Codebook for the analysis of websites of social movement organizations

DEMOS Project (Democracy in Europe and the Mobilization of the Society)[•]

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Copyright notice: Non-Demos members are allowed to draw on this codebook for their own research purposes, provided that they make appropriate reference to this source, and the web address where it can be found. This applies to the usage of the general structure of websites coding, as well as to individual variables and category systems.

[•] The codebook has been drafted by the Italian team (Lorenzo Mosca). Some of the variables have been adapted from:
   Evaluation of the use of new technologies in order to facilitate democracy in Europe (**methodological annex**): **A. H. Trechsel, R. Kies, F. Mendez, P. C. Schmitter (2004)**
   Organizing technologies: Genre Forms of Online Civic Association in Eastern Europe (**coding protocols**): **B. Vedres, L. Bruszt, D. Stark (2004)**
   New media? New movements? (**codesheet**): **S. Walgrave, P. Van Aelst (2004)**
   Grace codebook for website analysis: **Elena Del Giorgio, Anna Carola Freschi, Lorenzo Mosca (2003)**
Useful comments were offered by Davide Calenda, Ángel Calle, Hélène Combes, Nina Eggert, Raffaele Marchetti, Clare Saunders, Simon Teune. Anna Carola Freschi (EUI) helped with the final revision. Clare Saunders (UK team) has edited the English text.

a) PRESENTATION

The objective of this codebook is to check whether online organizations fulfill the democratic potential of the Internet. In order to reach this objective, we have identified 7 relevant dimensions linked with the issue of democracy. We will pay attention to the technological choices of the webmaster / web designers of an organization because, as Kapor (1990) states, architecture is politics. In fact, lots of GJS organizations use open source or free software and boycott proprietary software. Single applications present in a website are very important too. A website containing applications for considering users' contribution is obviously more democratic than a static website not allowing users to actively participate in the life of the organization.

- GENERAL INFORMATION PROVISION
Information dissemination is of fundamental importance since it is considered as a pre-condition of a deliberative process. This dimension aims to estimate the amount of information provided by the organization's website.

We estimate information dissemination with quantitative observations (frequency of updating information) and analyse how information on the website is organized.

- TRANSPARENCY/ACCOUNTABILITY
The Internet can be used by an organization to publish information that makes it more transparent and accountable to the general public. Hence, the Internet can be used by an organization to make it more open towards website users. This dimension aims to estimate if the website gives detailed information to users on the organization: on its statute; on its organizational structure; on its work agenda; on its physical existence and reachability; on its activities; on its economic situation, on the number of website users.

- BILATERAL INTERACTIVITY
Interactive applications indicate whether an organization is willing to be involved in direct communication with citizens, creating more participative organizational structures. We distinguish here between bilateral interactivity and multilateral interactivity[1]. This dimension estimates the possibilities given to citizens: to directly contact members of the organization with different competencies (webmaster, issue-experts, etc.); to express their opinion on political issues; to ask for info and to give comments/suggestion/complaints on the website.

- MULTILATERAL INTERACTIVITY
This dimension aims at measuring the possibilities of debate offered by a website. We consider here different tools (synchronous and asynchronous) for promoting political debates: forum, mailing-list and chat-lines.

- MEMBERSHIP/USER-FRIENDLINESS
This dimension analyses whether an organization provides tools that help its users to use it in a proper manner. Besides, an organization can use its website for internal communication allowing access to a part of it only to its members, or making it fully readable by general users.

- NETWORKING FUNCTION
We will record here only very basic data since the networking function will be better studied in the in-depth analysis.

- MOBILIZATION FUNCTION
This dimension aims at measuring whether an organization fulfils the new chances offered by the Internet to activate their users and to stimulate them to intervene in the democratic process with various online forms of actions (netstrike, mailbombing, petition, etc.).

