



LANGUAGE NEEDS ANALYSIS APPLICATION

User Manual

Version: 1.1
Date: 31 March 2013

Author: Mike Hammersley

The CELAN network project has been funded with support from the European Commission, LLP programme, KA2.

This communication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

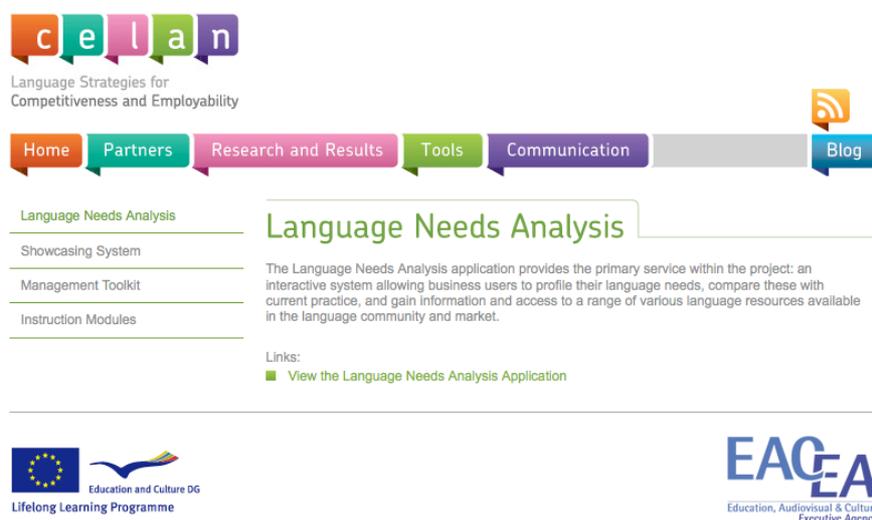
Description

The CELAN Language Needs Analysis Application (LNAA) is based on the research and data collected by the project partners in the course of the different stages of the project activities.

On the one hand, information was collected from business users who need to, or would like to, use different languages in their everyday commercial operations.

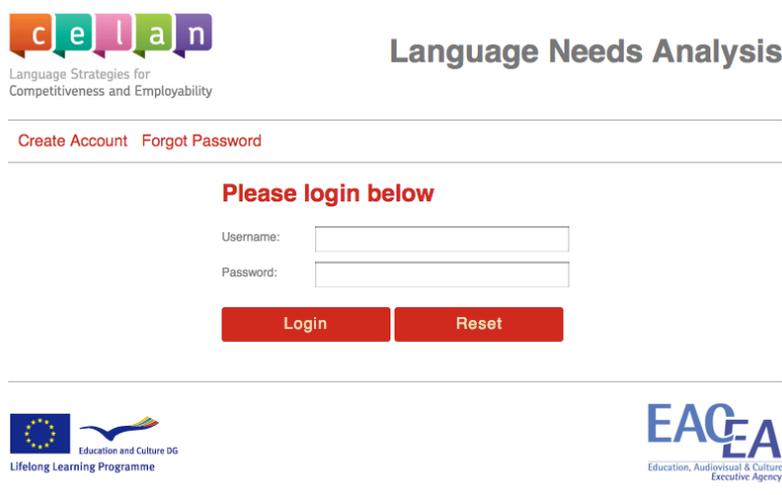
On the other hand, the application is based on a broad and comprehensive survey and categorisation of the “Language Industry”, i.e. all those providers of tools and services which are relevant to language-based or language-oriented processes and actions.

The application is accessed directly online from the Tools tab of the CELAN platform (www.celan-platform.eu). This User Manual explains the functionality and outputs of the application and can be read online or downloaded for printing.



