White Paper:

Assignment #1

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ENGL 1720: Writing & Rhetoric II

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Idea 1:

Alphabet Inc. is an international technology company most known for its Google search engine but also provides a wide range of services and products for users worldwide. Other digital services include YouTube, Gmail, Google Drive, and Google Workspace as well as hardware like the Pixel phone. The 2025 revenue for the company overall totaled $113.8 billion according to the corporate announcement in February of 2026. Due to increasing legal requirements in governs such as the United States (Section 508 of the Rehabilitation Act), the European Union (European Accessibility Act) and Canada (Accessible Canada Act), Alphabet Inc. needs to not only meet but exceed the current Web Content Accessibility Guidelines (WCAG) standards for accessible web products and services. WCAG is an international standard with 4 guiding principles: perceivable, operable, understandable, and robust. By doing so, Alphabet Inc. not only avoids costly fines and legal fees, but also opens the door to exciting new innovation in software and hardware development.

Ara, J., Sik-Lanyi, C., & Kelemen, A. (2024). Accessibility engineering in web evaluation process: A systematic literature review. *Universal Access in the Information Society, 23*, 653 – 686. https://doi.org/10.1007/s10209-023-00967-2

Ara, Sik-Lanyi, and Kelemen (2024) conduct a systematic literature review of 92 studies (2010–2021) on accessibility engineering in the web evaluation process, with a focus on how accessibility is integrated into frameworks, methods, tools, and testing across the web development life cycle. This article outlines the problem facing a client like Google by showing that many organizations still approach accessibility as an add-on evaluation step, relying heavily on automated tools and partial checks, rather than treating accessibility as a core engineering concern that spans the entire development life cycle. One limitation is that

this is a secondary study (a systematic literature review), so it synthesizes others' empirical work rather than presenting new primary data about specific organizations or products like Google. Its findings are necessarily constrained by the studies it includes (2010–2021).

Walsh, B. (2025, September 21). *The accessibility revolution hiding in your AirPods*. Vox. https://www.vox.com/future-perfect/462172/apple-airpods-translation-hearing-device-vision-google-diabetes.

With hardware like Apple AirPods and continuous glucose monitors, an accessibility revolution is happening on a daily basis. For example, AirPods can now work as over-the-counter hearing aids for users. This work demonstrates how accessibility is not a problem for corporations but a source for innovation in design. Companies like Google can build accessibility into core products. However, the article only focuses on a few high-profile examples and may be too positive in tone without honestly acknowledging the difficulties users with disabilities may face.