

# Trolleys, veils and prisoners

*the case for accessibility  
from philosophical ethics*

**Hidde de Vries**  
**16-11-2017**





Hi, I'm Hidde



**hiddedevries.nl**

**moz://a**

















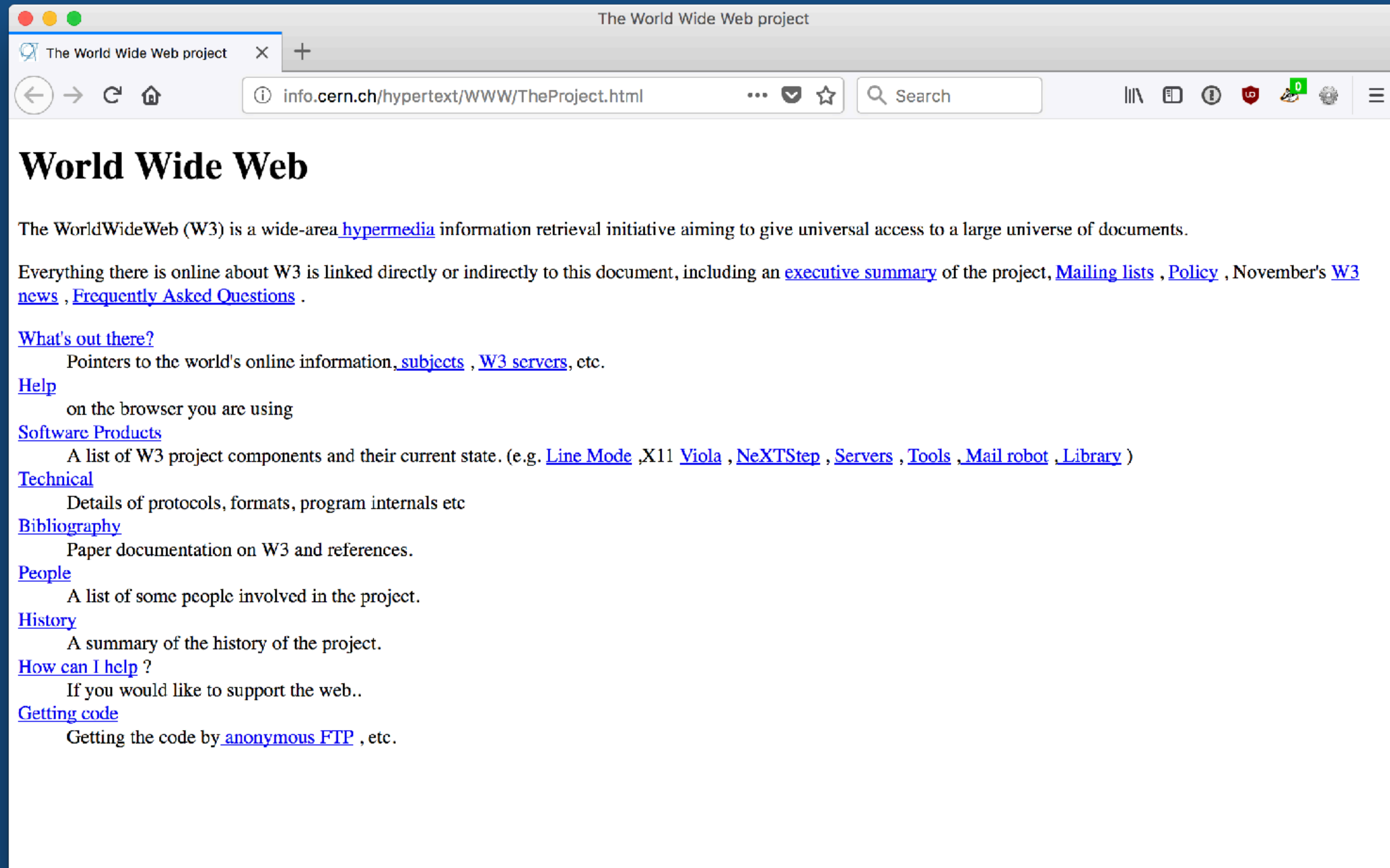
Arguments  
for #a11y



*Arguments  
for #a11y*

**technical**











Arguments  
for #a11y



*Arguments  
for #a11y*

**technical**



*Arguments  
for #a11y*

**technical  
legal**



*Arguments  
for #a11y*

**technical  
legal  
business**



*Arguments  
for #a11y*

**technical**

**legal**

**business**

**moral**



What  
is ethics?



*What  
is ethics?*

**how to live**



*What  
is ethics?*

**how to live  
what to do**



*What  
is ethics?*

**how to live**

**what to do**

**how we want our**

**world shaped**



# facebook





**NETFLIX**







*What  
is ethics?*

**how to live**

**what to do**

**how we want our**

**world shaped**



*Ethical  
theories*

**Virtue ethics**

**Duty ethics**

**Utilitarianism**







**There's no fixed set of  
moral rules, it's about  
learning character traits**



**honesty**  
**moderation**  
**generosity**  
**friendliness**  
**courage**



**You don't get virtuous  
by chance, it is hard  
work and a bit like  
acquiring a skill.**



# courage

fear ————— confidence

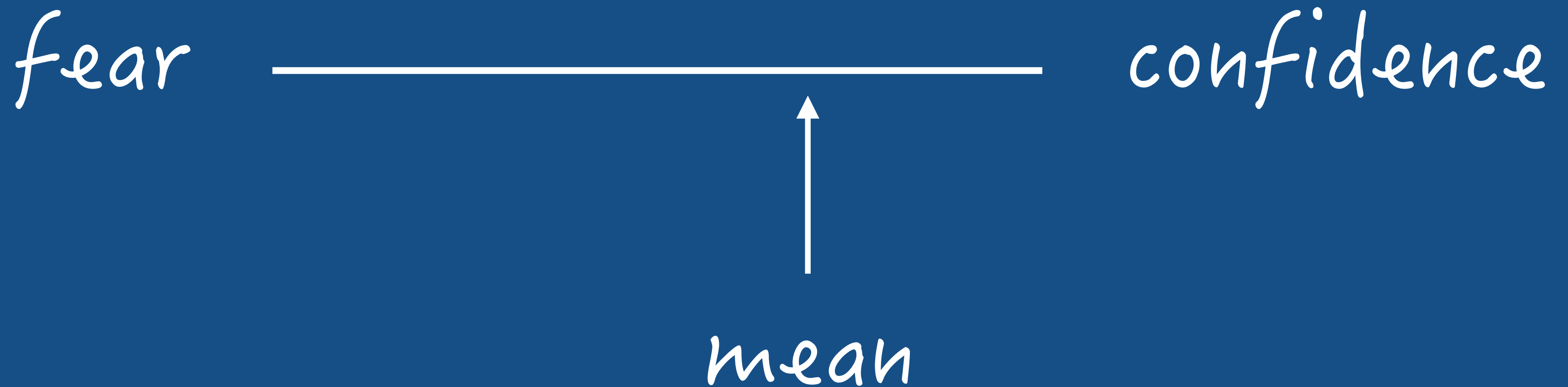


# courage



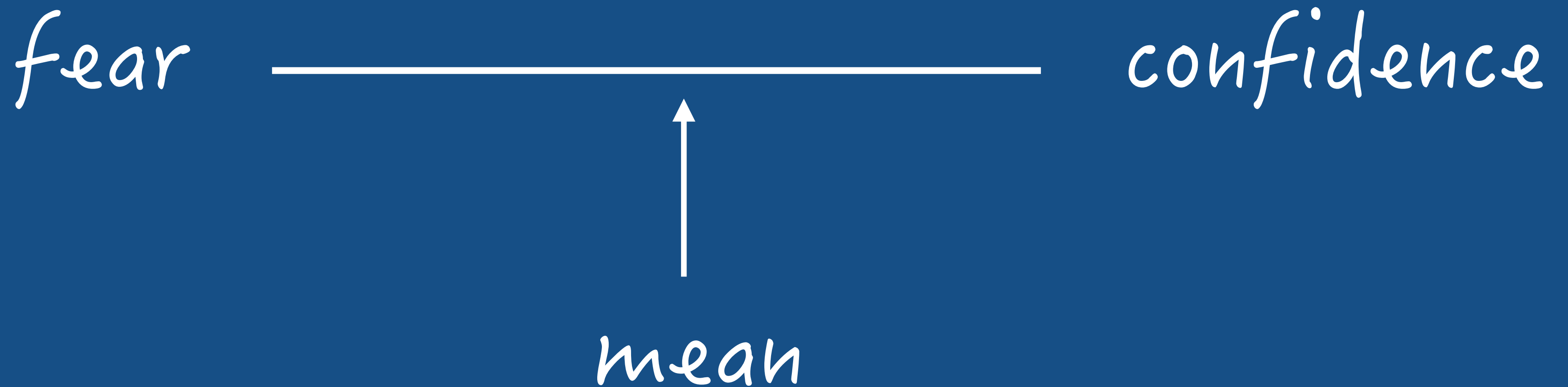


# courage





# courage





“

***Finding the mean in any given situation is not a mechanical or thoughtless procedure, but requires a full and detailed acquaintance with the circumstances.***

Richard Kraut, *Aristotle's Ethics*  
(in: Stanford Encyclopedia of Philosophy)



**Give thought to the  
circumstances and  
find the best mean.**



**“Don’t skip  
header levels”**



**“Use semantic markup”**



**Vasilis**

@vasilis

**Follow**

Here's your monthly reminder that your visitors are not statistics but actual people.

