Industry Perspectives on Accessing Social Media

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Background

- Researcher in human-computer interaction at University of Colorado (previously UMBC)
- Study accessibility of computing technologies
- Leverage mainstream computing technology to improve accessibility of everyday activities
- Work with individuals who have a variety of disabilities (sensory, physical, language)
Insights from academic research

• Benefits of social media participation
• Making sense of visual information
• Social media not just for fun
Benefits of social media participation

• Staying in contact can help improve independence for people with disabilities, especially while mobile

Making sense of visual information

• Visual and multimedia information present continual challenges for accessibility

• How to translate visual media to an appropriate form?

• http://3dprintsoftheworld.com/object/tactile-hubble-images-blind
Social media not just for fun

• Social media increasingly pervasive in education, industry

LinkedIn
also SharePoint, Ning…

Yammer
also Lore, Coursera…
Panelists

• Kelby Brick, Founder, Brick Advantage

• Chet Cooper, Publisher, ABILITY Magazine

• Susan Mazrui, Board Member, US Business Leadership Network (USBLN)

• Marc Solomon, Accessibility Consultant and Trainer, Ai Squared