

REALTIME TEXT FILE

FLORIDA DISABILITY AND HEALTH PROGRAM  
ANNUAL MEETING HELD VIRTUALLY  
Session 5: "What Went Wrong with Beyoncé.com"  
Tuesday, May 25, 2020  
2:00 p.m.

REMOTE CART CAPTIONING PROVIDED BY:  
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Edited

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>> CLAUDIA FRIEDEL: I'm going to give it another minute and let everybody have a chance...

[Pause].

>> CLAUDIA FRIEDEL: We have a very lively last few sessions.

[Pause].

>> CLAUDIA FRIEDEL: Let me go over housekeeping now. Everybody, welcome. This is our fifth session of the day. Thank you for sticking with us; it's going to be great. We are going to be recording, so keep that in mind, if you have your video on. And we also have ASL and CART. The ASL interpreters are pinned. And if you had like closed captioning, click on the closed caption button at the bottom and it should show up there.

Hold your questions to the end. If you have any, feel free to type it into the chat or wait until the end and you can unmute yourself and you can ask it at that time.

So, it's 2:03, I am going to go ahead and request record and introduce our speaker today.

All right. I am happy to introduce Noa Kim. Noa Kim is a former public librarian turned technologist with a master's degree in human-computer interaction and undergraduate degrees in public health and sociology.

Noa leads an informatics team at the University of Michigan Medical School and draws from expertise in user experience research and design, multi-media production, and front-end development to support over 25 research teams.

They have a particular interest in creating accessible, equitable, and socially responsive information systems.

At UM, they work closely with a core group of physicians with disabilities, and allies, in initiatives aimed at improving the accessibility of clinical, medical education, and outreach efforts at the University of Michigan Medical School.

It's a pleasure having you here. Thank you for joining us.

>> NOA KIM: Thanks, Claudia. Can you hear me okay?

>> CLAUDIA FRIEDEL: Yes.

>> NOA KIM: I don't think I can share my slides, but in a minute, I will share my slide show, those of you on the call, thank you for this presentation. Thank you, Tyler, for inviting me and I'm excited you will be joining on disability and joining some of the folks in the department.

And yeah, I'm excited to be able to present here at your annual meeting. And let's see...

>> CLAUDIA FRIEDEL: You ever the opportunity to -- you have the opportunity to share your screen now.

>> NOA KIM: Okay, great. Thanks. Do you see that well enough?

>> CLAUDIA FRIEDEL: Yes.

>> NOA KIM: The start-off slide? Okay. Awesome.

Today I'm here to talk to you about digital accessibility and I like to start this presentation off with just a little bit of a case study for context.

I think we can all agree Beyoncé is perfect!

There may be some criticism of her website in this presentation, but I think that is a subtle thing.

So, someone who knew I was giving this presentation said oh, you should do a presentation and use Jimmy Buffet's website because he's from Florida and I don't know who that is.

So, what went wrong with Beyoncé.com and why it matters, and this is the primary goal of my talk today.

You might not have known, but in 2019, there was a class action lawsuit filed against Beyoncé's parent company because of accessibility issues with her website, primarily for merchandise store.

And I've summarized some of the key issues with the website that made it difficult for people to successfully carry out transactions in the store.

Mainly the example they gave was a hoodie that somebody was trying to find and order a certain hoodie, and there were some key issues.

First of all, there were images, like you've all seen in an online shop of different products within the store. But the labeling for those products made it hard for someone who is using a screen reader in order to hear what is visually represented on a website.

And made it difficult to distinguish between products.

There's also a really key issue in navigating menus and navigating the checkout process, and those are key aspects of a website, being able to use a keyboard, if you have mobility issues.

If you're not using a point and click mouse in order to click on what you need. The user got stuck in a loop when trying to select, like, the size.

And then in the checkout process, the forms, each form field, putting in your first name, your last name, your credit card, there was some issues with being able to successfully input and keep what was in the form.

And so, these were some of the kind of criteria brought up in the lawsuit that I've linked in my slides.

But it's really not Beyoncé, not only her. Digital inaccessibility is everywhere from checking your bank account, checking to see if you've gotten your stimulus check yet, to ordering groceries online during the pandemic delivery.

And this particular screen shot I included kind of for significance to Florida. Winn-Dixie was actually -- there was a case brought up in the 11th Circuit Appeals Court just last month and it actually decided in a different direction, and it decided that the website at the time in 2017 did not violate the rights of a blind user.

Even though that user was not able to successfully navigate the Winn-Dixie website, it

considered websites not a place of public accommodation, which is a clause in the ADA.

So, unlike previous cases with Domino's, with other websites, this did not need to follow the same stringent kind of accessible design.