[vvg.gr/id](http://vvg.gr/id)

1:00 AM - 13 Nov 2017



Tweets  
**49.7K**

Following  
**245**

Followers  
**2,598**

Likes  
**14.2K**

Lists  
**3**





by Anne Gibson

---

31 Jul 2014

## An Alphabet of Accessibility Issues

A is blind, and has been since birth. He's always used a screen reader, and always used a computer. He's a programmer, and he's [better prepared to use the web](#) than most of the others on this list.

B fell down a hill while running to close his car windows in the rain, and [fractured multiple fingers](#). He's trying to surf the web with his left hand and the keyboard.

C has a blood cancer. She's been on chemo for a few months and, despite being

MD is finding it hard to find a way to use his computer and his phone.



**Let's regard finding  
the mean accessible  
solution as a skill, too.**









**people as  
rational beings**



# categorical imperative



“

***Act only according to that maxim by which  
you can at the same time will that it should  
become a universal law.***

Immanuel Kant, *Grounding for the Metaphysics of Morals*



# The process



# The process

## 1. Make a rule



# The process

- 1. Make a rule**
- 2. Would you like turn this into legislation that applies to all of humanity?**



# morality vs prudence







# The greatest happiness principle

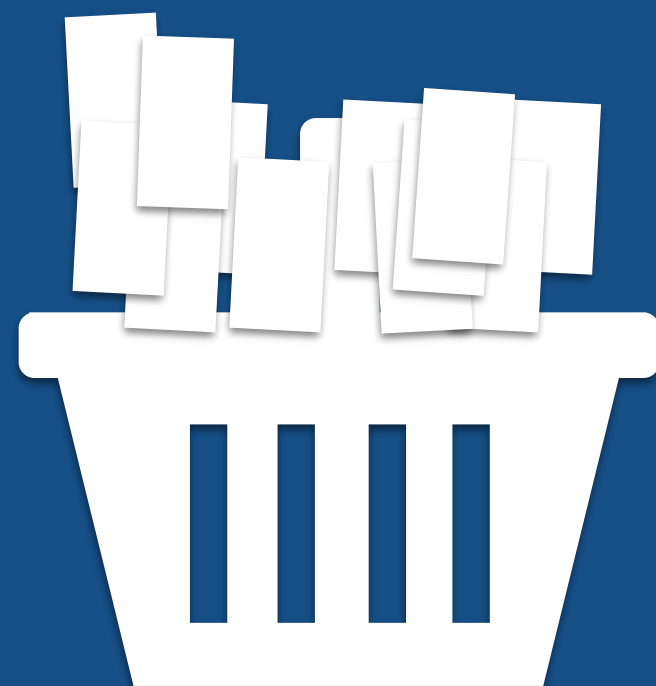




**Does my action  
increase the world's  
total happiness?**



**Does my action  
increase the world's  
total happiness?**





**What is an  
increase in  
happiness?**

**Make changes that  
increase happiness,  
avoid those that don't**




New Tweet



Tweet





How many characters have I used?

108



How many characters have I current used? |



Tweet



**Alan Cooper** ✓

@MrAlanCooper

Software Alchemist. Founder of @Cooper, 'Father of Visual Basic,' inventor of design personas, produced 'the first serious business software' for PCs

📍 San Francisco CA, Petaluma CA

🌐 [cooper.com](http://cooper.com)

📅 Joined January 2010

**Alan Cooper** ✓

@MrAlanCooper

Follow



This new little completion circle idiom that Twitter is using instead of a character count is abysmally stupid and bad design. It's a triumph of style over substance. Of course, it appears that I have now finally graduated to 280 characters so watch out because I'm going prolix!

9:17 PM - 11 Nov 2017

8 Retweets 72 Likes



10



8



72



Tweet your reply

**Mary Branscombe** @marypcbuk · Nov 11

Replying to @MrAlanCooper

If only you'd stuck to the useful 140 of that tweet I'd have retweeted you



1



1

**Alan Cooper** ✓ @MrAlanCooper · Nov 11

I SO agree!



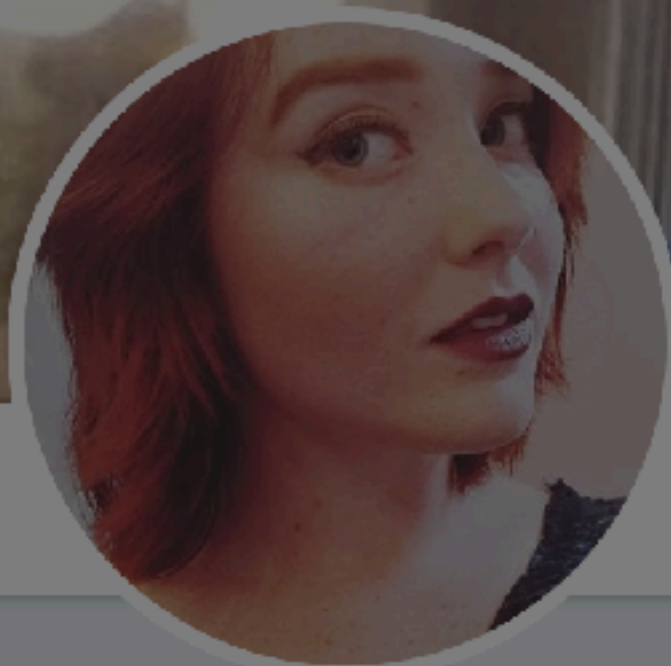
1

**Laurence Veale** @laurenceveale · Nov 11

Replying to @MrAlanCooper

I'm not sure character count is as important until you get close to the limit. Like giving directions, the bits in the middle e.g. on motorways aren't as important as





🍁🍁🍁 Harvest Pixie  
Dream Witch 🍁🍁🍁

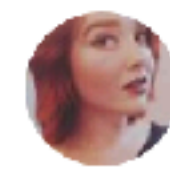
@BitchWithA\_W

Just because I'm a Good Witch™ doesn't  
mean I'm a successful one [She/Her] The  
Angel of Small Death

📍 Boston, MA

🔗 [pixiedreamwitch.tumblr.com](https://pixiedreamwitch.tumblr.com)

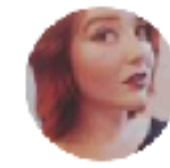
📅 Joined December 2011



🍁🍁🍁 Harvest Pixie Dream Witch 🍁🍁🍁 @BitchWithA\_W · Nov 7

what the heck is this gradually filling circle of tweet character doom that has replaced my character count

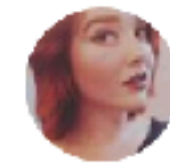
💬 2 ↺ 1 ❤️ 7 ✉️



🍁🍁🍁 Harvest Pixie Dream Witch 🍁🍁🍁 @BitchWithA\_W · Nov 7

mmm, no wait

💬 1 ↺ ❤️ 2 ✉️



🍁🍁🍁 Harvest Pixie Dream Witc... 🍁

@BitchWithA\_W

Follow

what the heck is this gradually filling circle of  
tweet character doom that has replaced my  
character count what the heck is this  
gradually filling circle of tweet character  
doom that has replaced my character count  
what the heck is this gradually filling circle of  
tweet characte

