NCD-ODEP
National Online Dialogue:
Advancing Accessibility and Inclusion in Social Media - The User Experience
March 17 – April 4, 2014
Participation Metrics

Table of Contents

Introduction:

The following report outlines the results of the *"Join the Conversation: Advancing Accessibility and Inclusion in Social Media - The User Experience"* online dialogue. Co-hosted by the U.S. Department of Labor's Office of Disability Employment Policy (ODEP) and the National Council on Disability (NCD), this virtual event, the first in a three-part series, was held from March 17 through April 4, 2014 and was open for participation to the general public. The dialogue invited participants to share creative solutions to make social media more accessible and to provide recommendations to social media companies on how to create more accessible features and services. As part of the registration process, registrants were also encouraged to share the role of social media in their lives and their thoughts on what social media companies need to know about users with disabilities and their experiences.

Ideas posted to the online dialogue were organized into topics, including: Solutions; Socializing; News & Information; Education and Employment. In addition to posting ideas to the dialogue, participants were given an opportunity to "vote" on each idea and submit comments. Included in this report are the top posts and associated comments contributed by and voted on by participants. An archive of the complete NCD-ODEP dialogue is available for viewing at http://NCD-ODEP.SocialMedia.ePolicyWorks.org.

The information gathered from this dialogue will help NCD and ODEP better understand the role of social media in the lives of people with disabilities and help identify creative ways people with disabilities deal with a variety of accessibility issues, which in turn will inform collaborative efforts with the social media industry in seeking solutions for improving the accessibility of social media tools.

Participation Summary:

- Pre-registration began on March 12, 2014 at 8:00 am ET
- Dialogue opened on March 17, 2014 at 8:00 am ET
- 43 total ideas
- 175 comments
- 431 votes
- 379 registrations
- Dialogue closed on April 4, 2014 at 11:59 pm ET

Campaign Summary:

- Total number of ideas: 43
- Idea breakdown by topic:
    - Solutions: 29 ideas (138 comments and 310 votes)
    - Socializing: 5 ideas (22 comments and 56 votes)
    - News & Information: 1 ideas (0 comments and 6 votes)
    - Education: 1 ideas (2 comments and 7 votes)
    - Employment: 5 ideas (13 comments and 52 votes)
    - Additional Input: 2 ideas (4 comments and 11 votes)

Registration Metrics:

Total registrants: 379
Total number of registrants that completed the registration process: 312

Following are breakdown of self-reported affiliations:

Are you a person with a disability?

- Yes: 37%
- No: 52%
- Do not want to disclose: 8%
- Did not answer: 3%
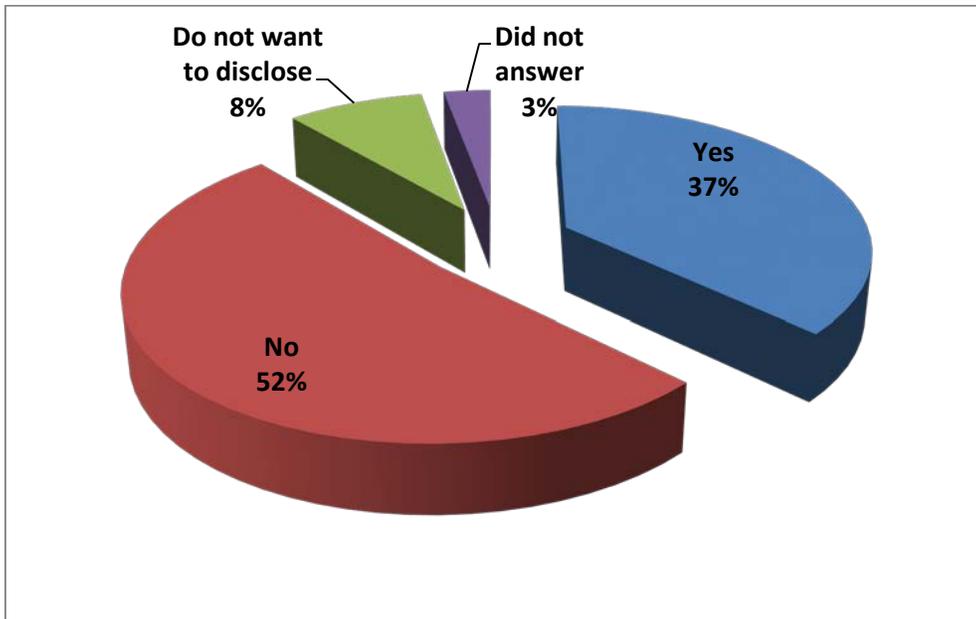
How important is social media in your daily life?

