INCLUSIVE

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Photo by Anna Chelsea on Unsplash

WHAT IS YOUR DISABILITY EXPERIENCE?

Photo by Yomex Owo on Unsplash

Photo by Audi Nissen on Unsplash

Understanding Disabilities

It’s not easy. There’s a lot.

Major Types of Disabilities

Complexity is easier as an abstraction

Physical

Affects a person's mobility and/or dexterity

Visual Impairments

Only 5% are completely blind. Lots of variation

Hearing Impairments

Not necessarily deaf to be hearing impaired

Cognitive

Neurological, learning and psychiatric

Speech

Includes stutters and the inability to utter sounds clearly

Disability as a Continuum

One Arm

Something that works for someone with one arm will also work for people with a temporary or situational disability.

Permanent

Temporary

Situational

People With Disabilities

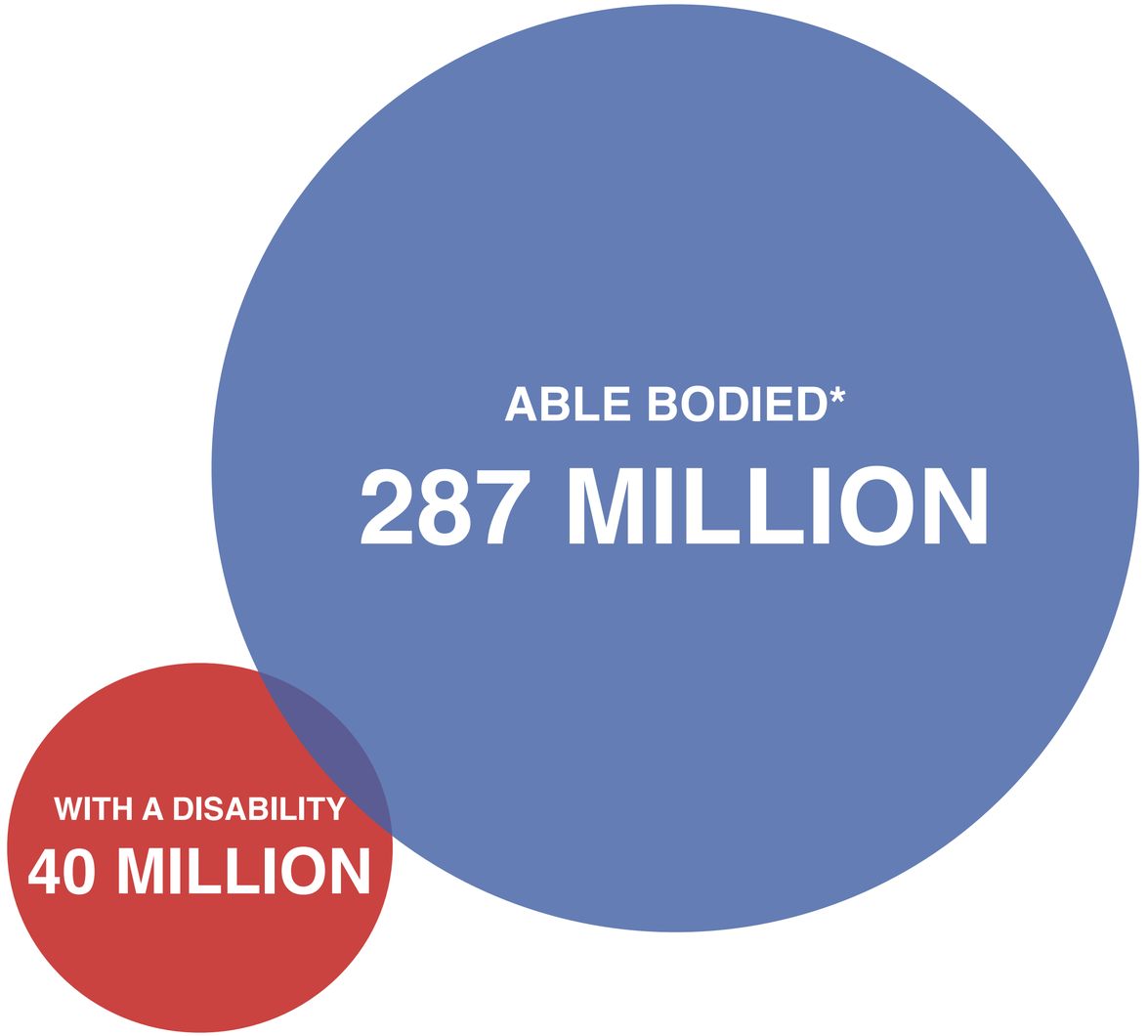
The size of the market

Photo by Audi Nissen on Unsplash

Disabilities by the Numbers

USA! USA!

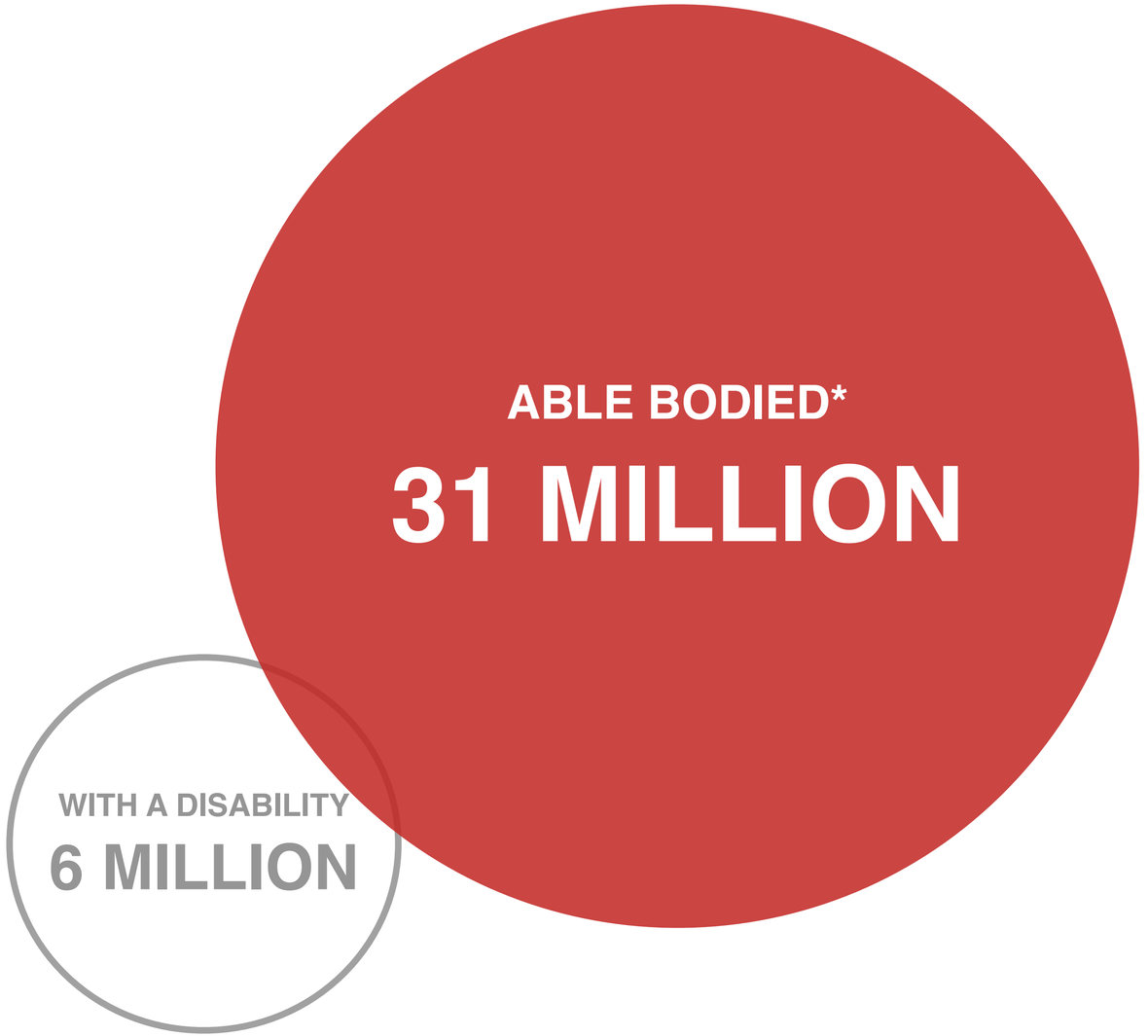
- 6.2% identifies as having a disability
- 50% of people 75+ have a disability



