

This is supplementary content for Anderson, "Identity and Representation in the 2017 Disability March," published in *Kairos: Rhetoric, Technology, Pedagogy*, 25(2), Topoi, available at <http://kairos.technorhetoric.net/25.2/topoi/anderson>

Identity and Representation in the 2017 Disability March

Accessibility Highlight Video: Hyperlinks

Visual description: This video shows a hyperlink underneath an image in the "Identity and Representation" webtext. The narrator highlights the link while explaining how the descriptive language was chosen to provide useful information to a person who is using a screen reader.

Transcript: In this video, I'll discuss hyperlinks. People using screen readers may choose to move through webpages by navigating from one link to the next. These readers listen to the descriptive text attached to a link when deciding whether to select that link and navigate away to another website. To help this kind of reader, I've made my hyperlinks as descriptive as possible. This link is a simple example. Here I've written, "header image for the Disability March website" so that someone tabbing quickly through the page would know straightaway that the link leads to the front page of the Disability March. I chose this wording rather than more generic phrases like "click here" or "see here" and so on.