- Very important: 55%
- Somewhat important: 39%
- Not at all important: 3%
- Did not answer: 3%
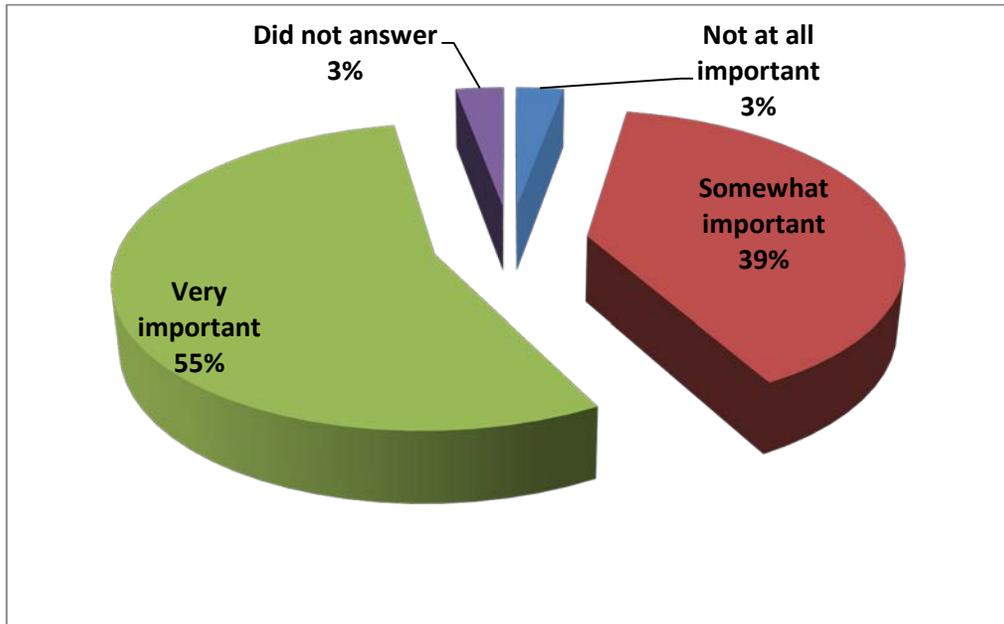
Visits during the Dialogue (3/17/14 – 4/4/14):

- Pre-registration visits (3/12/14 – 3/17/14): 371
- Total visits during the live dialogue: 1,537
- Total unique visitors: 871
- Total page views: 8,261
- Average pages per visit: 5.37
- Average visit duration: 4:59
- Returning visitors: 48.7%
- Bounced Rate (percentage of people who leave after viewing the first page of the dialogue): 17.83%

Traffic Sources:

- Direct link: 61%
- Referrals (DOL emails, Assistant Secretary Kathy Martinez's blog post, Global Accessibility News, ePolicyWorks emails): 27%
- Social media: 10%
- Search: 2%
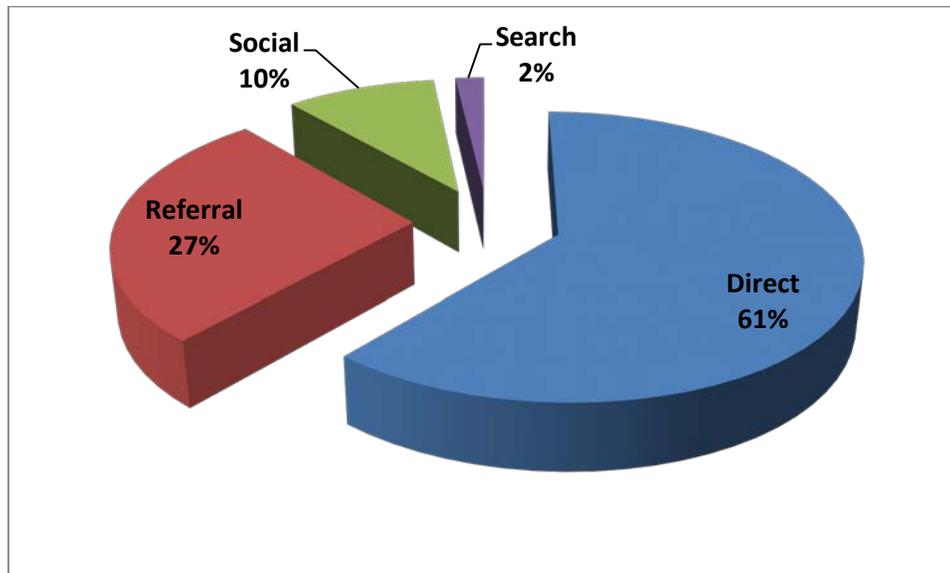
Breakdown of Traffic from Social Media Sources:

- Twitter: 60%
- Facebook: 38%
- LinkedIn: 2%
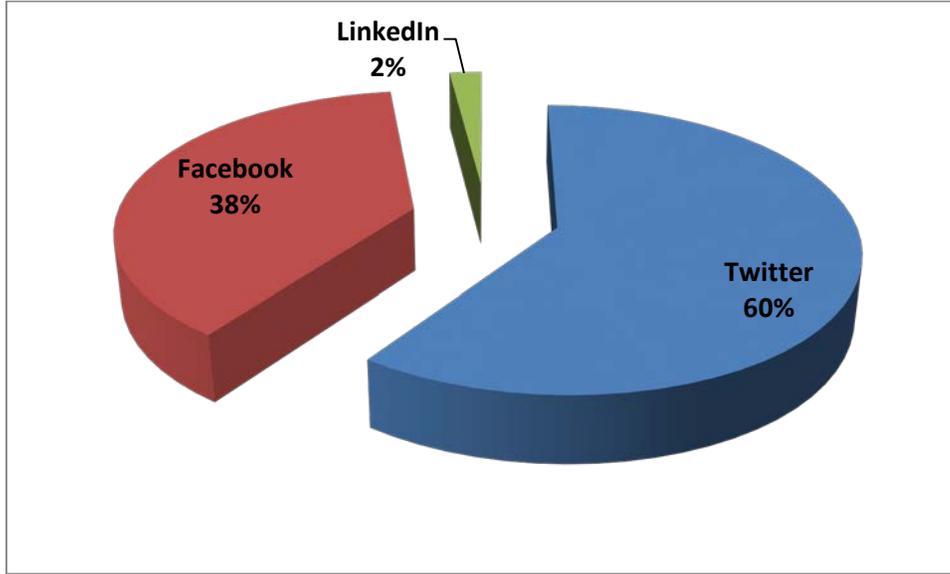
Breakdown of Traffic from Type of Device:

- Desktop: 90%
- Mobile: 7%
- Tablet: 3%
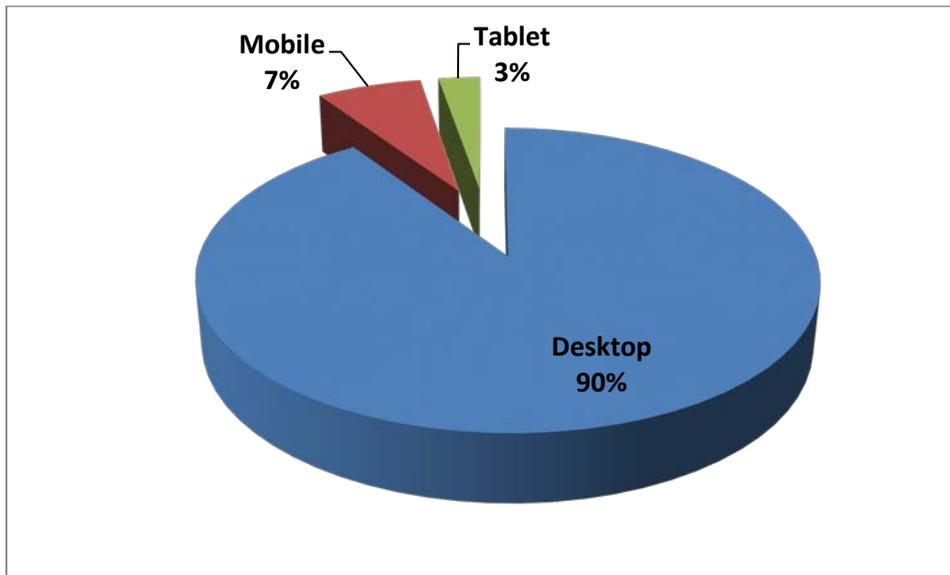
Demographics of Visitors:

State	Visits
California	207
Maryland	165
Virginia	99
District of Columbia	90
Massachusetts	89
New York	79
Texas	77
Florida	46
Michigan	44
Wisconsin	41
Pennsylvania	40
Illinois	36
Oregon	32
New Jersey	31
North Carolina	27
Georgia	25
Alabama	22
Minnesota	22
South Carolina	22
West Virginia	22
Ohio	20
Washington	20
Colorado	19
Indiana	18
Alaska	17

State	Visits
Mississippi	14
Utah	14
Connecticut	13
Arizona	12
Idaho	10
Missouri	8
Maine	7
Nevada	7
Arkansas	6
Hawaii	6
Tennessee	6
New Hampshire	5
Oklahoma	4
Kansas	3
Kentucky	3
Louisiana	3
Montana	3
New Mexico	3
Delaware	2
Iowa	2
North Dakota	2
Rhode Island	2
Nebraska	1
South Dakota	1
Unknown	10

Note: The ideas listed in the following sections include minor typographical corrections, which have in no way impacted the substance or the intention of the revised posts.

Top 5 Overall Ideas and Associated Comments:

Top Idea #1: Alt text for images on social media
31 Up Votes | 1 Down Votes | 30 Net Votes

I frequently post images on various social media sites. I notice that several of my friends take the time to write text descriptions for each image for people who use screen reader software. I'm trying to be more mindful of that in my own online activities. Wouldn't it be great if there was a built-in prompt on Facebook or Twitter that allows you to write a brief description of the image every time you upload one? The same for Pinterest and Instagram.

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> In addition to having an alt text prompt also suggest a couple brief bullet points and/or an example of the correct/best practice alt text - this would display the first-time an image is uploaded and for subsequent images, this information could be accessed/referenced as desired. Also, suggest an option for the alt-text to be empty (set to null) for some images (i.e. background, bullet points) that are decorative and do not provide information; this is better accessibility and usability.
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> Thanks for your comments, looking forward to hear other ideas you have regarding best practices in social media and how they can be improved!

Comment #5:

Also needed on Tumblr, and I THINK on LinkedIn. (Pinterest often has a limit in their current text box, so it should be made clear to all of these platforms that alt text and the description/comment/whatever space are not the same things.

Comment #6:

Agreed, Savannah. It would be valuable for any social media site that posts images/videos, especially ones that are image-based. Instagram, Snapchat and Vine, for example!

Comment #7:

Very valuable insights, all. The best practices and suggested terminology could assist in developing popular or even universal standards going forward

Comment #8:

GSA should suspend and review all Terms of Service agreements with the dozens of companies until there are adequate reviews and remediation of those sites for proper accessibility - no, they might not be covered under Section 508 but the Fed. Government should then not be doing business with them if they aren't accessible, no one is forcing the gov's arm to use them, other than a 'jumping every social media band-wagon mentality. Using these sites or services implies condoning and complicity. http://www.howto.gov/social-media/terms-of-service-agreements/negotiated-terms-of-service-agreements

Comment #9:

Thank you for your comments, garymichaelmorin.

