



KT IN with MSKTC

Using AI to Write Alt Text

Presenter: Amanda Seagroves, MPH (MSKTC Dissemination Lead)

Virtual Meeting/ Conference Recording Notice

The American Institutes for Research® (AIR®) allows for the recording of audio, visuals, participants, and other information sent, verbalized, or utilized during business-related meetings. **By joining a meeting, you automatically consent to such recordings. Any participant who prefers to participate via audio only should disable their video camera so only their audio will be captured.** Video and/or audio recordings of any AIR session shall not be transmitted to an external third party without the permission of AIR.

In addition, **AIR does not permit participation in AIR meetings through the use of AI bots** such as Otter.ai or other AI platforms to record or transcribe conversations for AIR meetings, webinars, or virtual events in lieu of in-person attendance, unless requested as a reasonable accommodation. Any participants who attempt to use AI software for meeting participation will be denied admission, or their session will be terminated once it becomes apparent such software is in use

Today's Session Covers...

- Why Alt Text Matters
- What AI Can (and Can't) Do for Alt Text
- Practical Tips for Reviewing & Refining AI Alt Text
- AI-Generated Alt Text in Action

Why Alt Text Matters

Alternative text, also known as alt text, is descriptive text that conveys the meaning of an image in digital content. - [Section508.gov](https://www.section508.gov)



Screen Readers



Broken Images



SEO



Legal

What AI Can and Can't Do

Strengths

- Identifies visible elements
- Fast and consistent
- Helpful for scale

Limits

- Lacks context and intent
- Misses what matters most
- Can make assumptions

How to Review & Refine AI Alt Text

✓ **Accuracy**

Are people, objects, and actions described correctly?

✓ **Purpose**

Why is this image included? What does the user need to know to understand the content?

✓ **Clarity & Brevity**

Use plain language. One or two sentences is usually enough.

✓ **Inclusivity**

Avoid assumptions. Describe only what's observable. Don't guess emotions, identities, or abilities.

✓ **Best Practices**

Skip phrases like 'image of' or 'picture of.' If the image is decorative, it may not need alt text at all.

Why Prompt Quality Matters

- AI output reflects your input
- Context improves accuracy
- Clear prompts reduce bias and rework

Sample Prompts

General Alt Text Prompt

Write concise, accessible alt text for this image. Focus on the key information the user needs to understand the image in context. Avoid assumptions and unnecessary visual detail.

Prompt for Informational Graphics or Infographics

Generate alt text that summarizes the main message of this infographic. Prioritize the most important data or takeaway rather than listing every visual detail.

Prompt for Charts, Graphs, or Data Visuals

Write alt text that explains what this chart shows and the key trend or insight. Do not list every data point—focus on what the chart communicates.

AI-Generated Alt Text in Action



Prompt: Write concise, accessible alt text for this image. Focus on the key information the user needs to understand the image in context. Avoid assumptions and unnecessary visual detail.

AI-Generated Alt Text in Action



AI Generated Alt Text

A young person sitting in a wheelchair outdoors on a sunlit path, wearing a patterned dress with trees in the background.

