



# Tips for Accessible Online Learning





# HI, I'M ELISA.



Content Marketing Manager at 3Play Media



I manage our content strategy & awesome content team



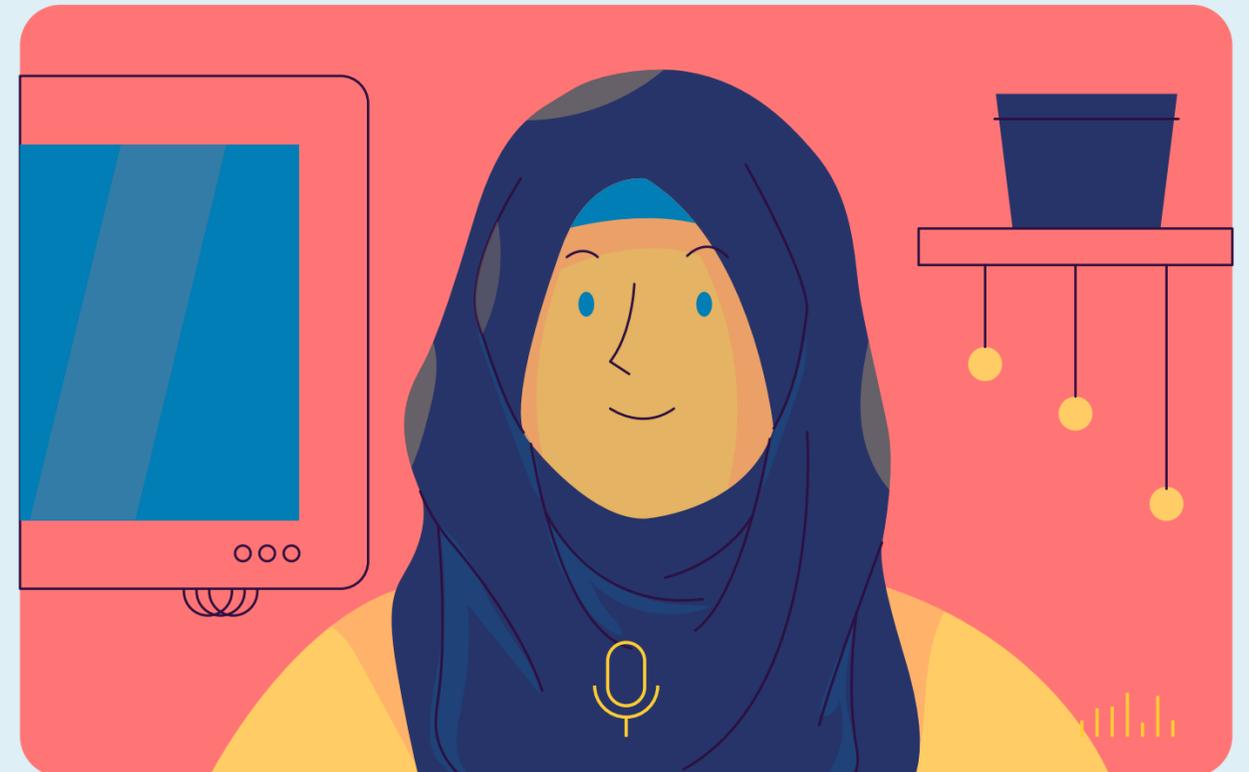
Passionate about web accessibility



Lover of dogs and all things crafting

# Agenda

- 1 Accessibility and Online Video Stats
- 2 Research on Benefits of Captions and Interactive Transcripts for Online Learning
- 3 Tips to Make Your Online Learning Accessible
- 4 Additional Resources



