

Welsh language apps – some initial observations

Prof. Dr. Daniel Cunliffe
University of South Wales/UK

The introduction of the smartphone and mobile applications has significantly enhanced the opportunities for minority language provision on mobile phones. Despite the potential role that mobile phones might play in supporting and revitalising minority languages, they remain largely unstudied.

This presentation will provide an initial insight into Welsh language Apps available on the Apple (UK) App Store. The analysis is based on a census of apps and structured interviews with app development companies and the Welsh Language Unit of the Welsh Government.

The census identified 439 Welsh language apps, including 189 apps categorized as Education. The Education category appears to be significantly over-represented in Welsh language apps. The presentation will examine in greater detail the characteristics of the Education apps and possible reasons for this over-representation.