

06 – HTML, Accessibility, Usability & Web 2.0

LBSCI 700 | Spring 2019
Queens College, CUNY

06-us.pdf

HTML: Meta tags

Validator

Accessibility

Navigation and Usability

Usability Studies

Social Media

Recap

Last Things

Meta tags

Why meta tags?

- Getting found (search engines)
- Not getting found (crawlers)



Meta tags

- Resource type
- Author
- Distribution
- Keyword
- Copyright
- Refresh
-



Placement within HTML

- Top of document
- Immediately following <title> element

Meta Tag - Code samples

- **Resource** type: (indexing purposes)

`<meta name="resource-type" content="document">`

- **Description**: a word, sentence or brief paragraph to describe the page.

`<meta name="description" content="a description of your page">`

- **Keywords**: Words that are relevant to the page content, separated by commas. May include synonyms and slang.

`<meta name="keywords" content="a, list, of, keywords">`

Meta Tag - Code samples (cont.)

- **Author**

```
<meta name="author" content="Hege Refsnes">
```

- **Copyright**

```
<meta name="copyright" content="copyright statement"
```

- **Refresh**: Reloads the page

```
<meta http-equiv="refresh" content="10; url=homepage.htm"
```


Not getting found – Robot tag

- Blocks both indexing and following of links by a crawler on the specific page:

```
<meta name="robots" content="noindex,nofollow" />
```

- Allows indexing of the page, but instructs the crawler to not crawl links contained within it:

```
<meta name="robots" content="index,nofollow" />
```

- shorthand way of declaring “don't index nor follow links on page”:

```
<meta name="robots" content="none">
```

Validator

W3C validation

- W3C - World Wide Web Consortium
<https://www.w3.org/>
 - Develop and maintain web standards
 - Rule-book
- W3C Validation
 - HTML,
 - CSS
 -

Importance of W3C validation

- Ensure the site works properly on your browser as well as the other major browsers
 - Internet Explorer
 - FireFox
 - Chrome
 -
 - A website that contains many errors can Not displaying properly or consistently
 - Not compatible with all major browsers
 - Not displaying properly on devices of varying sizes like mobile devices
 - Ranks badly in search engines (because they can't read the code)
 - Loads elements slowly
- * More details @ <https://validator.w3.org/docs/why.html>

Validator

- For HTML

<http://validator.w3.org/>

- For CSS / HTML

<http://jigsaw.w3.org/css-validator/>

Website Accessibility

Equal Access to Materials

- School libraries
- Academic libraries
- Special libraries
- Public libraries

Access Needed

- Who calls the library?
- Who comes in?
- Who uses the online public access catalog (OPAC)?
- Who uses the electronic materials?

Accessibility Issues

- Mobility limitations
- Visual limitations
- Hearing limitations

Accessibility

- Keep it clean and uncluttered
- Choose the right colors
- Choose easy-to-read text
- Make sure headings have proper heading tags (H1, H2, etc.) for navigation purposes.
- For images, use alt and id attributes within the image tags. Screen readers cannot interpret icons or visual images but can read the text within the alt and id attributes.
- Provide an HTML version of a PDF document. Older screen readers cannot read PDF documents.
- Web accessibility evaluation tool
<http://wave.webaim.org/>

Accessibility

- W3C Web Content Accessibility Guidelines

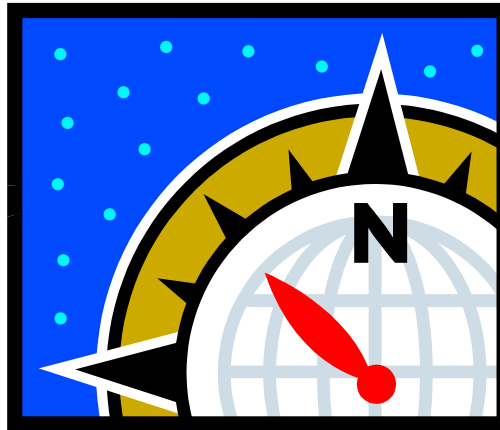
<http://www.w3.org/TR/WCAG10/>

- Developing Accessible Web Content

<https://www.section508.gov/>

Navigation and Usability

Navigation



Navigation Elements

- Menus
 - Words
 - Semantics
- Links
 - URLs
 - Words/Semantics
- Sections
- Site Search

Navigation Issues

- Where am I?
- Where do I go?



