



Raising awareness on accessibility through co-created videos using the Metaverse ecosystem: the CROMA experience in primary schools

Anna Matamala, Víctor García-Melero,
Mariona González-Sordé, Estel·la Oncins

Universitat Autònoma de Barcelona, TransMedia Catalonia

anna.matamala / victor.garcia.melero/ mariona.gonzalez/ estella.oncins
@uab.cat

Overview

- The Metaverse project
- The CROMA programme at FAS-UAB
- The project “Hearing with your eyes, seeing with your ears”
 - Aims
 - Methodology
 - Results
- Conclusions

Mediaverse

- Open-source platform that offers tools and services to co-create content.
- Copyright & monetisation.
- Use cases
 - Citizen journalism.
 - Co-creation of 360° videos for social inclusion (migrants, students, persons with disabilities).
 - Artistic co-creation.

CROMA 2.0

- Fundació Autònoma Solidària (FAS).
- Face-to-face workshops to raise interest in learning and improve school linking.
- Children in socio-economic vulnerable situations, area around UAB.
- UAB volunteers offer mentoring.
- CROMA assesses proposals by research groups.

Hearing with your ears, seeing with your eyes

Aims:

- Becoming aware of the needs of persons with disabilities.
- Identifying solutions to make audiovisual content accessible.
- Co-creating a 360° interactive accessible video.

Also, provide feedback to the MV platform.

Methodology

- 1st stage:
 - Preparation of the proposal (detailed documentation)
 - Training the mentors (10 volunteers)

Methodology

- 2nd stage:
 - Co-creation workshops: 8 sessions (66 children from 6 schools)
 - Sessions 1, 2, 3: video recording and getting familiar with 360 videos and cameras.
 - Session 4: You are my eyes. Audio description.
 - Sessions 5-6: You are my ears. Subtitling.
 - Session 7: Speaking with our hands. Sign Language.
 - Session 8: A video for all. Final video and discussion.

Methodology / Results

- 3rd stage:
 - Presentation of final results to other schools: one co-created interactive 360 video per school.
 - Visit to UAB premises.
 - Presentation.
 - Three short activities to keep raising awareness.

Methodology

- 4th stage:
 - Evaluation by CROMA programme.
 - Evaluation by Mediaverse project.

Conclusions

- Impact of the activity on the students but also on the research group.
- Unique opportunity to transfer knowledge from a European project.

More information

- CROMA programme:
<https://www.uab.cat/web/volunteering/socio-educational-programs/croma-2-0-program-1345819590272.html>
- TransMedia Catalonia research group:
<https://grupsderecerca.uab.cat/transmedia/>
- Mediaverse (H2020 project):
<https://mediaverse-project.eu/> (grant agreement 957252)





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