

Democracy Reloaded: Generation Y and Online Civic Engagement

Stage 2: Coding Sheet for Web Content Analysis - REVISED

Instructions for coder(s):

- a) After every coding sheet filled please close the web browser.
- b) Make sure that the browser's *Text Size* is always set to 'Smaller'
- c) 'On or near the homepage' is defined as a maximum of 2 clicks away from the homepage

Date:	Time:
Name of organisation:	
Name of project (if different):	
URL:	
CODING SHEET CODE:	

Section 1: Finding the Site

Were you able to find the organisation's or project's website by typing its full name into the Google search engine?

0	No, site was not listed	
	Site listed in first place	
	Site listed in top 5	
	Site listed in top 10	
	Site listed but not in top 10	

Section 2: Site Maintenance

Can you find out on or near the homepage (2 clicks away) when the site was last updated?

1	Yes	
	No	

If yes to (1), when was the site last updated?

2	During last week	
	During last month	
	During last three months	
	Over three months	

Can you find any of the following facilities on or near the homepage for providing regularly updated information about the organisation or project?

		Yes	No
3	What's New / Latest News		
4	Weblog		
5	Press Releases		
6	Archived News / Releases		

Can you find any of the following facilities available for receiving news and latest information?

		Yes	No
7	Free email news service that you can register for		
8	Email news service that requires a subscription payment		
9	Free mobile phone sms service that you can register for		
10	Mobile phone sms service that requires payment		

Section 3: Interactivity

Can you find any of the following interactive facilities available on the site?

		Yes	No
11	Chatroom that does not require password or registration		
12	Chatroom that requires password or registration		
13	Message / discussion board that does not require password or registration		
14	Message / discussion board that requires password or registration		
15	Weblog comments facility		
16	On-screen form for submission of comments that will be posted automatically		
17	On-screen form for submission of comments that will be subjected to an editorial process		
18	On-screen form for submission of comments that will not appear		
19	Email address for comments or feedback		

Section 4: Site Navigation, Accessibility and Structure

Are there tools available on or near the homepage for facilitating navigation around the site?

		Yes	No
20	HTML Menu (menu reloads or changes during navigation)		
21	Java Menu (main menu remains constant)		
22	Flash Menu		
23	Site Map		
24	Consistent link to the home page		
25	Help page		
26	A to Z of services or facilities		
27	List or drop-down menu of activities by topic area		
28	List or drop-down menu of activities by target group		
29	List or drop-down menu of activities by geographical location		
30	Search engine (<i>not</i> WWW-wide one, only of the site)		
31	Facility to input postcode and find relevant information		
32	List of the organisation's sub-units, structural divisions or regional branches		

Are there tools available on or near the homepage for facilitating accessibility of the site?

		Yes	No
33	Text-only version		
34	Other technology for visually impaired users		
35	Other technology for users with special needs		

Can you find materials in any other languages apart from English on the site?

36	Yes	
	No	

If the answer is YES (variable 36), how many different languages did you find (in addition to English)?

37	1	
	2	
	3	
	4	
	5 or more	

Does the material on or near the homepage display any of the following?

		Yes	No
38	Pages branded in a consistent way with a logo		
39	Pages use consistent colour scheme		
40	Pages use consistent font size and style		
41	Clearly signposted web usage statistics for this site		

Section 5: Site Content

Are there any of these facilities available on or near the homepage?

		Yes	No
42	'About Us' section or equivalent		
43	FAQ (Frequently Asked Questions)		
44	Mission Statement		
45	Explanation of current projects or activities		
46	Information on the organisation's/project's foundation and history		

Is the legal status of the organisation or funding/source of the project clear from the information contained on or near the homepage?

47	Yes	
	No	

If the answer is YES (variable 47), what is that status/source?

48	Central Government	
	UK Parliament	
	Executive Agency / QUANGO	
	Local Government	
	International Organisation	
	Political Party	
	Non-profit NGO / Charity	
	Independent Public Service Organisation (e.g. the BBC)	
	Firm or Corporation	

	Non-profit collective or individual owner	
	Two or more of the above	

Does the site feature any of the following galleries of *downloadable* files or types of facilities on or near the homepage?

		Yes	No
49	Images		
51	Audio		
52	Video		
53	Documents (in web format, e.g. .txt/.htm/.html)		
54	Documents (in .doc or .pdf format)		
55	Promotional material (banners, buttons, wallpapers, flyers, posters)		

Does the site provide information about the following democratic institutions and processes? (history, function, details, activities or membership)

		Yes	No
56	Elections, the electoral system or electoral registration		
57	Political parties, party membership or the party system		
58	Parliament, Committees, Acts		
59	Constituency/ies and MP/s		
60	Central Government, PM, Cabinet, Departments, the Civil and Diplomatic Service		
61	Local and Regional Government		
62	The European Union		
63	International Organisations		
64	The Courts, the Law		
65	Civil Society		
66	The Mass Media		
67	Freedom of Information / Open Government		
68	Other (please state)		

Does the site provide information or coverage of the following political issues and areas of public policy?

