

# **ACCESSIBILITY IS LIKE AIR – EVERYONE NEEDS IT TO STAY ALIVE**

**The Impact of Accessibility Training on Awareness Levels**

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# DESIGN

- 1 ONLINE SURVEY**
- 2 15 QUESTIONS + DEMOGRAPHICS**
- 3 7 OPEN QUESTIONS**
- 4 POLAND & BELGIUM**
- 5 APRIL 2024 - MARCH 2025**

# PARTICIPANTS

## BELGIUM

UNIVERSITY OF ANTWERP: 31

## POLAND

JAGIELLONIAN UNIVERSITY: 24

UNIVERSITY OF WARSAW: 33



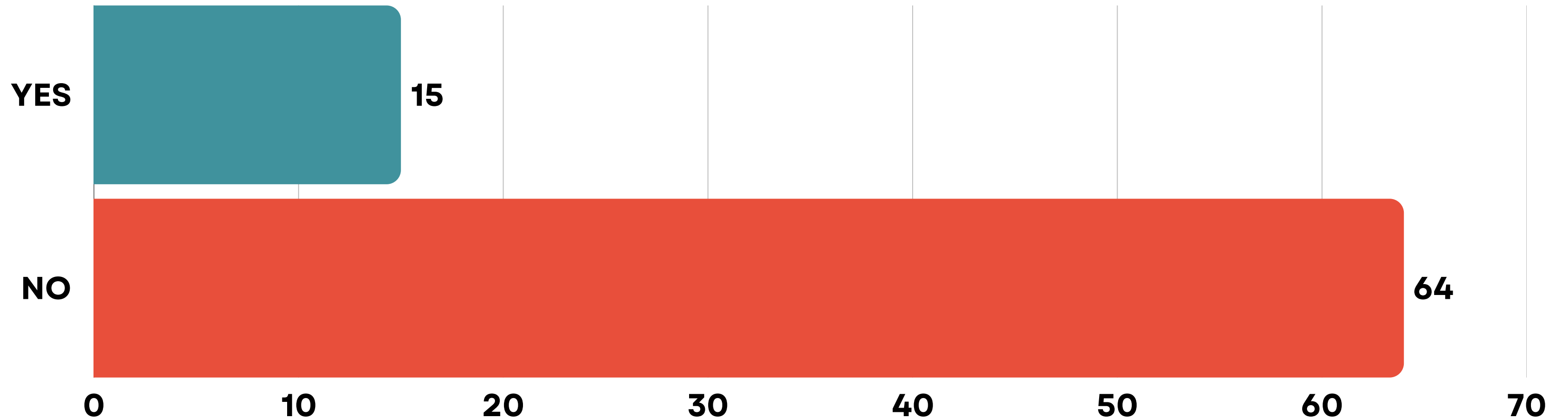
# PARTICIPANTS

**FIELD**  
TRANSLATION STUDIES

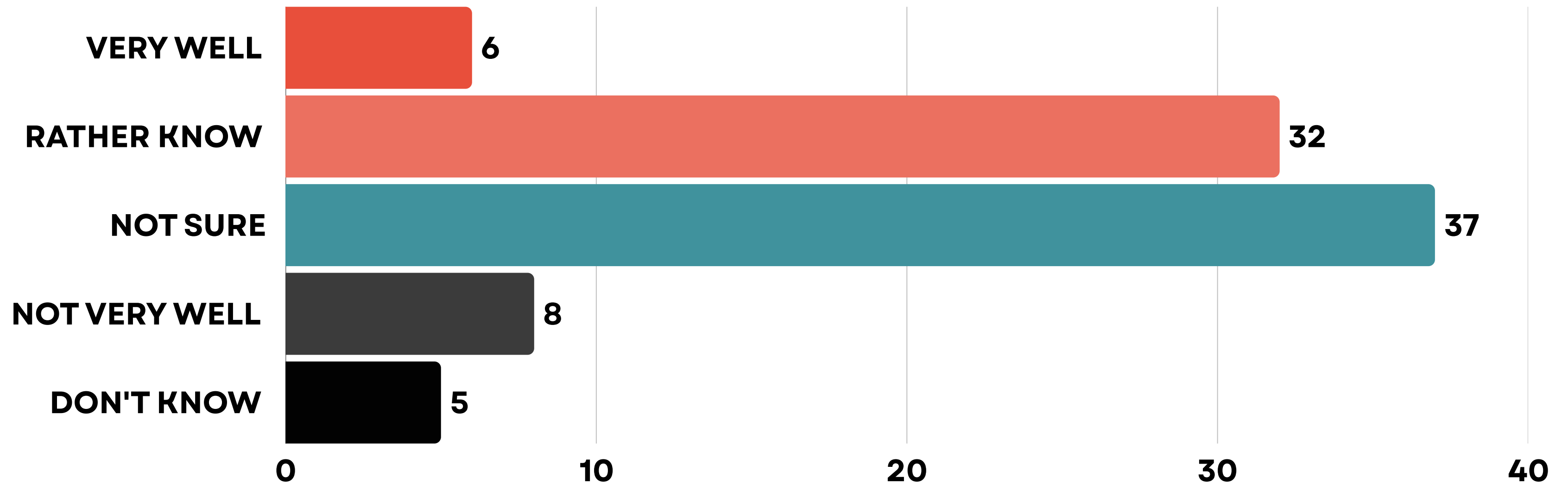
**LEVEL OF STUDY**  
BACHELOR: 71  
MASTER: 16  
DOCTORATE: 1



# HAVE YOU PARTICIPATED IN ANY ACTIVITIES RELATED TO ACCESSIBILITY OR ENCOUNTERED ACCESSIBILITY SERVICES IN PRACTICE?



# DO YOU KNOW WHAT THE TERM MEDIA ACCESSIBILITY MEANS?



# **TRAINING AND DECLARATIVE KNOWLEDGE: UNDERSTANDING MEDIA ACCESSIBILITY**

	<b>KNOW VERY WELL</b>	<b>RATHER KNOW</b>	<b>NOT SURE</b>	<b>DON'T KNOW VERY WELL</b>	<b>DEFINITELY DON'T KNOW</b>
<b>YES</b>	<b>6.7%</b>	<b>53.3%</b>	<b>33.3%</b>	<b>0</b>	<b>6.7%</b>
<b>NO</b>	<b>7.8%</b>	<b>34.4%</b>	<b>42.2%</b>	<b>10.9%</b>	<b>4.7%</b>

