

Investigating the Use of Native and Secondary Language with Data Visualization in Madagascar

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Summary:

secondary language in the design, exploration, and interpretation of data visualization. We focus on bilingual speakers in Madagascar, a predominantly Malagasy-speaking country with French as a common secondary language. In a between-subjects online study, $n = 14$ participants answered open-ended questions on how they interact with and communicate about a data visualization delivered in either their native (Malagasy) or secondary (French) language. Results suggest that a lack of expressive terms for visualization, data, and technical terminology in Malagasy impacted participant responses, with several using French terms even when prompted to answer in Malagasy, along with differences in answer length, fluency, and conciseness.

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