Native accessible interaction for all: Accessible born social media

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Importance of accessibility

1-IN-6 PEOPLE

or **80 MILLION** people in the EU have some form of disability

80%

OF DISABILITIES are not visible

UNCRDP – Article 9

To enable persons with disabilities to live independently and participate fully in all aspects of life.

To ensure to persons with disabilities access, on an equal basis with others, to the physical environment, to transportation, to information and communications, including information and communications technologies and systems

UNCRDP – Article 9

To achieve this Article 9 requires:

"the identification and elimination of obstacles and barriers to accessibility…"

and that this elimination of barriers shall apply to:

"Information, communications and other services, including electronic services and emergency services."

EU Accessibility Legislation and Standards in ICT context

European Web Accessibility Directive (WAD) - 2016

Audiovisual Media Service Directive (AVMSD) – 2018

European Accessibility Act (EAA) - 2019

Standard EN301 549
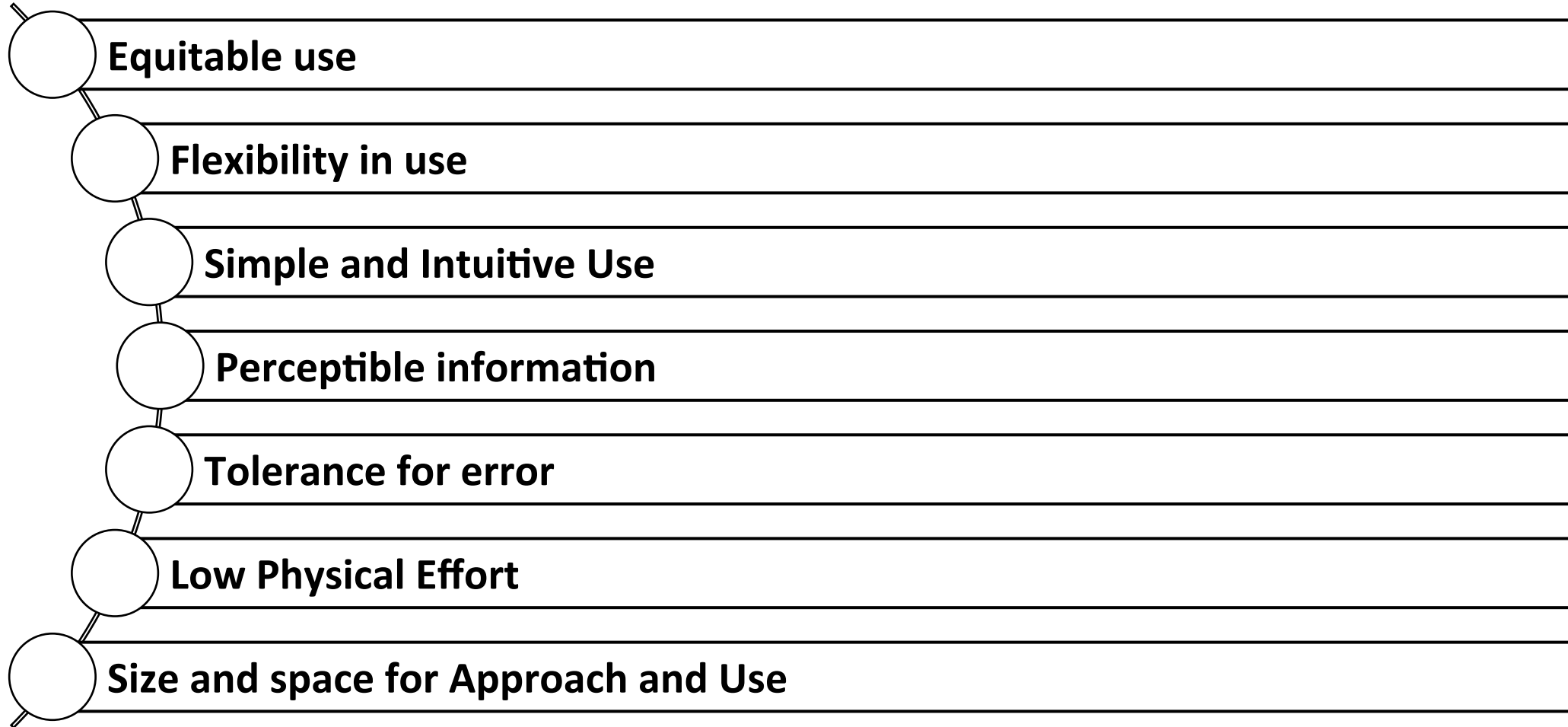"Accessibility requirements for ICT products and services"

Standard EN17161

"'Design for All - Accessibility following a Design for All approach in products, goods and services - Extending the range of users"

Universal Design for all

The design of products and environments to be **usable by all people**, to the greatest extent possible, **without the need for adaptation or specialized design**

7 principles of Universal Design for all

- Equitable use
- Flexibility in use
- Simple and Intuitive Use
- Perceptible information
- Tolerance for error
- Low Physical Effort
- Size and space for Approach and Use

Current H2020 projects

EasyTV (Easing the access of Europeans with disabilities to converging media and content). H2020- ICT-2016-2017. Federico Álvarez (UPM). 2017-2020 (30 months).

ImAc (Immersive Accessibility) H2020-ICT-2016-2017. Sergi Fernández (i2cat). 2017-2020 (30 months).

HELIOS (A Context-aware Distributed Social Networking Framework). H2020- ICT28 825585. Ville Ollikainen (VTT) 2018-2021 (26 months).

SO-CLOSE (Enhancing Social Cohesion through Sharing the Cultural Heritage of Forced Migrations). H2020-SC6-TRANSFORMATIONS 870939. Javier Rodrigo (UAB). 2020-2023.