Disabilities by the Numbers

Oh Canada!

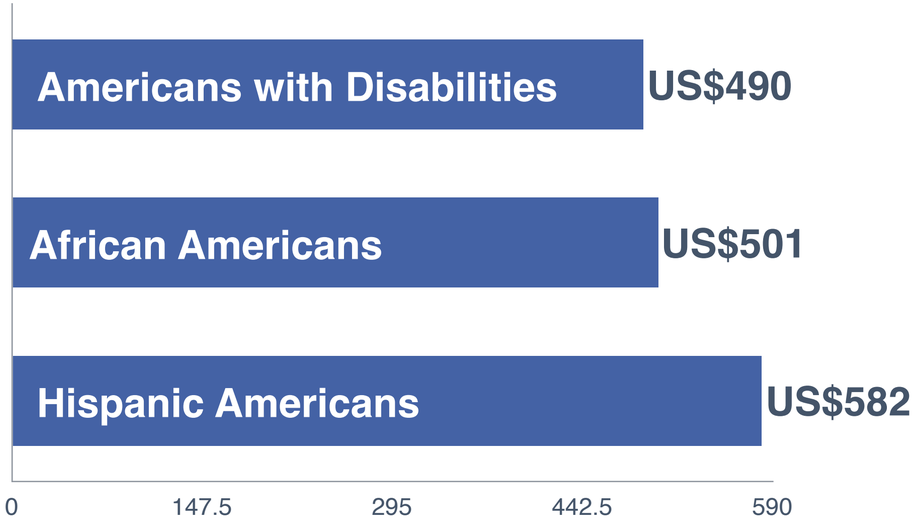
- 20% identifies as having a disability
- 38% of people 65+ have a disability

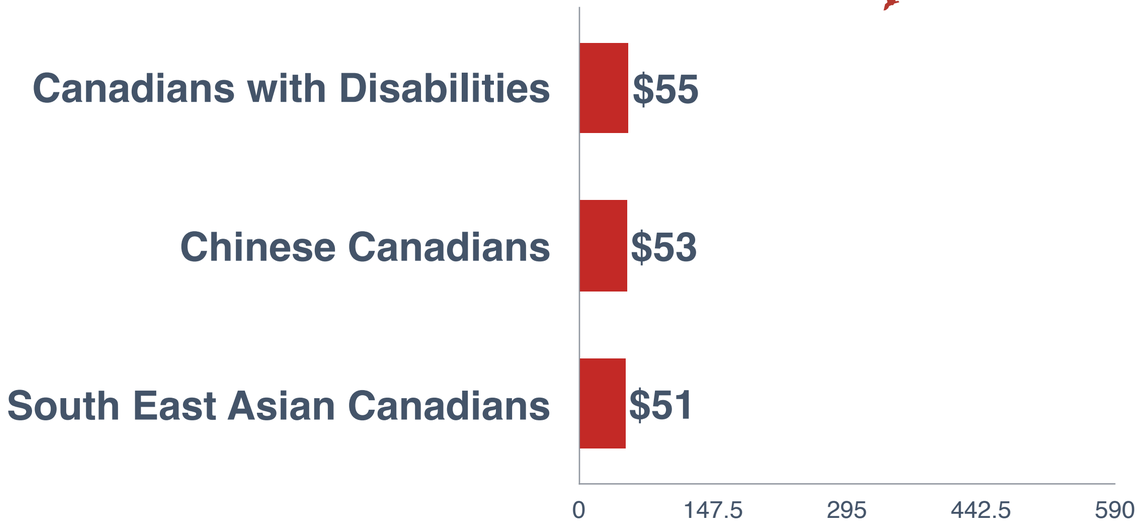


* Many people technically have a disability but do not identify as such.

Comparative Buying Power

It's worth considering





Disposable Income (Billions)

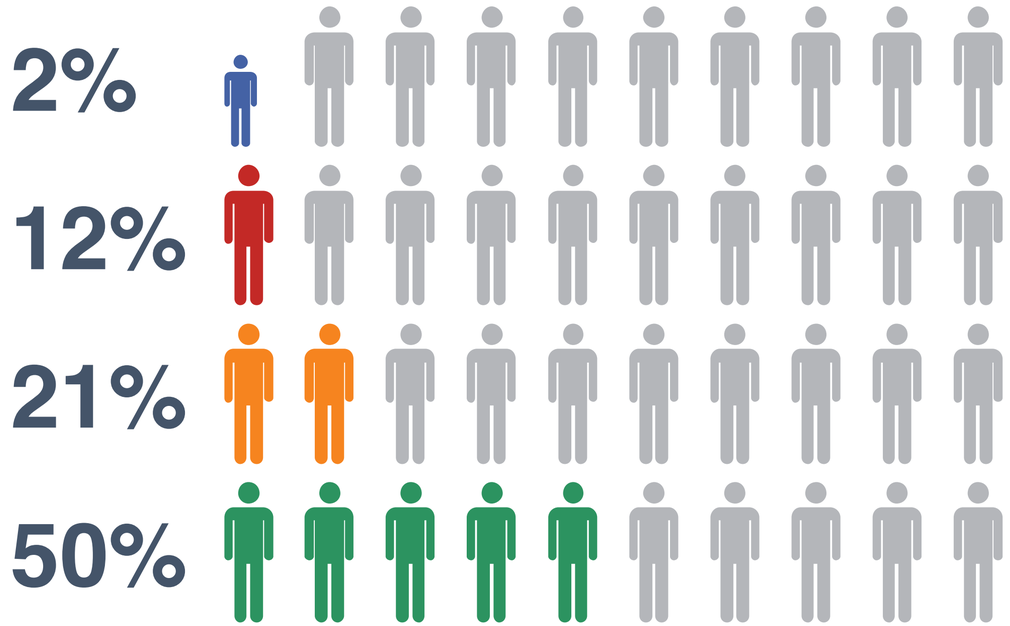
This does not include the primary caregivers and loved ones in their lives.

