

Accessibility Findings

First Accessibility Review

Created: 20 December 2020

Modified: 24 December 2020

State of Play The current site failed most accessibility elements on every page, upon first review. There were between 5-6 major errors (missing alt-text on logos, but some structural like lists that are headers), 5-6 contrast errors (text visibility like too small, and too light grey), and 13-56 alerts for missing links, adjacent links going to the same URL and so on).

Below are screen grabs (Figures 1-11) using the WAVE accessibility test. Each page shows the number of errors. Figures 8–11 show the type of errors that are present on the current site for the “Genres” page (for no particular reason).

Key Finding The website is old. We should work towards a site that could pass the WC3 accessibility tests. The cost may be too great, but we can make this a key aim and build requirement. This goes beyond look and feel, but to structural issues like lists and headers. The most prevalent issue we have is with the archives page.

Archives At present the archives shows volumes and year dates, but it has been built as a series of headers rather than as a list. If a user was blind they would need to click into every header link to find what they are looking for, rather than clicking down a list. If we make changes to these pages structurally, then we would need to make sure that we tell Google about every page change. If we don't our site may become unregistered. We need to protect the website from this problem. Otherwise, making these changes may floor our site ranking.

Headers per Page (a) Every header (see the label “h1” in each of the figures below) of every page is the same. Not all pages should have the same heading. This needs to change. (b) Additional to this, if you highlight the title on a page in the tabs of a browser, we should see key information like the web address and the key words like archive. At present if you're on the web page for archives all you see is “archives”. This is a problem because it is the way the site interacts with Google.

Pdfs Pdfs are not the best way to present information from an accessibility point of view. We would need to make our files accessible in other formats, that have useful contents breakdowns. This strengthens the reason to publish in other formats in this order: HTML, ePUB or properly tagged pdf. See for more: <https://commonlook.com/comparing-accessible-document-formats/>

Font size Printable pdfs need to be set to 12 point as well as the website copy.

“Never use text smaller than 12 point – 14 point or more is ideal.”

From: https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/health--wellbeing/rb_july15_how-to-make-your-age-uk-dementia-friendly.pdf

“Font size and type must be large enough to read and on a background that accommodates for those who are visually impaired.”

From: <https://www.ageuk.org.uk/london/projects-campaigns/age-friendly-london/communication-information/>

Mobile Experience The existing site is not designed for mobile or tablet, all three columns should be scrolled as one column (see figure 15). For searching via a phone in terms of “ESTS sociology” see figure 18, for “ESTS anthropology” (figure 16), and by the “web address” via Google (figure 17).

Website to Google Analytics I'd like to request a look at the sitemap.

Task Whoever manages the domain needs to set-up Google Search Console, so that it's hardcoded. At present we have an old Google Analytics tag which needs updating (see figure 12).

Bounce Rate The accessibility issues may explain some of the issues with our bounce rates, but further research would be needed to be more certain, it's more likely to be a host of reasons (see

figure 14). To know this, I would need to cross reference our analytics with our accessibility testing. If for instance, someone was coming to find a particular article and they can't search for it by author name, they may leave the website. Editorials can have high bounce rates because users are searching for something in particular. This inference is to an extent corroborated by the Reader Survey, Q3: over 83.05% of web users visit ESTS to read one or more journals.

Anecdotally, the normal bounce rate for an editorial website is between 40-60%. The ESTS bounce rate for 2020 is 60.33% so a little high in the editorial sector. It isn't too much to worry about, but accessibility, connection to Google analytics, and an outdated website are three variables that might be contributing to this slightly high factor, and additionally these are compounding issues.

Engagement Looking again at the entire of 2020 in our Google Analytics for new and existing users, there is an interesting cycle (see figure 13). There are two spikes of interest: 27 May 2020 (336 users) and 17 August 2020 (239 users). According to Katie these: *"... dates correspond with the publication of the Avle et al. paper and the Parvin & Pollock paper. All publications are tweeted upon publication but some just get more immediate visitation/download attention than others."*

There is also inactivity on the journal in January. Bear in mind that this is the time for 4S to be putting together panels. There is then an increase in users as the year progresses but strengthens before, during and after the 4S/EASST meeting (July-Nov). I wouldn't want to suggest anything at this stage other than to perhaps make a goal to increase January usage, but why would this be a goal? What would the incentive be to increase readership across all the months of the year (ranking/indexing)?

Next Steps To know more, I'd need to do more work on ranking and indexing next.

Summary on Accessibility Create an accessibility goal for the redesign at point of OJS 3.2 upgrade.

Goal 1	Work towards becoming a WC3 accessible online journal for 2021
Goal 2	Increase journal ranking by devising a plan that cross-references web-accessibility, google analytics with journal indexing
Objective 1	Advance accessible publishing through HTML / ePub formats
Objective 2	Make all pages and papers easily readable by text-to-speech software, like Google Wavenet.
Objective 3	Devise a measurement plan for Google analytics based on accessibility KPIs
Objective 4	Pay for COPE membership and conduct a COPE audit
Tactic	Decrease our bounce rate by adding a search on our homepage, creating a list based structure for the archives page rather than a series of headers (but making sure each page is Google listed).

