



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

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# Overview

- The Mediaverse 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 provides you with 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: QUANTES MONITORES?
  - Preparation of the proposal (detailed documentation)
  - Training the mentors

# Methodology

- 2nd stage: 66 children from 6 schools.
  - Co-creation workshops: 8 sessions
    - 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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