Building a more accessible and inclusive future for our books

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March 2017

Why inclusive publishing? Building a business case.

- 10%+ of people have a print disability
- Customers increasingly require accessible products
- Create an accessibility policy & implement it
- Mind the gap: copyright exceptions

Our policy was approved by the senior management team in 2012 – what is in it?

- **Main Idea:** All products should be accessible to people with disabilities
- **Scope:** Print Products, internal and external websites and tools, eBooks, in-house and out-sourced
- **Benchmark:** WCAG 2.0 (A)
- **Outreach:** Partner with external experts and people with disabilities
- **UCD:** Apply user centered design best practices

Types of Disability & Impact On Using Computers

View Elsevier's Accessibility Policy:
http://www.elsevier.com/about/open-access/open-access-policies/accessibility-policy

Implementing the policy

- Created an educational program to interest product teams and other staff members
- Created a (highly visible!) product scorecard to stimulate some healthy competition
- Demonstrated the appeal of accessibility as a feature with glossy marketing
- Created a culture where accessibility is expected, and gave enough lead time so that product managers could account for accessibility in their bottom line and in budget planning.
- Accessibility and usability are twins. Invested to enhance the user experience and got twin brother accessibility too!

•We tackle accessibility going forward, feature by feature

Where are we at?

- Epub3 now standard for all our frontlist ebooks w/ ONIX 3 metadata
- Products have had WCAG reviews; specific funding and budget allocated to tackle accessibility and usability
- WCAG 2.0, Section 508 requirements in our RFPs

