

ACCESSIBILITY MATTERS

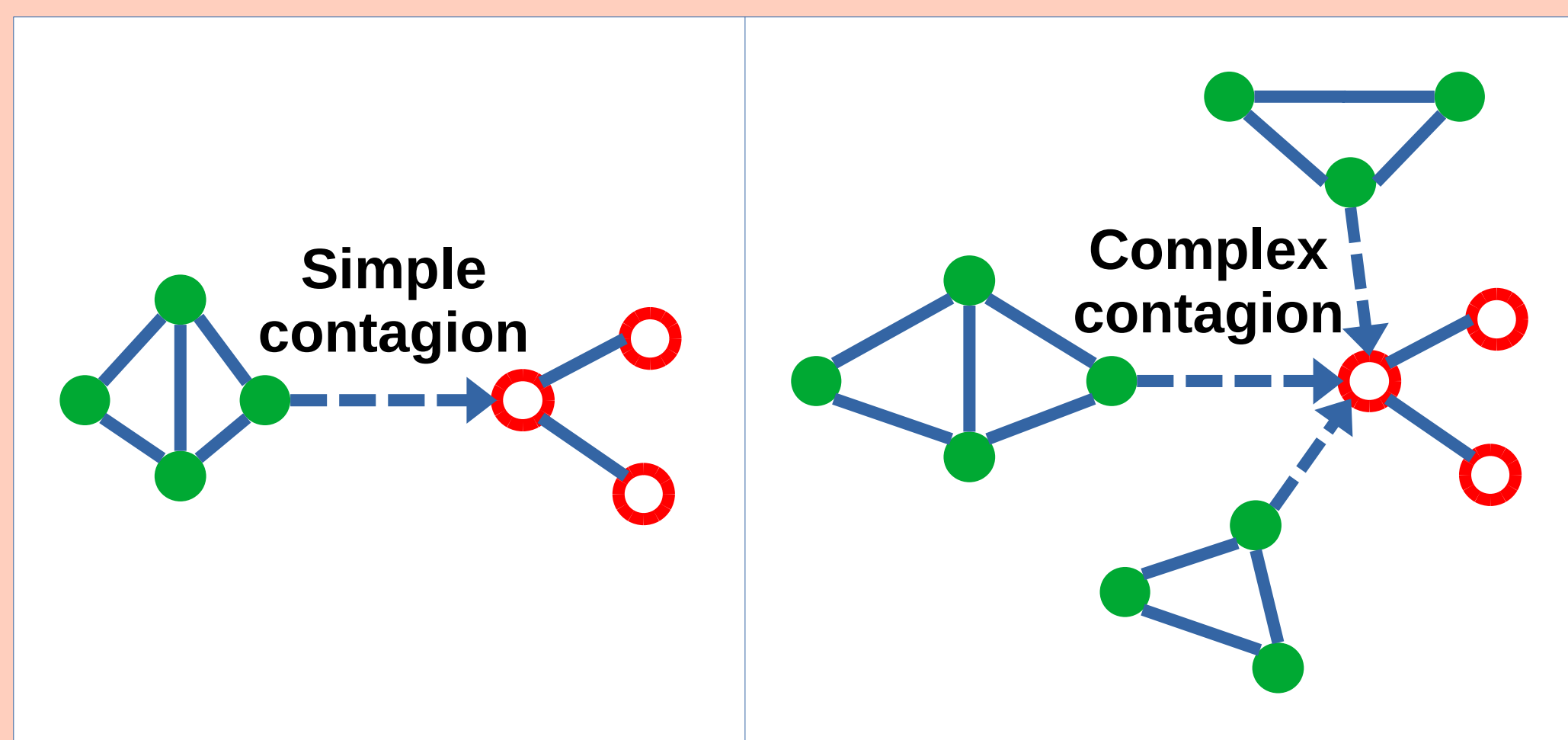
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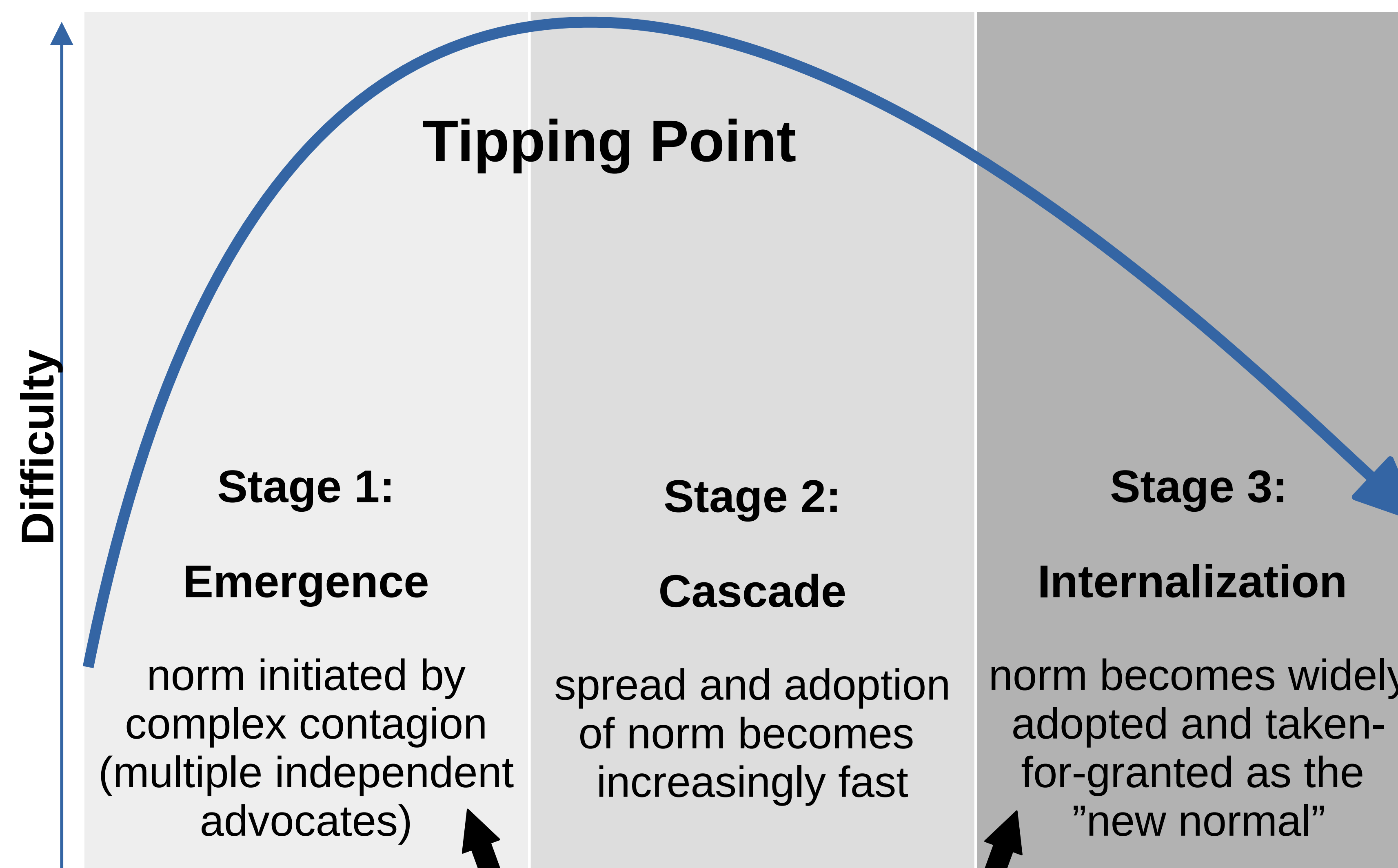
Abstract: Everyone can support accessibility including little things that you can change or add to your everyday routine that may make a huge impact for others. This project aims to create and share tools for use in the classroom to address different forms of ableism and how to combat them.