Note: main definitions of difficult words were inserted in this new version of the codebook. If you need more definitions you can use online Internet Glossary (i.e. http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Glossary.html). You can easily find other glossaries if you go to Google and type the words "glossary internet" in the search field.

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[1] Rommele, A., 2003, *Political Parties, Party Communication and New Information and Communication Technologies*, in "Party Politics", Vol 9, No 1, pp. 7-20.

b) BASIC CODING INSTRUCTIONS

Since the coding could be influenced by the browser[2] you use to surf the web, the web analysis should be done using INTERNET EXPLORER that is automatically installed on your PC with Windows.

When you carry out research on a website Please consider that it can be very useful to use the internal search engine (if present), the website map (if present) or GOOGLE by entering in the search field your query (i.e. accessibility or "text only" or "other languages", etc.) followed by the string *"site:"* followed by the host name. If for example you want to find out whether Oxfam UK makes any reference to the web-accessibility issue you type the following in the Google search field:

accessibility site:http://www.oxfam.org.uk → important note: no space between "site:" and the web address.

Therefore you should use a search engine to find out about newsletters, forums, mailing lists, campaigns, other languages version of the website, references to certain specific issues, etc.
The codebook was changed in order to make the coding easier . Some variables were eliminated and some others were clarified.
You should pay attention to all the instructions given in the codebook: sometimes a search is limited to the homepage while other times it concerns the whole website. Definitions and notes should help make the coding reliable .

c) SOME GENERAL SUGGESTIONS TO CODERS

It would be better to play a little bit with each website and get familiarised with it before starting the analysis: this makes coding easier.

Pay attention to the final notes, and spend some time thinking on them. The codebook was reduced but we expect you will spend more time on this part of the analysis.

d) ABOUT DOCUMENTS TO BE RECORDED

Remember to record the requested documents during the coding, otherwise you could forget to record them at all.
Note that you should create a new document every time that you are coding a new website.

Here is the list of documents that go along with the questionnaire:
DOC1) after variable 11. NMPDTD – name of the document "updates.01"
DOC2) after variable 42. NMBWBS - name of the document "statistics.01"
DOC3) after variable 44. WBSTMP - name of the document "map.01"
DOC4) after variable 65. STTDCM - name of the document/s "statute1.01"; "statute2.01"; "statute3.01", etc.
DOC5) after variable 98. RPMSG1 - name of the document "msginfo.01"
DOC6) after variable 100. RPMSG2 - name of the document "msgweb.01"
DOC7) after variable 115. LNKPGS - name of the document "links.01"
DOC8) after variable 127. NNMTSS - name of the document "notes.01"

e) GLOSSARY

Accessibility refers to ensuring that content is accessible, i.e. ensuring that content can be navigated and read by everyone, regardless of location, experience, or the type of computer technology used. Accessibility is most commonly discussed in relation to people with disabilities, because this group are most likely to be disadvantaged if the principles of accessible web design are not implemented. Failure to follow these principles can make it difficult or impossible for people with disabilities to access content. Creating accessible content should be an integral part of the web design philosophy, and accessibility features should be incorporated into all aspects of the design process. Testing for accessibility should also be incorporated into any and all user testing regimes, and should never be seen as an isolated event that can occur after other user testing has taken place. Designing for accessibility is thus as much a strategic issue as a purely technical one (source: http://www.murdoch.edu.au/cwisad/glossary.html).

Action alert is like a newsletter with the specific purpose to inform members and activists of an organization when a very important political issue occurs (i.e. political repression, human rights violation, etc.). The object of the action alert is to mobilize people for a specific (and immediate) reaction against extraordinary political events.

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[2] A browser is a program that opens web pages and reads the code that they contain to produce a readable page. This is the reason why the page layout that you see on your screen depends on the browser you use.

Chat-line is like a discussion forum but the difference is that in a chat you have a <u>synchronous discussion</u> while in forums the discussion is asynchronous. Unlike mailing-lists (operating through email), both chat and forum operate through the Internet.

