

المركز العربي لتطوير  
المحتوى الإلكتروني  
Arab Centre for eContent Development



# ARAB CENTRE FOR eCONTENT DEVELOPMENT SETTING STANDARDS FOR ARABIC eCONTENT

# Agenda

- Background Information about the Centre
- Setting the Standards
  - Methodology
  - Evaluation Criteria
  - Search for E-content Standards
  - Final Determinations
- Raising Awareness
- Priorities for this Year

## The Motivation behind Creating the Centre

- Lack of standards for creating and building Arabic e-content.
- Arabic language and Arabic content were under-represented online.
- Arabic e-content made up less than 1% of total online content (majority was and still is in discussion forums).
- Using Wikipedia as a microcosm, Arabic trails other lesser known languages:

<i>As of 06/03/2011</i>	<b>Catalan (Western Europe)</b>	<b>Arabic</b>
Speakers Worldwide	9 million	350+ million
Wikipedia Ranking	13	25 (27 in 2009)
Wikipedia Articles	309,728	143,748
% of Wikipedia Articles	1.715 %	0.795

# Background Information

## Establishment

The Centre was established in November 2009 as a partnership between the eGovernment Authority, UNDESA and UNDP in the Kingdom of Bahrain.



## Mission

Set the standards for electronic content development and instill the best practices required for a Knowledge Based Society (KBS) in Bahrain and the Arab region as a whole.

## Goals

- Set industry standards and accreditation for Arabic e-content development;
- Improve Arabic online search capability;
- Coordinate the creation of Arabic e-content; and
- Build e-Government capacity across government agencies.

# Setting the Standards

## □ Methodology

- Standards were identified using induction
- Relevant standards were selected from published regional and international standards
  - Standard must be directly related to e-content (e.g. protocol standards were excluded).
  - Standard must be directly applicable to e-content projects. Base standards (e.g. SGML and XML) were excluded in favor of higher standards based on them.

# Setting the Standards (cont.)

## □ Evaluation criteria

### ■ To be Accepted, a standard must:

- be widely adopted by the e-content community;
- have a standard document that provides valid justification for its norms; and
- must not be superseded by another widely accepted standard.

### ■ A standard is Rejected if:

- it is *not* Accepted.

# Setting the Standards (cont.)

## □ Evaluation criteria (cont.)

### ■ To be Recommended, a standard:

- must be an Accepted standard (by the Centre);
- must provide value to a *new* e-content project; and
- must not contradict with another Recommended standard.

# Setting the Standards (cont.)

## □ Search for e-content standards

- Lack of published Arabic standards
  - Found several arbitrary collections of guidelines
  - Only one qualified for the review process
- Reviewed standards from international organizations
  - World Wide Web Consortium (W3C)
  - International Organization for Standardization (ISO)
  - Internet Engineering Task Force (IETF)
  - Internet Society
  - ECMA International
  - sitemaps.org





# Setting the Standards (cont.)

## □ Final determinations

- Identified 24 standards that met our criteria for evaluation
- “Accepted” 22 standards for existing Arabic e-content
- “Recommended” 17 standards for developing new Arabic e-content

# Setting the Standards (cont.)

## Sample e-content standard

<b>Name</b>	<b>The Platform for Privacy Preferences (P3P 1.0) Specification</b>
<b>Status</b>	W3C Recommendation 16 April 2002
<b>Approving Body</b>	W3C
<b>Reference</b>	<a href="http://www.w3.org/TR/2002/REC-P3P-20020416/">http://www.w3.org/TR/2002/REC-P3P-20020416/</a>
<b>Description</b>	This is the specification of the Platform for Privacy Preferences (P3P). This document, along with its normative references, includes all the specification necessary for the implementation of interoperable P3P applications.
<b>Advantages</b>	<ul style="list-style-type: none"><li>• Standardize the declaration of some privacy practice policies</li></ul>
<b>Disadvantages</b>	<ul style="list-style-type: none"><li>• Does not guarantee that the policy is implemented.</li></ul>
<b>Arabic Support</b>	<ul style="list-style-type: none"><li>• P3P policies use an XML namespace; therefore, support for Arabic text inside the policies is available.</li></ul>
<b>Notes</b>	<ul style="list-style-type: none"><li>• This standard is supported by most browsers, but not widely used.</li></ul>
<b>Recommendation</b>	<ul style="list-style-type: none"><li>• We accept the P3P1.0 as an Arabic web standard.</li><li>• We recommend P3P 1.0 compliance in all new content.</li></ul>

# Raising Awareness

- **Publish Standards Knowledge Base on the web**
- **Create online CoPs:** members to discuss e-content standards and suggest new ones
- **Develop a website rating system**
  - Purpose: measure a site's compliance
  - 31 Technology, Design, and Content ratings
  - Based on the Centre's Recommended standards
  - Emphasize objectivity and minimize subjectivity

# Raising Awareness (cont.)

## Sample Rating

Rating Name	The site uses valid Cascading Style Sheets (CSS)	
Description	Cascading Style Sheets (CSS) are the standard method to apply style to Web sites. CSS2 is the recommended standard.	
Value	Invalid CSS can produce unexpected results in some user agents	
Scale	Points	Meaning
	10	Did not find any CSS errors.
		One point is deducted for each error in any CSS file referenced in any page.
	0	Found and documented 10 pages that do not pass this validation.
Measuring	Use the W3C CSS validator to validate CSS on 50 randomly selected pages. If the site has less than 50 pages in total, all pages must be validated. <a href="http://jigsaw.w3.org/css-validator/">http://jigsaw.w3.org/css-validator/</a>	
Weight	Normal	
Special notes	<ul style="list-style-type: none"><li>Look at linked stylesheets, and at inline styles in the html text.</li></ul>	

- **Implement the Centre's Certification Service**
  - Based on our in-house rating system
  - Generate a report detailing areas for improving a website's compliance

# Looking Ahead

- **KACST:** currently estimates Arabic content online at 2.31%
- **Projections over the next five years:**
  - Internet users in the Arab World to almost double
  - Arabic Web pages to increase five-fold
  - Size of the Arabic Web pages to increase five-fold

# Going Forward

- **Our priorities this year are:**
  - Launch the Centre's website and publish the Standards Knowledge Base
  - Implement the Certification Service
  - Define strategy for improving Arabic online searching
  - Research and identify new Arabic e-content
  - Build capacity in government as far as e-content goes

# Thank You