11:05 PM - 7 Nov 2017

9 Likes



💬 1 ↺ ❤️ 9 ✉️



Tweet your reply



. @NotWithoutPearls · Nov 7

Replying to @BitchWithA\_W

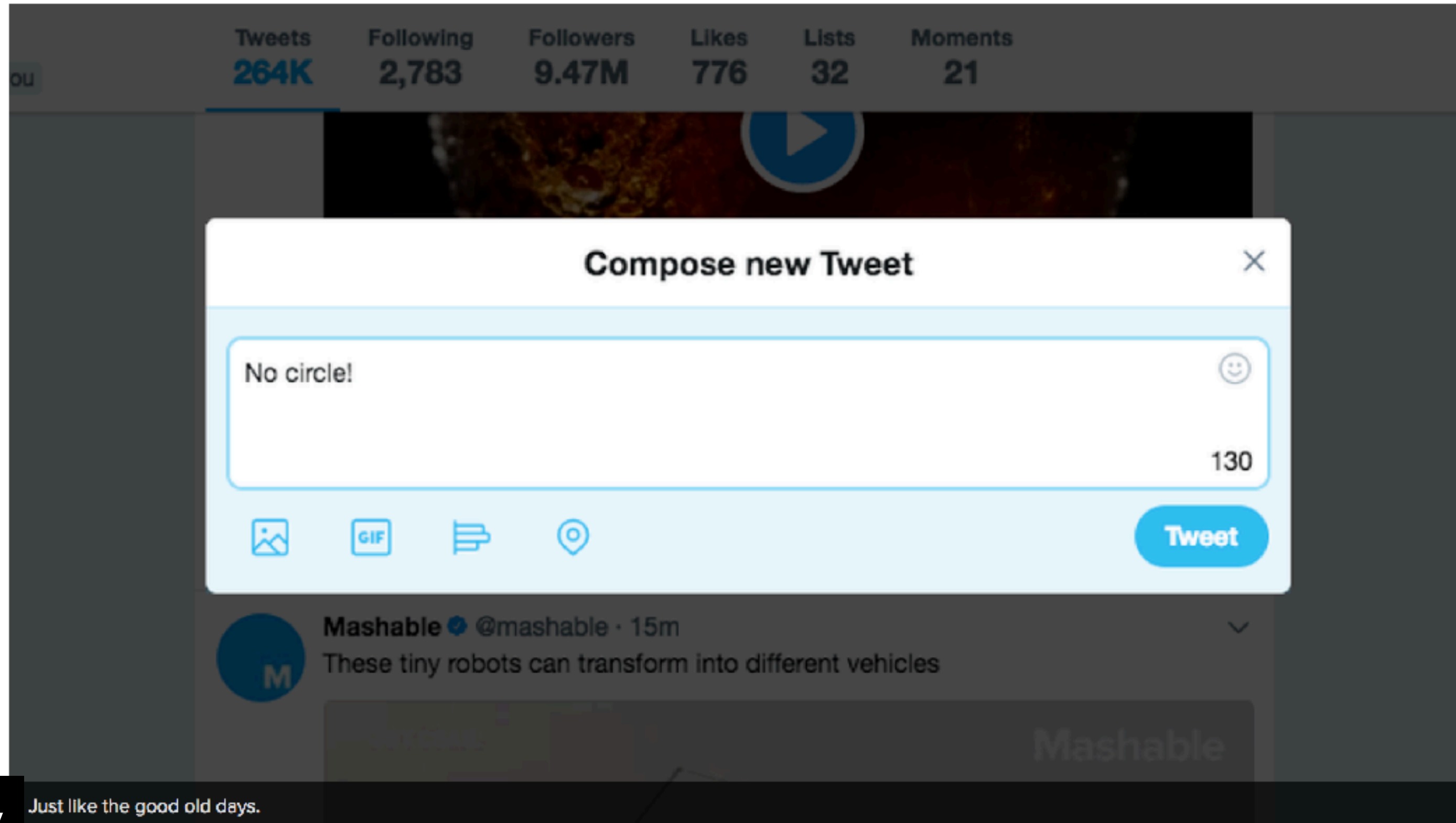
yeah i dont like this at all. i need to know how many letters I have left. wait was there a character boost? now im just typing to type. Hayyyhooo. omg do i have 280 now? probably not. but this was fun while it lasted. oh wait. i think this is



# Ditch Twitter's annoying new character-count circle with this Chrome extension

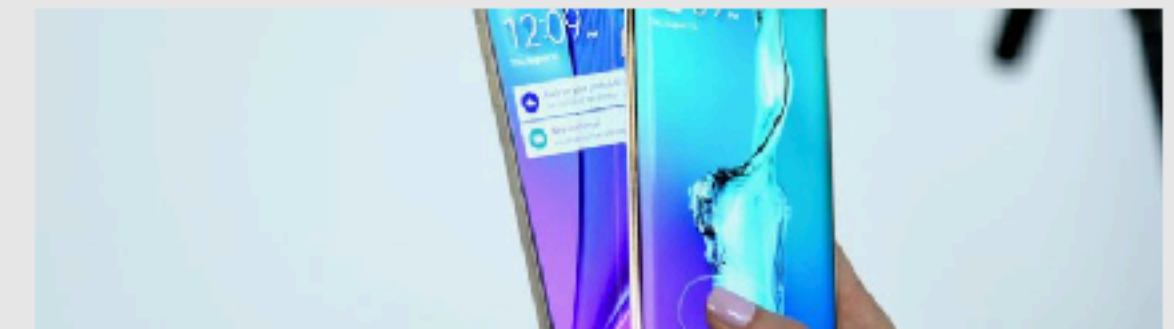
Share on Facebook

Share on Twitter



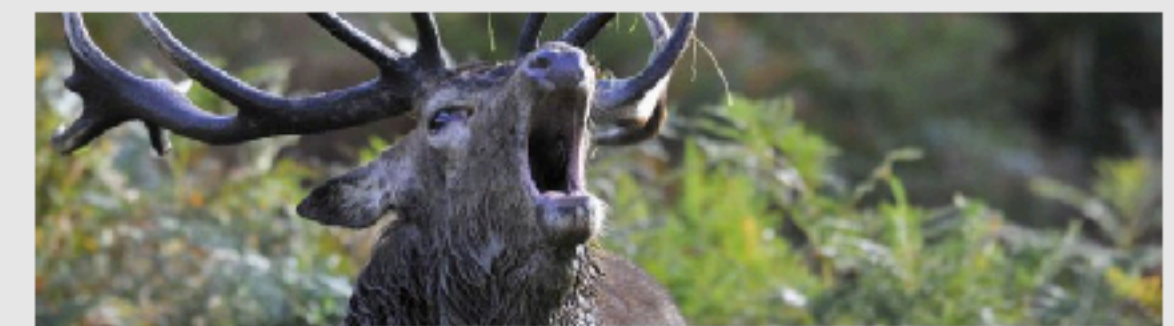
TECH

'Fake news' isn't just a U.S. problem — it's everywhere



TECH

On Black Friday, these are the products to buy directly from Samsung



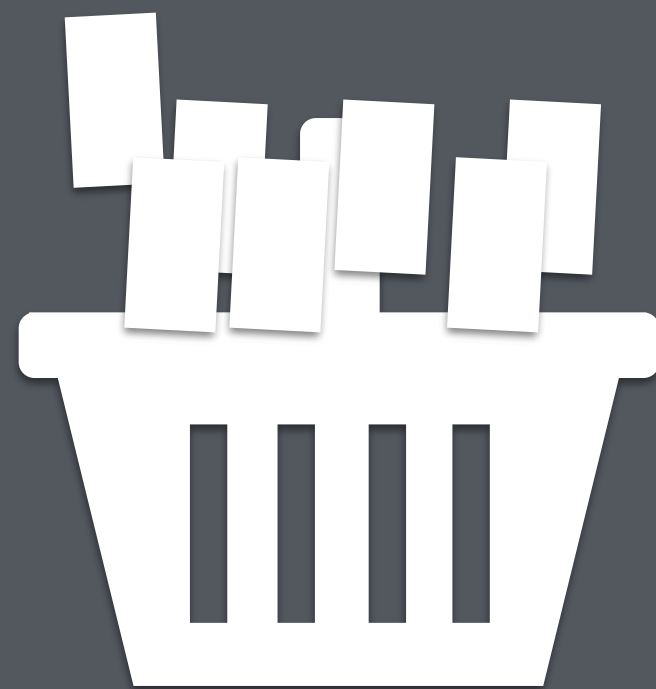
CULTURE

Brits are celebrating the 6-year anniversary of a dog chasing some deer and it's still funny





