A DIGITAL ESCAPE ROOM WHODUNIT ABOUT DIGITAL ACCESSIBILITY
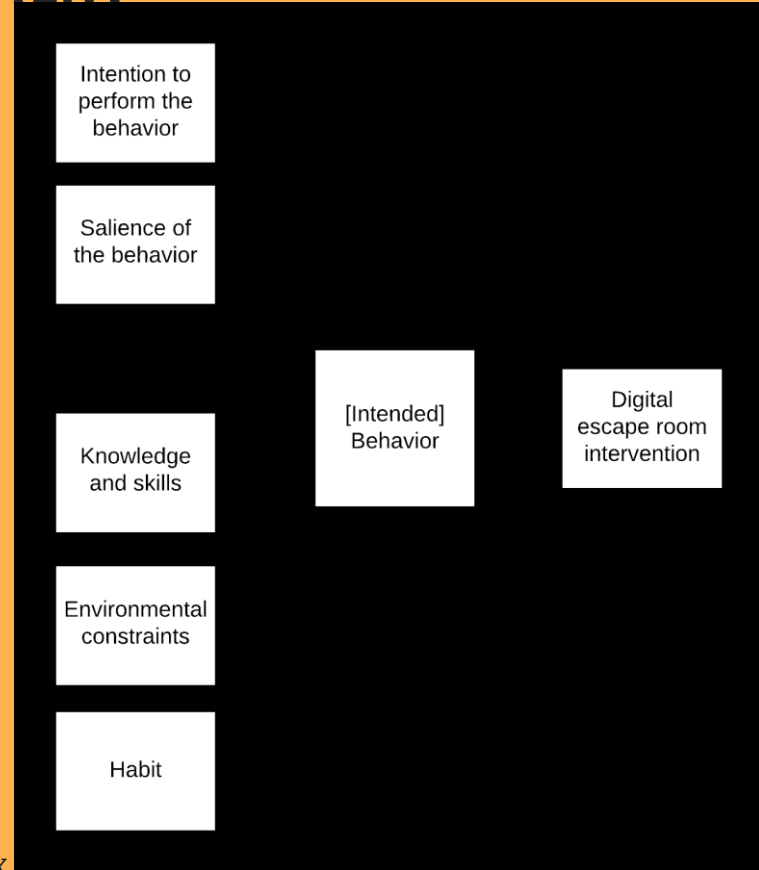
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PROBLEM STATEMENT

- Creating accessible content requires:
    - High intentions
    - Knowledge and skills

- Knowledge and performance gaps are addressed:
    - Resources
    - Training

- Integrated Behavior Model:
    - Behavior change
    - *An individual's intentions to perform the behavior (developing accessible materials) are the most critical determinant of the behavior*

Intention to perform the behavior

Salience of the behavior

Knowledge and skills

Environmental constraints

Habit

[Intended] Behavior

Digital escape room intervention

Reprinted from "Health behavior: Theory, research, and practice," by K. Glanz, B. K. Rimer, and K. Viswanath, 2015. Copyright 2015 by John Wiley & Sons.

RESEARCH AIMS

- Influence intentions and saliency

- Provoke self-reflection on obstacles

- Close gaps

METHODOLOGY

PHASE ONE

- Usability testing (Zoom)
  - 3 conveniently selected participants
    - Structured and Unstructured Observations
  - Debriefing

