



Análisis del desempeño del sitio Web del Instituto Ecuatoriano de Seguridad Social (IESS) para evaluar su accesibilidad y usabilidad en los adultos mayores de la asociación de jubilados de la "Hermandad de Ferroviarios" de la ciudad de Quito. **Propuesta de [**

2020

text (article)

Analítica

After the report of "Information and Communication Technologies ENEMU-TIC-2017", of the National Institute of Statistics and Censuses (INEC), in Ecuador, 85% of the population between 16 to 24 years old used the Internet, versus a small percentage of 7.8% of older adults (INEC, 2017). These percentages show the existence of a generational digital gap with older adults, that is, of the total population, only 94,571 older adults use the Internet in Ecuador. This factor, added to the evolution of ICT information and communication technologies, and the progressive aging of older adults, influence the need to examine the barriers that hinder the accessibility of Web sites. In this research project, we analyzed the website of the Ecuadorian Social Security Institute, (IESS), to assess its accessibility and usability, defining the different types of guidelines and parameters for WAI (Web Accessibility Initiative) evaluation. The first results show that the IESS website has 72 problems, 378 warnings and 13 unverified news; criteria evaluated on the accessibility to the content, such as: perceptibility, operability, comprehensibility and robustness. On the other hand, the consumption data of the IESS website was analyzed, obtaining in the first instance that the IESS website, according to Alexa (website that measures the world ranking), is located in ranking No. 21, of the most visited pages in Ecuador; This is also demonstrated by the Google Analytics Data, with a rate of more than 1,700,000 new users per month (January 2020), who enter online services such as: affiliation, insured and employers, among the main ones. In addition, an experimental methodology, a web usability review evaluation, was applied, based on an expert Davis Travis[i] test, to 20 older adults, between 68 and 80 years of age, from the retired association of the

"Hermandad de Ferrovianos", to know the perception of the IESS Website, which, the results show that 18 people were unable to perform the task,

After the report of "Information and Communication Technologies ENEMU-TIC-2017", of the National Institute of Statistics and Censuses (INEC), in Ecuador, 85% of the population between 16 to 24 years old used the Internet, versus a small percentage of 7.8% of older adults (INEC, 2017). These percentages show the existence of a generational digital gap with older adults, that is, of the total population, only 94,571 older adults use the Internet in Ecuador. This factor, added to the evolution of ICT information and communication technologies, and the progressive aging of older adults, influence the need to examine the barriers that hinder the accessibility of Web sites. In this research project, we analyzed the website of the Ecuadorian Social Security Institute, (IESS), to assess its accessibility and usability, defining the different types of guidelines and parameters for WAI (Web Accessibility Initiative) evaluation. The first results show that the IESS website has 72 problems, 378 warnings and 13 unverified news; criteria evaluated on the accessibility to the content, such as: perceptibility, operability, comprehensibility and robustness. On the other hand, the consumption data of the IESS website was analyzed, obtaining in the first instance that the IESS website, according to Alexa (website that measures the world ranking), is located in ranking No. 21, of the most visited pages in Ecuador; This is also demonstrated by the Google Analytics Data, with a rate of more than 1,700,000 new users per month (January 2020), who enter online services such as: affiliation, insured and employers, among the main ones. In addition, an experimental methodology, a web usability review evaluation, was applied, based on an expert Davis Travis[i] test, to 20 older adults, between 68 and 80 years of age, from the retired association of the "Hermandad de Ferrovianos", to know the perception of the IESS Website, which, the results show that 18 people were unable to perform the task,

After the report of "Information and Communication Technologies ENEMU-TIC-2017", of the National Institute of Statistics and Censuses (INEC), in Ecuador, 85% of the population between 16 to 24 years old used the Internet, versus a small percentage of 7.8% of older adults (INEC, 2017). These percentages show the existence of a generational digital gap with older adults, that is, of the total population, only 94,571 older adults use the Internet in Ecuador. This factor, added to the evolution of ICT information and communication technologies, and the progressive aging of older adults, influence the need to examine the barriers that hinder the accessibility of Web sites. In this research project, we analyzed the website of the Ecuadorian Social Security Institute, (IESS), to assess its accessibility and usability, defining the different types of guidelines and parameters for WAI (Web Accessibility Initiative) evaluation. The first results show that the IESS website has 72 problems, 378 warnings and 13 unverified news; criteria evaluated on the accessibility to the content, such as: perceptibility, operability, comprehensibility and robustness. On the other hand, the consumption data of the IESS website was analyzed, obtaining in the first instance that the IESS website, according to Alexa (website that measures the world ranking), is located in ranking No. 21, of the most visited pages in Ecuador; This is also demonstrated by the Google Analytics Data, with a rate of more than 1,700,000 new users per month (January 2020), who enter online services such as: affiliation, insured and employers, among the main ones. In addition, an experimental methodology, a web usability review evaluation, was applied, based on an expert Davis Travis[i] test, to 20 older adults, between 68 and 80 years of age, from the retired association of the "Hermandad de Ferrovianos", to know the perception of the IESS Website, which, the results show that 18 people were unable to perform the task,

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzExOTkzODM>

Título: Análisis del desempeño del sitio Web del Instituto Ecuatoriano de Seguridad Social (IESS) para evaluar su accesibilidad y usabilidad en los adultos mayores de la asociación de jubilados de la "Hermandad de Ferrovianos" de la ciudad de Quito. Propuesta de electronic resource]

Editorial: 2020

Tipo Audiovisual: Análisis y desempeño Web Accesibilidad y Usabilidad Web Normativas de Accesibilidad landing page Adultos mayores y las Webs Web analysis and performance Web Accessibility and Usability Accessibility Regulations landing page Seniors and Webs Análise e desempenho da Web Acessibilidade e Usabilidade da Web Regulamentos de Acessibilidade landing page Idosos e Webs

Documento fuente: Revista ComHumanitas, ISSN 1390-776X, Vol. 11, N°. 2, 2020 (Ejemplar dedicado a: Relaciones públicas y Comunicación estratégica), pags. 149-178

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: Revista ComHumanitas, ISSN 1390-776X, Vol. 11, N°. 2, 2020 (Ejemplar dedicado a: Relaciones públicas y Comunicación estratégica), pags. 149-178

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es