**Does my action  
increase the world's  
total happiness?**



**Does my action increase  
the website's total  
accessibility?**





“

***It doesn't have to be perfect,  
it just has to be a little bit  
better than yesterday.***

Léonie Watson



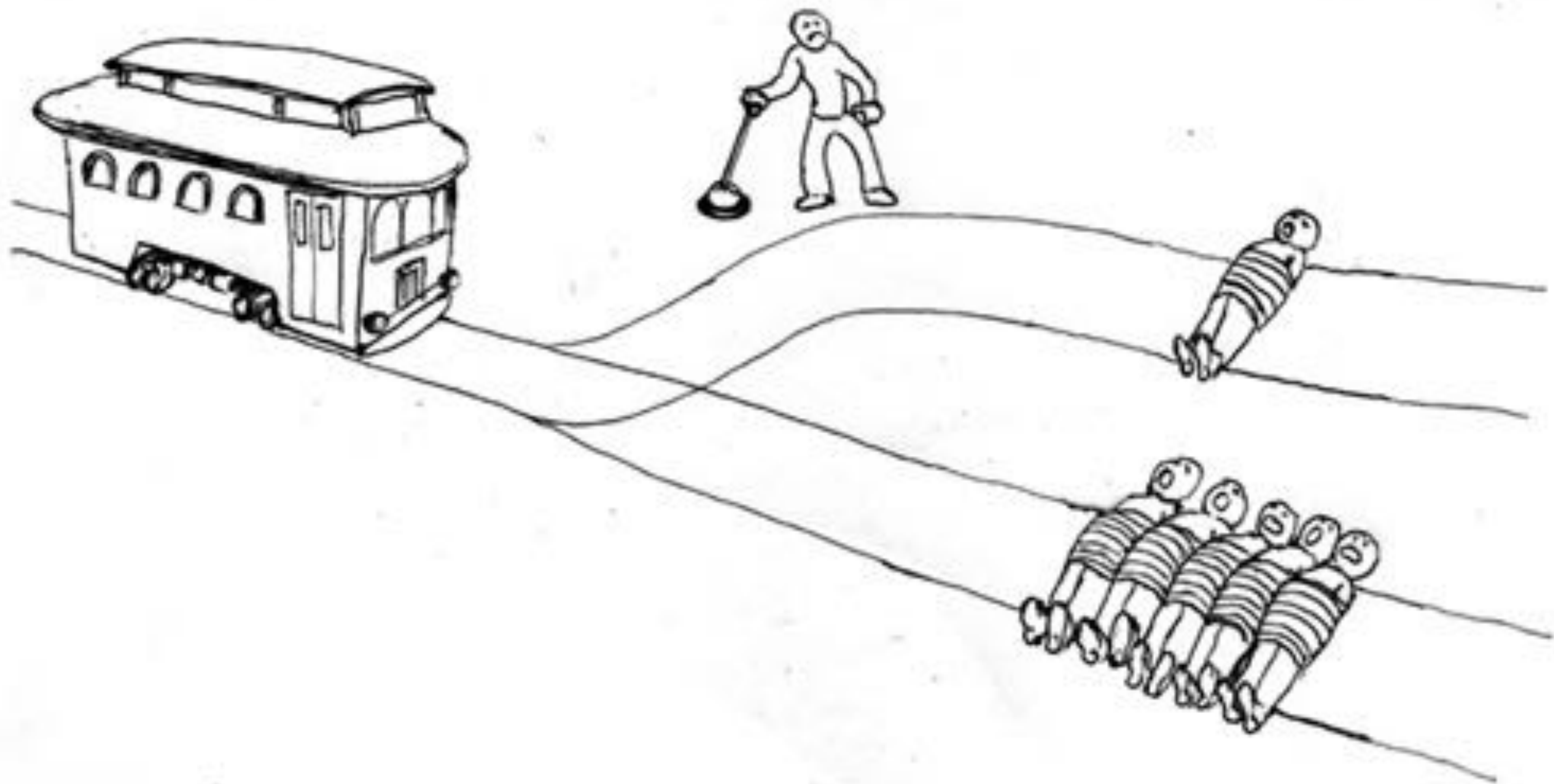






# The trolley problem

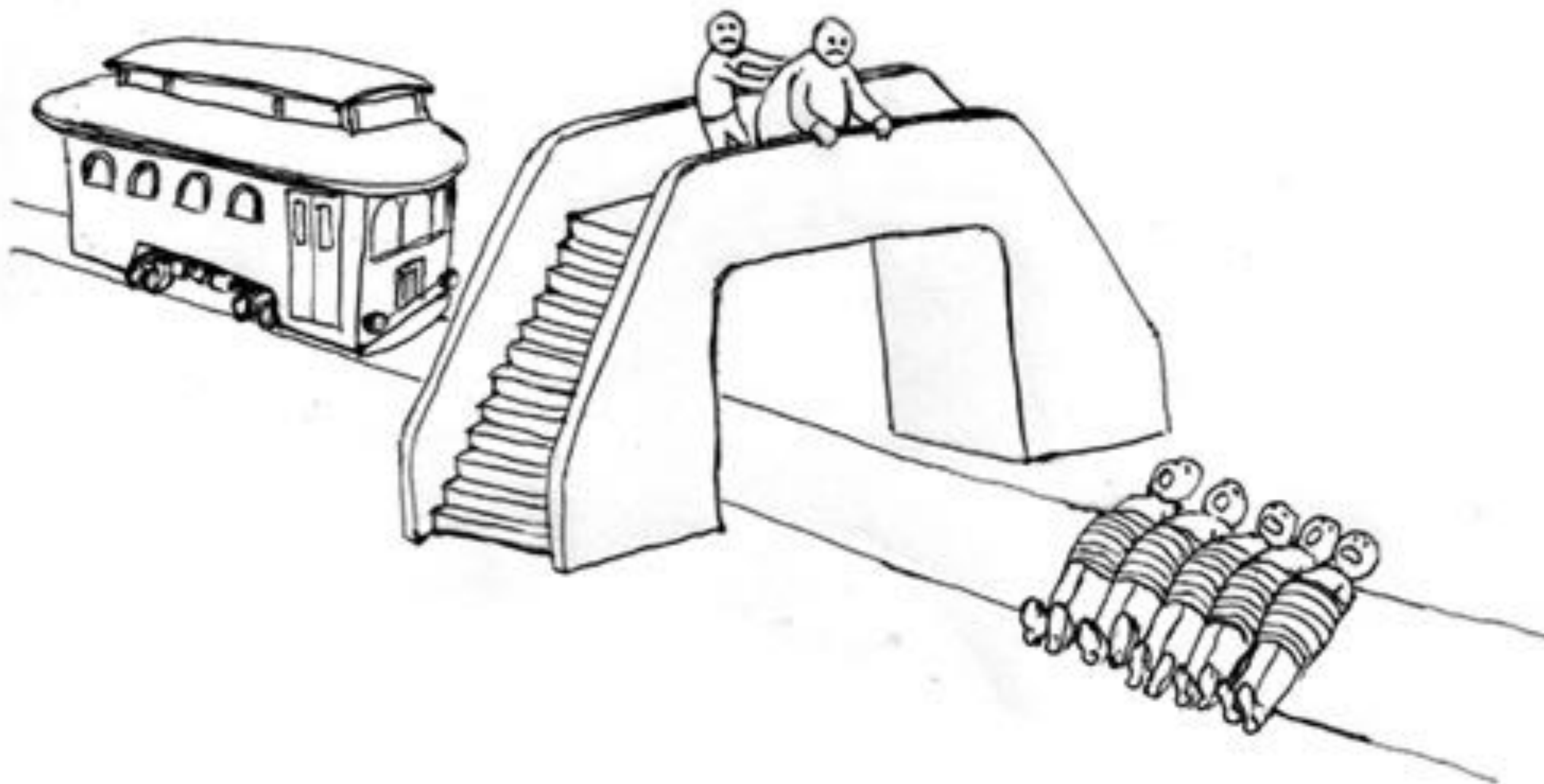




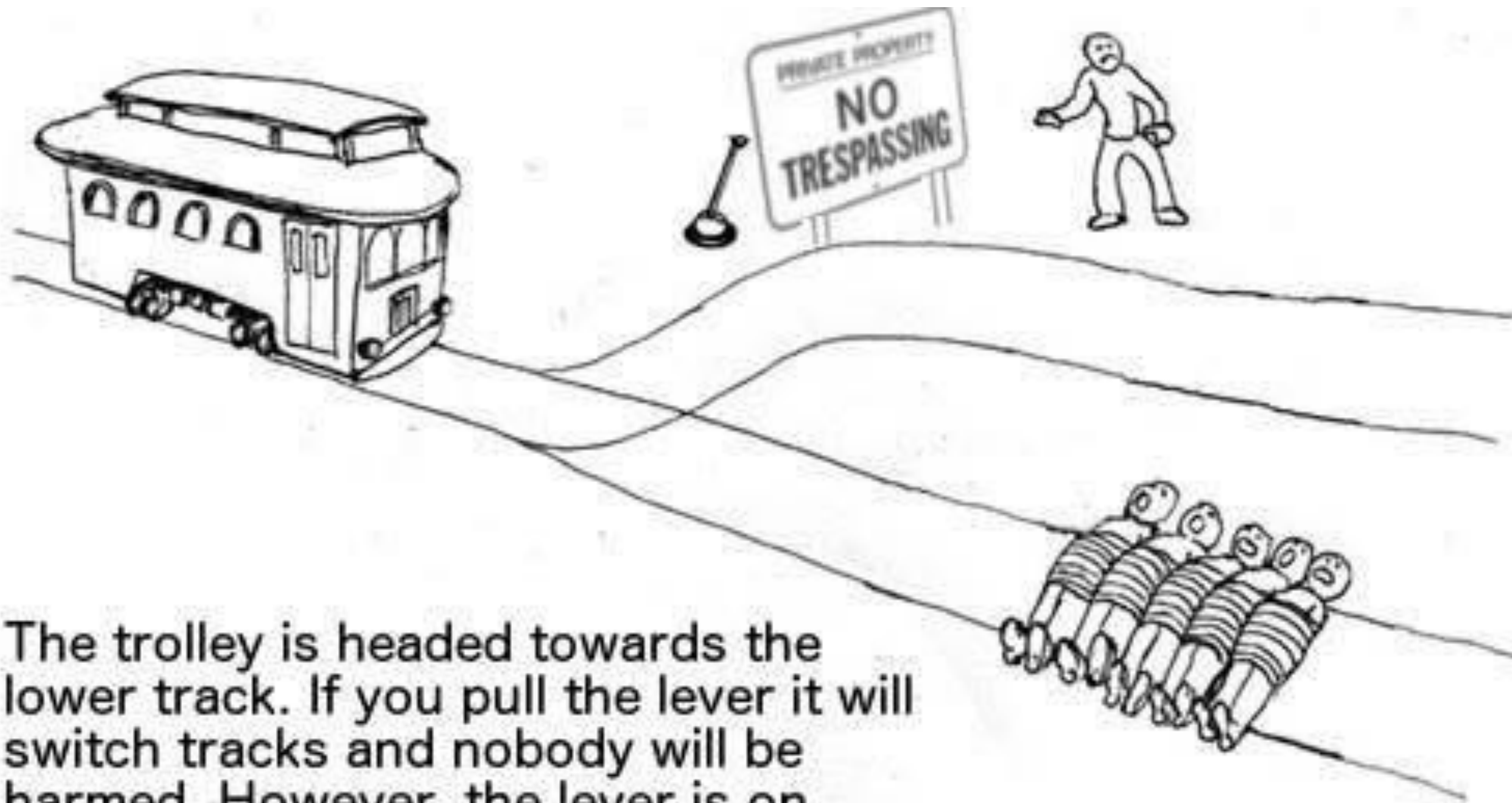












The trolley is headed towards the lower track. If you pull the lever it will switch tracks and nobody will be harmed. However, the lever is on private property and pulling it would violate the NAP. Do you pull the lever?



**This is about making  
the right choices**



Shop

- AirPlay Speakers
- Headphones
- Recertified Products
- Accessories
- Shipping Information
- Returns





Discover

- History of Bowers & Wilkins
- John Bowers
- Technologies
- Bowers & Wilkins for business
- Music Downloads
- Sound System
- Classé Audio

Support

- Find a retailer
- Shop support
- Product registration