PHASE TWO

- Semi-structured interviews (Zoom)
  - 12 purposively selected – snowball technique
    - Online teaching experience
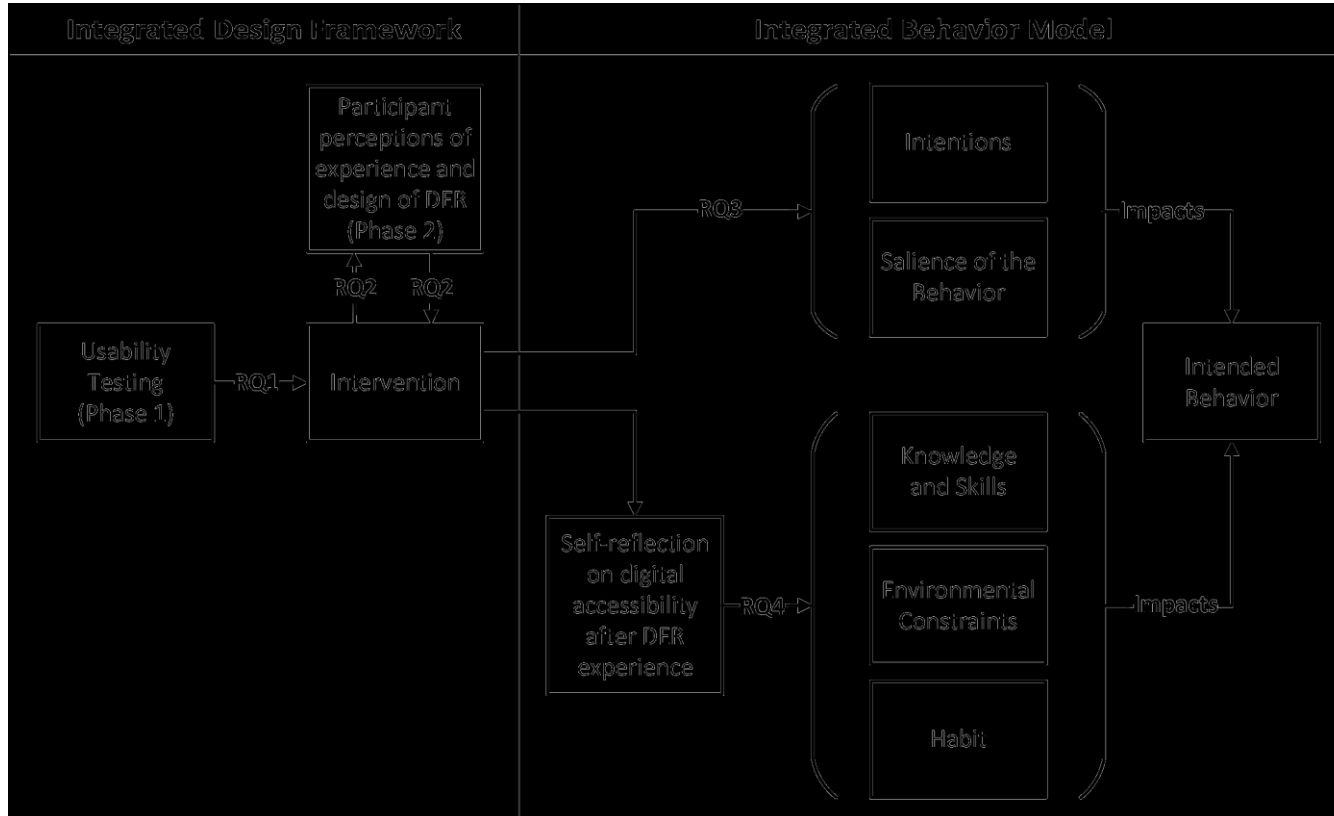
RESEARCH QUESTIONS

01

Phase One

- **RQ1.** After completing usability testing, what are the major issues that require correction before the initial implementation of the Digital Escape Room in phase one, if any? **(Integrated Design Framework)**

02

Phase Two

- **RQ2.** What are the faculty perceptions of their Digital Escape Room experience and the associated design elements? **(Integrated Design Framework)**
- **RQ3.** How does the Digital Escape Room experience potentially influence faculty intentions and salience of their behavior towards developing accessible content? **(Integrated Behavior Model)**
- **RQ4.** How does the Digital Escape Room experience potentially influence faculty to self-reflect on their habits, environmental constraints, and necessary knowledge and skills for developing accessible content? **(Integrated Behavior Model)**

CONCEPTUAL and THEORETICAL FRAMEWORK

DIGITAL ESCAPE ROOM

What is a digital escape room?

Intervention description:

- The user is the investigator
- Investigating a murder
- Visit each member/suspect
- The witness statements/clues highlight online learning obstacles
- Solve all the clues to determine the murderer and make an arrest

SUSPECTS AND WCAG GUIDELINES

Suspect	Guidelines (Success Criterion)
Capt. Closed	1.2 Time-based Media (1.2.2 Captions)
Bea Raille	1.2 Time-based Media (1.2.5 Audio description (Prerecorded))
Hugh Hunter	1.4 Distinguishable (1.4.1 Use of color)
Al Tex	1.1 Text Alternatives (1.1.1 Non-text content)
Tabitha Order	2.1 Keyboard accessible (2.1.1 Keyboard)
Linkon Clear	2.4 Navigable (2.4.4 Link purpose (In context))

DEMONSTRATION

FINDINGS: THEMES

Perceived Increase of Importance of Digital Accessibility

Perceived Increase In Desires To Develop Accessible Content

Shame and Embarrassment

Frustration and Enlightenment

PERCEIVED INCREASE OF IMPORTANCE OF DIGITAL ACCESSIBILITY

"Well I'd have to say it was pretty high coming in, but I think this reinforced."

"Yeah. I probably was at a 97... but you def[...] maxed me out here."

"I didn't it didn't necessarily change my perception, but it was like a good remind[er] kind of keeping that in the forefront"

PERCEIVED INCREASE IN DESIRES TO DEVELOP ACCESSIBLE CONTENT

"I'm going to be doing some more research
how to make sure things are screen reader
accessible, because I knew a little bit about
But I think that I have not maybe been as
careful about that as I should be and then
like I want to go back and revisit my use of
as well."

SHAME AND EMBARRASSMENT

"[I] felt like almost ashamed, because I thought I knew more than I did."

"But you know I also felt like a little bit embarrassed because I'm just like our othe other people figure this out faster than me the matter with me, you know, so you have kind of shame element."

FRUSTRATION AND ENLIGHTENMENT

"Extreme frustration and extreme annoyance"

"Fun, frustrating, enlightening"

"Engaging, creative, enlightening"

"I guess, I would feel like you know- frustr
and then excited that I solved something"

THANKS

Does anyone have any questions?