And this is more and more relevant. These are screen shots from a report from a non-profit -- or an accessibility company, just showing that ADA-related lawsuits of digital accessibility have grown year over year and Florida is actually one of the top states where these lawsuits have been brought up, in addition to New York and California.

As we move to more and more digital world in every aspect of our life, accessibility across platforms, across media types, will become more and more important and litigated.

Just a little bit more about this. The Web Aim, which is a non-profit, did an audit of COVID-19 vaccine website home pages across different states, and it found an average of about 19 detectable errors, which is less than most state governmental home pages, but more than the average home page across the internet.

And some of the key issues were the same as with Beyoncé's website, links that were empty, buttons that didn't go where you wanted them to go, missing form inputs, which is really key if you're trying to secure your name and your contact information in getting a vaccine spot.

Missing text, equivalent of an image, which can sometimes be important too.

And in March, 13 U.S. senators, there's an image on the right of 13 U.S. senators where they drafted a letter inquiring about accessibility as it pertained to COVID vaccine rollout.

So, it's definitely become more and more of an issue for all of us to consider even if we're not developers or multi-media producers.

And from my perspective, I'm not an attorney, I'm not a disability health scholar, I'm a staff member at the University of Michigan Medical School, but I have the pleasure of working with Tyler and this amazing group of physicians with disabilities, our department is chaired by Dr. Philip Zazove who is one of the first deaf physicians in the U.S.

And he and Dr. McKee have a specialized primary care clinic for deaf and hard-of-hearing patients and we have a physician who heads an adaptive sports program across the university. Dr. Lisa Meeks who have been an advocate for protections and protections for trainees and medical students who have disabilities.

It's a program that's been evolving and growing for about three years. And I've learned a lot about digital accessibility, just on the job by trying, rethinking how I have made websites and materials in the past and learning from my mistakes.

So, I'm hoping I can share a few of those lessons with you today.

I've worked -- I work on a podcast, which you should definitely check out, that includes one-on-one conversations with physicians with disabilities, trainees, and advocates.

And I do -- I support a monthly live stream series. We broadcast right now on Facebook and Zoom, but it will probably shift and expand in the future.

That's all in American Sign Language and it's a conversation with physicians, clinicians of all types, physical therapists, therapists who are deaf or who are CODA or who use sign.

And it's a really unique, intimate experience by and for Deaf people, so that's a project that I support.

But I wanted to talk a little bit about what it means to create digitally accessible content. And if you're new to this, there are guidelines, there is a standard way that is kind of

guidance and principles that were established by the World Wide Web Consortium, they have created the web but evolved over time.

These web accessibility guidelines were first put out into the world in 2002 and they've since been revised.

But the WCAG and ARIA are acronyms and they're websites on how to make websites accessible.

And I made a little meme here, it's not one size fits all, there are different levels of compliance and conformance with these guidelines.

You don't have to be perfect and AAA. That is, like, the most, but for most web groups, they try to shoot for AA.

And if you were to go through these guidelines, it will point out those. And I'll give you an example of what distinguishes those different levels.

I've also got a lot of slides in this presentation. I'm not going to go through total compliance with every guideline, but a lot of good, like, intro links that you can share with your network, with maybe the social media person on your team or the director of your program.

So, I wanted to start off with alt text and tell you a little bit about what that is. When you think of navigating a website nowadays, there's a lot of video, there's a lot of images.

And for someone who has visual impairments, it's important to make your images and your media accessible to a screen reader, which is basically a software program nowadays that will voice what is visual on a website.

And the way you do it depends on what platform our using. But in this presentation, I have some links on how to create this descriptive text which you have to come up with and write in across different social media platforms.

But it's just a way for someone who might be scrolling through your website or social media feed to get the full picture, to get the equivalent and the same meaning that you would if you're looking at an image.

And I use this example -- whoops, I thought I had it up -- but I use this example because I didn't do it correctly and so I pointed out in my presentation and I actually -- someone in the comments said oh... they used a bot to show what my alt text was for this image and they said oh, it doesn't really show everything. There's some meaning that's lost. And that's key when you're thinking about describing an image.

What's the most important information. And not to overburden someone because a screen reader will read through the alt text and if you got 1,000-word alt text, there's no way to go back or really to skip through the most relevant information in the alt text.

So, you want to keep it brief, but as descriptive as possible.

And in this case, my alt case just read apply now for disability summer internship program.

I was rushed, I put in the next in the image that was in alt text, but I didn't put a description of who was in the photo or the logo or anything like that and that could have been useful information.

So, you can learn from me and use these two links to kind of give you some guidance on how to create good alt text when you're posting.

And I've got links. Each program does it differently. In some cases, you will have to toggle on a setting even to make an alt text.

These are the key ones, Twitter, Facebook, Instagram, LinkedIn.

