<u>Instagram Presentation</u>

<u>General Application Overview: Alisha</u>
<u>Summary</u>
I'm pretty sure many of you have heard of Instagram and use it in your everyday lives. It is very crucial to this day and age, as we live in a technological world. Instagram is a free social media app, which allows users like us to edit and share their photos to others that follow them. It also allows users to communicate with each other, and learn about the world around them, depending on what they follow. This app is great for friends or family that live far from each other. That is because they can communicate with each other and post pictures on what happens in their daily lives. Instagram is a great way for us North Americans to express and share our lives, but is it the same experience for the rest of the people around the world? To me, that is impossible, since we live in a world of more than 7 billion people, that all come from different countries, backgrounds, and cultures. Today we will be analyzing, how Instagram has been made in terms of accessibility (for the visually impaired, hearing impaired, and motor coordination impaired), and regionalization (language, time, measurement, etc.).

   b.   Provide a screenshot of the application related to accessibility (see below)
   c.   Provide a screenshot of the application related to regionalization (see below)

2.Accessibility
Accessibility options relate to supporting users with special needs so that they can make effective use of the application in spite of their physical impairment.

<u>Visually Impaired: Alisha</u>
We will start our presentation with accessibility and Instagram. With that, we'll talk about some issues that a visually impaired person could have with this application. Most visually impaired people would have problems with colours, text size, and text width. Some people are colour blind, mainly red and green colour blind, so they can't tell what colour they are looking at. However, users can describe their picture in the caption, to make others understand what is in the picture. Some people struggle to read small words, so they might find it difficult to use Instagram since everything is written pretty tiny. One way to solve this problem is to adjust the word size on your phone, through settings to make it bigger and bolder. That way users can read the text. If that still does not work, one can either go to settings or download a screen reader onto their phone, so that the phone can read the text to the user. Users can also find more help with accessibility by going to the help center on settings   Instagram.

<u>Hearing Impaired: Khushi</u>
Instagram is a very popular app amongst many teens adults and children. It gives you the opportunity to know what others are doing, and discover new things, but Instagram does have issues on how the hearing impaired community can enjoy these luxuries as well. Such as hearing videos that were posted, listening to new artists or music within the app or stories, and to learn new things by Instagram's new "igtv". Instagram has so far created any options, settings, and other supports to help the hearing impaired which is not fair to the people that have hearing impairment unless the uploaded him/her self adds subtitles to their content. Instagram is a famous app all around the world with millions and millions of users. Which means everyone has their own ideas to share by expressing them using words. Unfortunately, the hearing impaired community cannot know about. This is a major issue for them, because people with hearing impairment are members of our society as well, and they should not be excluded by their problems. People today are designing new ways to build new cars, buildings, extending

different types of models but no one is thinking about the struggles a hearing-impaired human is going through. Instagram is a big company with thousands of people working for the company, they can help by adding subtitles to all videos, or and segments. Just by simply add a setting for subtitles it can help thousands of users that have a hearing impairment.

Motor Coordination (Use of hands): Alisha
Some issues that a person with motor impairment could have been liking posts, swiping up and down to look at posts, and doing others. These are the main functions of Instagram, so it would be very hard for them to use it. So far there aren't any accessibility options, settings, or supports from the application, which is not fair to the people with motor impaired issues. This is a huge problem for them because they are not able to use the app that is number 1 in top free apps. It is a problem because it leads to the question, Should phones even be made for motor impaired people? This is a problem, because motor impaired people are humans too, and should not be defined by their problems. New innovations are being made every day, so why aren't innovations being made for our fellow human beings. Motor impaired people deserve to be able to use phones just like us. Instagram can help them by making it more accessible through speech commands, and less swiping. If Instagram starts to input these accessibility features, then other apps and companies can follow in suit, making phones more accessible to motor-impaired users.

Different Design: Khushi
If Instagram was designed for an impaired person from the ground up, and would still be designed for non-impaired users it would be very different. Instagram doesn't have the best support for hearing impaired users when it comes to using their app, even though millions of people use it. If Instagram was originally designed for hearing impaired users the app would be more interesting to start off with. The main thing would be when any video is uploaded subtitles so everyone can enjoy the video.

Regionalization: Gursimrat
Moving forward, we will be discussing options relate to supporting users living in different countries or speaking different languages, which is called Regionalization.

Language: Gursimrat
When using Instagram, there are different options available to users who may speak a different language. Once someone has created an account, they can change the language settings by clicking settings (as you can see on the slide), and then clicking account, and finally, language where there are 34 language options available. Once a user selects a different language, Instagram closes and reopens itself, with any writing changed to the user's preferred language. However, there are thousands of languages (roughly 6500) spoken in the world today, and Instagram only offers 34, most of which are European languages and some of which are languages found in Eastern Asia. This clearly poses a problem for the other 99.5 percent of languages spoken in the world, as people speaking only those languages cannot use Instagram. Additionally, even when users change the language settings to a different language like Korean for example, numbers (for example used for time) do not show up in Korean, and posts that users across the world have made with captions in other languages like English, would not automatically translate to Korean. This limits how much someone across the world can enjoy the variety of content on Instagram, as language limits them to only being able to understand content that is local or in their language.

Location; Gursimrat

Speaking of local content, moving forward, let's discuss how location affects a users experience on Instagram. First of all, it's important to understand the reason why Instagram asks users for their location. To summarize, Instagram users are presented with different posts and ads based on their location. For example, businesses may tag their location to attract Instagram users who are nearby. In this way, an Instagram users experience is personalized based on things they may be interested in, all by simply providing a location. Now, in areas where Instagram is popular such as the U.S, users see posts and ads that are relevant to them. In other areas where Instagram is not a popular tool for business and advertisements, users receive a less personalized experience. A person living outside of North America, may not see how Instagram is a useful tool for them, even though the user interface is the same as it would be for someone in North America and things like time and date are changed automatically based on location. Despite this possibility, there are still many countries outside of North America in which Instagram is usable and quite popular as well, which is the case for many European countries. Luckily, users can find posts themselves using some tools on instagrams. When it comes to settings for different locations, Instagram allows users to tag locations in their posts as I previously mentioned, as well as search for location tags (as you can see on the slide). Overall, Instagram does not necessarily present difficulties as it appears and works the same way worldwide, however it is less of an experience in areas where Instagram is not popular because it is less useful and less personalized.

Now if we were to imagine that Instagram was designed by a company from a small country like Sweden. Assuming that it would still be designed for North American users, how might it be different from the current application?: Gursimrat

Well, Instagram was aimed at North American users from the start as it was made in California, which is of course in North America. And it was a success from the start, with over 1 million users only two months after being launched. It can be said that part of the reason it was so successful, is that the creators were from here, and we're aiming to attract users just like themselves. If Instagram was made by a company from a country like Sweden, it is possible that it would not be as successful in terms of how many users are using Instagram today as a Swedish company would potentially not understand North American users. In addition, based on how advanced a country is in terms of software development. would also affect how visually appealing Instagram would be to use. As of right now, for a fully able person, Instagram is very easy to use and appealing to look at, unlike others such as. However, it is possible that this would not be the case if it were designed by a smaller country.

Conclusion- Gursimrat
To summarize, in this presentation, we 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 as well as those with hearing impairments, but Instagram is yet to create options for those with motor coordination issues such as speech commands. We also discussed regionalization which is location and language. We found that Instagram only offers 34 language options, which limits how much other users across the world can use and enjoy Instagram. When discussing location, we came to the conclusion that Instagram does not appear differently for non-north American users, but it can be less of an experience as it is less useful and less personalized. In conclusion, we would like to thank you for your time!