

# Alternative Texts – WUEB

## Publishing House Guidelines

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Alternative texts (alt texts) are provided to convey the meaning of non-text elements, such as charts, figures, diagrams, illustrations, etc. To understand the role of an alt text, one should imagine a situation in which a diagram is missing in a publication. Then one should provide the same information not in a visual form, but in a written form, that is, an alternative text substituting for the missing diagram. Hence, an alt text should give the gist of the diagram without less important information (e.g. if colours in a figure are not important, then they should not be included in an alt text). Similarly, if a piece of information is already given in the main, then there's no need to repeat it in an alternative text.

### How to add a text alternative to a manuscript?

In Microsoft Word right-click on a chart or an image (in the case of charts one might need to right-click on the frame) and select "Edit Alt Text." Next your alt texts should be placed in the right-hand field.

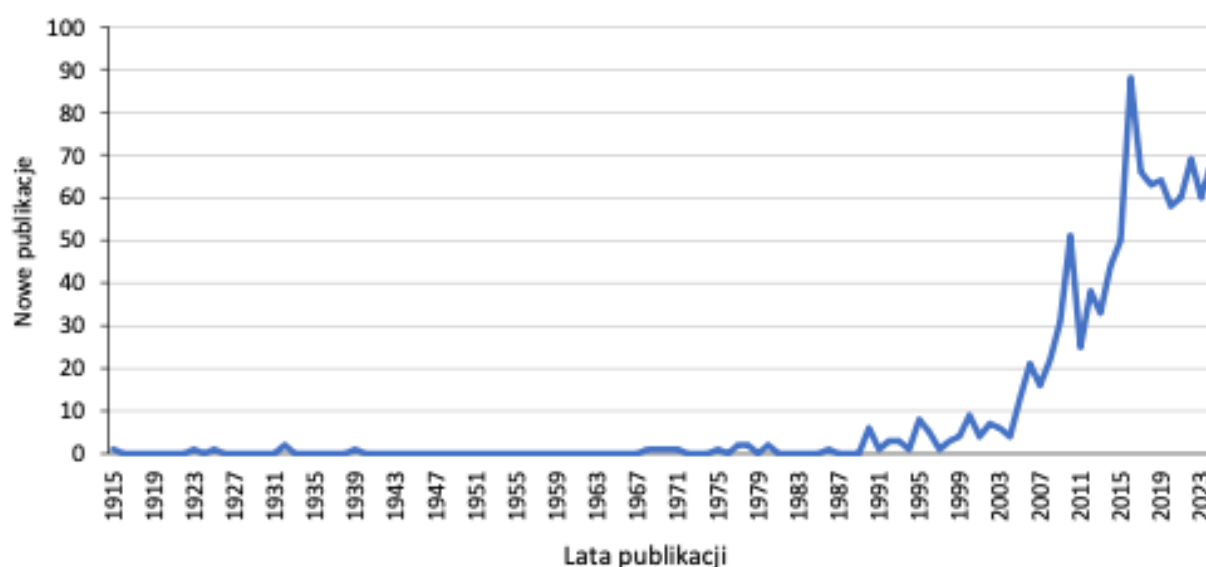
In a LaTeX document use the `alt` argument of `\includegraphics`. Then, an alt text should be written as its value, consider the following example.

```
\includegraphics[alt={Alternative text}]{image-filename}
```

### Charts

In many cases the gist of a chart can be conveyed without restating specific figures in an alt text. However, restating just the title of a chart in an alt text is not sufficient. It might be the case that the best solution would be an **alternative data presentation**, e.g. showing the same data both in a chart and in a table (see Example 3). An alternative data presentation does not replace visual presentation, but adds up to the understanding of a non-text element. Both forms, i.e. chart and table, can be used to present the same data.

### Example 1.



Rys. 1. Liczba publikacji dotyczących bankowości spółdzielczej z bazy WoS w latach 1915-2023

**Good example:** The line chart shows the number of publications about cooperative banking in the WoS database in the period 1915–2023. Up to 1987, single works were observed, but after 2003 the number of works started to grow considerably, peaking at the highest value in 2015–2019.

