



REBOOT SOCIAL MEDIA LAB

Inclusive Social Media

Project for the inclusion of people with intellectual disabilities in social media

Projekt lead

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Is social media equally accessible to all?

Stories and posts on social media channels show that this is not the case as many do not contain subtitles or alternative texts. It becomes all the more serious when one additionally illuminates less visible access barriers. This is shown by our survey of people with intellectual disorder (hereafter abbreviated as ID = intellectual disability), their relatives and people who work with people with ID (survey of 155 people). A bitter reality regarding inclusion and participation is revealed: social media is not equally accessible to all, as shown in the following graphic.

Key issues and challenges currently faced by people with ID related to social media.

 Cybermobbing People with ID are regularly affected by cyberbullying and hate speech.	 Lack of media competence People with ID and their caregivers are often unsure about using social media.	 Dependence on caregivers Often, people with ID cannot use social media on their own.
 Excessive demand Ongoing new technical developments and overloaded user interfaces overwhelm people with ID.	 Under- and misrepresentation People with ID are either barely represented or distorted and incomplete.	 Lack of use of assistance Existing technical tools that could facilitate inclusion for people with ID are underutilized.

How does Inclusive Social Media (InSoMe) tackle this complex challenge?

InSoMe's work encompasses a wide variety of complementary activities and thus takes a holistic approach:

- **Accompanying research:** Scientific findings contribute to sound information
- **International involvement:** Cooperation with international organisations and scientists
- **Student projects:** Students and people with ID work cooperatively on research and solutions
- **Public space:** Events and public relations enhance the visibility of the topic
- **Disseminating tools:** Use of technical tools facilitates access to social media
- **Experts:** Achieving innovation through interdisciplinary collaboration and experts in their own right

What can we contribute?

Overcoming barriers requires knowledge about those very barriers. For this knowledge, solid research is needed. If you would like to support our research and implementation of concrete measures, please contact us.

For more information
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