

The hard bits

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Yandex:

~4000 Russian Speakers

And me. (И тоже Джагз)

Built on language tools

Search leader in Russia

+ Maps, Money, Mail, Music,...

Search

Originally monolingual

Now multiple languages

Localised results

And personalised...

A lot of learning to do

Russian

3 genders

"Singular", 2-4, lots

Case: use кто:chaals not кого:katya

Big culture => autarky

* **Yandex**.{com,ru,...}

Some localised APIs

...localised services

Moving between them?

(Single Sign On...)

BEM...

(Block-Element--Modifier)

Page component library

Open source

Big in Russia

Adapt for each page

Using BEM

User settings

lang: Flags + ISO codes

Where is it in the UI?

Is the service localised?

Remember my preferences...

Translation

Rules vs statistics

Time to build

Choices available

"Internal biases"

Feedback loops

Choosing standards

Like toothbrushes

Trend: XML -> JSON

Build vs buying tools

Joined W3C, ...

Наши разработчики говорят...

Спасибо

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**There are no foolish questions
- fools do not question**

Yandex

hiμ