

**CENTRAL UNIVERSITY OF VENEZUELA  
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**STUDY OF THE ACCESSIBILITY TO THE INFORMATION THAT VENEZUELAN  
DIGITAL INFORMATIVE MASS MEDIA OFFER TO THE PEOPLE WITH VISUAL  
DISABILITIES THROUGH MULTIMEDIA RESOURCES AND APPLICATIONS**

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**ABSTRACT**

In the present century, the industry of the information consolidates thanks to the technological advances, facilitating the growth of Venezuelan digital informative social mass media, which update their Web content faster and faster every time and all the information that is published propagates at world-wide level, due to the development of new and powerful tools multimedia and the interaction with the users by means of the social networks. In relation to the exposed thing in this preamble, the present investigation had the overall objective of studying the accessibility to the information that Venezuelan digital informative mass media offer to people with visual disabilities through multimedia resources and applications. According to the characteristics of the subject under study, the main theoretical support was based on antecedents and concepts related to visual disabilities, accessibility Web, resources and applications multimedia. Methodologically was performed a field research design, descriptive and contemporary (Hurtado de Barrera, 2008; UPEL, 2002), taking into account the context, the population, and the intentional sample in addition, it was used the data collection techniques or qualitative information such as: (a) the participant observation; and (b) the structured and focused interview (Arias, 2004; Martinez, 1999; Sampieri, Collado and Lucio, 1991). The results allowed determining the lack of guidelines, disposition and strategies on the part of Venezuelan digital informative mass media like: globovision.com, uniónradio.com.ve, eluniversal.com y noticias24.com, in order to attend and integrate people with visual disabilities who need access to all the information through multimedia resources and applications that serve as tools to get the information through audio. Nevertheless, during the interview the selected staff expressed to be open to know the tools that could be implemented to integrate people with disabilities and let them accessing to information.

**Key words:** Visual disabilities, accessibility Web, resources and applications multimedia.