The Inclusive Library: Empowering Users with Accessible Tutorials.

By Corinne Abba, Christina Kim, Corrie Playford.

OLA Super Conference 2013: Session 1224.

Alternative Formats

This presentation has been created as an accessible PowerPoint presentation and is available in alternative formats upon request.

If you experience any barriers to access, please contact Corinne Abba: cabba@georgebrown.ca. Thank you.

Introduction

It's not perfect,
but it's done!

The Cult of Done Manifesto

Poster by Joshua Rothaas based on the manifesto written by Bre Pettis and Kio Stark.

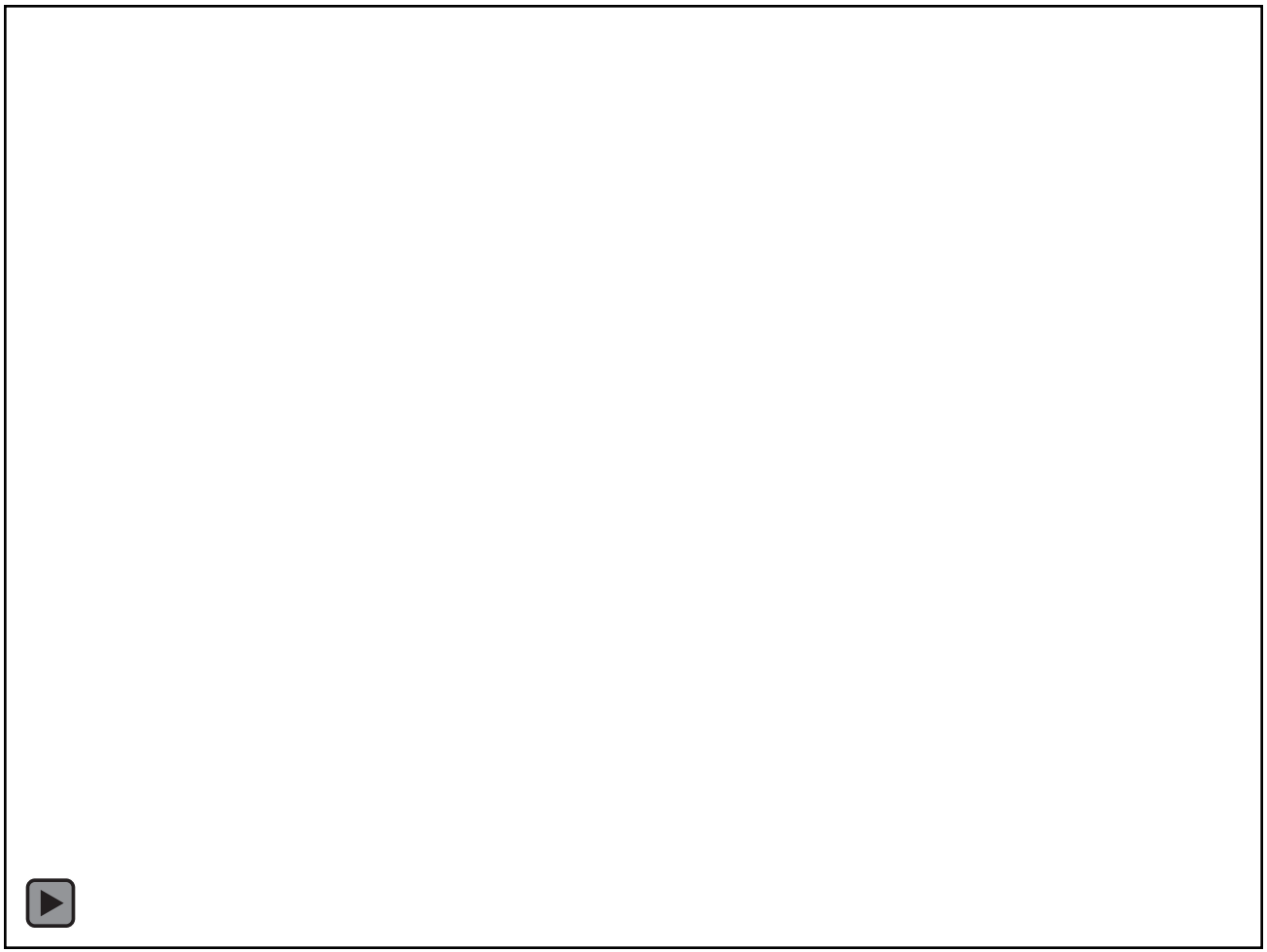
Tutorials: An Introduction

Find Books & Ebooks: The Basics

How To Find A Book (1.5 minutes) OC

Follow this step by step tutorial to learn how to find a book using the library catalogue.

Tutorial Demo: How to Find a Book



Background: AODA

The Accessibility for Ontarians with Disabilities Act (AODA), 2005:

- Changed our approach to accessibility;
- Established accessibility standards;
- Re-emphasized the need to identify, remove and prevent barriers of access.

Accessibility Principles

Dignity.

Independence.

Integration.

Equal Opportunity.

Accessibility at George Brown College

2006: Accessible Media Coordinator and Captioned Media Policy.

2008: AODA Coordinator and Accessibility Standards for Customer Service.

2009: "Creating Accessible Documents" GBC Faculty and Staff Guide.

Accessibility Allies

Collaborate.

Conspire.

Contribute.

Accessibility at the Library Learning Commons

From 2009 to 2010: Enhanced Accessibility / Library Services Strategic Initiative Project.

2010: Accessible Database Evaluation created.

2010: Accessible LLC website launched.

2010 to Present: Accessible Tutorials Project.

Accessible Library Tutorials

Initial approaches included:

- Trial and error;
- Investigating AODA principles and accessibility best practices;
- Research.

Literature Review (1 of 5)

"While accessibility is the baseline, usability is the real goal. Whenever possible, students with disabilities should be able to use materials with the same amount of effort as students without disabilities" (page 50).

Case, D., & Davidson, R. C. (2011). Accessible online learning. *New Directions for Student Services*, *134*, 47-58.

