



Create Inclusive Content

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Today's Agenda

Part 1: Design

Inclusive Design for Accessible Content

Part 2: Language

Inclusive Language Strategies

A scenic landscape photograph of a lake at dusk. In the foreground, a wooden pier with a curved end extends into the calm water. The background features a range of mountains, with the peaks illuminated by the soft, warm light of the setting or rising sun. The sky is a clear, pale blue. A semi-transparent teal banner is overlaid across the middle of the image, containing the title text.

Part 1: Inclusive Design

Disabilities Are WorldWide

- 15% of the world's population has a disability (1 billion people)

- 20% of people in the U.S. have a disability

- 16% of European citizens have a disability

- 15 – 20% of Norwegians have a disability

Our Abilities Aren't Finite

Abilities change over time due to circumstances and environment.

Anyone can become permanently disabled at any point in their life, due to illness, injury, or age.

Our Abilities Aren't Finite



We all have different abilities.

Some people have more capabilities and better access to content and experiences.

Definition of Disability Is Evolving

Old perspective:

Disability is ...

a mental and
physical health
issue.



Definition of Disability Is Evolving

New perspective:

Disability is ...

a mismatch between
people's abilities
and the world
around them.



Barriers to Accessing Content



Everyday barriers impact how people with disabilities interact with information.

Accessibility issues go beyond accessibility tools.

The problem may be the device itself or user situations.

Barriers to Accessing Content

For example:

- Can everyone comfortably hold an iPad device?
- Are people not benefiting from included accessibility tools, like what's in Apple products?
- Could environments impact the way content views on devices, e.g., noisy rooms, light glare, crowded rooms, etc.



The Answer: Inclusive Design

Inclusive design solutions bring adaptations made for people with disabilities to the general public, so all people can use them.

Thereby, people with disabilities are no longer seen as the outliers, because their adaptations become socially accepted.

– John O'Neill

The Answer: Inclusive Design

The American Foundation for the Blind created the first audiobooks pressed on vinyl in 1932.



Now, 55 million people in the US read audio books each year.

The Answer: Inclusive Design

Microsoft Inclusive Design Toolkit

1. Permanent: a person with cerebral palsy
2. Temporary: a person with a broken arm
3. Situational: a person who can't speak Norwegian while in Norway

Inclusive Design Examples



Target ClearRx



An elderly woman took her husband's medicine by mistake.

The incident resulted in the ClearRx System for Target, retail company in the U.S.

Now, medicine has color-coded rings to identify each family member and intuitive, easy-to-read label.

Inclusive Design Examples

Adding Braille to packaging makes the information more accessible to people with visual impairments.



Inclusive Design Boosts Customer Purchases

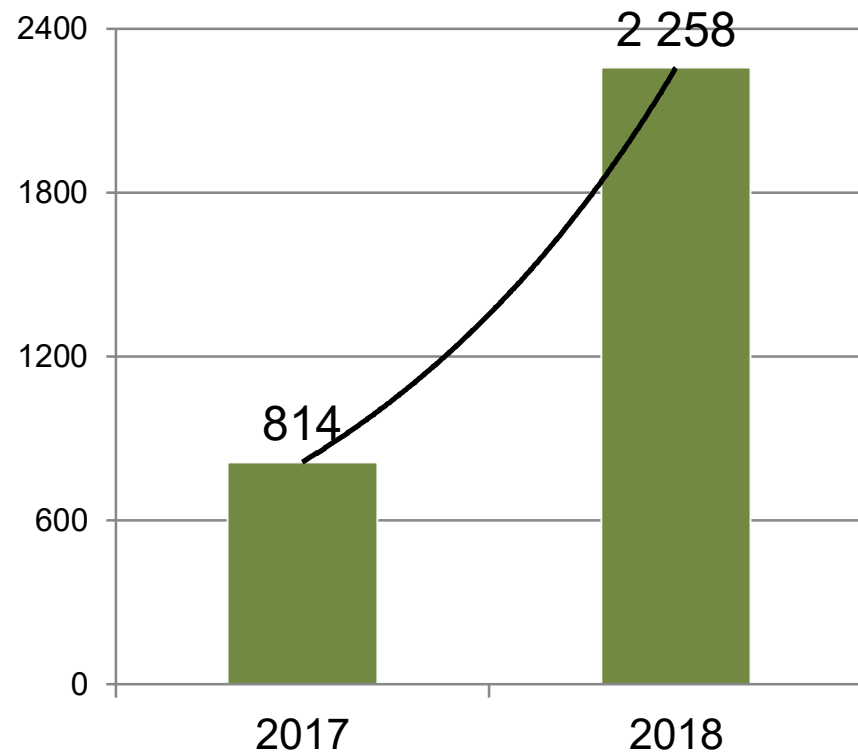
Click-Away Pound Survey — United Kingdom

- 71% of disabled customers with access needs will click away from a website that they find difficult to use.
- 10% of the UK's total online spending is from those customers who click away with an estimated spending power of £11.75 billion.
- 82% of customers with access needs would spend more if websites were more accessible.