Comment #10:

I would like to see an easy way for users of social media platforms such as Facebook to add alt tag descriptions of the photos they post. That way blind users will be able to know what the photos are those are being posted. Perhaps this could be done via audio recording; however, it would be great to have that audio recording descriptor transcribed into text so that deaf viewers would know more details about the photo via the caption.

Top Idea #2: Accessibility is not just for people with Disabilities
26 Up Votes | 1 Down Votes | 25 Net Votes

Make close captions or real live captions standard features on image content that utilize sound/voice. This standard aids in reading comprehension, ESL instruction, help folks recognize if their sound presentation and interpretation is changing. Because accessibility is not just good practices for folks with disabilities.

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This is absolutely true! Consider it as universal design rather than "for people with disabilities only". We know from research that designing from the start with accessibility in mind often benefits everyone. Think about curb cuts and closed captioning -- two examples of accessibility-related design that actually benefits more people than just those for whom the design was intended. Best practices should include accessibility from the start. Retrofitting is so inefficient.

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Thank you so much for your idea, Hector. Are there other accessibility features you think should be 'standard' or 'the norm' in social media sites?

Comment #3:

Yes very true. It is also helping folks learn new languages when the countries language is different than their own. Hearing the words in the local language and reading the caption in your own language is very helpful.

Children who hear and associate captions with spoken words become early readers and better spellers. They love to point out the typos or spoken words that do not match the captioning.

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Real time captions are a good idea. I know that with YouTube users can now easily add captions in many languages. Having this option available for users when adding video content is amazing. Even more standard should be that folks receiving government funding and utilize video content for presentations, information, outreach, and service delivery should be required to have such content accessible with cc/rtc. When they do they leave out tax payers, they leave out people.

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It would be great if webinar platforms had auto captioning to go along with recordings. It would be even better if tools like Skype and Google Hang out had easy universal tools as well. I could clean up auto captioning myself during or after a recorded meeting or discussion. More automatic universally designed tools will allow more accessibility in the informal online social activity world for everyone.

Comment #7:

Hi nah36, thank you for your comments--check out some of the other ideas posted in this dialogue about auto captioning! Looking forward to hearing more of your ideas.

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Yes nah36 I agree. For me it is always a lot better to be able to participate or have access to webinars that have closed captions. I am better able to capture the content that is being shared. I can better understand what is being said and that allows me to walk away with a better sense of what was discussed. It makes me feel like I could really participate in the event. It also provides great accountability since it really provides am accessible record of who said what. I am also able to better reference the material. I love learning, and with close captions I am able to better see when new words, concepts, and ideas are introduced. They look new and different and I can see them for what they are, their spelling and also pronunciation. I just learned I had been saying meme all wrong.

Top Idea #3: Increase Accessibility Awareness/Training
22 Up Votes | 1 Down Votes | 21 Net Votes

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Facebook recently at the CSUN conference discovered that the folks who create and maintain their user interfaces lacked accessibility awareness and/or training. The complexity of different platforms, different API's, etc. added to the list of issues.

http://alastairc.ac/2014/03/csun-scalling-accessibility-facebook/

Use current accessibility standards in all user interfaces and recommend enhancements to the standard as part of continuous improvement.

Comment #1:

The problem, well, a problem, is that Facebook institutionally doesn't know all that much, at least about assistive technology. They know a little about screen readers and that's it. In their mind, all persons with disabilities and all assistive technology are monolithic. And that's not helpful.

Comment #2:

Thank you for your comments--what do the both of you think are some misconceptions about universal design and users of social media w/ disabilities? People with disabilities certainly aren't monolithic, nor is the concept of accessibility. Would love to hear more of your ideas!

Comment #3:

There is a lot of research out there supporting the concept of universal design. Designing from the start with accessibility in mind actually benefits MOST users, not just those with disabilities. WCAG 2.0 (http://www.w3.org/TR/WCAG20/) should be baseline knowledge for those

developing social media platforms, but it also needs to go beyond that into universally designed UX/UI, offering options and flexibility for users rather than creating barriers where barriers don't need to exist in the technology. See the National Center on Universal Design for Learning for more ideas/information: http://www.udlcenter.org/. Lots of examples, research, guidelines, etc.

Comment #4:

It can get complicated and the price is not free. I try to stay away from Facebook for security issues. Linked In is state of the art and seems to be good source of staying in touch of old schoolmates in business or looking. Great for references needed too.

Comment #5:

From your comments above it sounds like LinkedIn is a better choice than Facebook for accessibility and/or security. Does anyone have recommendations for other social media platforms with accessible user interfaces?

"Facebook recently at the CSUN conference discovered that the folks who create and maintain their user interfaces lacked accessibility awareness and/or training..."

Comment #6:

Why am I not surprised? Yahoo is another company that doesn't have a clue. I recently had to close my email account after nearly 20 years with them, because the latest platform isn't compatible with the magnification software I use. The content bounces all over the place. Designers need to be fully aware of the accessibility products we use, how these products work, and make sure their interfaces interact smoothly.