Literature Review (2 of 5)

"The first approach [to help make online learning materials more accessible] involves the utilization of an assistive technology. The second approach involves the utilization of a design principle referred to as Universal Design" (page 53).

Crow, K. L. (2008). Four types of disabilities: Their impact on online learning. *Techtrends: Linking Research & Practice To Improve Learning*, *52*(1), 51-55.

Literature Review (3 of 5)

"As many librarians become more involved in teaching, there is a greater need to acquire more specialized skills and knowledge about...inclusive teaching practices from course design through to assessment and course evaluation" (page 71).

Forrest, M., & Simpson, A. (2007). Teachability: Creating accessible learning and teaching in information skills. *Health Information and Libraries Journal*, *24*, 69–71.

Literature Review (4 of 5)

“People with disabilities use the Internet and related technologies at levels well below those of the rest of the population. The main reason for this is not a lack of interest or education, but that the Internet is inherently unfriendly to many different kinds of disabilities” (page 70).

Lazar, J., & Jaeger, P. (2011). Reducing barriers to online access for people with disabilities. Issues in Science and Technology, Winter 2011, 69-82.

Literature Review (5 of 5)

"Web accessibility can be defined simply as to which degree a site is accessible to the largest possible range of people...At its core, web accessibility...involves removing potential barriers to access" (page 450).

Curran, K., Walters, N., & Robinson, D. (2007). Investigating the problems faced by older adults and people with disabilities in online environments. *Behaviour & Information Technology, 26*(6), 447-453.

Further Reading (1 of 2)

Bowles-Terry, M., Hensley, K. M., & Janicke Hinchliffe, L. (2010). Best practices for online video tutorials: A study of student preferences and understanding. *Communications in Information Literacy*, *4*(1), 17-28.

Cox, C. (2004). From cameras to Camtasia: Streaming media without the stress. *Internet Reference Services Quarterly*, *9,* 3-4.