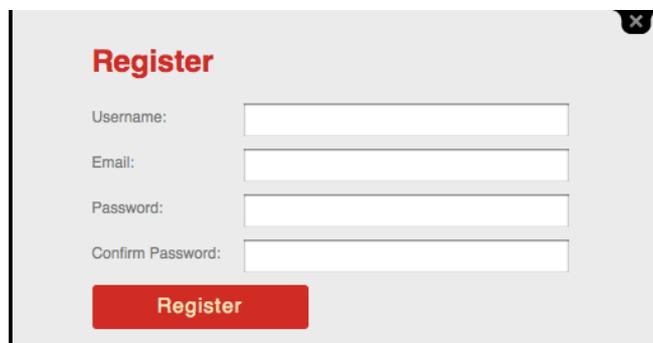
The screenshot shows the CELAN platform homepage. At the top, the CELAN logo is displayed with the text "Language Strategies for Competitiveness and Employability". Below the logo is a navigation menu with buttons for Home, Partners, Research and Results, Tools, Communication, and Blog. The main content area features a section titled "Language Needs Analysis" with a description: "The Language Needs Analysis application provides the primary service within the project: an interactive system allowing business users to profile their language needs, compare these with current practice, and gain information and access to a range of various language resources available in the language community and market." Below this description is a link: "View the Language Needs Analysis Application". At the bottom of the page, there are logos for the European Union Lifelong Learning Programme and the Education, Audiovisual & Culture Executive Agency (EACEA).

In order to open the application, you must first register with the system by selecting the “Create Account” button on the opening page.



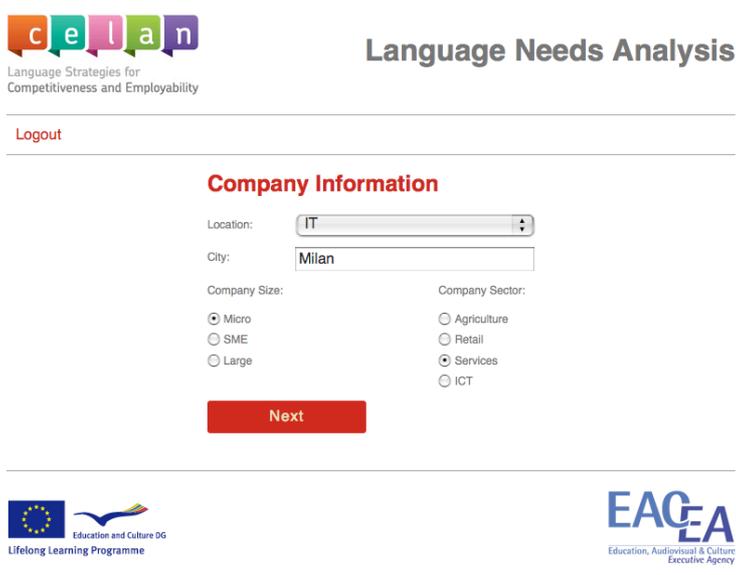
The screenshot shows the CELAN platform login page. At the top, the CELAN logo is displayed with the text "Language Strategies for Competitiveness and Employability". Below the logo, there are links for "Create Account" and "Forgot Password". The main heading is "Language Needs Analysis". Below this, there is a section titled "Please login below" with a form for Username and Password. There are two buttons: "Login" and "Reset". At the bottom of the page, there are logos for the European Union Lifelong Learning Programme and the Education, Audiovisual & Culture Executive Agency (EACEA).

A simple screen allows you to register a username, together with an email address and a password. When the "Register" button is selected the details are recorded, you are returned to the first screen and can login with the credentials chosen. If the password is lost or forgotten, a new password can be requested.



The screenshot shows a registration form titled "Register" in red. It contains four input fields: "Username:", "Email:", "Password:", and "Confirm Password:". Below the fields is a red "Register" button. The form is set against a light gray background with a close button (X) in the top right corner.

After the login process complete, the first screen of the application requests some basic background information regarding your company. A response must be given to these questions in order to continue.



The screenshot shows the "Language Needs Analysis" application interface. At the top left is the CELAN logo (Language Strategies for Competitiveness and Employability). The main title is "Language Needs Analysis". A "Logout" link is visible. The "Company Information" section includes a "Location" dropdown menu set to "IT", a "City" text box containing "Milan", and two columns of radio button options for "Company Size" (Micro, SME, Large) and "Company Sector" (Agriculture, Retail, Services, ICT). A red "Next" button is at the bottom. Logos for the European Union and EACEA are at the bottom of the page.

Next, in the main part of the application, a series of prompts and questions are presented regarding both the language needs which may be of relevance to you, and the tools and services provided by the language industry which may constitute relevant means to satisfy these needs.