- Compliance information
- Counterfeit products
- Product Archive
- Contact Bowers & Wilkins

Follow

-  Newsletter
-  Twitter
-  Facebook
-  YouTube
-  Blog

Footer at bowers-wilkins.com

lots of  
subtle  
shades of  
grey

lots of  
contrast



formation about the user's location within a

**se (Link Only):** A **mechanism** is available to  
e, except where the purpose of the link wou

**eadings:** Section headings are used to orga

**#id24 / @hdv** sed in its general sense and includes t

set focus  
styles to  
outline:  
none;

design a  
prettier  
focus  
indicator



**As a digital team,  
you have a lever to pull**

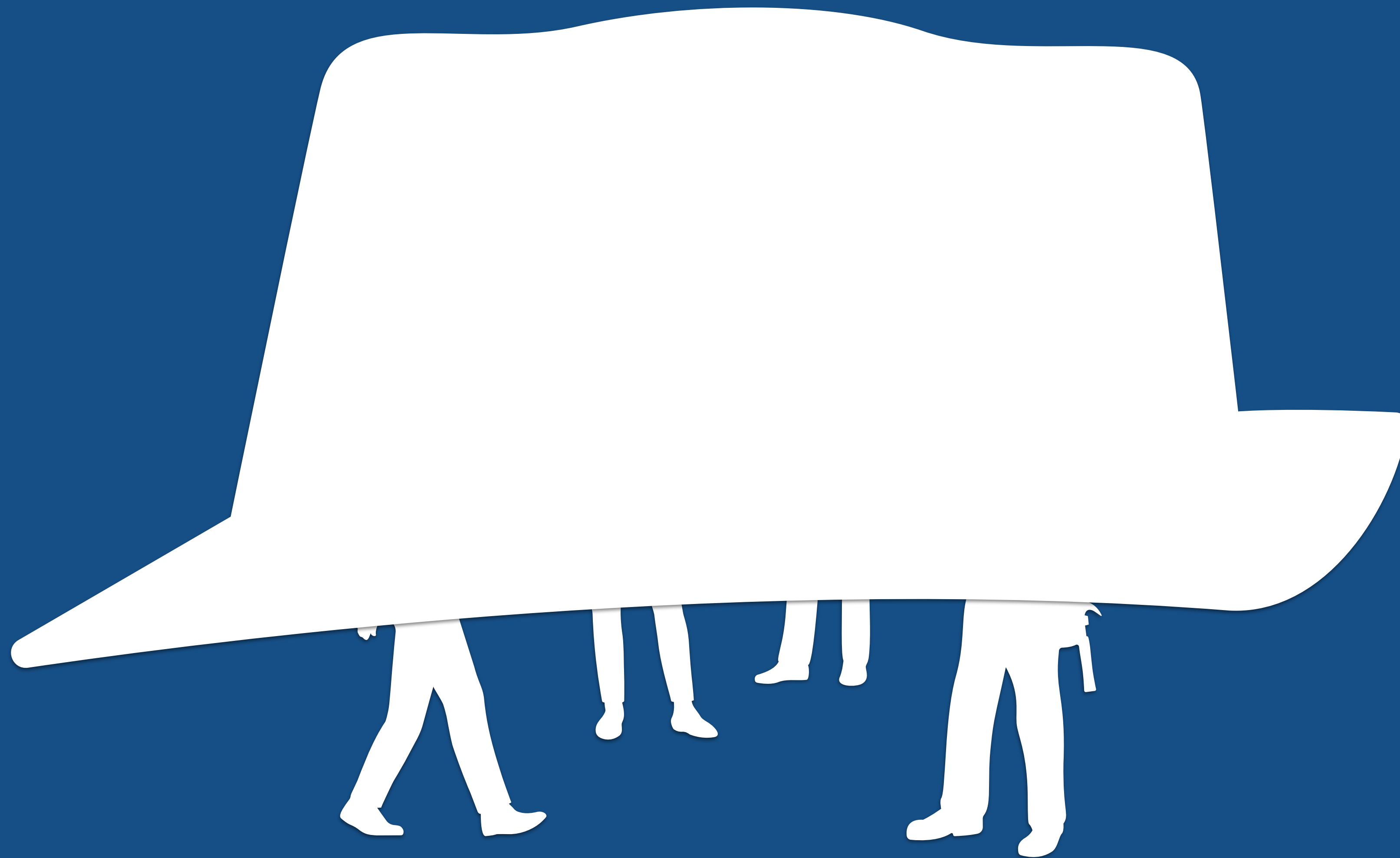




# The veil of ignorance







original position



“

***Amongst the essential features of this situation is that no one knows his place in society, his class position or social status, nor does any one know his fortune in the distribution of natural assets and abilities, his intelligence, strength and the like.***

