



The USSAAC Webinar Series

**June 4, 2019**

**6:00 PM Eastern**

**Global Systems: Design and Use of Symbols that  
Reflect Local Language and Culture**

**Presenters:**

**David Banes and E.A. Draffan**



**USSAAC Webinars are FREE in 2019**

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**<https://ussaac.org/membership/>**

**for complete list of benefits!**



# Webinar Logistics

Enter questions in the question box.

- We will answer as time permits.

## Archived webcasts

<https://www.isaac-online.org/english/news/webinars/>

## ASHA CEUs – live webcast only

- \$0 for all USSAAC members
- \$25 – non-USSAAC members
- CEU Participant forms/ instructions/Certificates are on USSAAC website  
<https://ussaac.org/news-events/webinars/>
- **Scan and send your participant form to smeehan8@ku.edu by June 18, 2019**



<https://ussaac.org/event/global-systems-design-and-use-of-symbols-that-reflect-local-language-and-culture/>

# What Will You Learn?

- The importance of language and cultural influences on symbol design for communication
- How democratizing symbol design can support effective symbol sets
- The value of open licensing as the basis of extending the availability of AAC globally

- !

## Supporters

USSAAC would like to recognize and thank our Institutional and Corporate Members for their support



# EA Draffan and David Banes





# One size Symbols? Not fit for All!

David  
Banes and  
E.A. Draffan





# Understanding the Centrality of Language

- Left to right ?
- Diacritics and accents
- Length of phrase
- Written and spoken language may vary significantly
- Accents and dialect



# Understanding the centrality of culture?

- **Some thoughts on how cultural values will influence symbol design**
- **Dog ?**
- **Woman?**
- **Love?**
- **Independence?**





# Local solutions need open licences

- Sustainability
- Transference
- Flexibility
- Ease of access



# Questions for Experts

How can the user's AAC be individualised to suit their personal needs?

**Personalise**

How can the user's AAC be made appropriate for engagement in their environment, language and culture?

**AAC  
User**

**Localise**

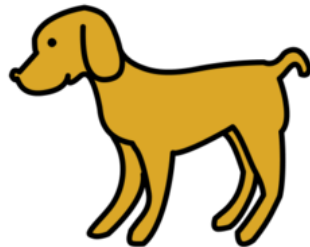
How can the user benefit from global AAC trends and resources?

**Globalise**



# Iconicity

- Iconicity has been debated, but is still important when you need to think about how easy it is to learn a symbol ...
- Transparent symbols tend to look like their referents (the concept they represent) so are easy to recognise
- Translucent symbols need other information or support to make them easier to learn
- Opaque symbols are not obvious, are harder to learn as they may lack a link to the referent.



# Iconicity $\longrightarrow$ Localisation

- Inappropriate symbols send mixed messages
- AAC users need to feel comfortable with the nuances of their own culture, religion and social settings.
- Linguistic rules need to be considered to encourage natural language generation and literacy skills



# Route to Participation

AAC forum choose a preferred freely available symbol set.




Local language core vocabulary collections are made.



Local graphic designer introduces similar styled symbols that are linguistically, culturally, religiously and environmentally appropriate.



AAC Forum vote on acceptability of core vocabulary and batches of symbols - Likert scale (1-5 where 5 is acceptable) for initial feelings, match with lexical concept, contrast and cultural sensitivity plus comments.



Analysis of results, comments and as more batches are voted on criteria for symbols are developed - Iterative process.

# Voting Online

[Global Symbols](#)[Symbol Sets](#)[News](#)[Resources](#)

## ARASAAC and Mulberry symbol choices Draft

By ARASAAC and Mulberry Symbols · Creative Commons BY NC SA 4.0

### Stages

#### 1. Plan



Pick Symbols to include in the Survey

#### 2. Collect Feedback

Let participants complete the Survey

#### 3. Analyse Results

Review the results of the Survey

#### 4. Archive or Delete

### Symbols in this Survey

Add Symbols to this Survey by searching for them in Global Symbols and choosing 'Add to Survey'.



