Social Networking to Your Own Advantage

Mika Pyyhkala
President National Federation of the Blind of Massachusetts
Tom Wlodkowski
Director of Accessibility, AOL Inc.

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Agenda
- Overview
- Terminology
- Demonstration of accessible tools
- Q&A
Factoids Galore

- Social Media has overtaken porn as the #1 activity on the internet.
- Not a fad: fundamental shift in communication
- Over 200,000,000 blogs
  - 54% of bloggers post content or tweet daily
- By 2010 Generation Y will outnumber Baby Boomers
  - 96% of them have joined a social network
- 62% of Baby Boomers are active on the internet

Years to Reach 50 Million Users

- Radio...38 years
- Television...13 years
- Internet...4 years
- iPod...3 years
- Facebook...100 Million added in **9 months**
  - Currently more than 400 Million Users
  - Facebook is one of many social networking sites.
  - Based on population, Facebook would be the 3rd biggest country (Behind China and India)
Top Social Networks

- Facebook
- LinkedIn
- Twitter
- FourSquare
- Gowalla
- MySpace
- YouTube


Tag – A “label” used to identify topics and events that are a useful search tool.
- #a11y – Label for accessibility-specific posts.
- #csun11 – Tag typically attached to posts/tweets related to the CSUN Technology and Persons with Disabilities conference in March.

“Follow” or “Friend” – Subscribe to updates and events posted by an identity.
Access Issues

Accessibility challenges include:

- User generated content lacks accessibility attributes
  - Closed captions on videos
  - No alternative text for images
- Keyboard support
- Poorly labeled links
- Complex navigation

Interactive Demonstrations

- AOL Lifestream – A social network aggregator that allows consumers to manage multiple social networks through one user interface from a desktop computer or mobile device.

- Qwitter – An accessible Twitter application developed by a third party designed to provide the blind with an “innovative integration between Twitter and the user’s screen reader.”

- A sampling of mainstream social media applications that leverage crowd sourcing to deliver travel and other information of value to people with disabilities.