Comment #7:

Thank you for your comments. Have you found an email provider that's more accessible for you? What are the features that are important for you to access email?

Top Idea #4: Employment Application Timeout
21 Up Votes | 1 Down Votes | 20 Net Votes

The timeout period for online employment applications is typically 30 minutes. The average time for a person to complete an online application is usually longer than 30 minutes.

It would be helpful if the application software would prompt at the applicant how much time before prompted with a timeout. The timeout notifications which I have found works best is screen dimming, contrast change, and/or audible beep sound with the alert window centered on the screen.

Too often the alert window is centered on the webpage which can put the window outside the current viewable range and if there is no other indication of timeout it is difficult to determine why your application is suddenly non-responsive.

In general the online application process is user intensive and can be prevent PWD applicants from applying.

<u>Comment #1:</u>

Thank you for your idea! Have you seen similar timeouts on social media apps? Do you have any other ideas specifically on social media and how to make it more accessible for people with disabilities?

<u>Comment #2:</u>

We are linking to online job applications via social media sites like Twitter, Facebook, LinkedIn, etc. Most employers prefer to use their online systems. Even if you have a profile on the social site you need recreate on the employers. It really is time consuming especially if the social site works with your accessibility tools and the employer's site does not.

<u>Comment #3:</u>

Do you have any ideas or suggestions for ways to bridge the gap between a social media site and the link to an online job application to make it easier for people with disabilities? If so, I encourage you to post it as a new idea.

<u>Comment #4:</u>

Between the application PROCES AND ADDED ASSESMENT TESTS its 2 HOURS PER JOB ONLINE IF NOTHING GOES wrong such as loss of Internet even for a second. You will need to start from scratch. Take advantage of breaks do application on dY AND ASSESMENT WHEN FEELING GOOD NOT TIRED.

<u>Comment #5:</u>

SORRY SPLIT THE Time BETWEEN APPLICATIOPNS AND ASSESMENTS. Don't DO AT THE SAME DAY.

<u>Comment #6:</u>

Note that WCAG 2.0 is nice and strict about timeouts: http://www.w3.org/TR/UNDERSTANDING-WCAG20/time-limits-required-behaviors.html. However, lalle916 makes an important point about the notification -- if it's out of range of the user's attention somehow, such as being off-screen, it might comply with WCAG, but not serve the user.

<u>Comment #7:</u>

I vote for an option that turns the whole timer off. I don't even know how many times I was almost finished with an application, went to submit it, and it said "Sorry, your session has expired. Then I lose all the work I just did, and have to start all over again. I end up having to get

someone to help me because I don't want it to happen again, and I get very frustrated. I try to be very independent, but it's hard when a timer, especially an invisible one, is working against me.

Comment #8:

I agree with the consideration of an option to turn off the timer for online job applications. Time limitations can result in the unintended consequence of discriminating against people of all ages and abilities who might require varying amounts of time to navigate the process.

Top Idea #5: Ability to choose colors and font sizes
20 Up Votes | 1 Down Votes | 19 Net Votes

Without needing to go and override things like the entire web browser, the ability to choose what color a site is (background and text color), and what font size the text is at, would really aid in viewing the site.

Social media sites are ones you're more likely to view on public computers, so they're more likely to be ones this is a bigger deal for. Font size and color both can really determine whether or not someone is able to read the site or not.

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I think that's a really good idea. I often have trouble reading things when the color contrast isn't sharp enough, and this would help a lot.

Comment #2:

Thanks so much for your idea, Tuttle! Looking forward to seeing more ideas from you!

Comment #3:

This sounds like a good idea -- personalization by site rather than at the machine or browser level. Have you looked at the Global Public Inclusive Infrastructure? http://gpii.net It would allow users to store portable personalization profiles in the cloud, and call them up on any device.

Comment #4:

Thanks for sharing this link, Jim. I appreciate your participation and look forward to more of your ideas.

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I'm not sure how beneficial this maybe, but apparently it is possible to download an app which helps with the fonts on Facebook (see http://smallbusiness.chron.com/post-bigger-font-facebook-status-45553.html for more information).

However, I agree 100% that this is something that should be default in all social media especially when websites like Facebook and Twitter, as the font text is small, and with websites like Tumblr and Myspace where custom backgrounds may interfere with font color

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Thanks so much for your comments, Charles! Hope to see more of your ideas in our dialogue

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Top Idea #5: Display Options
19 Up Votes | 2 Down Votes | 17 Net Votes

I wonder if it would be too hard to ask social media sites to give users a few different display options. One problem I often have with sites like Facebook is the fact that information can be placed in various blocks anywhere on the page. I navigate using a magnifier most of the time, and it's easy not to be able to find things. Picture icons are also a huge headache. It would be great if we could choose for those icons to be displayed as text instead (some websites already do this, but I don't think all of them do). The windows that pop up when you hover over them and then disappear when you move your mouse can also be very hard to handle.

Comment #1:

Thank you very much for your idea, Vicky! Have you had any other barriers or challenges using social media as a person who uses a magnifier? Looking forward to hearing more from you!

Comment #2:

Hmm, off the top of my head, there are some things that were mentioned in one of the other suggestions that have been put up like with font and color. The thing with using magnifiers is that you can only view a small part of the screen at a time. Also, some fonts become very fuzzy when blown up to very large sizes.

