Accessibility and Advertisements

**Interviewer preface:** Hi, I’m Tina, and I’ll be leading our session today. Thank you so much for participating in this interview. Our goal is to talk about your experiences with online advertisements as you navigate the web, and understand the designs that might affect the accessibility of the page you’re on.

Today’s conversation will be split into 4 parts: the first part will cover your background, the second part will cover your experience with ads, the third part will be a talk-aloud portion as you navigate through a website we designed, and the fourth part will be more of a reflection. We estimate that this will take about 45 minutes. Do you have a hard stop today?

I’d like to make it clear that if there are questions that you prefer not to answer in this interview, you can choose to skip them. And, there are no right or wrong answers. Before we get started, is recording ok?

# Section 1: Background

**Assistive technology**

* What platform do you do most of your web browsing (Desktop, Laptop, Phone)?
  + Which browser + OS do you use?
* What types of assistive technologies do you use when browsing online services?
  + What are the names of the tools you use?
* Why do you use those assistive technologies?
  + How do these technologies help you as you navigate, compared to how you would browse the web without them?
* How long would you say you've been using [insert name] assistive technology? Would you rate your expertise with [insert name] assistive technology as Novice, Intermediate or Advanced?

**Websites**

* How many hours of online browsing do you do each day (on average)? [None at all, More than 0 but less than 1 hour a day, more than 1, but less than 3, more than 3 but less than 5, more than 5]
* What types of online services do you commonly use (e.g., shopping sites, airlines, online banking, news, etc.?)

# Section 2: Experience with ads

**General experience with ads**

* Have you heard about ad blockers?
  + Do you use an adblocker when navigating content online?
    - If yes: Why?
    - If no: Why not?
* What type of ads do you typically come across during browsing?
* Can you talk a bit about your experiences encountering ads as you navigate websites?
* Is there anything that annoys you about any ads you’ve encountered, or things that you’ve liked?

**Interactions with ads**

* What is your initial reaction when you encounter an ad?
* Are there specific cues you use to identify when you’re interacting with an ad, instead of the content of the page you intended to visit?
  + Does it make a difference if ad disclosures are in elements that are not keyboard focusable?
  + When ad disclosures appear later in the ad, do you feel like it’s misleading?
* How often do you choose to click on ads? Do you ever click on ads accidentally?
* How do you decide whether it’s safe or not to click on an ad?
* When interacting with something you know is an ad, do you think the ad provides sufficient details such that you know what it’s conveying?
  + How often do you choose to engage with descriptions, when they’re available?
    - When you do interact with descriptions, do you find that it contains useful information?
  + How much do you rely on alt-text?
  + What do you do if there is no alt-text?
    - How often do you feel as though you are not receiving information you need in order to make decisions about interacting with the content?
    - Are there other strategies you use, like asking Google to identify what is in the image?
* Have you encountered ads that have too many elements, or “trap” your ability to navigate away from them?
  + If so, how do you navigate away from such ads?
* Does the location of an ad on a web page affect your ability to detect an ad, or interact with it?

# Section 3: Interacting with our website

**Section preface:** For this part, I’d like you to visit a page we’ve created: there will be some things that we’ve designed to mimic real-world “ads” that we’ve observed. I’d like you to navigate the page, and just say what you’re thinking out loud as you’re browsing through: <https://christinahyeung.github.io/testing>

# Section 4: Reflection & Wrap-up

* Is there anything you would like website designers, or online ad designers, or the designers of accessibility tools to know about your experience with ads as a screen reader user?
* Have you felt as though ads affect your ability to browse websites?
  + If so, how?
  + If not, why not?
* (If they use JAWS) Did you know that there’s a built-in feature in JAWS that allows you to skip content in iframes (which typically contain ads)?
  + Note: definition of iframes – it stands for inline frame. Iframes are elements that load another HTML page inside of a web page.
  + If yes: Do you enable this feature? (It’s not on by default)
  + If no: Would you want to enable this feature / does it sound like something that would make web navigation easier?
* Is there anything else you’d like to share with me?