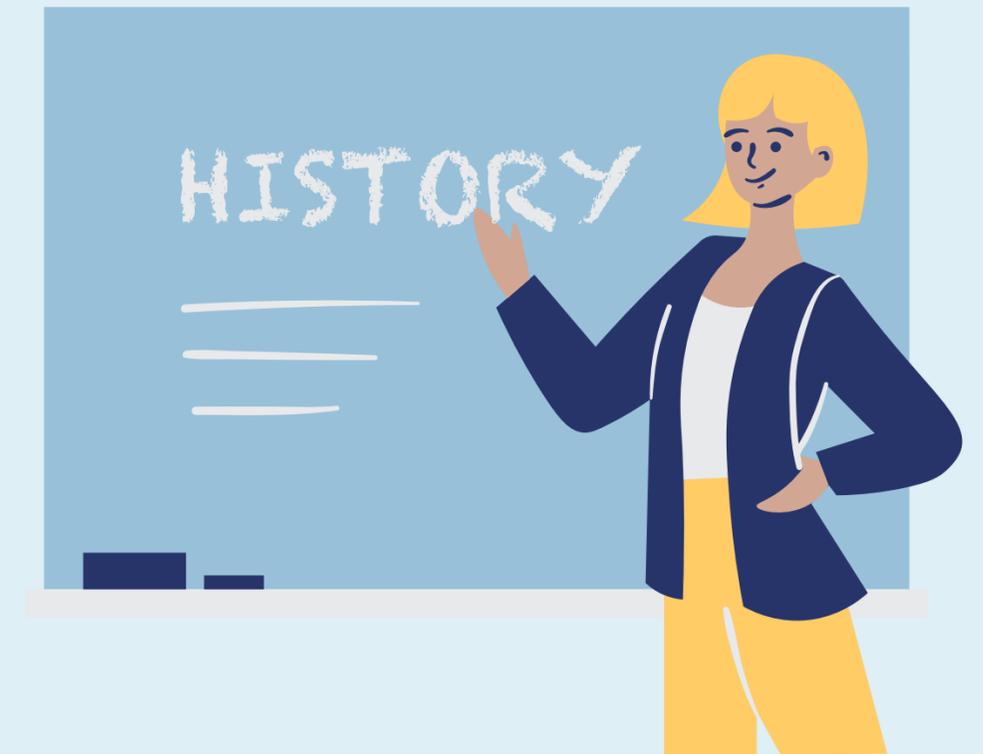
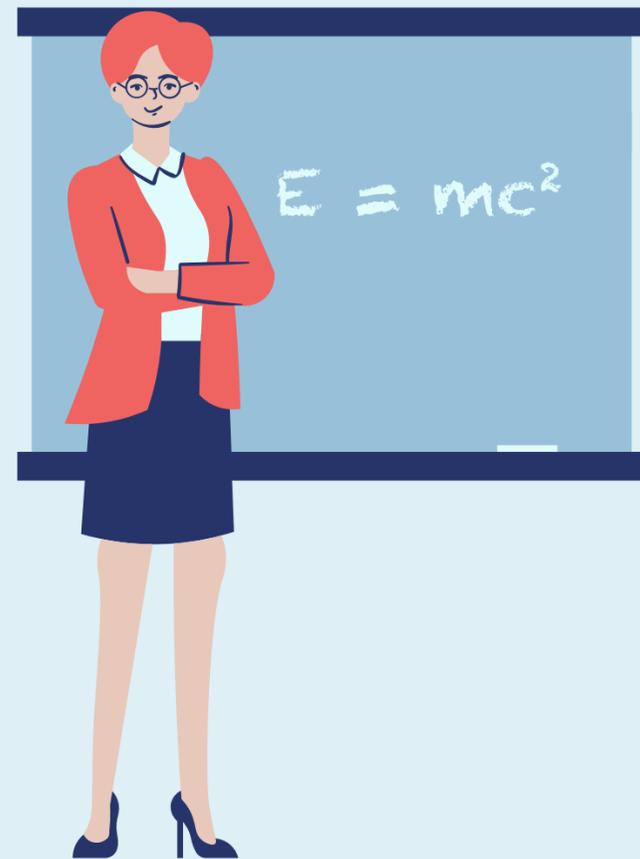
**Approximately 48 million  
Americans have some  
degree of hearing loss.**