Oh, one thing that is also troubling is that "type the letters/numbers in the picture" thing that shows up a lot for logging in. I know there is often an audio option, but for some reason, I can never hear it clearly when I try it. And the visual image is hard to handle for obvious reasons. I remember from a psychology class I took that people's eyes and brains have the ability to figure out what a letter or number is just by taking in certain aspects of the shape. That's why you can take the suggestions of letters used in these log-in pictures to recognize the letter or number. However, these visual cues don't work so well for low vision people because when you use a magnifier, you can't view the picture from a distance and get that overall sense for what the image is. Ah, sorry for rambling... I just often think about those pictures, especially after trying multiple times to get it right and finally having to find a sighted person to read it to me. Eh heh... The best type-it-ins I've seen don't alter the letters and numbers too dramatically and space them far enough apart so you don't have to distinguish them from each other as well. Then there are the simple math problem ones, which I really like.

Comment #3:

Hi Vicky, thank you for your follow-up comments. I think that 'type the letter/number' thing is called CAPTCHA and there are lots of people with disabilities who are blocked from accessing online sites due to it: http://www.w3.org/TR/turingtest/

Comment #4:

Do you advocate requesting the sites regulate the locations of their various icons? I often find that the sites move their pages around to create variety, and then I find that the place where I had expected to encounter a link is no longer there. Particularly with the use of so many picture icons that do not have accessible audio words available, or where the words are unreadable for screens that use white on black to increase contrast, regularity in placement could be helpful.

Top 5 Ideas Submitted for Topic "Socializing":

Top Idea #1: Clutter and Flash Control
19 Up Votes | 0 Down Votes | 19 Net Votes

Clutter on webpages actually cause simple tasks to become more complicated or lost and not completed. The flashing, winking and other active content of ads, etc. is to some annoying and others a trigger for adverse symptoms.

Comment #1:

Social networks and other free online content is usually paid for by ads, so their owners are not motivated to allow users to turn off these distracting and potentially harmful parts of the experience. How do you think we should address this?

Comment #2:

Hi Jim, you have a point--this is the main source of revenue for social media companies. Do you think it's possible for these companies to issue accessibility requirements (reduced flashes, winking) for all their ad buyers?

Comment #3:

I would like to see an option put into social media, or even broader, directly into web browsers that allows a person to customize the view, so that extraneous information, such as ads to be contained in a separate area that must be activated before they are displayed. Screen readers get overwhelmed with things that grab attention (like pop-ups), causing the user to lose his or her place. I understand that companies pay good money for advertising, so I don't want something built that kills their ads, but I want to address the predatory programming of web programmers to drive advertising up using belligerent tactics. This may be an idea to pass along as a standards practice, rather than a legislative move, as I feel that legislation forces people to do minimum standards, rather than encouraging them to do a better job at addressing the issue.

Comment #4:

I use screen magnification software on my computer. While I do have the latest version and updates, I am finding that as websites add more flash photos and text, it has become more difficult for me to read overall, and for the magnification software to keep up with the flash-driven content. My friends who are blind and use screen readers have an even harder time. I would love to see something that will allow users to set website text, font, color, images to meet their needs. Or at least some kind of mandate to web developers that they must have accessible content.

Comment #5:

Thank you for your comments, Dano and auntknits!

Top Idea #2: Use Facebook GROUPS not Pages
13 Up Votes | 1 Down Votes | 12 Net Votes

When helping people to self-help or help other people, a Facebook GROUP is so much more effective than a page. I am the founder of SnowedOutAtlanta, and I found that using a group helped people to find out information from each other, help each other and help themselves. It is a multi-way conversation whereas a Facebook Page is one way. It is very important to realize the difference

Comment #1:

Thank you so much for your comment, Michelle. SnowedOutAtlanta was an amazing example of crowdsourcing during times of disaster. It shows how vital social media is during times of crisis. Do you have any other ideas on how social media & emergency preparedness?

Top Idea #3: Privacy Controls
11 Up Votes | 1 Down Votes | 10 Net Votes

The constant changing of privacy controls by social media providers leaves me wondering about social safety. The privacy selections should clearly spell out in plain language the consequences of each selection.

Or move to a model that is high, medium or low in terms of privacy because the controls today are overly complex to really know what and with whom your sharing information. Low privacy appears to be the default setting with the social media provider making the selection.

Comment #1:

Thank you for your comment. Do you have any further ideas on making privacy controls on social media accessible for people with disabilities or do you have any other ideas about how to improve social media accessibility?

Comment #2:

To gain accessibility computer and internet access is needed and PWDs tend to lag in this area mostly due to being low income.

Top Idea #4: Vine accessibility
6 Up Votes | 0 Down Votes | 6 Net Votes

Vine seems to be getting used by government officials. When that happens, there needs to be a way to caption the content. While there is space in a Vine to add text, it's rarely used to transcribe the audio on the Vine. Vines are so short; captions should be really easy for everyone.

Comment #1:

Thank you for your comment--do you think a built-in prompt in Vine would work before a user uploads their video would work? Are there other accessibility issues in social media sites similar to Vine? Looking forward to more of your ideas and thank you for your participation!

Comment #2:

I seems as if all of the same accessibility issues that exist with any other user generated video exist here with Vine. The question remains what sort of burden can and should be placed on the users creating the video to add accessibility features or content before or during upload. I think that automated accessibility holds the greatest promise. As discussed elsewhere, a gating requirement for adding captioning, for example, might just prevent everyone from using the service or type of content. Government incentives for tech companies to add such features are a possibility.

