

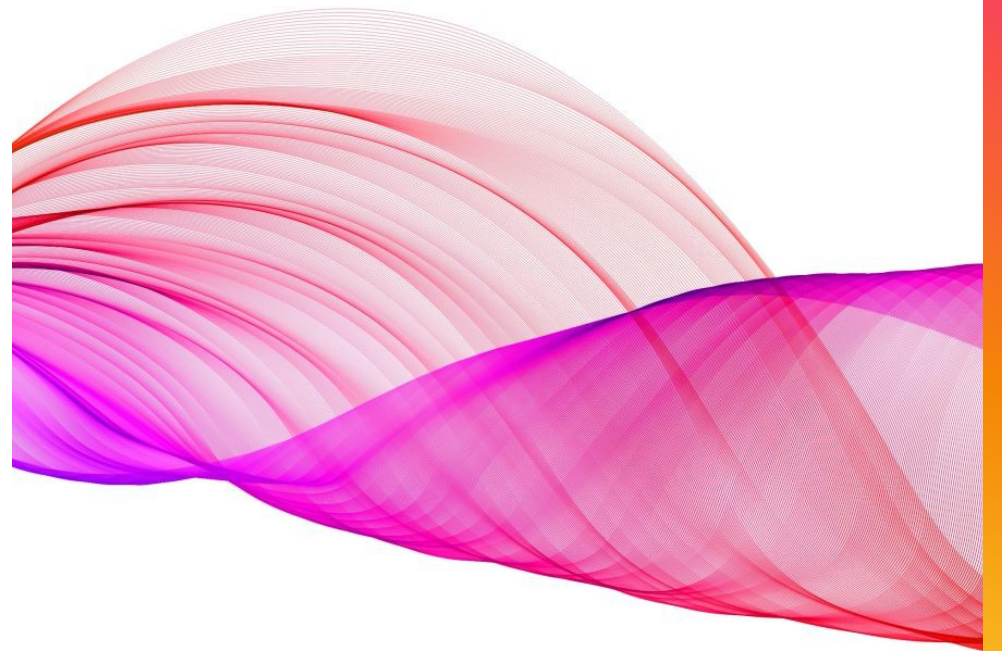
# Localization reviews Report

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Data source: Allcorrect

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**How to determine if the  
reviews are about  
localization?**

Using a small set of data (1%) to check for languages present and key words:

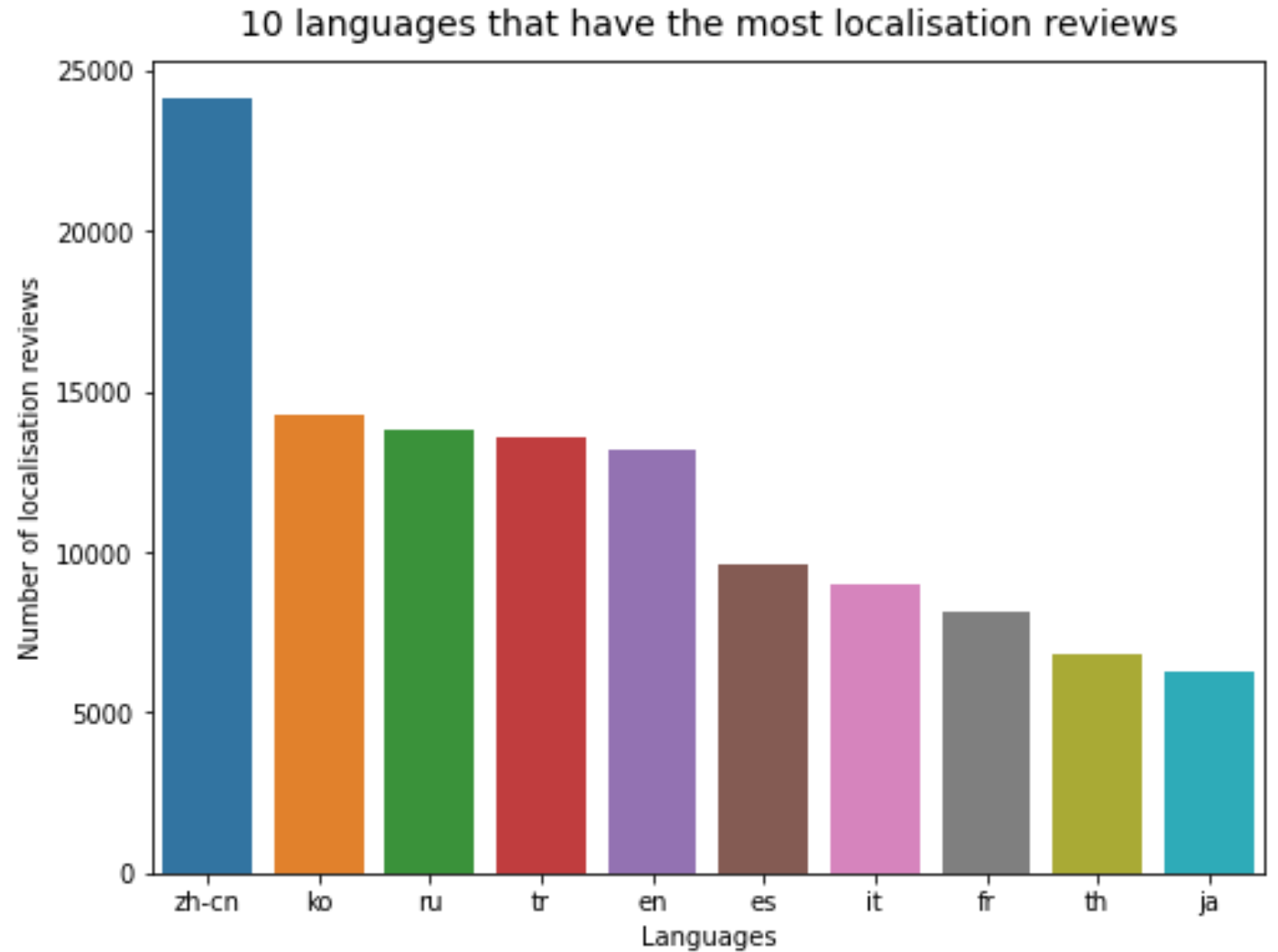
- + **21** unlisted languages (27 languages in keywords list)
- + Somali, Albania, Afrikaans, Sinhala, Welsh, Persian, Croatian, Macedonian, Slovak, Bulgarian, Tagalog, Lithuanian, Romanian, Estonian, Hungarian, Urdu, Swahili, Latvian , Nepali, Marathi, & Kannada.
- + Additional **Chinese key words:**  
中文, 汉语, 华语, 本土化, 汉化, 英语, 英文, 区域, 跨地区, 地区, 国家
- + A total of **140 key words**