I was going to talk about another learning experience for me which is rolling out these Facebook live streams which are unique in that they are usually only in ASL, there's no spoken English.

So, we have to think about the range of users who might be watching. There are

signers, are deaf individuals who don't sign who might prefer captions, and there are people who use spoken English who won't be able to interpret the sign.

So, as I was thinking about how to roll this out, there were a lot of considerations, a lot of trial and error.

And if I were to look back and look at these guidelines, the WCAG guidelines, there are different levels of how good you are at being accessible.

And for time-based media, which includes live streams, live video, live audio, there are different levels.

So, you can provide captions. You can provide a side-by-side audio track. You can provide a transcript, which is good after the fact. But it's all about finding alternatives and kind of triangulating.

And not all services are equal in terms of time, effort, and price.

So, for us, luckily, we raise funds, and we have the money to provide live captioning, which is really nice.

There are some considerations when using captions and a live stream service.

Captions don't work super great with Facebook, with Facebook Live. So, someone who is watching on Facebook doesn't always see the right captions, even if we have a captionist.

So, we also offer the same live stream over on Zoom for people who want really accurate live captions.

After the recording has been complete and you want to show a recorded video maybe on your website, you can think about using a closed caption service and sending in your video and getting captions either burned onto the video or as a file that goes alongside the media.

Or more and more platforms are offering automated captions. Voice learning. The computer somehow knows what's going on, so they may be 70% accurate, 60, sometimes more. But that's free, easy, but not always accurate.

So, you really have to balance. There's no one perfect way that you're gonna go to get all these different ways of experiencing the media.

But use a combination if you can. And maybe budget that in for any event; for a classroom, for any online live stream that you're doing.

Another big issue that I think goes overlooked a lot are just PDFs and documents. We talk a lot about web accessibility, but with a handout, with a flyer, as those are being circulated online.

There are ways that are very similar to web accessibility where you can encode a logical format into your PDF.

And this is where if you're using a graphic designer, make sure you put this in your proposal, that it has to be accessible. They can go through and tag things and create a heading hierarchy, alt text for images, descriptors for links for PDFs and things like that. You don't want to work through your project, get to your annual report, and then realize, oh, this isn't searchable, this isn't able to be used by a lot of our constituents, which is something that we have seen before.

So that's just -- and there's some guidelines that you can also send along when you're making that request.

The same goes for documents, too. More and more, these companies are coming up with built-in checkers for your documents. But it's always best, really, to -- sorry, I was going to show you -- to hand-test it, to really get in and see if you're able to navigate using a keyboard, using voice over on your computer.

And having someone on your team who can do this is really, I think, a big asset, if this is a priority for your team.

And this is really -- this is one area that I'm especially interested, is expansion of accessibility into infographics and visualizations.

I think I can show you one example. With COVID, many of you may have checked in on the cases every day for your state, for your city, and how do you make those things accessible for someone with visual impairment or mobility impairment, how do you make it understandable for someone with cognitive impairments?

And I think there are a lot of different ways to do that.

With this example of a still image that is -- that uses, you know, a visual metaphor, there is an umbrella, there's a teeter-totter, having a description right next to it that explains what it is in plain language and what it means can be really important.

For more complicated graphs, you can also use a data table. Some people debate that that is the lower level of conformance, because someone would have to scan through a table. Really, you want to make it as easy as the infographic, if possible.

But this is an area where these guidelines that were set up in 2002 and have been revised are just beginning to understand how to make these type -- this type of media accessible compared to a website.

And this example is actually -- uses sonification and uses sound, so if you were able to hear but not see -- this uses the same data that Johns Hopkins uses in a popular dashboard of COVID cases, but you can hear it. You can test it out, there's a link in the slides.

But it's kind of a cool -- I think people are developing new ways to make experiences. And I wanted to stress the importance of accessibility checking by a real human. There are a lot of apps you can download, plug-ins that a developer might quickly check. But nothing beats really trying it for yourselves and making sure.

I think in some of these lawsuits, this is what happens, is they might pass a checker and get a green or a yellow light, but when someone actually uses it, issues will come up.

A bunch of links here, great videos that show how people with different mobility issues, visual impairments, hearing impairments use different assistive technologies.

That can give you really a good sense of why this matters and what barriers actually exist that are hard to experience if you're not in their shoes.

So, just briefly, I like to think about the future and what the future of accessibility will look like.

There are new standards coming out that are collectively made. So, the updated additions to WCAG that shift the focus from completing a checklist, making sure, you know, your code looks like, to actually doing user testing with people with different disabilities, right from the start, so that kind of thinking about universal design with whatever product that you're creating.

The same goes for ARIA, which are more technical standards, but those are also coming out soon.

I just created this; this is just a screen shot of the Disney website when WCAG started. And WCAG continues to evolve and these guidelines kind of have to evolve with them.

