

Project_step_5_2

Lily

Topic: Localization in Tourism A Case Study of Great Smoky Mountains Travel Guide

- Recap of current research focus: Utilizing localization strategies to adapt English-language tourism content for Chinese visitors, particularly with the Great Smoky Mountains Travel Guide as a case study.
- Importance of aligning translation practices with cultural and linguistic adaptation of the target audience while adhering to U.S. legal standards.

Feedback Reflection:

- Key Takeaways from Peer and Instructor Feedback: The need for a clearer delineation of research scope to avoid being overly broad or too narrow.
- Suggestions to further define and align the research questions with the data preparation strategy and analysis plan. Recommendations to incorporate more detailed methodologies for assessing the effectiveness of localized content.

Incorporating Feedback into the Research Plan:

- Update the methodology section to include a detailed description of data collection methods, such as surveys or interviews with target users to assess the quality of translation adaptations.
- Clarify the scope of research by focusing specifically on cultural and technical adaptations in translation and their reception by Chinese tourists.

Research Plan Development:

Resources and Support Needed: - Access to translation software and tools for analyzing linguistic adaptations. - Collaboration with a mentor proficient in Chinese-English translation studies. - Peer review sessions to refine the approach and receive ongoing feedback.

Combine my research and R programming

A. Data Analysis Procedures and Results:

- Identify and Evaluate: Develop a protocol to systematically identify and record variations in translation strategies and their reception by the target audience. This involves collecting data from online reviews and feedback on the travel guide.
- Evaluate Validity and Reliability: Implement methods to test the reliability of the translations through back-translation techniques and peer reviews to ensure accuracy and cultural relevance.
- Implement: Apply text analysis techniques using R, such as sentiment analysis and frequency analysis, to understand the effectiveness of different translation strategies.
- Communicate: Prepare comprehensive reports and presentations to communicate the findings and implications of the research to a wider academic audience, including potential publication in peer-reviewed journals and presentations at conferences.

C. Programmatic Strategies for Collaborative and Reproducible Research: - Develop: Use R and RStudio to automate the analysis processes, ensuring that all steps from data scraping, cleaning, analysis, to visualization are scripted and documented, making the research easily reproducible. - Document: Clearly outline the research question, methodology, data sources, sampling strategy, and statistical analysis plan in a shared online repository (e.g., GitHub or Rpubs), adhering to best practices in reproducible research.