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
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


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
- **Understandable**: 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

Social Media Accessibility

Facebook

Instagram

LinkedIn

Pinterest

Twitter

YouTube
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
<table>
<thead>
<tr>
<th>Do...</th>
<th>Don’t...</th>
</tr>
</thead>
<tbody>
<tr>
<td>describe images and provide transcripts</td>
<td>only show information in an image or video</td>
</tr>
<tr>
<td>for video</td>
<td></td>
</tr>
<tr>
<td>follow a linear, logical layout</td>
<td>spread content all over a page</td>
</tr>
<tr>
<td>structure content using HTML5</td>
<td>rely on text size and placement for structure</td>
</tr>
<tr>
<td>build for keyboard-only use</td>
<td>force mouse or screen use</td>
</tr>
<tr>
<td>write descriptive links and headings</td>
<td>write uninformative links and headings</td>
</tr>
</tbody>
</table>
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!

- Is it True?
- Is it Helpful?
- Is it Inspiring?
- Is it Necessary?
- Is it Kind?
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)
Bibliography


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