



User Generated Content in an international environment

Challenges in the open source project speakerinnen.org

Overview:

1. About us
2. It's not only about translations
3. Allllll the things:
 - search
 - static pages
 - dynamic pages
 - tags
4. The end

1. About us

The image is a composite of several elements. At the top left is a logo for "SPEAKERINNEN LISTE". At the top right are links for "Register as a speaker | Log in", "EN", and "DE". The central part of the image features a woman with curly hair wearing a white lace-trimmed top and a black headset microphone. She is speaking into a large vintage-style microphone. In the bottom left corner, there is a laptop screen showing a terminal window with colorful code or script. Overlaid on the laptop screen is a search interface with a white input field containing the placeholder "Search by anything" and a teal "Search" button. Below the input field are two links: "Categories and topics >>" and "Browse all profiles >>". A name tag is pinned to the woman's lapel, which reads: "SPEAKER Marie Curie Two-Time Nobel Prize Winner CONFERENCE".

SPEAKERINNEN
LISTE

Register as a speaker | Log in EN | DE

Organizers, find your speakers

Find women speakers & moderators for your conference.

Search by anything

Search

Categories and topics >>

Browse all profiles >>

SPEAKER
Marie Curie
Two-Time Nobel Prize
Winner
CONFERENCE

1. About us

around 1,700 listed women*

Marta Paciorekowska



diversity & DevOps culture

[✉ Contact](#)

My twitter handle:

[@a_meba](#)

My website/blog:

<https://thatmarta.wordpress.com>

My topics:

feminism open source devops ruby activism
literature translation configuration management
language jenkins comedy

My languages:

English Polish

My city:

Berlin

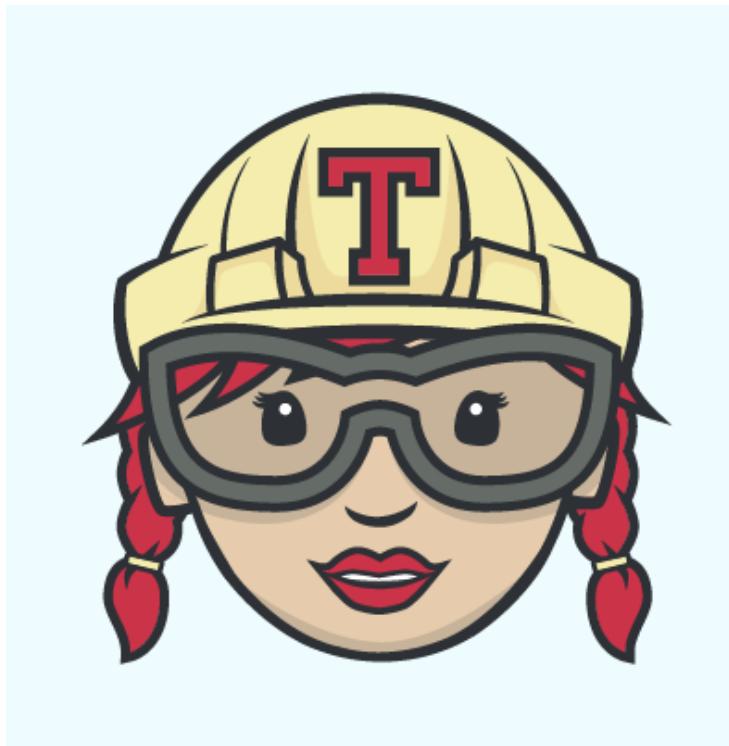
1. About us

@zaziemo



1. About us

@tyranja



Overview:

1. About us
2. It's not only about translations
3. Allllll the things:
 - search
 - static pages
 - dynamic pages
 - tags
4. The end

Already done:

A screenshot of a web browser displaying the homepage of speakerinnen.org. The page features a large black and white photograph of a woman speaking into a microphone. Overlaid on the photo is a banner with the text "Mehr Frauen auf die Bühnen!". Below the banner, a text box says "Finde Rednerinnen, Referentinnen & Moderatorinnen für Deine Konferenz.". On the left side of the main image, there's a laptop screen showing code, a search bar with the placeholder "Speakerinnen* durchsuchen", and a teal "Suche" button. Below the search bar are links for "Kategorien und Themen >>" and "In allen Profilen blättern >>". The top navigation bar includes a logo for "SPEAKERINNEN LISTE", a search bar, and language links for EN and DE. A pink hand-drawn style arrow points from the top right towards the "EN" link.