eMarketer

American Institutes for Research

Disability Rates Increase with Age

We are getting older and less abled every day



Children younger than 3-years

School aged children

15-years and older

65 and older

Legal Implications

Exclusivity Is a Liability

Photo by Robert Ruggiero on Unsplash

State Farm, Flickr

U.S. National Archives, Flickr

Counse, Flickr

Air Force Reserve Command

ADA
Americans with Disabilities Act

The **Americans with Disabilities Act** was passed into law in 1990. It says people with disabilities cannot be discriminated against within any form of public life:

Jobs

Schools

Transportation

Any physical space open to the general public

And increasingly, the web

ACA
Accessible Canada Act

- Federally, Canada is late the accessibility regulation party.
- **Accessible Canada Act (ACA)** passed the House and Senate and received Royal Accent in June of 2019.
- **Canadian Accessibility Standards Development Organization** is tasked with developing new federally mandated standards to be enforced by the **Accessibility Commissioner**.

The Star

Lawsuits Are on the Rise

Inaction is a Liability

296% Increase in civil lawsuits under the ADA since 2017

Seyfarth Shaw
SHRM
Marine Base Camp Lejeune

Why Make Research Inclusive

It’s more than a kindness

Photo by Carlos Navas on Unsplash

Visibility Matters

It’s hard to create for what you’ve never seen

Healthcare Research

They ARE the target market

People with disabilities are often excluded from healthcare research even though they experience poorer health, greater incidence of chronic conditions, and higher health care expenditures than people without disabilities.

Health care for adults with disabilities amounts to roughly $400 billion per year, and represented approximately one quarter of 2016 health care expenditures in the United States.

User Experience Research

They’re more than an edge case

Companies with a web presence who do not build and test for accessibility are vulnerable to lawsuits. Ignorance and edge cases are no longer excuses. Solving for “edge case issues” makes systems easier to use for everyone.

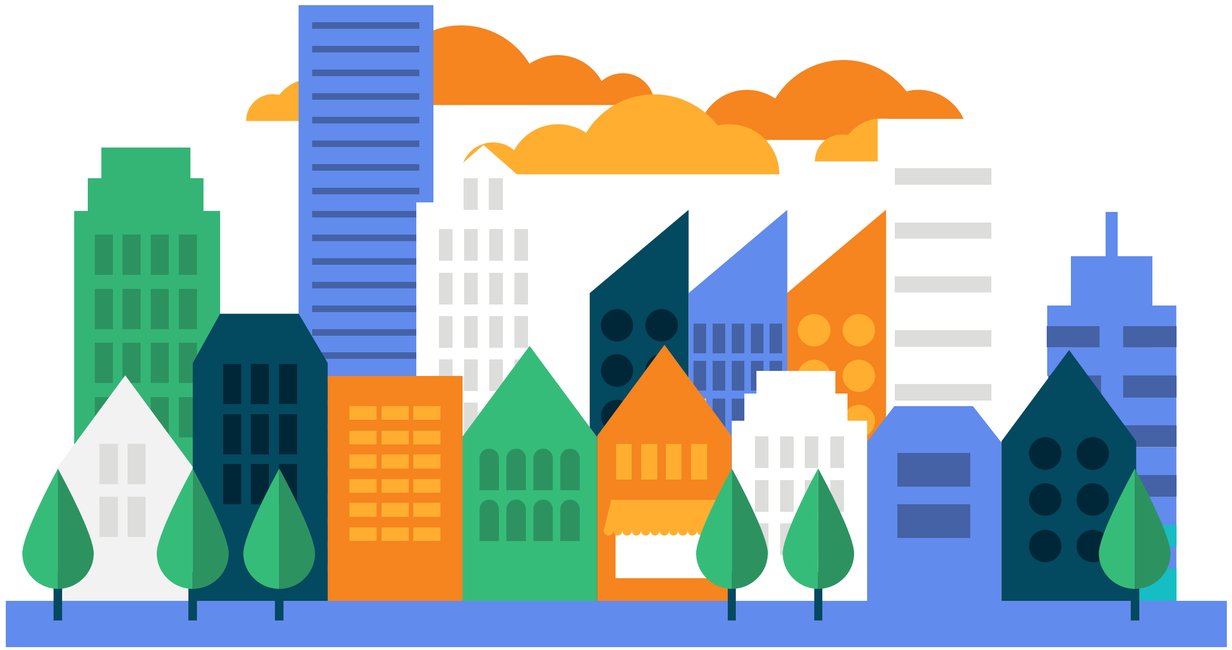
While sites may be technically accessible, this may not ensure their usability for people with disabilities. Research and testing matter.

Political and Policy Research

They ARE the constituency

Governments, political leaders, and policy makers have a responsibility to serve the entire populace.

A good way to ensure a policy, an initiative, a service, or a facility is inclusive is through ensuring racial, economic, and ability diversity during every research activity.



