

# Social Networking to Your Own Advantage

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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



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## 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 3<sup>rd</sup> biggest country (Behind China and India)



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## Top Social Networks

### ▶ Top Social Networking Sites

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



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## Common Terminology

- ▶ Profile – Your network-specific home page. Format and type of information conveyed varies across networks.
- ▶ 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.

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## 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

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## 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.

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