

Alt-Text Revolution: Bridging the Image Accessibility Gap on Wikipedia with apps and AI

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**GLAM WIKI
CONFERENCE 2023**



Speakers



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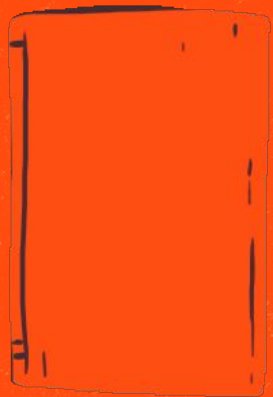
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Senior Manager,
Culture & Heritage
Wikimedia Foundation



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Lead Product Manager,
Apps
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Priorities

- Movement Strategy
 - Recommendation #2 to **improve user experience by supporting compliance with the most advanced accessibility guidelines** using free and open-source software (WCAG for web, W3C mobile web best practices, etc.).
 - Accessibility Guidelines
- 23-24 Annual Plan
 - Support the growth of high quality and relevant content within the world's most linguistically diverse, trusted and comprehensive free knowledge ecosystem by enabling and supporting high quality and accessible experiences.



AGENDA

- **Importance of Alt-Text**
- **Current state of Alt-text on Wikipedia**
- **Wikimedia Argentina's efforts**
- **Suggested Edits Context & Vision**
- **Demo & Feedback**



Engagement with images

A large scale study of reader interactions with images on Wikipedia

Daniele Rama, Tiziano Piccardi, Miriam Redi & Rossano Schifanella (2022)



Campaign image by Blessing Ojo,
Creative Director, Notch Visuals,
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✕ **Suggestions mode** ✎ ▾

Edward Edwards (Royal Navy officer)

Admiral **Edward Edwards** (1742–1815) was a British naval officer best known as the captain of HMS Pandora,¹ the frigate which the Admiralty sent to the South Pacific in pursuit of the *Bounty* mutineers.

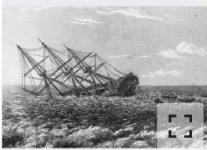
Biography

Early years

The fifth of six children, Edward Edwards was born in Water Newton, a village near Peterborough, to

🖼️ 1 suggested image found ▾

Suggestion reason: Image was found on the same article on Czech, Norwegian, and Hebrew Wikipedia.

 [HMS_Pandora.jpg](#) 🔗
HMS Pandora in the act of foundering 29 August 1791 [Read more](#)

Add this image to the start of the article?

Yes **No** **Skip**

Image suggestion,
screenshot by
RHo (WMF),
CC-BY-SA 4.0



Why alt text matters

A large scale study of reader interactions with images on Wikipedia

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Alt text improves access to information for:

- **people with no or low vision**
- **people with reduced connectivity**



All of us.

**As another form of
image description,
alt text makes
images more
findable through
search.**

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How are we doing?

- Manual of style
- Alt text activities in Argentina, Ireland, and Poland
- Audio description projects in Brazil and Estonia

50% of images have captions

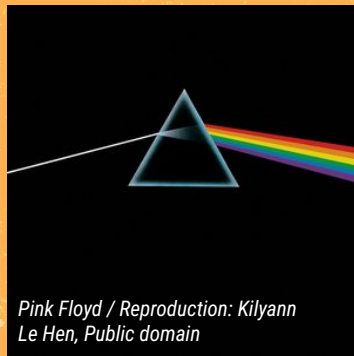
10% of the images have alt text

3% have effective alt text

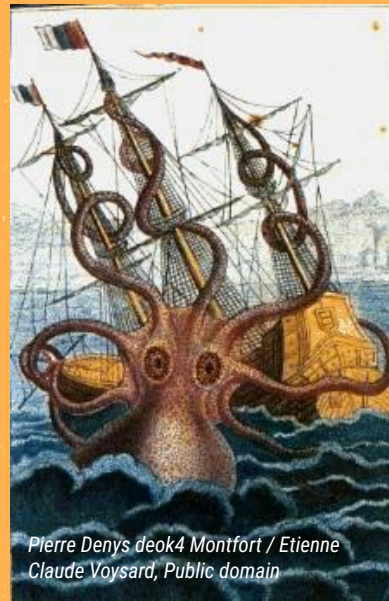


"Male and Female Sugar Gliders eating mealworms from a bowl"

"A prism refracting white light into a rainbow on a black background"