Forum (a.k.a. "newsgroups"), like a mailing-list, is an <u>asynchronous discussion space</u> but a forum is located in the <u>cyberspace</u> while a mailing-list works through <u>email</u>. If you want to participate in a forum you have to go to a webpage and read contributions posted there by other participants and reply there.

Mailing-list (a.k.a. "list-servers"), like forum, is an <u>asynchronous discussion space</u>. When you subscribe to a mailing-list if you want to contribute to a discussion, you send an email to an email address and all the people that are subscribed to the list receive your email automatically in their mail boxes, just as you receive theirs in yours. Sometimes you can find mailing-lists that archive messages in the cyberspace like forums do.

Free software is software which, once obtained, can be used, copied, studied, modified and redistributed. It is often made available online without charge or offline for the cost of distribution; however, this is not required, and software <u>can be</u> "free as in free speech" and <u>sold for profit</u>.

GJMs – acronym for Global justice Movement/s.

Mail-bombing consists of sending thousands of emails to a website or a server until it <u>overloads</u> and gets jammed. In some cases email can contain very heavy attachments or even viruses.

Netstriking consists of a large number of people connecting simultaneously to the same domain at a prearranged time, in order <u>to "jam" a site</u> considered a symbolic target, and make it impossible for other users to reach it. The mobilization and its motivation is normally communicated in advance to the owner of the site against which the netstrike will be made. A netstrike is comparable to a physical procession that occupies a road to make it inaccessible (http://www.netstrike.it).

Newsletter is an email with specific editorial content with a <u>defined frequency</u> of delivery, e.g. daily, weekly, etc. A newsletter is the service which allows you to send a message created by you to an entire list of email addresses. The newsletter is one of the most useful instruments for gaining the loyalty of your users by keeping them updated on the changes of your web site. Different from a forum or a mailing-list, this tool is <u>not interactive</u> but works as a unidirectional flow of communication. Sometimes organizations (as in the case of Oxfam UK, see http://www.oxfam.org.uk/what_we_do/resources/oxfam_publishing_mockup.htm) call it mailing-list, but if the tool is not interactive it would be coded as a newsletter.

Open source generically refers to a program in which <u>the source code is available to the general public</u> for use and/or modification from its original design free of charge. Open source code is typically created as a <u>collaborative effort</u> in which programmers improve upon the code and share the changes within the community. Open source sprouted in the technological community as a <u>response to proprietary software</u> owned by corporations.

Privacy is one of the most important and comprehensive of all human rights. It is also one of the hardest to protect. Without privacy, other rights like freedom of speech or assembly wouldn't mean as much. Privacy has many important aspects. In part, it is what you choose to let other people know about you. Privacy is also about <u>who controls the information</u> you choose to share with other people. Privacy is getting harder to protect because of technology since computers can store huge amounts of data and pool it in one place or share it between many computers. Computers also track our transactions more easily. This pooling and tracking is very convenient in many ways. Our governments and businesses can deliver faster and better services. However, <u>technology</u> also <u>poses a risk to our privacy</u>. With electronic tracking and centralizing of information, other people can locate and use it more easily. Many people don't want the things they say online to be connected with their offline identities. Instead of using their true names to communicate, these people choose to speak using pseudonyms (assumed names, nicknames) or anonymously (no name at all). For these individuals and the organizations that support them, secure <u>anonymity</u> is of critical importance.

English was checked by Clare Saunders.

VARIABLES for the CODING

1. DTCDNG
Please specify the **date** of the website coding _____

2. PRGSCD
Specify an alphanumeric **progressive code** (e.g. CH01, FR01, GE01, IT01, SP01, UK01, TN01) _____
Note that the Urbino team will use the code "TN".

