

# SALT cymru\_

## Document 7

**An account of consultation and dissemination methods used in the project with a reflective study as to their relative effectiveness as ways of working together.**

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Many methods have been used in the course of the project to attempt to bring those interested in SALT together. The relative successes of these are discussed below.

The main method of gaining names for the project was through web signup. An encouraging amount of participants (over 70 names) were gathered in this way. It was found, as expected, that certain industry sectors predominated in the signup, which can be explained by word of mouth within sectors resulting in increased interest within them.

All the 70 participants were sent personal invitations to fill in the SALT Cymru survey. The resulting uptake was encouraging: 48 complete forms were received. The survey was carried out electronically, to increase uptake and simplify the process of completing the form. The survey was encouraging not only in the number of respondents but also in their range of interests. Respondents included users, developers and potential developers in SALT.

Focus groups showed mixed success. It was originally anticipated at project commencement that two groups would be convened as part of the project. The first focus group was successful. Comprising over 80 attendees, it had been organised as part of an already existing meeting (the annual conference of the Association of Welsh Translators). By contrast, another focus group could not be convened. This was not arranged as part of any existing meeting, and there were consequent problems in scheduling mutually convenient times for participants.

As a result of the above findings, two key recommendations for SALT Cymru specialist interest group activity are made. The first is that in convening group activity, use should be made if at all possible of already existing meetings, which may be augmented by group dissemination activities. This provides a means to break out of the vicious circle of a lack of initial awareness/interest in SALT leading to individuals placing low priority on attending any events that seek to encourage its use and uptake.

The other key recommendation is that use should be made of existing networks, whether formal or informal, to spread awareness of the specialist interest group. Individual businesses in similar sectors share a characteristic with speakers of lesser-resourced languages, in that neither exist in a vacuum but have contact with others of similar interests. These networks are not necessarily geographically based ones. Hence, spreading news of the specialist interest groups amongst these networks should encourage greater uptake and mutual enthusiasm.