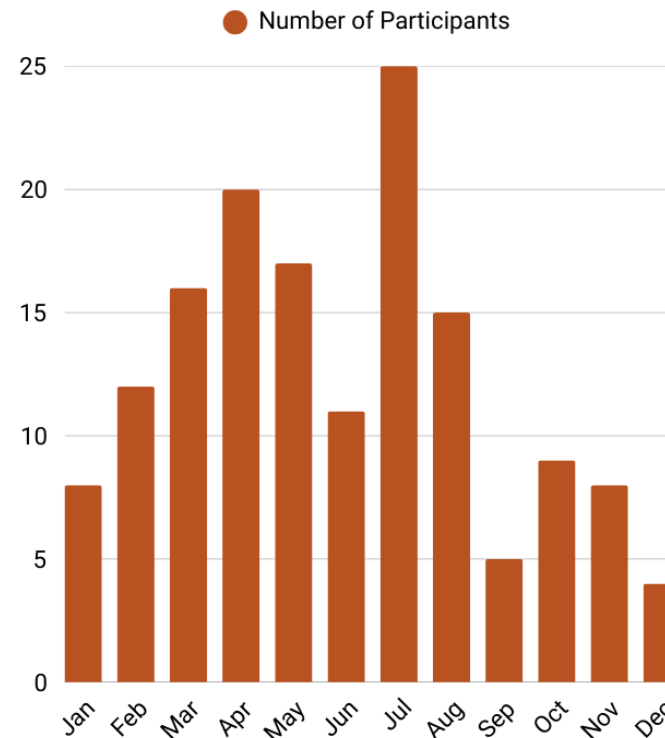
AI-Generated Alt Text in Action



Human Generated Alt Text

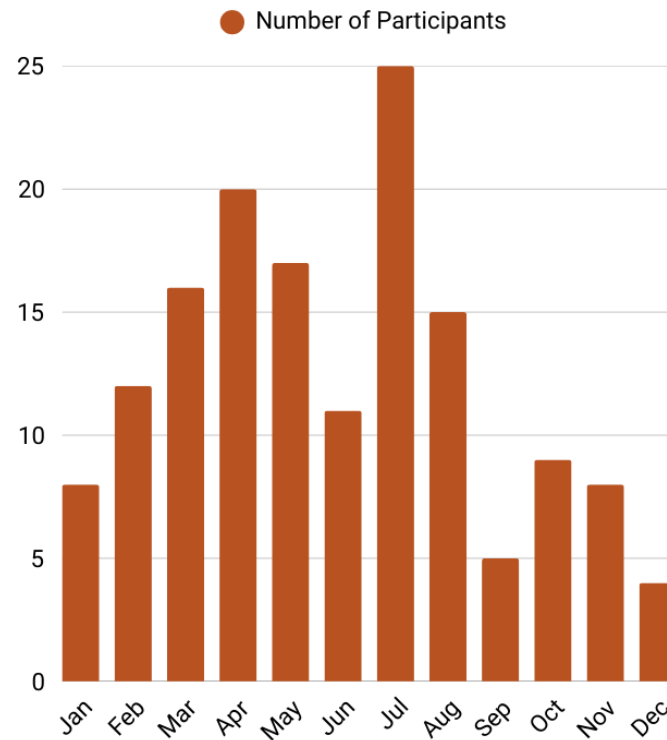
Photograph of a young lady in a floral dress with a physical disability posing in a wheelchair.

AI-Generated Alt Text in Action



Prompt: Write alt text that explains what this chart shows and the key trend or insight. Do not list every data point—focus on what the chart communicates.

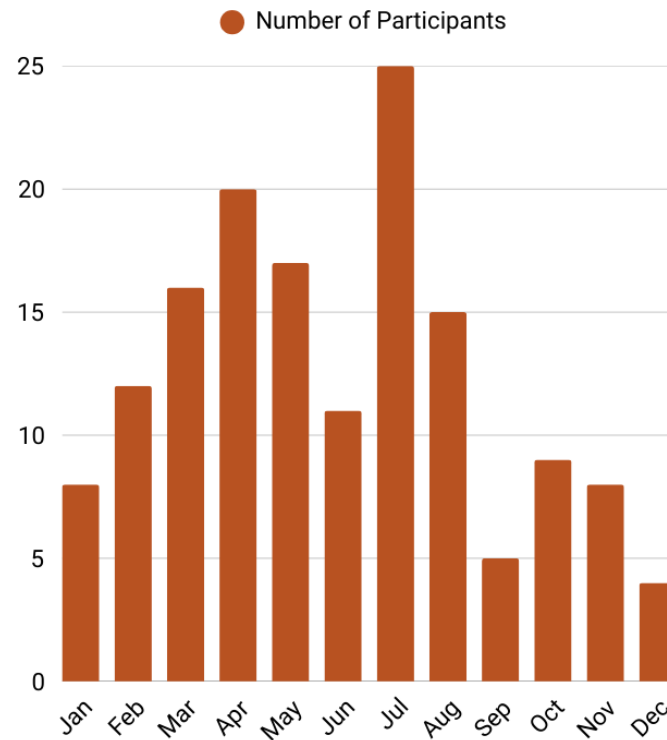
AI-Generated Alt Text in Action



AI Generated Alt Text

A bar chart showing monthly participant numbers. Participation rises steadily from January through midsummer, peaks sharply in July, and then declines through the fall, with the lowest levels at the end of the year.

