

Guerilla Alt Text

Making Accessibility Happen

Tripp Narup, Archive Strategic Manager, Elsevier, Inc.

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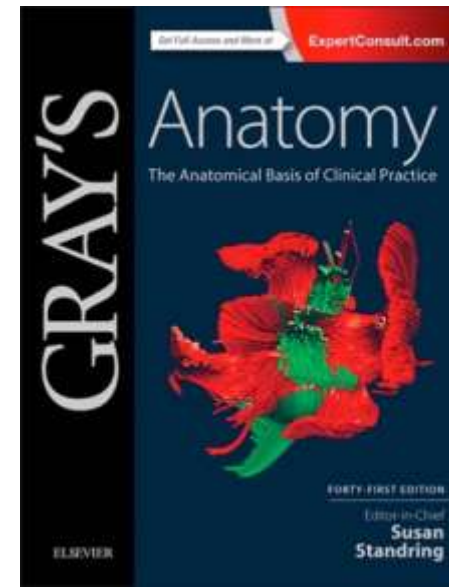
Tripp Narup

- Established Elsevier's Global Book Archive, the point of contact for alternate file requests worldwide.
- The Archive filled more than 4,500 alternate file requests in 2017.
- We began filling alternate file requests in 1999.



Elsevier

- is a global information analytics business that helps institutions and professionals progress science, advance healthcare and improve performance for the benefit of humanity.
- publishes thousands of books and journals each year.
- employs over 7,000 people in 24 countries.



Apropos of nothing...

- AT on the airplane
 - Not EVERYONE on the airplane is going to CSUN.
 - But you can still learn things.
 - Driving app would be nice, but just announcing exit numbers and cross streets would be great.
- The best example of sonification has nothing to do with AT.
 - RadioLab (one of the best podcasts ever) did a show called “Rippin’ the Rainbow an Even Newer One.”
 - It explores animals who have a greater visual range than humans.
 - They hired a choir to “voice” the colors (basses are red, sopranos are violet.)
- Did everyone know about pocket lint but me?
 - Unexpected features of the iPhone

Agenda

1. Background
2. Best Practices for Guerillas
3. The Project
4. Best Practices for Writing Alt Text as a Group

Background

- Alt text is the first requirement in WCAG 2.0 and Section 508 ... but most websites still don't have it.
 - Last year, the University of Utah and WebAIM found that 80% of the sites they studied were not accessible.*
- I was having difficulty getting alt text into our work flow.
 - There was no one responsible for accessibility at the book level.
 - The cost of alt text was considered prohibitive.
- How can I jumpstart the alt text process?

*“Web Accessibility in a National Sample,” Cyndi Rowland, Ph.D. and George Joeckel, M.S. They studied University Centers for Excellence in Disability (UCED) websites.

Background

Volunteer!

- Nothing succeeds like taking on someone else's problem!
- Volunteer your friends, too!

Best Practices for Guerillas

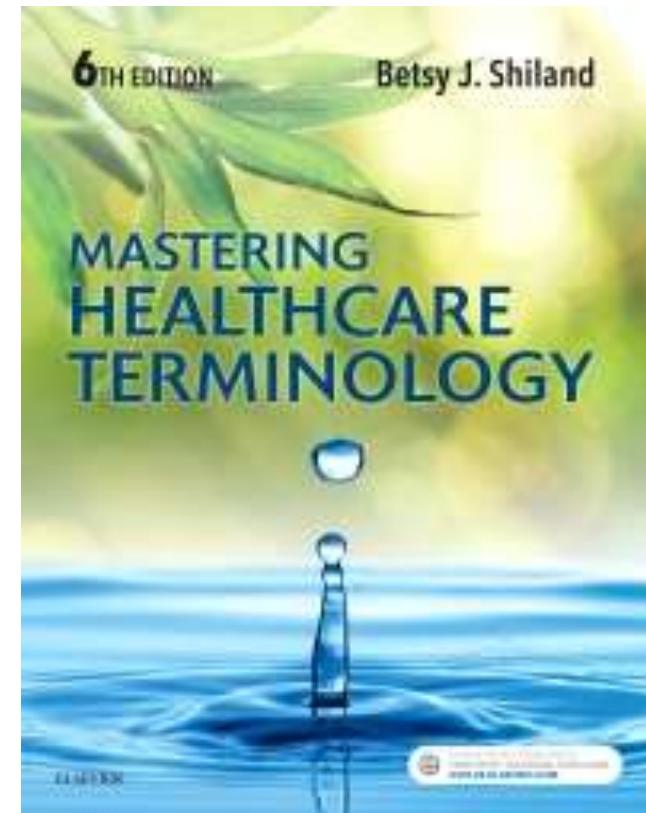
- Pick a “do-able” project; start simple, start small.
- Enlist support from management.
- Document the project.
 - What have you learned? How can you do it better next time?
- Keep it fun.
- Deliver what you promise on time—no excuses.
- Make sure you have enough people to cover the workload.