John Rawls, *A theory of justice*



*Veil of  
ignorance*

**principle of  
equal liberty**



*Veil of  
ignorance*

**difference principle**

**Consider new  
features from the  
original position**











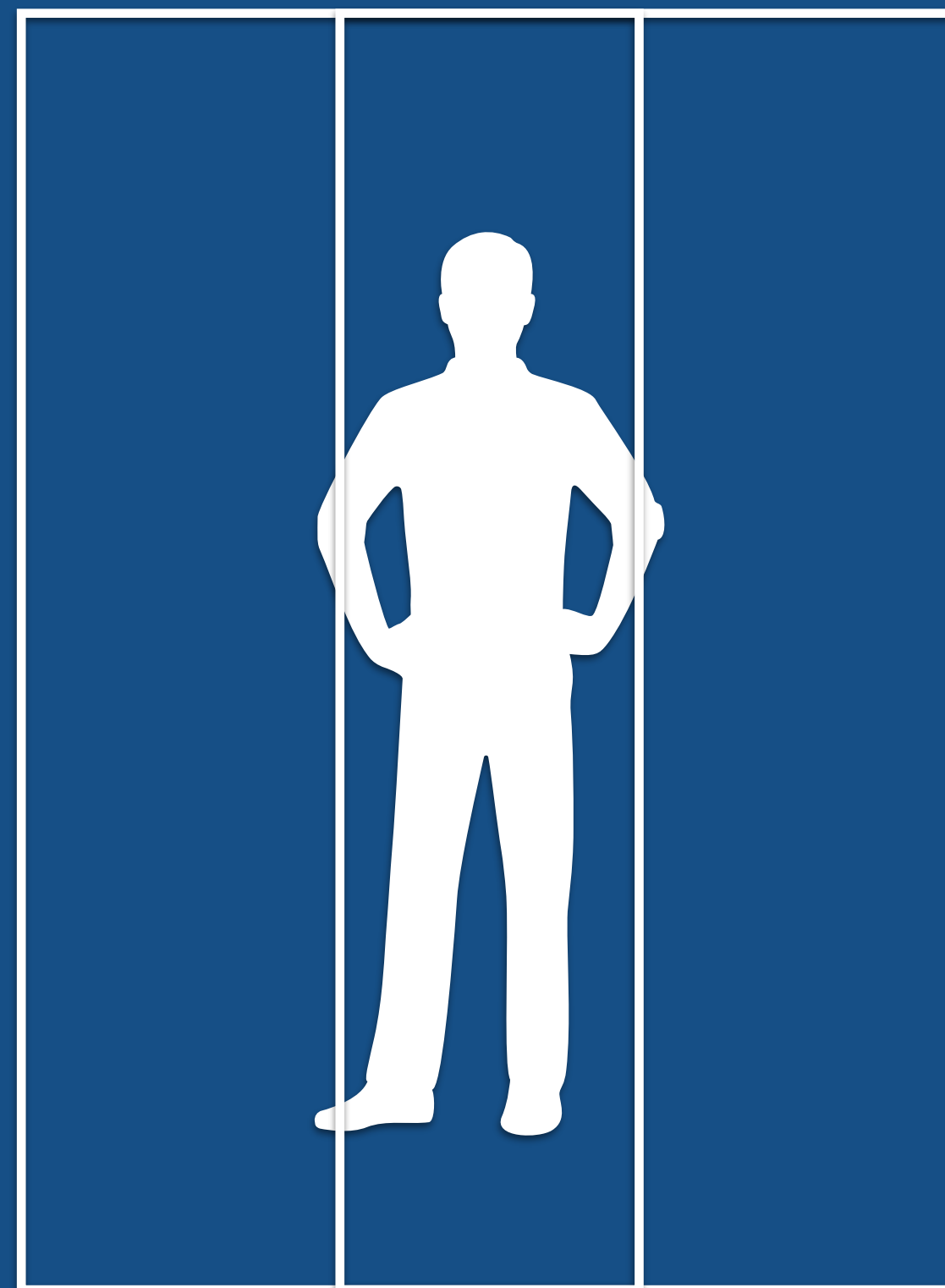
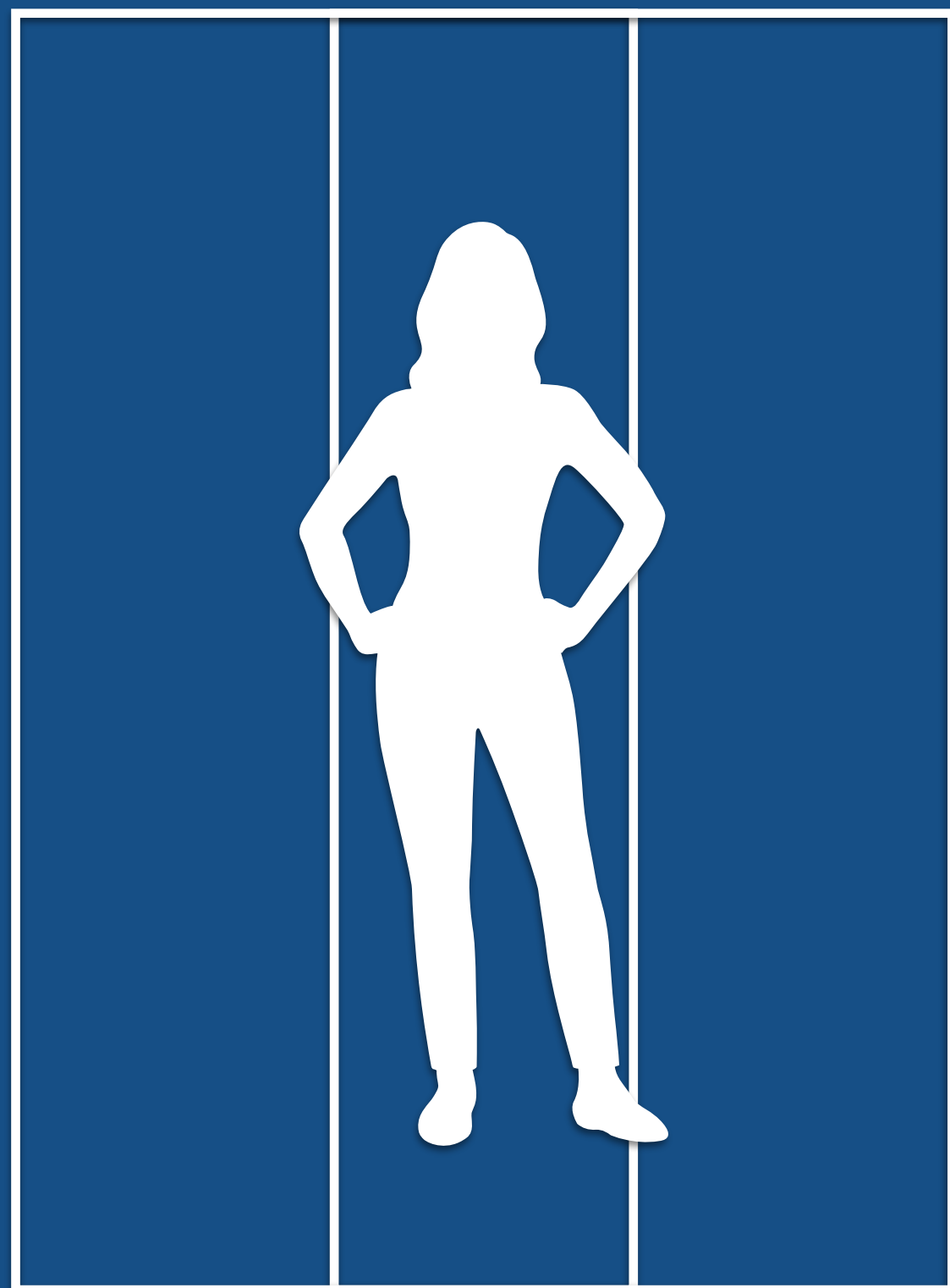






# The prisoner's dilemma







		B	
		B stays silent	B betrays
A	A stays silent	-1, -1	-3, 0
	A betrays	0, -3	-2, -2

*Prisoner's  
dilemma*

**conflicting  
interests**





**front-end dev**



**designer**

*"Let's keep  
the focus  
indicator in  
place"*



**front-end dev**



**designer**



*"Let's keep  
the focus  
indicator in  
place"*



**front-end dev**



**designer**

*"Na, looks  
ugly, not  
good for  
my portfolio"*



**SEO expert**



**a11y nerd**



"Please make  
all the things  
<h1>"



**SEO expert**



**a11y nerd**

"Please make  
all the things  
<h1>"



**SEO expert**



**a11y nerd**

"Eh but our  
users need a  
sensible header  
structure"





