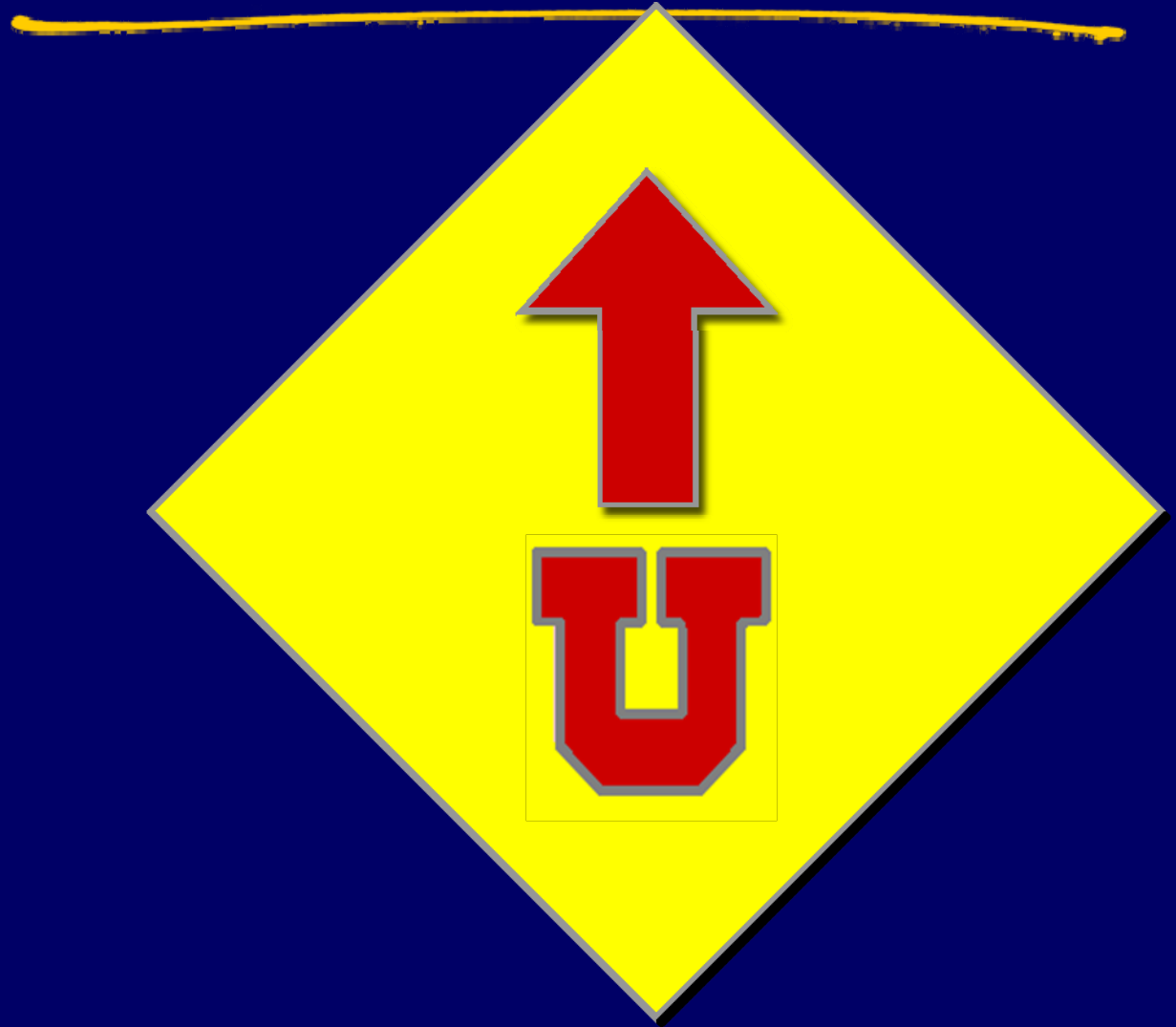


# Internationalization



# Culture -1

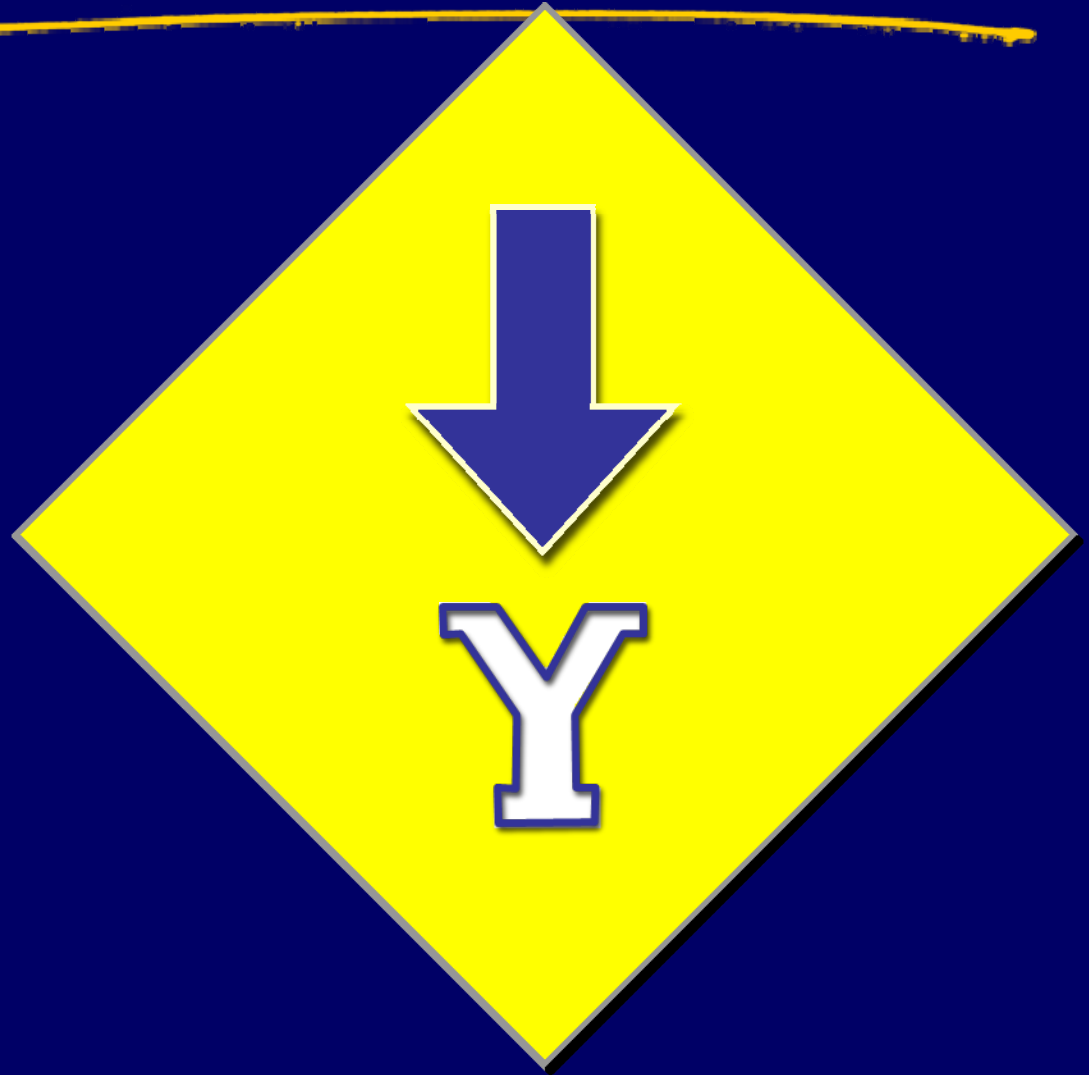
