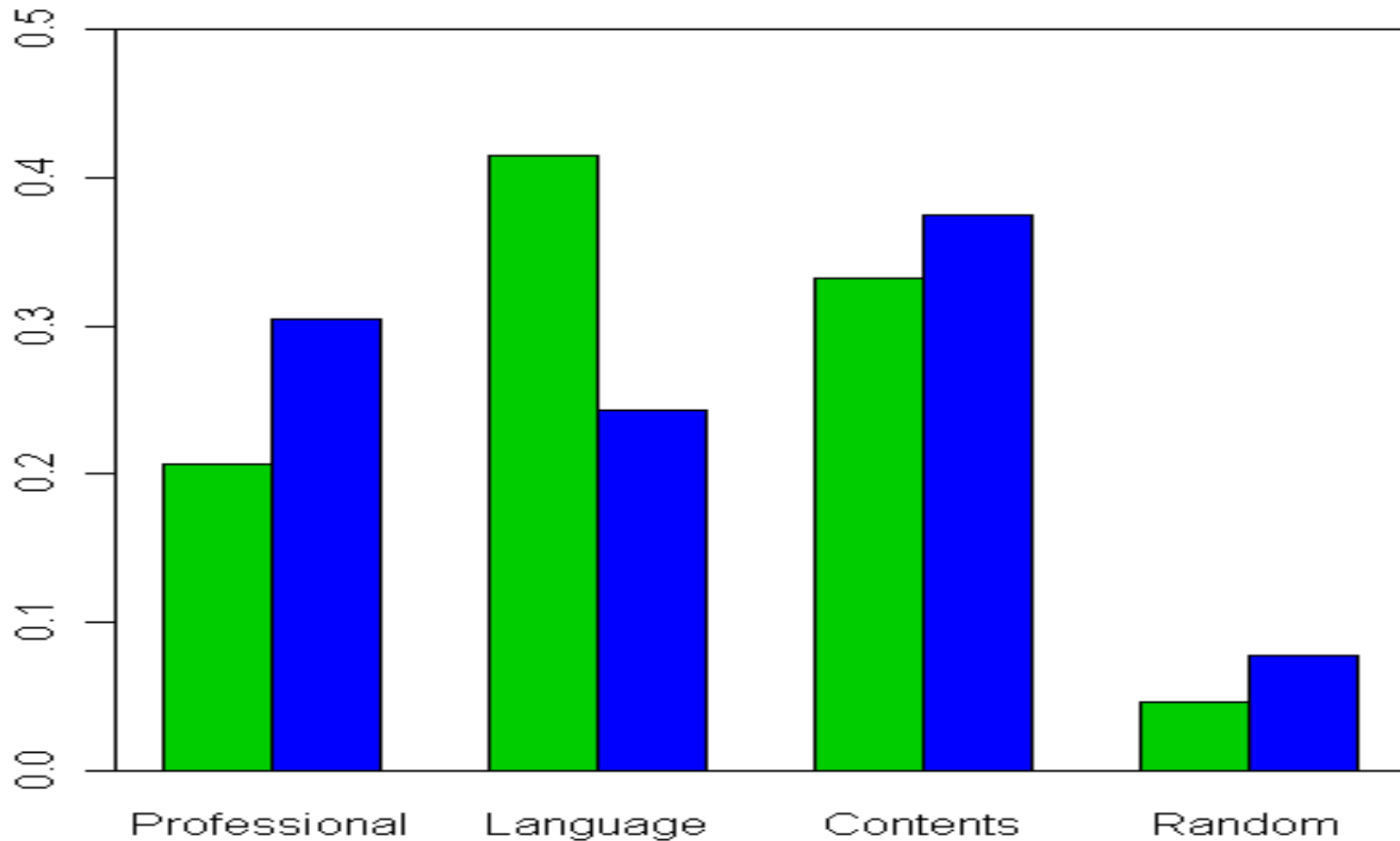




Why the librarians chose certain web sites

(Egyptians in green, Americans in blue)

