

# Web 2.0 Accessibility and a Personalized Web

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In recent years the Web has undergone a number of fundamental shifts that have dramatically changed the way we interact with it and how Web accessibility is evolving to meet the challenge. I categorize these shifts as: the move from static to rich dynamic content; the broad adoption of complex visualizations and rich media; the move toward a programmable web; and the increased adoption of mobile web delivery. These shifts require us to approach web accessibility on a much more dynamic scale. This presentation will discuss these shifts and the key web standard and open source efforts to make it possible for people with disabilities to participate in the new Web.

The presentation will discuss the W3C Web Accessibility Initiative Accessible Rich Internet Application (WAI-ARIA) specifications and the alignment with W3C Web Content Accessibility Guidelines (WCAG) version 2 to bring the usability of the desktop, for people with disabilities, to the Web. I will discuss the challenges for deployment within IBM and our strategy to bring our products up to this new level of accessibility. The presentation will discuss the accessibility of mashups and complex visualizations and the need to move from a “one size fits all approach to accessibility” to one that is flexible and personalized. These concepts are not new but their application has been limited to e-learning. I will discuss efforts under way to deliver this flexibility into mashups, data feeds, and the broader Web infrastructure.