The prompts and questions are divided into 4 groups, with have a distinct colour coding:

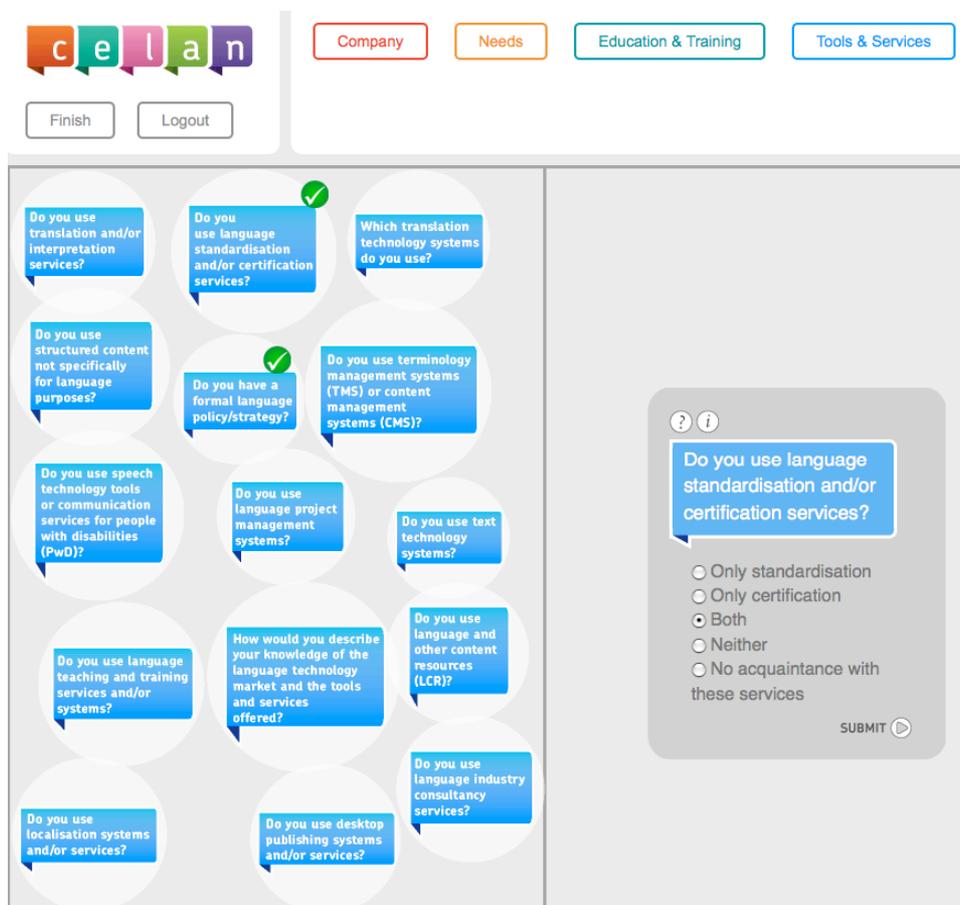
- **Company**
This group asks for details of the language policies or, more generally, the view of language skills and competence currently applied within your organisation. So, for example, one question asks whether the company has a formal language policy, while another enquires whether broader language expertise would aid company expansion.
- **Needs**
The second group addresses questions connected with your corporate language needs, e.g. Do you need to use spoken communications systems in other languages? or Which staff need language skills?

- Education & Training
The Education and Training group looks at issues such as corporate training policies, systems to assess language skills and competence, and collaboration with educational and training organisations.
- Tools
Finally, the Tools group asks about your use of various technological tools and services. Tools include terminology management systems and language content resources, while services cover language standardisation and/or certification, translation and interpretation and localisation.

The screenshot below shows the “Tools” group of questions that can be viewed by selecting the blue “Tools & Services” button.

The user has chosen the question “Do you use language standardisation and/or certification services” from the “canvas” on the left, and the question is presented in the right-hand pane. The “?” symbol at the top of the question box provides an explanation or other support regarding the question, while the “i”, gives any appropriate extra information. The “i” might lead to other parts of the CELAN website or to an external resource.

When you have chosen an answer, the “SUBMIT” button records that response. However, you can return at any time and change the answer, and the new choice will replace the initial response.



It is not necessary to answer the questions in any particular order or, indeed, to answer all of the questions. When you have given an answer to a question, this is indicated on the canvas by the green ✓ mark.