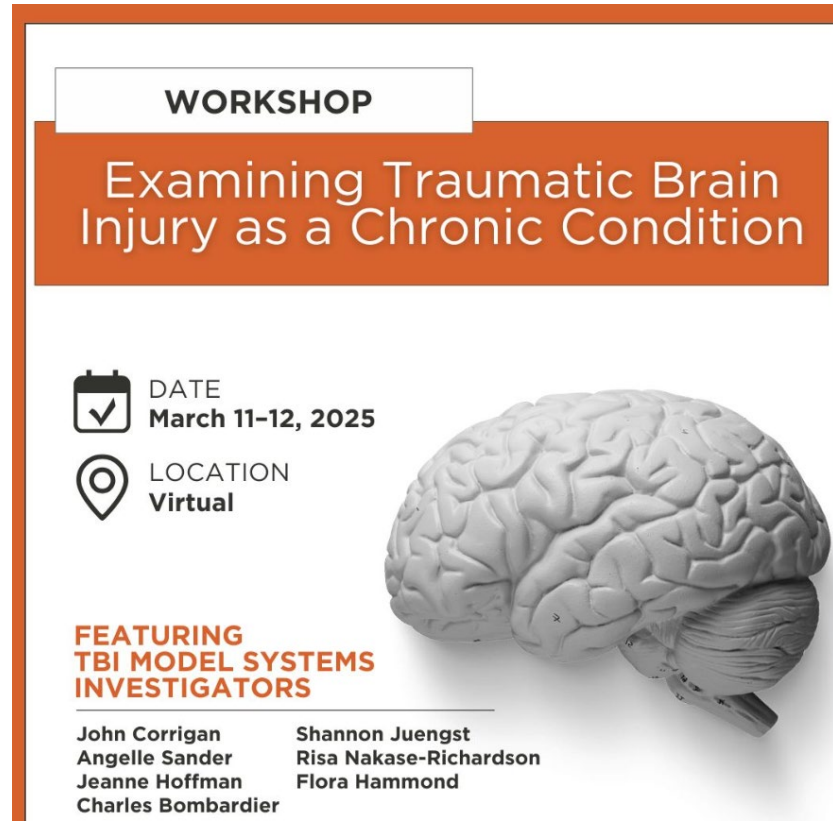
AI-Generated Alt Text in Action



Human Generated Alt Text

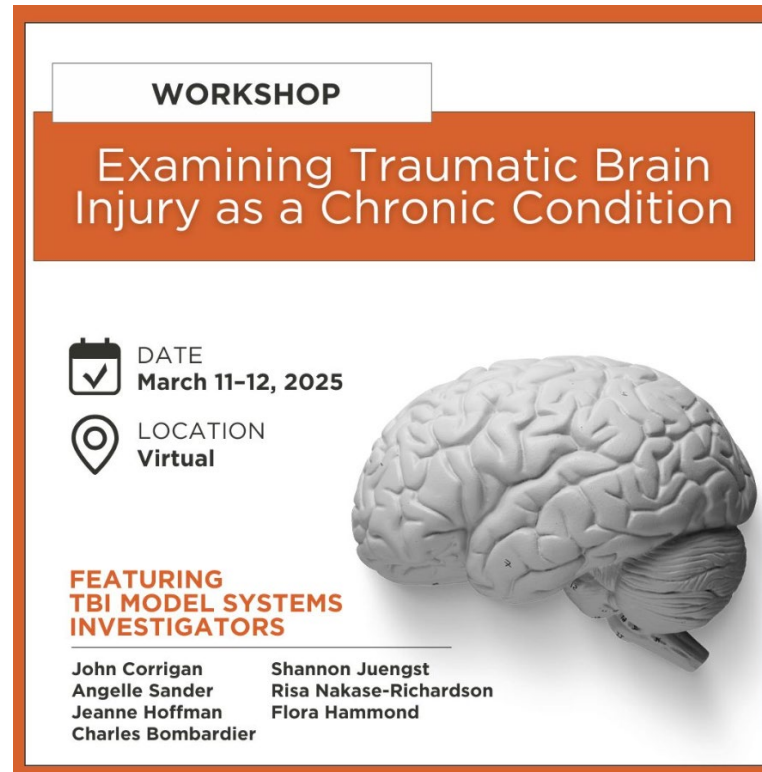
Bar graph showing the number of participants in each month, in which the number increases toward the middle of the year and decreases toward the end of the year. The number of participants begins with 8 participants in January, increases to a high of 25 participants in July, and decreases to 4 participants in December.

