Essentially, web accessibility means that site content and functionality is available to every user (Kearney, Gash, Boxhall, & Dodson, n.d.). This includes users who, for whatever reason, fall outside of the definition of “typical” and, therefore, find it difficult to interact with the site in ways that might be expected by the developer (Kearney et al., n.d.). It should be remembered that such users might not necessarily have a disability or impairment (Apple, 2020). Users, for example, may be trying to access a webpage via an outdated browser, slow internet connection speed, a small screen or in low light. The Web Content Accessibility Guidelines (WCAG) 2.0, published by the World Wide Web Consortium specify four principles concerning web accessibility (W3C, 2008):

1. Perceivability;
2. Operability;
3. Understandability, and
4. Robustness.

Accessibility is important because it recognises diversity – a principle that is underpinned by the idea that every individual is unique. This uniqueness shapes the way people view and perceive the world. Encompassing diversity, supports the notion of inclusion, where everybody feels respected, connected and that they are progressing and contributing in life (DCA, n.d.).

Accessibility is important for different devices because it supports Principle 4 – Robustness (W3C, 2008). This goes beyond compatibility with different browsers, instead referring to the range of assistive technologies that are currently available and those being designed for future implementation. These include voice and speech recognition techologies, motion reduction techologies and text size adjustments (Apple, 2020).

<img src="polar-bear.png" alt="Polar bear hunting fish in a mountain stream.">

**References**

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