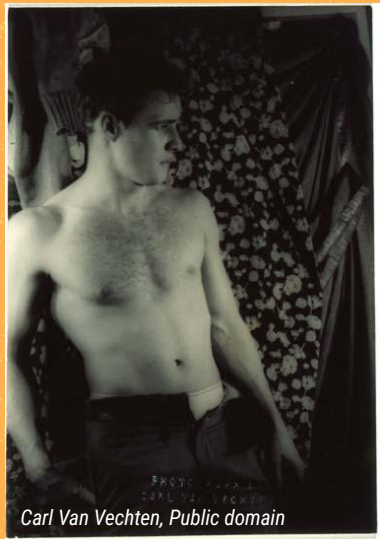


Pink Floyd / Reproduction: Kilyann
Le Hen, Public domain



Pierre Denys deok4 Montfort / Etienne
Claude Voysard, Public domain

"Coloured drawing of a huge octopus rising from the sea and attacking a sailing ship's three masts with its spiraling arms"



"Brando with no shirt"

Carl Van Vechten, Public domain

"Four fairies dance in a circle beside another fairy who faces a human king and queen"



William Blake, Public domain



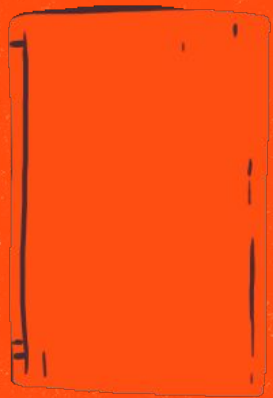
Chris 73, CC BY-SA 3.0

"Photo of a tea bowl, dark-coloured, humble, and asymmetric"



Carl Van Vechten, Public domain

"The Boer War Memorial in Dunedin. It is stark white and demonstrates New Zealand's patriotism by showing a man defending his fellow soldier."



"Tools to surface articles and images without accessibility coverage... Mixed human-AI systems... since it is often easier to edit an existing text than it is to write one from scratch."

Characterizing Image Accessibility on Wikipedia across Languages
E Kreiss, 2023)



Good alt text for images on Wikipedia

- **Keep it short and clear**
- **Only describe what can be seen in the image**
- **Focus on what is relevant to the article**
- **Include words and other information from the image**
- **Take care when identifying or describing people**

Wikimedia Argentina's efforts

- Events during the Image Description week (2022) and month (2023)
- More than 60 people were involved
- DALAT and TNC Accessible program



Main highlights:

- **Collaboration: Wikipedia's possibility to generate high quality Alt text together.**
- **Human Rights: Alt text is strongly related to human rights by making information more accessible**

Main highlights:

- **Research: Wikimedia Commons can help us understand what information to consider in alt text.**
- **Be contextual: Same image can have different alt text according to the Wikipedia article where is placed.**



How we edit alt text now

21:34



referentes e instituciones vinculadas con los Pueblos Indígenas. Se ubica en la calle Pellegrini, número 272, en la ciudad de **Resistencia (Chaco)**. Es gestionado en forma conjunta por trabajadores indígenas y no indígenas del Instituto de Cultura de la Provincia del Chaco pertenecientes en su mayoría a los pueblos Wichi, Qom y Moqoit, quienes planifican y ejecutan actividades que son coordinadas y dirigidas por personal indígena. Su nombre No'hametwet es un término en idioma Wichi que significa "Lugar de nuestra palabra".^[1] ^[2]

Centro de Documentación Indígena No'hametwet



Ámbito	Argentina
Tipo	archivo público
Coordenadas	27°27′01″S 58°58′56″O﻿ / ﻿-27.450288123415, -58.982151769315
División	Resistencia

[\[editar datos en Wikidata\]](#)



Suggested Edits on iOS

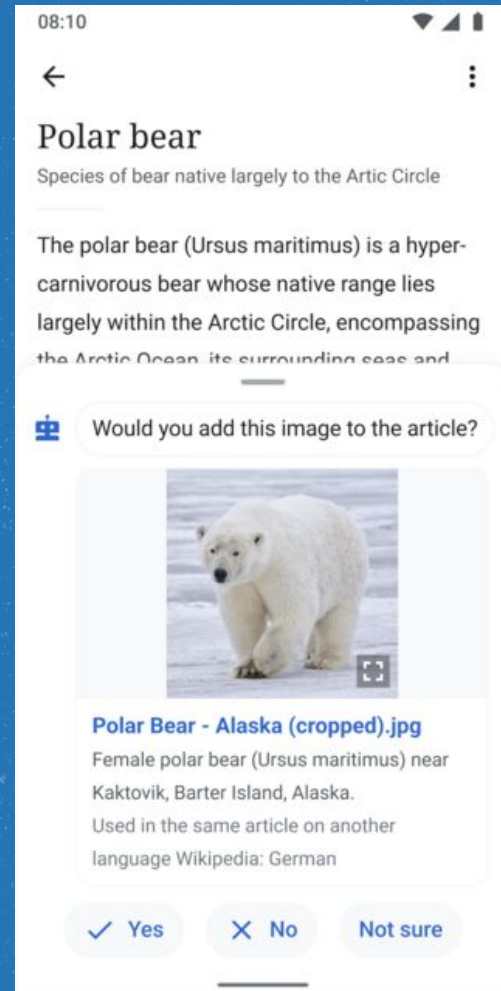
Jazmin Tanner, Lead PM of Mobile Apps



What are Suggested Edits?