Statement of the Problem: Faculty adoption of “best practices” in terms of accessible pedagogy can vary to a wide degree. How can social norms about accessible pedagogy become more widespread?

Theory: We apply ideas from the scholarship on the role of social networks to the practical problem of spreading norms at improving classroom accessibility. The structure of social networks affects the spread of behavior because network ties are the pathways through which behavioral norms propagate from person to person.



Research on “complex contagions” has found that a cascading adoption of a new norm can be triggered when the behavior is transmitted through multiple independent interactions, as opposed to “simple contagions” that only require one interaction to spread the new behavior.



HOW DO WE GET FROM HERE TO HERE?

INFOGRAPHIC EXAMPLE

Action: We developed and pilot tested (at the Diversity Summit) an infographic containing educational materials about an easy-to-use tool (closed captioning) meant to address a common accessibility issue in the classroom.

We consider the effectiveness of this type of network propagation strategy to encourage the spread of a new behavioral norm. By “seeding” information through Geneseo’s social network of allies at the Diversity Summit, we aim to initiate a norm cascade meant to improve classroom accessibility and combat ableism at Geneseo.

HAVE YOU SEEN ME?

TURNING ON CLOSED CAPTIONING

Accessibility matters.

WHAT ARE CLOSED CAPTIONS?

Closed captions are words that appear at the bottom of a video screen that transcribe spoken dialogue, sound effects, and music.



STEP ONE:

After opening your video, wave the mouse over the video to display the media control bar.



On the media control bar, look for a “CC” also known as the closed captioning symbol.



STEP TWO:

After locating the symbol, click on it. You may be prompted with a question clarifying what language you would like to see the captions in. Simply select the language in which you would like before playing the video.

ADJUSTING THE CAPTIONS

Additional settings may need to be adjusted for ideal captioning use. Select the gear shape, or settings symbol, to view more options.



In the additional settings, you can change the color, size, font, and placement of the captions for optimal viewing convenience.