Accessibility Is in Demand

Website Accessibility Lawsuits – US

US federal lawsuits
increased
177% between
2017
and 2018.



Inclusive Design Recommendations

Key Findings: My Observational Research

1. Search for exclusion points.
2. Design for various situations.
3. Recognize your personal biases.
4. Extend the solution to everyone.

Inclusive Design Recommendations

1 – Search for exclusion points.

- Look for how and why people are excluded in their personal and public life.
- Build steps and pathways toward inclusion.
- Become inventive and generate new solutions.

Inclusive Design Recommendations

2 – Design for various situations.

- Seek design solutions that will adjust to different circumstances.
- Build something that is adaptable.
- Generate empathetic solutions.

Inclusive Design Recommendations

3 – Recognize your personal biases.

- Understand that you do not know all the answers.
- Test your assumptions.
- Get the stakeholders involved in the process.

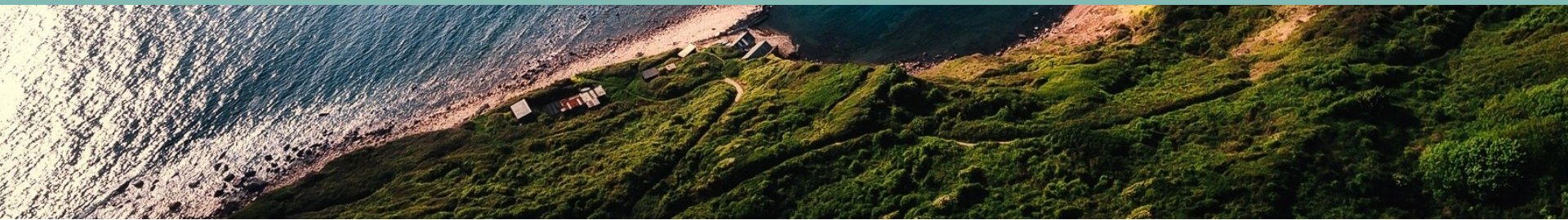
Inclusive Design Recommendations

4 – Extend the solution to everyone.

- Do not only design for people with disabilities.
- Draw on the full range of human diversity.
- Seek ways that different groups of people can use your solution.



Part 2: Inclusive Language



Inclusive Language

“Language shapes the way we think and determines what we can think about.”

– Benjamin Lee Whorf

Inclusive Language

How quickly do we
form impressions
and judge someone?

1/10th of a second!



Inclusive Language

Harvard study on implicit bias against people with disabilities:

- 78% of people have at least a slight automatic preference for abled people over disabled people
- 37% of people have a strong preference

Inclusive Language

The language and words we use reflect our implicit biases.

Inclusive Language

“A single word has the power to influence the expression of genes that regulate physical and emotional stress.”

– Dr. Andrew Newberg and Mark Robert Waldman
Words Can Change Your Brain

Inclusive Language

Negative words:

- Provoke fear (in the brain's amygdala)
- Cause stress-producing hormones
- Interrupt logic and reasoning

Inclusive Language

Positive words:

- Activate our frontal lobe (memory, problem solving, language, judgment, etc.)
- Strengthen our cognitive reasoning
- Motivate us
- Have a positive effect on other parts of the brain (the longer you focus on positive words)

