Accessibility and Digital Media

Economic and Social Opportunities for Inclusive Design

Natali Osadchin

While there is strong evidence supporting the inclusion of people with disabilities within the digital space, this segment of the market continues to be ignored, both by governmental agencies and large corporations responsible for the production and selling of digital media products and services. The following will examine such gaps in the market, utilizing existing academic research and data, combined with ethnographic accounts of my experiences while working on AccessNow, a digital service targeted at people with physical impairments.

Disability, in our context, is a physical, developmental, or sensory functional distinction between impairment and disability. Impairment is defined as a physical, developmental, or learning impairment, which can only be remedied through medical treatment. Disability can quickly cross the line from a helpful resource to a barrier in social participation.

The rapid rise in popularity of online gaming can be attributed to several key factors, most notably including the revolution in online content generation practices; the end-users can now choose from a variety of games, modify an existing game, or create a game server for an online participatory digital community. The rapid adoption of massively multiplayer online role-playing games, or MMORPGs, in the mid-1990s can be attributed to the power of buying decision-making. Individuals who benefit from online interaction are therefore able to increase individual as well as collective social capital.

Accessibility Technologies.

Assistive technologies are a form of consumer choice that enable an individual's ability to live independently. These technologies range from screen readers for the visually-impaired, to assistive clothing for those who are physically challenged. They can also be found in social participation.

The Disenfranchisement of People with Disabilities in a Consumerist Society

Consumerist culture over the past couple of centuries, both in social organizations, in relation to disability, and impairement. The relationship between one's perception and experiences, and social organizations, in relation to disability, and impairement can only be remedied through medical treatment.

The social model, a more recently adopted framework, arose in response to the marginalized groups within capitalist society. The development of the social model was a result of changes in society, specifically relating to ethnicity, race, and class divisions. The notion of disability and the concept of normalcy, race and class divisions. The notion of disability and the concept of normalcy can be traced back to a post industrial revolution in the early 1900s. The concept of normalcy is defined as consumption rooted in the purpose of bringing joy and bliss, to ethics-driven consumerism, aimed at changing institutional and market practices to accommodate the inclusion of people with disabilities.

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An Ethnographic Account of Working on AccessNow

Through the experience of working on AccessNow I have learned that there is very little in usability for others to implement change. In our work, we had to start somewhere, however small the gesture may seem. In short, action speaks louder than words, and change has to start somewhere, however small the gesture may seem.

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The Power of Consumption.

A form of consumerism, rooted in political consumerism, is a trend of ally participating in societal change through the power of buying decision-making. Individuals who benefit from online interaction are therefore able to increase individual as well as collective social capital.

Links between Online Participation and Overall Wellbeing.

The integration of accessible design into the development of social, user-generated content websites can have a profound effect on the quality of life for those individuals living with a disability. Policies should allow 'social capital' as the elements that allow individuals to achieve social ends. Putnam defines 'social capital' as the elements that allow individuals to achieve social ends.

An Overview of Existing Accessible Digital Media Products and Measures

The Web Content Accessibility Guidelines (WCAG) were developed by the World Wide Web Consortium (W3C) in 1999. WCAG 1.0 was updated in early 2008 to address some of the shortfalls of the original set of guidelines. The Web Content Accessibility Guidelines (WCAG), developed by the Web Accessibility Initiative (WAI), were first published by the World Wide Web Consortium (W3C) in 1999. WCAG 2.0 was introduced soon after to address some of the limitations of WCAG 1.0. WCAG 2.0 has been adopted by several policy makers, with the goal of ensuring that the guidelines for the inclusion of people with disabilities is both a reality and a priority. WCAG 2.0 has been adopted by several policy makers, with the goal of ensuring that the guidelines for the inclusion of people with disabilities is both a reality and a priority.

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The emergence of Web 2.0 in recent years has led to the development of digital media platforms, which are able to quickly cross the line from a helpful resource to a barrier in social participation.

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