Engaging Others, Inc.
Communicate, Connect & Contribute

Presents

Social Media & Technology
History of the Deaf

Jane Croft
Vancouver, WA

2012
Table of Content

<table>
<thead>
<tr>
<th>Part I:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Social Media &amp; Technology of the Deaf</td>
</tr>
<tr>
<td>• Once Upon a Time...</td>
</tr>
<tr>
<td>• Time Warp to...</td>
</tr>
<tr>
<td>• Speeding Thru...</td>
</tr>
<tr>
<td>• And Cruising to...</td>
</tr>
<tr>
<td>• The Future?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Part II:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What If? – Tips for Emergency Managers,</td>
</tr>
<tr>
<td>Responders and Hearing Communities</td>
</tr>
</tbody>
</table>
The deaf community, regardless of their culture or self-identity, are always hungry for inclusion — to be socially accepted by our peers for our abilities not by our disabilities.
Social Media applications grants the deaf equal accessibility and even playing field in communicating with others in an anonymous way – which can make engaging with deaf communities easier AND even more difficult.
Technology Impacts for the deaf

For every technology & social media advancements/innovations in modern history, quality of life improved for everyone – but more explosively so for the deaf
Once Upon a Time...
Prior to 1960s

We had the following technology communication tools as our forefathers of social media:

- **Telegraph**: 1792
- **Pneumatic Post**: 1865
- **Telephone**: 1890
- **Radio**: 1891
Prior to 1960s

Sadly, deaf could only use:

“Snail Mail”  American Sign Language (ASL)  Analog Digital Hearing Aids
Prior to 1960s

However, the deaf had many incoming innovators:

- Alexander Graham Bell
- Thomas Edison
- Thomas Gallaudet
- Helen Keller
- Juliette Gordon Low
Time Warp to ...
**Late 1960s**

<table>
<thead>
<tr>
<th>We</th>
<th>Deaf</th>
<th>Janey</th>
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<tbody>
<tr>
<td><strong>Compuserve</strong> – 1st to offer <em>online services</em> at nighttime hours only at $6/hr + long distance fees (1969)</td>
<td><strong>Analog Hearing Aids</strong></td>
<td><strong>Analog Digital Hearing Aid (Zenith)</strong></td>
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<tr>
<td><strong>“Snail Mail” penpals</strong></td>
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## 1970s

<table>
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<tr>
<th>We</th>
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<th>Janey</th>
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</thead>
<tbody>
<tr>
<td><strong>Multi-User Dungeon (MUD)</strong> – adventure games with multiple players (1978)</td>
<td><strong>American Sign Language (ASL)</strong></td>
<td><strong>Auditory Verbal Therapy</strong></td>
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<tr>
<td><strong>Bulletin Board System (BBS)</strong> – computerized system to exchange public messages or files (1978)</td>
<td><strong>Analog Hearing Aids</strong></td>
<td><strong>Analog Hearing Aids (Zenith/Oticon)</strong></td>
</tr>
<tr>
<td><strong>Usenet</strong> – globally distributed Internet discussion system – 1st copies of early Web browsers were distributed via Usenet (1979)</td>
<td><strong>“Snail Mail” penpals</strong></td>
<td><strong>Limited use of telephone with Telephone Amplifiers/Adapters</strong></td>
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<td></td>
<td><strong>Telephone Amplifiers/Adapters</strong></td>
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<td><strong>FM Systems</strong></td>
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<td><strong>1980s</strong></td>
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**We**

- **IBM Personal Computer** (1981)
- **Apple MacIntosh computer** (1985)
- **Listserv** – automatic mailing list server (1986)
- **Internet Relay Chat (IRC)** – father of instant messaging (1988)
- **Email**

**Deaf**

- **American Sign Language (ASL)**
- **Analog Hearing Aids**
- **“Snail Mail” penpals**

**Pivotal Policy Milestones:**
- **Section 504** was under attack to be deregulated to reduce burdensome on businesses
- The protest of “de-regulating” Section 504 & Supreme Court rulings stripping disability rights in 1980s became the spark starting grass-root movement from disability communities advocating awareness of discriminatory acts experience by the disabled
- **1988 Civil Rights Restoration Act** – reinstated civil rights protections for the disabled
- **1988 Federal Housing Act** – added disability anti-provisions