Innovation Research

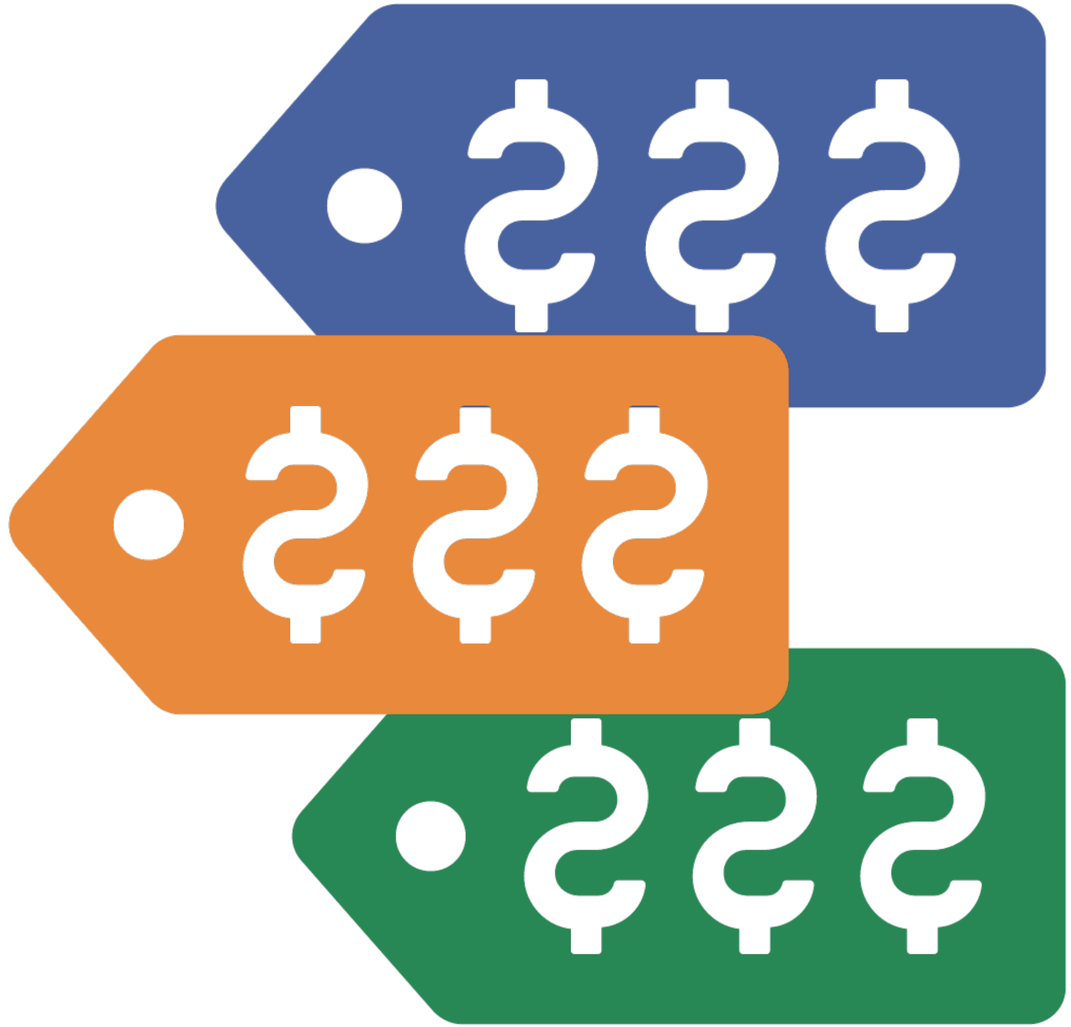
They’re creative AF

People with disabilities exercise and utilize high levels of creativity daily to do the relatively mundane things we take for granted, a characteristic most clients should be grateful to hear from.

Higher Production Costs

Settlements add up to more than just the fines

Trying to retrofit accessible features after the fact can increase production costs by a factor of 10,000



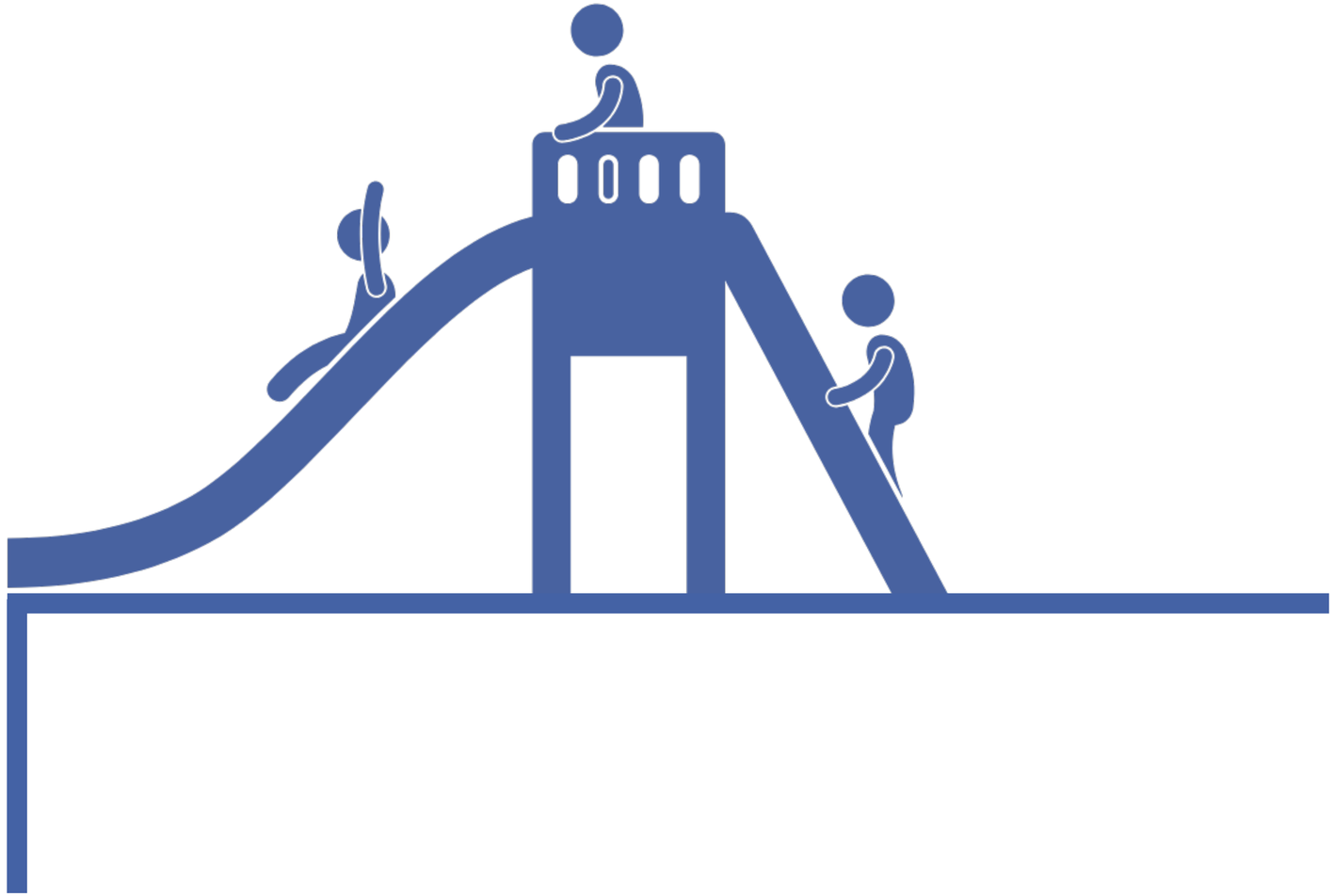
Making Research Inclusive

How?