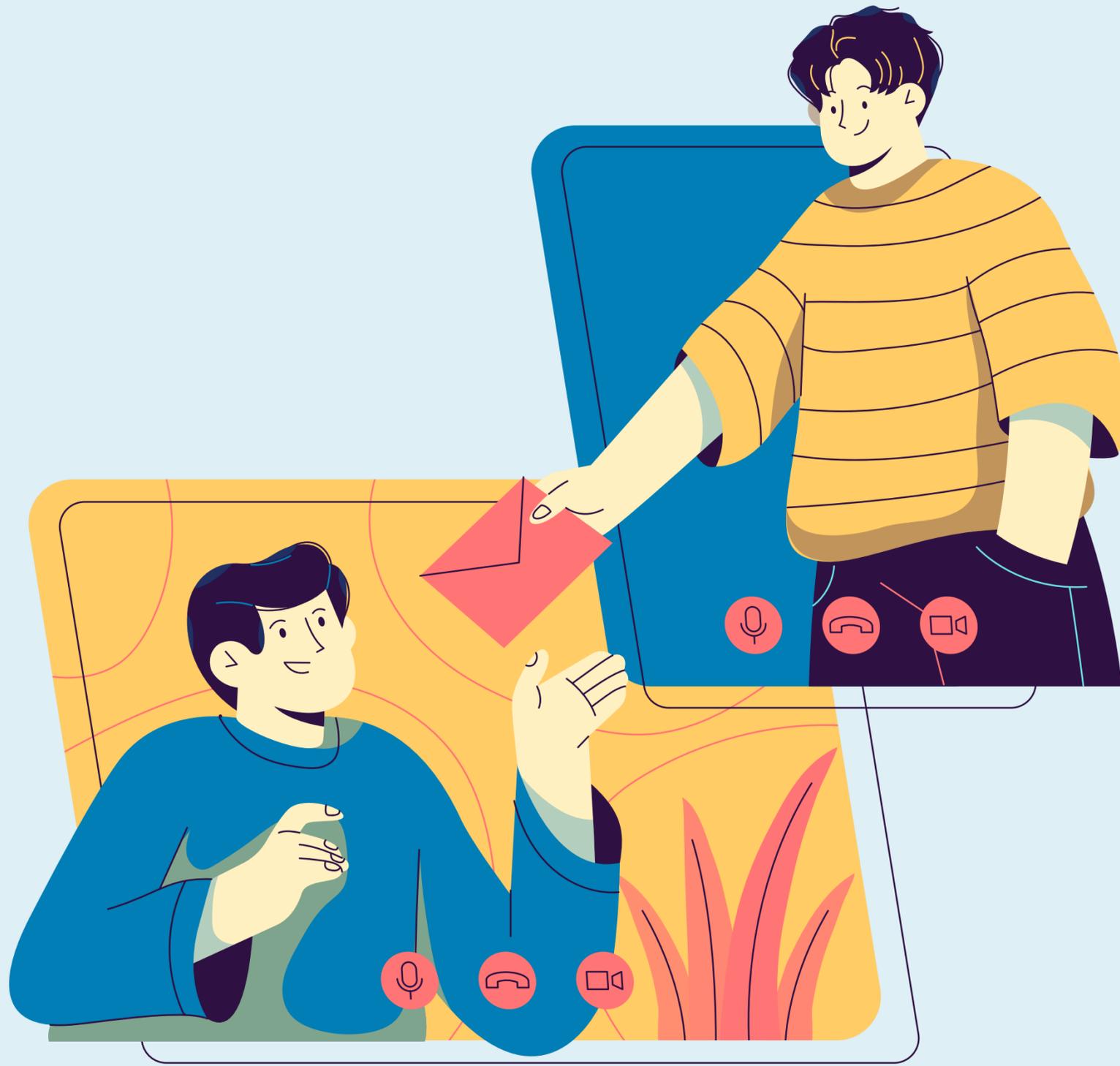




**60% of those who have hearing loss are either in the workforce or in an educational setting.**

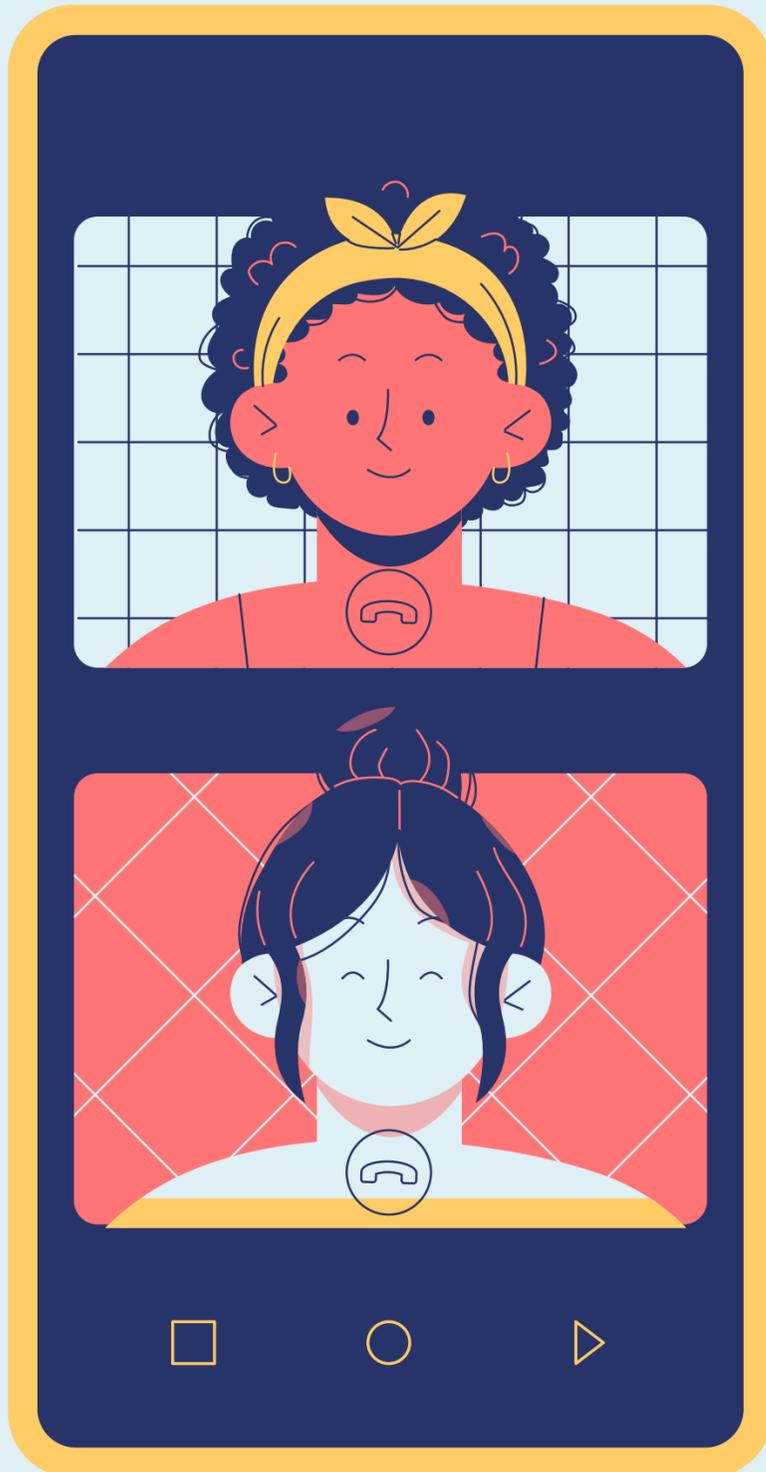
# They could be in **YOUR** classroom!





# Even if they're not...

Accessibility tools benefits all students and learners. The research proves it!