Already done:

Hier kannst Du Dein Hauptthema und Deine Bio auf Deutsch und Englisch eintragen:

In Deutsch:

Mein Hauptthema auf Deutsch: (Mehr als 30 Zeichen werden nicht angezeigt)

Trage Mein wichtigstes Thema hier nochmal ein. Dieses Thema wird mit Deinem Namen und Bild auf der Speakerinnen-Übersichtseite zu sehen sein.

Daten

Deine Bio auf Deutsch:

Hier ist Platz für eine kurze oder auch längere Bio. Außerdem sollten hier Fachkenntnisse und mögliche Vortragsthemen genauer beschrieben werden. Das hilft Veranstalterinnen und Veranstaltern herauszufinden, ob Ihr die Richtigen für Ihr Event sein könnte.

Du kannst einfache HTML Tags nutzen, um den Text zu formatieren. Zum Beispiel: <i></i>

Maren

Helfische arbeitet als freiberufliche Data-Analystin und

Projektleiterin. Ihre Hauptarbeitsfelder sind

Kommunikations-Controlling, Datenvisualisierung und Social Media

Monitoring.

Bei Ausschnitt Medienbeobachtung gründete sie die Abteilung "Social Media Evaluation" und ist Mitgründerin und Herausgeberin des

Online-Magazins Rosegarden.

Als Vorstand der <a

In Englisch:

Mein Hauptthema auf Englisch: (Mehr als 30 Zeichen werden nicht angezeigt)

Trage Mein wichtigstes Thema hier nochmal ein. Dieses Thema wird mit Deinem Namen und Bild auf der Speakerinnen-Übersichtseite zu sehen sein.

Daten

Deine Bio auf Englisch:

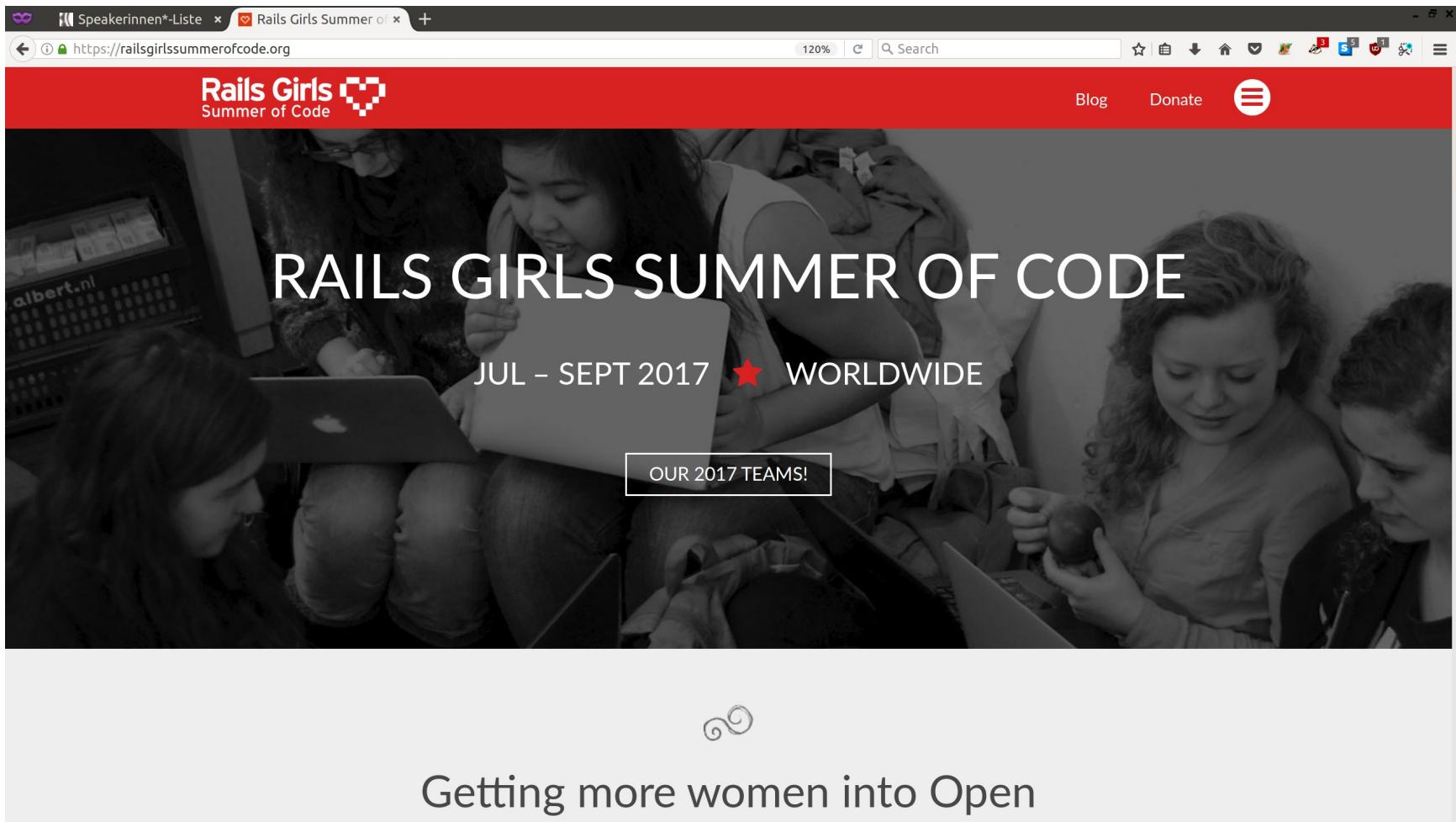
Hier ist Platz für eine kurze oder auch längere Bio. Außerdem sollten hier Fachkenntnisse und mögliche Vortragsthemen genauer beschrieben werden. Das hilft Veranstalterinnen und Veranstaltern herauszufinden, ob Ihr die Richtigen für Ihr Event sein könnte.

