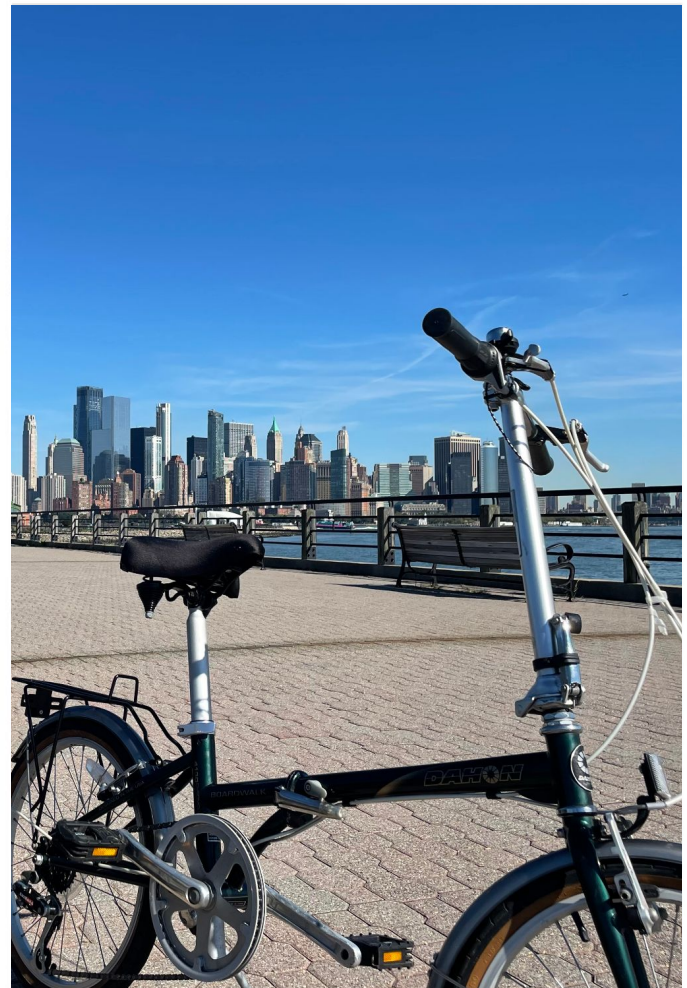wdg

Open Source Reach for Accessibility Gains
Ford Foundation: Video Accessibility Block

Prepared for WordCamp 2023: National Harbor

Working with visionaries on the frontlines of social change worldwide

We're building a world where everyone has the power to shape their lives.

About us

We are disrupting systems to advance social justice

We believe in the inherent dignity of all people and that inequality is the defining challenge of our time.

How we work

We invest in transformative ideas, individuals and institutions

We're reimagining philanthropy to catalyze leaders and organizations driving social justice and building movements across the globe.

Our grants

Our priorities

We believe inequality is at the root of nearly every injustice. To create meaningful, lasting change,

Video Accessibility Block - WP Plugin

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Video Accessibility Block - WP Plugin

Open Source Reach for Accessibility Gains

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Community
Influence

Open source software has the potential to significantly improve accessibility. By leveraging the collective knowledge of developers worldwide, we can create solutions that are both innovative and inclusive.

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64.1%

WordPress as a CMS

"Its closest competitor, Shopify, trails far behind with a measly 3.2% market share. Despite the fact that Shopify is a dedicated eCommerce solution and WordPress is not, WordPress is still the most popular eCommerce CMS on the market"

Source: Search Engine Journal

40%

WordPress powers almost 40% of sites on the internet. (Source: Search Engine Journal)

30.3%

30.3% of the top 1000 sites use WordPress (Source: W3Techs)

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"With great power comes great responsibility."