**front-end dev**



**CEO**

*"Let's spend  
some time  
on making  
that carousel  
more inclusive"*



**front-end dev**



**CEO**



*"Let's spend  
some time  
on making  
that carousel  
more inclusive"*



**front-end dev**



**CEO**

*"I'd rather  
spend the  
budget on  
our TV ad"*

**Line up interests to  
get more people  
care about accessibility**



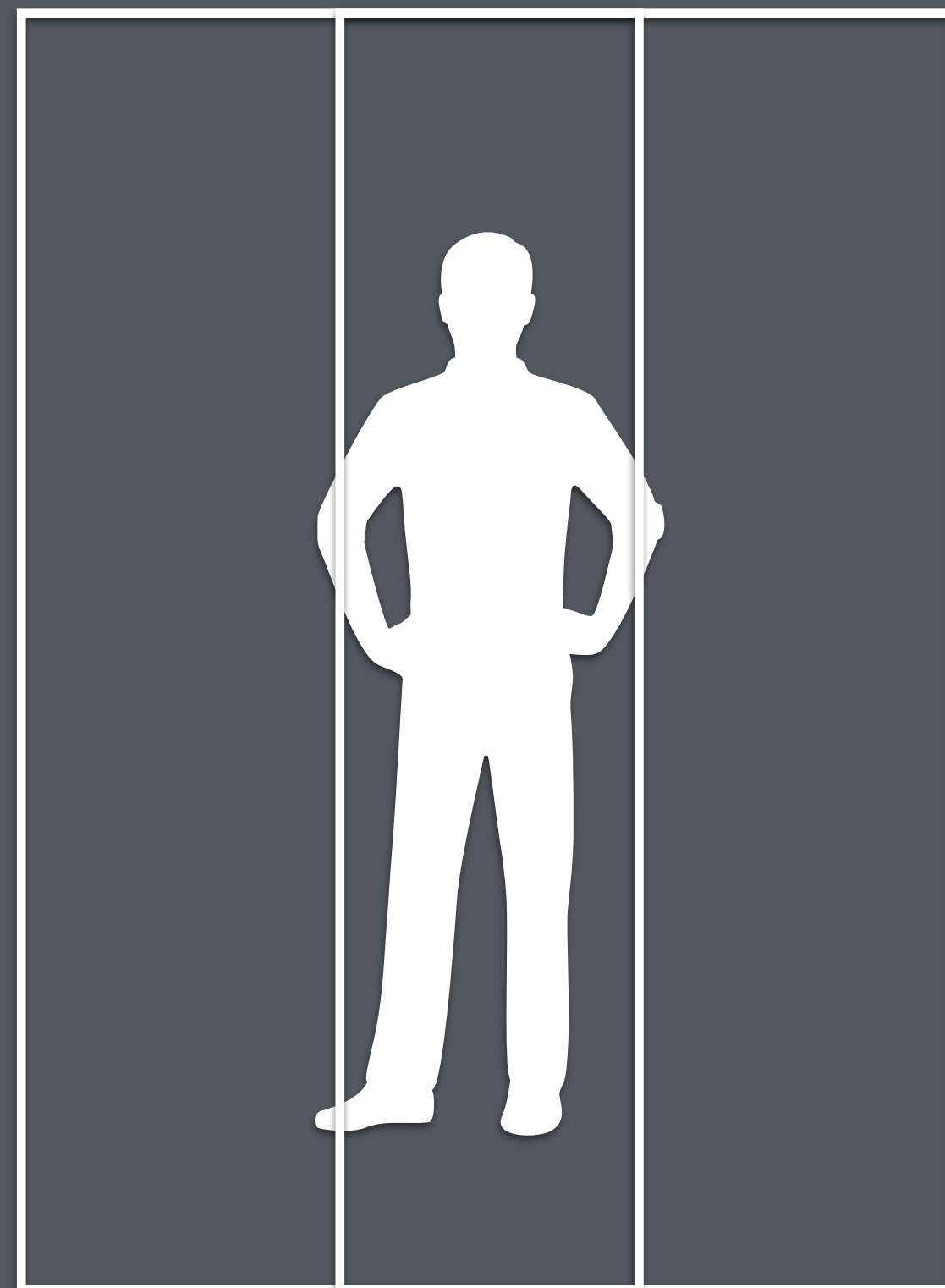
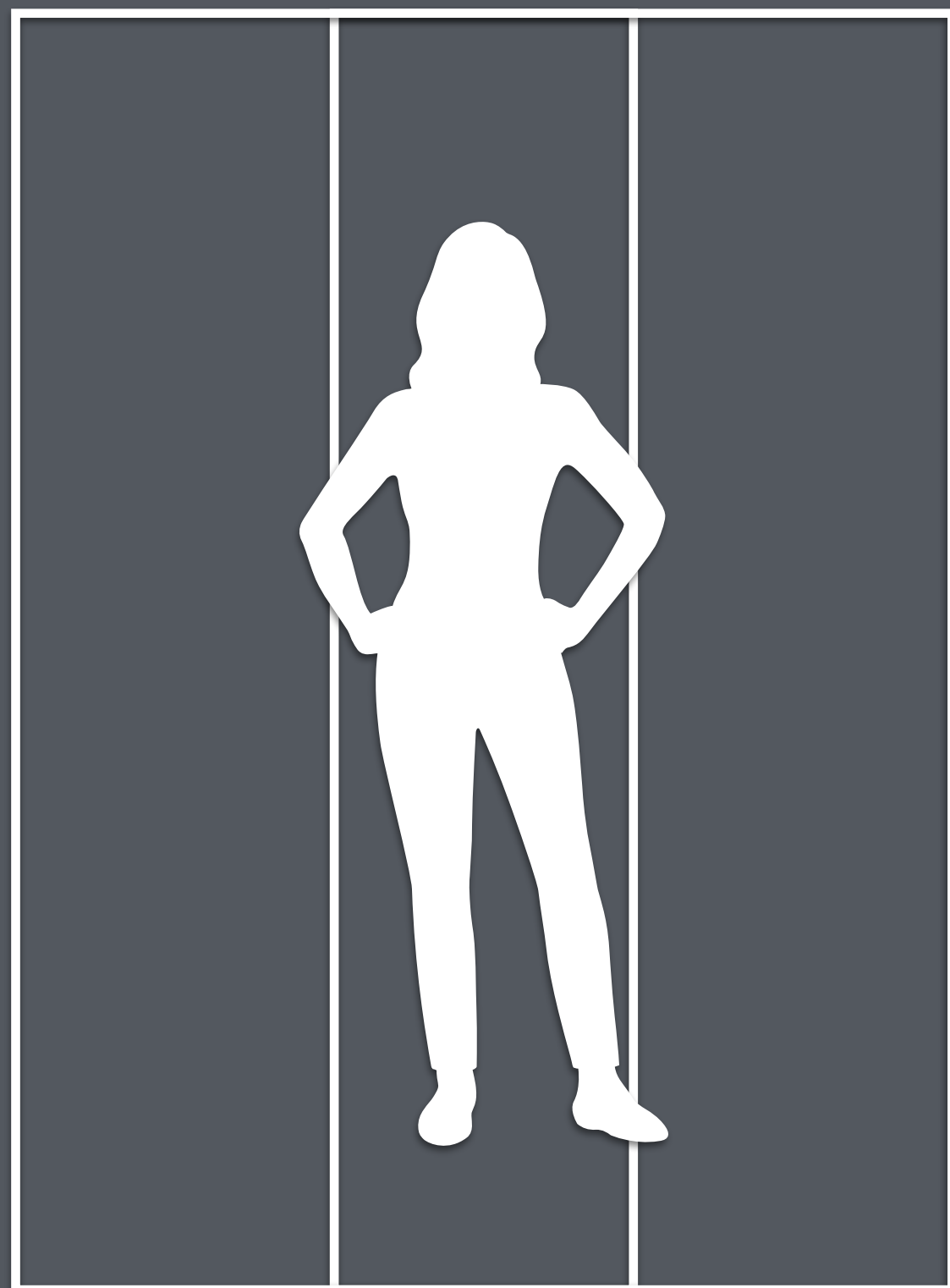
**Make the business case.**

“What is the business case for accessibility?”

