



NARRATIVE
RESEARCH

Designing Accessible Research

Canadian Research Insights Council (CRIC)

May 2021

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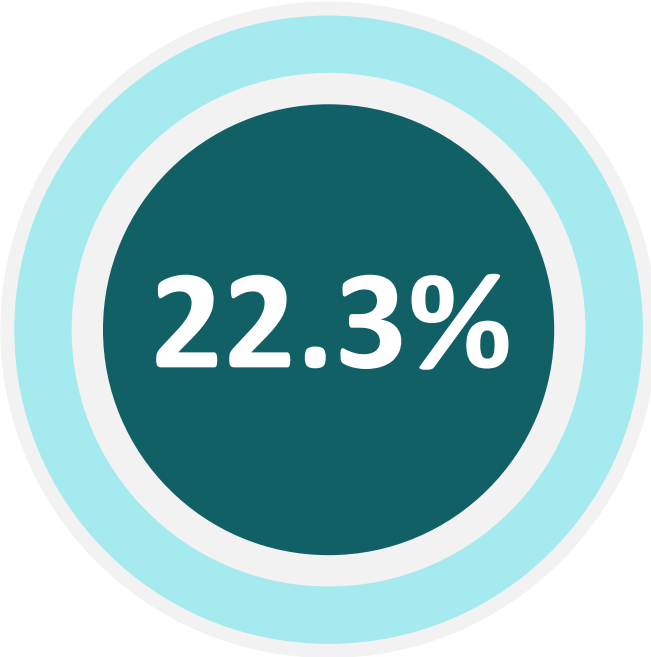


**MYTH**














Accessibility is only relevant to a small portion of the population.

FACT

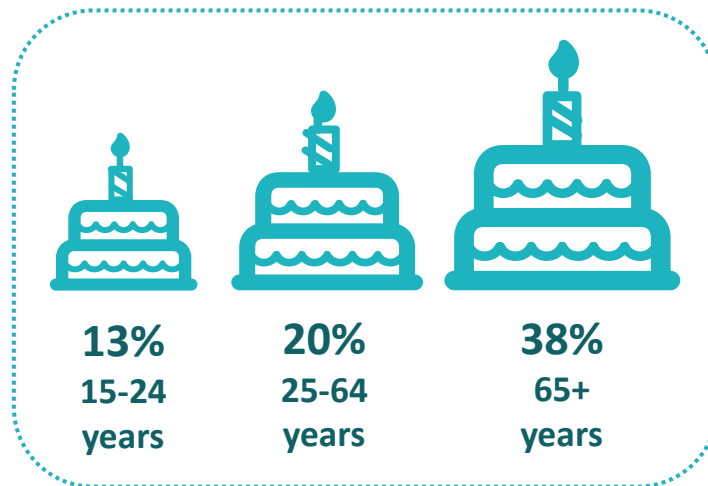
Accessibility standards are essential for people with disabilities and useful for all of us.