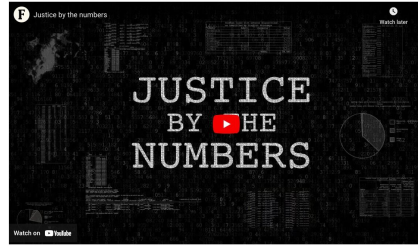*Plugins are the biggest source of WordPress security vulnerabilities.*

52% of 4,000 known vulnerabilities are from WordPress plugins according to a WPScan Report, compared to 37% from core WordPress and 11% from themes.

[This] specific phrasing "with great power comes great responsibility" evolved from Spider-Man's first appearance in the 1962 Amazing Fantasy #15, written by Stan Lee.

Ford Foundation (website screenshot - News and Stories / Videos article)

NEWS AND STORIES | VIDEOS

Justice by the numbers

JUNE 3, 2022

PART OF: Independent Videos

JUSTICE BY THE NUMBERS

Switch to video with audio descriptions | Transcript | Accessibility Statement

What happens when a public interest technologist j[...] with an organization like the ACLU of Massachusett[...] largest dismissal of wrongful convictions in U.S. hist[...]

In 2012, Annie Dookhan, a Massachusetts state chemist, was arres[...] forging lab documents while testing drugs. During her tenure, mor[...] convicted and sentenced for drug crimes based on false evidence. the burden was put on the individuals affected, rather than the sta[...] that occurred based on faulty evidence.

That is, until the Open Web Fellowship paired lawyers from the AC[...] Law Reform project with public interest technologist Paola Villarr[...]

The fellowship is a collaboration between the Ford Foundation and[...] the best emerging technology talent with civil society organization[...] case desperately needed a technologist, because although the cou[...] petition for a mass dismissal of cases, they did have a victory: The[...] number of cases that Dookhan had been involved in.

Data poured in from throughout the state, from different departm[...] totaling more than 24,000 cases that could potentially be dismiss[...] stepped in. A systems programmer from Mexico City, Villarreal wa[...]

Ford Foundation (homepage screenshot)

Work | Worldwide | Learning | News & Stories | About

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(right panel)

[...]early every injustice. To create meaningful, lasting [...]ed areas.

[...]y and Free Expression | Disability Rights

[...]Racial, and Ethnic Justice | International Cooperation

[...]Resources and Climate | Technology and Society

[N]ews and stories

[...]es of change, hope and resilience from our community.

OPPORTUNITY CHECK

What websites are you migrating from proprietary to open source platforms?

What functionality will you have to rebuild with custom development for WordPress?

Might these features benefit the WordPress community beyond your client?

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Implementing More Accessible User Experiences

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Accessible
Websites

When designing a website, it's crucial to consider all users, including those with disabilities. Accessible websites require coding best practices, with usable user interfaces and intentional content.

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1990

Americans with Disabilities Act (ADA)

"ADA protects people with disabilities from discrimination. Congress intended for the ADA to keep pace with the rapidly changing technology of our times. Since 1996, the Department of Justice has consistently taken the position that the ADA applies to web content."

U.S. Department of Justice Civil Rights Division

2,387

2,387 web accessibility federal lawsuits filed via ADA in 2022. (Source: Accessibility.com)

106,245

The most errors detected on a single home page was 106,245. (Source: The WebAIM Million)

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Accessibility is about usability for everyone.

... lack of alt-text on graphics and navigation links; inaccessible drop-down menus, inadequate prompting and labeling, the denial of keyboard access, empty links that contain no text, redundant links where adjacent links go to the same URL address, and mouse only transactions.

On 01/03/19, A blind woman, filed suit in federal court alleging that www.Beyonce.com was not accessible per the WCAG 2.1, Section 508 accessibility standard(s).

FUNCTIONAL EQUITY

"The whole definition of accessibility is to break down those barriers so everyone has the same functionality across the board and are able to do all the same things no matter what."

Amanda Blake: Senior Web Developer, WDG

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Web Accessibility Standards

Content
All website parts + code

Web content needs to include text alternatives for images

User Agents
Browsers, players + assistive technology

This information needs to be processed by web browsers and then conveyed to assistive technologies, such as screen readers.