Inclusive Language

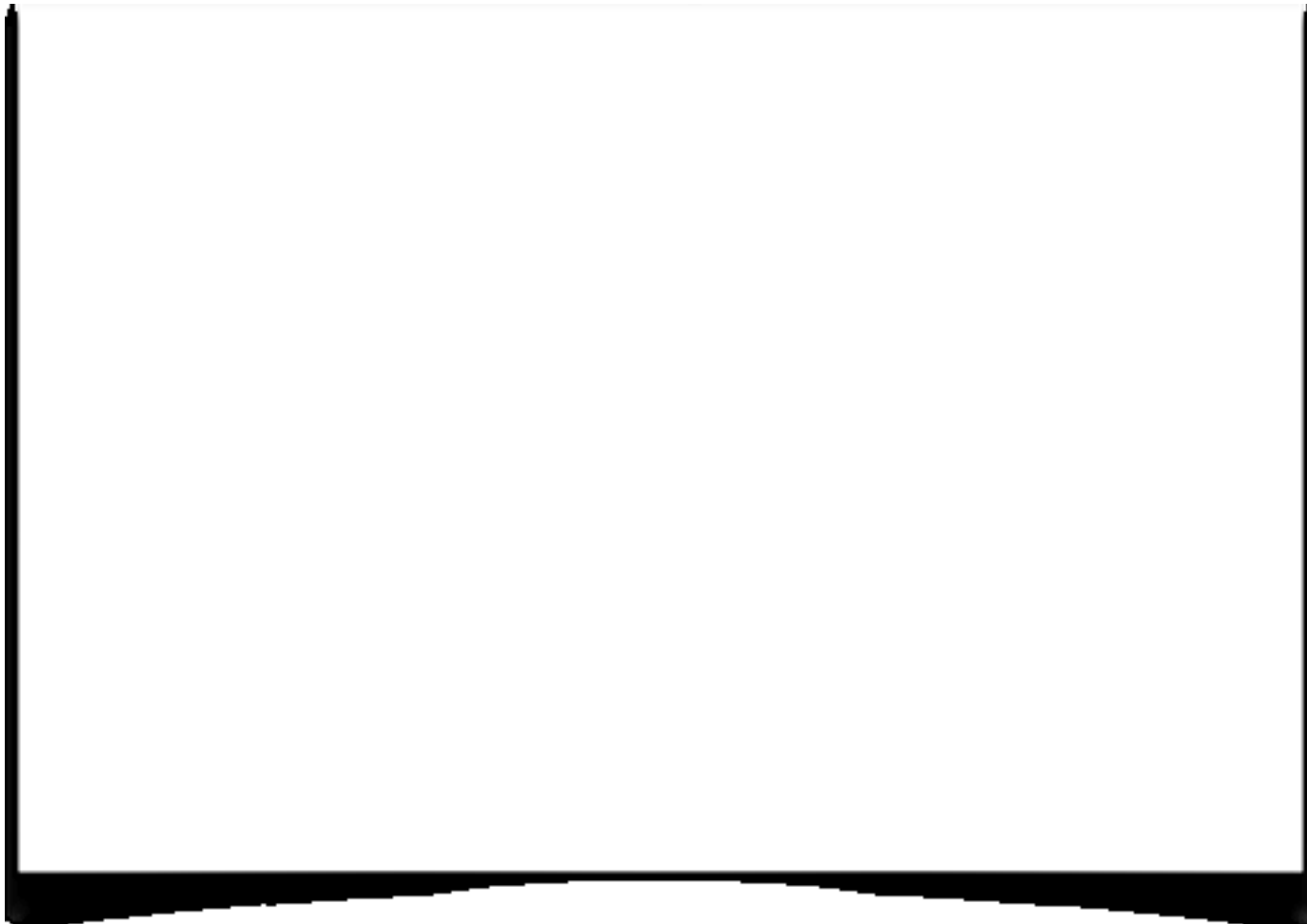
- People-first language
- Identity-first language

People-First Language

Language that emphasizes the person before the disability

- *person with* sight impairments
- *person with* disabilities
- *person with* autism

People-First Language



People-First Language

Three main components:

1. Emphasize the abilities and not the limitations
2. Focus on the person first over the disability
3. Avoid negative framing that implies tragedy

People-First Language

She is disabled and can't run errands downtown without a wheelchair.



People-First Language

She is disabled and can't run errands downtown without a wheelchair.

She has a disability and can run her errands downtown, because she uses a wheelchair.



Identity-First Language

Language that emphasizes the disability before the person

- a man with visual impairments
- person with disabilities
- child with Autism
- *blind* man
- *disabled* person
- *Autistic* child

Know Which One to Use



Identity- or People-First Language

“I don’t want my son labeled as ‘disabled’ — he’s human, he’s male, he’s an adult, he’s unable to talk without assistance, he’s dealing with brain injuries, he’s funny, he’s loving, he’s compassionate — but he’s not ‘disabled.’ He’s a person living with disabilities.”

– People-first-language supporter



“I am a complete, complex human. Part of that complexity, part of what makes me whole, is that I live with a disability. I prefer ‘person first.’”

– People-first-language supporter

Identity- or PeopleFirst Language



“I am autistic. I am disabled. This is my reality. To say that I need to call myself a person with a disability automatically puts the disability on a lower footing.

– Identity-first-language supporter

“For myself, I use person-first language when using a noun in the sentence (I am a person with disabilities) but identify-first language when choosing only an adjective (I am disabled). I do not refer to myself as a ‘disabled person,’ because I don’t like the way it sounds: it doesn’t (in my opinion, of course), dehumanize me, but it does limit me.”



– People-first- and Identity-first language supporter

Steps to Take

1. Involve your audience/users from the start.
2. Know which language they identify with.
3. Use inclusive design and language strategies.
4. Test with your audience. Learn what works.



Thank You!



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