THE USE OF WEB SITES BY CINEMA ORGANISATIONS AS AN EFFECTIVE AND INTERACTIVE COMMUNICATION TOOL: A COMPARATIVE CONTENT ANALYSIS OF WEB SITES OF ALTIN PORTAKAL AND OSCAR♦

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ABSTRACT

Internet can be considered as an international means of communication which does not have time or place boundaries, a relatively new form of mass communication and it is possible to use web sites in co-operation with older means of mass communication such as cinema. Cinema organisations establish their web sites in order to benefit from this new technology, to survive in a competitive market, to reflect organisational mission and vision, to be reached by their audiences and so on. On the basis of selection criteria, one Turkish and one American cinema organisation's web sites are analysed with respect to a borrowed and modified web site scoring system. Altın Portakal and Oscar are chosen as the representative samples of cinema web sites due to their world-wide fame and their central position and role in determining the cinema culture in two countries. This study aims to discuss the functions of the web sites of the cinema organisations on the basis of their design and content in terms of achieving to their goals. Besides, when it comes to the point of having a proper web site, the economical power of the organisations and the development level of the countries in which these organisations act becomes very important.

Key Words: Internet, Web analysis, Cinema, Film Festivals, Altın Portakal, Oscar

ÖZET

İnternet, zaman ve yer sınırlaması olmayan, görece yeni bir kitle iletişim aracı olarak değerlendirilebilmektedir. İnternetin görünen iletişim yüzü olan websitelerini, sinema gibi daha geleneksel kitle iletişim araçları ile işbirliği içinde kullanmanın mümkn olduğu da bilinmektedir. Sinema kuruluşları, bu yeni teknolojiden yararlanabilmek, rekabetçi piyasada var kalabilmek, kurumsal vizyon ve hedeflerini yansıtabilmek ve hedef kitlelerinin kendilerine ulaşmalarını sağlamak gibi amaçlarla kendi websitelerini oluşturmaktadırlar. Bu çalışma çerçevesinde, bir Türk ve bir Amerikan sinema organizasyonunun web siteleri alınmış ve web sitesi ölçüm sistem

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yöntembilimi ödünç alınarak ve çalışmanın amacına göre gerekli uyarlamalar yapılarak çözümlenmiştir. Bu bağlamda, dünya genelindeki tanınmışlıkları, ülkelerindeki güçlü pozisyonları ve sinema kültürünü belirleyici rolleri bağlamında Altın Portakal ve Oskar inceleme için en temsili iki örnek olarak seçilmiştir. Bu çalışma, biçim ve içerik açısından bu sinema kuruluşlarının websitelerinin ilevlerini gerçekleştirip gerçekleştiremediğini tartışmayı amaçlamaktadır. Ek olarak, iyi düzenlenmiş bir websitesine sahip olmanın, bu kuruluşların içinde bulunduğu ülkelerin gelişmişlik düzeyini yansıttığı saptaması doğrultusunda iki websitesi arasındaki farklılık ve benzerlikler sosyo-ekonomik bir çerçevede ele alınmaya çalışılmaktadır.

Anahtar Kelimeler: *İnternet, Web analizi, Sinema, Film Festivalleri, Altın Portakal ve Oskar*

INTRODUCTION

Internet can be considered as an international means of communication which doesn't have time or place boundaries, a relatively new form of mass communication and it is possible to use web sites in co-operation with older means of mass communication such as cinema. The use of a website helps cinema organisations, which have a target audience generally consisting of young people who are internet-savvy, attract their potential clients. It can be said that there are several motivations to use web sites; cinema organisations establish their web sites in order to make a benefit of this new technology, to survive in a competitive market, to reflect organisational mission and vision, to be reached by their audiences and so on. The most important function of web sites is that, by means of them, cinema organisations can provide their audience to participate interactively in cinema events. In other words, an interrelationship between society and cinema as a communication mean is formed, allowing audience to manipulate what is happening in the field and to affect the cinema culture.