P-Value: 0.535

**DEFINE  
MEDIA  
ACCESS  
IN YOUR  
OWN  
WORDS**

**DISABILITY**

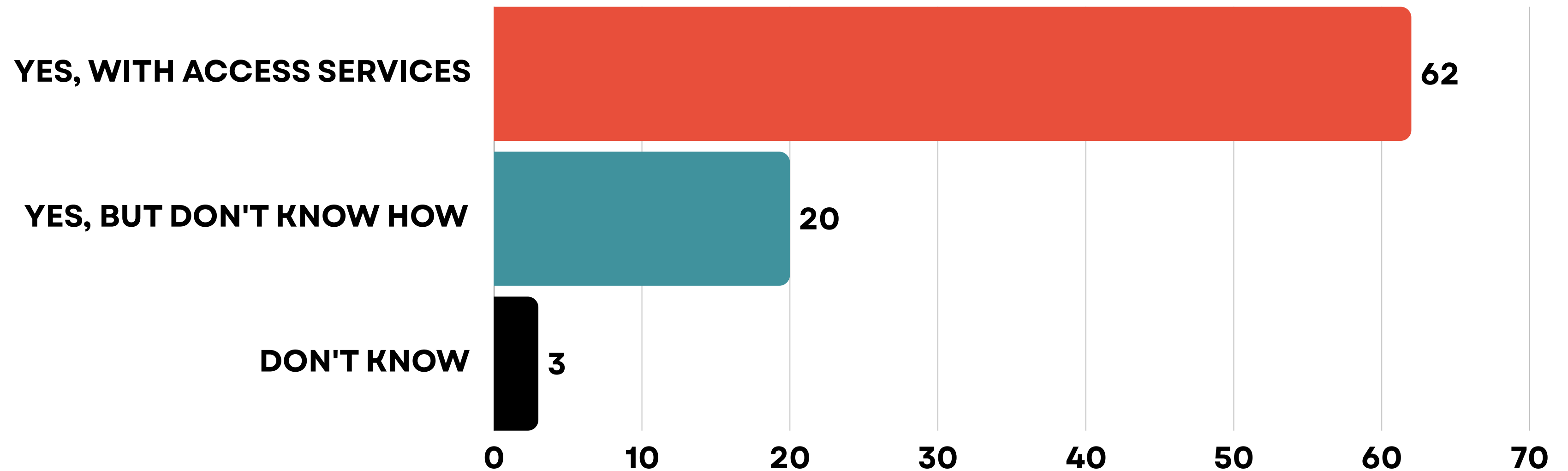
**EVERYONE**

**INTERSEMIOTIC**