of Canadians 15 yrs+ have
at least one disability

												
NS	NB	PE	YK	MB	BC	SK	ON	NL	AB	NT	NU	QC
30.4	26.7	26.0	25.2	24.8	24.7	24.3	24.1	23.6	21.7	20.0	18.2	16.1

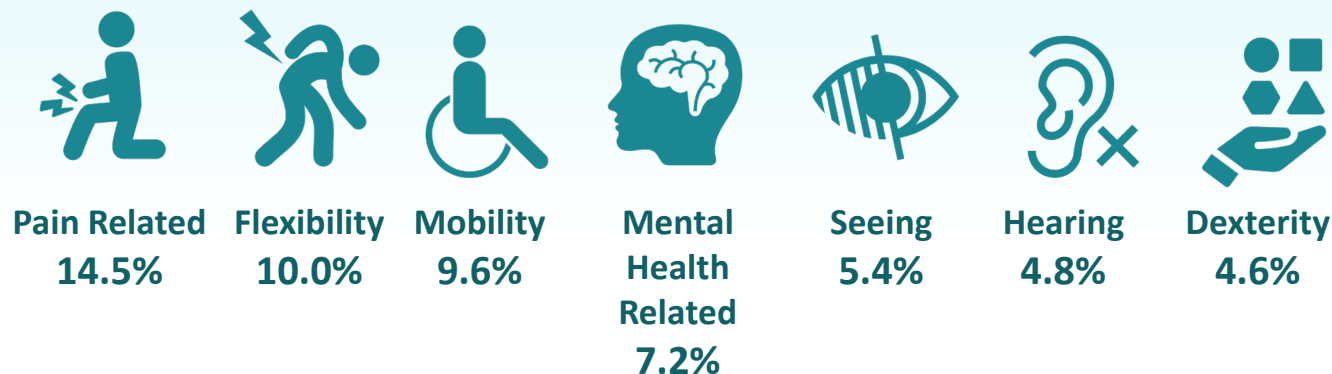
Canadians with at least one disability



Of those with disability (15+):



Forms of Disability



Other:

Learning	3.9%
Memory	3.8%
Developmental	1.1%



Accessibility & Market Research



- What are the objectives?
- Who is the audience?
- How can tools / methodologies be adapted to ensure they are inclusive?



What does that mean for market research?



Recruitment



Design



Physical Space



Survey design

- Ensure survey is presented as simplistically as possible
- Consider text/copy
- Use inclusive language
- Consider ways to communicate differently



vs. “Next Page”

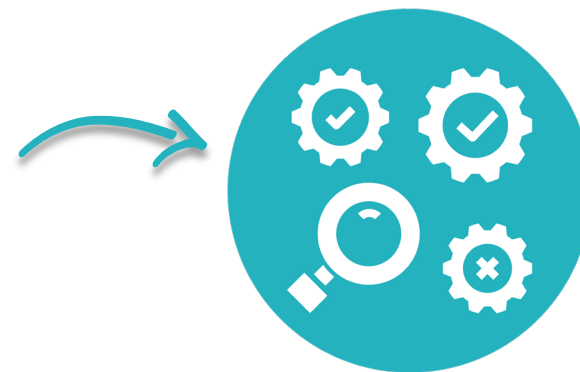
- Consider contrast
- Consider ASL when appropriate



Survey design

What does accessible mean?

- A *screen magnifier* can be used to access information
- A document can be used by a *screen reader with a text-to-speech (TTS) system*
- Documents can be reviewed using *voice command and control software*



Testing for accessibility



Reporting

- Consider text/copy; use inclusive language
- Limit the amount of content on any page/slide
- Ensure proper identification of title sections, headers / footers
- Use ALT text for all graphics, images, and charts
- Consider how graphs/tables are presented



A few real-life examples...



Province-wide outreach



- 370 public schools
- 83,000 students
- grades 4 to 12

Creativity meets practicality





Nova Scotia has a goal to be accessible by 2030.



Online Survey



In-Person Sessions



Online (real-time) Sessions

Stop Sharing

Stop Sharing

HOST & PRESENTER AREA

ATTENDEES (12)

Margaret Brigley

Presenters (3)

Caroline Guest

Interpreter - Rhonda Guest

Interpreter Diane Guest

Participants (5)

Ellen Guest

Tomi Guest

MJ Guest

Randy Guest

Tara Guest

CHAT

Everyone +

Jonathan (Host - Narrative Research): Yes

Interpreter - Diane: Ok

**NARRATIVE
RESEARCH****Accessibility Standards
in the Built Environment – Phase 2****Stakeholder Consultation**March /April
2021

VIDEO (1)

Start My Webcam



SO AGAIN, WELCOME, WELCOME, EVERYONE. THANK YOU FOR JOINING US TODAY. MY NAME IS MARGARET BRIGLEY. AND I AM HERE TODAY ON BEHALF OF THE NOVA SCOTIA BUILT ENVIRONMENT STANDARDS DEVELOPMENT COMMITTEE TO SHARE INFORMATION WITH YOU AND SEEK YOUR INPUT.

NOW



How are you considering accessibility in your research design and reporting?

We each have a role to play in ensuring inclusive research.



NARRATIVE
RESEARCH

Questions?