Navigation - Problems

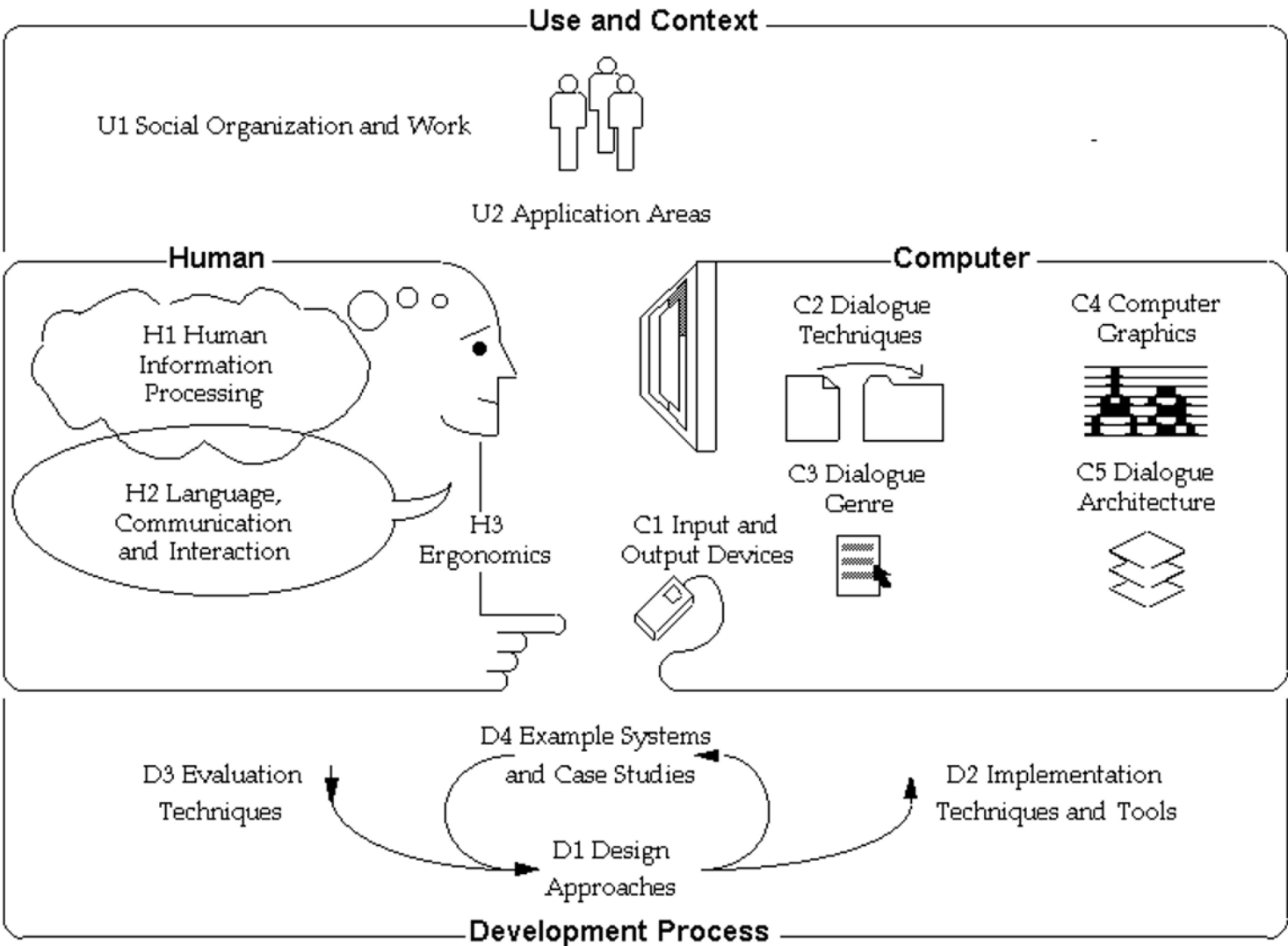
- Return to Homepage
- New Browser window
- Others?