Du kannst einfache HTML Tags nutzen, um den Text zu formatieren. Zum Beispiel: <i></i>

Marens Bio

Aktualisiere dein Profil

Rails Girls Summer of Code

A screenshot of a web browser displaying the homepage of the Rails Girls Summer of Code website. The page has a red header with the logo "Rails Girls Summer of Code". The main title "RAILS GIRLS SUMMER OF CODE" is prominently displayed in white text over a grayscale photograph of several women working on laptops. Below the title, it says "JUL - SEPT 2017 ★ WORLDWIDE". A button labeled "OUR 2017 TEAMS!" is visible. At the bottom, there is a decorative flourish and the text "Getting more women into Open".

Speakerinnen*-Liste | Rails Girls Summer of Code | +

https://railsgirlssummerofcode.org

120% | Search

Blog | Donate | ☰

RAILS GIRLS SUMMER OF CODE

JUL - SEPT 2017 ★ WORLDWIDE

OUR 2017 TEAMS!

Getting more women into Open

Really done?



≡ Register as a speaker | Log in EN | DE

Vereinbarkeit von Beruf und Familie achtsamkeit agile agile methoden aktivismus arbeitswelt der zukunft autorin barrierefreiheit big data
bildung bloggen blogger relations blogging blogs change change communications change management
coaching collaboration community building community management content management content marketing content
strategie corporate blogs corporate communication corporate social responsibility crowdfunding css datenschutz design design thinking digital
communications digital marketing digital media digital strategy digital transformation digitale kommunikation digitale medien
digitale strategien digitale transformation digitale zukunft digitaler wandel digitales marketing digitalisierung diversity diversity and
inclusion diversity in tech diversity management diy e-commerce e-learning employer branding empowerment energiewende
entrepreneurship facebook female leadership feminism feminismus film frauen frauen in führungspositionen frauen
in mint frauенquote führung führungs kompetenz führungs kräfte entwicklung games gender gender diversity gender studies generation y
gesundheit gleichstellung gründung hate speech industrie 4.0 inklusion innovation innovationsmanagement integration
interkulturelle kommunikation interkulturelle kompetenzen international relations internationale zusammenarbeit internet internet of things
intersektionalität javascript journalism journalismus jugend und medien kommunikation kommunikationsstrategie
kommunikationstrainings konfliktmanagement kreativität krisenkommunikation kultur kunst körpersprache leadership literatur
management marketing mediation medien medienbildung medienkompetenz medienpädagogik menschenrechte migration
moderation moderation von veranstaltungen moderation von workshops motivation musik nachhaltigkeit networking
netzfeminismus netzkultur netzpolitik netzwerke netzwerken new work new work + arbeiten 4.0 ngo online marketing onlinejournalismus
onlinekommunikation open data open source organisationsentwicklung partizipation persönlichkeitsentwicklung philosophie physik
podcasting politik politik & gesellschaft pop culture popkultur pr pressearbeit privacy programming projektmanagement
psychologie public relations pädagogik queer queerfeminismus resilienz rhetorik ruby ruby on rails schreiben security selbstständigkeit
seo sexismus sexualität social business social entrepreneurship social innovation social media social media für unternehmen social
media management social media marketing social media strategie social media strategy software development sprache startup startups stimme
storytelling strategie stressmanagement und burnoutprävention sustainability teambuilding theater twitter unternehmensberatung
unternehmenskultur urheberrecht usability user experience ux web development wissenschaft wissenschaftskommunikation
wissensmanagement women and technology women in tech wordpress you tube zukunft der arbeit Öffentlichkeitsarbeit

Overview:

1. About us
2. It's not only about translations
3. Allllll the things:
 - search
 - static pages
 - dynamic pages
 - tags
4. The end

3.1. Search

Our Speakers

learning to code

Search



We found 6 speakerinnen! Yeah!
Here you can filter the search results >>

Countries:

Germany 3
Austria 1
Switzerland 1
Netherlands 1

Cities:

Berlin 3
Amsterdam 1
Austria 1
Vienna 1
Zürich 1

Languages:

English 6
German 5
French 1
Italian 1
Dutch 1

Linda van der Pal



My twitter handle:
@DuchessFounder

Concept of a locale

A screenshot of a web browser displaying the homepage of <https://speakerinnen.org/de>. The page features a large black and white photograph of a woman speaking into a microphone. Overlaid on the photo is the text "Mehr Frauen auf die Bühnen!". Below the photo is a search bar with the placeholder "Speakerinnen* durchsuchen" and a teal "Suche" button. To the left of the search bar is a laptop screen showing code. On the right side of the search bar are links for "Kategorien und Themen >>" and "In allen Profilen blättern >>". At the top of the page, there is a navigation bar with a logo, a search bar, and language links for EN and DE. A pink hand-drawn arrow points from the top left towards the search bar area.

Concept of a locale

A screenshot of a web browser displaying the homepage of [speakerinnen.org](https://speakerinnen.org/en/). The page features a large black and white photograph of a woman wearing a headset and holding a microphone. Overlaid on the photo is a white rectangular box containing the text "Organizers, find your speakers". Below this, a smaller text box says "Find women speakers & moderators for your conference." In the bottom left corner of the main image, there's a smaller inset showing a laptop screen with code and a search bar with the placeholder "Search by anything". To the right of the search bar are two buttons: "Search" and "Categories and topics >>". Below these buttons are links "Browse all profiles >>". The top of the page includes a navigation bar with a logo, a search bar, and language selection (EN | DE). A pink hand-drawn arrow points from the top left towards the top center of the slide.