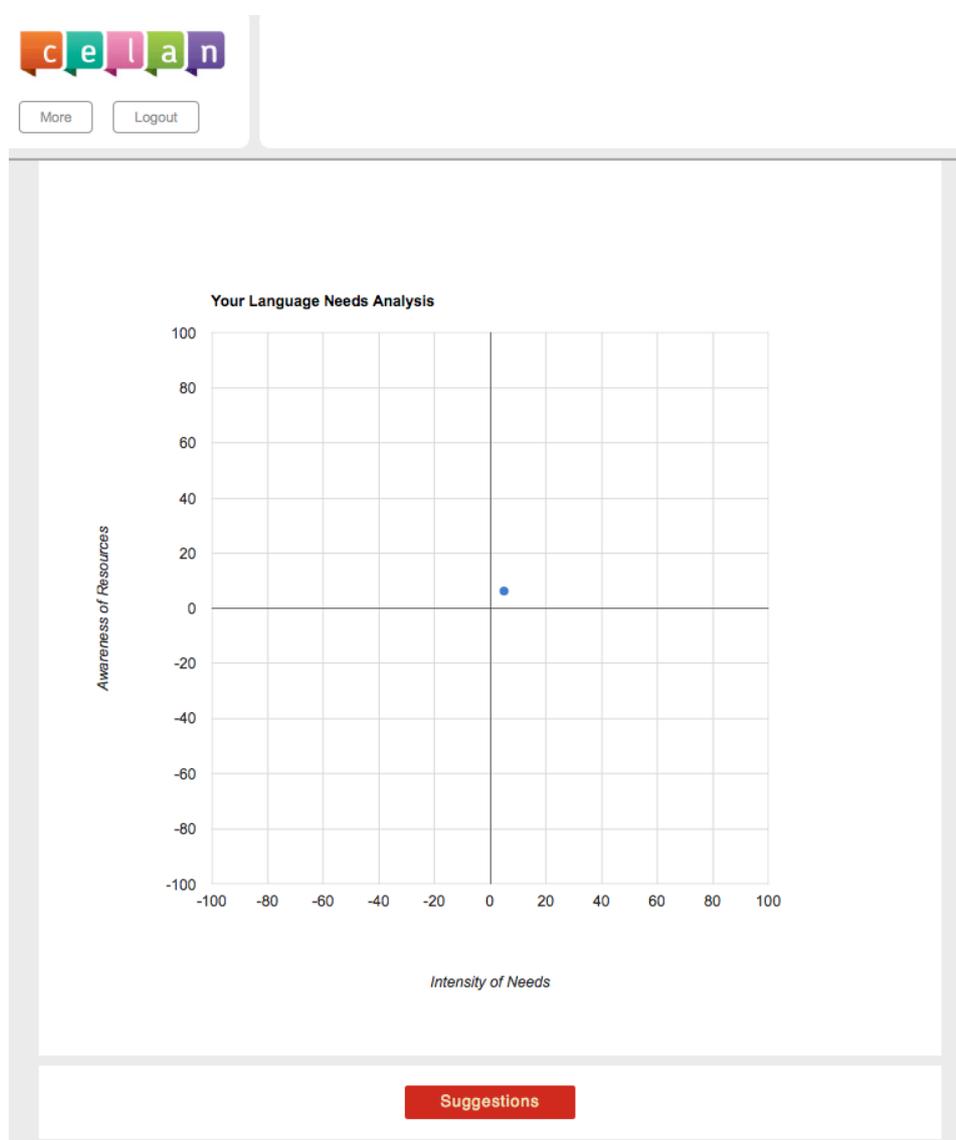
After finishing working with one group of questions, you can move to the other groups by selecting the respective buttons at the top of the screen, while, if you wish, you can also return to a group which you have already viewed.

Assessment

To conclude the interaction phase, select the “Finish” button (top left of the screen). Alternatively, by choosing the “Logout” button, you can quit the application completely. However, if you later log in with the same initial credentials, the application is re-presented to you in the same status as at the time of the logout (i.e. any answers that have been given are remembered).

When you select the “Finish” button, the actual assessment is carried out by the application. All of the responses you have given are aggregated to obtain a value which can be plotted on a graph mapping the “Intensity of Needs” regarding the implementation of language-based activities and the “Awareness of Resources” provided by the language industry to satisfy these needs.

In the example below, the user’s responses produce a result in in the top-right quadrant of the graph, indicating both a slightly high “Intensity of Needs” and a slightly high “Awareness of Resources”.