Comment #3:

Agreed, Jon. Voluntary actions are great but it doesn't promise standardized accessibility to all users. Piecemeal accessibility is not good enough. Any proposed changes/improvements need to be as 'built-in' as possible, requiring minimal effort by users.

Comment #4:

I agree with you both. Vines are so brief that it seems like a good format to add a built in feature. We really need some standardization.

Comment #5:

Thanks for your participation, SHenderson--I hope you continue to post some solutions and ideas.

Comment #6:

Has anyone really looked at current closed caption? It is a joke and what is written in caption makes no sense to what is happening in a video

Comment #7

I agree - it seems to be using untrained voice recognition software which does not differentiate human voice with environmental sounds. The video software (like Vine - of which I am unfamiliar) do not seem to have easy mechanisms for additions of captioning.

Comment #8:

If there are words going across the screen, in almost all cases, pretty much everyone accepts it without question. There is little, if any, consideration for the quality of captions in Federally-produced videos and multimedia. The font choices are bad, the colors and contrast of the font and the background even worse, the omission of words, music and lyrics, background information that is relevant - these are all critical issues that are dismissed and ignored. But, then, has any agency every added audio-description to their videos? That's also been mandated since 2001.

Comment #9:

Hi Gary, thank you for your comment. Do you have any suggestions of how captions can be standardized and improved?

Comment #10:

Not sure about VINE, but for YouTube, etc. there really is no substitute for creating a word-for-word transcript (even a basic text file) and using that to caption videos. Auto-captions are always gibberish.

Comment #11:

That's so true, and when government officials rely on YouTube auto-captions, like Senator Harkin's latest message asking for the community to send stories about the CRPD, the outreach attempt fails.

Comment #12:

Thanks, LCarterLong--looking forward to other ideas and comments you have on social media accessibility. I usually create my own transcripts too. At least YouTube has a pretty good way to sync the captions once you upload them.

Comment #13:

I have used YouTube's beta auto-captioning to create a DRAFT transcript, and it wasn't bad. Granted, the sound and speaker quality of the video I was working with was very good. That's going to make a huge difference. The video sound quality, the speaker and his/her accent, the use of jargon and unique terminology is all going to impact the output. In SOME cases, using something like YouTube's program is useful. But, it must not be the sole source or option, simply

one in one's resources. Those videos that are of good quality, let YouTube prepare the draft, so that other videos can be addressed with the necessary additional resources. Anyone or any agency that expects a one-size-fits-all or even -most will get less than optimal quality captioning - If they check for quality control.

Top Idea #5: Stop the Spam
5 Up Votes | 0 Down Votes | 5 Net Votes

My recent experience with a new mail account was amazing. Even after a month it remains amazing because there is no social media account linked to the email.

I do not get the constant barrage of emails sent by the social media provider or it's advertisers. I just receive the email from family and friends. I find using email forwarding soon corrupts email accounts with social media provider spam.

Need the ability to stop all email from the social media provider yet continue to get email from people, groups, etc.

Top Idea Submitted for the Topic "News & Information":

Idea: Annual Social Media Check
6 Up Votes | 0 Down Votes | 6 Net Votes

Since the shelf life of data on social media spans decades and databases share data with other databases without validating the accuracy of data there needs to be a mechanism to allow the person to verify the accuracy their social data and a process to correct/remove discrepancies.

Top Idea Submitted for the Topic "Education":

Idea: Translate files on the Web into Different Languages
0 Up Votes | 0 Down Votes | 0 Net Votes

Developed countries should help their small brothers by supporting software that will translate files on the web in their own languages. I think it is a better start to educate PWDS in developing countries, if the screen reader are speaking their native tang? I also believe that descriptive features must be increased and if it is possible include descriptive portions, as part of the international proto call, in e-publishing. Educational fora must be increased in the web.

Top 5 Ideas Submitted for the Topic "Employment":

Top Idea #1: Employment Application Timeout
21 Up Votes | 1 Down Votes | 20 Net Votes

The timeout period for online employment applications is typically 30 minutes. The average time for a person to complete an online application is usually longer than 30 minutes.

It would be helpful if the application software would prompt at the applicant how much time before prompted with a timeout. The timeout notifications which I have found works best is screen dimming, contrast change, and/or audible beep sound with the alert window centered on the screen.

Too often the alert window is centered on the webpage which can put the window outside the current viewable range and if there is no other indication of timeout it is difficult to determine why your application is suddenly non-responsive.

In general the online application process is user intensive and can be prevent PWD applicants from applying.

Comment #1:

Thank you for your idea! Have you seen similar timeouts on social media apps? Do you have any other ideas specifically on social media and how to make it more accessible for people with disabilities?

Comment #2:

We are linking to online job applications via social media sites like Twitter, Facebook, LinkedIn, etc. Most employers prefer to use their online systems. Even if you have a profile on the social site you need recreate on the employers. It really is time consuming especially if the social site works with your accessibility tools and the employer's site does not.

Comment #3:

Do you have any ideas or suggestions for ways to bridge the gap between a social media site and the link to an online job application to make it easier for people with disabilities? If so, I encourage you to post it as a new idea.