Since the perception of an organisation is mostly related to how well its web site is structured, a well-designed web site should be visual, functional, interactive, rich in content, attractive, user-friendly and updated regularly. On the basis of selection criteria, one Turkish and one American cinema organisation's web sites are analyzed with respect to a borrowed and modified web site scoring system. *Altın Portakal* and *Oscar* are chosen as the representative samples of cinema web sites due to their internationally known names among film lovers and cinephiles and their central position and role in determining the cinema culture in two countries*. This study aims to discuss the

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* Altin Portakal receives 154.000 hits in one of the most used search engines Google. Morevover, it is expressed that Altin Portakal Feature Film Award was called Turkish Oscar, following the enthusiasm created in the cinema world with its high performance within a short time.

functions of the web sites of the cinema organisations on the basis of their design and content in regards with their goals. Besides, when it comes to the point of having a proper web site, the economical power of the organisations and the development level of the countries, in which these organisations act, become very important. This point of view also helps for analysing the position, power and domination of the cinema industries of the countries.

As a result, this study focuses on whether or not the cinema organisations can manage their functions and they can use web sites truly effectively. And as a comparative analysis, this study can provide a wide information pool to understand the differences between two countries regarding the cinema industry and the capacity of using internet. Because internet is a new technology, web site analysis has not been a widely used scoring system[**] in academic studies, particularly in Turkey. Due to the fact that there is not a study, particularly looking at how cinema organisations are using their web sites and whether these web sites keeping their promise, this study can be considered as an initial attempt for this new way of analysing.

Literature Review

Globalisation as a widely and deeply discussed and so a very significant notion of contemporary debates in the last few decades, determines daily practices of our lives especially depending on the development of communication technologies. Remarkably diverse approaches towards the term 'globalisation' by hyperglobalizers, the sceptics and the transformalist can be identified. However, the main qualitative and quantitative dimensions of globalisation that have been frequently expressed by any scholar are: 1) The extensity of global networks, 2) The intensity of global interconnectedness, 3) The velocity of global flows and 4) The impact propensity of global interconnectedness (Rantanen, 2004:6). These aspects of globalisation indicate the major role of communication technologies and media on determining the economic, political and socio-cultural relations of countries. In this respect internet can be given as the most important landmark of information revolution and so of globalisation in addition to conventional means of mass communication like print, radio, television and cinema.

The internet is not only the most recently developed mass medium and communication tool of the 21st century, but it also has given rise to new

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[**] Used by R. Gibson, M. Margolis, D. Resnick and S. Ward (2001) in order to analyse Election Campaigning via internet in America and United Kingdom, and this study basically tries to apply these coding schemes for the contents analysis of functionality and design of film organisations' websites.

dimensions of communication by virtue of its global scope and easily accessible services such as World Wide Web (Janoschka, 2004:1). It was a program directed by ARPA, which was initially conceived as a method to link several incompatible systems located at various points across the US so the resources could be shared (Dodge, 2000:7) before it took the name Internet in 1990 which is open to be reached by individuals creating a world of computer-mediated communication.

As a tool that provides reciprocal exchange of information in a real time mode, internet has some advantages compared to the traditional means of communication. For example, digital communication allows a greater volume of information to be transmitted at a faster speed and also it enables user control as well as the decentralisation of media ownership (Ward, 2001:3). But this new tool of communication should not be seen only as an interactive communication between individuals because it serves to convey messages to a large amount of audience.

Since it is believed, implying the celebration of the medium, that internet is supposed to provide new forms of horizontal and vertical communication, which have the capacity to broaden the range of pluralistic voices heard in the public sphere and to facilitate new forms of interactivity and deliberation (Norris, 2001:3), the usage of internet by individuals, governments and private organisations has increased steadily.

Particularly organisations that use internet by having a website see it as a way of self-representation, self advertising and public relations. Therefore, organisations should follow some principles while using websites in order to accomplish their aims (Kent and Taylor, 1998:325): 1) They should allow feedback from the users and respond them, 2) It should be a mutual exchange of information taking the interests, values and the concerns of the users into account, 3) The website should be attractive caring freshness and participation, 4) The website should be simple, clear and easily navigated, 5) The website should try to keep the users' attention for a long time, avoiding them to pass to other links.