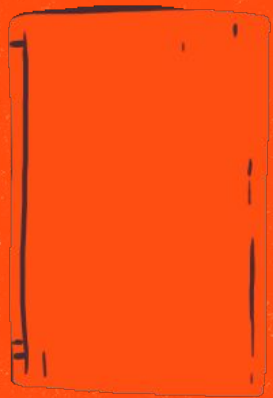
- Suggested edits presents opportunities for small but vital contributions to Wikipedia.
- Presently on Android
 - Article Descriptions & Translate
 - Image Captions & Translate
 - Edit Patrol
 - Image Tags
 - Image Recommendations
- Presently on Web
 - Add a link & Reference
 - Copy Edit
 - Image Recommendations

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Android's Impact

Edit Type	% of Edits	Revert Rate
Suggested Edits	73%	4.37%
Non Suggested Edits	29.63%	18.9%



"Tools to surface articles and images without accessibility coverage... Mixed human-AI systems... since it is often easier to edit an existing text than it is to write one from scratch."

Characterizing Image Accessibility on Wikipedia across Languages
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Goals of Suggested Edits on iOS

By July 2024

- Increase unreverted mobile contributions from iOS by 10%
- 20,000 articles enhanced using Suggested Edits

By Jan 2024

- 71% of edits have a score of 3 or higher out of 5
- Average edit per unique user 7 or higher
- 60% of users report satisfaction with tool

Wikipedia iOS app named an Editor's Choice

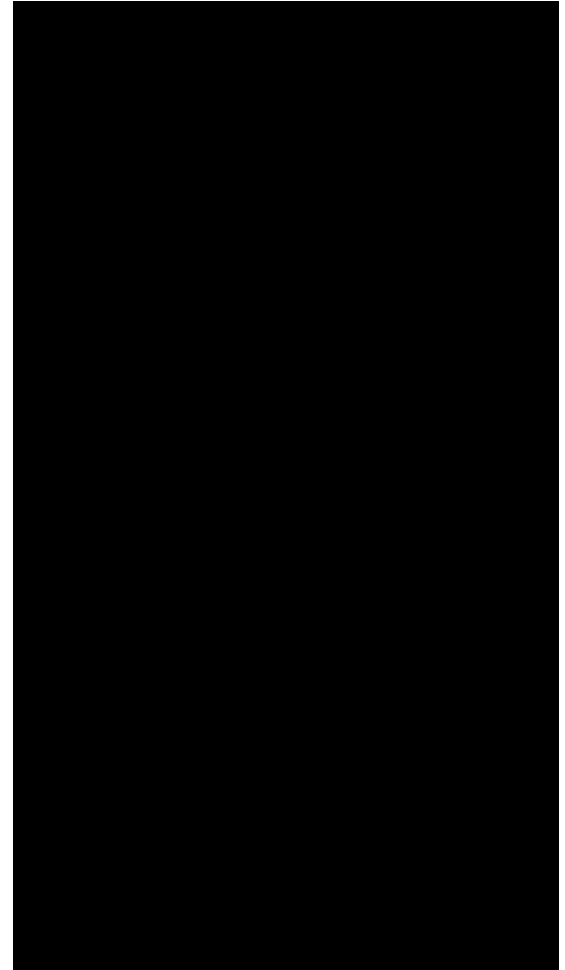
Using **VoiceOver**, users can navigate Wikipedia by voice and gesture

Users who are colorblind, have contrast sensitivity, or other similar visual issues will find that the Wikipedia iOS app is **WCAG AA compliant**, features smart color inversion, and has several different appearance themes

Those with less-than-perfect eyesight can take advantage of **dynamic type**, which increases text size across the entire app, not just for articles.