Comment #4:

Between the application PROCES AND ADDED ASSESMENT TESTS IT'S 2 HOURS PER JOB ONLINE IF NOTHING GOES wrong such as loss of Internet even for a second. You will need to start from scratch. Take advantage of breaks do application on dY AND ASSESMENT WHEN FEELING GOOD NOT TIRED.

Comment #5:

sorry SPLIT THE Time BETWEEN APPLICATIOPNS AND ASSESMENTS. don't DO AT THE SAME DAY.

Comment #6:

Note that WCAG 2.0 is nice and strict about timeouts: http://www.w3.org/TR/UNDERSTANDING-WCAG20/time-limits-required-behaviors.html. However, lalle916 makes an important point about the notification -- if it's out of range of the user's attention somehow, such as being off-screen, it might comply with WCAG, but not serve the user.

Comment #7:

I vote for an option that turns the whole timer off. I don't even know how many times I was almost finished with an application, went to submit it, and it said "Sorry, your session has expired. Then I lose all the work I just did, and have to start all over again. I end up having to get someone to help me because I don't want it to happen again, and I get very frustrated. I try to be very independent, but it's hard when a timer, especially an invisible one, is working against me.

I agree with the consideration of an option to turn off the timer for online job applications. Time limitations can result in the unintended consequence of discriminating against people of all ages and abilities who might require varying amounts of time to navigate the process.

Top Idea #2: Non-image PDFs as Advertising for Jobs
10 Up Votes | 0 Down Votes | 10 Net Votes

Often times, applications or job advertisements which are used to publicize a position on social media web sites are image-based portable document files (PDFs). For those individuals who are blind, visually impaired or print disabled, these files are nearly impossible to read. This group of people uses screen reading software to access information on the computer screen. This technology, though advanced, is not capable of understanding images, only text. When this type of file is used, it prohibits this segment of the population from accessing vital information either to apply to a job or to learn more about a desired position.

Comment #1:

Thank you for your comments, mongillo. Many people do not realize how inaccessible PDFs are for people w/ print disabilities. Do you have any suggestions on how social media platforms can encourage their users (e.g., employers) to use more accessible formats?

Top Idea #3: Social Media Job Recruitment
8 Up Votes | 0 Down Votes | 8 Net Votes

If a company wants to recruit job candidates via social media, it will only be able to reach those individuals who can receive and interpret the content being shared.

Complex processes, marketing and/or public relations material included on job postings creates job postings that are difficult to understand how to apply, to cluttered to navigate and/or unreadable.

I find government job postings to be complex because I do not speak the speak. There is guidance on how to translate government/military skills into private sector speak but I have not found one that translates private sector skills into government/military speak.

In a group which experiences high unemployment it all starts with the accessibility, readability and simplicity of the process in applying for jobs. The job posting should focus on knowledge, skills and abilities, experience and education with information on how and where to apply.

Think simple, concise and use more white space. If a candidate needs or wants to read more than provide means to access that information at the end of the announcement.

Comment #1:

Thank you for your comment. Do you have any specific suggestions about social media? Your suggestion seems to be focused on the language of job postings by companies. Looking forward to seeing more of your ideas in our dialogue!

Top Idea #4: Secure Employment Application
5 Up Votes | 1 Down Votes | 4 Net Votes

Accessibility without security can put PWDs at risk. Online employment applications may or may not be secured by a job board, organization or other employment entity.

Many online job boards do not vet or screen employers since access to applicant data is based on payment. If applicant information security was an important concern then it is likely organizations would improve accessibility.

Comment #1:

I noted with linked job postings on social media sites is that the redirect to the company's job application web page may or may not be secure. Even if the company is using a secure API the actual webpage to access the API is not secure so information between webpage and API is at risk. Because the social media site is secure many might assume that the company's site is secure. If you receive no warning or know what to look for you could put your information at risk. I do not apply for jobs on sites with questionable security. This is a barrier.

Top Idea #5: Files must be in readable formats
0 Up Votes | 0 Down Votes | 0 Net Votes

For employment, I think, all the files must be in readable formats, by all types of disabilities. We oval of "Must be physically feet, before applying for a job?" Online compliance must be considered by the employers, more so, if it is just for communication and reporting purposes? reports and similar research can be submitted on line for potential PWD applicant can still perform his expectations or the demands of the employers. Finally, Governments shall give all types of auxiliary services, like access to financial assistance for acquiring all types of technology needed for PWD's advancement.

Conclusion

Through the *"Join the Conversation: Advancing Accessibility and Inclusion in Social Media - The User Experience"* online dialogue, NCD and ODEP successfully leveraged leading-edge crowdsourcing tools to engage citizens and gather ideas to help improve the state of accessibility of social media tools. Through idea submission, commenting and voting, this community driven event allowed citizens to contribute to the conversation and served as an outreach and awareness tool. This new approach to gathering stakeholder feedback will help NCD and ODEP better understand the role of social media in the lives of people with disabilities and identify creative ways people with disabilities deal with a variety of accessibility issues.

This metrics report simply summarizes the online dialogue's results; the input and responses of the participants are now being analyzed by the NCD-ODEP Team. In summary, this dialogue encouraged creative thinking and will be used to help NCD and ODEP further collaborate with the social media industry in seeking solutions and reforms to improve the accessibility of these online tools.