**Janey**

- **Bi-aural Analog Hearing Aids** (Oticon)
- **“Snail Mail” penpals**
- Suffered additional frequency hearing loss – lost use of telephone
- **Kinko’s** – copying class notes from classmates
- **Blinking Lights Alarm systems** (not strobe)
- Started career with first job of no telephone (aka “accommodation”)
- **Buddy system** for Disaster/Drill in office
- Lives on her own for first time
Speeding Thru...
### 1990s

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<tr>
<th>We</th>
<th>Deaf</th>
<th>Janey</th>
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<tbody>
<tr>
<td><strong>The Palace</strong> – software program used to access graphical chat rooms (servers) (1994)</td>
<td><strong>American Sign Language (ASL)</strong></td>
<td><strong>Bi-aural Digital Hearing Aids</strong> (Oticon)</td>
</tr>
<tr>
<td><strong>Six Degrees</strong> – 1st modern social network (1997)</td>
<td><strong>Digital Hearing Aids</strong></td>
<td><strong>Internet Dialups</strong></td>
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<tr>
<td><strong>MoveOn</strong> – non-profit, progressive, public-policy advocacy group and political-action committee website (1998)</td>
<td><strong>Cochlear Implant</strong></td>
<td><strong>Telecommunication Device for the Deaf (TDD)</strong></td>
</tr>
<tr>
<td><strong>LiveJournal</strong> – social network of personal blogs and group interaction; precursor to real-time updates in online social networks (1999)</td>
<td><strong>T-mobile Sidekick text phone</strong></td>
<td><strong>Email</strong></td>
</tr>
<tr>
<td><strong>Napster</strong> – peer-to-peer music sharing website (1999)</td>
<td><strong>Email</strong></td>
<td><strong>Instant Messenger – AIM, ICQ, MSN</strong></td>
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<tr>
<td><strong>Blogger</strong> – online blog with the earliest blog-publishing tools (1999)</td>
<td><strong>Chat Rooms</strong></td>
<td><strong>Chat Rooms</strong></td>
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<tr>
<td><strong>Many online social-niche networks &amp; website designing</strong></td>
<td><strong>American Disability Act (ADA) of 1990</strong></td>
<td><strong>Career accommodation and advancement becomes protected by ADA law</strong></td>
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<td><strong>Buddy system</strong> for Disaster/Drill in office</td>
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<td><strong>Websites Designing HTML</strong></td>
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• 1st federal law **prohibiting private sector discrimination** against people with disabilities, absent a federal grant or contract

• Based on a basic presumption that people with disabilities want to:
  – Work and are capable of working
  – Be members of their communities and are capable of being members of their communities
  – **Be inclusive**

• Accommodating a person with a disability is no longer a matter of charity but instead a basic issue of **civil rights.**
Wide-spread inclusion & acceptance of:

**Assistive Listening Devices (ADLs):**
- Telecommunication Device for the Deaf (TDD)/TTY device
- Induction Coil
- Hearing Aid Telephone Interconnect Systems (HATIS)

**Captioning Technology:**
- Closed Captioning TV decoder
- Communication Access Real-Time Translation (CART)
- Voice Relay Services (VRS)
- Voice Carry Over (VCOs)

**In all public venues:**
- Movie Theaters
- Travel/Hotel Industry
- Telecommunications
- Hospital/Healthcare
And Cruising to...
### 2000s to Today

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<tr>
<th>We</th>
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<th>Janey</th>
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<tbody>
<tr>
<td>WiFi Bluetooth</td>
<td>American Sign Language (ASL)</td>
<td>Bi-aural Digital Hearing Aids (Oticon)</td>
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<tr>
<td>Email</td>
<td>Digital Hearing Aids</td>
<td>Email</td>
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<tr>
<td>VoIP</td>
<td>Cochlear Implant</td>
<td>Tablets/Smartphone</td>
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<tr>
<td>Web Meetings</td>
<td>Email</td>
<td>Unlimited Data Plans/Text Messaging</td>
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<tr>
<td>Internet Video – Skype</td>
<td>Apple Devices –</td>
<td>Works from Home</td>
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<tr>
<td></td>
<td>• iPhone</td>
<td>Captel (Captioned Phone)</td>
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<tr>
<td></td>
<td>• iPod</td>
<td>VoIP</td>
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<td></td>
<td>• iPad</td>
<td>Hearing Aid Telephone</td>
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<tr>
<td>Apple Devices –</td>
<td></td>
<td>Interconnect Systems</td>
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<tr>
<td>Tables/Smartphone</td>
<td></td>
<td>(HATIS)</td>
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<tr>
<td>Social Media</td>
<td>Tablets/Smartphone</td>
<td>Social Media</td>
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<tr>
<td></td>
<td>Video Relay Services (VRS)</td>
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<td></td>
<td>Unlimited Data Plans/Text Messaging</td>
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<tr>
<td></td>
<td>Social Media</td>
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<tr>
<td>For Work</td>
<td>For Music</td>
<td>For Communication</td>
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<tr>
<td>[Image of telephone]</td>
<td>[Image of earphones]</td>
<td>[Image of smartphone]</td>
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<tr>
<td>[Image of laptop]</td>
<td>[Image of iPod]</td>
<td>[Image of Samsung phone]</td>
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...The Future?
Future Innovations?

