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

- S. Kane et al., ASSETS 2009: http://bit.ly/kaneassets09

- M. Burton et al., ASSETS 2012: http://bit.ly/burtonassets12

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
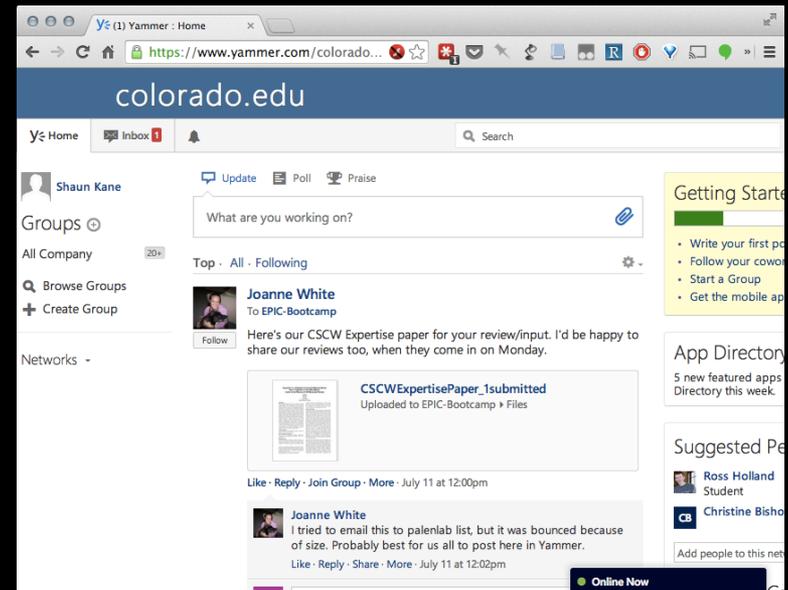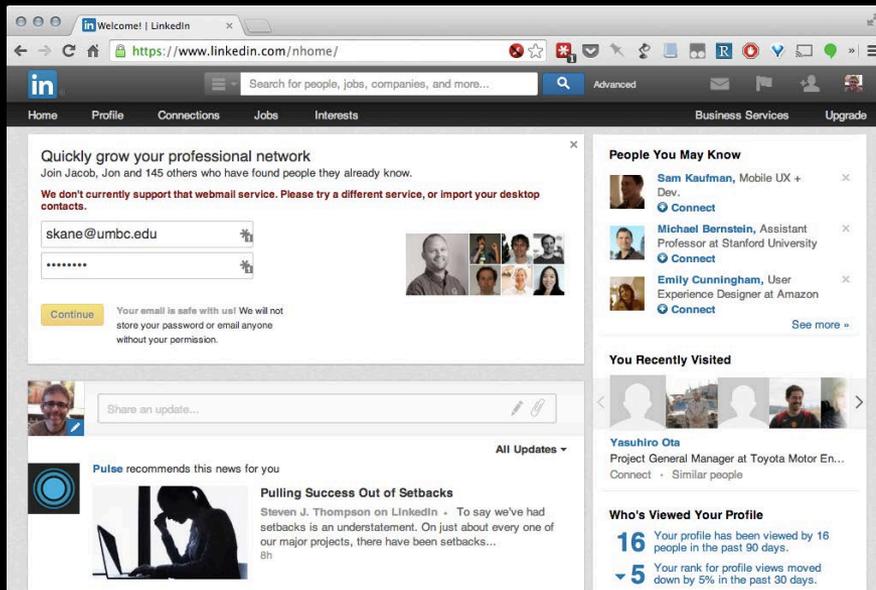
LinkedIn
also SharePoint, Ning…

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