



How to write good ALT texts for images, tables, and figures

As part of our commitment to **accessibility, inclusive publishing, and universal design**, the *Nordic Journal of Comparative and International Education (NJCIE)* requires authors to provide **ALT text (alternative text)** for all images, tables, and figures submitted in or with their manuscripts.

ALT text is a brief description of an image that allows screen readers to convey its content to visually impaired users. It also improves searchability and ensures that your research is accessible to all.

ALT Text should:

- **Describe the image/table/figure clearly and concisely**
Focus on what is shown, not how it looks.
- **Include relevant context**
Explain the purpose of the image/table/figure in relation to the text.
- **Avoid redundancy**
Don't repeat information already stated in the caption or body text.
- **Be specific**
Use precise language (e.g., "Bar chart showing literacy rates in Norway and Sweden from 2010 to 2020").

ALT Text should not:

- Say "image of..." or "graphic showing..." (this is implied)
- Include unnecessary details (e.g., colors or layout unless relevant)
- Be overly long (ideally under 125 characters)

Examples:

- **Figure: A map of Nordic countries**
ALT text: "Map highlighting Norway, Sweden, Denmark, Finland, and Iceland"
- **Figure: A bar chart comparing student performance**
ALT text: "Bar chart comparing math scores of students in Norway and Finland in 2022"
- **Figure: A photo of a classroom**
ALT text: "Students seated in a classroom during a group activity"

Where to include ALT text:

When uploading your manuscript and figures, please include ALT text in the designated **metadata** field or as part of the figure description in your submission file. If you struggle with this, use the Help function in Word.