GDS

<https://vimeo.com/145138872>













# Conclusion



*Conclusion*

**make good choices**

*Conclusion*

**make good choices  
think beyond your  
own privilege**



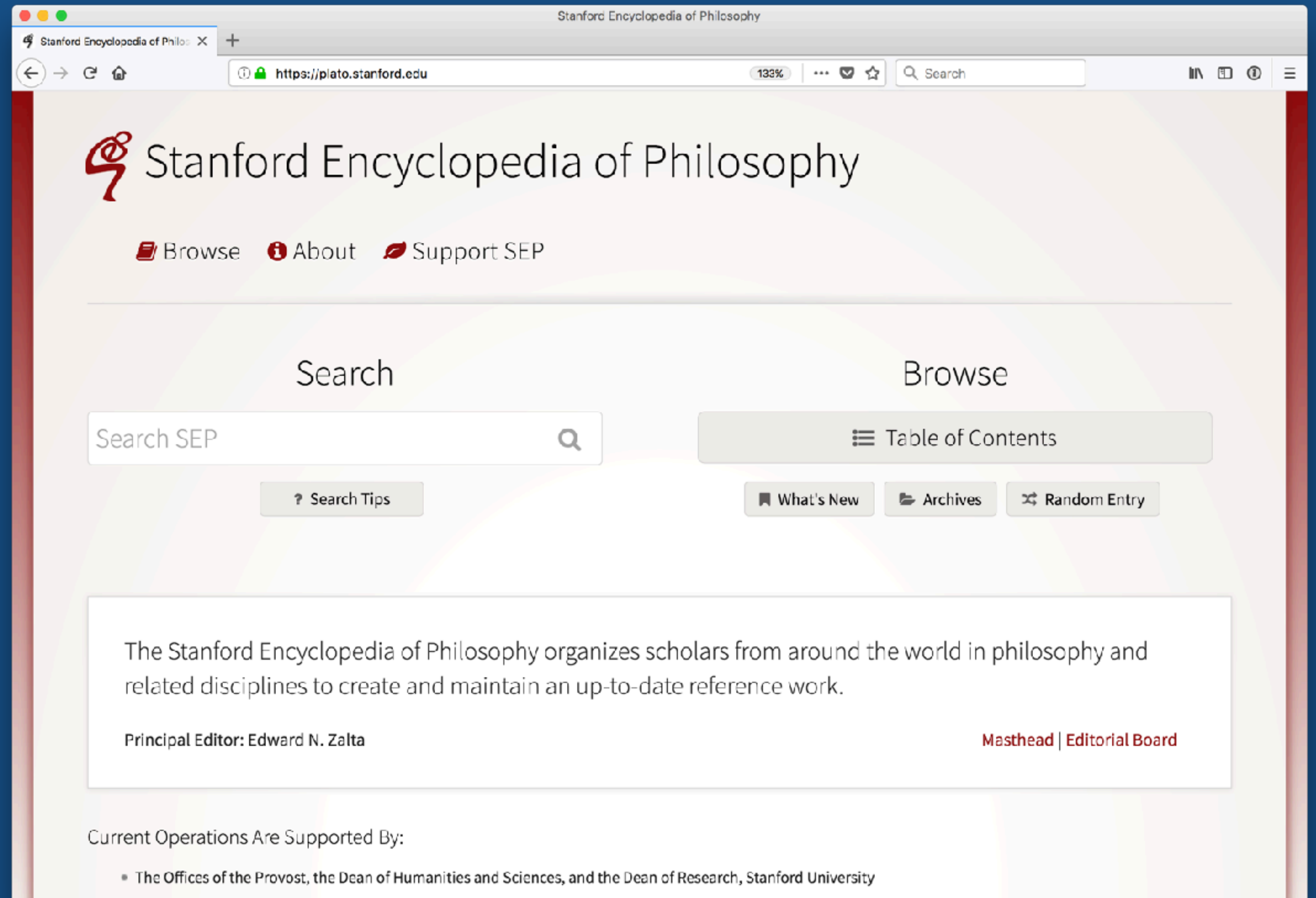
*Conclusion*

**make good choices**

**think beyond your  
own privilege**

**line up interests**

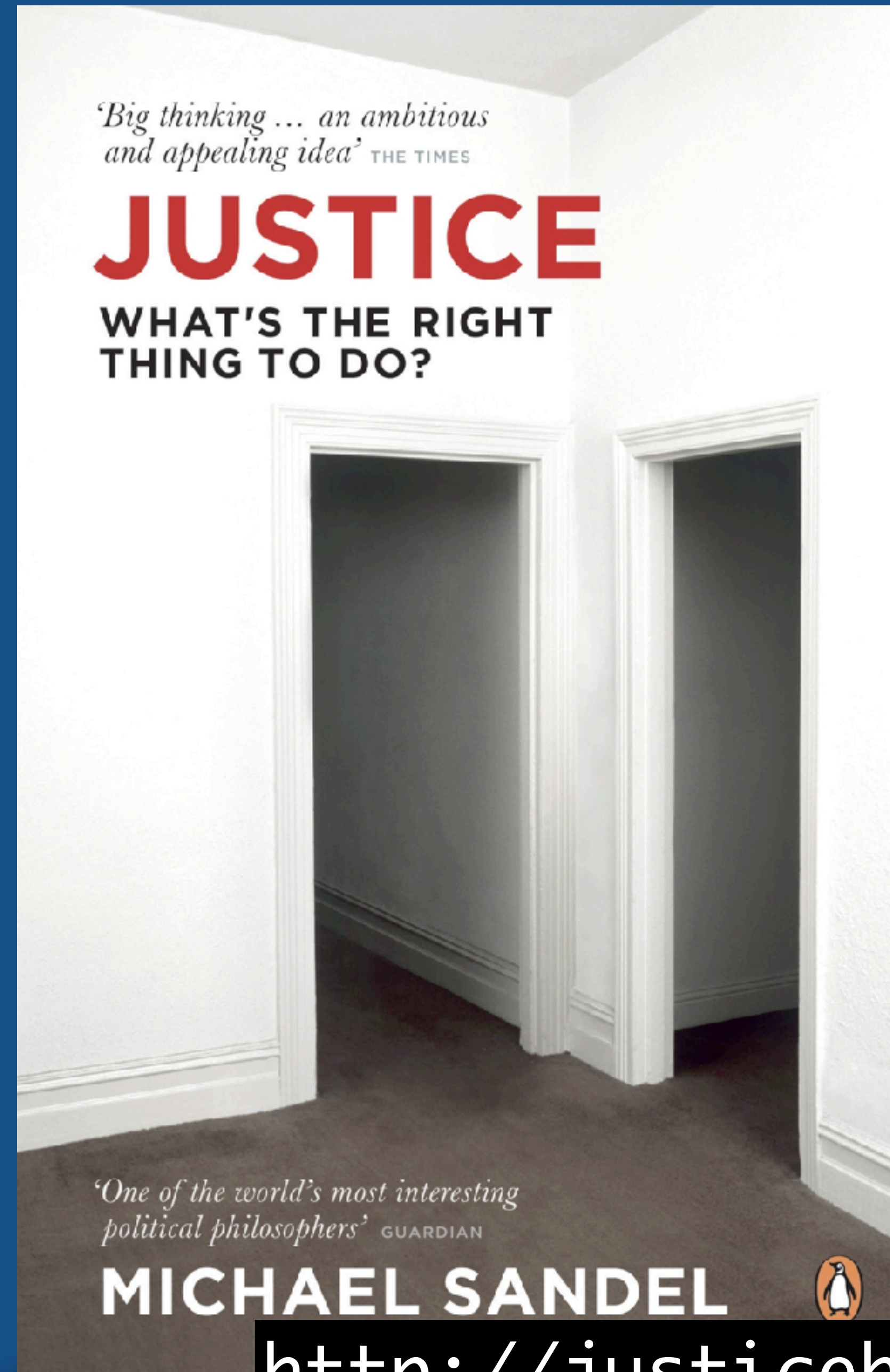
Further  
reading



<https://plato.stanford.edu>



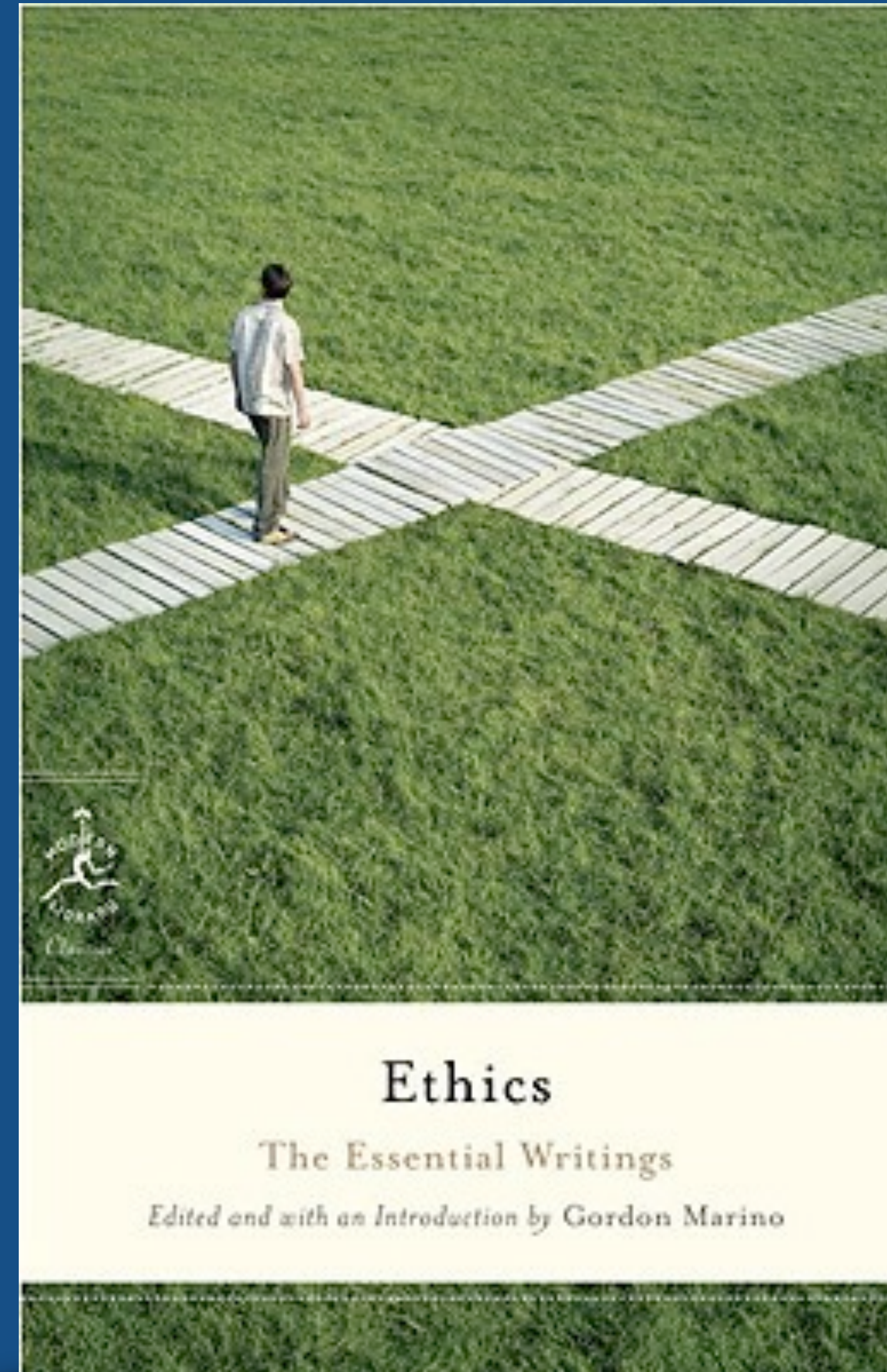
Further  
reading



<http://justiceharvard.org>



Further  
reading







# Thanks for listening!

hidde@hiddedevries.nl

@hdv