

ALT TEXT

Why it is an important metadata field in DAM

Understanding Ethical Considerations & Responsible AI in DAM



WHAT IS ALT-TEXT

- Alternative text describes the essential meaning or purpose of an image for users with blindness or low vision (CNIB, 2023)
- Provides context when images fail to load, improving comprehension (W3C, 2023)
- Helps screenreaders communicate image purpose in webpages and DAM interfaces (W3C, 2023)
- Clarifies whether an image is decorative or functional (CNIB, 2023)



BENEFITS OF ALT-TEXT

- Improves AI auto-tagging in the DAM with clearer descriptions (CIFAR, 2023)
- Reduces AI bias in DAM image recognition through consistent metadata (CIFAR, 2023)
- Improves AI image search with clearer text context (Adobe, 2018)
- Proper alt-text improves both AI accuracy and accessibility (Government of Canada, 2024)
- Accessible design benefits all users, not just people with disabilities, by improving clarity and usability (Power, 2023)



HOW ALT-TEXT IMPROVES AI IN DAM

- Templates prompt users to enter alt-text (Widen, 2024)
- AI suggests alt-text during the upload process (Canto, 2024)
- Review workflows check alt-text before publishing (Widen, 2024)
- Alt-text carries over when new file versions are uploaded (Widen, 2024)

COMMON ALT-TEXT MISTAKES IN DAM



- Using vague or incorrect descriptions (CNIB, 2023)
- Missing alt-text on thumbnails, logos, or previews (Siteimprove, 2024)
- Writing alt-text that misrepresents meaning (W3C, 2023)
- Copy-pasting unverified AI-generated alt-text (Canto, 2024)
- Duplicating outdated alt-text during versioning (Widen, 2024)

WHY ALT-TEXT GETS IGNORED



- People skip the alt-text box or aren't sure what to type (Canto, 2024; Widen, 2024)
- Not knowing accessibility rules (W3C, 2023; CNIB, 2023)
- Users trust AI to write alt-text and don't check if it's correct (CIFAR, 2023; Canto, 2024)
- No one checking alt-text quality (Widen, 2024)



WHERE ALT-TEXT LIVES IN DAM

- Upload: *Users add alt-text when they upload the asset* (Canto, 2024)
- Review: *A reviewer checks that the alt-text is accurate* (Widen, 2024)
- Archive: *Alt-text is saved permanently with the asset* (IPTC, 2023)