3. SPCFTM
Specify your **team**:
1   British
2   French
3   German
4   Italian (Eui)
5   Spanish
6   Swiss
7   Transnational (Urbino)

4. SNMCDR
Specify the name of the **coder**:
1   Clare Saunders (for UK)
2   Hélène Combes (for France)
3   Simon Teune (for Germany)
4   Lorenzo Mosca (for Eui)
5   Ángel Calle (for Spain)
6   Nina Eggert (for Switzerland)
7   Raffaele Marchetti (for Urbino)
8   Anna Carola Freschi (for Eui)

5. WBSTTP
Specify the **type** of website:
1   Campaign for debt relief;
2   Euromarches against unemployment, insecure work and exclusions (national branch or equivalent organization);
3   Attac national branch;
4   Pax Christi national branch;
5   The most important national organization/network of religious inspiration involved in the movement or close to it;
6   "Stop the war coalition" (or equivalent coalition);
7   World March of Women (national branch or equivalent organization);
8   Médecins Sans Frontières (national branch or equivalent organization);
9   The most important party youth organization (among parties participating to the movement);
10   The most important environmentalist organization participating to the movement;
11   The most important metalworkers union;
12   The most important union in the public sector;
13   The national anarchist federation;
14   The most important organization/network of the antagonist area;
15   The most important critical union or rank and file union;
16   The most important national Non-governmental Organization or solidarity organization;
17   The most important national gay group;
18   The most important national group of immigrants or the most important national group against racisme;
19   Political party participating to the movement;
20   The most important fair trade national group;
21   The most important national human rights organization;
22   The most important periodical magazine close to the movement;
23   The most important radio close to the movement (with an online presence);
24   The most important newspaper of the critical left;
25   National/regional/local knot of Indymedia;
26   The most important national network of independent communication;
27   Local social forum or equivalent organization/networks website;

28   The most important ethnic minority group participating to the movement (if present).
29   Other

6. THRWBS
If other, please **specify** _____

7. SPFLNM
Specify the **full name** of the organization (please avoid acronyms) _____

8. WBDDRS
Specify the web **address** (please use the function copy and paste from the homepage) _____

9. PRRCHV
Go to the website http://www.archive.org *and copy in the empty field the web address of the organization.*
Is the site present in the **archive**?
0   No
1   Yes

10. YRPDTD
If Yes, record the **year** when the site started to be archived:
1   2005
2   2004
3   2003
4   2002
5   2001
6   2000
7   1999
8   1998
9   1997
10   1996
99   missing

11. NMPDTD
If Yes, record the total **number** of main updates (only dates indicated with an <u>asterisk</u>) _____
99   missing

<u>DOC1) Please **record** the main updates of the site (only dates indicated with an asterisk) in a separate RTF file with an alphanumeric progressive code (like "updates.UK01", etc.).</u>

12. SPCPDT
Does the website being analysed **specify** the date of the last updating in the homepage?
0   No
1   Yes

13. HPPDTD
If Yes, record the date of the **home page last updating** (dd.mm.yy) _____
99   missing

14. SPHPSC
Please specify which **sections** are indicated on the homepage_____
99   missing

15. TXTVRS
Is there a **text only version** of the website?   No   0   Yes   1

16. SPDFLN
Please specify the **default language** of the website:
1   English
2   French

3 German
4 Italian
5 Spanish
6 Catalan
7 Basque
8 Galician
9 Ladin

17. THLNNF
Is the section containing basic information on the group ("about us", "who we are", etc.) present in more than one **language**?
0 No
1 Yes

Please **specify** other languages
18. THRNGL1 - English	No 0	Yes 1	Missing 99
19. THRFRN1 - French	No 0	Yes 1	Missing 99
20. THRGRM1 - German	No 0	Yes 1	Missing 99
21. THRTLN1 - Italian	No 0	Yes 1	Missing 99
22. THRSPN1 - Spanish	No 0	Yes 1	Missing 99
23. THRNTL1 - other national language/s	No 0	Yes 1	Missing 99
24. THRRPL1 - other European languages	No 0	Yes 1	Missing 99
25. SPTHRP1 - other European languages, please specify _____			Missing 99
26. THRNRP1 - other non-European languages	No 0	Yes 1	Missing 99
27. SPTHNR1 - other non-European languages, please specify _____			Missing 99