Karmen, N., Crowther, T., & Wallace, A. (2001). Delivering video-streamed library orientation on the Web. *College and Research Libraries News*, *62*(3), 280-285.

Lee, S., & Burrell, C. (2004). Introduction to streaming video for novices. *Library Hi Tech News*, *21*(2), 20-24.

Further Reading (2 of 2)

Oud, J. (2011). Improving screencast accessibility for people with disabilities: Guidelines and techniques. *Internet Reference Services Quarterly, 16*,129–144.

Slebodnik, M., & Riehle, C. F. (2009). Creating online tutorials at your libraries: Software choices and practical Implications. *Reference and User Services Quarterly*, *49*(1), 33-37.

Somoza-Fernández, M., & Abadal, E. (2009). Analysis of web-based tutorials created by academic libraries. *The Journal of Academic Librarianship*, *35*(2), 126-131.

University of Strathclyde. (2005). Welcome to the Teachability web site. Retrieved from http://www.teachability.strath.ac.uk/.

Tutorials: History

- Past experience creating tutorials;
- Build on initial efforts of GBC colleague;
- Target visual and audio learners;
- Reach out to distance learners;
- Reach out to those who do not come into the library.

Planning:
Disability Categories

- Visual (including total blindness, low vision, colour blindness);
- Hearing;
- Cognitive and learning disabilities;
- Motor.

Planning:
Usability Parameters

- Static images;
- Short tutorials;
- Quick and succinct.

Planning and Process

Project development and initial process:

- Technology;
- Trial and error;
- Iterations;
- Templates and workflow document.

Best Practices (1 of 2)

For Text:

- Sans serif font, 14 plus point size, sentence case, avoid italics or underlining;
- Use text formatting tools if available.

For Images:

- Provide ALT-text or captions;
- Avoid using colour to convey information.

Best Practices (2 of 2)

For Audio Resources:

- Provide a transcript.

For Video Resources:

- Provide captions synchronized with the video;
- Open Captions versus Closed Captions;
- Captioning standards.

Technical Testing

Accessible formats:

- Recorded audio.

Communication supports:

- Captioning;
- Plain language.

Methodology

Testing Methodologies:

- Adaptive Technology Lab (in-house);
- Student perspectives (volunteers).

Testing Parameters:

- Accessibility, ease of use;
- Use of assistive devices and software,
- User experience: content and technology.

Student 1: Testing

Student Perspective, Profile 1:

- Self-identifies as hard of hearing;
- Sometimes uses speakers;
- Relies on captions;
- Tested without the use of adaptive technologies or assistive devices.

Student 1: Feedback

Student Perspective, Profile 1:

- Customization (individual preference);
- Timing (long pauses);
- Language (avoid complex terminology);
- Brevity (sentences should be brief).

Student 2: Testing

Student Perspective, Profile 2:

- Self-identifies as deaf;
- Self-identifies as low-vision;
- Relies on captions.

Student 2: Feedback

Student Perspective, Profile 2:

- Captions (preference for yellow font on black or on white);
- Highlights and arrows (used very effectively);
- Request to embed an ASL Interpreter.

Integrating Feedback (1 of 2)

- Yellow captions on black.
  Status: Done!

- Slowing down timing.
  Status: Done!

- Using short sentences.
  Status: Done!

Integrating Feedback (2 of 2)

Challenges:

- Plain language vs. librarian-ese.
  Status: Work-in-progress.

- ASL interpreters: planning and cost.
  Status: Tabled.

Resources and Costs

- Time: 10-15 hours per tutorial;
- Costs:
  - Snagit and Camtasia upgrades, $300.00;
  - Two Camtasia license renewals, $3000.00 (three year renewal, 2013);
  - Staffing, $350.00 per short tutorial.
- Additional supports:
  Library Technicians, LLC Webteam.

Workflow

Ease of replication a major goal:

- "How-to" documents for creating and loading;
- PowerPoint template.