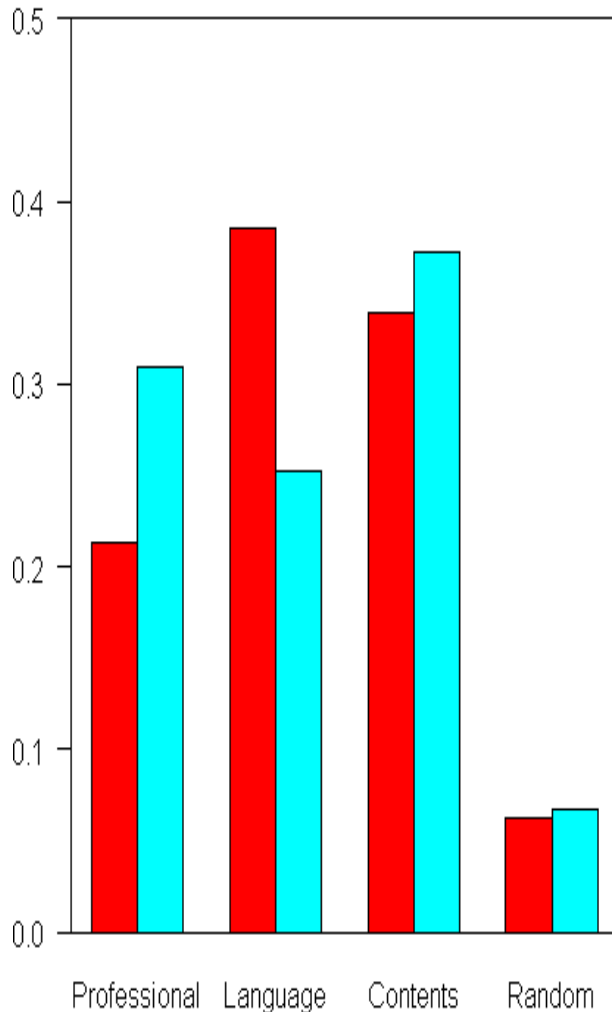
Theme Category percentages (by country)



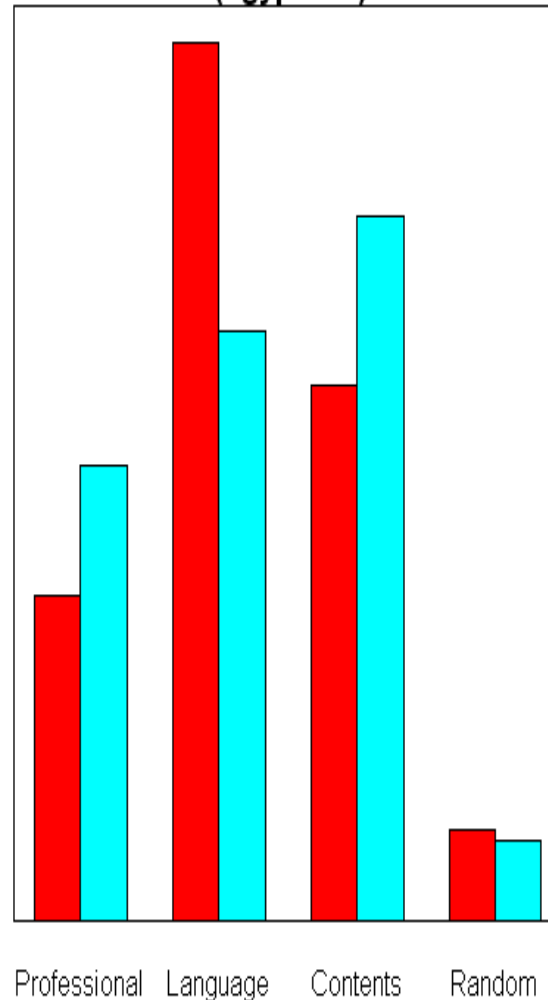
Reasons given for choosing hits

(monolinguals in red, multilinguals in light blue)