And the last bit of new technology is using AI to create smart alt text. So, this is a gif from Instagram where they use metadata from the image, from, you know, the description, from hashtags to hashsmart or alt text.

And if you use them now and go to Facebook and add alt text, it will say I think this is an image of a bird and a mountain. And you can go in and override that, but it's kind of being -- they're trying to help computers, you know, meet humans in the middle when it comes to accessibility, which I think is interesting and it has its own other uses.

And just some other bookmarks, things to help get you started and to share with your team.

And then I'm happy to answer any questions.

[Pause].

>> CLAUDIA FRIEDEL: Okay, thank you so much, Noa. I have -- let me look at the chat and just make sure.

I see your presentation here; I will absolutely be sending it out to partners.

[Audio difficulties].

>> TYLER JAMES: Tyler is excited to go to Michigan in a few minutes. I'll miss you.

And then Tyler posted the doctors' disabilities podcast which I will also put in the notes that get sent out later today.

Does anybody have any questions that's on the line? You can type them in or --

>> TYLER JAMES: This is Tyler speaking, I have a quick question.

>> CLAUDIA FRIEDEL: Sure.

>> TYLER JAMES: Noa, are you aware of the differences in the WCAG standards for content with American Sign Language versus content with captioners?

[No response]

>> TYLER JAMES: Okay. I was just wondering because I was recently in a talk late last week and I haven't had a chance to look into it, but I was informed by this access disability consultant, if you have content that is captioned that reduces the need for a sign language interpreter and the sign language interpreter would remove the need for captioning.

In some of these spaces where accessibility design is being discussed is that there's not really a full understanding of the context of the disability.

So, for instance, a sign language user would get access through an ASL interpreter, but a person who requires CART captioning, such as my deaf and hard-of-hearing mom and dad, they would not get access through a sign language interpreter, and I was just wondering if you knew of the differences between that?

>> NOA KIM: I think it's a great point, like the granularity of that, and I found that when I was kind of, like, accessing my own work with the Deaf health groups, just because you have an interpreter doesn't mean it covers all people who have hearing impairments and it leaves out a good amount of people.

And with one of the health talks, he identified as Deaf but doesn't sign and there's all these nuances, and with each talk, they sign with someone who brings in their own experiences and we adapt the talk in order to fit that, their needs.

And it probably helps other people who are watching along who, you know... and every country has their own sign language and all these kinds of things.

So, yeah, definitely.

>> TYLER JAMES: Thank you.

>> CLAUDIA FRIEDEL: We also have another comment [indiscernible] saying this was extremely informative. What is the number one [indiscernible].

>> NOA KIM: What is the one, sorry?

>> CLAUDIA FRIEDEL: Fail that most [indiscernible] have.

>> NOA KIM: Uh... I'm not an accessibility consultant, but I would probably say having someone there with an accessibility expertise would be helpful.

In all of my web development classes, I had one or two days of accessibility training and that's not enough and I think more and more it starts with that further back, the people that you work with to build whatever that you're building, having that perspective I think can inform a lot of different weak areas of a website.

>> CLAUDIA FRIEDEL: And then Michelle Pearson added [indiscernible].

>> CART CAPTIONER: I'm sorry, the Captioner cannot understand you, Claudia. Can you repeat the question, please?

>> CLAUDIA FRIEDEL: I'm sorry. Michelle Pearson had posted a link in the chat. And another question from John Finch, are there easy wins that we can put in place to help a website get an AA requirement?

>> NOA KIM: That's probably something that accessibility consultants get asked a lot. I haven't been asked that a lot.

I mean, there are -- there are checkers, which is always nice to put your website through a checker, and it's going to pick up on a lot of things.

Most likely the things that I have seen are links that don't have a descriptor -- color contrast, oh, yeah, I forgot about that, that happens a lot, especially if you want to make something pretty and appealing, a graphic designer is not always thinking about that, and there are checkers for color contrast.

And alt text, of course, I think that's one that gets stressed a lot in presentations. And, um... and just using keyboard navigation, you'll start to find some things as you're tabbing through your menu, if it doesn't hit a certain part of your website, things like that. I'm sorry I don't have, like, one thing, but... yeah

>> CLAUDIA FRIEDEL: No problem

[Audio difficulties].

Thank you, thank you again for your time, Noa.

And we are going to have your contact information on the notes, the e-mail that I am going to send out to everyone.

[Audio difficulties].

And thank you, thank you so much for your time and joining us today.

>> NOA KIM: Thank you. Bye.

>> CLAUDIA FRIEDEL: Okay. Bye, everyone. We will see everyone at 3:00 for the last session. Bye-bye.

[Concludes at 2:34 p.m.]

\*\* Edited \*\*