		Yes	No
69	Economy, taxes, pensions, social security, mortgages		
70	Health, NHS		
71	Education		
72	Human rights		
73	Civil liberties		
74	Defence, military, war, anti-terrorism		
75	Environment		
76	Poverty, "third-world" debt		
77	Globalisation, international trade		
78	Immigration, asylum		
79	Quality of life, culture		
80	Other (please state)		

Does the site feature material or discussion space on the following youth-specific issues?

		Yes	No
81	Education: schools, universities, fees		
82	Employment: jobs, employability, skills, training		
83	Health: HIV/AIDS, STDs, drugs, teenage pregnancy, mental health		
84	Youth culture: the arts, music		
85	Other (please state)		

Does the site explicitly feature those concepts as central to its existence on or near the homepage?

		Yes	No
86	Awareness or public information		
87	Formal public consultation / input		
88	Deliberation, dialogue or interaction		
89	Citizenship, civic or public engagement / participation / involvement		
90	Mobilisation or activism		
91	Protest, dissent or confrontation		

Does the site focus on a specific agenda or does it frame the debate in terms of specific issues / demands?

92	Yes	
	No	

Is the geographical focus of the organisation/project clear and specific?

93	Yes	
	No	

If the answer is YES (variable 93), what is that area?

94	County or locality	
	Region	
	England	
	Wales	
	Scotland	
	N. Ireland	
	The whole of the UK	
	Europe	
	International focus	

Does the site target the youth (16-25)?

95	Site applies exclusively to young people / citizens	
	Site focuses on young people / citizens	
	Site mentions young people / citizens	
	Site does not specifically mention young people / citizens	

What sort of language (discourse) does the site feature?

96	Informal / Slang	
	Semi-informal / "Chatty"	
	Formal	

Does the site provide any of the following tools for facilitating civic or youth engagement?

		Yes	No
97	Emailing or faxing a political representative or member of the central or local government		
98	Writing to a political representative or member of the central or local government		
99	Offline skills training (workshops etc)		
100	Online skills training (material, interactive)		
101	Offline voluntary work and/or direct community involvement		
102	Online voluntary work and/or online community involvement		
103	Working as a fund-raiser		
104	Signing an on-screen petition		
105	Signing a petition via email		
106	Forwarding a petition or material to a friend		
107	Submitting issue-oriented written input (different from comments/feedback)		
108	Submitting creative input		

Does the site ask for donations in order to promote a (political) cause or campaign?

109	Yes	
	No	

If the answer is YES (variable 109), what options does the user have?

		Yes	No
110	Make a donation online without leaving the site		
111	Make a donation online via an external site		
112	Make a donation offline (by telephone or post)		

If the answer is YES (variable 109), does the site offer clearly signposted facts and figures?

		Yes	No
113	Amount required for the entire campaign		
114	Minimum amount recommended for donation		
115	Amount already raised		
116	Breakdown of donations		
117	Breakdown of donors		

Section 6: Links and Contacts

Does the site provide links to these sectors, organisations or projects on or near the homepage?

		Yes	No
118	Central Government		
119	Parliament or MPs		
120	Political Parties		
121	Local Government		
122	The UK Youth Parliament		
123	The European Union		
124	International Organisations		
125	News Organisations and the Mass Media		
126	NGOs and Charities		
127	Educational institutions and think-tanks		
128	Firms or corporations		
129	Websites of individual users		
130	Weblogs		
131	Chatrooms or message / discussion boards		
132	Activist organisations or movements		
133	Other civic associations		

Can you find basic contact details for the organisation on or near the homepage?

		Yes	No
134	General email address (Webmaster, Info, etc.)		
135	Organised list of eponymous email addresses		
136	Organised list of anonymous unit email addresses		
137	Telephone		
138	Address		

Can you find the name and affiliation of the organisation's, project's or site's leading figure(s) on or near the homepage? (site owner/author, organisation director/manager or project leader)

139	Yes	
	No	

Section 7: Online Community

Does the site feature the following community-defining elements?

		Yes	No
140	Specific rules, guidelines, netiquette or ethical standards for the use of its resources		
141	Ability to subscribe, obtain membership or build a <i>user</i> profile on the website		
142	Ability to become a regular contributor or obtain a <i>contributor</i> profile on the website		
143	Gallery/library of individual human stories or case studies relating to the subject matter		
144	Gallery/library of biographical information for site / project contributors		
145	Information on and/or invitation to virtual conferences, meet-ups or gatherings		
146	Information on and/or invitation to offline gatherings		
147	Contact details of other members / users / contributors		

Section 8: Qualitative Measurements

Overall, how would you rate the structural features of this site (accessibility, navigation, maintenance, links, contacts)?

148	1 (min)	
	2	
	3	
	4	
	5 (max)	

Overall, how would you rate the content of this site?

149	1 (min)	
	2	
	3	
	4	
	5 (max)	

Overall, how would you rate the community / social aspect of this site?

150	1 (min)	
	2	
	3	
	4	
	5 (max)	

Are there any outstanding or particularly innovative features or tools?

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