Delivery method:

- YouTube;
- Library website.

How to: Step 1

Familiarize yourself with the technology:

- TechSmith website (Camtasia, SnagIt);
- Tutorials and tip sheets;
- PowerPoint features and best practices.

How to: Step 2

Create a storyboard:

- Clarify your message;
- Create a visual plan;
- Write a script;
- Create a slide-by-slide depiction.

How to: Step 3

Build your PowerPoint presentation:

- Keep it simple;
- Use clear, clean visuals;
- Accessibility is key;
- Add script to "Notes" section.

How to: Step 4

Rehearse timing:

- Read script aloud;
- Use "Rehearse Timing" tool;
- Need to get to a consistent total time;
- Read slowly!

How to: Step 5

Record presentation in Camtasia:

- Camtasia records PowerPoint as it plays;
- Hide cursor;
- Don't record audio;
- Save recording, then edit.

How to: Step 6

Edit your recording:

- Record audio track;
- Captions;
- Callouts and graphics.

How to: Step 7

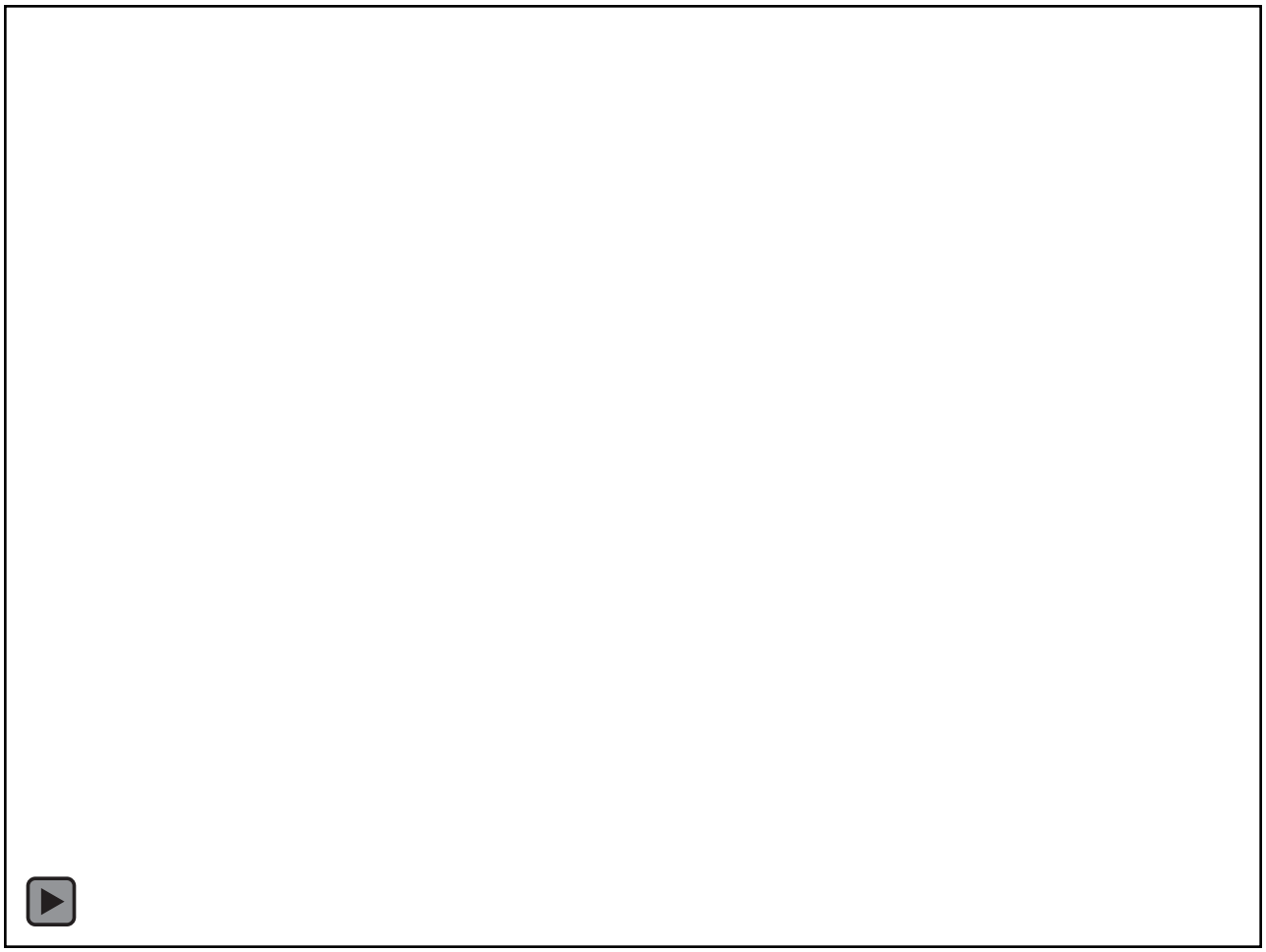
Produce and upload finished tutorial:

- Production settings depend on final venue;
- See TechSmith website for guidelines;
- Use preset production options.

Challenges

- Quiet space;
- Technical constraints:
  - Number of licenses;
  - Browser compatibility with media formats;
  - Open Caption versus Closed Captioned;
- Updating.

Tutorial Demo:
How to Find an Article



Lessons Learned

- Simple is better;
- Visual is better than text-based;
- Balance: perfection versus done;
- Leave time for troubleshooting;
- Promotion.

Promotion (1 of 2)

GEORGE BROWN COLLEGE

EDUCATIONAL RESOURCES

Library Learning Commons

SITE SEARCH

Ask a Librarian...

Home | Find Materials | Study Tools | Services | Contact Us | Help

Main Navigation > Study Tools > Tutorials

Change text size: S M L

- APA / MLA GUIDES
- ASSIGNMENT TIPS
- AVOIDING PLAGIARISM
- LC CALL NUMBERS
- LLC HANDOUTS
- LIBRARY CATALOGUE SEARCH TIPS
- RESEARCH GUIDES
- RESEARCH PROCESS
- TUTORIALS

Tutorials

Check our library tutorials, designed so you can learn on your own, at your own pace, at any time that is convenient to you!

- Avoiding Plagiarism & Research Skills: Interactive Tutorials
- Citation Basics: APA & MLA OC
- Find Books & Ebooks: The Basics OC
- Find Articles: Basic & Advanced Searching OC

Avoiding Plagiarism & Research Skills: Interactive Tutorials

Academic Honesty Tutorial (15 minutes)

Learn how to cite your sources and avoid issues of plagiarism.

Promotion (2 of 2)

ARTICLES & DATABASES

By Title A - Z
By Subject
By Type

BOOKS

COURSE RESERVES

DICTIONARIES & ENCYCLOPEDIAS

E-BOOKS & E-AUDIOBOOKS

JOURNALS A - Z

ONLINE VIDEOS & DVDS

RECOMMEND TO ORDER

RESEARCH GUIDES

Articles & Databases

Search by Subject: Nursing

Academic Search Premier (EBSCO)