AI-Generated Alt Text in Action



Prompt: Generate alt text that summarizes the main message of this infographic. Prioritize the most important data or takeaway rather than listing every visual detail.

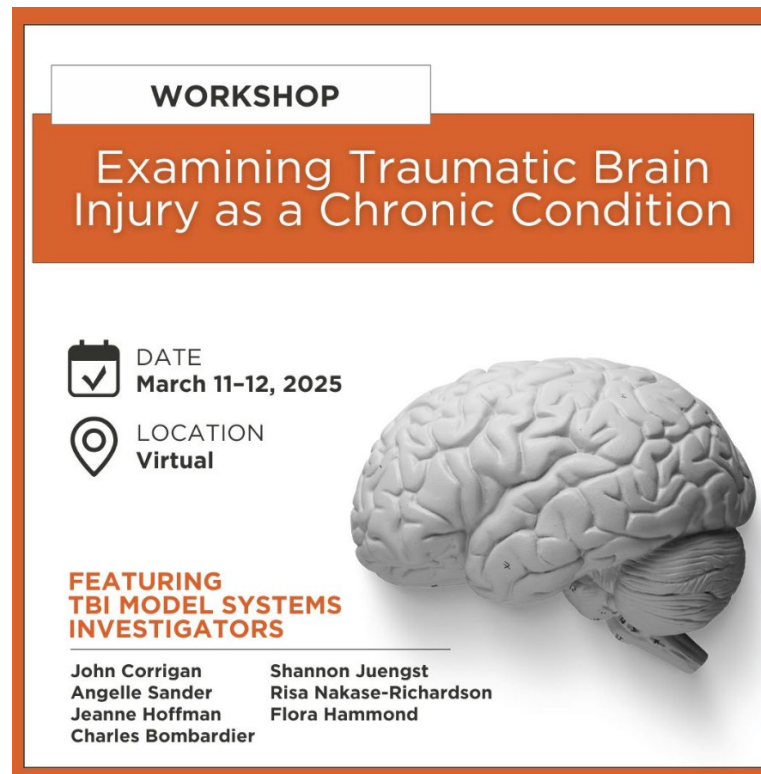
AI-Generated Alt Text in Action



AI Generated Alt Text

Graphic for a workshop titled 'Examining Traumatic Brain Injury as a Chronic Condition,' held virtually March 11-12, 2025, featuring TBI Model Systems investigators. Includes a 3D image of a human brain.

AI-Generated Alt Text in Action



Human Generated Alt Text

Flyer for a workshop titled “Examining traumatic brain injury as a chronic condition.” The virtual workshop will be held March 11-12, 2025, and it will feature TBI Model Systems Investigators John Corrigan, Angelle Sander, Jeanne Hoffman, Charles Bombardier, Shannon Juengst, Risa Nakase-Richardson, and Flora Hammond.

Recap

- AI can help us write alt text faster, but it can't replace human judgment.
- The most important part of accessible alt text—context, relevance, and inclusivity—still comes from you.
- If you remember one thing, let it be this: good alt text isn't about describing everything—it's about describing what matters.



Amanda Seagroves, MPH

Dissemination Lead

MSKTC@air.org



Follow Us !



