

# **Questionnaire Guide to Web Accessibility**

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Accessible websites are mandated by government rules and laws around the world, and these rules hold true for web surveys too. But what is really meant by web survey accessibility? This paper proposes a methodology and some guidelines for developing a web survey accessibility standard. It makes use of a model web survey questionnaire in Blaise that holds all question types as well as a variety of data collection structures such as unit quantity fields and tables. The paper reviews what accessibility might mean in each of these situations as well as how banners, buttons, and other objects on the page might be handled, and how to judge whether accessibility works for a survey.