- + **1.3%** of the reviews are about localisation (152,447 out of a total of 12,178,113)
- + **10%** of localization reviews were translated and studied.
- + **All** negative localization reviews were translated and studied.

Top 10 languages that have the most localisation reviews are:

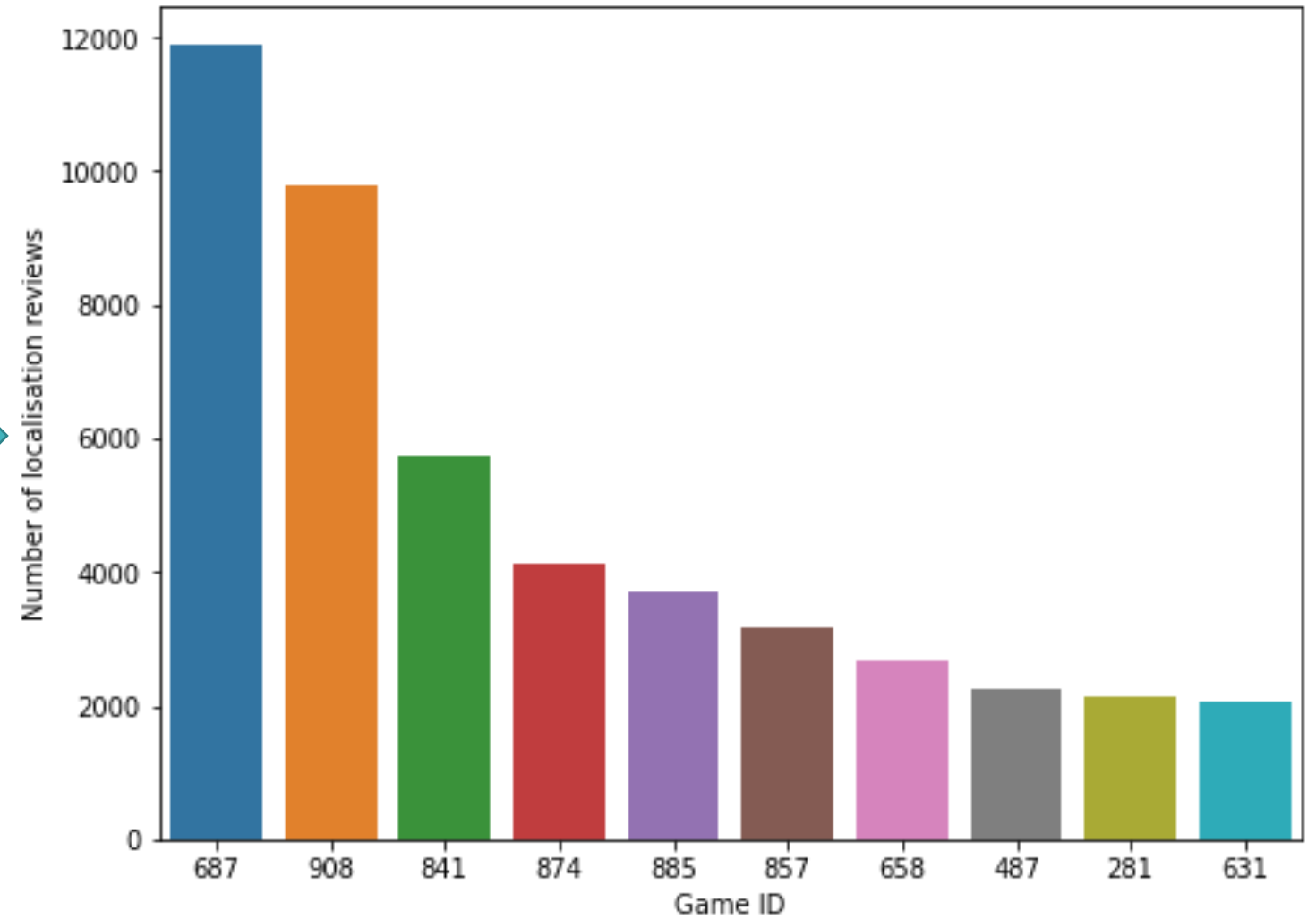
Chinese simplified, Korean, Russian, Turkish, English, Spanish, Italian, French, Thai, & Japanese.



