“According to Laureate Online Education (2013) the negative impact of having these user disgruntled and unhappy that they can’t access your website application can cause damages in more than one way to your business or organization.”

Hi Adrian,

Thank you for bringing this topic up. I briefly skimmed the lecture notes, and did not pay enough attention to this. Being a staunch free-market capitalist, I usually do not agree with most laws that dictate how private businesses should be run. However, organizations that do make sure that their websites are accessible to the disabled can help themselves in regards to their public relations with the community. Such improvements in an organization’s perceived image can help many organizations, thereby actually improving their bottom line in the long run. For example, Google has stated on their website that it is their “mission to make the world’s information universally accessible and useful, we’re committed to making accessibility a reality for all of our users, including those with disabilities.” (Google, n.d.a.), and they actually serve on committees that promote web standards (Google, n.d.b.). I have no doubt that such activity on their part is really nothing more than self-promotion, though I am pleased with the outcome because those with disabilities are gaining access to information due to these efforts. The skeptic in me though is slightly suspicious of this all; I do wonder if large organizations such as Google being part of standards committees can actually stifle better standards coming from competitors.

Regards,

Emanuel

References:

Google (n.d.a.) *Making Google Accessible* [Online]. Available from: <https://www.google.com/accessibility/> (Accessed: 7 July 2014)

Google (n.d.b.) *Accessible Web Initiatives* [Online]. Available from: <https://www.google.com/accessibility/policy/> (Accessed: 7 July 2014)