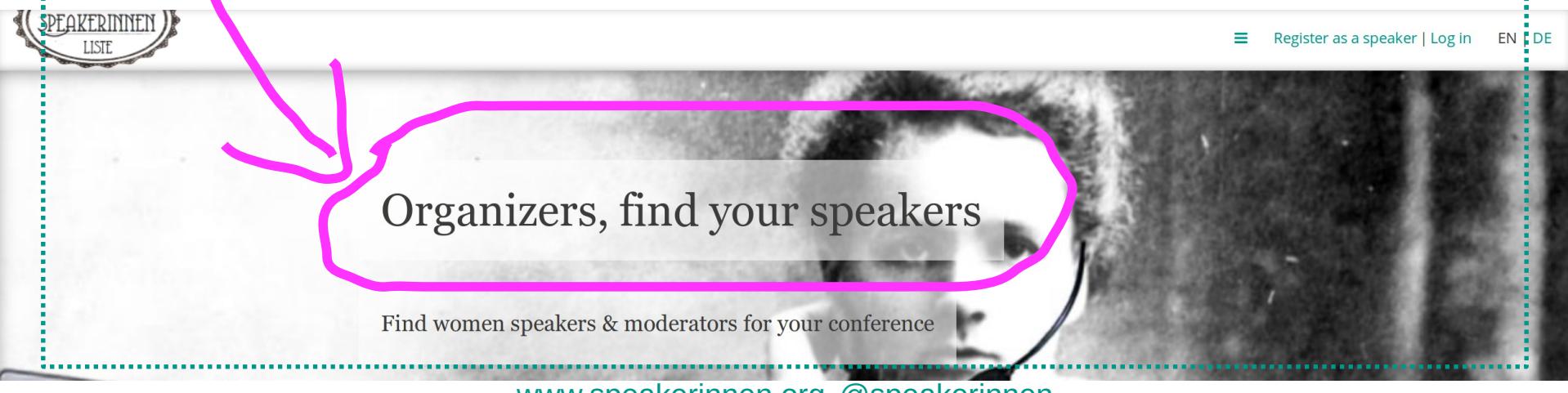
3.2. Static pages with I18n

In app/views/pages/home.html.erb:

```
1 <section id="startpage_start-teaser" class="startpage_photo-bar">
2   <div class="layout-wrapper">
3     <h1 class="box_bg_bg--white"><%= t(:heading, scope: 'pages.home.search') %></h1>
```

In config/locale/en.yml:

```
67 pages:
68   home:
69     search:
70       heading: "Organizers, find your speakers"