Photo by Charles 🇵🇭 on Unsplash

Just Enough Know-How

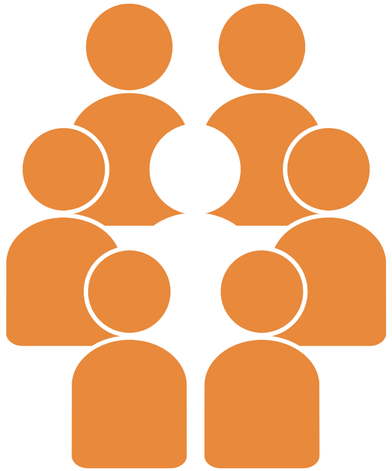
Enough to make you dangerous



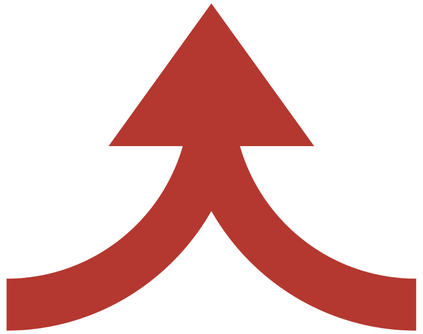
How Do We Make Research Inclusive?

Four elements of inclusive research

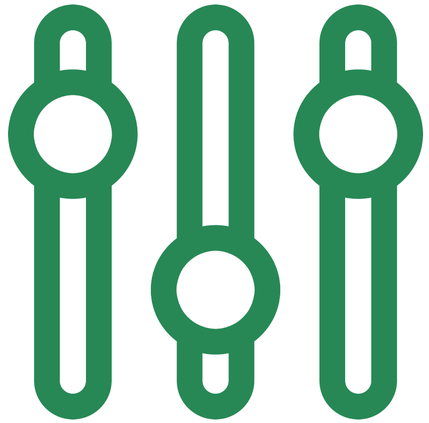
MIND YOUR MANNERS



DESIGN INCLUSIVELY



BE ACCOMMODATING



BE WILLING TO MODIFY

MIND YOUR MANNERS

IT PAYS TO BE POLITE

Person First vs. Identity Language

Person WITH a Disability

Preference matters.

Some people prefer using identity language because they deeply identify with their disability and community.

Others want to use person first because it recognizes their humanity before their disability.

Identity Language

- Autistic
- Blind
- Diabetic
- Paraplegic

Person First

- Person with autism
- Person with blindness
- Person with diabetes
- Person with

Statistics Canada

Wikipedia

Just Ask

Remember, not everyone who has a disability identifies that way.

Sometimes your best best is to just ask how they would like to be referred to or treated.

Interaction Etiquette

Provide the right help, at the right time

Speak directly to the person with the disability, not their interpreter or their companion.

Don’t assume they need help. Always ask first.

Don’t touch them, their assistive devices, or their service animals without permission.

Be attentive and patient when you’re talking with someone who has trouble speaking.

If you’re unsure what to do or how to make someone comfortable, ask.

DESIGN INCLUSIVELY

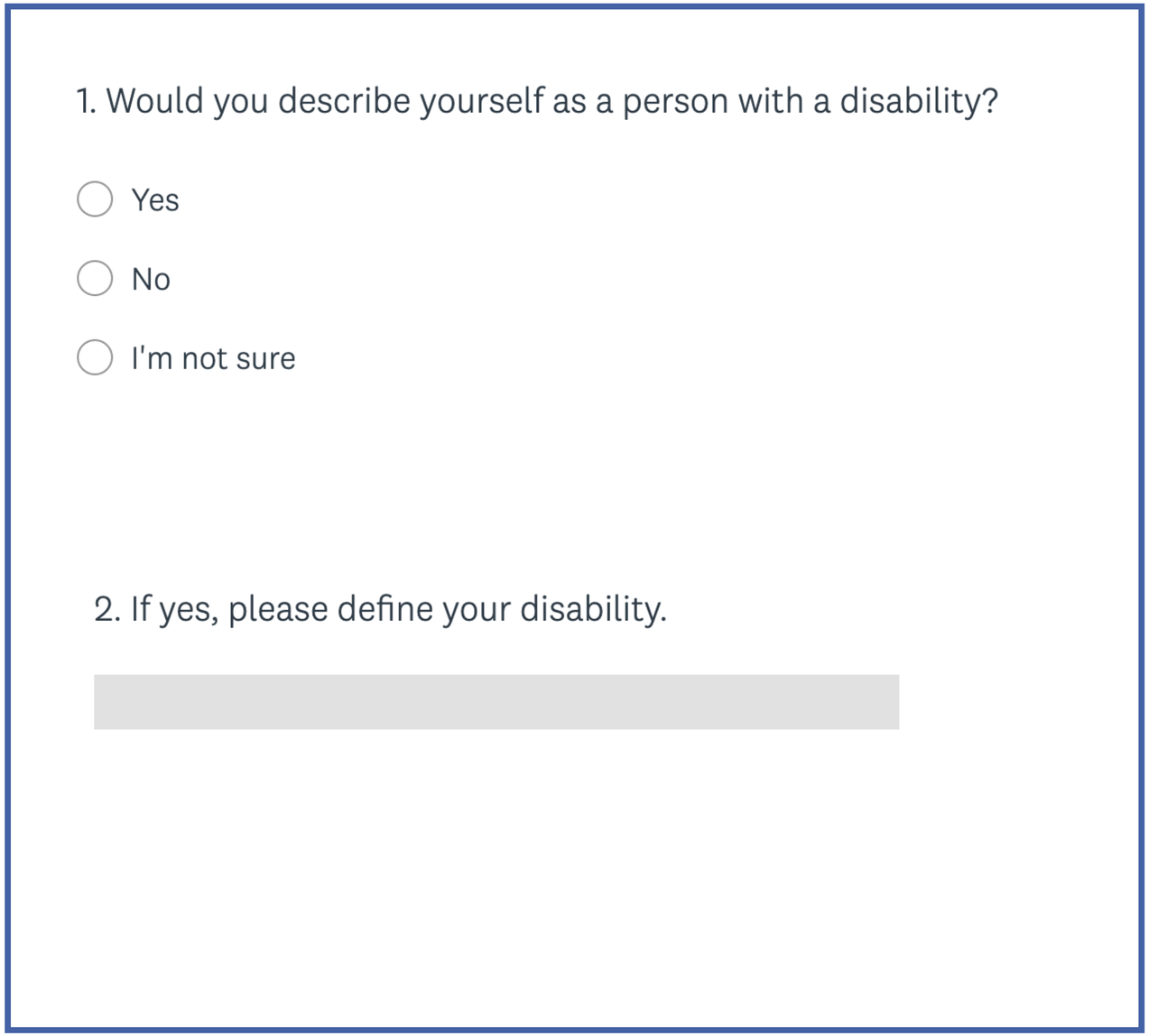
PROVIDING OPTIONS

INCLUSIVE RECRUITING

HOW DO WE REACH THEM

Screeners

Allow for self-identification.



Screeners

Include a qualifying question.

Make sure the qualifying disabilities are relevant to the subject you're researching.

Check your documents and send them early

- Make sure documents are accessible
  - Don’t use scanned documents.
  - In MS Word run Accessibility Checker.
  - In Adobe (PDF) run Accessibility Check.
- Allow for communication of consent which doesn’t require a signature.
- Give people plenty of time to process and read your forms.