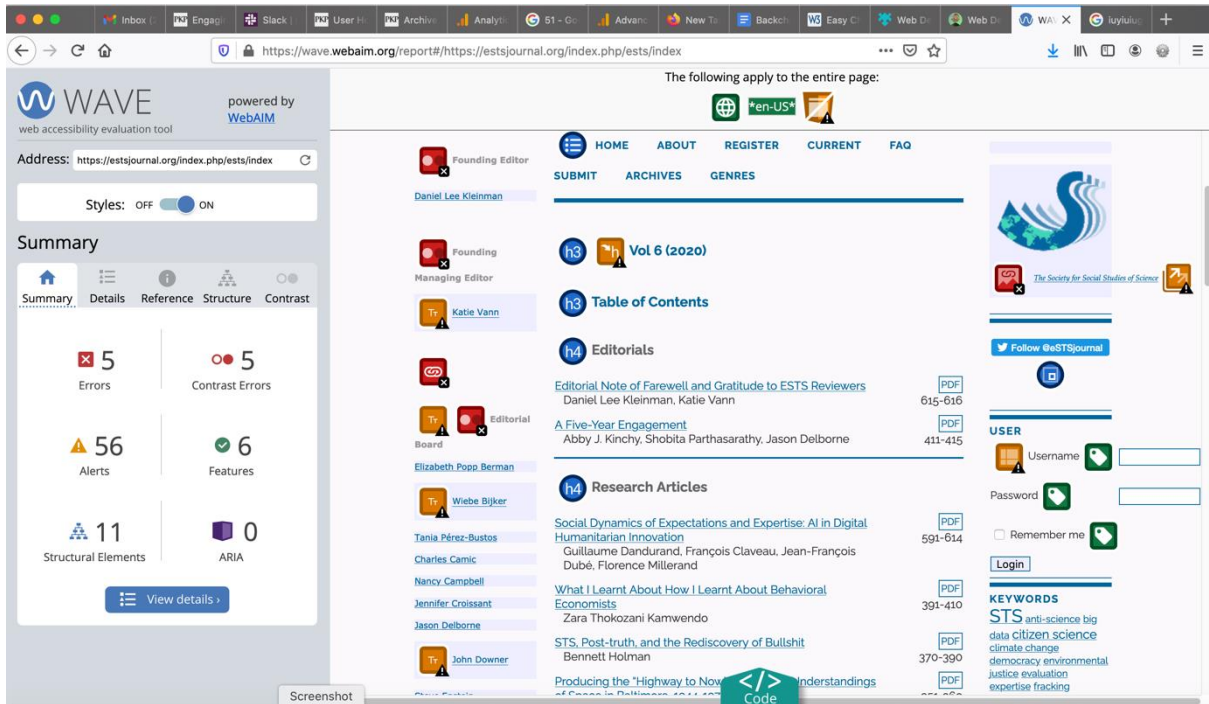


Fig. 1. Home Page

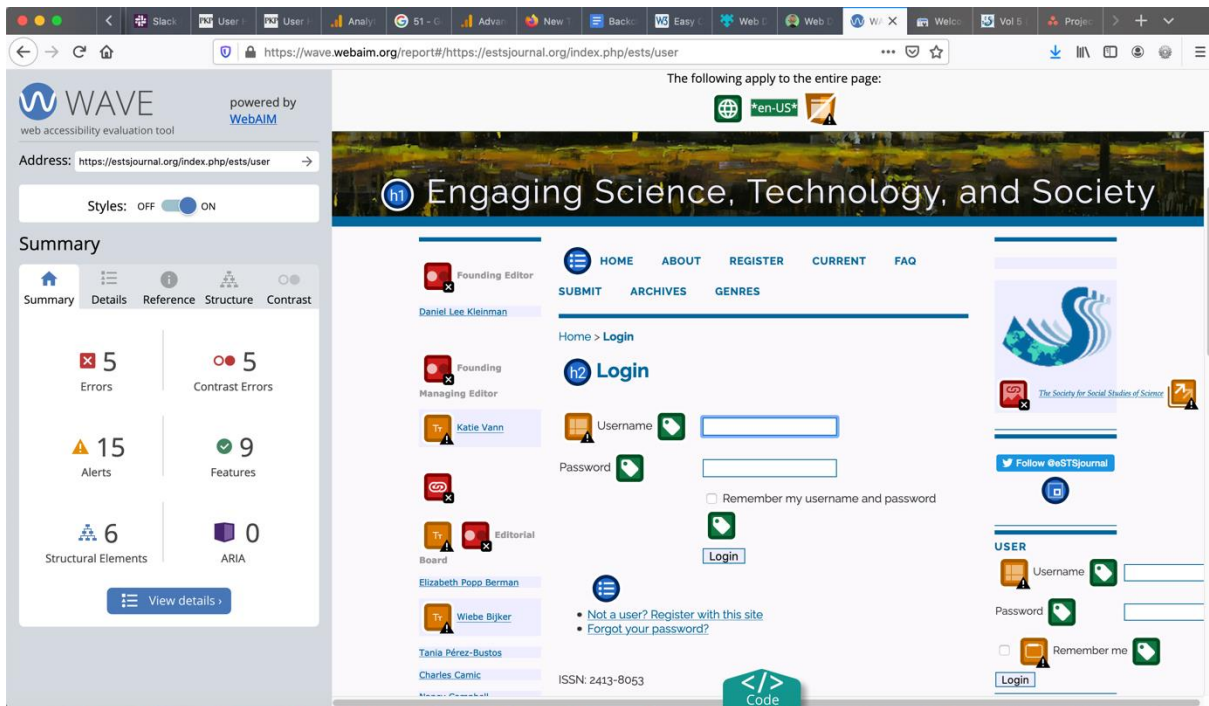


Fig. 2. Home Page (log-in)