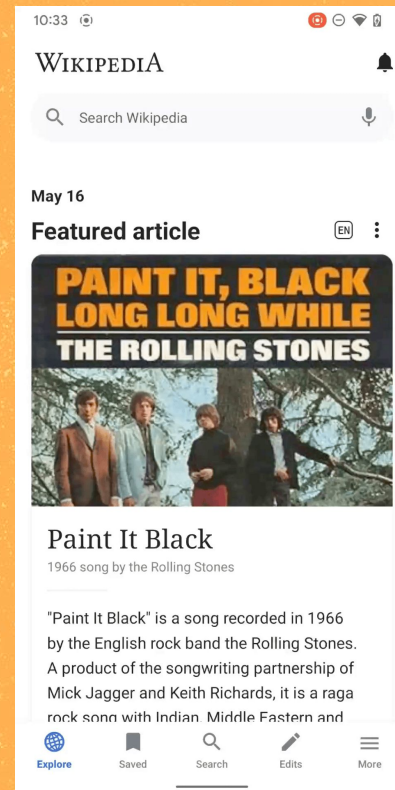
Suggested Edits: Add Alt-Text

Long-term vision



Machine Assisted Article Descriptions (MAAD)

- Most popular Suggested Edit released in 2017
- Requests for interventions to improve quality
- EPFL shared LLM that generates article descriptions in 2021
- AB tested suggestions in the app
- Patrollers provided quality scores for edits across several languages



MAAD Impact

Edit Type	Published Edits	Unique editors	Avg Quality Score	% of edits would be rewritten	% of edit would revert	7 day return rate
Machine Accepted Unmodified	895	149	4.3	25%	2.3%	24.1%
Machine Accepted Modified	552	118	4.1	38.4%	5.7%	
Human Generated	6370 (2363 exposed to machine suggestion)	345	4.2	25.8%	15%	22.6%

Engineer

Build prototype



Consultation

Get feedback on prototype



Evaluate

Evaluate edits with accessibility specialists



Iterate

Improve feature or pivot to a different Suggested edits type



Test

Get feedback



Release

Release to select communities



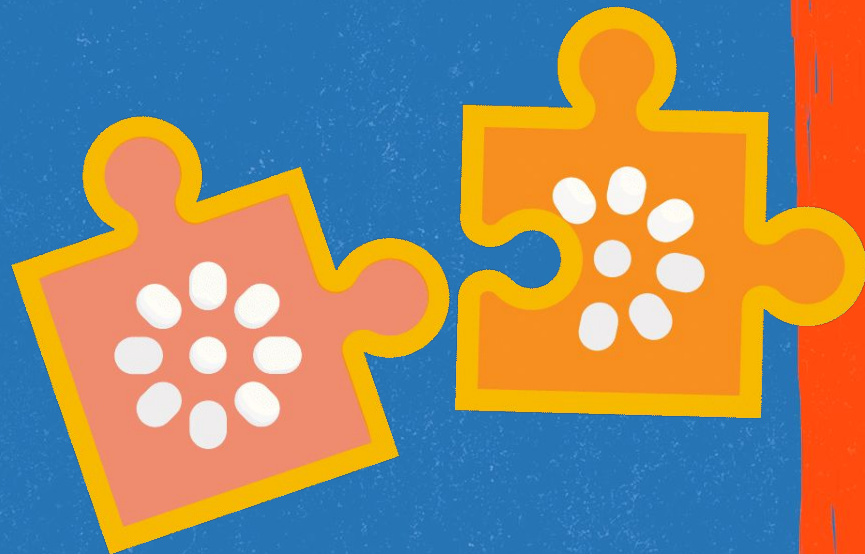
CONNECT WITH US.

MediaWiki:

[[Wikimedia_Apps/iOS_Suggested_edits_project]]

MetaWiki:

[[Wikimedia_Apps/Newsletter]]



Demo & Test Instructions

1. Visit <https://bit.ly/3suFlq4> to download the test build
2. Tap the gear icon in the top right part of the screen after going through onboarding
3. Click Login and sign in or create an account
4. Tap Account once logged in
5. Tap Suggested Edits
6. Review feature onboarding
7. Start Editing!
8. Provide feedback at anytime via the survey accessed in the overflow menu



Capybara

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From Wikipedia, the free encyclopedia

For other uses, see [Capybara \(disambiguation\)](#).

The **capybara**^[a] or **greater capybara** (*Hydrochoerus hydrochaeris*) is a giant **cavy rodent** native to **South America**. It is the largest living rodent^[2] and a member of the genus *Hydrochoerus*. The only other **extant** member is the **lesser capybara** (*Hydrochoerus isthmius*). Its close relatives include **guinea pigs** and **rock caviés**, and it is more distantly related to the **agouti**, the **chinchilla**, and the **nutria**. The capybara inhabits savannas and dense forests, and lives near bodies of water. It is a highly social species and can be found in groups as large as 100 individuals, but usually live in groups of 10–20 individuals. The capybara is hunted for its meat and hide and also for grease from its thick fatty skin.^[3] It is not considered a threatened species.