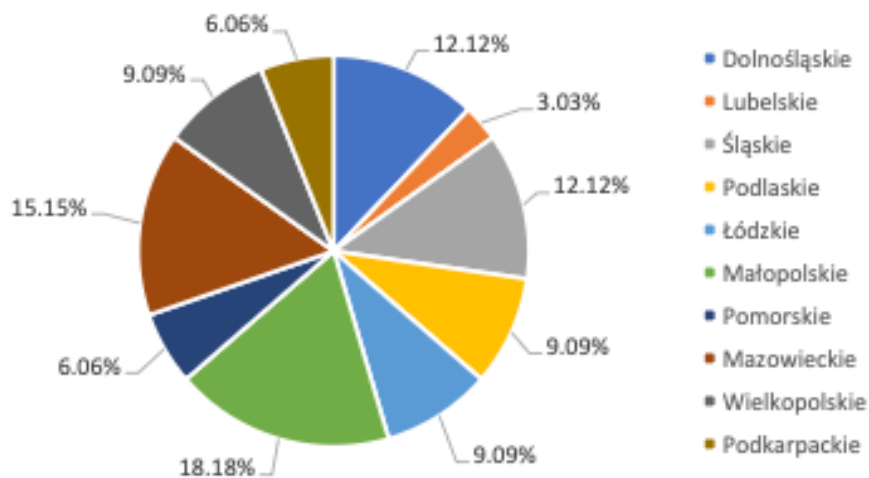
If a chart description is already included in the main text, then an alt text may be replaced with a reference to the specific part of the main text, see the following example:

**Good example:** The line chart shows the number of publications about cooperative banking in the WoS database in the period 1915–2023. The description of the data can be found in the text below.

Skipping a reference to the paragraph describing the chart makes the alt text an insufficient description of the chart, even if the description actually appears somewhere in the main text.

**Poor example:** The line chart shows the number of publications about cooperative banking in the WoS database in the period 1915–2023.

## Example 2.



It might be the case that restating the exact data in a chart is straightforward. Then, one can just repeat the data in an alt text, consider the following example:

**Good example:** The pie chart shows the place of residence of the respondents. The chart presents the following data: Dolnośląskie Voivodeship: 12.12%, Lubelskie Voivodeship: 3.03%, Śląskie Voivodeship: 12.12%, Podlaskie Voivodeship: 9.09%, Łódzkie Voivodeship: 9.09%, Małopolskie Voivodeship: 18.18%, Pomorskie Voivodeship: 6.06%, Mazowieckie Voivodeship: 15.15%, Wielkopolskie Voivodeship: 9.09%, Podkarpackie Voivodeship: 6.06%.

**Poor example:** A pie chart.

[More examples on the next page]