Provide Multiple Formats

Cover all your bases

WRITTEN

AUDIO

VISUAL

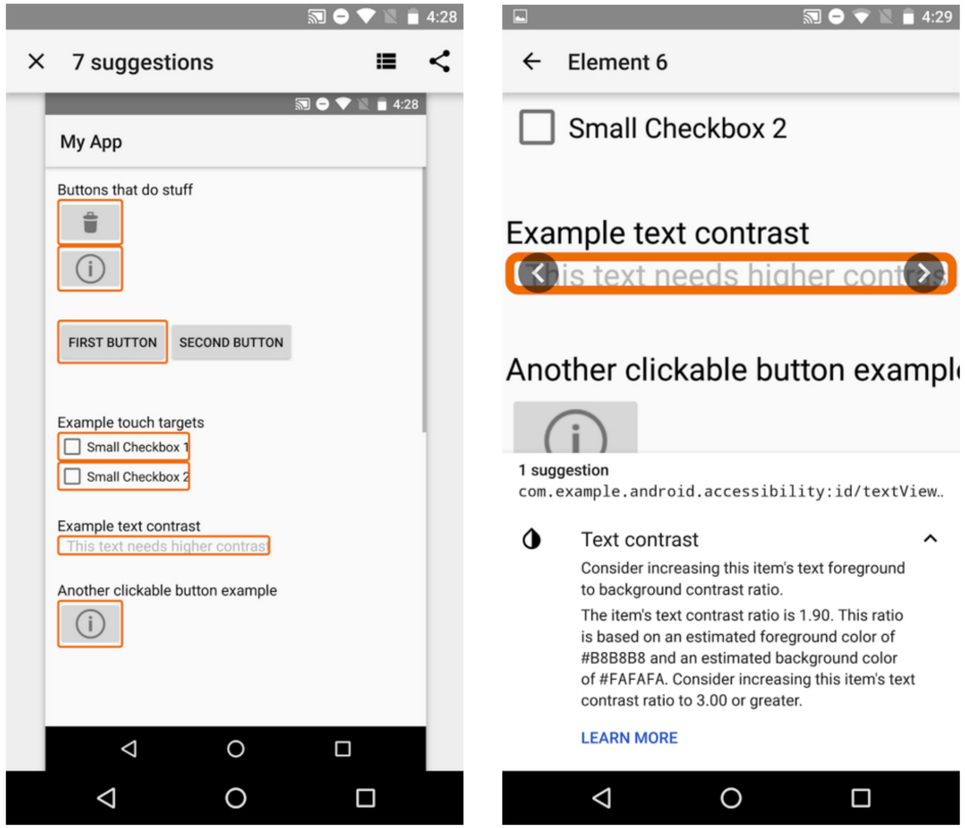
Wikipedia

INCLUSIVE SURVEYS

BECAUSE YOU WANT A RANDOM REPRESENTATIVE SAMPLE

Ensure Platform Compliance

Just ask



ArsTechnica

You want your research platform to be Web Content Accessibility Compliant.

- WCAG 2.0 A and AA (now in US)
- WCAG 2.1 A and AA (now in Europe, proactive in US)

You, The Last Line of Inclusivity

What you can do to make surveys WCAG compliant

- Make sure your colour contrasts are strong enough.
- Keep your text fields close to row labels.
- Have clear notifications and indicators.
- Use explicit navigation text.

Ask for WCAG Compliance

They won’t build for accessibility if the demand isn’t there

Photo by Camylla Battani on Unsplash

Keep It Simple

If you're not sure you can get fancy, don't

If you're not sure, keep to basic question formats.

Stay away from drag and drops, sliders, and any other fancy features which can to cause people using screen readers or other assistive devices problems.

Some platforms engineer their survey features to be both fancy and WCAG compliant. Ask to be absolutely certain this is the case.