# The Research

How Closed Captions and  
Interactive Transcripts Impact  
Student Learning (USFSP)

Student Uses and Perceptions of  
Closed Captions & Transcripts  
(OSU)

# Defining the Terms

## Closed Captions:

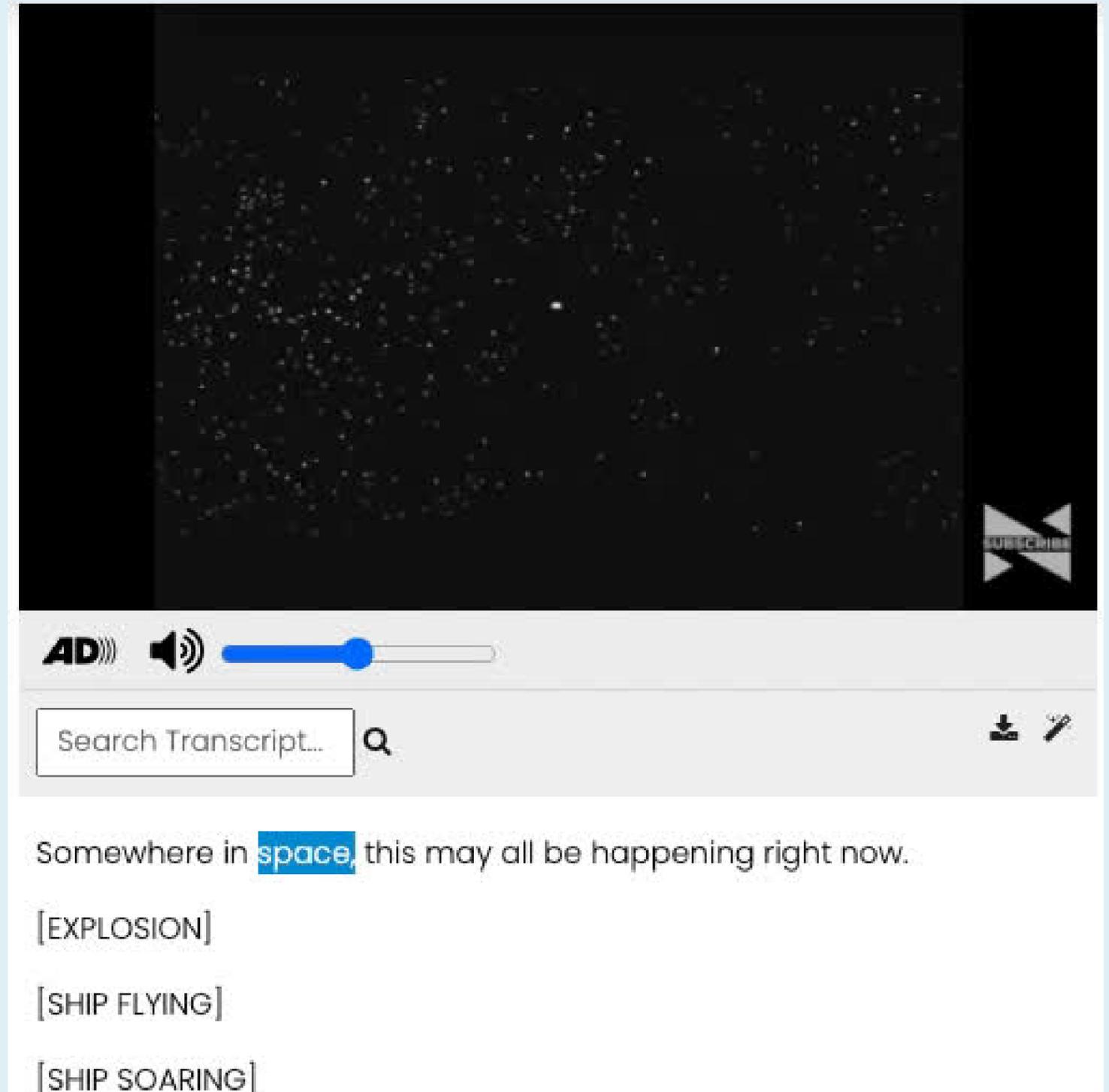
Provide a text alternative to relevant auditory information. They are time synchronized and include speech, speaker labels, and all critical sound effects.