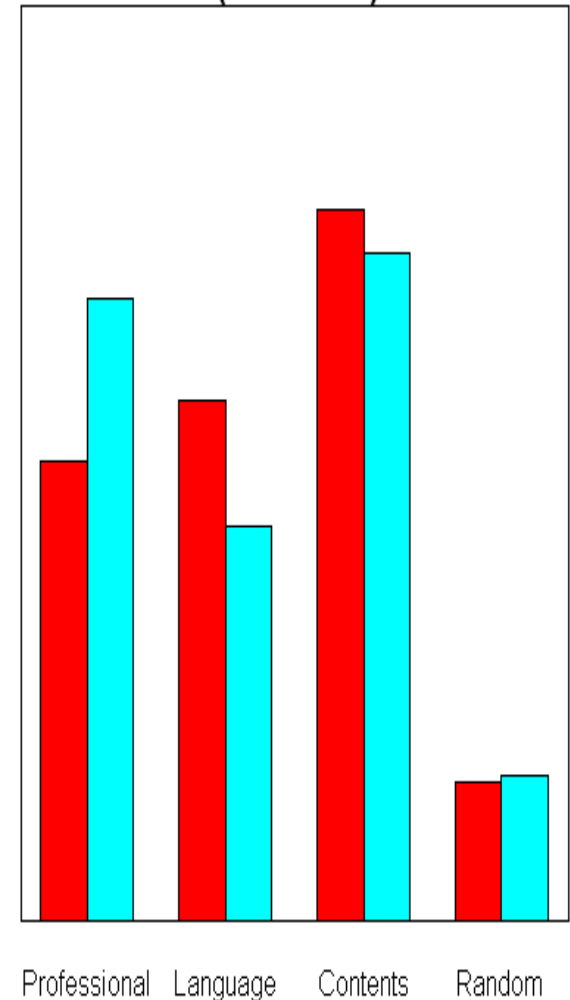
Theme Category percentages



Theme Category percentages
(Egyptians)



Theme Category percentages
(Americans)





Muhammad Ali 19-21



Al-Ahram Weekly

China

Trade, Investment, Education, Culture, Sports, Tourism, Health, Environment, Science, Technology, Law, Religion, Society, International Relations

No. 118 19/21/2007 15/11/2007 15/11/2007 15/11/2007 15/11/2007 15/11/2007 15/11/2007 15/11/2007 15/11/2007 15/11/2007

Parliamentary scramble

As the polls opened yesterday for the first round of the three-stage parliamentary elections, repeated promises that Egypt had embarked on a radical process of democratisation and reform were being tested in real time.

The 2007 elections were held under the auspices of the Supreme Council of the Judiciary, which was established in 2005 to oversee the judicial system. The council was composed of judges and legal experts, and its members were appointed by the President. The council's role was to ensure the independence and integrity of the judiciary, and to oversee the process of judicial reform.

The 2007 elections were held in three stages. The first stage was the election of members of the People's Assembly, which was the lower house of the Egyptian Parliament. The second stage was the election of members of the Shura Council, which was the upper house. The third stage was the election of members of the People's Council, which was a new body that would be responsible for overseeing the government.

The 2007 elections were held under a new electoral law that was designed to ensure a fair and free process. The law provided for a single ballot, a secret ballot, and a public count. The law also provided for a system of proportional representation, which would ensure that all political parties had a fair chance of winning seats in the parliament.

The 2007 elections were held in a climate of political uncertainty. The President had just been re-elected, and the government was facing a number of challenges. The economy was struggling, and there were concerns about the stability of the government. However, the 2007 elections were held in a peaceful and orderly manner, and they were widely regarded as a success.



SHAME ON COURAGE The banners that flared the streets this week reflected the new tone of Egyptian politicising — more mobilisation, more action, and more interest in the political process as a whole.

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الاسلام هو الحل
 فنات
 الدقي و المعجزة
 حازم صلاح ابو اسماعيل

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A view of the Nile
in... القاهرة