- Wireless Light Home Alarm Systems
- Captioning Technology
  - Conference Calls
  - Public Announcement System
  - Movie Theater (“subtitle glasses”)
  - Podcasts
  - Videos
  - Speech to Text/ASL to Text to Voice Technology
- WiFi Compatibility with Cochlear Implants & Digital Hearing Aids
- Waterproof Cochlear Implants & Digital Hearing Aids
- Cloud Computing
- Mobile Internet
Future Challenges

- **Generation and Deaf Culture Digital Divide**
- Privacy and Security of Internet/WiFi
- Assistive Listening Devices (ADLs) lags behind Hearing Technology
- Financial Burden of Assistive Listening Devices
- **Social Stigma still lingers**
- **Real-time Engagement**
- Create baseline accessibility regulations on device functionality not technology
- Implantable Cochlear Implant without damaging residual hearing
BREAK TIME!
What If?
What the Deaf Community Needs

- Protection
- Awareness
- Connection
- Knowledge
- Engagement
- Trust
• Am I safe in my life and in my own home?

• Am I aware of my surroundings?

• Am I able to connect to others when needed?

• Do I have access to real time information?

• Do I have the opportunity to engage in my community?

• Can I trust the support of the people in my community?

P.A.C.K.E.T.
How to Engage the Deaf Communities

Protect
- Develop online/mobile/text notifications for the deaf community

Aware
- Develop “Buddy” system for your deaf neighbors

Connect
- Market community social media and newsletters to the deaf

Knowledge
- Respect the deaf individual’s limitations on “need to know” basis

Engage
- Be an engaging good neighbor to your deaf community – Don’t be afraid to say “Hello”

Trust
- Respect the deaf community contribution, dignity, abilities and independence
How the Emergency Managers can help?

- Include the deaf community as a partner in developing or updating emergency preparedness plans for both online & offline scenarios
- Market and develop text alerts & text reverse 911 systems
- Incorporate social media policies in the emergency preparedness plans such as:
  - Establish permanent #Hashtags for Twitter
  - Establish keywords in message to identify as a real text alert vs drills (ex: “[CodeXX] – message”)
- Market/share your local neighborhood emergency preparedness community plans with your deaf community
- Ensure that your emergency responders are trained annually to handle the deaf community in emergency drills
- Continuously provide community public education or public service announcement to the deaf community
How the Emergency Responders can help?

• Use visual cues, hand gestures and eye contact with the deaf person to determine the level of hearing loss in time of emergency
• Do not allow others to interrupt you while conveying the emergency info to the deaf person
• Provide the deaf person a flashlight to signal their location in case of separation or assist in lip-reading
• Use written communication if you are not able to understand the deaf person’s speech – use simple and basic instruction in present tense
• Be patient – ensure that you have been understood and repeat if necessary
How the Hearing Community can help?

• Become a partner in your deaf neighbor’s emergency preparedness plan including use of social media – be a “buddy”
• Become an active liaison communication contact between your deaf neighbor & your local neighborhood emergency team during an emergency
• Retweet or forward any text alert messages to your deaf neighbor and ask for acknowledgement response in return
• Be the post-emergency point of contact with your deaf neighbor – “roll call”
Therefore, Communicate, Connect & Contribute To our deaf communities
Because.. WE ARE AWESOME!!

Thank you for coming!
About Jane Croft

• Information Technology Quality Assurance Control Analyst in a Fortune 35 national healthcare insurance company
• Has over 20+ years professional experience in healthcare/insurance industry
• Professional webdesigner & inspirational speaker
• Bachelor of Business Adminstration (BBA) from Baylor University of Waco, TX *(Sic em Bears!)*
• Past President of the California Chapter of Alexander Graham Bell Association for the Deaf and Hard of Hearing (AGBell)
• Geek gal who cannot cook but love HTML, Vlogs, beagles & cats!
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