28. THLNID
Is the section identifying the group (mission statement, statute, constitution, manifesto, etc.) present in more than one **language**?
0 No
1 Yes

Specify other languages
29. THRNGL2 - English	No 0	Yes 1	Missing 99
30. THRFRN2 - French	No 0	Yes 1	Missing 99
31. THRGRM2 - German	No 0	Yes 1	Missing 99
32. THRTLN2 - Italian	No 0	Yes 1	Missing 99
33. THRSPN2 - Spanish	No 0	Yes 1	Missing 99
34. THRNTL2 - other national language/s	No 0	Yes 1	Missing 99
35. THRRPL2 - other European languages	No 0	Yes 1	Missing 99
36. SPTHRP2 - other European languages, please specify _____			Missing 99
37. THRNRP2 - other non-European languages	No 0	Yes 1	Missing 99
38. SPTHNR2 - other non-European languages, please specify _____			Missing 99

39. TLCNTN
On the homepage, is there a **tool counting** the number of contacts/users/hits to the website?
0 No
1 Yes

40. WHTLCN
If present, please specify exactly *what* the counting tool **measures** (contacts/users/hits/visitors) _____
99 missing

41. TLCNNM
Specify the name of the **software** tool used for counting the number of contacts/users/hits to the website _____
99 missing

42. NMBWBS

Register the **number** of contacts/users/hits to the website and as much information as possible (i.e. the timeframe for the count)_____

99   missing

DOC2) If other statistics are available, please **record** them in a RTF file with an alphanumeric code (i.e. "statistics.UK01").

43. SRCHNG
Is there an **internal search engine**?   No 0   Yes 1

44. WBSTMP
Is there a **website map** (or something like an index or a table of contents)?   No 0   Yes 1

DOC3) Please **record** it if present. Save the map in an RTF file with an alphanumeric progressive code (like "map.UK01", etc.).

Does the site provide materials for the **political education** of citizens such as:
45. PLDBBL - bibliography   No 0   Yes 1
46. PLDRTC - articles and/or papers and/or dossiers   No 0   Yes 1
47. PLDCNF - conferences and seminar materials   No 0   Yes 1
48. PLDFFC - concrete info (manuals/links to useful resources) on offline forms of action[3]? No 0   Yes 1
49. PLDNLC - concrete info (manuals/links to useful resources) on online forms of action[4]?   No 0   Yes 1

In order to **practice** offline actions does the organization provide:
50. PRCLBR – laboratories/courses/workshop   No 0   Yes 1
51. PRCHLP - helping desk/info point   No 0   Yes 1

Does the organization offer **internet-related training** such as:
52. NRTLBR - laboratories/courses/workshop   No 0   Yes 1
53. NRTHLP - helping desk/info point   No 0   Yes 1
54. NRTPPS - specific applications/software   No 0   Yes 1
55. NRTTHR - other instrumental electronic resources   No 0   Yes 1

Does the organization provide **web services** such as:
56. FRMLPR - free email?   No 0   Yes 1
57. FRMWBH – web page and/or website hosting?
0   No
1   Yes, only for individual users
2   Yes, only for groups/collective
3   Yes, both for individual and groups/collectives

58. NWSSCT
Is there a **news section** on the website?   No 0   Yes 1

59. NWSLTT
Is it possible to subscribe to a **newsletter** of the organization?
0   No
1   Yes, but only if you are a paying member
2   Yes, but only if you are a registered member (giving your personal data)
3   Yes, for all users (giving only your email address)

60. CTNCLN
Does the website contain the **action/event calendar** of the organization?
0   No
1   Yes

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[3] E.g. how to block roads, how to squat a building, how to influence the media, how to respond to police repression, how to apply to get financial support from institutions and/or other private agencies, etc.
[4] E.g. how to realize a netstrike, how to organize a mail-bombing, etc.