Software
| **Services - used to produce web content**

To create such text alternatives, authors need authoring tools that support them to do so.

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Web Content Accessibility Guidelines (WCAG)

A technical standard for developers to account for perceivable information, operable interfaces, understandable content and robust compatibility — within the web tools they author.

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Web Content Accessibility Guidelines (WCAG)

A

Minimal Guidelines

Level A has minimal guidelines and will likely not make your site compliant to the current standards.

AA

Common Compliance

Many organizations aim to meet this level to ensure their website is accessible to everyone.

AAA

Extensive Requirements

Likely to restrict interactivity. Pursued within a particular industry sector or with a distinct disability in mind.
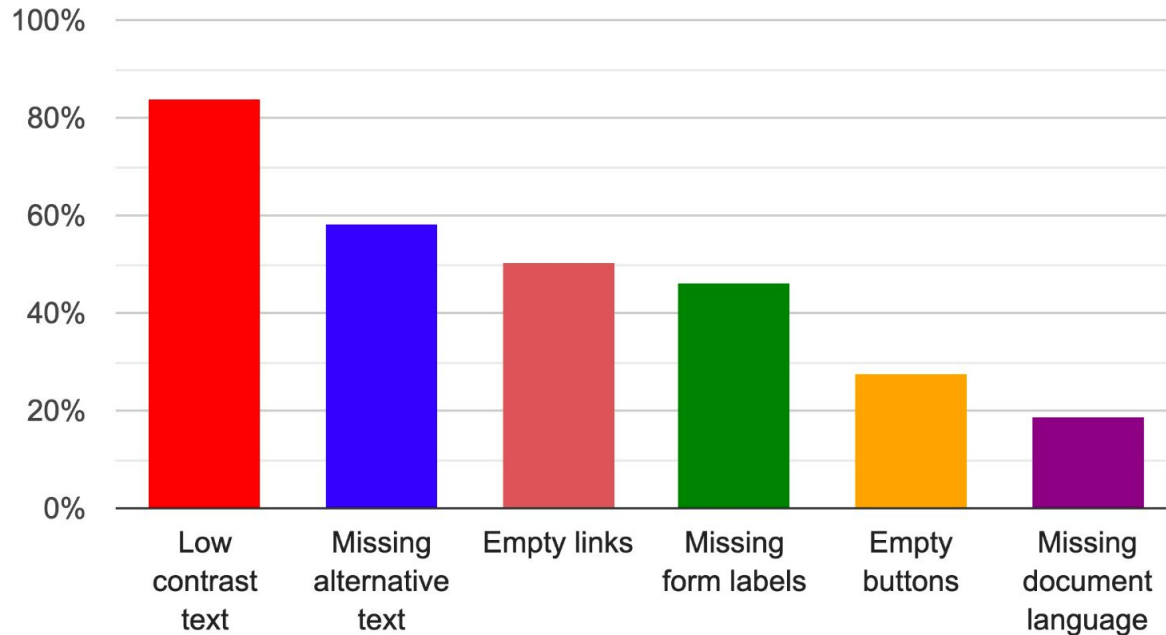
wdg

Accessibility Principles

1. **Text alternatives** for non-text content

2. Captions and other **alternatives for multimedia**

3. Content **can be adapted to be presented** in different ways

4. **Content is easier** to see and hear

5. Users have enough **time to read and use** the content

6. Content **does not cause seizures** and physical reactions

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Accessibility Principles

7. Users can **easily navigate**, find content, and determine where they are

8. Users can use different input **modalities beyond keyboard**

9. Text is **readable and understandable**

10. Content appears and operates in **predictable** ways

11. **Users are helped** to avoid and correct mistakes

12. Content is **compatible** with current and future user tools

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Home pages with most common WCAG failures (% of home pages)

From The WebAIM Million:

Source: 2023 report on the accessibility of the top 1,000,000 home pages

- 96.1% of all errors detected fall into these six categories.