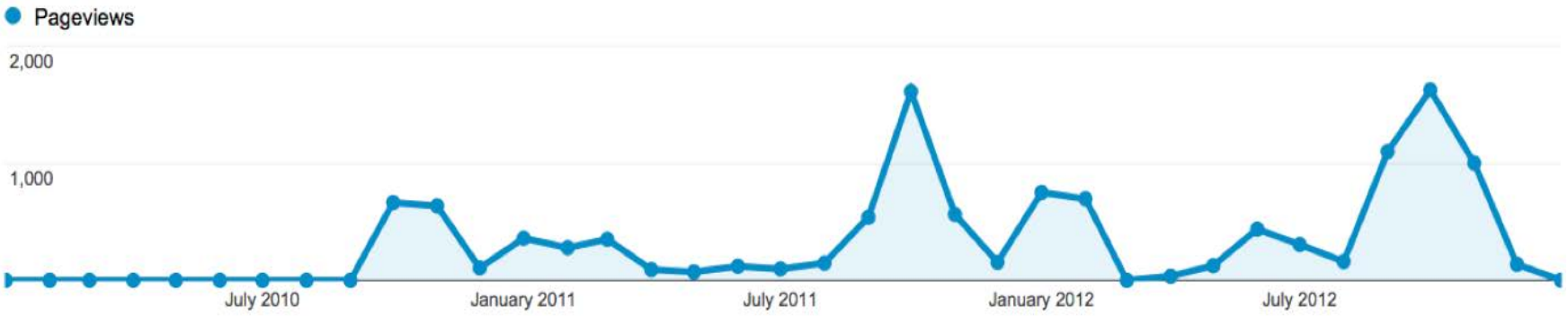
Covers many subject areas, with full text articles from scholarly and peer-reviewed journals. Also includes magazines, newspapers, encyclopedias, almanacs and reports.

**Check out our guide to using Academic Search Premier here...

Type: ARTICLES FULL TEXT
Access: ON & OFF CAMPUS: GBC ID & password required for off-campus use

Metrics: Google Analytics

ALL » PAGE PATH LEVEL 1: /studytools/ » PAGE PATH LEVEL 2: /tutorials/



Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate
12,178	**7,748**	**00:02:20**	**60.93%**
% of Total: 0.35% (3,471,928)	% of Total: 0.32% (2,391,186)	Site Avg: 00:03:00 (-22.15%)	Site Avg: 65.56% (-7.06%)

Metrics: YouTube (1 of 2)

Top 10 videos Browse all videos

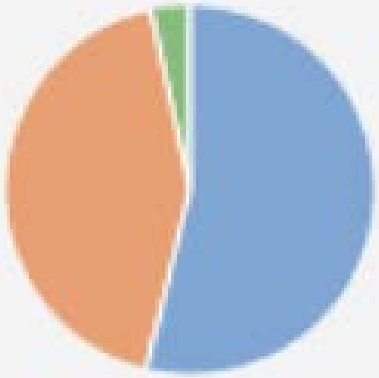
	Video	Views ↓	Estimated minutes watched	Likes
1.	Citation Basics : Using APA Style (Open Captioned)	563	1,667	3
2.	Citation Basics : Why Cite? (Open Captioned)	209	290	1
3.	How To Find An Article (Open Captioned)	193	259	0
4.	How To Find Peer-Reviewed Articles: Using CINAHL (...	115	183	0
5.	Citation Basics : Using MLA Style (Open Captioned)	112	256	0
6.	How To Find A Book (Open Captioned)	70	56	0
7.	How To Find Newspaper Articles : Using Canadian Ne...	60	66	0
8.	How To Find A Journal By Title (Open Captioned)	50	46	0
9.	How To Find An E-Book (Open Captioned)	36	26	0
10.	How To Place A Hold (Open Captioned)	8	2	0

Metrics: YouTube (2 of 2)

Discovery

Top playback locations

- YouTube watch-page 53.8%
- Embedded player on other websites 42.7%
- Mobile devices 3.5%



Thank you!

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Handouts

George Brown College. (2009). Creating Accessible Documents: http://www.georgebrown.ca/AODA/whats-new/

George Brown College. (n.d.). A Way with Words: http://www.georgebrown.ca/AODA/whats-new/

George Brown College, Library Learning Commons. (2012). Adaptive Technology: Quick Guide for LLC Staff.

Shout Outs

Special thanks to our friends and colleagues for their expertise and support of this project: Sutharsan Tharumarajah, Patty Keen, Mandy Deans Kassies, Lillian Chan, Anne Villahermosa, Karen Walker, John Hardy, Olga Dosis, Tetsuro Saito, Bill McAskill, Kate Sak, Robert Marshall, and....many thanks to Patricia Buckley for convening!

Cult of Done Manifesto

“Done is the engine of more.”
(Pettis & Stark).