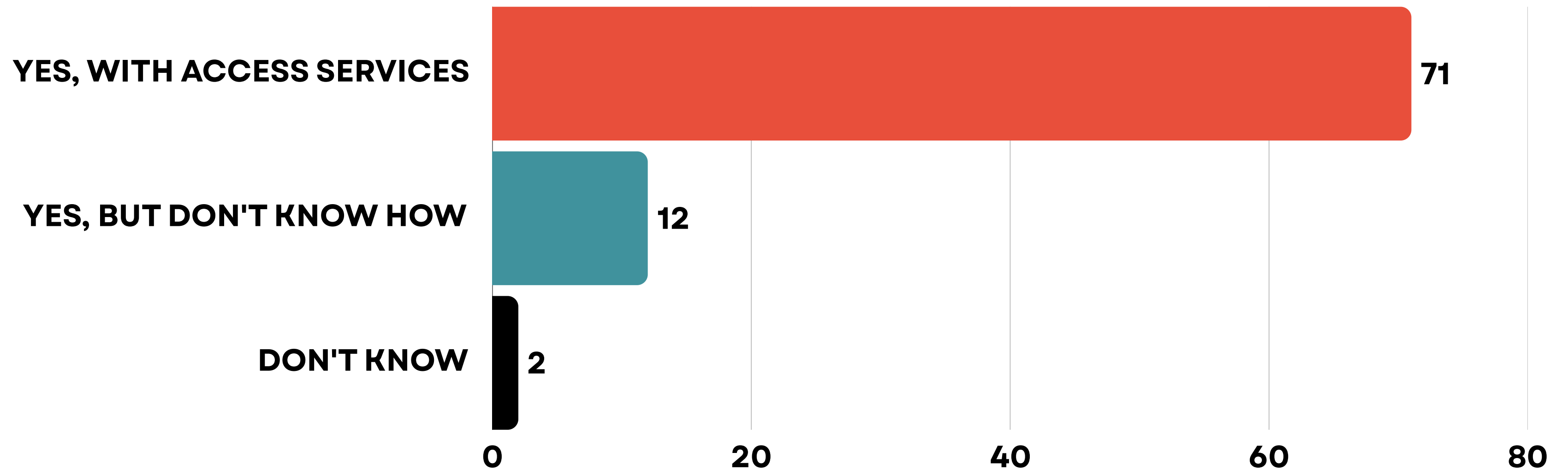
**LOCATION AND STATUS**



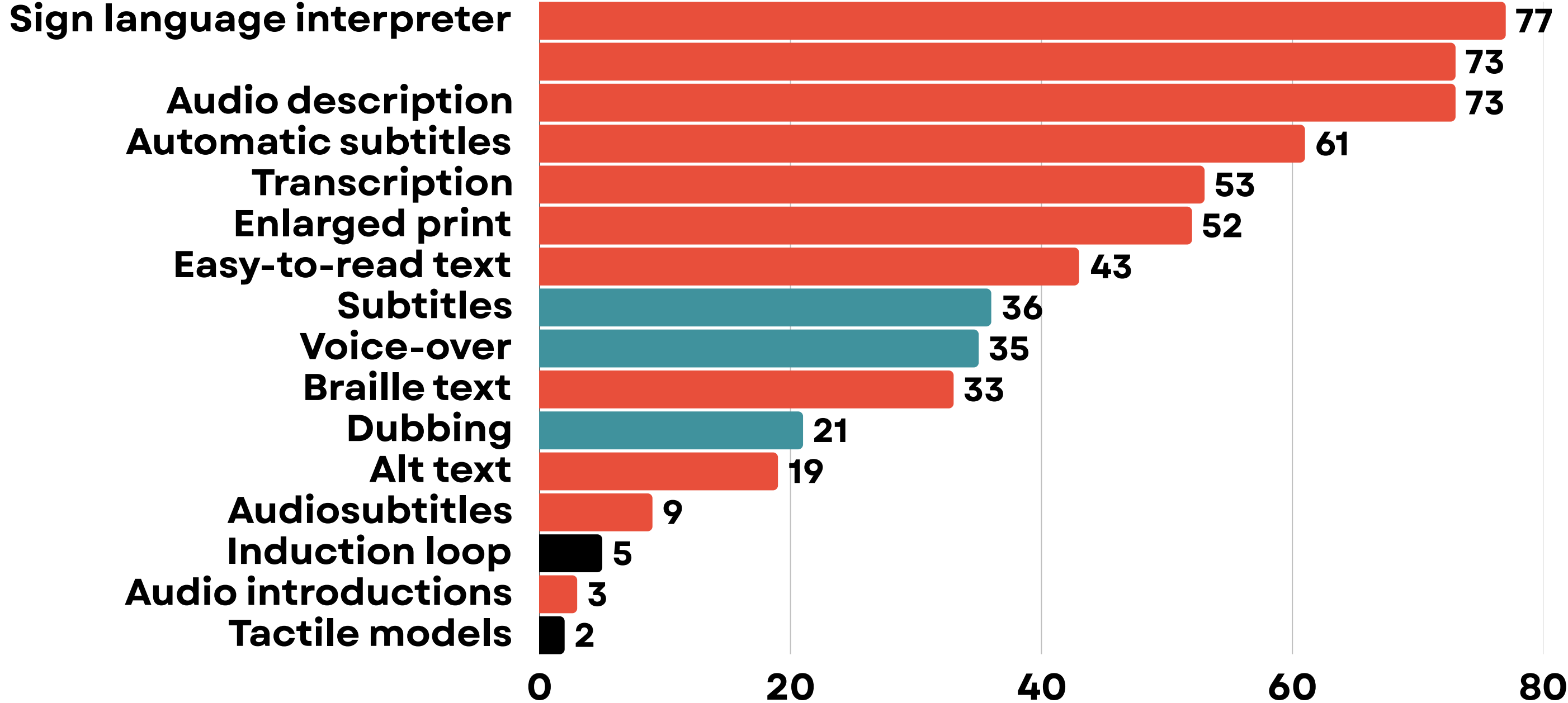
# DO YOU THINK BLIND AND VISUALLY IMPAIRED PEOPLE WATCH FILMS?