Usability Studies

Looking at websites from the user
perspective

HCI in Action



Usability Analysis and HCI

- HCI \neq Usability

Usability

- Why the user perspective?
- What's the use for the developer?



Usability

5 Common Elements:

- Learnability
- Efficiency
- Memorability
- Errors
- Satisfaction



Usability

Improvement Process:

- **Representative users (#?)**
- **Representative tasks**
- **Data Collection**
 - **Observe & Log**
 - **Think aloud**
 - **Questionnaire**
- **Data Analysis**



Usability Testing Cycle

- **Test existing design (if there is one)**
- **“Paper” Prototypes**
- **Multiple iterations – testing**
- **Established usability guidelines and web standards**
- **Final design – retest**
- **Implement**
- **Retest it in use**

----- Cyclical -----



IRB Basics

IRB = Institutional Review Board

- Reviewing what?
- Research protocols, to make sure they are compliant in the safe and ethical use of humans as subjects in research, public service, and training programs.
- If you use humans as participants in your research, as a representative of QC@CUNY you need to apply for IRB approval of your research protocol:
 - BEFORE conducting the research
 - If you intend to publish your results (in a journal, etc.).

Don't bypass the IRB!



Why do we need an IRB?

- **Precipitating Events and Outcomes**
- **The Nazi Experiments**
- **Nuremberg Code 1947**
- **Tuskegee Syphilis Study**
- **National Commission for the Protection of Human Subjects of Biomedical & Behavioral Research 1974**

Outcomes of Basic Principles

- Respect for persons
 - Implementation of informed consent process
 - Development of rules for guarding privacy and confidentiality
- Beneficence
 - Requirement of adequately designed research
 - Requirement of trained and competent investigators/researchers
 - Requirement of favorable risk-benefit ratio
- Justice
 - Equitable selection of subjects
 - Equitable distribution of risks and benefits

IRB Provides Protection

- For participants
- For you, the researcher
- For the university

So what do I do?

- Visit CUNY Office of Sponsored Programs IRB page at <https://www.qc.cuny.edu/about/administration/Provost/ORC/Pages/IRBOverview.aspx>



Quick Links | Departments | Adult Education | Arts | Athletics | ESL | Libraries | Directory | Login to...
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ABOUT QC | ADMISSIONS | ACADEMICS | STUDENT LIFE | COMMUNITY OUTREACH | MAKE A GIFT

Home > About QC > Administration > Provost and VP for Academic Affairs > Office of Regulatory Compliance

Office of Regulatory Compliance
Office of Regulatory Compliance | [IRB Overview](#) | [IACUC Overview](#)



Human Research Protection Program at Queens College

The **CUNY Human Research Protection Program (HRPP)** is responsible for the protection of the rights and welfare of human subjects in research projects conducted at CUNY or by CUNY faculty, staff and students and Research Foundation CUNY staff. All research activities involving human subjects must be reviewed and approved by the CUNY HRPP or CUNY University Integrated-Institutional Review Board (CUNY UI-IRB) prior to implementation. The information below will provide Queens College researchers with the information needed to access CUNY policies and procedures, as well as the tools to submit a complete IRB application. Please refer to the [CUNY HRPP website](#) for full details and current information on CUNY's HRPP.

How to Apply:
All submissions to the HRPP/IRB must be made through IDEATE using your CUNY Portal credentials.

CUNY has provided a set of [IDEATE Help documents](#) to assist researchers navigate the system. These documents are proprietary and are password-protected. Please email the Office of Regulatory Compliance (qcorc@qc.cuny.edu) to request the log-in credentials.