Photo by Alireza Attari on Unsplash

INCLUSIVE STIMULI

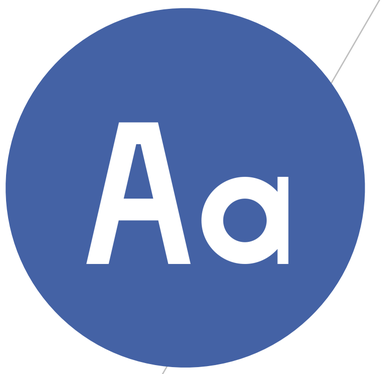
ASSETS EVERYONE CAN ASSESS

Text and Graphics Belong Together

The chocolate and peanut butter of stimuli

Text

Not everyone can read your words



Better Together

Graphics

Not everyone can see your pictures

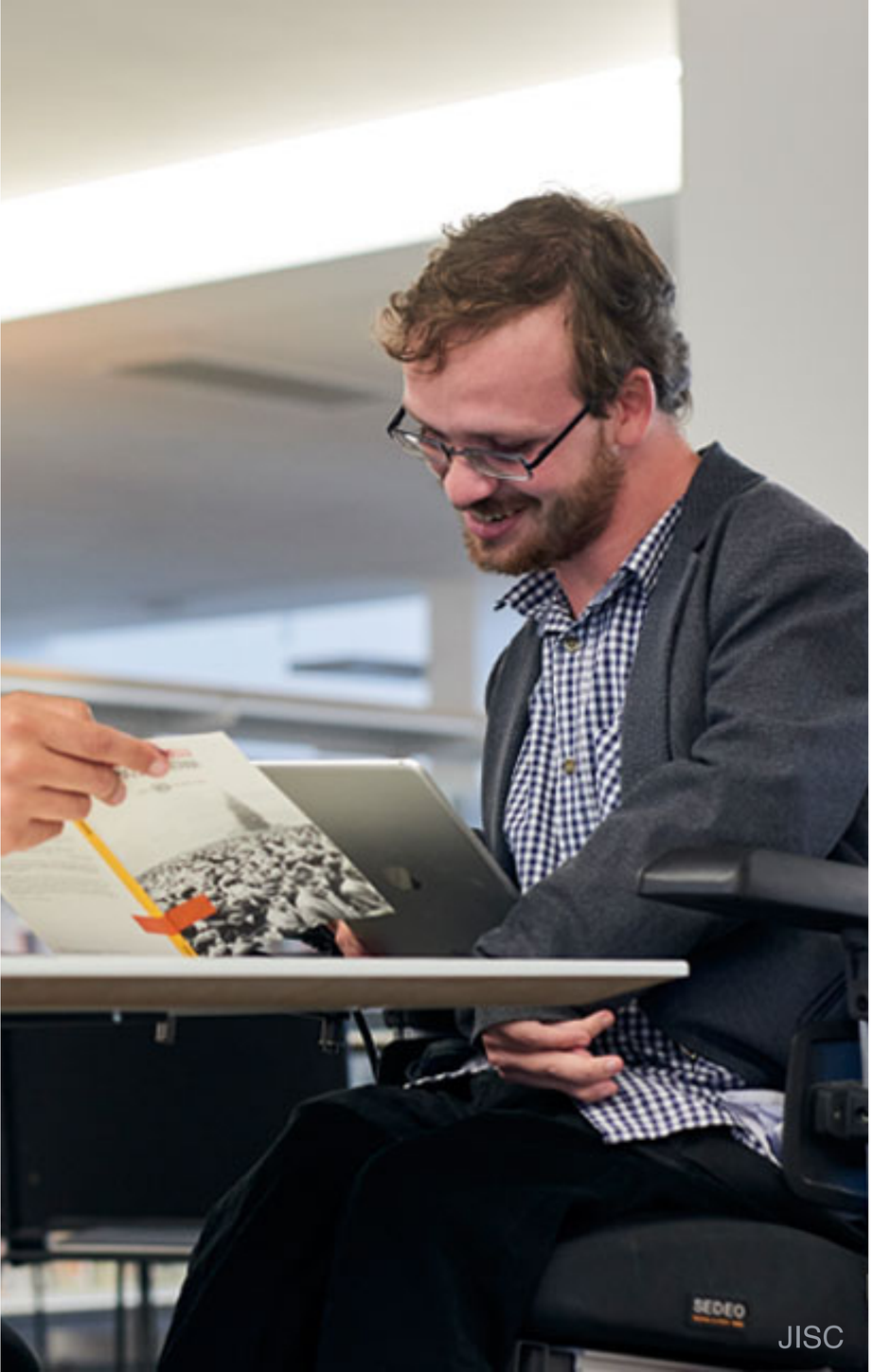
Watch Your Reading Levels

Written English is essentially a non-native language to people who grew up communicating in ASL.

GIVE THEM A HEADS UP

Some people are easily overstimulated.

Tell them ahead of time if they will be hearing or seeing something odd or unexpected.



INCLUSIVE QUAL

BE COMPLIANT ONLINE AND OFFLINE

Device Compatibility

Make sure their assistive devices and settings, and yours, are compatible with the platform you'll be using.

And ensure the platform is WCAG compliant.

Coming to You

If they make the extra effort, so should you

HIGHER INCENTIVE

Expect to pay a higher incentive to the person with a disability because of the extra effort they have to make to be present.

CHECK THE FACILITY

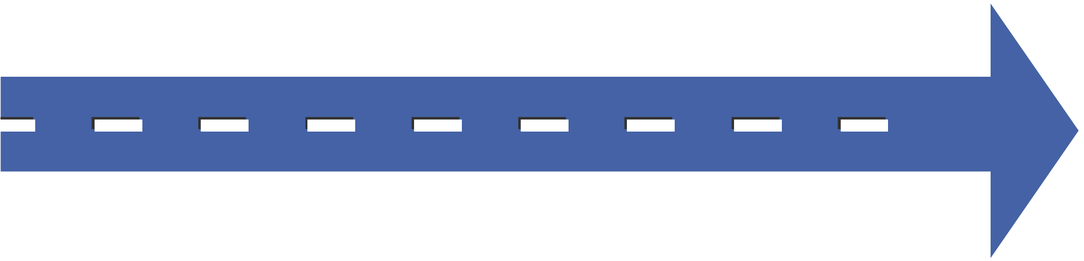
Make sure the facility is accessible to the disabled and don't just take their word for it.

GO REMOTE

If you are doing IDI's try to arrange for one to be remote. It's just the path of least resistance.

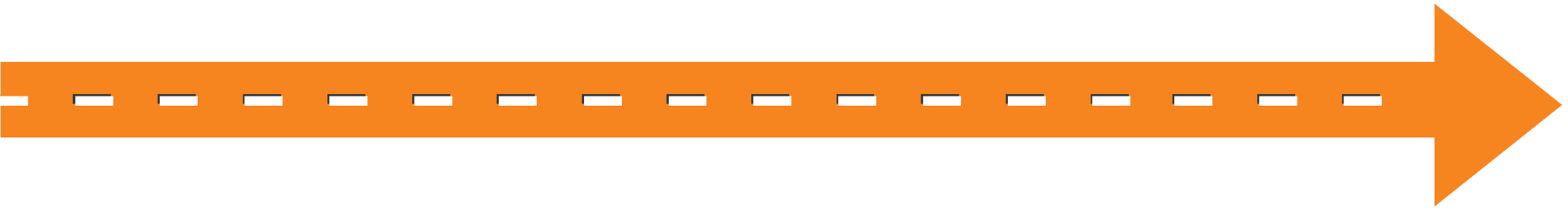
Give Detailed Arrival Instructions

Think through their journey



Know where and which bathroom accommodates people with disabilities.

Give them the best route to access elevators and automatic doors.



Identify the nearest disabled parking spots.

BE ACCOMMODATING

HOW CAN WE HELP?

Your Limitations

You can’t do everything

PERSONAL

Are there disabilities you can’t accommodate?

TECHNOLOGICAL

Is some of your tech screen reader incompatible?

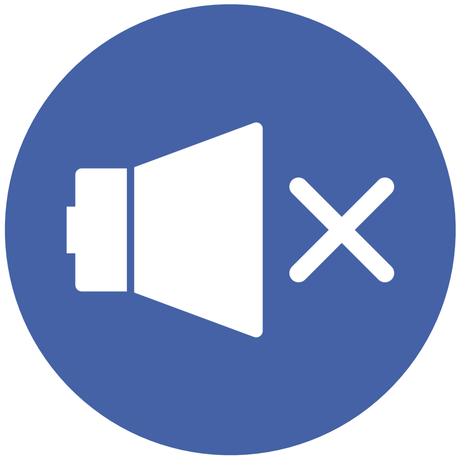
SITUATIONAL

Are any of the facilities inaccessible?

Photo by Joshua Hoehne on Unsplash

Their Limitations

They may not be able to do everything you ask



Communication Impairment

Shorten the discussion guide.

Visual Impairment

Find alternatives to visual stimuli.

Mobility Impairment

Offer to go to them.

Be a Good Host

Provide a disposable number to call or text you or the number of the facility.

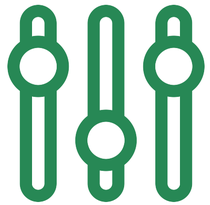
Be prepared to meet your participant at their drop off point and walk them into the the facility.

Rapport Building

Be more aware about your rapport building rituals.