The Process

- I met with a senior publisher to pitch the idea of writing alt text for one title.
- I promised the alt text would be free and that we would not interfere with the production schedule.
- Long description was not in scope.
- She conferred with her colleagues and picked a suitable title within a week.
- I asked for volunteers through our Accessibility Working Group.
- 12 people volunteered.
- We established a standing meeting every week to review progress and discuss problem items.
- Sub groups met on their own.
- The Style Sheet and all other documents were placed on a SharePoint site that everyone could access.

The Project

- Mastering Healthcare Terminology, 6th edition by Betsy J. Shiland.
 - Entry-level book (relatively low level of subject matter expertise required)
 - Roughly 450 images
 - 752 pages
 - Relaxed publication date (March 2018)



The Team

- 12 volunteers from many parts of the company
 - 5 Editorial
 - 3 Operations
 - 3 Web development
 - 1 Project management
 - Locations: St. Louis, Philadelphia, New York, Dayton, Oxford
- 4 teams of 3 people each
- 4 chapters per team
- Each team met to write the alt text, the entire group met to discuss problem items.



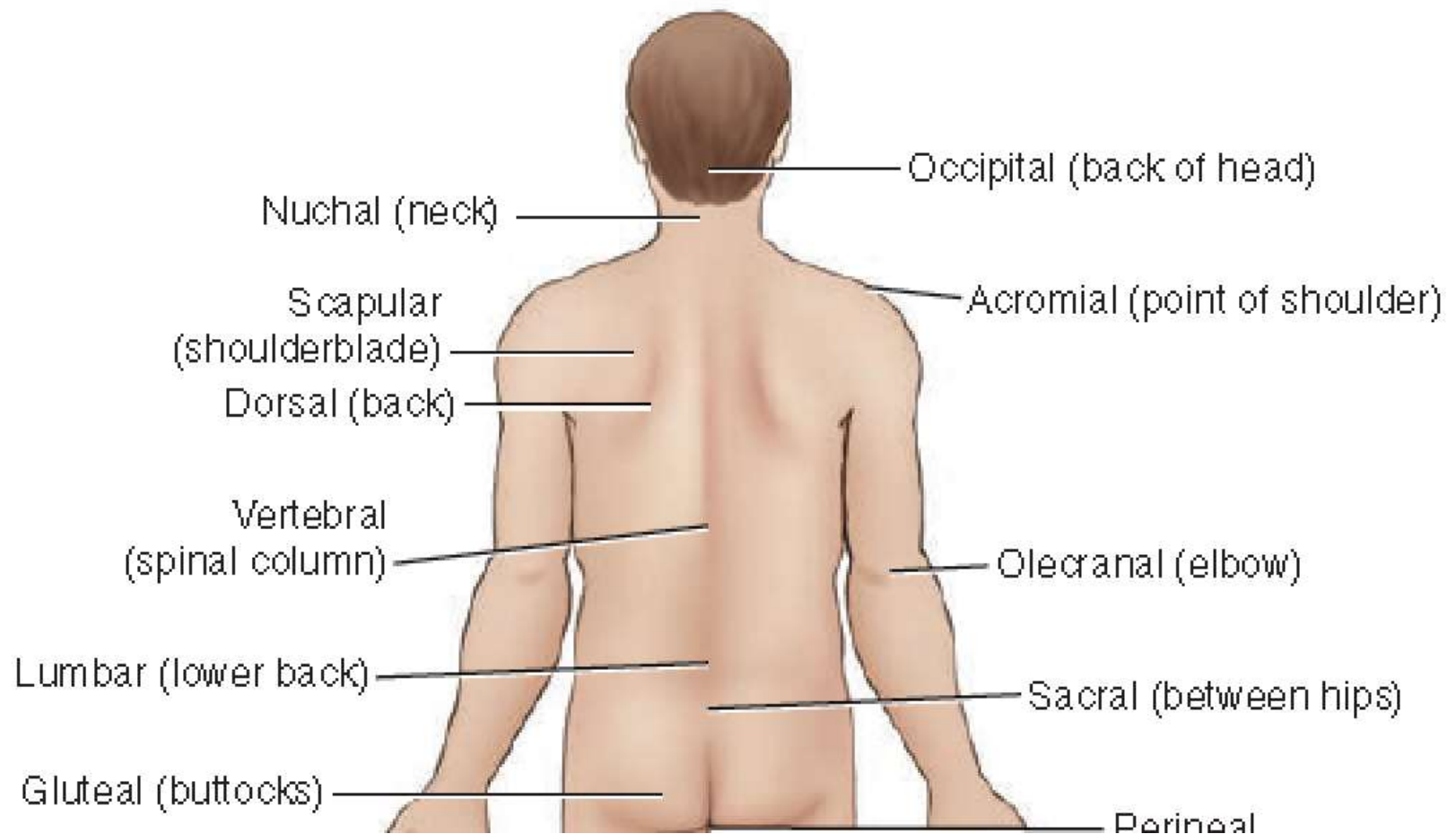
Samples from the book

- Small images in tables

Parts of Organs			
	Term	Combining Form	Definition
	apex (<i>pl.</i> apices) A pecks	<i>apic/o</i>	The pointed extremity of a conical structure.
	body (<i>corporis</i>) KOR por iss	<i>corpor/o</i> <i>som/o</i> <i>somat/o</i>	The largest or most important part of an organ.
	fornix (<i>pl.</i> fornices) FOR nicks	<i>fornic/o</i>	Any vaultlike or arched structure.
	fundus (<i>pl.</i> fundi) FUN dis	<i>fund/o</i>	The base or deepest part of a hollow organ that is farthest from the mouth of the organ.