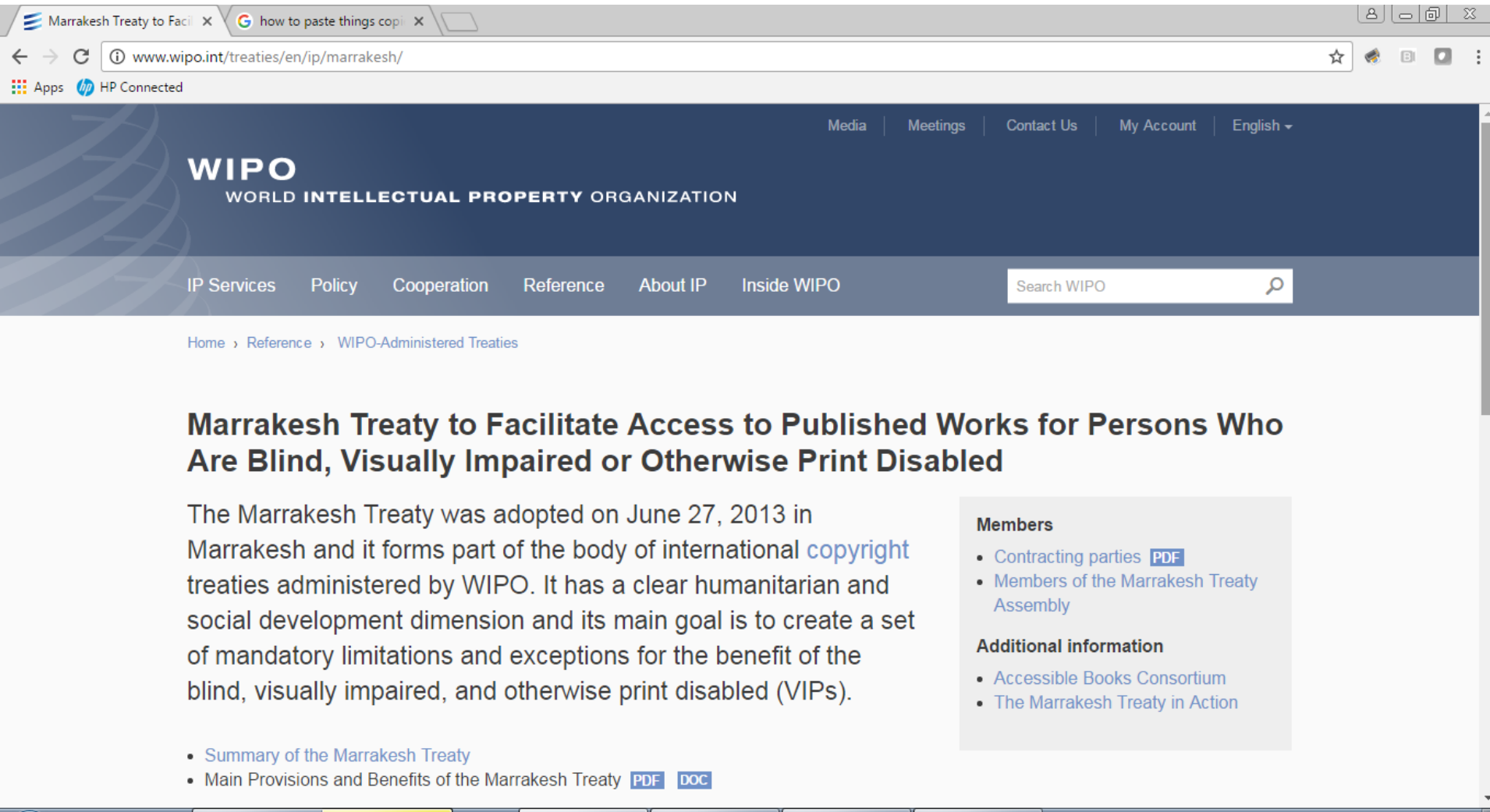| Plan	Requirements	Review	Implement	Sustain
Determine opportunity for accessibility release	Product managers author requirement to follow W3C WCAG 2.0 A standard	UCD Conducts Review Against W3C Standards	Development team implements suggestions. UCD helps conduct QA	Accessibility is baked into: • requirements • process • development tools • code/web components
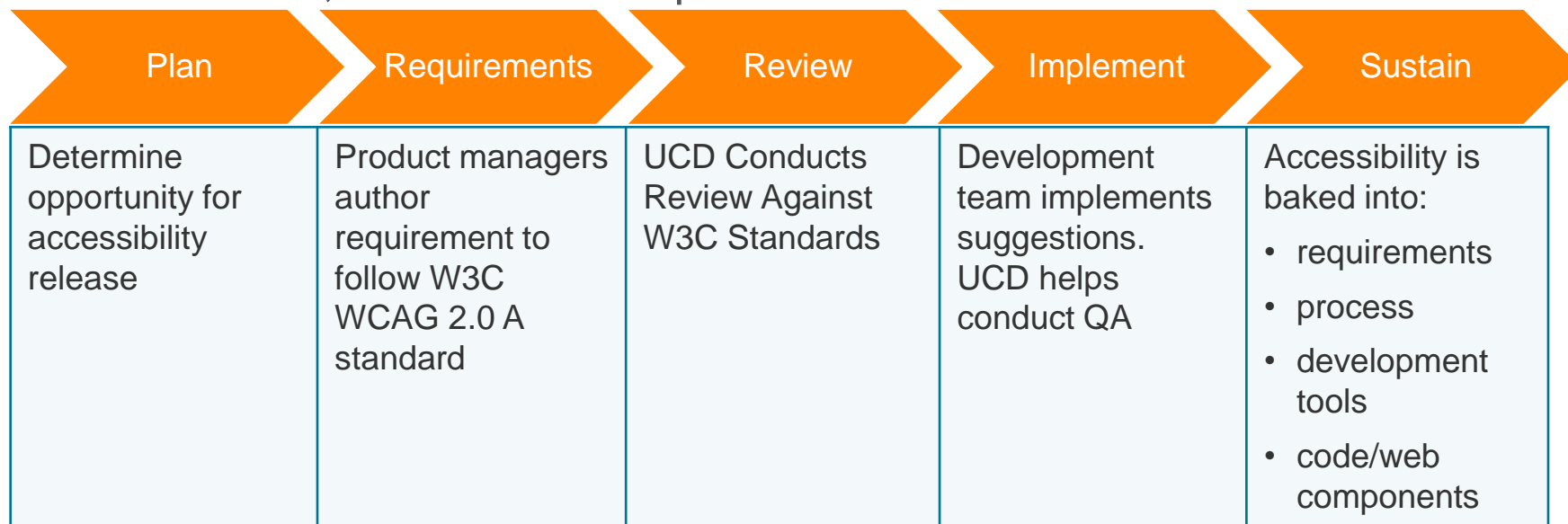
Guidelines pass/fail overview