El-Ahli Wins Africa Cup

الأهلي ركب أفريقيا

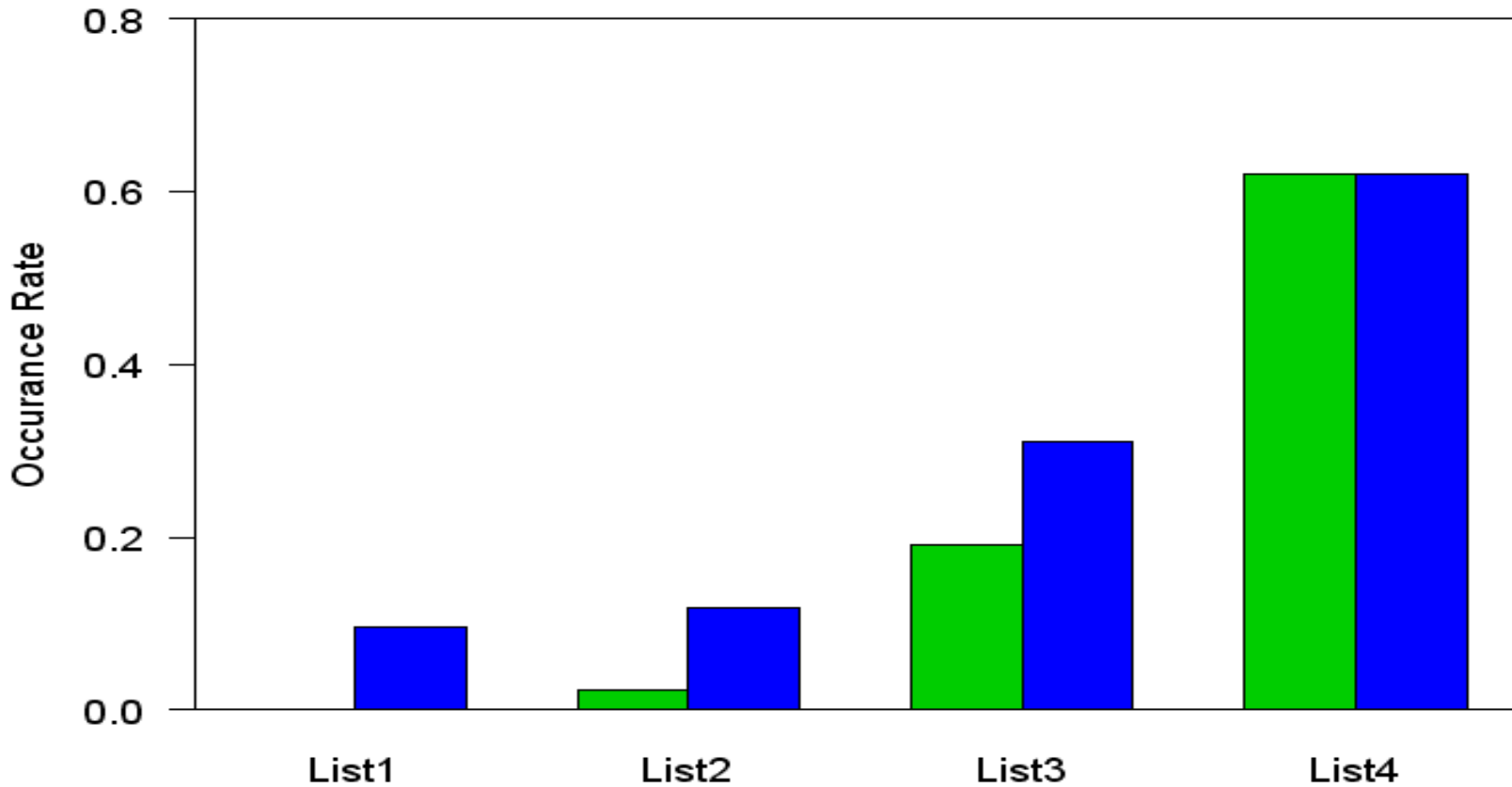


فاروق
جعفر
يعترف
الأهلي
أحسن
فريق في
أفريقيا
والشرق
الأوسط

Foreign language anxiety

(Egyptians in green, Americans in blue)