	hilum (<i>pl.</i> hila) HYE lum	<i>hil/o</i>	Recess, exit, or entrance of a duct into a gland, or of a nerve and vessels into an organ.

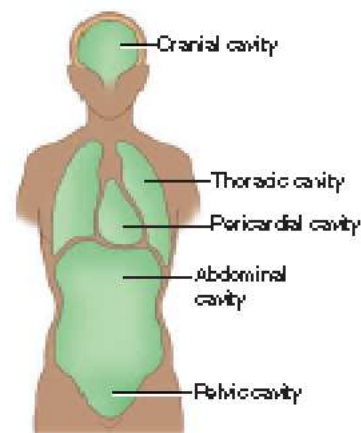
Samples from book

- Lots of labels



Samples from book

- Wide variety of image types
 - Screen shots
 - Drawings
 - Photographs
 - X-rays
 - CT scans




Best Practices for Writing Alt Text as a Group

- Keep a “style sheet” to insure consistency. Similar images should be handled the same way.
- Describe the type of image. X-rays are different from CT scans, drawings are different from photographs, etc.
- The alt text should match the reading level of the book.
- There is no text formatting in alt text (no bold or italics).
- Multi-part images need alt text based on the number of *files* not the number of images presented in the files.
- In the absence of long description provide the page number to make it easier for assistive staff to locate the image.
- Talk out your differences!
- Do not introduce new material in the alt text.
- Decide what needs alt text and what doesn't.

Some examples

- Do we need this image? Does it need alt text?

Case Study **Maria Alonsa Cortez**

A portrait of a young woman with dark hair, resting her head on her hand, looking down with a thoughtful or somber expression.

Maria Alonsa Cortez is a 33-year-old with a history of recurring UTIs. She is being seen today for lower abdominal pain and oliguria. An IVU and cystoscopy reveal vesicoureteral reflux and urethral stenosis. Urethroplasty is indicated for correction of the stenosis.

1. What is a synonym for urethral stenosis? _____
2. What does UTI stand for? _____
3. Vesicoureteral reflux is the backflow of urine from the _____ to the ureters.
4. The tube that conducts urine out of the bladder is the _____.
5. An endoscopic examination of the bladder is called _____.