Hello

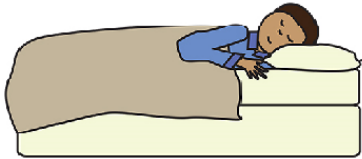
[View](#) • [Remove](#)

- <https://globalsymbols.com/>





# Symbol Voting



**Croatian:** spavati  
**Serbian:** спавати  
**English:** sleep

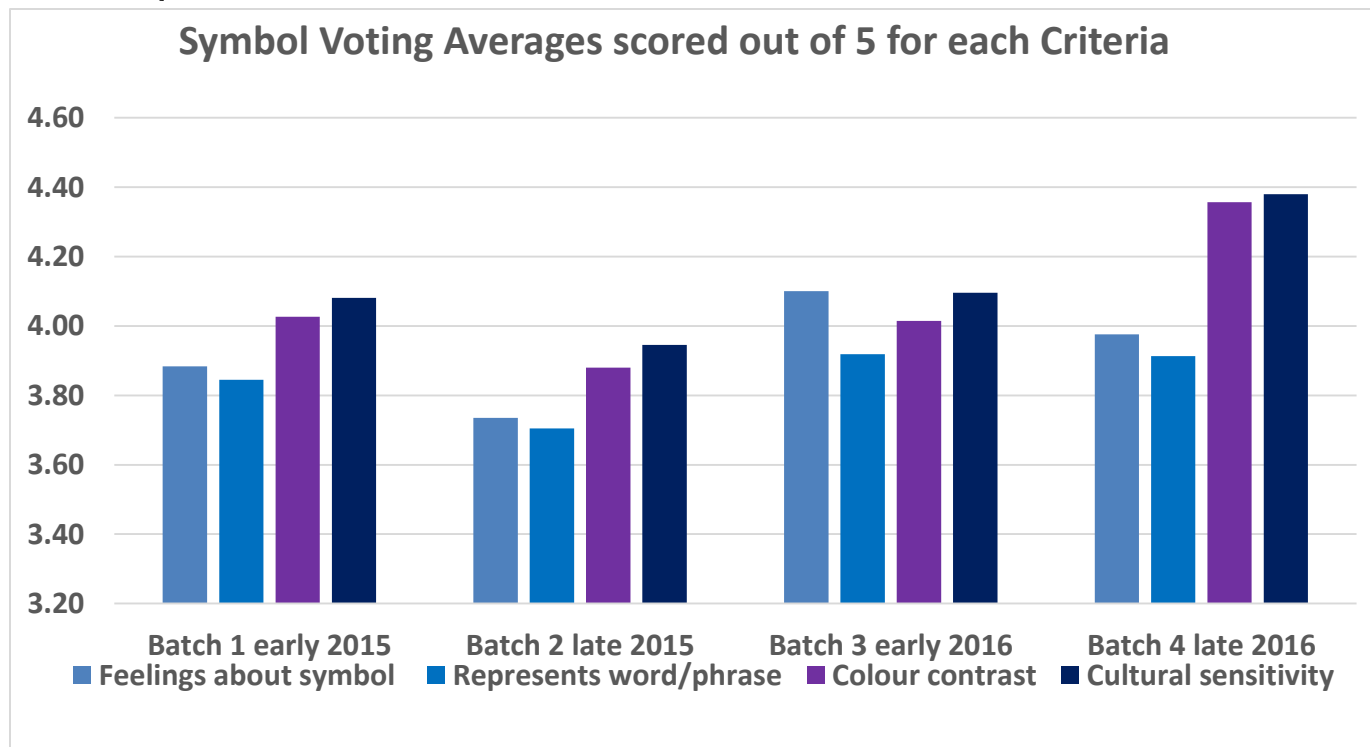


Please rate the symbol on a scale of 1-5 where 1 = completely unacceptable and 5 = completely acceptable	1	2	3	4	5
Feelings about the symbol as a whole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Represents the word or phrase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour contrast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultural sensitivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please add any comments to help us improve the symbol.