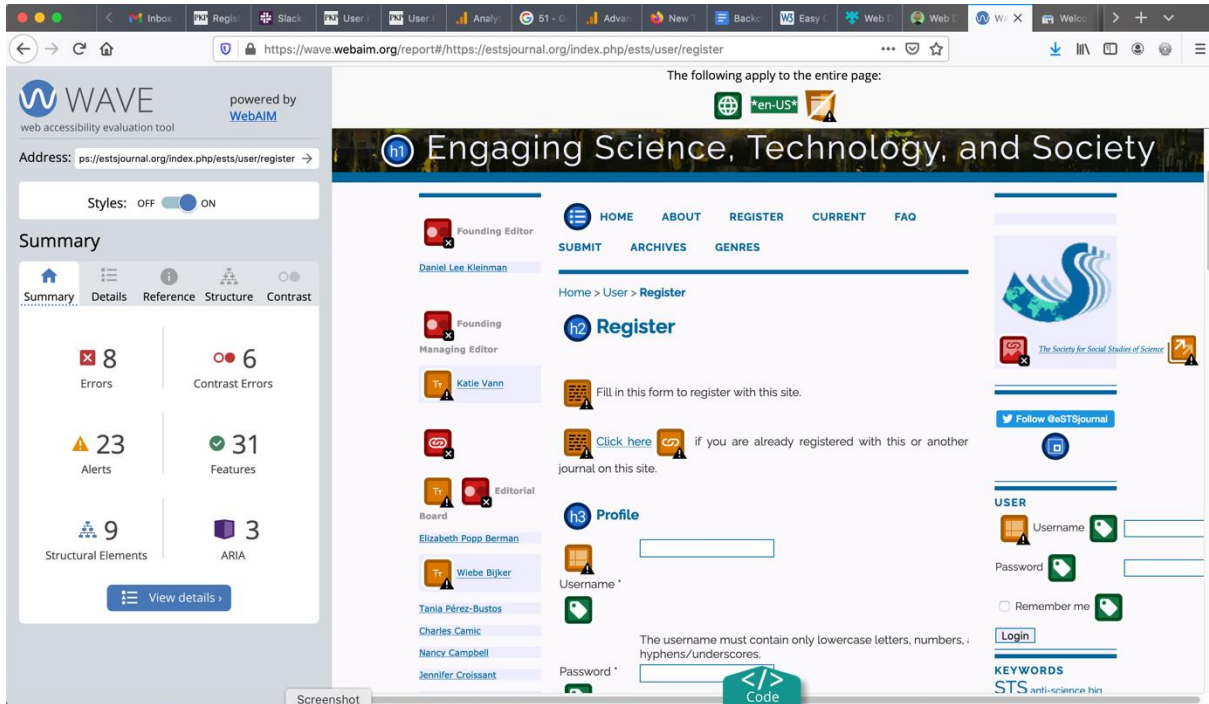


Fig. 3. Register

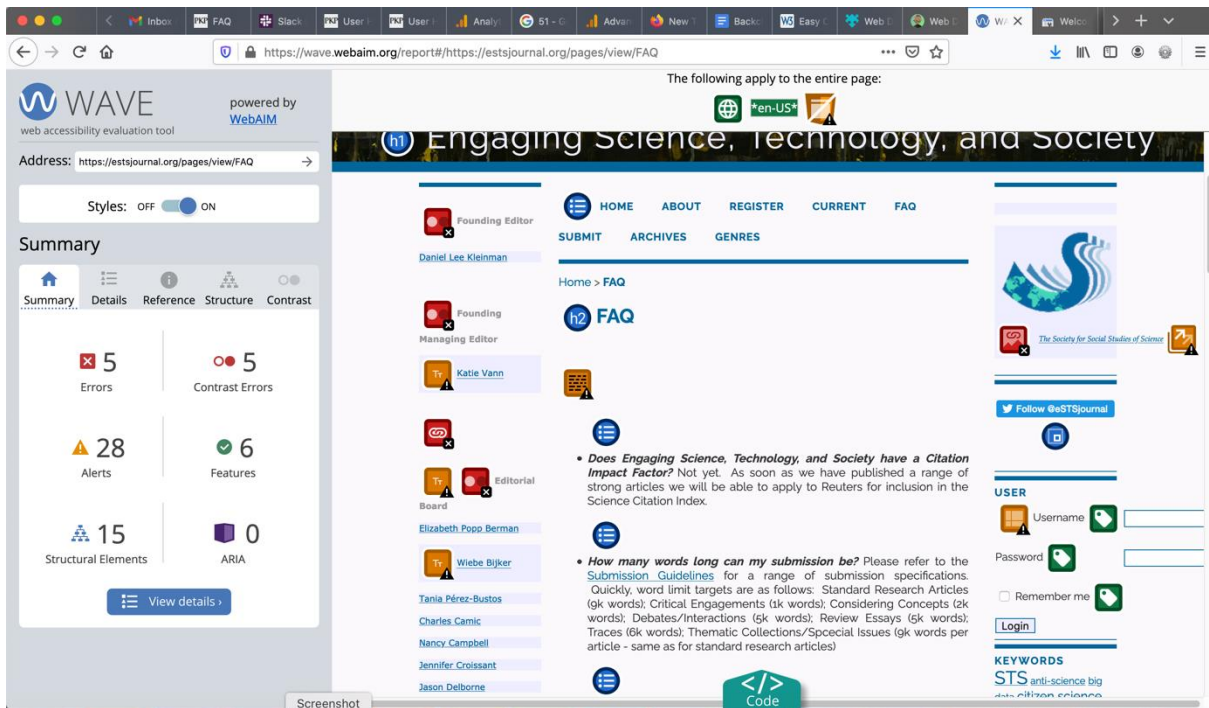


Fig. 4. FAQ

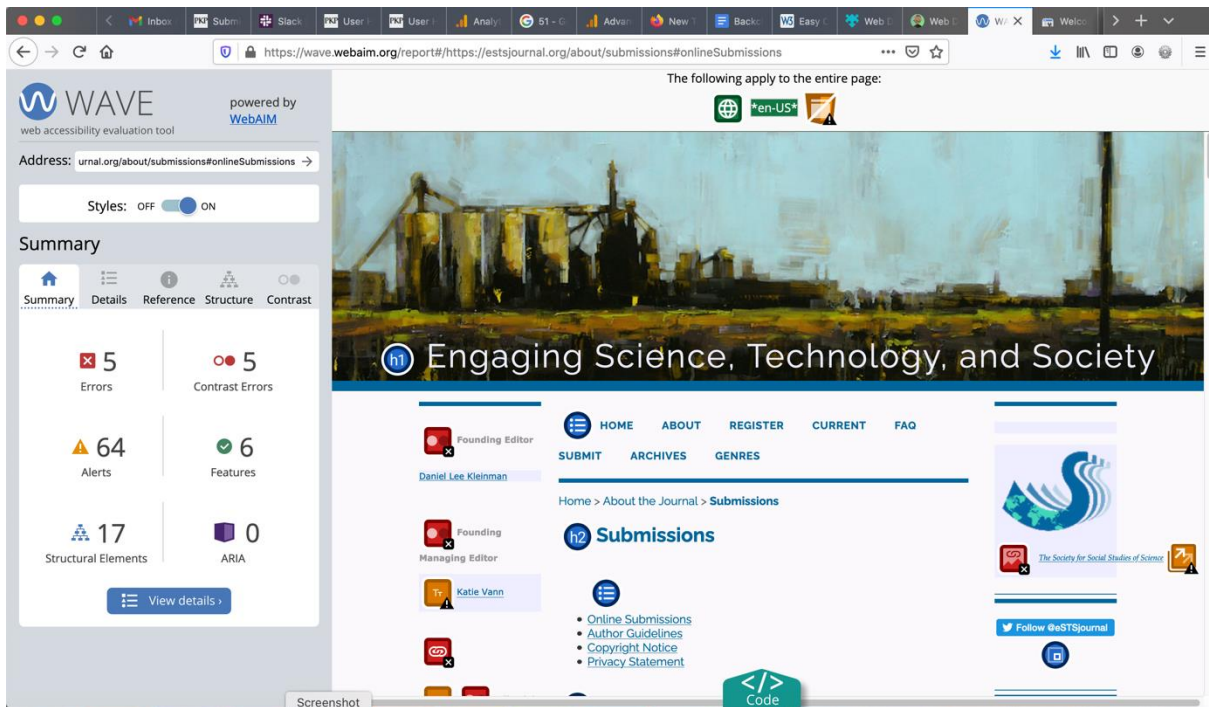


Fig. 5. Submissions

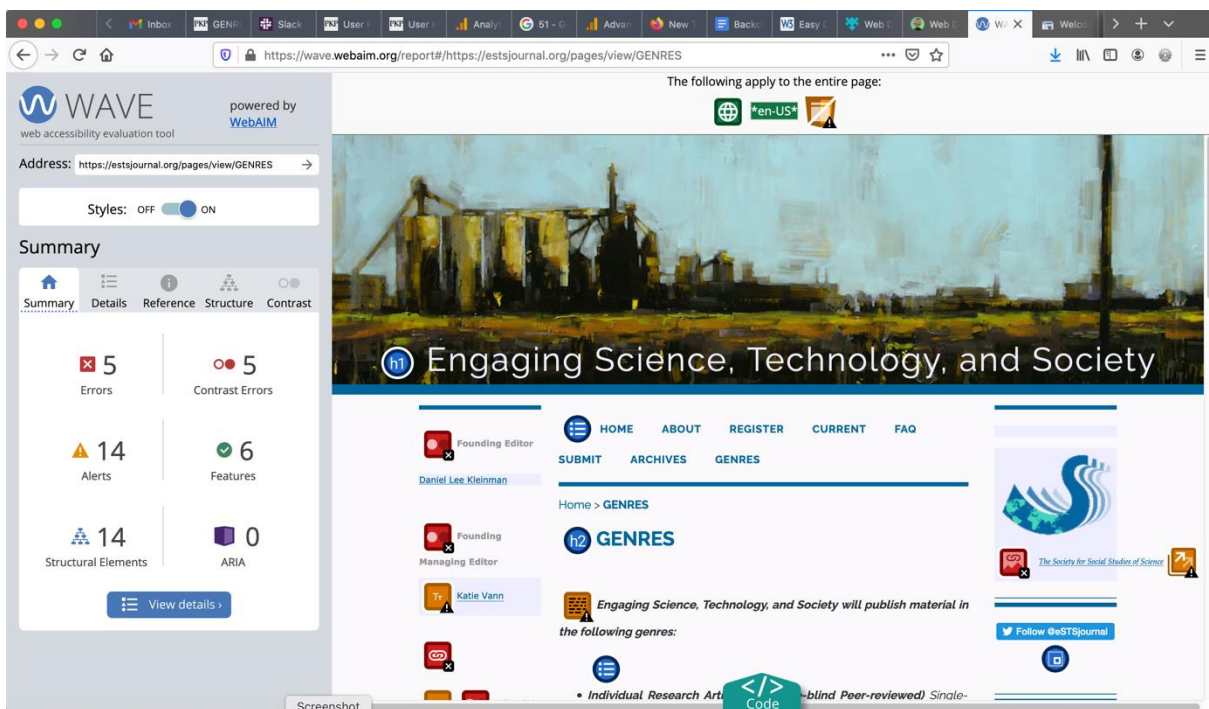


Fig. 6. Genres

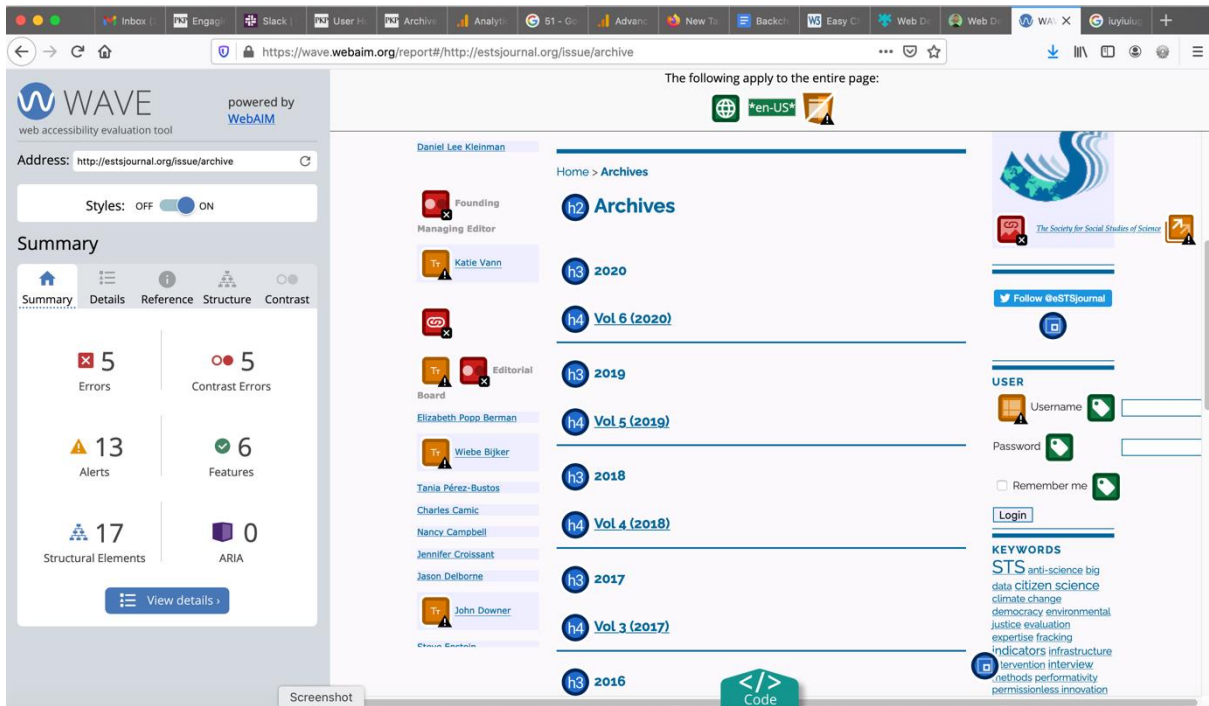


Fig. 7. Archives

Figures 8–11 Types of Errors for “Genres”

The following apply to the entire page:

WAVE powered by WebAIM
web accessibility evaluation tool

Address: <https://estsjournal.org/pages/view/GENRES>

Styles: OFF ON

Details

Summary Details Reference Structure Contrast

1 X Layout table

6 Features

- 1 X Alternative text
- 1 X Linked image with alternative text
- 3 X Form label
- 1 X Language

14 Structural Elements

1 X Heading level 1

Engaging Science, Technology, and Society

Founding Editor: Daniel Lee Kleinman