61. SPCTCL
If Yes, please **register** the date (dd.mm.yy) of the last event planned in the action/event calendar _____
99   missing

Does the website contain:
62. THCTCL - the action/*event calendar* of other organizations of the GJMs?   No 0   Yes 1
63. WRKGND - the internal *work agenda* of the organization (e.g. info on next meetings, …)?   No 0   Yes 1

64. SPWRKG
If Yes, please **register** the date (dd.mm.yy) of the last event planned in the internal work agenda _____
99   missing

65. STTDCM
Is the organization's **statute** or a comparable document (manifesto, mission statement, etc.) published on the website?
0   No
1   Yes

DOC4) Please **record** organization's statute and/or similar section/document ("about us", "who we are", "mission", "manifesto"…) presenting organization main features. Save the document/s in RTF file/s with an alphanumeric progressive code (like "statute1.UK01"; "statute2.UK01"; "statute3.UK01").

66. RCHBLT
Does the site contain information about the **reachability** of the organization (street address, phone or fax numbers, office hours, etc.)?
0   No
1   Yes

67. SNFRMT
How **easy** is it to obtain this information?
1   It is published deeper in the site
2   It is one click away from the home page
3   It is on the home page
99   missing

68. RGNSTR
Does the site contain information about the **structure of the organization**?   No 0   Yes 1

69. STRCTP
Is the group/organization an **informal** group?
0   No
1   Yes without leading roles but with other identified roles inside the organization
2   Yes without leading roles and other identified roles inside the organization

70. LDRPRS
Does the organization identify a **leader**, a spokes person or someone with an equivalent leading role?
0   No
1   Yes, only one person (male)
2   Yes, only one person (female)
3   Yes, more than one person
99   missing

71. LDRNFR
Does the site contain **information about the spokes persons** / leaders or someone with an equivalent leading role?
0   No
1   Yes and it provides an individual profile
2   Yes and it provides phone and/or email address
3   Yes and it provides both
99   missing

72. THRNFR

Does the site contain **information about other identified roles** inside the organization?

0 No
1 Yes and it provides an individual profile
2 Yes and it provides phone and/or email address
3 Yes and it provides both
99 missing

Is there an opportunity to **contact** (by email or phone call):

73. NTRRLT - the person responsible for international relations?	No	0	Yes	1	Missing	99
74. THRPPL - other people/departments within the organization?	No	0	Yes	1	Missing	99

75. LCLRGN
Are you analyzing a website of a **local** organization?

0 No
1 Yes

76. NRLPRN
Does the organization have **national**, **regional** and/or **local groups**?
Note that you should answer "Yes" to this question only if there is an <u>explicit reference</u> to such groups as groups belonging to the organization/network.

0 No
1 Yes
9   Can't say
99 missing

77. LCRLST
If Yes, does the website of the organization publish a **list** of national, regional and/or local groups?

0 No
1 Yes
99 Missing

78. SPCLCR
If Yes, please **specify** the total number of groups_____
99 missing

Please specify how many of the groups in the list can be **reached** by the users through:

79. LCGMLD - an email address/phone number_____	99	missing
80. LCGMLN - a link to a mailing-list/forum_____	99	missing
81. LCGNFW - other links (webpage or website)_____	99	missing

82. MMBPRS
Is it possible to **become members** of the organization?

0 No
1 Yes
9   Can't say

83. NLDHSN

Is it possible to **join** the organization **online**?	No	0	Yes	1	Missing	99

To become member:

84. SBSCRF - is a *subscription fee* required?	No	0	Yes	1	Missing	99

85. PRSNDT - does the member have to give *personal data* (more than simple email address)?

0 No
1 Yes
99 Missing

86. DTSTRG

Is the **adopted policy** of personal data storage and use mentioned?	No	0	Yes	1	Missing	99

87. SCTMMB

Is there a specific **section reserved** for members of the organization (i.e. "members only", "join our community", etc.)?

