

## Questions About Vision Loss: What Inquiring Minds Most Want to Know

Vision loss is relatively uncommon, so many people do not know someone who is blind or has low vision. As a result, the general public, including employers, largely lacks knowledge about vision loss or how people who are blind or have low vision manage daily activities. This lack of understanding can negatively impact attitudes and employment opportunities for this population.

To help address this gap and promote employment, researchers developed an interactive educational video for employers called *Questions About Vision Loss* (QAVL).

### What is QAVL?

QAVL is an interactive video designed to answer common questions about blindness and low vision. Viewers can select the questions that interest them most, making the experience personalized and informative.

The video begins with an introduction covering basic facts about blindness and low vision and employment. After that, viewers can explore video answers to questions organized into three main topic areas:

- Employment-related Questions
- General Questions
- Curiosity Questions

Each topic contains specific subtopics, such as Getting Assistance, Interacting in the Workplace, and Challenges, which lead to 41 questions that are answered via videos. Each video segment features people who are blind or have low vision sharing their perspectives and experiences.

### QAVL is Effective!

QAVL's efficacy was examined in two experimental studies. Viewing QAVL was found to be effective in increasing employers' knowledge and improving attitudes about blindness/low vision, as well as increasing intent to hire people who are blind/have low vision. In Study 1, participants were college students in upper-level management courses, considered in the study as future hiring managers. In Study 2, researchers tested QAVL's efficacy with professionals who were involved in making hiring decisions for their companies. For more information about these studies, see our fast fact sheet titled [QAVL: Evaluating an Interactive Video Approach to Education](#).

## What topics were viewers most interested in?

Researchers wanted to know which topics and subtopics managers would be most interested in learning about people with vision loss. This information may provide insight into the concerns employers have about hiring a person with vision loss, or where knowledge gaps exist. To answer this question, researchers examined which videos were most often viewed by participants in the studies.

### Future Hiring Managers' Most Selected Topics

When future hiring managers had access to the full QAVL video, one topic stood out above all others: curiosity questions. These were by far the most popular, followed by employment-related questions and general questions, with these last two topics being similar in total views.

#### 1. Curiosity Questions

*Most popular subsection:* Experiences

*Example question:* "What are some things that scare you as a blind person?"

#### 2. Employment-Related Questions

*Most popular subsection:* Work capabilities

*Example question:* "What kinds of jobs can people with vision loss do?"

#### 3. General Questions

*Most popular subsection:* Managing daily activities

*Example question:* "How do you travel safely, get around, and find places on your own?"

### Professionals' Most Selected Topics

The popularity of the broad topic areas was the same for professionals as for future hiring managers, with curiosity questions the favorite. However, this was followed closely by employment-related questions, with general questions the least selected. The popularity of the subtopic areas for the employment-related and general topics differed between the groups.

#### 1. Curiosity Questions

*Most popular subsection:* Experiences

*Example question:* "Do you enjoy movies, TV, and sports, or are they boring since you can't see them?"

#### 2. Employment-Related Questions

*Most popular subsection:* A few concerns...

*Example question:* "What if I hire someone with vision loss and they can't do the job? Will I be able to terminate them?"

#### 3. General Questions

*Most popular subsection:* Facts about blindness and low vision

*Example question:* "What does someone who is legally blind see?"

## The Big Picture

QAVL makes learning easy and comfortable by giving viewers a way to get answers to the questions they care about – without the awkwardness of asking in person.

Across two studies, QAVL proved effective in improving knowledge, attitudes, and intent to hire individuals with vision loss. Viewers selected videos about blindness and low vision across all three topic areas, with curiosity questions being the most popular for both groups. These are questions they typically would not ask in a professional setting! The interactive video format allows for curiosity as part of a positive learning experience, making QAVL a practical and engaging educational tool.

### *How can QAVL be used?*

- **Encourage HR managers and employers** to view QAVL as they consider interviewing or hiring your consumers with vision loss. QAVL can also be part of diversity and inclusion efforts.
- **Share with VR professionals** who only occasionally work with people with vision loss, so they can better understand and support these consumers.
- **Share with inexperienced professionals** who will work with individuals who are blind or have low vision.
- **Recommend QAVL to other professionals**, such as healthcare personnel or anyone who serves the public, to build awareness and understanding.

QAVL can serve as a conversation starter, a knowledge and confidence builder, and a practical tool for creating more inclusive workplaces and communities.

### Learn More

For more information about the QAVL research project, visit the [project overview page](#).

To access QAVL, visit <https://www.blind.msstate.edu/questions-about-vl>