71       tagline: "Find women speakers & moderators for your conference."
72       search_text: "Search by anything"
73       search: "Search"
```



3.3. Dynamic pages with globalize

My topics as tags: [i](#)

[German](#) [English](#)

The city, I live in: [i](#)

My twitteraccount:

My website:

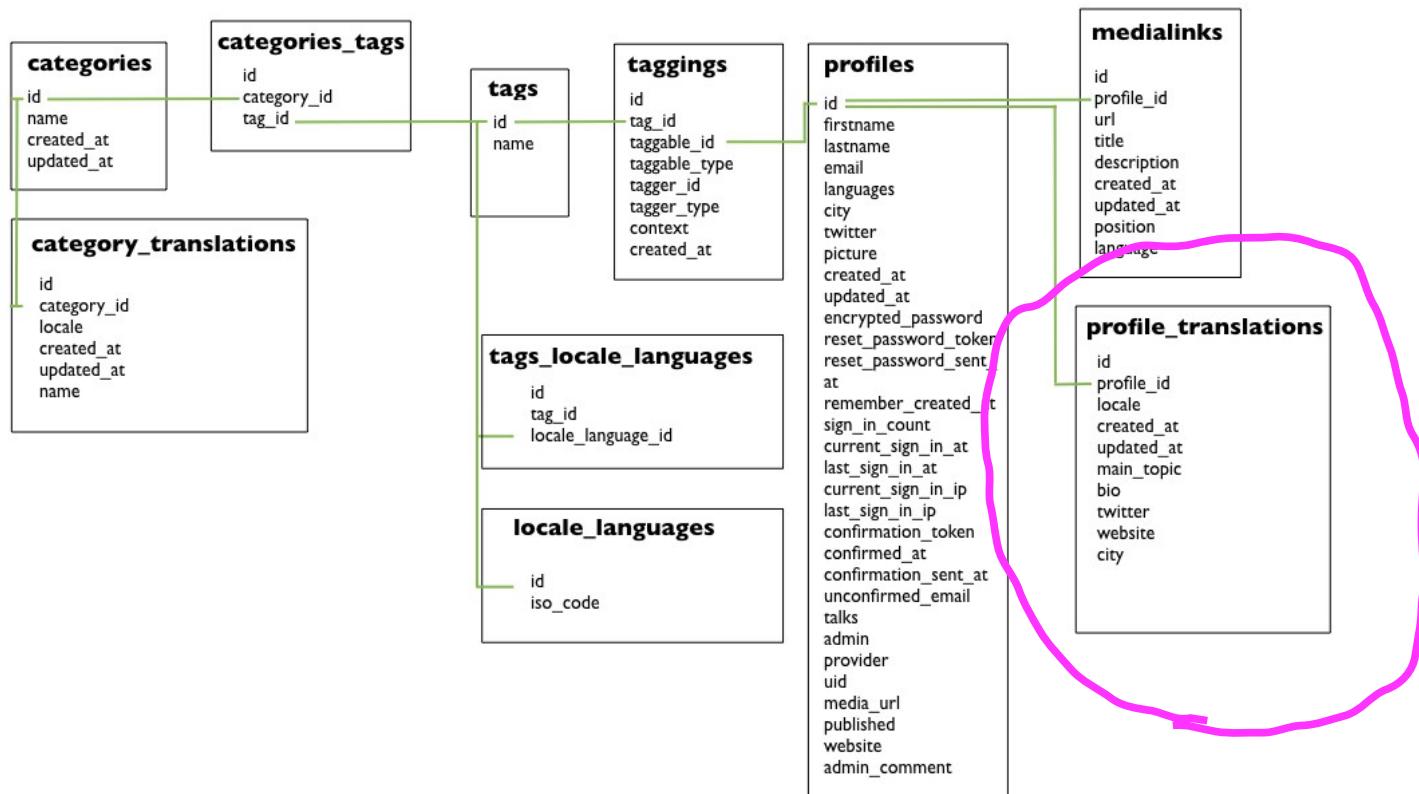
My main topic in German: [i](#)

