

Mediaverse goes to ITACA: accessibility training through the co-creation of accessible 360° Tik-Tok videos

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OBJECTIVES

Research question: How can we make sure our videos reach everybody?

Specific aims:

- understanding user needs and alternative communication channels;
- reflecting on the co-creation process on platforms different from current social media.

These two aims will be achieved by:

- co-creating of a 360° video using virtual reality cameras and the Fader app, and
- adding an accessibility layer in the form of audio description.

The result will be shared through a platform developed in Mediaverse.

METHOD

Who? 10 young students x 2 groups (total: 20 students aged 15-16 years old)

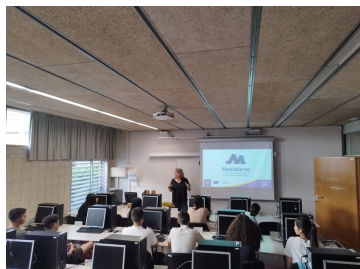
When and Where? UAB, ITACA summer programme (28/06, 08/07 2022)

How?

- Session 1 (2 h).** Research group presentation. Ice-breaking activity to raise awareness about disabilities. Video planning and recording process.
- Session 2 (2 h).** Audio description (AD) of the videos (translating images into words) and uploading in innovative Mediaverse platform.
- Session 3 (2 h).** Production of accessible interactive video with AD and group discussion.

RESULTS

- Co-created 360° interactive video.
- Awareness about accessibility needs.
- Better knowledge of university research in high schools close to the university (knowledge transfer to immediate environment).
- Growing interest in university studies among students who may not be initially interested due to their background: social impact.



Source@FAS_UAB,
Twitter, 28-06-2022

CONCLUSIONS

Excellent collaboration with a social impact between:

- Campus ITACA, a social and educational programme at the UAB: <https://www.uab.cat/web/campus-itaca-1345780037226.html>
- TransMedia Catalonia research group as promoters and facilitators of one activity: <https://grupsderecerca.uab.cat/transmedia/>
- Mediaverse (H2020 project): <https://mediaverse-project.eu/> (grant agreement 957252)

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