# Defining the Terms

## Interactive Transcripts:

Are time synchronized and highlight the words in the transcript while they're being spoken. They allow a user to search the video and jump directly to that point.



# The USFSP study revealed that:

- ✔ 42 percent of students use closed captions to help maintain focus.
- ✔ 38 percent of students use interactive transcripts to help with information retention.
- ✔ Test scores increased by 3 percent for students who used closed captions.
- ✔ Test scores increased by 8 percent for students who used interactive transcripts.





# OSU Study Findings



98.6%

of students find captions helpful.

65%

of students say captions help them focus.



50%

of students repurpose transcripts as study guides.



**71% of students without hearing difficulties use captions at least some of the time**

75% of students that use captions said they use captions as a learning aid



# Qualitative Responses

“I am a **visual person**, so having the text there helped me better memorize the material.”



“I can focus better when I read what is being said.”



“I’m not exactly sure how to explain how it helps, but I know for certain that it does.”



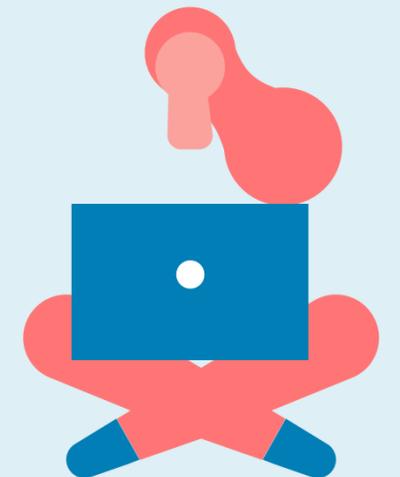
“Because the class uses **technical law terms**, the transcripts help grasp what the professor was talking about.”



“I’m not a native English speaker, so it helps me to understand better.”



“If I can’t understand [the professor] or miss something, I can find it on the screen.”



# 3 Tips for Accessible Online Learning

I'll take you through 3 things that you can do to make YOUR virtual classroom more engaging & accessible.





1. Use an accessible platform & tools



# Zoom and Google Are Two Great Options

The Zoom logo is written in a lowercase, blue, sans-serif font.

Zoom tests their products with **assistive technologies** and continually listen to customer feedback to build products that fit everyone's needs.

The Google logo is written in its signature multi-colored font: blue 'G', red 'o', yellow 'o', green 'g', and red 'le'.

Users with **disabilities** can participate in Google Meet video meetings using **accessibility features** in Meet, Chrome Browser, and Google meeting room hardware.



# They both offer many interactive features including...



CHAT WINDOW



POLL QUESTIONS

SCREEN  
SHARING/PRESENTER  
VIEW



Q&A



REMOTE  
ANNOTATING/  
DIGITAL WHITEBOARD





## 2. Add captions to your live classes



Captioning your online learning content offers a number of benefits. While captions provide access to students with hearing loss, studies have proven they also improve learning for all learners.

# zoom

Transcripts are automatically generated and synchronized to make it easy to search and review recorded meetings.

Zoom integrates seamlessly with 3rd party closed captioning providers - like **3Play Media!**

# Google

Google has one-click live captioning available in Google Slides and Google Hangouts Meet.

When enabled, captions are displayed in real time across the bottom of each app's screen.



# Best Practices for Live Captioning

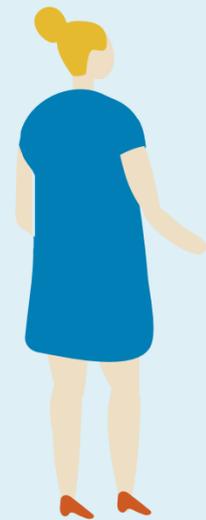


Make sure you have a strong and reliable network connection

Find or create a space with little to no background noise.