It is argued that organisations want to use all the capabilities and advantages of internet at an optimum level and the differences observed are mostly the result of the level of the institutionalisation of the organisations (Ward, 2001:4). However, the development levels of the countries, in which these organisations act, should be considered as well. Developing countries usually are eager to adopt and to use the new technologies, aiming to integrate into an increasingly interconnected and technologically-driven world economy but the level of the usage of new technologies and the development of

infrastructure required differ from country to country. While adapting these new technologies, developing countries face various problems such as low national income level, social and economic development level, human and equipment infrastructure...etc. (Mohammed, 2004:472-473). For instance, the two countries chosen for the analysis, America and Turkey, have quite different numbers of internet users. According to the figures updated on March 31st 2006 (available at http://www.internetworldstats.com/ top20.htm, cited August 25th 2006), the number of internet users in Turkey as a developing country is 10.220.000 whereas the United States has the highest number of internet users which is 205.326.680 as a leading developed country.

When the statistics of internet usage is combined with the fact that globalisation, which has contradictory dynamics, and thus, on the one hand helps local cultures be visible, on the other hand, causes cultural homogenisation by using transnationalisation as a discourse, results in Hollywood domination over all other national cinemas, the unequal conditions between Turkey and America can be understood. Moreover, in accordance with the development level of the countries, the benefit derived from internet usage differs also among people in a country who have the opportunity to use this new tool extensively and the ones who do not. The main question of this study, whether the differences in development levels of the countries affect the internet usage, is answered through the analysis of the websites of Altın Portakal and Oscar.

Lastly it is possible to say that, the spread of internet and World Wide Web and the changes in societies caused by these new communication tools have been widely investigated and analyzed by academicians and researchers (Schneider and Foot, 2004:114) on the basis of production and consumption processes of this new mass communication mean. The findings of several studies demonstrate that internet is mostly used to communicate with friends via e-mails, to search for different subjects via search engines and to be informed by means of news apart from its function to entertain. And for the organisations having a website means to make profit from this technology, to survive in a competitive market, to be easily reachable, and so, to convey their values, ideas, mission and to allow interactive communication. This study aims to examine whether the organisations chosen perform their aims by means of the quality of their websites, and to evaluate websites' efficiency in presenting the contents.

Methodology

When it is considered that many organisations such as governments, non-governmental organisations, local governors, universities and private companies benefit from the use of internet, it can be easily said that website analysis is a very significant area of scholarship, especially when its diffusion

and social effects are taken into account. As a new and distinct media form, the studies on web need a particular method of analysing form and content, and it is observed that three set of approaches have been employed in web related researches over the last decade (Schneider and Foot, 2004:116-117): 1) Discursive or rhetorical analyses of websites neglecting the structure element, 2) Structural or feature analyses of websites examining them on the basis of quantity and 3) Socio-cultural analysis of websites making an effort in order to take relationality and so both content and structure into account.

This paper can be considered as an initial attempt to analyse Turkish and American cinema organisations' websites and consequently to come up with a useful information pool for further researches in the field. The analysis focused on the success of Turkish and American cinema organisations at making use of their websites to perform their aims. In order to accomplish this, the websites of well known cinema organisations of Turkey and America, Altin Portakal and Oscar, have been analysed applying a comprehensive scoring system, which was formerly used by academicians who work on political communication and the internet usage by political parties (Gibson, Margolis, Resnick and Ward, 2001) with slight modifications. Functions and delivery are the main categories of this scoring system in order to evaluate the contents and structures of the websites.

The modifications made are only in the functions part of the scoring system: policies, newsletters, leader focus, candidate profiles, electoral information and conference information titles under the *informative provision index* and also the *campaigning index* as a whole are ommitted for the individual purposes of this analysis. Moreover, the categories internal and external links under the *networking index* and the categories opennes, feedback, opinion pool and interaction under the *participation index* are considered all together rather than being dealt with individually.

Both of the websites are given points according to the factors such as the richness of the content, resource generation, internal and external communication level, the capacity of participation, accessibility, navigability, freshness and visibility of the websites and so on. Compared to the conventional forms of mass communication, internet and websites cause a problem by being temporal. Unlike theatre, live television or radio, web content must exist in a permanent form in order to be transmitted, which is a common point in other forms of media such as film and print. However, unlike any other permanent media, a website is updated regularly, deleting the previous content and form of

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* The original scoring system is provided within Appendix at the end of the study for readers.

itself (Schneider and Foot, 2004:115). As a result, this study studied on the websites in a period of 15 days between 10th August and 25th August 2006 trying to observe the changes made by the producers in order to consider freshness of the websites.