Founding Managing Editor: Katie Vann

HOME ABOUT REGISTER CURRENT FAQ

SUBMIT ARCHIVES GENRES

Home > GENRES

Engaging Science, Technology, and Society will publish material in the following genres:

Individual Research Art... blind Peer-reviewed! Sinato...

The Society for Social Studies of Science

Follow @eSTSJournal

The following apply to the entire page:

WAVE powered by WebAIM
web accessibility evaluation tool

Address: <https://estsjournal.org/pages/view/GENRES>

Styles: OFF ON

Details

Summary Details Reference Structure Contrast

5 Contrast Errors

5 X Very low contrast

14 Alerts

- 1 X Justified text
- 1 X No page regions
- 4 X Redundant link
- 7 X Very small text
- 1 X Layout table

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Address: <https://estsjournal.org/pages/view/GENRES>

Styles: OFF ON

Details

Summary Details Reference Structure Contrast

5 Errors

- 4 X Linked image missing alternative text
- 1 X Empty link

5 Contrast Errors

- 5 X Very low contrast

14 Alerts

- 1 X Justified text
- 1 X No page regions

The following apply to the entire page:

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- Individual Research Art
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- Sinale

WAVE web accessibility evaluation tool powered by WebAIM

Address: <https://estsjournal.org/pages/view/GENRES>

Styles: OFF ON

Details

Summary Details Reference Structure Contrast

14 Structural Elements

- 1 X Heading level 1
- 1 X Heading level 2
- 2 X Ordered list
- 8 X Unordered list
- 2 X Inline frame

The following apply to the entire page:

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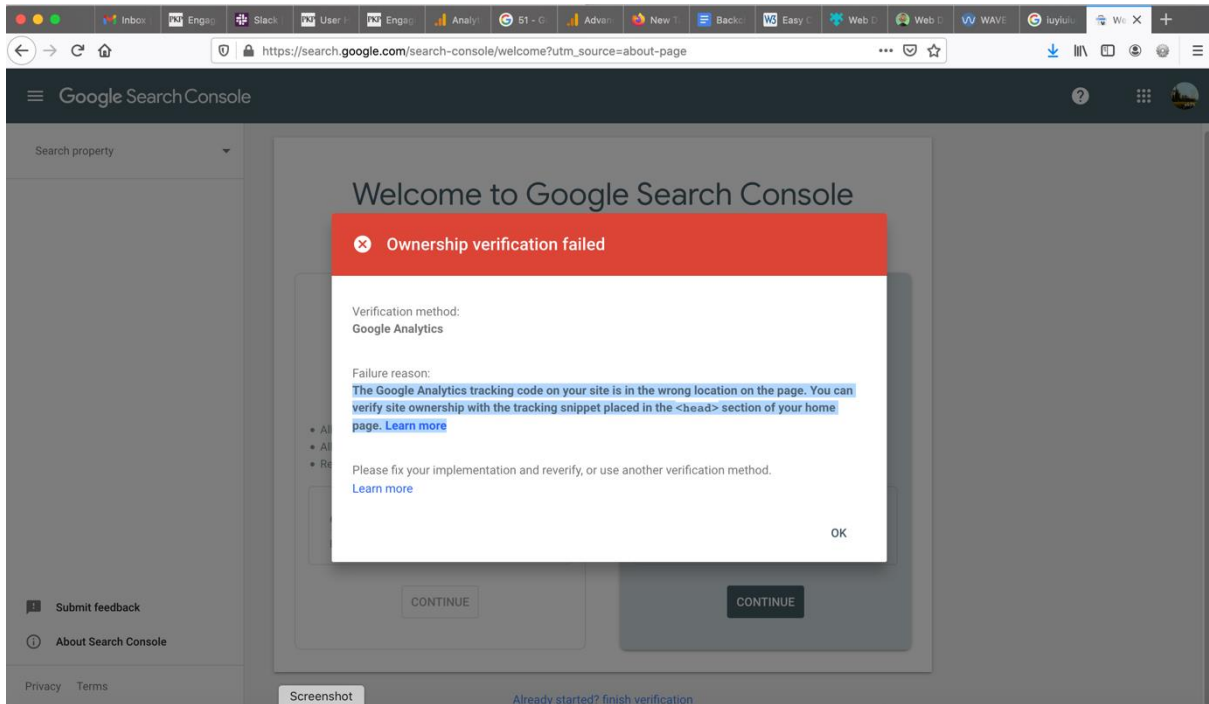