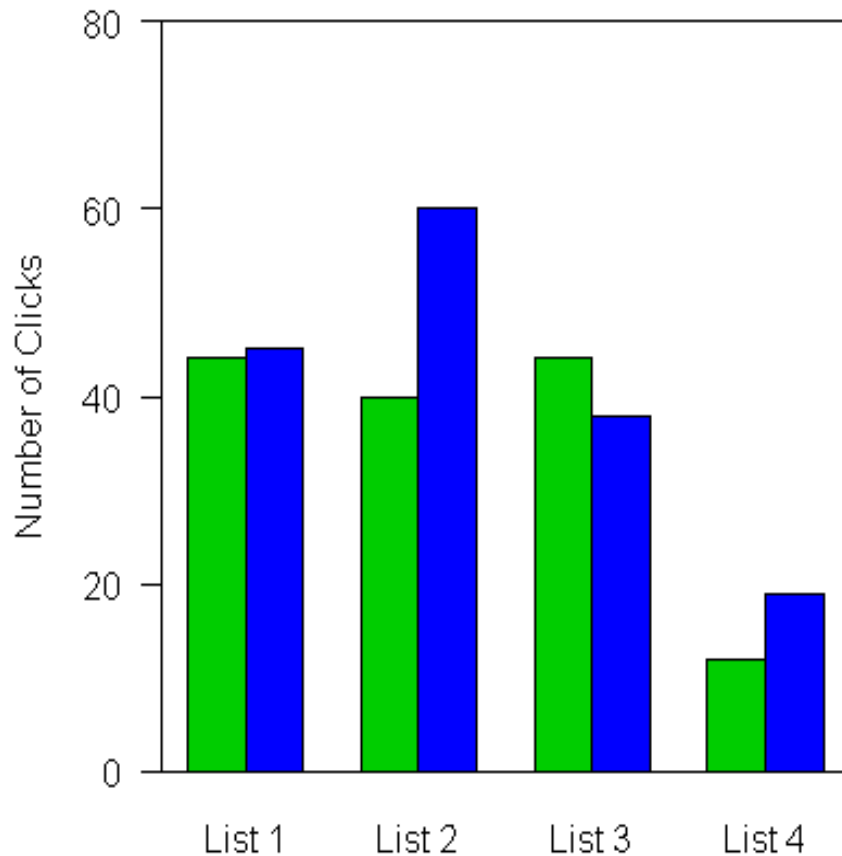
Anxiety (Egyptian vs. American)



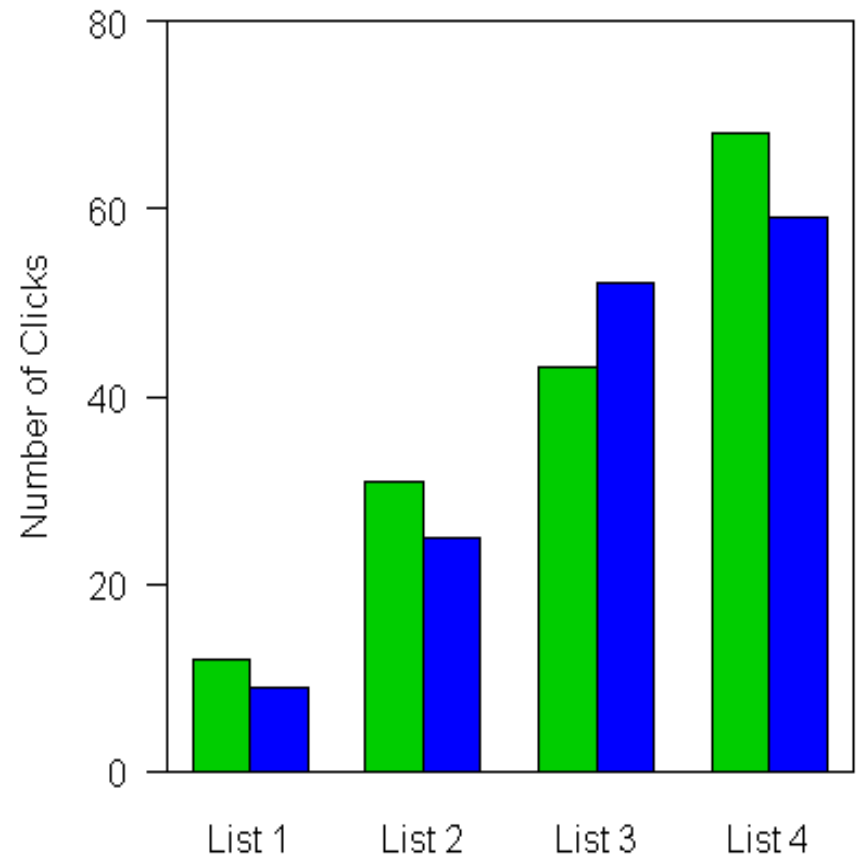
Original web sites vs. machine translations

(Egyptians in green, Americans in blue)