0   No
1   Yes
99   Missing

88. FNNNFR

Is information about the **organization's finances** published on the website?

0   No
1   Only information about the sources of income are given
2   Only information about the budget are given
3   Both sources of income and budget information are given

Is it possible for users of the website to get an overview of **previous activities** of the organization such as:

89. RCHPRS - archive of press releases	No 0 Yes 1
90. RCHNNR - archive of annual reports/chronology	No 0 Yes 1
91. RCHDPS - documents of past assemblies	No 0 Yes 1
92. RCHLFL - old leaflets	No 0 Yes 1

93. SPTHPS

If other, please **specify** _____

94. FNDGRP

Does the website offer information about how to **financially support** the group/organization?

0   No
1   Yes

95. FNDGNL

Is it possible to donate **online**?   No 0   Yes 1   Missing 99

96. GNRLML

Is there a **general email** for the organization for further info, suggestions or complaints (e.g. contact section)?

0   No
1   Yes, and the email button is located deeper in the site
2   Yes, and the email button is one click away from the home page
3   Yes, and the email button is on the home page
4   Yes, and the email button is placed in all the pages of the website

97. SNMSG1

The e-mail below should be sent to the general email address.
Please specify the **date** when message was **sent** (dd.mm.yy) _____

Dear info service staff,
I am part of a transnational research team conducting an investigation of civil society websites in the European Union. The research project, Demos (http://demos.iue.it), has been funded by the European Commission and is being coordinated by the European University Institute. We would be very grateful if you could answer the following questions focusing on how the information request service works:

1) How many people manage the information request service?
2) Could you give us an indication of the average number of information requests you receive in a month?
3) On average, what proportion of messages are you able to respond to (please specify an approximate percentage)?
4) Please specify how long it takes to obtain an answer from your service (please express the time in number of days).

We thank you in advance for your support,
YOUR NAME

If you have any specific queries or require further information please contact us: demos@iue.it

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Note that the message has to be translated into the official language of your country with the exception of the European and the international organizations for which English will be maintained.

98. RPMSG1

Please specify the **date** when reply was **received** (dd.mm.yy) _____

DOC5) Please **record** the content of the reply (to be translated in English) in a RTF file with an alphanumeric code like "msginfo.UK01"

99. WBMSML
Is there an opportunity to **contact** the webmaster by email?   No 0 Yes 1

100. SNMSG2
The e-mail below should be sent to the webmaster (if webmaster email is missing on the website you should address it to the press office or to the information request service).
Please specify the **date** when message was **sent** (dd.mm.yy) _____

> Dear Webmaster,
> I am part of a transnational research team conducting an investigation of civil society websites in the European Union. The research project, Demos (http://demos.iue.it), has been funded by the European Commission and is being coordinated by the European University Institute. We would be very grateful if you could answer the following questions:
>
> 1) Are staff employed specifically for maintaining the web site? If Yes, how many staff are employed for this purpose?
> 2) Do volunteers maintain, or help to maintain the web site? If Yes, how many volunteers help with website maintenance?
> 3) Could you give us an indication of the average traffic demand (e.g. average hits per month)?
> 4How many people have subscribed to the newsletter and/or mailing-list/forum?
> 5) How frequently does the website content change (e.g. hourly, daily, weekly, monthly)?
> 6) Is the website realized with open source or free software?
>
> We thank you in advance for your support,
> YOUR NAME
>
> If you have any specific queries or require further information please contact us: demos@iue.it

Note that the message has to be translated into the official language of your country with the exception of the European and the international organizations for which English will be maintained.