Fig. 12. Google Search Console

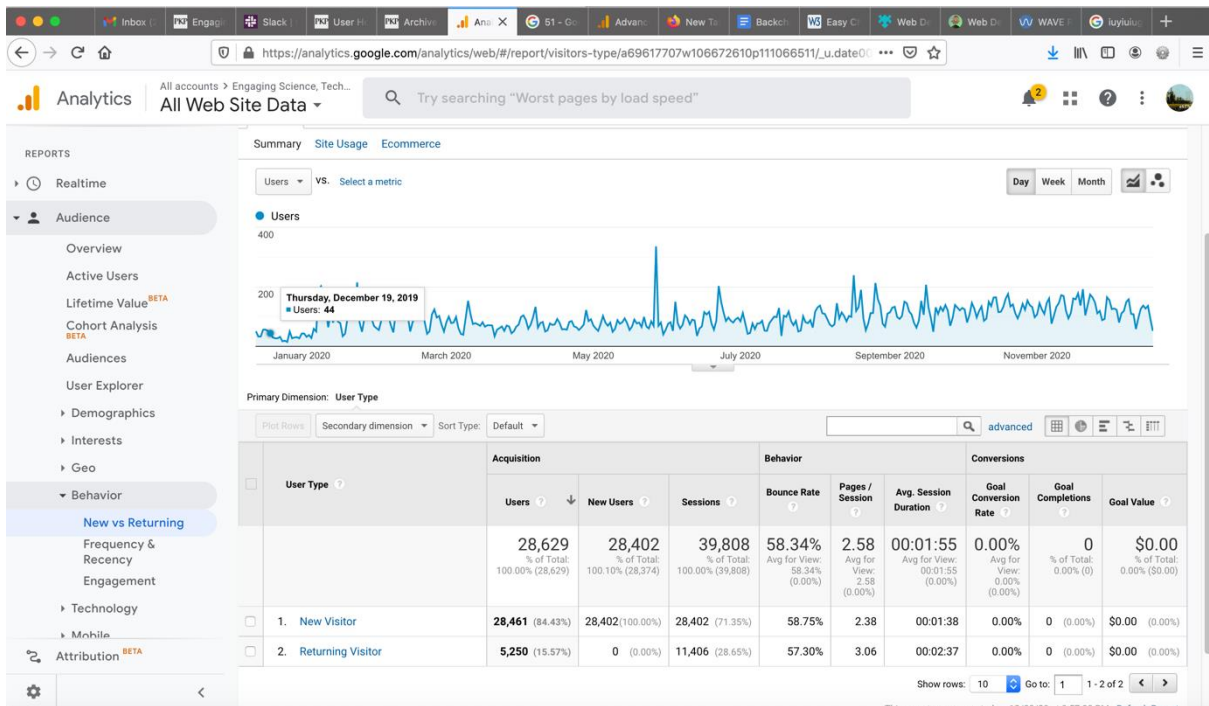


Fig. 13. New and Returning Visitors

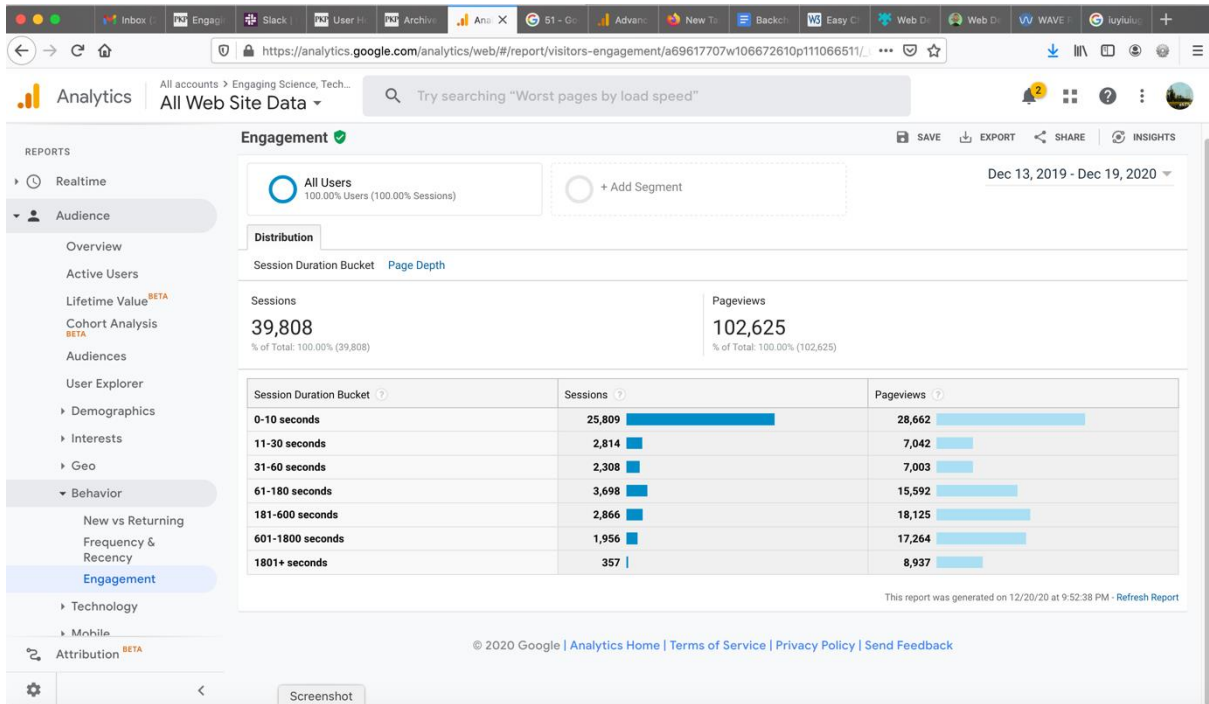


Fig. 14. Bounce Rates / Engagements

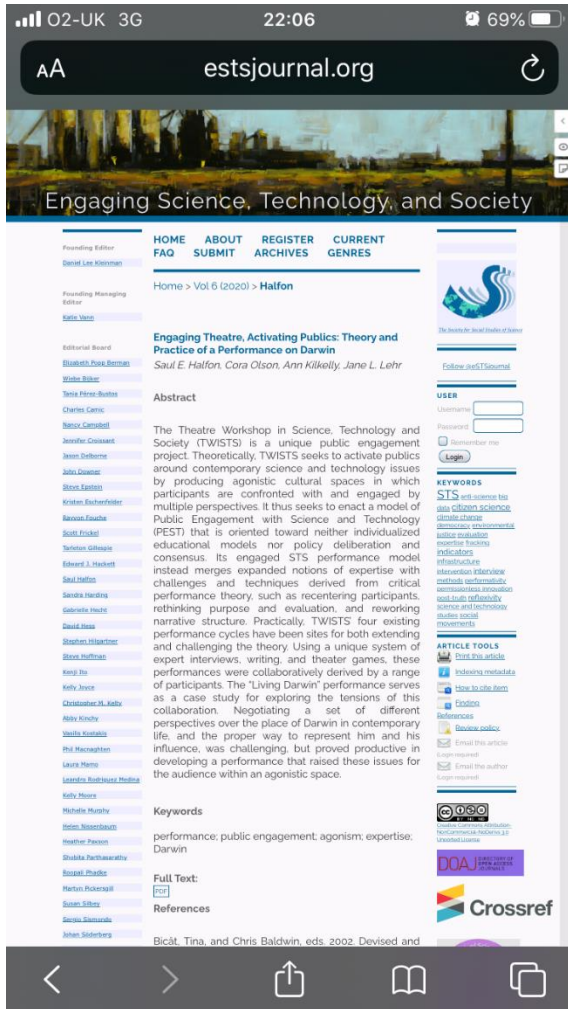


Fig. 15. ESTS on mobile gives all 3 columns side-by-side, which shows this is not designed for mobile

