

[illegible]

QUESTION...

Do you know anyone who:

- **Owens glasses or contacts?**
- Uses closed captioning to view digital content?
- **Uses a phone to access the internet?**
- Uses assistive devices?

**According to the CDC
25% of the US population
has a disability
(~61 million people)**

Source:

<https://www.cdc.gov/media/releases/2018/p0816-disability.html#:~:text=One%20in%204%20U.S.%20adults,affects%201%20in%207%20adults.>

VISUAL



- color blind
- low vision
- no vision

AUDITORY



- **deafness**
- **hard of hearing**

SPEECH



- stuttering
- apraxia
- dysarthria

MOTOR



- fine motor control
- keyboard/switch only
- slow response time

COGNITIVE



- focus
- learning differences

“Of the 5.4 billion searches conducted via Google’s search engine, only 2% of all websites are accessible.”

SOURCEC:

<https://www.techtimes.com/articles/261437/20210614/accessibes-search-engine-accessfind-is-launched-to-help-those-with-disabilities-find-accessible-websites.htm>

DIGITAL ACCESSIBILITY

Is the inclusive practice of removing barriers that prevent interaction with, or access to websites, digital tools and technologies, by people with disabilities.

Source: <https://www.law.georgetown.edu/your-life-career/campus-services/information-systems-technology/digital-accessibility/>

INACCESSIBLE WEBSITES = unethical access

THE AMERICANS WITH DISABILITIES ACT (ADA) OF 1990.

The ADA is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private places that are open to the general public. The purpose of the law is to make sure that people with disabilities have the same rights and opportunities as everyone else. The ADA gives civil rights protections to individuals with disabilities similar to those provided to individuals on the basis of race, color, sex, national origin, age, and religion. It guarantees equal opportunity for individuals with disabilities in public accommodations, employment, transportation, state and local government services, and telecommunications.

Source: <https://adata.org/learn-about-ada>

ETHICAL DIGITAL ACCESSIBILITY ALLOWS:

Equivalent accessibility to information, interactions, services and ease of use experiences on digital platforms for all.

CONSEQUENCES

THE ABSENCE OF
DIGITAL ACCESSIBILITY
ON WEBSITES CAN LEAD TO
LAWSUITS...

DIGITAL ACCESSIBILITY **LAWSUITS**



Supreme Court hands victory to blind man who sued Domino's over site accessibility



Justice Department Applies ADA Title III To Carnival's Cruise Ships, Website, and Mobile App in a Landmark Settlement



LAWSUITS
ARE *NOT* LIMITED
TO BUSINESSES.

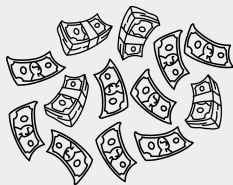
NYCDOE settled a lawsuit with the U.S. DEPARTMENT OF EDUCATION, Office of Civil Rights agreeing...

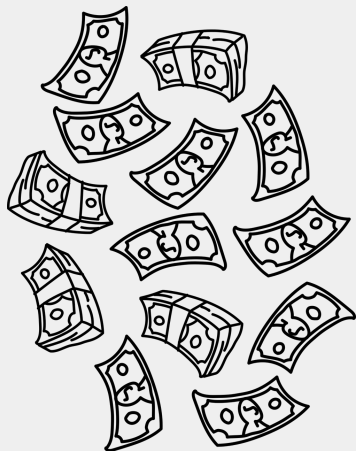


“that all content and functionality on the NYCDOE’s individual websites, including but not limited to the home page and all subordinate pages, must be accessible to persons with disabilities” U.S. Department of Education, Office for Civil Right (OCR)

SOURCE: <https://www2.ed.gov/about/offices/list/ocr/docs/investigations/more/02161175-b.pdf>

THE ABSENCE OF
DIGITAL ACCESSIBILITY
ON WEBSITES CAN LEAD TO
LOST REVENUE...





LOST REVENUE

Research undertaken by UserWay, a leader in website accessibility automation, has identified that e-commerce retailers stand to lose an estimated \$828 million in revenue during the 2021 Christmas holiday as a result of poor website accessibility.