Office Information

Office: Delany Hall Room 305
Hours: Mon - Fri, 9 am - 5 pm

Please call or email ahead to schedule an appointment.

Janet Badillo, MPA
HRPP Analyst
Phone: 718-997-5415
Fax: 718-997-5549
Janet.Echeverry@qc.cuny.edu

Sandra Yauri
IACUC Administrator
Phone: 718-997-5160
Fax: 718-997-5549
Sandra.Yauri@qc.cuny.edu

IRB News

Important information about changes to the Common Rule

Related Links

[How to Apply Using Ideate](#)
[Board of Education Approval](#)
[CITI Training](#)
[CUNY HRPP Policies and Procedures](#)

IRB Training

- You must complete online IRB training and successfully pass the test at the end of the training. Certification must be renewed every 2 years.
 - CITI (Collaborative Institutional Training Initiative)
 - NIH (National Institutes of Health)

Three Types of Review

- **Exempt** – Your protocol meets exemption requirements. The IRB determines your protocol does not constitute working with human subjects.
- **Expedited** – Faster review, by one IRB member. Protocol presents **no more than minimal risk** to participants.
 - Protocols under expedited review cannot be denied in that category. They can be returned for revisions or elevated to full review status.
- **Full** – Full review by entire IRB board. Protocol involves vulnerable populations or more than minimal risk to participants.

Forms, Forms, and More Forms

- E-protocol or email paper forms.
- Depending on the type of research you are planning to do, different forms may need to be submitted.
- For ALL protocols:
 - Request for approval
 - Personnel list
 - Date of IRB training certification
 - Informed consent documents
 - Research protocol
 - Signature assurance – department head must sign off

Your Website Usability Study

- Why are you doing this study?
 - “Because we have to” is not an answer
- What are you going to do?
 - Who is the target audience? This will impact who will be selected as participants.
 - How will you recruit participants?
 - Informed consent issues.
 - Vulnerable populations?
 - What will you have your participants do?
 - What data will you collect?
 - How will you analyze data?
 - How will you store data?
 - How will you report results?

Now you should be able to:

- Understand the reason, history, and function of an IRB.
- Understand the importance of research protocol planning.
- Be able to outline the protocol for your website usability study in accordance with IRB regulations.

Social media



Web 2.0

- Second generation of the World Wide Web, especially the movement away from static web pages to dynamic and shareable content and social networking.
- Web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the World Wide Web.
- For a more detailed history on the evolution of the web

<http://www.youtube.com/watch?v=6gmP4nk0EOE>

Web 2.0

- Content, Conversation, Communication
- User-Generated Content
- Users Want to:
 - Create and Co-Create Content
 - Edit Content
 - Rate Content
 - Comment on Content
 - Discuss Content
 - Tag and Organize Content
 - Mash Content with other Content
 - Personalize Content
 - Share Content

Tools

- Social Networking Sites
- Micro-blogging
- Video Sharing
- Photo Sharing
- Blogs
- Podcasts and Vodcasts
- Wikis
- RSS Feeds

... ..

Google maps



twitter



WIKIPEDIA
The Free Encyclopedia

flickr

You Tube
Broadcast Yourself



Power of Social Media



<http://www.dailyexcelsior.com/the-power-of-social-media/>

Questions to think about...

- What is your plan for using social media?
- How long will it be active?
- Will it be used for one site/activity or will you use a general account for all activities?
- How will you manage account(s)?
- Allow only one staff member to use or share with other co-workers
- Access on mobile devices for immediate alerts?
- How will you handle comments?
- Filter all comments? Disable comments? Allow anyone to comment?
- How frequently will you check and/or post content?
- Notifications on what content? Delivered where/how?
- Privacy concerns?

Recap

Recap

- HTML
- Accessibility
- Usability
- Social media

Last Things

About Midterm Exam

- On campus
 - Options
 - Coding
 - Debugging/Modification

- Practice

ToDo

- Start homework
 - Look for email
 - Check Bb weekly folder
- Note any questions from reading and homework
- Class 7 on March 18 (online)