- These most common errors have been the same for the last 5 years.

- Addressing just these few types of issues would significantly improve accessibility across the web.

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[A large blinking cursor on a screen, words appear in digital type – Location: Massachusetts.]

Read aloud within the video for blind users to understand visual information

Accessible Video

- Captions, descriptions, transcript
- Require intentional workflows
- Accessible media players
- Sign language(s) for AAA

Variable requirements:

- Pre-recorded or live
- Video with audio or video-only

Audio description of visual information is required for pre-recorded videos if there is important visual information. WCAG - Level AA

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AD» **Switch to video with audio descriptions**	📄 **Transcript**

ℹ️ **Accessibility Statement**

Transcript

[**Download transcript**]

[A large blinking cursor on a screen, words appear in digital type – Location: Massachusetts.]

MATTHEW SEGAL: It took a village to taint over 21,000 cases, but it also took a village to address them.

SEGAL: It's always the advocates who have to come forward with a reason for why things should change.

ACCESSIBILITY CHECK

Which WCAG level is most common for your projects?

Could you focus your accessibility efforts to avoid the most common mistakes?

Have you produced or leveraged accessible pre-recorded or live video?

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Video Accessibility Block - WP Plugin

Video Accessibility Block - WP Plugin Demonstration

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> ❝ ❞

Improving the Audience Experience

"Improve accessible video player by adding ability to see a scrollable text transcript."

PACKAGE AS WORDPRESS PLUGIN

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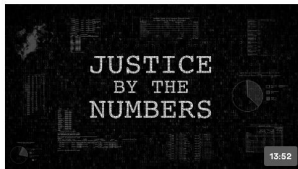
NEWS AND STORIES | VIDEOS

Independent Videos

Ford Foundation produces videos about a wide range of critical topics to advance justice.

AMERICA'S CULTURAL TREASURES   03:50

JUSTICE BY THE NUMBERS   13:52

THE AMERICAN SOUTH   04:36

America's Cultural Treasures

America's Cultural Treasures is an initiative to acknowledge and honor the diversity of artistic expression and excellence in the United States and provide critical funding to organizations that have made a significant impact on the cultural landscape, despite historic underinvestment.

Justice by the numbers

What happens when a technologist joins forces with an organization like the ACLU of Massachusetts? The single largest dismissal of wrongful convictions in U.S. history. An innovative partnership between the nonprofit and public technologist Paola Villarreal enabled lawyers to build a story based on data and expose injustice.

The Story of the South is the Story of America

The South is the fastest-growing region in the United States, and has long been an incubator for social change. Today, southerners from every walk of life are joining forces to usher in a Third Reconstruction, showing America what's possible when it confronts its history, reconciles with its differences, and reimagines a more perfect, more just union together.

CLAP BACK AGAINST WORKER INEQUITY. FORDFOUNDATION   04:24

STANDUP   03:53

Clap Back against Worker Inequity. Join Workers and Activists to Reimagine The Economy

Census 2020 – Stand up for the count

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Plugin
Overview

A Gutenberg block for video content to be accessible for visually impaired users by providing a button to switch from standard videos, to videos that provide audio descriptions of visual elements.

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General Requirements and Primary Use Case

- Toggle between two videos

- Display scrollable text transcript

- Offer transcript file download

- Display a video accessibility policy

Functionality Highlights

- Screen reader skip link

- Adds metadata from YouTube and Vimeo APIs

- Settings page for global block settings

- Defaults to button styles from theme

Video Switcher

Potential Use Cases

Two versions or edits of the same video; Final video and "behind the scenes," or "before and after" content. Position *TopChef and Last Chance Kitchen.*

Important Considerations

- Not compatible with classic editors
- This is not a media player

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Justice by the numbers

JUNE 3, 2022

PART OF:
Independent Videos

JUSTICE
BY ▶ THE
NUMBERS

Watch on ▶ YouTube

Switch to video with audio descriptions

Transcript

Accessibility Statement

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Download transcript

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MATTHEW SEGAL: It took a village to taint over 21,000 cases, but it also took a village to address them.