Use clear speech and correct pronunciation

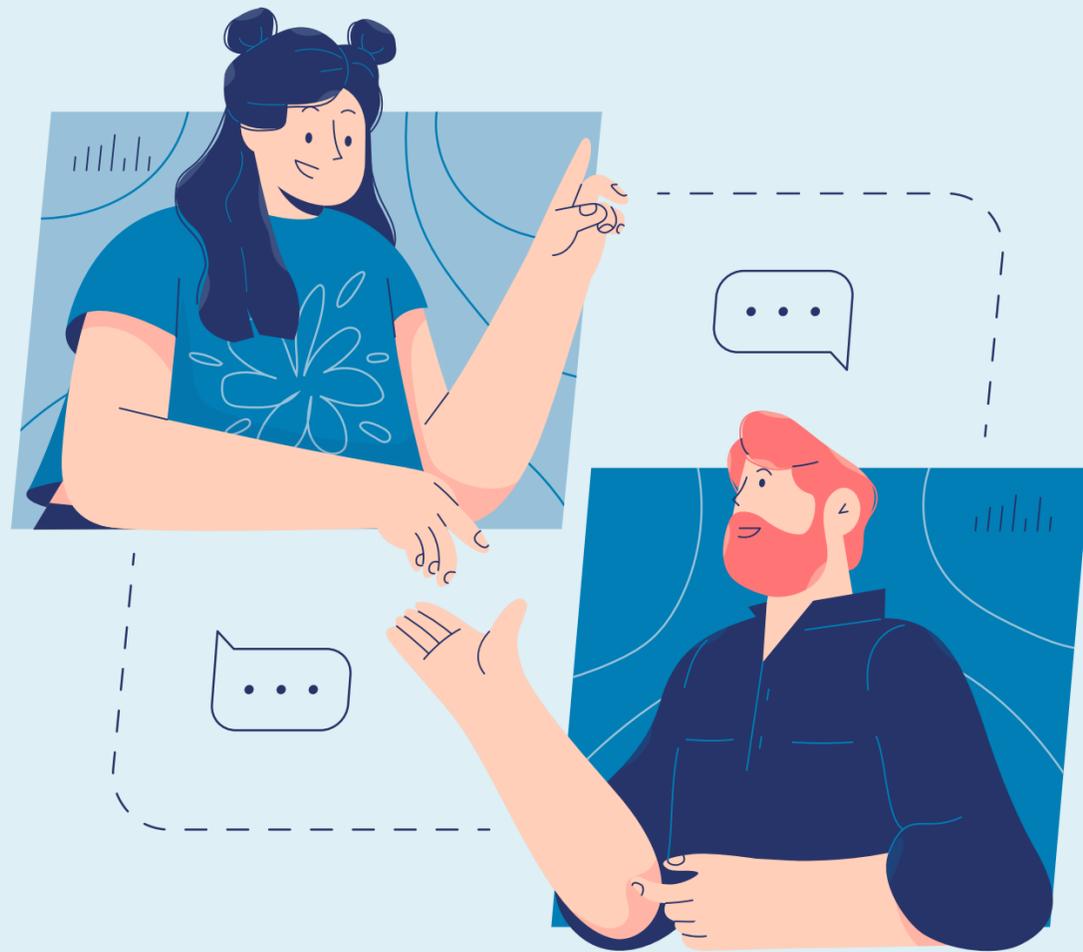


Have only a single speaker at a time



Use a microphone to ensure good quality audio





### 3. Post interactive recordings of your live courses

In addition to live video, video recordings are a great way to provide education to students in a virtual classroom.