### Example 3.

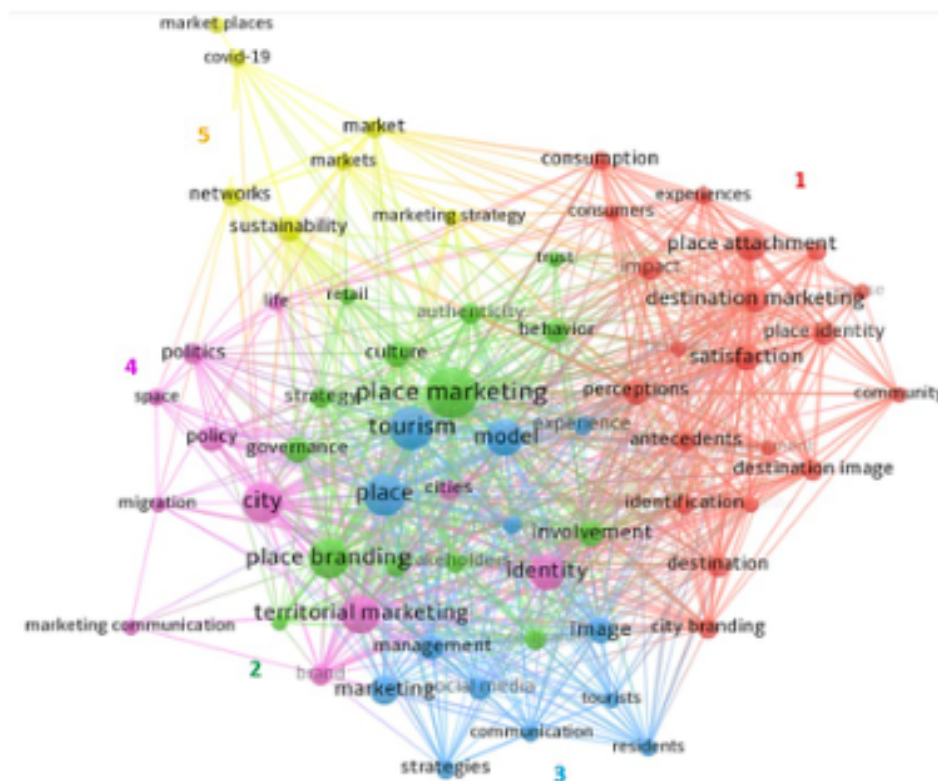


Fig. 1. Map of connections among keywords

In some cases it might be difficult to convey the meaning of a figure with just text. Then one might use an alternative data presentation, e.g. a table. Such a table, placed below the figure, might be useful for all readers.

Mind that a reference to this kind of table should be placed in an alt text, see the following example:

**Good example:** The map presents connections between keywords. The data exhibited on the map are shown in Table 1.

Table 1. Keywords associated with specific clusters

Cluster	Keywords	Cluster's name
Cluster 1	Antecedents, attachment, attitudes, city branding, community, consumers, consumption, destination, destination image, destination marketing, experiences, heritage, identification, impact, perceptions, personality, place attachment, place identity, satisfaction, sense	Shaping the image of the city based on local heritage
Cluster 2	Authenticity, behaviour, city marketing, culture, governance, innovation, involvement, place branding, place brands, place marketing, retail, stakeholders, strategy, trust	Place brand management
Cluster 3	Communication, experience, image, management, marketing, model, place, promotion, residents, social media, strategies, tourism, tourists	Destination image communication