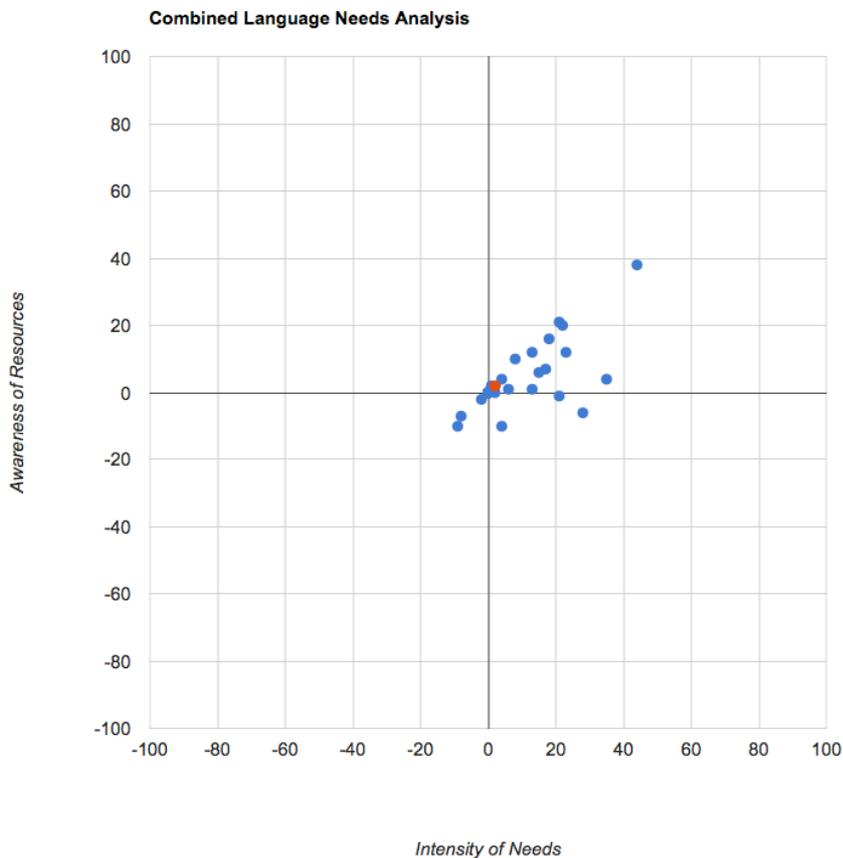
Selecting the “Suggestions” button at the bottom of the screen, you can view a series of recommendations defined by the plotted position on the graph. In particular, these recommendations point to research and results that have been generated in the course of the CELAN project.

The screenshot shows an example of the suggestions presented:

On the basis of your responses to the questions, the system calculates that you have pronounced language needs and a good awareness of the tools and resources offered by the language market to meet these needs. You might, therefore, wish to consider the following suggestions:

1. Case studies and examples of good practice might be of help in providing fuller information on the language industry.
2. The external perception of your organisation (its image) might be further enhanced by emphasising the importance you attach to language expertise and the skills that you already have in your organisation.
3. A comprehensive overview of the range of resources offered by the language industry is given in the typology developed in the Celan project. Link: http://www.celan-platform.eu/assets/files/CELAN_WP2_Typology_Portal_2011_v3-4.3.pdf
4. You might like to take a look at the Celan Report on Language Needs to compare your current situation with other organisations. Link: http://www.celan-platform.eu/assets/files/D1.3-Business_Needs_Report-Final.pdf
Case studies and examples of good practice might provide fuller information on the language industry.
5. You might consider specifying language expertise as a significant factor in your corporate quality programme.

On the other hand, if you choose the “More” button (top left), your position (red dot) is compared to that of other respondents (blue dots).



Furthermore, you can filter the results shown on the graph in function of company location, size and sector.

Filter Results

Your result is shown in red. Filtered results are shown in blue.

Location:

Company Size:

All
 Micro
 SME
 Large

Company Sector:

All
 Agriculture
 Retail
 Services
 ICT

Finally, to leave the application, select the “Logout” button.

Responses from all the different users of the system are saved, so that as more use is made of the application, the comparisons become more significant. Moreover, the more answers that you provide to the prompts and questions, the finer the profiling of your particular organisation.