Etymology

Its common name is derived from **Tupi** *ka'apiũara*, a complex agglutination of *kaá* (leaf) + *pĩi* (slender) + *ũ* (eat) + *ara* (a suffix for agent nouns), meaning "one who eats slender leaves", or "grass-eater".^[4] The scientific name, both *hydrochoerus* and *hydrochaeris*, comes from **Greek** ὕδωρ (*hydor* "water") and χοίρος (*choiros* "pig, hog").^{[5][6]}

Classification and phylogeny

The capybara and the **lesser capybara** both belong to the subfamily **Hydrochoerinae** along with the **rock caviés**. The living capybaras and their extinct relatives were previously classified in their own family

Capybara



in the **Pantanal**, Brazil

Conservation status

Extinct Threatened Least Concern

(EX) (EW) (CR) (EN) (VU) (NT) (LC)

Least Concern (IUCN 3.1)^[1]

Scientific classification

Domain: **Eukaryota**

Kingdom: **Animalia**

Phylum: **Chordata**

Class: **Mammalia**

Order: **Rodentia**

Family: **Caviidae**

Genus: *Hydrochoerus*



Capybara (*Hydrochoerus hydrochaeris*). Specimen of skeleton of the world's largest rodent prepared by the bone maceration technique and on display at the Museum of Veterinary Anatomy FMVZ USP. This file was published as the result of a partnership between the Museum of Veterinary Anatomy FMVZ USP, the RIDC NeuroMat and the Wikimedia Community User Group Brasil. This GLAM project is **reported**.

[More details](#)

W Road signs in Argentina - Wik x +

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Q Foeromeo

☰ Road signs in Argentina 🗺 2 languages

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From Wikipedia, the free encyclopedia

In [Argentina](#), [road signs](#) are similar to those of other South American countries. They are something of a compromise between the [Vienna Convention](#) signs used in Europe and the [U.S. system](#). Argentina is right-hand traffic.

While [warning signs](#) are mostly based on the US's [MUTCD](#) (yellow diamond shape), information, [mandatory](#) and [prohibitory](#) signs were taken from the Vienna Convention diagrams.

In 1994, the [Congress of Argentina](#) promulgated Law n° 24.449 with the purpose of establishing a single rules system within the whole country.^[1] The diagrams of those road signs were published in the "Anex L" of Decree 779 (promulgated in 1995), which ruled Law 24.449 and added visual information to its article 22.^[2]

Starting in 2013, the National Directorate of Roads of Argentina (DNV) published a series of visual identity guides that detailed specific norms for the installation and use of road signs along the country, including fonts, colors, materials, and measures, among other items. Those manuals also included an update (released in 2017) to some road signs.^[3]

History [edit | edit source]

The first road signs in Argentina can be traced to 1817 in [Buenos Aires Province](#), when [Juan Martín de Pueyrredón](#) (then [Supreme Director of the United Provinces of the Río de la Plata](#)) promulgated a Decree to create a Road Committee. This committee was commissioned to place posts on the main roads to serve as reference and guide for pedestrians. Those posts indicated [leagues](#) travelled and destinations.^[4]

In 1855, another provincial decree provided for new signs consisting of kilometre markers, which also indicated the name (or number) of the road. Both decree established the basements of an organised sign system not only in Buenos Aires but in the whole country.^[4] In 1885, engineer Jorge Coquet designed a sign system which is considered the first organised system in the country. The system was a complete program that include measurements, heights, types of plaques, among other specifications.^[4] Those signs were popularly known as "Coquet signs".^[5]

After that, the [Argentine Automobile Club](#) ("Automóvil Club Argentino"), the largest automobile association of Argentina, started to design an own system of signs (made of iron) and placing them on the main roads in the country.

In 1932, the "Dirección Nacional de Vialidad" (the Argentine national office in charge of the development, planning and conservation of national routes, abbreviated DNV) was created through law 11,658. It established that all the [provinces of Argentina](#) should adopt a unique sign system^[6] (similar to the [US road signs](#)).^[4] Nevertheless, in May 1935 the [Congress of Argentina](#) promulgated Law 12,153 which ruled that Argentina subscribed to road signs approved by the 1926 International Convention relating to Road Traffic held in [Geneva](#).^[7]



W Argentina MSV 2017 road sign x +

en.wikipedia.org/wik... G Q ☆



Yield More details

👤 มอญโก๋เสียด - Own work

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📄 File: Argentina MSV 2017 road sign R-