Original Webpage

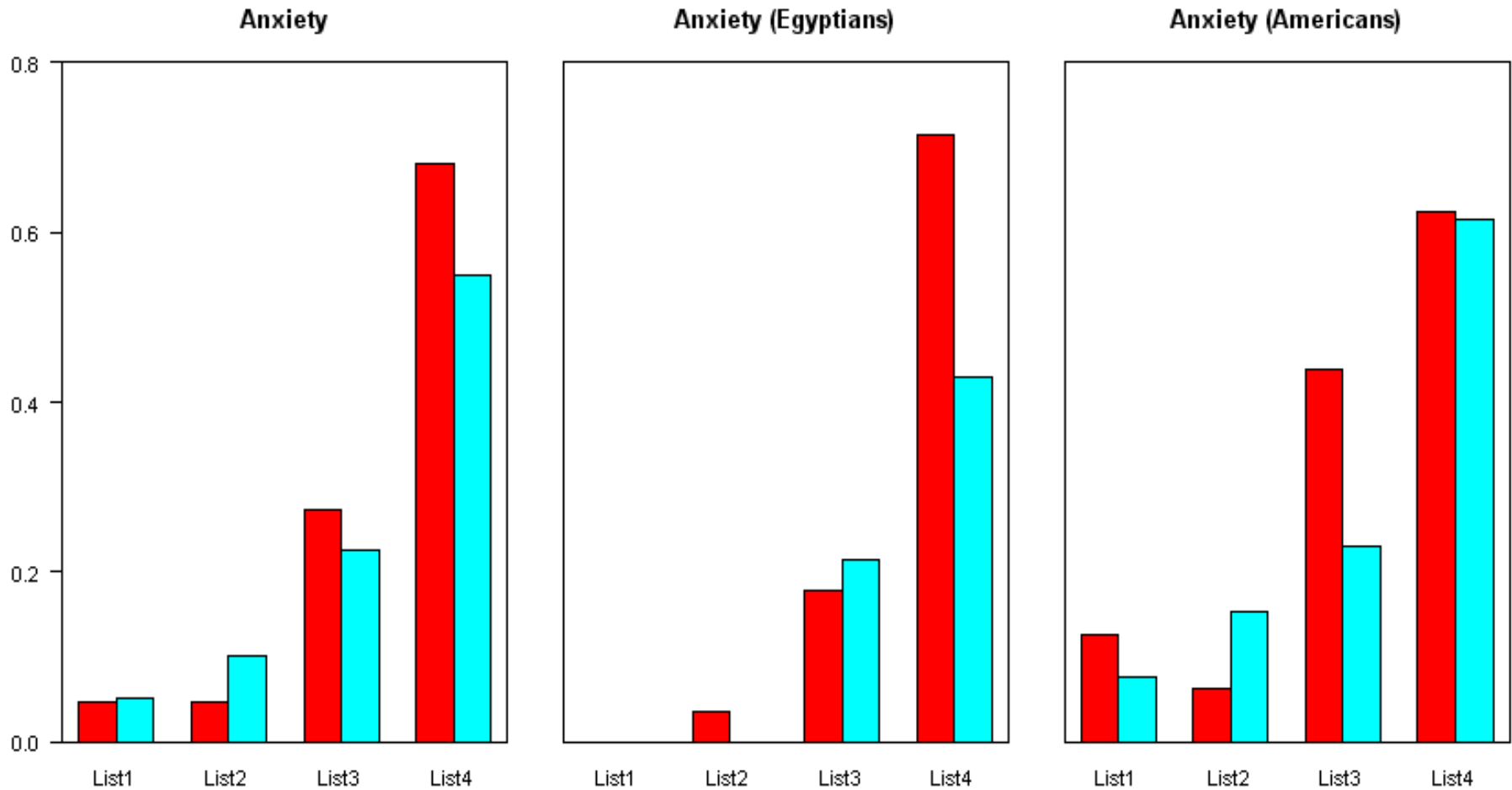


Machine Translation



Detailed foreign language anxiety

(by monolinguals in red, multilinguals in light blue)



A silhouette of a person riding a camel is visible in the upper center of the image, set against a light, hazy sky. The camel is in a walking or trotting gait. The background consists of dark, rolling hills or dunes, creating a desert-like atmosphere. The overall image is in grayscale or a very muted color palette.

Findings

- **Native language and *lingua franca* preference**
- **Machine translations**
- **Language vs. professional considerations reasons for clicking**
- **Unknown scripts**
- **Language anxiety**

Implications

- **Website and search engine design**
- **Librarians**
- **Foreign language teachers**
- **English speakers and Non-English speakers**
- **World scholarship**







**Multicultural Information Dynamics:
The end of lingua franca illiteracy
phover@vt.edu**

Presenter: Paul L. Hover, Virginia Tech University Libraries, 2008