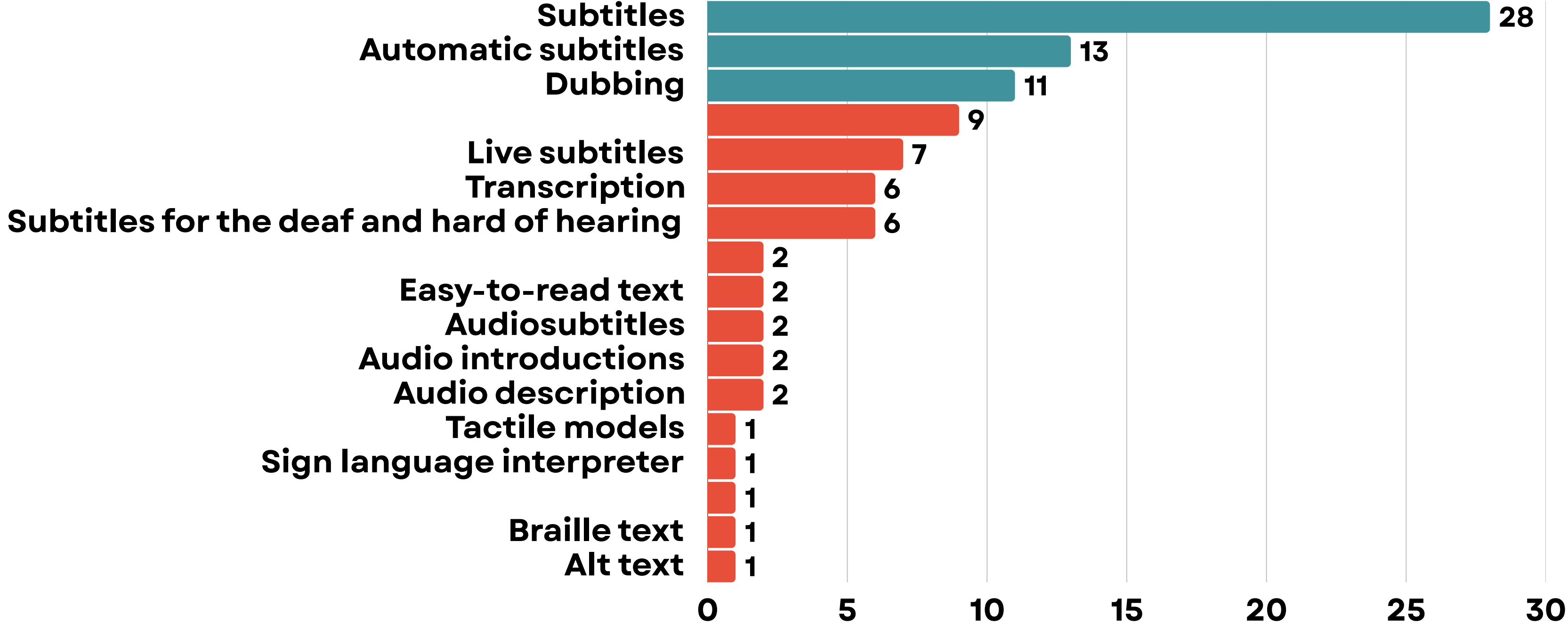
# DO YOU THINK D/DEAF AND HARD OF HEARING PEOPLE WATCH MOVIES?



# WHICH ACCESS SERVICES DO YOU KNOW?



# WHICH ACCESS SERVICES DO YOU USE?



# WHY DO YOU USE ACCESS SERVICES?

**1**

**INTER- AND  
INTRALINGUAL  
COMPREHENSION**

**2**

**COMFORT**

**3**

**EDUCATIONAL  
PURPOSES**



**4.65 OUT OF 5**

**HOW IMPORTANT DO YOU THINK IT IS  
TO ENSURE ACCESS TO MEDIA?**

Median: 5.0  
Standard Deviation: 0.73

**Accessibility is like..... because.....**

“

**Accessibility is like education**

**because everyone should have the right to it.**

“

**Accessibility is like air**

**because it is essential for life.**



“  
**Accessibility is like [psychotherapy](#), everyone needs it,  
but for some, it's essential to function in society like others.**

“  
**Accessibility is like [a door](#)  
when it's open, we don't notice it; some have the key to the  
closed ones, while others must make do with looking  
through the window.**

“

**Media accessibility is like a hug  
because it shows care.**

“

**Accessibility is like a ray of sunshine  
because it brings hope.**

“

**A block of cheese: it's nice every now and then,  
but too much is unhealthy.**

“

**It does not effect me, so I don't find it important.**



Expertise Centre for Accessible Media & Culture

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<https://www.open-accessible.eu>