WCAG 2.0

ID	Description	WCAG 2.0 level	Search	Results	Article	Author	Analyze result
1.1	**Provide text alternatives for non-text content (e.g. images)**						
1.1.1	Provide text alternatives for non-text content (e.g. images)	A	Pass	Pass	Pass	Fail	Fail
1.2	**Provide alternatives for time-based media (audio and video)**						
1.2.1	Provide alternatives for pre-recorded audio-only or video-only content	A	Pass	Pass	Pass	Pass	Pass
1.2.2	Provide captions for pre-recorded audio	A	Pass	Pass	Pass	Pass	Pass
1.2.3	Provide alternatives for pre-recorded synchronized audio/video	A	Pass	Pass	Pass	Pass	Pass
1.2.4	Provide captions for live audio in synchronized audio/video	AA	Pass	Pass	Pass	Pass	Pass
1.2.5	Provide an audio description of pre-recorded video	AA	Pass	Pass	Pass	Pass	Pass
1.2.6	Provide sign language interpretation of pre-recorded audio in synchronized audio/video	AAA	Pass	Pass	Pass	Pass	Pass
1.2.7	Provide extended audio descriptions of pre-recorded video in synchronized audio/video	AAA	Pass	Pass	Pass	Pass	Pass

Marrakesh Copyright Treaty

Implementing Marrakesh in practice

Publishers

- Epub 3.0
- Work to incorporate W3C web content accessibility features into your products and services - https://www.w3.org/TR/WCAG20/
- Partner with ABC Global Book Service (TIGAR), Bookshare, etc
- Describe the accessibility features via ONIX for Books Code List 196
- Encourage supply chain partners to use this information

| 10	No reading system accessibility options disabled (except)	No accessibility features offered by the reading system, device or reading software (including but not limited to choice of text size or typeface, choice of text or background color, text-to-speech) are disabled, overridden or otherwise unusable with the product EXCEPT – in ONIX 3 messages only – those specifically noted as subject to restriction or prohibition in . Note that provision of any significant part of the textual content as images (ie as pictures of text, rather than as text) inevitably prevents use of these accessibility options
11	Table of contents navigation	Table of contents allows direct (eg hyperlinked) access to all levels of text organization above individual paragraphs (eg to all sections and subsections) and to all tables, figures, illustrations etc. Non-textual items such as illustrations, tables, audio or video content may be directly accessible from the Table of contents, or from a similar List of illustrations, List of tables, etc

ONIX 3.0 feeds convey accessibility features

- No accessibility features are disabled (most notably Text to Speech.)
- Our TOCs link directly to the text. We also have some other improved navigation features such as lists of figures, etc.
- Our Indexes also are linked directly to the text.
- The reading order follows a logical pattern.
- We support MathML in our XML files. We're ahead of the curve on this one. There aren't any readers that support MathML at this point.
- We support print-equivalent page numbering in our ePUB3 files so no matter how the text reflows due to a change in type size, the user can still navigate by page.
- We list a "trusted intermediary" contact in our ONIX files.
- We list a "publisher contact" for accessibility questions.

Tripp Narup: our wonderful and talented contact person!

Publishers, 2
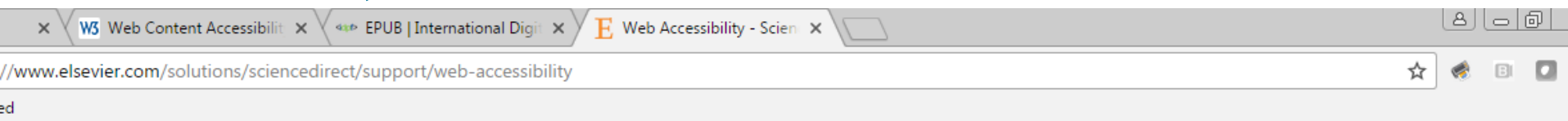
Summary of ScienceDirect Accessibility Features

Feature	Blindness/ Screen Reader	Low Vision	Hearing Impaired	Mobility/ Keyboard-Only	Cognitive (Dyslexia, Non-native English)
Controls and features are operable using keyboard only	X			X	
Pages include a visible Skip Navigation link to skip repetitive elements	X			X	
Users can **jump directly to a main section** in a journal article or book using the table of contents on the left	X	X		X	X

Distributors, Metadata Gods, Retailers, Wholesalers

- Make accessible books discoverable by ingesting and providing ONIX for Books Code List 196 – you can win a prestigious international prize for this!!!!

- Support/provide formats that align with open accessibility standards

"Vital Source Technology has a big and consistent presence at disability conferences. VST currently has the only online platform that passes 100% of the accessibility checks made by the proposed EPUB3 accessibility certification process."

https://sites.google.com/site/ebookaudit2016/reports