



Language Needs Analysis

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CELAN Final Workshop
Brussels, 15 November 2012

Objective

Match the language needs of business users with the services and products made available by the language industry to satisfy these needs

Data Collection

Three questionnaires:

- Business user needs
- Higher Education training providers
- Language industry suppliers

Desk research on resources provided by the language industry

Data Analysis (Needs)

- Sectoral reports:
 - Agro and Manufacturing sector
 - ICT sector
 - Retail sector
- Corporate Language Needs report

Data Analysis (Resources)

- Typology of language industry resources
- Catalogue of Services, Tools, Resources, Policies and Strategies
- Company best practice and success stories

Language Needs Application

The user is presented with a set of 60 questions divided into 4 groups:

- Company details
- Company language needs
- Higher Education language provision
- Language industry tools and services

User interaction

The user does not need to respond to all the questions

The questions can be answered in any order

The user's responses to the questions are recorded

User Assessment

The responses are assessed in terms of two variables:

- Intensity of needs
- Awareness of resources provided by the language industry

Presentation of Results

On the basis of the assessment, the user's position is plotted on a graph with the axes:

- Intensity of needs
- Awareness of resources provided by the language industry

Analysis Graph

The graph is divided into 4 sections:

- High intensity of Needs - Limited Awareness of Resources
- High intensity of Needs - Good Awareness of Resources
- Low intensity of Needs - Limited Awareness of Resources
- Low intensity of Needs - Good Awareness of Resources

Peer Comparison

The user's position can also be compared to that of similar users in terms of:

- Company size
- Company activity
- Company location

Recommendations

Following the assessment, the system provides a series of recommendations aimed at improving the match between the declared language needs and available resources that may satisfy those needs