# Results

- Initially 45% of ARASAAC symbols voted as inappropriate for use in Qatar
- Improvement in cultural suitability of symbols (4.38 out of 5)



# Translation options English/French to Arabic

les enfants



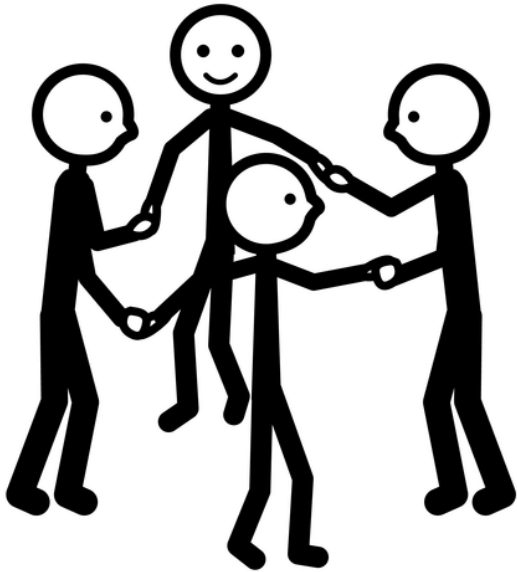
أطفال



# Translation options - English to Urdu

children

بچوں

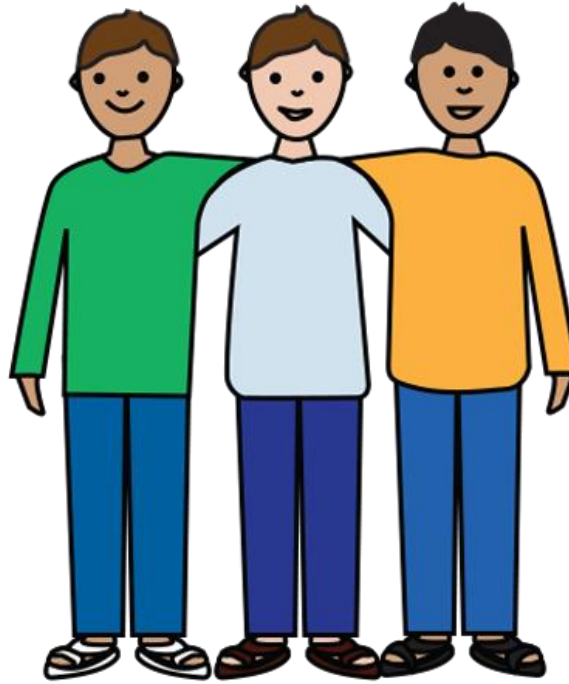


# Voting English/French – Urdu and Arabic

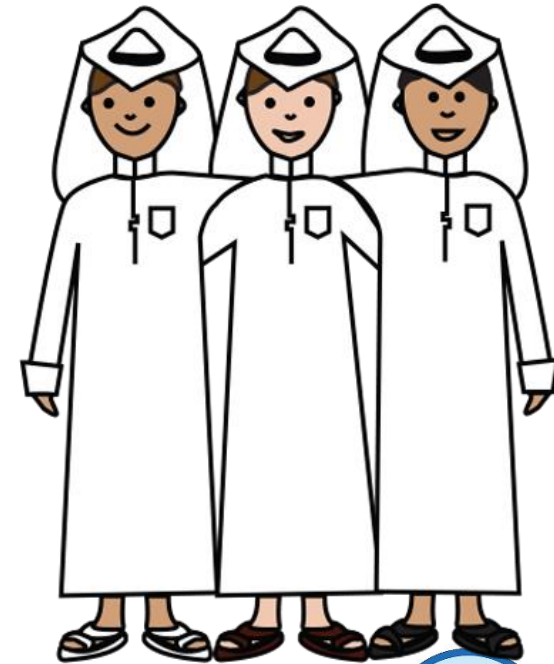
Low Score  
friends /amis



High Score  
دوستوں

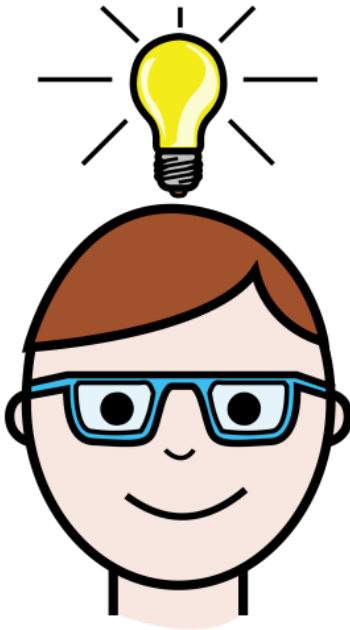


High Score  
أصدقاء



# Voting on symbol overall feel, concept representation, culture, contrast levels

Low  
Score idea



High Score  
فكرة





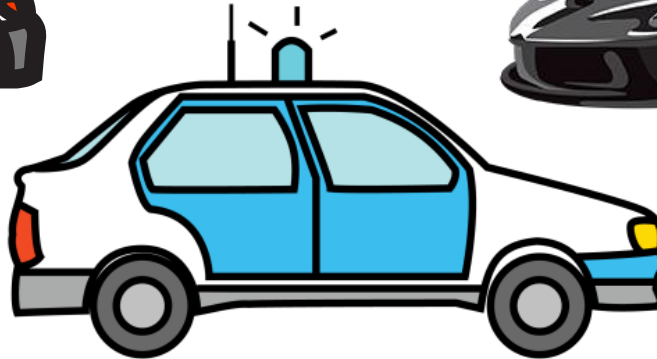
# Planning to offer more freely available symbol sets

Mulberry Police Car



Tawasol سَيَّارَة شُرْطَة

ARASAAC Police Car



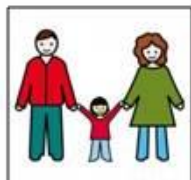
# Results: Criteria for Culturally Appropriate Arabic symbols



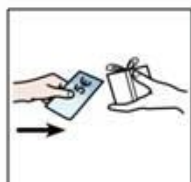
- Qatari females: Abaya & Shela (all hair covered)
- Qatari males: Thobe & Ghutra
- General Arab dress code: Hijab and modest clothing



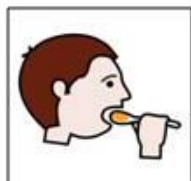
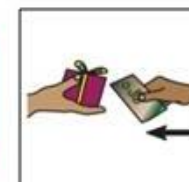
- Flip symbols to follow Arabic sentence orientation
- Male and female version for each symbol
- Differentiate dual and plural symbols



- Darker physical features for characters
- Facial hair for adult male characters
- Limit mixing and show of affection with opposite sex



- Use local currency
- Less greenery in the environment
- No stick figures



- Consider religious sensitivities
- Include religious holidays, customs, local landmarks and food



# Breaking down Barriers

- Small but critical factors can impact on acceptance of localised linguistically accurate core vocabularies and corresponding pictograms by enabling collaboration in both design and development.
- Social media and open communication systems make for easier changes; being responsive to comments and requests based on the opinion of the majority.