Cluster 4	Brand, cities, city, identity, life, marketing communication, migration, policy, politics, space, territorial marketing	The impact of migration on the city's identity from a marketing perspective
Cluster 5	Covid-19, market, market places, marketing strategy, markets, networks, sustainability	Sustainable development of places in the marketing context

**Poor example:** Figure 1. The map of connections between keywords.

If a work has been submitted to one of the journals published by WUEB Publishing House, then additional clarifying data can be placed on the website of a given journal. Then a text should contain a link to such additional descriptions.

## Illustrations and diagrams

To describe an illustration, one should focus mostly on **the meaning of an illustration in a given context**. Describing less relevant details might be problematic, especially when one uses tools for automatic generation of alternative texts (which are not recommended in general). It is the author who knows the context best and is fully aware of the role of an illustration in a text.

Example 4.



Rys. 1. Kluczowe czynniki ESG będące przedmiotem raportu niefinansowego przedsiębiorstwa

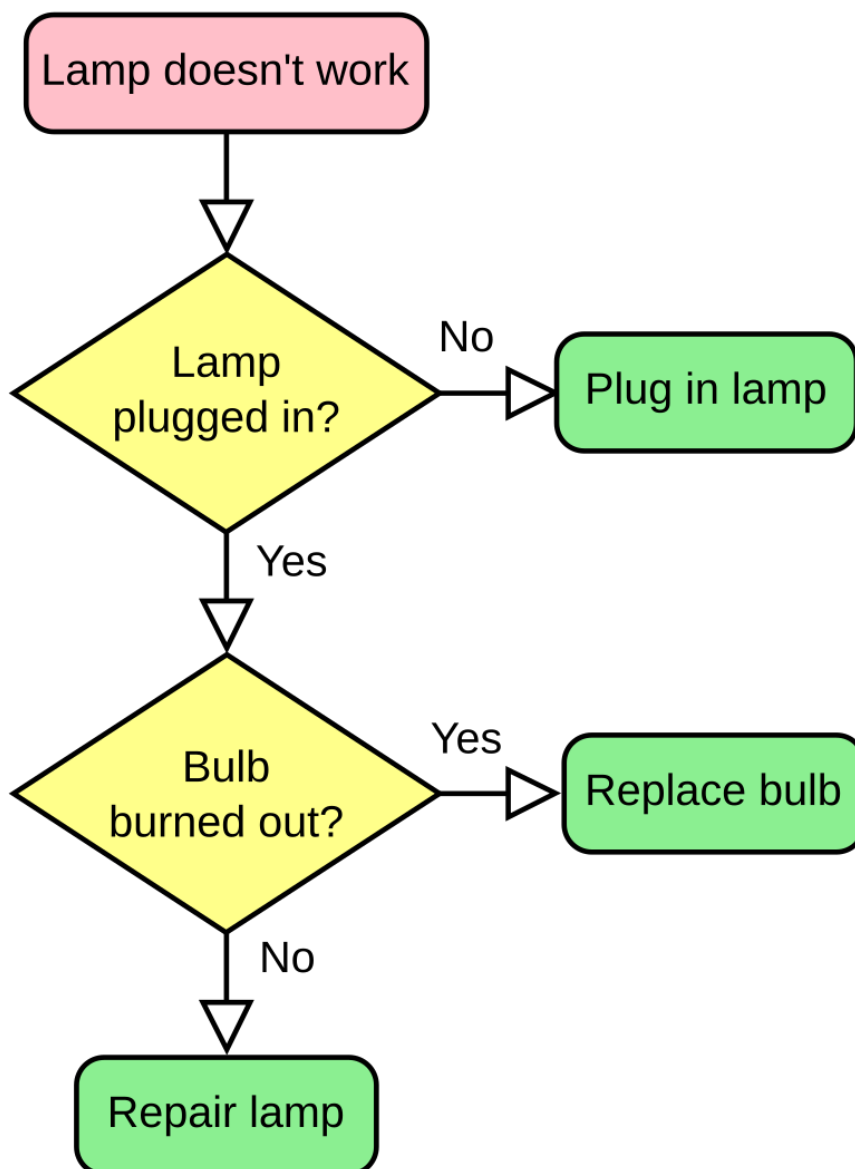
In some cases authors might want to stress the visual form of the elements shown in an illustration. However, when stressing the visual aspects, one should remember about key elements of an illustration.