Top 10 games that  
have the most  
localisation reviews:



10 games that have the most localisation reviews





# **How to distinguish negative from positive reviews?**

- + PC : 0 negative, 1 positive
- + Mobile: 1-2 negative, 3-5 positive
- + A simple logistic regression model to reveal the underlying structures of positive/negative reviews
- + Using the VADER package for sentiment analysis



Top 10 discriminating words for positive reviews: *excellent, perfect, nice, cool, great, hope, super, fun, thanks, best.*

Too 10 discriminating words for negative reviews: *rubbish, refund, terrible, uninstalled, deleted, shit, junk, useless, suck.*





# **Localization review structure and dynamics based on ranking**



- + **Method**

- + Word Cloud

- + Studying concordances and collocations of selected key words

- + Studying reviews with best and worse sentiment analysis scores



- + No overall distinguishing patterns

- + **Positive reviews:** users love the game despite the lack of certain language or not so good translation, or in some cases, praised the localisation of the game

- + **Negative reviews:** lack of specific languages or poor translation/localisation which makes **it difficult to play the game**



# **Most frequent reasons for negative reviews**

- + **Method**

- + Using discriminating negative expressions and key words
- + Studying concordances and collocations



- + lack of specific language
- + bad/poor/terrible translation
- + difficult to understand or play in English
- + repeated requests to add language not addressed
- + discrimination/stereotype
- + bad/awkward localisation
- + wrong, bad, or weird grammar and punctuations use.

ribble English translation and weird grammar issues . It has a very weak attempt  
e game is teeming with spelling and grammar errors ... If you want to drive you  
makes this game a total mess . The grammar and punctuation are terrible , stor  
t translated at all . Sorry but the grammar is totally wrong and it's... .aaaahhh  
The game .. I look for an advanced grammar but in Arabic You have recently mad  
in slowmotion.\nAlso , if you 're a grammar Nazi , the localization is very poo  
rst one\nSorry about my bad english grammar . It would be nice if it was Turkis  
lives.\nPlease excuse any errors , grammar problems or anyother language issue  
h as a free campaign ... \nSorry if grammar is bad english is my second languag  
ill stop playing it ( sorry for any grammar mistakes but it 's not my native la  
. I can only say one thing : German grammar can be raped ! Incredibly badly tra  
. The voices are in English and the grammar is atrocious of the written words.\nve a better team for translations , grammar , and accurate subtitles . First im  
of my lacking knowledge of english grammar or because I 'm just too lazy to wr  
ither does not have to speak German grammar or is illiterate . Sometimes words  
really crazy ! French spelling and grammar checker \ n ( I apologize in advanc  
ak English : thumbs\_up : Really bad grammar . If you want to play this game for  
can do to the English language and grammar ? It 's all here in War Tinder , wh  
ically ? And fixed one or the other grammar and spelling mistake ? Great ! Grea  
can not play because of the missing grammar ! The scum is optimized and can not

## **Possible future analysis**



- + Further examination of the reviews in the top 10 languages
- + Further examination of the reviews about the top 10 games
- + Developing keywords in specific languages
- + Further investigation of unlisted languages