# Symbol Formats must be Fit for Purpose

- **Print**
- **Text enhancement**
- **Literacy support**
- **Device agnostic**
- **Transferable across device and format**
- **Integrates with text to speech**



# References

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**Thank you**

**From the Global Symbols  
Team**

**<https://globalsymbols.com>**





**Questions?**



The USSAAC Webinar Series

SAVE THE DATE! September 19, 2019, 7 PM EST, *AAC and Disasters: Are You Ready? Presented by the AAC Disaster Relief Committee*


Check back at <https://ussaac.org/news-events/webinars/> for additional details and registration information.  
Follow USSAAC on Facebook for up-to-date and “breaking” news.

**Please consider joining USSAAC! Check out <https://ussaac.org/membership/>**

# Supporting people who use AAC and their families affected by disasters:

**USSAAC**  
THE VOICE OF AAC

<https://aacdisasterrelief.recovers.org/>



The United States Society for Augmentative Communication (USSAAC) helps people with severe communication disabilities regain access to lost AAC tools and technologies. This site focuses on meeting their needs in federally-declared disasters.

**I Have A Need**

Get assistance:  
connect with the goods  
and services you need.

**I Want to Give**

Send supplies:  
connect with people  
who need them.

**I Want to Volunteer**

Lend a hand:  
connect with people  
who need your help.

Locate or suggest donation centers, shelters, and other recovery resources:

[Find Resources »](#)

## Emergency Information

Emergency: 911

Documents



## Community Updates

### Flooding and Tornadoes: USSAAC is standing by to help.

posted about 1 month ago by CERV from [Community Emergency Response Volunteers of the Monterey Peninsula](#)

No comments yet • Labels: information

This update is over 30 days old.

The United States Society for Augmentative and Alternative Communication's thoughts are with the folks who were seriously affected by recent flooding and this weekend's tornadoes.

If you know someone who uses AAC who lost their device or means of communicating with others as a result of these storms, tell them...

[Read More](#)





**ISAAC** is excited to announce that **ISAAC 2020**, the 19<sup>th</sup> Biennial Conference of the International Society for Augmentative and Alternative Communication, will be held at the Cancún International Convention Centre (ICC) in beautiful **CANCÚN**, adjoining the Riviera Maya on México's Caribbean coast.

**AUGUST 1-2**

AAC Camp, Pre-Conference Workshops, Executive and Council Meetings

**AUGUST 3-6**

Main Conference at the Cancún ICC, México

Surrounded by Mayan culture and with easy access to beautiful beaches, tours, shops and restaurants of both Cancún and the Riviera Maya, the ISAAC conference will feature AAC events and perspectives; cutting edge research and clinical innovations; workshops, seminars, exhibits, social events, and entertainment, all in a unique cultural setting.

**Mark your calendar today, and save  
the date for ISAAC 2020 in Mexico!**

**For more information, visit us at [www.isaac-online.org](http://www.isaac-online.org)  
and follow #ISAAC2020 on Twitter.**

isaac

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**ISAAC** se complace en anunciar que el próximo XIX congreso de la Sociedad Internacional de Comunicación Aumentativa y Alternativa, se llevará a cabo en el Centro Internacional de Convenciones (ICC) de la bella ciudad de **CANCÚN**, contigua a la Riviera Maya de la costa del caribe mexicano.

#### **1-2 DE AGOSTO**

Campamento de CAA, Talleres Preconferencia, Juntas Ejecutivas y del Consejo

#### **3-6 DE AGOSTO**

Congreso principal en el ICC de Cancún, México

Rodeado por la cultura maya y con fácil acceso a playas hermosas, tiendas, restaurants y tours tanto de Cancún como de la Riviera Maya, el congreso de ISAAC contará con eventos de CAA, perspectivas, lo último en investigaciones e innovaciones clínicas, talleres, seminarios, exposiciones de las compañías más importantes, eventos sociales y entretenimiento. Todo en un sitio culturalmente único.

**¡Anótalo en tu calendario y aparta  
la fecha para ISAAC 2020 en México!**

**Para mayor información, consulta nuestro sitio web [www.isaac-online.org](http://www.isaac-online.org)  
y síguenos en Twitter #ISAAC2020**

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