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Video Accessibility Block - WP Plugin

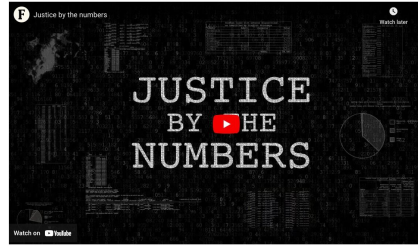# Approaching Development for Community Release

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Website Launch
Client Release

Launch ready functionality is *not necessarily* a release ready plugin. Remember, the goal of releasing an open source plugin is not just to share your code with the community, but also to encourage collaboration and improvement.

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NEWS AND STORIES | VIDEOS

Justice by the numbers

JUNE 3, 2022

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JUSTICE BY THE NUMBERS

Justice by the numbers — Watch later

Watch on YouTube

Switch to video with audio descriptions | Transcript | Accessibility Statement

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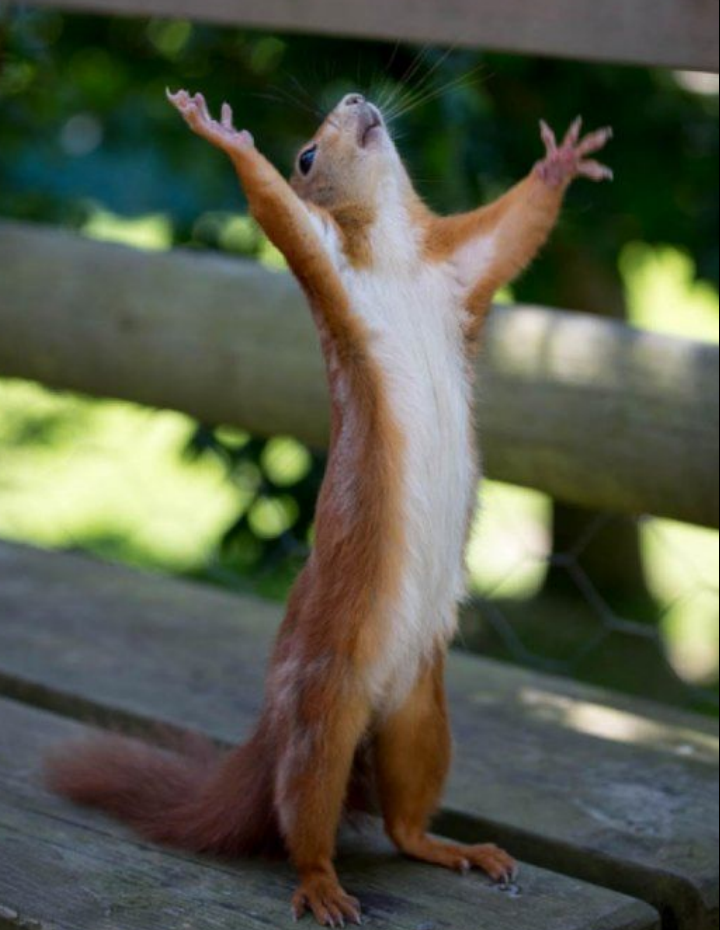International Cooperation

[Natural] Resources and Climate

Technology and Society

[N]ews and stories

[Stori]es of change, hope and resilience from our community.

—— Launch Day is Day One

WordPress Plugins

Code Quality

Documentation

User Experience

Testing

Support and Maintenance

Licensing

Create a schedule for plugin maintenance. Assign resourcing for ongoing bug fixes, feature enhancements, platform updates and API changes.

COMMUNITY COMMITMENT

Have you relied on plugins that were no longer maintained?

Do you contribute to WordPress plugins?

Do you maintain a WordPress plugin? How do you prioritize maintenance and support?

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Thanks from Vaj + Kurtis!