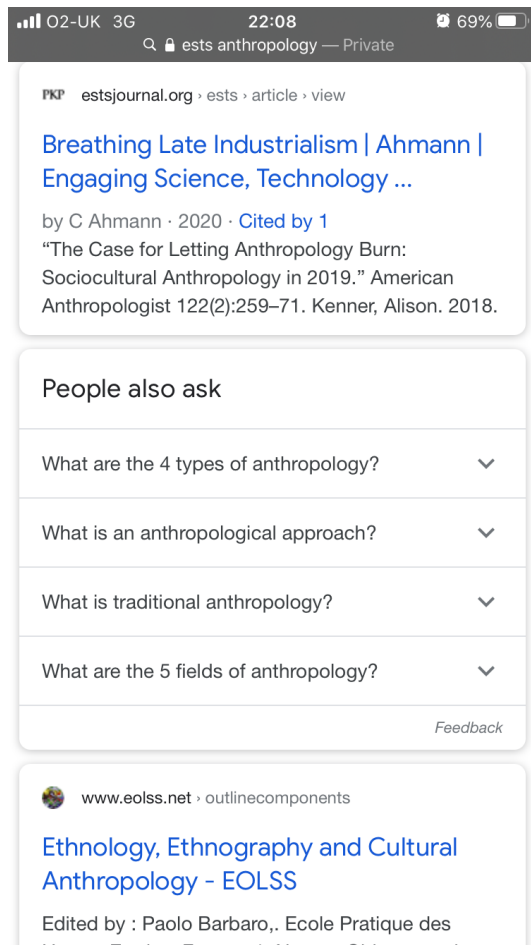


Fig. 16. Google Analytics via a Mobile phone searching for “ESTS anthropology”

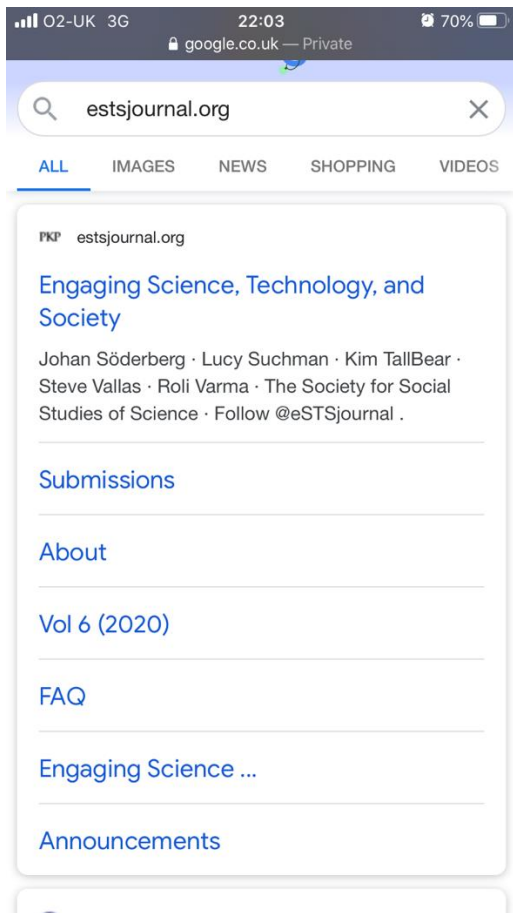


Fig. 17. Google Analytics via a Mobile phone searching for the web address.

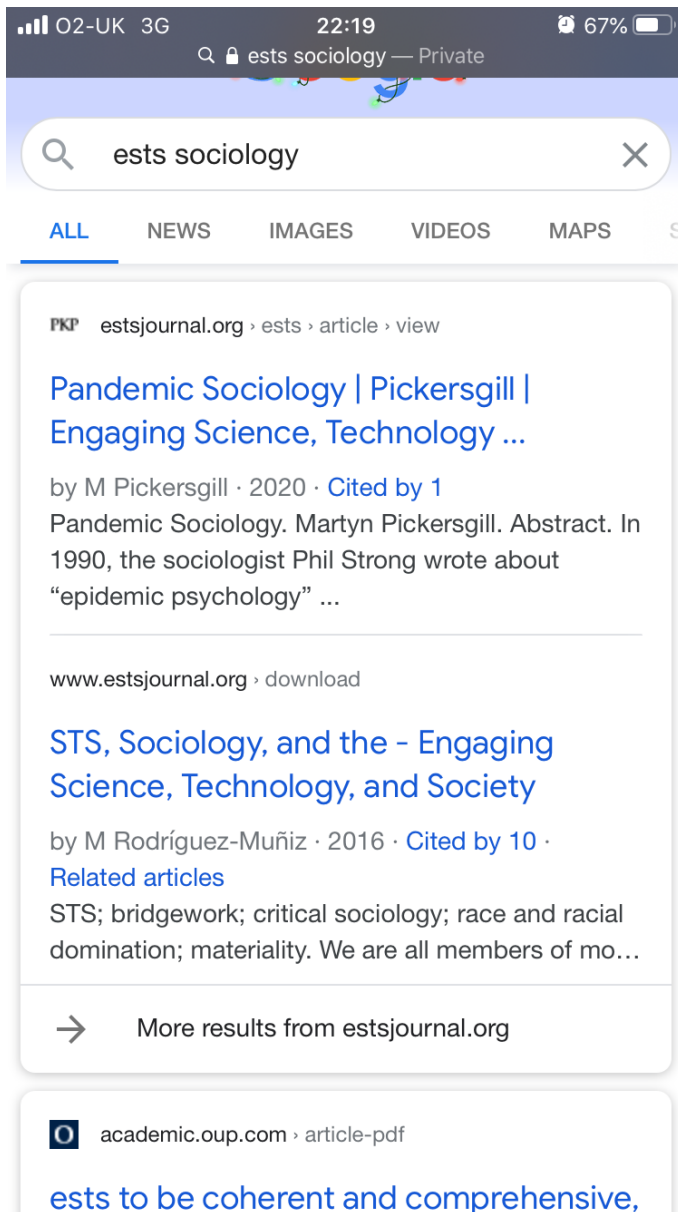


Fig 18. Google Analytics via a Mobile phone searching for “ESTS sociology”