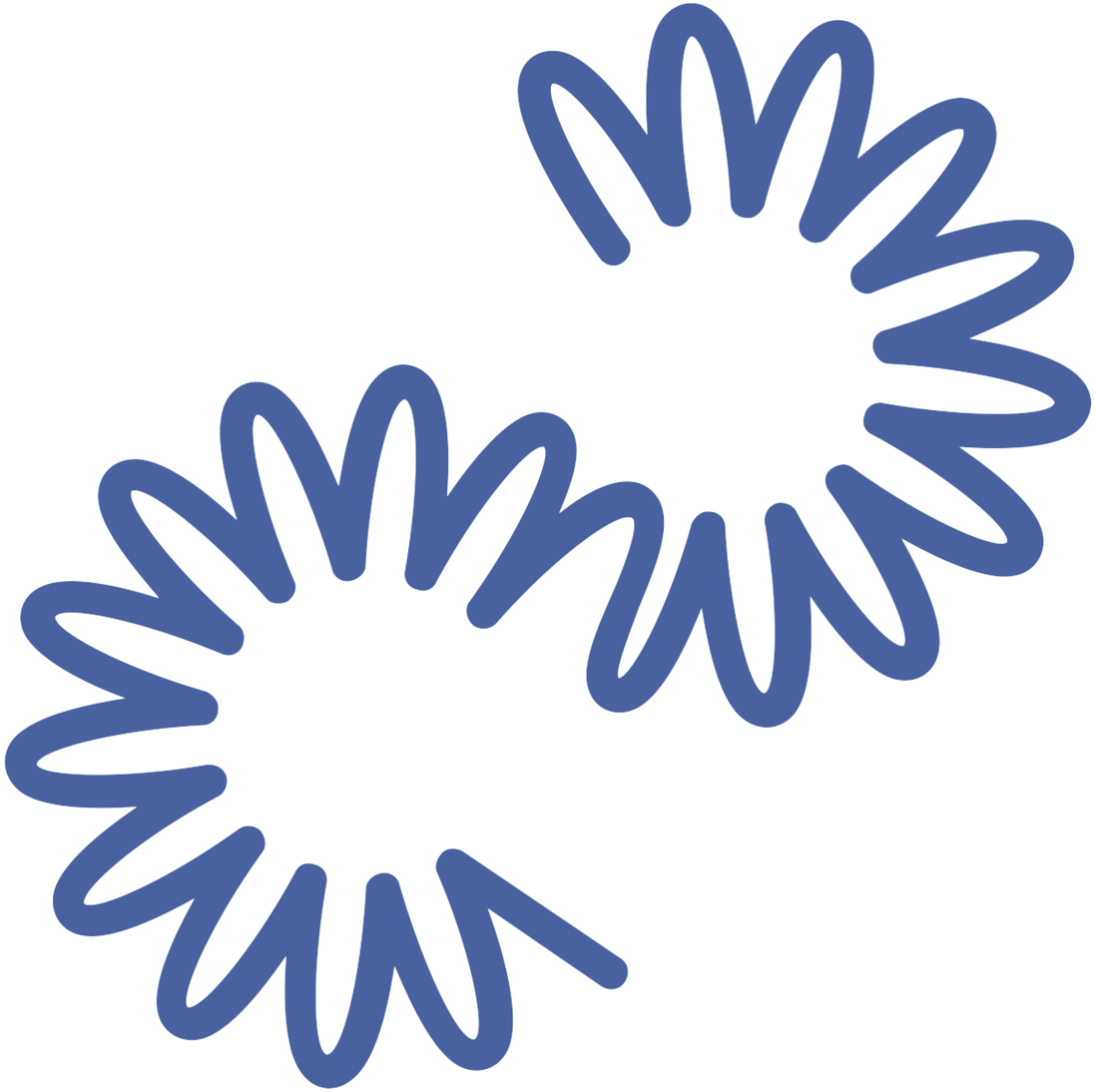
Find ways to talk about their disability without coming across as ableist.

Give them the opportunity to determine the terms of how their disability is discussed.



BE WILLING TO MODIFY

THERE IS NO ONE WAY



Be Flexible

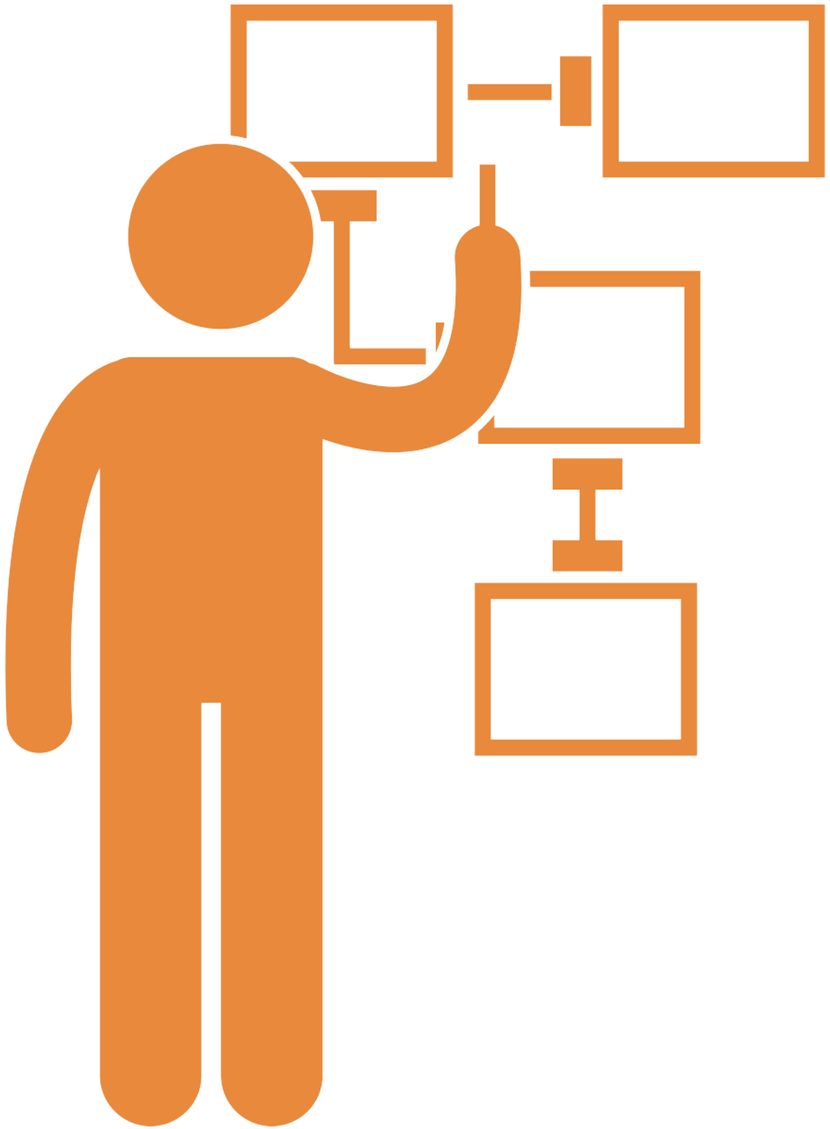
Be prepared to make last minute changes and roll with the punches.

Have a Backup Plan

Prepare for multiple contingencies.

While having participants with disabilities bring their own devices is preferable, have something ready in case what they bring doesn't work with your setup.

- Download a trial version of a screen reader program and set the preferences to what they're most familiar with. You'll lose time, but you'll save the session.



This is an Opportunity

THANK YOU

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