What does  
this sign  
mean?



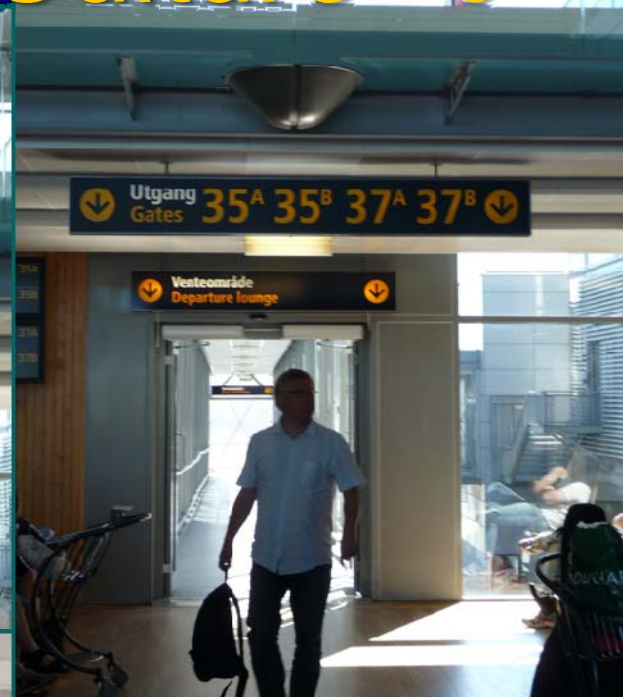
# Culture-2

---

What does  
this sign  
mean?