TRACTION (Opera co-creation for a social transformation). H2020-SC6-TRANSFORMATIONS-870610. Mikel Zorrilla (Vicomtech). 2020-2023.

Accessibility & Universal Design for all in H2020 projects

Written communication

Ethical procedures:
contact with end users

Web-based communication

Website and Social Media

Written communication

Ethical procedures:

- The use of plain Language
- Use of translations in the languages of participants needs
- Use of communication channels according to participants needs (i.e. sign language)
- Written text (font, size etc.)
- Document structure
- Document design
- Form design

Web-based communication based on WCAG Guidelines 2.1

Perceivable

easy to comprehend

Operable

easy to access and interact with regardless of device or software

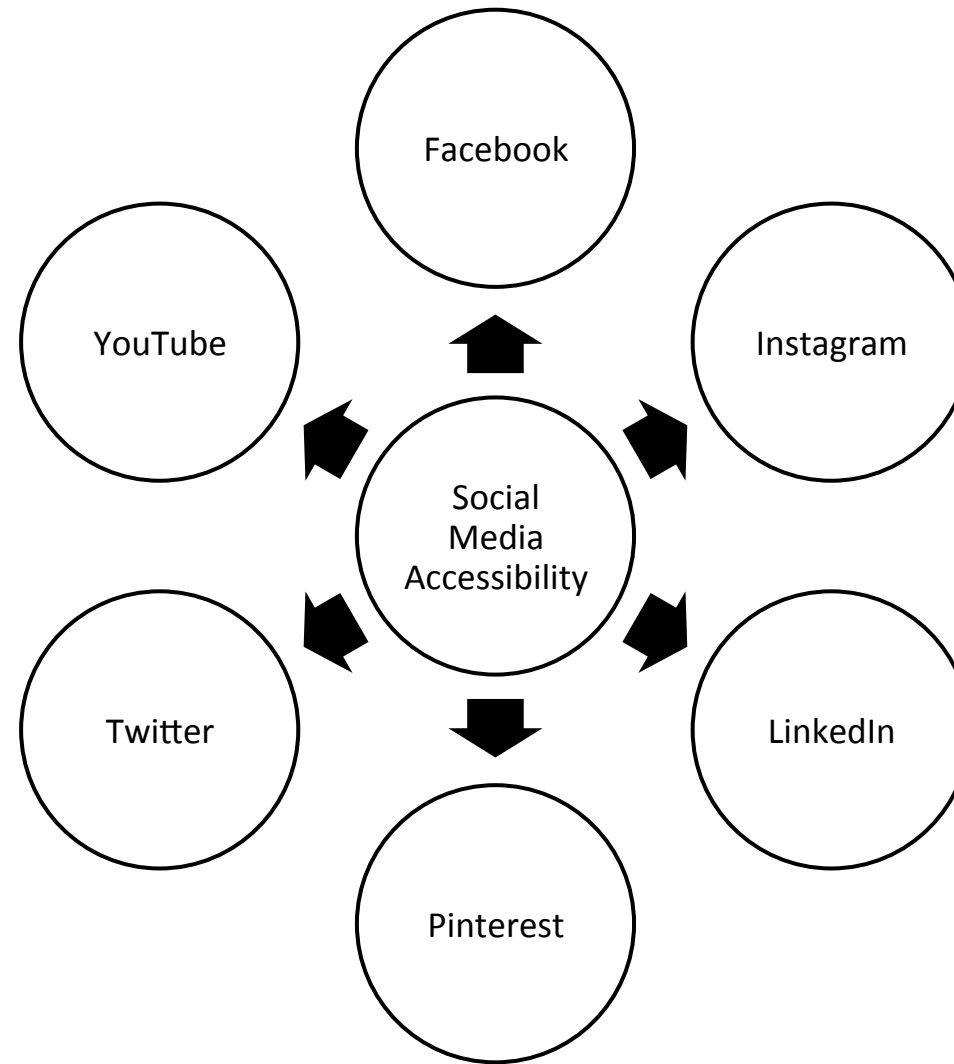**U**nderstandable

easy to navigate in a predictable way

Robust

easy to maintain and enhance

Good practices for accessible websites

- Provide a text equivalent for every non-text element (alt-text for images)
- Ensure that information does not rely on colour perception
- Avoid causing the screen to flicker
- Provide an auditory description of the visual information in multimedia presentations
- For multimedia, ensure that timing of alternative descriptions is synchronised with the presentation
- Use the clearest and simplest language appropriate
- Identify language changes in text

Accessibility in social media

Critical accessibility issues in social media

- Low contrast on text
- Missing alt text on images
- Missing link text
- Ambiguous link text
- Too many navigation links
- Empty form labels
- Unclear form controls
- Time-Outs can't be controlled

Designing for users of
screen readers

Do...

Don't...

describe images and provide transcripts for video

<alt>

only show information in an image or video

follow a linear, logical layout

spread content all over a page

structure content using HTML5

<h1>
<nav>
<label>

rely on text size and placement for structure

36pt, bold
Header

build for keyboard-only use

force mouse or screen use

write descriptive links and headings **Contact us**

write uninformative links and headings **Click here**

As a social media user

- **Add alternative** text to your images
- **Add captions** to videos
- **Give hyperlinks meaningful text** so people know where the link goes
- **Capitalise the first letter of each word in a hashtag** to make sure it's read out properly by screen readers.

Before you...

THINK!

T = Is it True?

H = Is it Helpful?

I = Is it Inspiring?

N = Is it Necessary?

K = Is it Kind?

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References

Projects

EASY TY (https://easytvproject.eu)

IMAC (https://www.imac-project.eu)

HELIOS (http://helios-social.eu)

TRACTION (https://www.traction-project.eu)

SO-CLOSE (under construction)

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