**Good example:** Figure 1 presents three key elements of ESG: environmental strategy (focused on implementing policies aimed at environment protection and climate change alleviation), social responsibility (stressing the role of relationships between employees, suppliers and communities as well as complying with health and safety rules), corporate governance (focused on

compliance with informational duties and fair treatment of all stakeholders). Descriptions of the aforementioned elements are placed on antiquity-styled columns.

**Poor example:** Figure 1 presents three key elements of ESG placed on blue, yellow and cyan antiquity-styled columns.

Example 5.



Flow charts, describing algorithms or procedures, can be rephrased in a list with preserving decision structure and logical sequence of steps, consider the following example:

**Good example:** The flow charts shows the procedure of solving the problem of a malfunctioning lamp.

- I. The lamp does not work. Question: Is the lamp plugged in?
  - A. If not, decision: plug in lamp.
  - B. If yes, question: Bulb burnt out?
    1. If yes, decision: replace bulb.
    2. If not, decision: repair lamp.

**Poor example:** The flow chart shows the procedure of replacing a bulb.

For extensive charts it might be useful to provide an alternative representation of the data that the chart included (if possible).

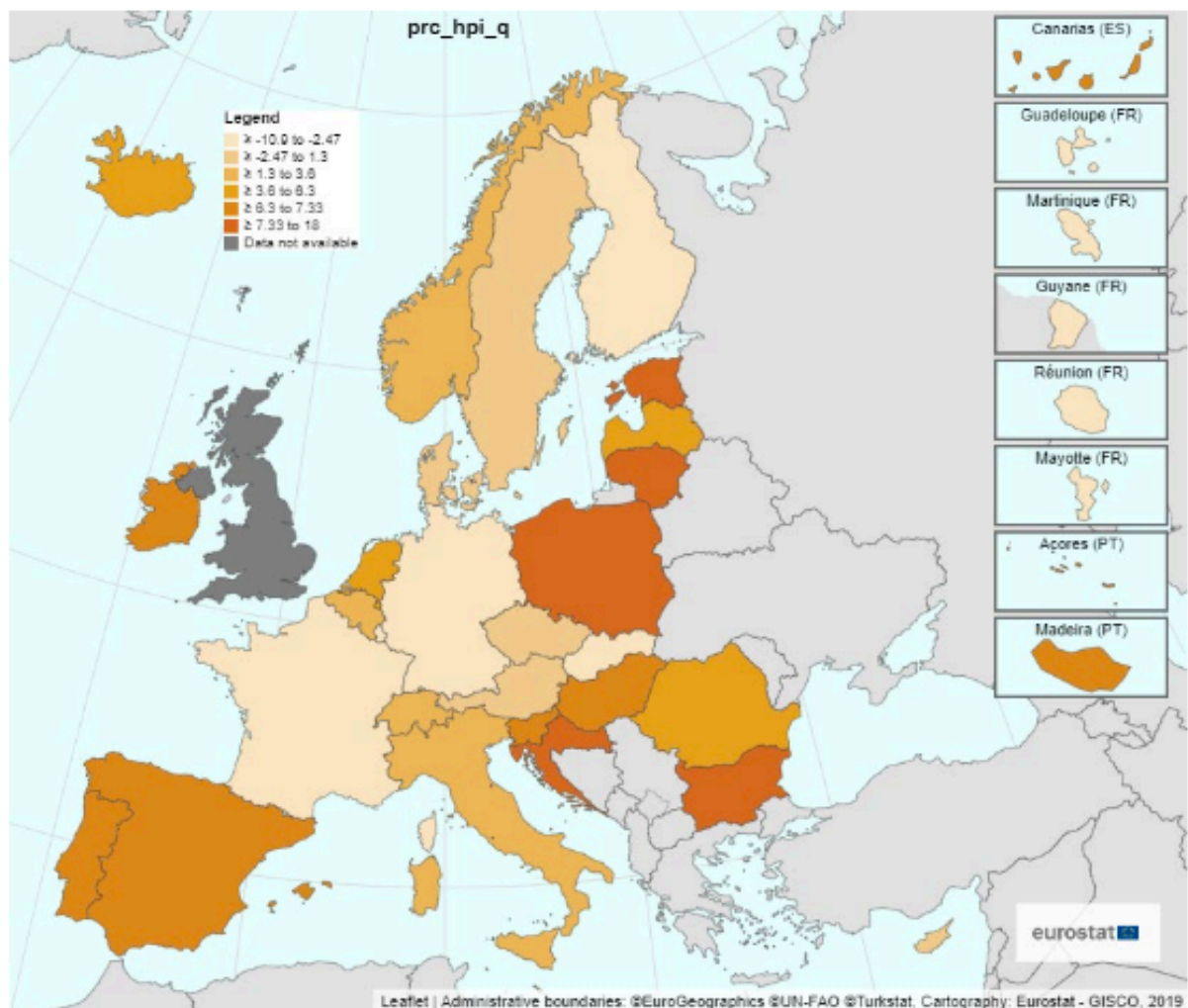
## Maps and photos

Maps and photos should follow all the aforementioned recommendations (referring to the context, giving the gist, alternative representations when data are complex). Additionally, for maps one can group relevant data in line with the map key and exclude less important data.

[More examples on the next page]



## Example 6.



**Fig. 1.** Housing price growth in Poland compared to EU countries in Q1 2024 (year 2015 = 100)

**Good example:** The map of Europe in Figure 1 presents the increase in real estate prices in the first quarter of 2024 in comparison to 2015. The specific data are as follows: for Poland, Lithuania, Estonia, Croatia and Bulgaria the increase was from 7.33 to 18 percentage points; for Ireland, Portugal, Spain, Hungary and Slovenia the increase was from 6.3 to 7.33 percentage points.

It is the author who should decide which data presented in a map should be omitted in an alternative text. If a map includes a lot of key data, it might be reasonable to show such data in a table.

The photo in this example (Example 7.) is taken from a work on innovative methods of the carp use in food as an additional material to the description of the product prepared by the Department of Fish, Plant and Gastronomy Technology at the West Pomeranian University of Technology in Szczecin. In such a case the most important elements of the photo might be the ones that identify the product as student-created; see the following example:



## Example 7.



**Fot. 4.5.** Paprykarz uniwersytecki wytworzony w Katedrze Technologii Rybnej, Roślinnej i Gastronomicznej  
**Photo 4.5.** Paprykarz Uniwersytecki produced in the Department of Fish, Plant and Gastronomy Technology

**Good example:** The photo shows a dozen of jars with canned fish spread, placed one on the top of the other. The label of each jar has the name “Paprykarz Uniwersytecki” and the logo of the West Pomeranian University of Technology in Szczecin and the Faculty of Food and Fisheries. Under the name of the product one can see the name of the unit that created the product, that is the Department of Fish, Plant and Gastronomy Technology.

**Poor example:** The photo shows a dozen of jars with canned fish spread, placed one on the top of the other. The jars have white labels and blue lids. The spread is fiery red. The label depicts a carp and a heart.

**Poor example:** The photo shows jars with canned fish spread.