

## Youtube Presentation

### General Application Overview: Gursimrat

Youtube is one of the most popular sites used to watch videos on the internet in today's world. Users can watch videos, upload videos by creating their own channels, like/comment/share other YouTube videos, subscribe/follow other channels and create playlists to organize videos and group videos together.

Youtube. Youtube has clearly become one of the largest used sites for uploading videos as well as marketing. I'm sure Youtube is a site that each and every one of you has used to view content at some point. In fact, as of 2013, Huffington Post published an article stating that 1 billion unique users visit youtube every month. Evidently, 1/7th of the world's population has access to this entertaining site and marketing tool. However, today we will be exploring options in terms of Youtube's accessibility, (which is support for special needs) and regionalization, (support for users in other countries) options. As a site founded in California, it will be interesting to see what these options may look like for users worldwide.

### Accessibility: Gursimrat

First of all, let's discuss Youtube's accessibility. But what exactly is accessibility?

Accessibility relates to supporting users with special needs so that they can make use of an application despite their physical impairment. Since youtube is meant for viewing videos, it seems like someone who is fully visually impaired could not be able to get any use out of this site. In fact, when users access Youtube settings, there are not any settings you find in terms of accessibility, even though options like language are there.

### Visually Impaired: Gursimrat

However, youtube does offer options outside of the site itself, one of which is using a screen reader. Screen readers are software applications that convey what people would see to visually impaired users through a braille device or text-to-sound methods. Additionally, for users who are not fully visually impaired, youtube can be made more accessible by changing the font size on your browser or device. This can be done for google chrome, safari, firefox, Android, iPhone, iPad, and others as well. Another option that is available is keyboard shortcuts, which are automatically enabled when users are on youtube. For example, the space bar is used to pause or play, the up and down arrows can be used to put volume lower or higher, the letter j can play ur video ten seconds backwards, and the letter L can play it ten seconds forward, as well as many other keyboard shortcuts available. Finally, if users with visual disabilities have trouble finding content on youtube, something they can do is subscribe to an RSS feed. Simply described, an RSS is a way to have information delivered to users instead of them having to go find it, almost like a newsreader where all the info a user needs is displayed in one place. Visually impaired users could have an RSS downloaded and link their preferred youtube channels to it for easy access. Overall, none of these settings are provided directly on the youtube site. However, they can be made and adjusted based on what device or browser a user has. In conclusion, Youtube can be used by users with visual impairments.

### Hearing Impaired: Khushi

some issues that a person with hearing impairment could be is having the ability to hear the "YouTubers voice", or the audio of the video, knowing what words he/she or speaking during the video and the tone of the speaker, and knowing if the video is in sync with the video. These are the main features of a youtube video, so it would be very hard for them to watch a video without audio or understanding what's going on. There have been options, setting and other supports from the application that provide for hearing impaired users such as providing subtitles/captions. subtitles or captions are the words showing at the bottom of the videos that explain what's being said or what's happening. The term "subtitles" typically refers only two spoken content whereas "captions" also include descriptions of non-speech sounds such

as music applause and laughter. This helps a user due to watching and reading the video and understanding what the “youtuber” is saying about the situation or the content within the video. But since there aren’t any humans involved the captions they produce can be wildly inaccurate and leading the user to a different thought about the video. Another support option for the hearing impaired is when the youtube provides a summary of audio and video content. A video summary can help the user understand the video more with a simple list of topics, songs or the main points of the video. Knowing the tone of the video is still unshowable, but hopefully, the user can tell by the facial representation. Youtube does not have the option or support to help to hear imported user know if the video is not in sync with is an issue because the user would most likely want to know if the subtitles match the video, if not the visual representation does not make sense, and will maybe make the user upset.

#### Motor Coordination: Khushi

Issue/difficulties a user with a motor impairment has using youtube could be having to scroll through pages, changing the setting or the video or the video itself, and pausing, changing the volume or speed of the video. There haven’t been any drastic ways to support the Application but by using google, the Company has developed the accessibility services switch access and voice access in order to provide motor impaired users with alternate means of operating their devices. By using switch access, users press one or more physical hardware buttons to scan through items on their screen and select the one they want. But by voice access it lets users speak their commands to the device in order to tap, scroll or enter text. This installment has helped users with motor impairment a lot, but more could be done to help these users.

#### Different Design:Khushi

If Youtube was designed for an impaired person from the ground up, and that it would still be designed for non-impaired users it would not be as different as expected. Youtube is one of the most popular sites used to watch thousands of different people every day, for entertainment, knowledge purposes, and just for fun. The major difference Youtube would have if it was designed for impaired users would be subtitled would automatically appear would a video starts, and step by step instructions would appear on the screen showing how to work the settings, and what not.

### 3. **Regionalization:Alisha**

Now we will continue with regionalization. Regionalization options relate to supporting users living in different countries or speaking different languages. Regionalization also considers differences in date & time formats and different measurement units for temperature and distance.

#### Language:Alisha

Moving on, the main issue non-English speakers would want to know about are, are there YouTube videos in their language? To answer that question, I went on YouTube’s website to look at some statistics. I found out that, you can navigate YouTube in a total of 80 different languages, which amounts to 95% of the internet population, to do that you just have to search up videos in your language and they will come up, which is great. That’s because, it has a great reach to many users, and is very beneficial towards these users and YouTube. Not many applications, reach that big of a target audience, and since YouTube can do that, it gives hope for the people that also want to be apart of the internet community. YouTube, still has ways for improvement, and with the right amount of time and dedication, they can add more languages to the platform, which can allow others to join in on, what is going on in the world.

#### Location:Alisha

Speaking of the world, that leads us to our next topic, location. YouTube has launched local versions in more than 90 countries. To access these localized versions, all one has to do is go to settings and enter your location in the location tab. This is great, because people are able to find more localized content (ads for restaurants, recreation, etc) that they are familiar with. These ads can help local businesses gain more customers, without having to go through a lot of struggle. Localizing YouTube, also gives users more of a sense that they are in their country and not some other foreign place that they do not know about. This gives the sense of more comfort, and allows them to believe that there are other people like them that are also using the application.

If YouTube was made by a small country, for example, Sweden, I'm pretty sure it would ask users for location, language, etc, while you start it up. Then it would lead the user towards its most relevant content towards them. I believe it would be this way, because that is how Spotify is set up, and it was made in Sweden. If one Sweden company does it this way, and has become very successful, I believe another one, which is similar to it, would want to set up in a similar way to gain a similar amount of success.

#### Conclusion: Khushi

In conclusion, my partners and I discussed the accessibility of Instagram in terms of visual impairments, hearing impairments and motor coordination. We found that there are options available for the visually impaired, hearing impairments, and motor coordination which is a positive side, since Youtube is a worldwide app and millions of people use, but we can still have more settings for these impairments. We also discussed regionalization which is location and language. We found that Youtube offers a total of 80 language options. When discussing location, we came to the conclusion that Youtube gives users more of a sense that they are in their country and not some other foreign place that they do not know about. Thank you for listening to our presentation, and we hope that you enjoyed.