

Alternative Text in Higher Education Publishing



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Improving lives through learning

Macmillan Learning is a privately held, family-owned education publishing and services company. Our mission is to improve lives through learning. We seek to help both teachers and learners thrive, facilitating exciting educational opportunities that inspire curiosity about the world around us and set the stage for future success.

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Educational Publishing

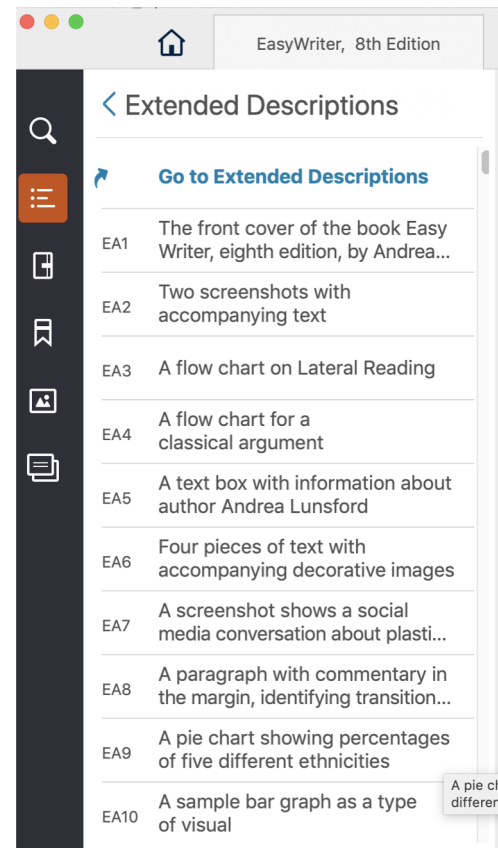
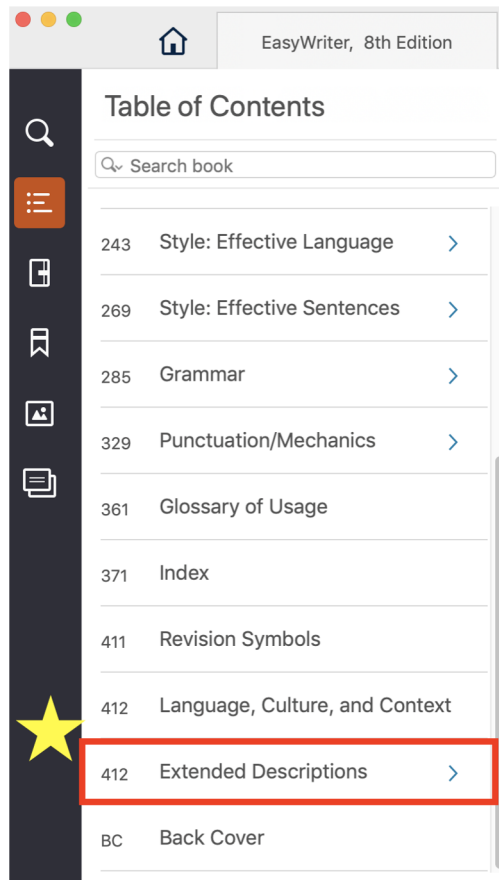
- Opportunities to...
 - rebuild the future
 - reset expectations for the next generation of learners
- Alt text plays a role in...
 - ebooks
 - learning management system
 - simulations
 - instructor materials
 - digital catalog
 - marketing
 - anywhere else an image can be used

Global Certified Accessible by Benetech

- Independent third-party EPUB certification program to verify ebook accessibility
- Create Born Accessible Content
- Short and Long/Extended Alt Text part of the baseline



- “Short” Alt Text is coded into the HTML
- Long or Extended Alt Text
 - Used to be coded using longdesc, aria-describedby, or aria-details
 - Now exposed as a link



30d Revising shifts between direct and indirect discourse

When you quote someone's exact words, you are using direct discourse: *She said, "I'm an editor."* When you report what someone says without repeating the exact words, you are using indirect discourse: *She said she was an editor.* Shifting between direct and indirect discourse in the same sentence can cause problems, especially with questions.

▶ Bob asked what could ^{he} do to help?

The editing eliminates an awkward shift by reporting Bob's question indirectly. It could also be edited to quote Bob directly: *Bob asked, "What can I do to help?"*



Follow link for extended description of A sentence edited to revise shifts between direct and indirect discourse, along with an explanation of the edits.



Follow link for extended description of A paragraph with commentary in the margin, identifying transition from preceding paragraph, topic sentence, supporting evidence, and repetition of key words and ideas.

- Information ("i") icon contains roll over (and keyboard accessible) text
- Linked icon leads to extended alt text

Returning from Alt Text

EasyWriter, 8th Edition

Shop Now

< Extended Descriptions

- EA137 expletive constructions
- EA138 A sentence edited to use active instead of passive voice
- EA139 Two sentences edited to use parallel sentence structure
- EA140 A list edited to use parallel sentence structure
- EA141 A sentence edited to use parallel structures, along with an explan...
- EA142 Three sentences edited to use parallel structures with conjuncti...
- EA143 A sentence edited to add words necessary for clarity, along with...
- EA144 A sentence edited to revise shifts in tense
- EA145 A sentence edited to revise shifts in voice
- EA146 A sentence edited to revise shifts in point of view, along with an ex...
- EA147 A sentence edited to revise shifts between direct and indirect disc...
- EA148 A sentence edited to contain only one modal in the verb phrase
- EA149 A sentence edited to contain a perfect tense verb phrase
- EA150 Two sentences edited to contain a progressive be and present pa...
- EA151 A sentence edited to include a gerund following a preposition
- EA152 A sentence edited to remove a preposition and keep the infinitiv...
- EA153 Three sentences are edited to use the correct transitive and int...
- EA154 A sentence about action in literary works that is edited to us...

Extended description for A sentence edited to revise shifts between direct and indirect discourse, along with an explanation of the edits

▶ Bob asked what ^{he} could ~~he~~ do to help?.

The sentence reads:

Bob asked what he do to help? The word 'he' is added after 'what,' and the word 'he' that appears after the word 'could' is crossed out. The question mark at the end of the sentence is changed to a period.

[Return to A sentence edited to revise shifts between direct and indirect discourse, along with an explanation of the edits](#)

EA147 EA151 EA148 Aa [Icons]

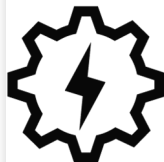
“Return” link brings reader back to the basal text

Who Writes Alt Text?



Authors and Subject Matter Experts

The author, when helping to choose the image, provides a description of what they are looking and the part it will play in the text. They can translate this initial communication to alt text once an image is selected.



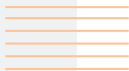
Machines

Artificial intelligence has been used to generate alt text. However the result is often over simplified and occasionally offensive - AI can reflect bias, conscious or unconscious, of the programmer.



Combination

Starting with machine generated alt text can save time and money as well as provide a starting point for authors or subject matter experts. From there a human editor should rework the language to create



Impact of the IPTC Standard

- IPTC metadata can be read by some JavaScript libraries
- If Alt Text lives within the image itself...
 - Script could read the short description into alt attribute
 - Create a link and element containing long description
- At some point, a browser may be able to do this automatically
- Could be built into an EPUB pipeline



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