DIGITAL ACCESSIBLE TOOLS AND TIPS

ACCESSIBLE WEB DESIGN TIPS VIDEO:



WCAG

WCAG stands for **Web Content Accessibility Guidelines**, which are published by the World Wide Web Consortium's (W3C) to provide an international standard of recommendations for making web content more accessible for individuals with disabilities.

Source: <https://www.w3.org/WAI/WCAG2AA-Conformance>

QUICK Digital Accessibility TIPS:

- Site should be searchable by search engines.
- ACCESSIBILITY of WEBSITES should be evaluated on an accessibility checker website like **ACCESSIBILITY CHECKER** or **WAVE**

QUICK Digital Accessibility TIPS:

- Accessible content should be written in plain language 6th-9th grade reading level that allows for content to be better translated by Artificial Intelligence (AI)
- Site should be Increaseable to a variety of screen sizes, include appropriate color contrast inclusion, have hierarchy in design and alt text for images
- Readable by a screen reader

ACCESSIBLE SITES

are ethical and allow ease
in **FINDING, NAVIGATING**
and **UNDERSTANDING**
information.

ACCESSIBLE SITES

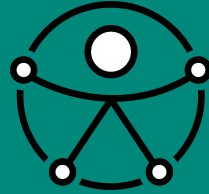
also provided clarity and consistency and equity for users of all abilities.

DIGITAL ACCESSIBILITY BENEFITS:

- Website made compliant with WCAG standards will always win on the SEO front because a lot of web accessibility practice involves the use of semantic code which search engines find easy to crawl over and index.
- **Reduction of lawsuits.**
- More revenue.
- **Establishing ethical access for all.**

RESOURCES

- <https://www.techtarget.com/whatis/definition/digital-accessibility>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8869505/>
- [https://f.hubspotusercontent30.net/hubfs/3280432/Remediated%20-%202021_MidYear_UsableNet_WebAccessibilityLawsuit_Report_FINAL_06292021%20\(5\).pdf](https://f.hubspotusercontent30.net/hubfs/3280432/Remediated%20-%202021_MidYear_UsableNet_WebAccessibilityLawsuit_Report_FINAL_06292021%20(5).pdf)
- <https://www.techtimes.com/articles/261437/20210614/accessibes-search-engine-accessfind-is-launched-to-help-those-with-disabilities-find-accessible-websites.htm>
- <https://www.census.gov/newsroom/facts-for-features/2020/disabilities-act.html>
- <https://www.forbes.com/sites/gusalexiou/2021/12/19/retailers-to-lose-828-million-of-sales-over-christmas-due-to-inaccessible-websites/?sh=2560256135b5>
- <https://about.fb.com/news/2021/01/using-ai-to-improve-photo-descriptions-for-blind-and-visually-impaired-people/>
- <https://www.engadget.com/accessibility-in-tech-2020-150002855.html>
- <https://www.forbes.com/sites/gusalexiou/2021/07/20/understanding-the-specific-web-accessibility-requirements-of-older-silver-surfers/?sh=300841f07f25>
- <https://www.cdc.gov/media/releases/2018/p0816-disability.html#:~:text=One%20in%204%20U.S.%20adults,affects%201%20in%207%20adults>
- <https://www.searchenginejournal.com/website-accessibility-law/285199/#close>
- <https://www.nytimes.com/2022/07/13/technology/ai-web-accessibility.html>
- <https://www.forbes.com/sites/forrester/2021/05/27/whats-wrong-with-quick-fix-products-for-digital-accessibility/?sh=718918f0681d>
- <https://www.accessibility.com/blog/lack-of-accessibility-can-create-long-term-impact-on-people-with-disabilities>
- <https://www.w3.org/WAI/fundamentals/accessibility-intro/>
- https://www.americanbar.org/groups/law_practice/publications/law_practice_magazine/2022/1f22/vu-launey-eagan/
- <https://www.w3.org/WAI/WCAG2AA-Conformanc>



Questions | Reflections