Case Study

Null, images add no relevant information.

Some examples

- Is this a man or woman? Do we care?



- Use non-gender specific language when describing a person unless gender is relevant to the issue. Use "patient" instead of "woman." For a patient receiving dialysis, gender is not relevant. For a patient receiving a mammogram, it is relevant.

Some examples

- How do we handle images that include lots of text?

The screenshot displays a medical record interface for a patient named Tyson Bernard. The header shows the patient's name in a stylized font. Below this, a status bar indicates the record was opened by Perez, RAECHAL, MD. A menu bar includes options like Task, Edit, View, Time Scale, Options, and Help. A toolbar with various icons is visible, along with a date field set to 'As Of 11/04'. Patient information is displayed in a yellow box, including name, age (64 years), sex (Male), location (WHC-SMMC), date of birth (05/05/1954), MRN (732723), and FIN (3506004). A small portrait photo of the patient is shown. Below the patient info, there are tabs for different record types: Reference Text Browser, Form Browser, Medication Profile, Orders, Last 48 Hours, ED, Lab, Radiology, Assessments, Surgery, Clinical Notes, Pt Info, Pt Schedule, Task List, I & O, and MAR. The 'Surgery' tab is selected, and the 'Flowchart' is set to 'Surgery' and 'Level' to 'Operative Report'. The main content area shows a preoperative diagnosis of 'Elevated prostate-specific antigen' and a surgical procedure of 'Transrectal ultrasound of prostate'. The procedure description follows, detailing the patient's history and the ultrasound findings.

Medical Record Tyson Bernard

BERNARD, TYSON Q. - 732723 Opened by PEREZ, RAECHAL, MD

Task Edit View Time Scale Options Help

As Of 11/04

BERNARD, TYSON Q. Age: 64 years Sex: Male Loc: WHC-SMMC
DOB: 05/05/1954 MRN: 732723 FIN: 3506004

Reference Text Browser Form Browser Medication Profile

Orders Last 48 Hours ED Lab Radiology Assessments Surgery Clinical Notes Pt Info Pt Schedule Task List I & O MAR

Flowchart: Surgery Level: Operative Report Table Group List

Navigator

Operative Report

Preoperative diagnosis: Elevated prostate-specific antigen

Surgical procedure: Transrectal ultrasound of prostate

A 64-year-old male with PSA of 21.8. He had normal biopsy results 6 months ago. The PSA continues to rise incrementally and the patient comes in now for repeat prostate ultrasound with biopsy.

Patient was placed in the left lateral decubitus position. A lubricated ultrasound probe passed per rectum without difficulty. Multiple images of the prostate were obtained, transverse and sagittal axes. Seminal vesicles were nondilated. Prostate capsule intact. There were prostatic calcifications especially toward the base of the gland. At this point, the needle biopsy device was positioned, and under ultrasound guidance, five biopsies were obtained from the right side and five biopsies from the left. Prostate volume measured 71 mL. Patient tolerated the procedure well and was returned to the recovery room in good condition.

Some Examples

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- Electronic Medical Records (example).
 - "Electronic medical record on page 260 for Tyson Bernard related to the three questions below. The record concerns a transrectal ultrasound of the prostate."

Other Style Sheet Items

- Figure parts: Part A, or Part B (not Part "A", or Part "B")
- Use a period at the end of each alt text regardless of whether it's a complete sentence or not. (This allows the typesetter and the listener to know there is nothing missing.)
- Labels: If they are repeated in the main text then they do not need to be in the alt text. Add the phrase "as described in the text" as needed.

If the labels do not appear in the main text then they need to be in the alt text. They should appear in a logical manner, e.g., top to bottom, left to right, etc.

- Acronyms: If it is read as written, leave it as-is (e.g., "IV" = IV). If reading it as written would introduce confusion, then spell it out (e.g., "CABG" = coronary artery bypass graft).

Added benefits

- As a direct result of this project, our Education group is now including alt text as part of the “proposal” process.
 - Alt text is included with the cost estimates.
 - Books are evaluated based on their importance in the marketplace, competitive pressure, and basic profitability.
 - Participating books will be starting in production this year.

A brief announcement

- My last year at CSUN.
- Can I pet your dog? PLEASE?

Questions?