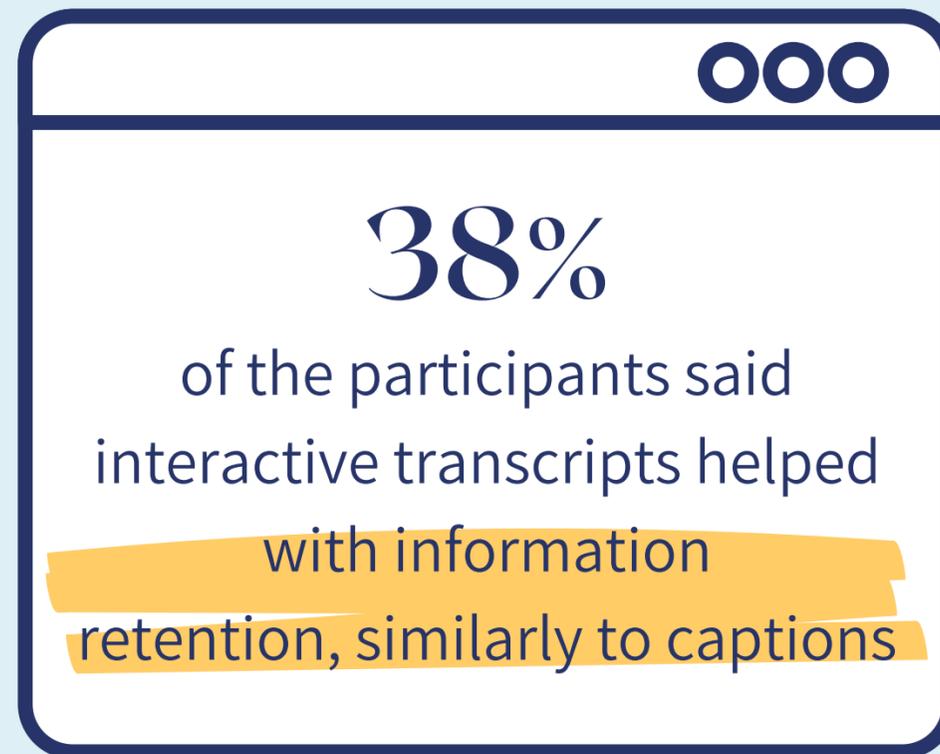


59% of participants found interactive transcripts at least slightly helpful and 53% of participants found them moderately or extremely helpful.

Adding interactive transcripts to posted video makes them more engaging and easier to follow.



## Participants in the study noted three benefits of interactive transcripts:



When students have the option of turning off tools such as captions or transcripts, they **rarely** do so. Most students employed the tools during their coursework.



# What can we conclude?



## **Your Students Can Benefit from Accessible Online Learning**

The research shows that whether or not your students have hearing loss, captions and interactive transcripts benefit learners by helping with comprehension, focus, and retention.

## **Adding Accessibility to Your Online Classroom Doesn't Have to Be Hard!**

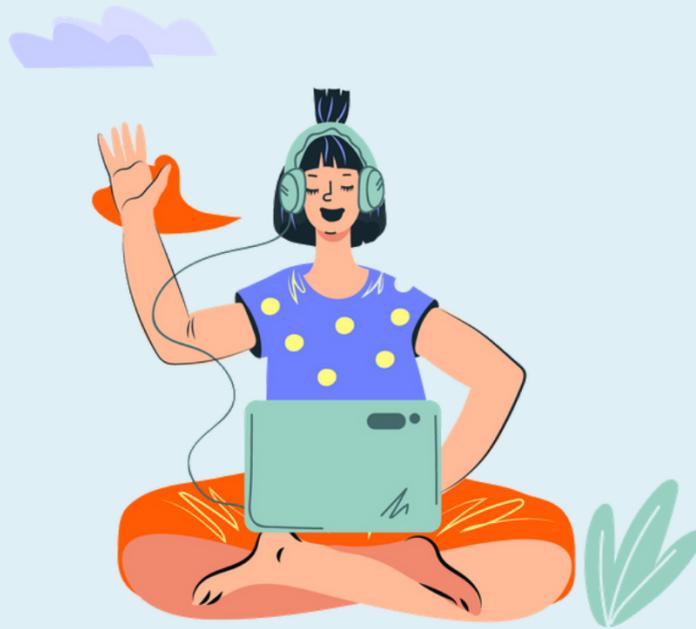
In just three steps, you can add video accessibility features to your online classroom for both live and recorded video content.

# Additional Resources

- ✓ NEW Blog on the USFSP Research
- ✓ FREE Online Accessibility Course
- ✓ ACCESS Virtual Conference February 2021
- ✓ Visit the 3Play Booth (& enter the GIVEAWAY!)



# Thank you!



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