# Culture - 3



# Culture - 4

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- Up is better than down
  - Religion, Dante, ...
- When we refer to ourselves
  - We point to our noses?
  - Our chests?
- Point with index finger or hand ?

# Cultural & International Diversity - 1

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- Characters, numerals, special characters, diacriticals
- Left-to-right v (right-to-left or vertical reading)
- Date and time formats
  - International standards
- Numeric and currency formats

# Cultural & International Diversity - 2

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- Weights and measures
- Telephones and addresses
  - Fixed v variable length
- Names and titles
  - Mr., Ms., Mlle., Mme., M., Dr.
- SSNs, national IDs,
- Capitalization and punctuation

# Cultural & International Diversity - 3

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- Sorting sequences
  - Different alphabets
- Icons, buttons
- Colors
  - US: Girls → Pink; Boys → Blue
  - India: no gender indicated color



# Cultures and Color Symbolism - 1

- **Red**
  - **China: Good luck, celebration, summoning**
  - **Cherokees: Success, triumph**
  - **India: Purity**
  - **South Africa: Color of mourning**

# Cultures and Color Symbolism - 2

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- **Red (cont)**
  - **Russia:** Bolsheviks and Communism
  - **Eastern:** Worn by brides
  - **Western:** Excitement, danger, love, passion, stop, Christmas (with green)

# Cultures and Color Symbolism - 3

- **Orange**

- **Ireland:** Religious (Protestants)
- **Western:** Halloween (with black), creativity, autumn

# Cultures and Color Symbolism - 4

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- **Yellow**

- **China:** Nourishing
- **Egypt:** Color of mourning
- **Japan:** Courage
- **India:** Merchants
- **Western:** Hope, hazards, coward

# Cultures and Color Symbolism - 5

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- **Green**

- **China:** Green hats indicate a man's wife is cheating on him, exorcism
- **India:** Islam
- **Ireland:** Symbol of the entire country
- **Western:** Spring, new birth, go, Saint Patrick's Day, Christmas (with red)

# Cultures and Color Symbolism - 6

- **Blue**

- **Cherokees:** Defeat, trouble
- **Iran:** Color of heaven and spirituality
- **Western:** Depression, sadness, conservative, corporate, "something blue" bridal tradition

# Cultures and Color Symbolism - 7

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- **Purple**
  - **Thailand:** Color of mourning (widows)
  - **Western:** Royalty

# Cultures and Color Symbolism - 8

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- **White**

- **Japan:** White carnation symbolizes death
- **Eastern:** Funerals
- **Western:** Brides, angels, good guys, hospitals, doctors, peace (white dove)



# Cultures and Color Symbolism - 9

- Black
  - Western: Funerals, death, Halloween (with orange), bad guys, rebellion

# Cultural & International Diversity - 4

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- Pluralization, grammar, spelling
- Etiquette, policies, tone, formality, metaphors

# Cultural & Color - 1

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- Gender
  - US: Girls → Pink; Boys → Blue
  - India: no gender indicated color
- Luck/Omens
  - US: no 13<sup>th</sup> floor in hotels, blds
  - China: 4 is unlucky number

# Cultural & Color - 2

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- Luck/Omens
  - US: Stock markets
    - “plus” as green (green means fortune: money is green)
    - “loss” is red (red means danger)
  - Asia: Stock markets
    - “plus” is red (red means lucky and fortune)
    - “loss” is green

# Cultural & Color - 3

- Taiwan Exchange: red means gain

熱門個股 <span style="float: right;">» 更多</span>					
成交量大 <span style="margin-left: 50px;">成交值大</span>					
股名	價位	漲跌	%	量(張)	
2409友達	30.90	↓ 1.65	5.07%	111575	
2002中鋼	28.80	↑ 0.50	1.77%	84010	
2610華航	5.19	↓ 0.39	6.99%	75970	
2891中信金	13.00	↓ 0.65	4.76%	74777	
2888新光金	7.95	↓ 0.59	6.91%	74500	

# Cultural & Color - 4

- Chinese Exchange : red means gain



# Cultural & Color - 5



# Cultural & International Diversity - 5

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- Pluralization, grammar, spelling
- Sorting sequences
  - Different alphabets
- Etiquette, policies, tone, formality, metaphors
  - Pointing with hand or index finger, e.g.



# Cultural & International Diversity - 6

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- Culture/Religion/Diet
  - KFC opened in India
    - Mostly non-veggie
    - Typically (97%) 3 or more Indians eat out so at least 1 will be veggie
    - KFC menu was bland and sweet
    - Indians like spicey food

# End of Lecture Set 1

## *Preliminaries*

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