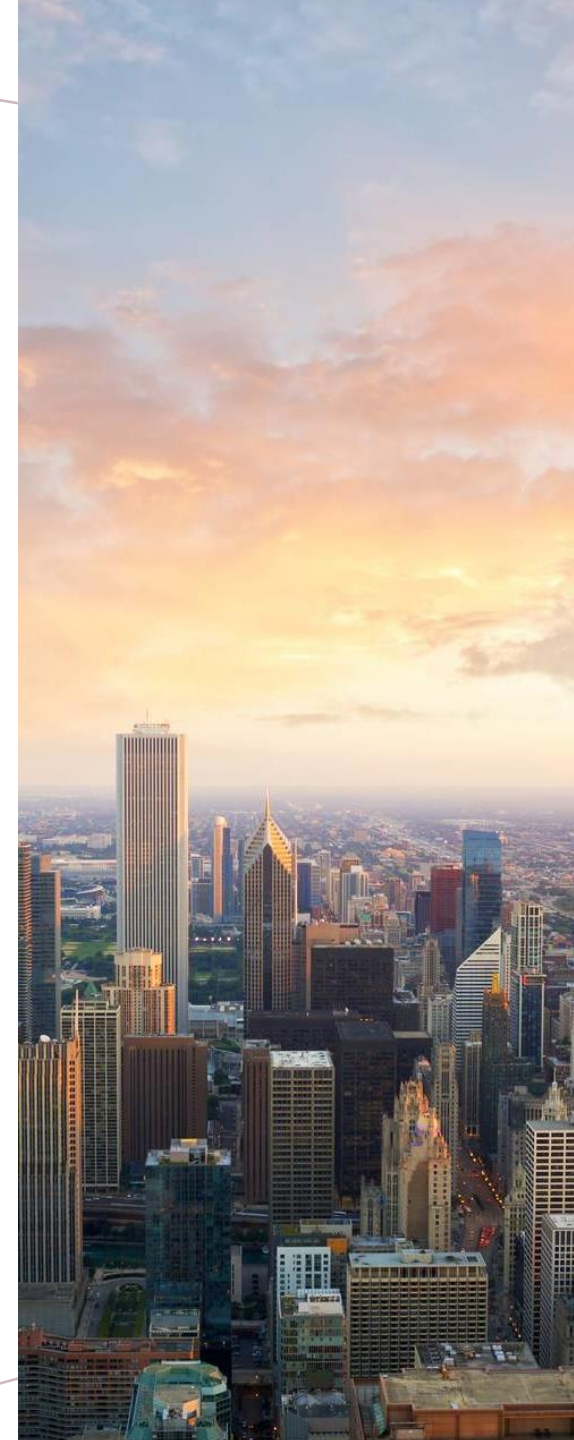


APPLIED ACCESSIBILITY

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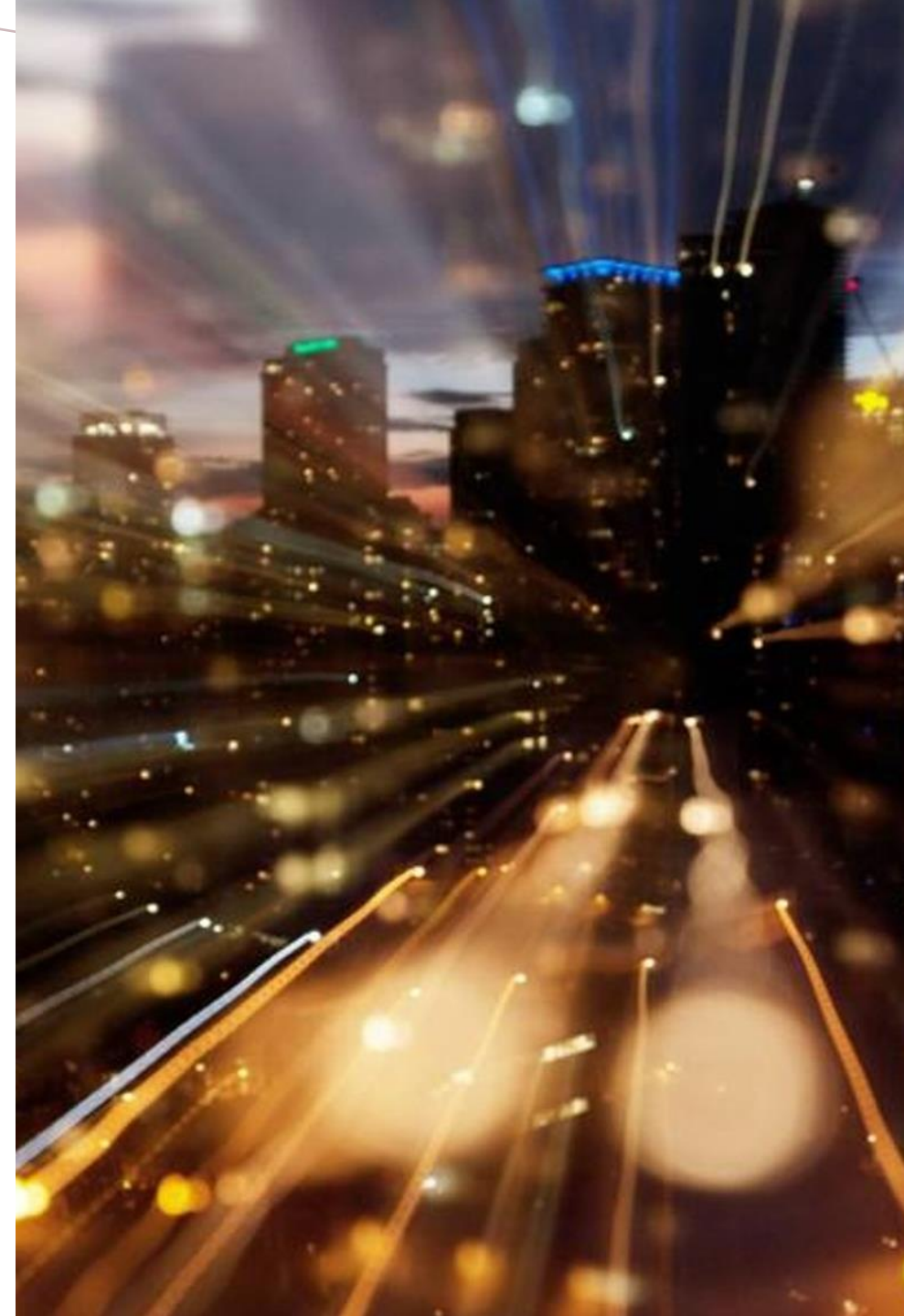
PREFACE

THIS PRESENTATION AIMS TO HELP UNDERSTAND THE IMPORTANCE OF AUTOMATED CAPTIONS ON YOUTUBE AND HOW THIS FEATURE CONTRIBUTES TO MAKING DIGITAL CONTENT MORE INCLUSIVE FOR USERS WITH DIVERSE NEEDS.



INTRODUCTION

YouTube is a popular streaming platform where users upload, view, share, and comment on videos. The site is used for various purposes, including entertainment, education, marketing, and community engagement. YouTube's vast content library and ease of use make it a global go-to platform for millions of users. YouTube ensures its content is accessible to everyone by implementing several accessibility features, one of the most notable being **automated captions**.





KEY ACCESSIBILITY FEATURE: AUTOMATED CAPTIONS

Benefits of Automated Captions:

1. **Accessibility for Deaf and Hard-of-Hearing Users:** Captions allow users who are deaf or hard of hearing to follow along with the audio content of videos. Captions are essential for understanding speech, following dialogue, and catching auditory cues necessary for fully grasping video content.
2. **Comprehension for Non-Native Speakers:** For users who need to be more fluent in the video's spoken language, captions provide a visual aid to help them understand the content better; this also aids in learning new languages and improving vocabulary.
3. **Enhanced User Experience in Noisy or Quiet Environments:** In situations where users can't listen to audio (e.g., in a noisy public place or a quiet library), captions enable them to continue engaging with the content without sound.
4. **Support for Learning Disabilities:** Users with specific learning disabilities, such as auditory processing disorder, may find it easier to comprehend content when presented in audio and text formats.

HOW THE FEATURE REFLECTS WEB ACCESSIBILITY PRINCIPLES

The implementation of automated captions on YouTube aligns with several fundamental principles of web accessibility:

- **Perceivable:** The feature ensures that content is available in multiple formats (audio and text), making it perceivable to a broader audience, including those with auditory disabilities.
- **Operable:** YouTube provides an easy-to-use interface to turn captions on and off, allowing users to control their experience according to their needs.
- **Understandable:** By providing text representation of spoken content, captions enhance comprehension for users who struggle with audio alone, ensuring that the information conveyed is understandable.
- **Robust:** Automated captions are designed to work across different devices and environments, ensuring that the feature is consistently available, regardless of how a user is accessing YouTube.

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THANK YOU

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