My bio in German: [i](#)

You can use simple HTML tags to format the text. For example: < i > italic < /i > or < b > bold < /b >.

3.3. Dynamic pages with globalize

Schema of Speakerinnen Database



3.3. Dynamic pages with globalize

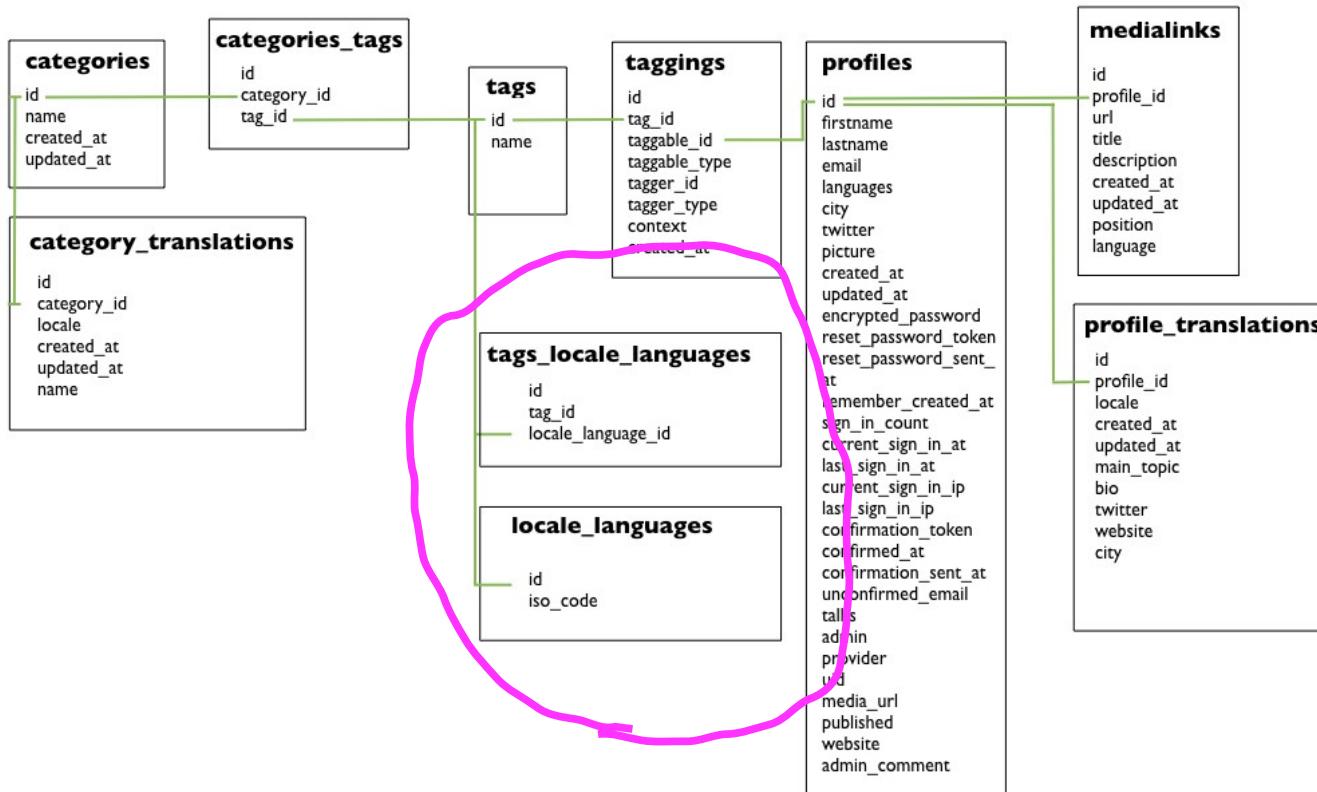
profile_translations table:

profile_id	locale	main_topic	bio	twitter	website	city
1	de	Meerschweinchen	Meerschweinchen sind die Besten!	@mehrschwein		Wien
1	en	Guinee pig	Guinee pigs forever!	@guineepig		Vienna

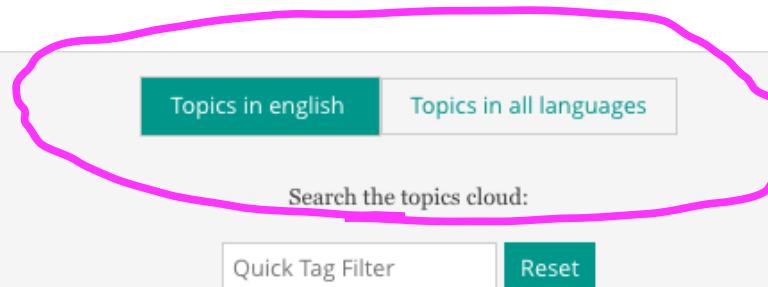
3.4. Tags: languages as attributes

Around 6,500 tags

Schema of Speakerinnen Database



3.4. Tags: languages as attributes



activism agile agile leadership agile project management architecture art artistic practice barcamp berlin big data blockchain blogger
relations blogging blogs body language body positivity branding burnout business change change communications change
management coach coaching collaboration communication community building community management consulting content
management content marketing content strategy corporate blogs corporate communication corporate social responsibility coworking
creative writing crossmedia crowdfunding crowdsourcing csr css cultural studies customer experience cybersecurity data science democracy
depression design design research design thinking devops digital communications digital leadership digital marketing digital media digital media
women digital natives digital publishing digital storytelling digital strategy digital transformation digitale transformation digitalization diversity
diversity and inclusion diversity for leaders diversity in tech diversity management diy e-books e-commerce e-learning education ehealth
employer branding empowerment entrepreneurship entrepreneurship education facebook fashion female leadership feminism
film food foodblogs frontend future of work games gaming gender gender & diversity gender diversity gender equality gender gap gender in
technology gender mainstreaming gender marketing gender studies hate speech hr innovation integration international relations
internet internet of things it java javascript journalism leadership lean startup lgbtqi issues linux machine learning management
marketing marketing & pr media mediation meditation mentoring migration mobile mobile web moderation motivation music
networking new media new work ngo online marketing open data open source participation performance podcasting podcasts pop culture
pr privacy programming prostitution public relations publishing python queer queer theory radio rape culture recruiting refugees religion
ruby ruby on rails science security seo service design sharing economy snapchat social business social entrepreneurship social innovation
social media social media management social media marketing social media monitoring social media strategy social web software
development software engineering startup startup culture startups sustainability team leading teambuilding technology training trans*
transformation twitter usa usability user experience ux web 2.0 web development web video webdesign wikipedia women and technology
women in tech wordpress work-life-balance workshops yoga you tube

Overview:

1. About us
2. It's not only about translations
3. Allllll the things:
 - search
 - static pages
 - dynamic pages
 - tags
4. The end

Thank you – Danke – Obrigado(-a)!



Bundesministerium
für Bildung
und Forschung