101. RPMSG2
Please specify the **date** when reply was **received** (dd.mm.yy) _____

DOC6) Please **record** the content of the reply (to be translated in English) in a RTF file with an alphanumeric code like "msgweb.UK01"

On the organization website can users:
102. RCTCMM - react to a specific request of *comments* (i.e. filling in an inquiry form)?   No 0 Yes 1
103. RCTSRV - answer a *questionnaire/survey* proposed by the organization?   No 0 Yes 1
104. PBLNTP – *directly* (without any filter) *publish* news, calls, proposals, etc.?   No 0 Yes 1
105. CMMFML - communicate with other users through *forum*/s and/or *mailing-list*/s?   No 0 Yes 1
106. RDRCMG - read *archived messages* of forum/s and/or mailing-list/s without subscribing to them?   No 0 Yes 1
107. CMMCHT - communicate with other users through a *chat-line*?   No 0 Yes 1
108. SNDPST - send or download an *e-postcard* addressed to institutions and/or representatives?   No 0 Yes 1
109. NLNPTT - sign an *online petition*?   No 0 Yes 1
Note that you should also include petitions that are on a separate website but reachable through a link from the analyzed site.

110. PLCPRS
(Please answer this question only if the site contain at least one forum/mailing-list otherwise otherwise answer missing).
Note that normally a website specifies its forum/mailing-list policy in its interactive area.
Is there a published **policy** or some other rules to participate to forums/mailing-lists?   No 0   Yes 1   Missing 99

111. CTNLRT
Is it possible to subscribe to an **action alert** list?
0 No
1 Yes, but only for members
2 Yes, for all website users

112. CMPNVL
Is the organization involved in an ongoing **campaign** (defined as such by the organization/group itself)?
0 No

1   Yes

113. LSTCMP
If Yes, please **list** the campaigns_____
99   missing

On the organization website is there a **call for**:

114. NTSTRK - a netstrike?   No 0   Yes 1
115. MLBMBN - a mail-bombing?   No 0   Yes 1

116. LNKPGS
You should analyze the link page only if it easily reachable from the homepage and if it is an <u>autonomous section/web page</u> of the site dedicated specifically for links to other websites.
Is there a **link-page/section** on the website?
0   No
1   Yes

<u>DOC7) If Yes, select all links and **record** them with "copy and paste" function in a "RTF" file with a progressive alphanumeric code (like "links.UK.01")</u>

Specify if links are ordered by some of the following **criteria**:

117. RNDRDR - random   No 0   Yes 1   Missing 99
118. TPRRDR - type of organization (movements, institutions, media, think thank, etc.) No 0   Yes 1   Missing 99
119. SSRDR - issue   No 0   Yes 1   Missing 99
120. TLVRDR - territorial level   No 0   Yes 1   Missing 99
121. MPRRDR - importance (select only if you find expressions like "links we consider important")
                                                                                             No 0   Yes 1   Missing 99
122. LPHRDR - alphabetic   No 0   Yes 1   Missing 99
123. THRRDR - other   No 0   Yes 1   Missing 99

124. SRDLNK
If other, **specify** _____

When you are on the homepage please press Ctrl + F and write in the search field the following words: "open source", "free software", "accessibility", "privacy".
On the homepage are the following words mentioned?

125. PNFRSW – "open source" or "free software"?   No 0   Yes 1
126. WBCCSS – "accessibility"?   No 0   Yes 1
127. PRVCSS – "privacy"?   No 0   Yes 1

<u>DOC8) Please record your notes in a "RTF" file with a progressive alphanumeric code (like "notes.UK.01").</u>
*Please add any **notes** you consider relevant. Please explain difficult choices, striking anomalies or most interesting features (i.e. the absence of a detailed organizational structure could indicate that an organization is small or very horizontal). You might want to add notes to organization entries later too (e.g. if you sense that one website would be suitable for a deeper analysis). Spend some time thinking (and comparing with other websites) about symbols, discourses, actions and (internal/external) coordinations suggested through the web. Strong indications could come out at this step for our reports and for the in-depth analysis planned for the second part of WP2.*