With a claim that development levels of the countries determines the general internet usage, this study tries to find out possible differences between two countries through the analysis of the websites of Altin Portakal and Oscar. The reason why these two organisations are chosen is that they have remarkably leading roles in terms of cinema in their own countries and also are well known as venues of international attraction. Being the oldest and the most constant one of Turkey, Altın Portakal Film Festival, including the name 'golden' inspired by Golden Bear in Berlin and Golden Palm in Venice, started as a local art celebration in 1964 and organised by Antalya Municipality till 1985. Since then it has been directed by Antalya Culture Art Tourism Foundation (AKSAV). Except for the years 1979 and 1980, Altın Portakal Film Festival hase remained its continuity and eventually last year became international by virtue of the cooperation of Cinema and Audiovisual Culture Foundation of Turkey (TURSAK) (Başaran, 2006:12). Oscar Academy Awards has been organised by the Academy of Motion Pictures Arts and Sciences since 1929. It was announced to the world by radio in 1943 and broadcasted for the first time in television in 1953. Unlike Altın Portakal, Oscar has been never cancelled but just delayed for three times in its history; 1938, 1968 and 1981 which refers to its strong institutional structure and economic power compare to Altın Portakal. It has been continuing as a successive international event for 77 years (Başkaya, 2005, cited August 25th 2006).

Lastly, it should be said that although there are two different websites for both of the events only one of them are considered for the purposes of the study. For Altın Portakal it is possible to find both *www.altinportakal.tursak. org.tr* and *www.altinportakal.org* websites and also for Oscar there are *www.oscar.com* and *www.oscars.org*. The domain types of both sites chosen in order to analyse are .org domain whereas Altın Portakal also includes .tr addition because this study aims to evaluate the success of the organisations rather than the events by looking at how effectively they use their websites in order to fulfil their goals. Even though both websites of Altın Portakal include the domain .org, the second one without Tursak was chosen since it is the original website of the organisation which was online before the participation of TURSAK. It should be noted that the excluded websites of both organisations are more attractive, visual, user-friendly and colourful compare to the official, and so, appropriate ones chosen for the analysis.

Findings

Depending on the function and delivery characteristics of each website analysed, both the contents and structuring elements of the websites are concerned in order to bring the quality and the efficiency of the websites of the organisations to the light.

Table 1: Functional Analysis of Altın Portakal and Oscar Websites

When the functions of the both websites are observed, it is found that the information provision has a downward route in both organisational websites, which means that they prefer communicating from the top to the bottom with respect to the information flow. The research reveals that information provision of Oscar is higher than that of Altın Portakal. Because contrary to Altın Portakal, which does not release news, present an event calendar and have a library or archive, the website of Oscar has news releases, event calendar and archive/library within the function of information provision despite the fact that documentary information such as organisational history, structure, values/ideology, documents and important people for the organisations are present on both websites. Only website of Oscar reserves a special place for press statements and news about the organisation and the event. It is also observed that, in neither of the websites, frequently asked questions and privacy policy items exist.

When it comes to the *resource generation index*, the research reveals that none of the websites has an area to collect grants, to ask for subscription fee or to sell the products of the organisations such as the toy statue of Altın Portakal or Oscar, clothes carrying the emblem or the statue of the organisations, the old events' catalogues or magazines in order to provide income. Therefore, it can be said that both websites are missing the opportunity to make use of the websites for financial resource. Especially for Altın Portakal, which has limited budget compared to Oscar, it would be a great chance to have such a category.

The analysis of networking function shows that the organisations follow completely opposite paths. The fact that relatively poor countries have web sites linking to other sites within national boundaries or even if they cross the boundaries they mostly have links to sites in America expressing the vulnerability of small economies and their information policies to the power of market forces (Mohammed, 2004:474). In accordance with this statement, the website of Altın Portakal has only external reference and commercial links to local government and to its sponsors while surprisingly the website of Oscar, notwithstanding being wealthy, has no external links, but only internal.

In terms of the function of participation, *openness, opinion poll, interaction and feedback indexes* are examined, and the results reveal quite different values for the websites. Unlike Altın Portakal, Oscar provides its users the opportunity of sending their comments, complaints or questions via sending e-mails, however it is observed in the research that these e-mails are not replied since no record has been recorded. In addition, throughout the analysis two questions were sent to both of the organisations several times in order to learn about their motivation to establish a website: 1) For how long have you had a website? and 2) Have you managed to fulfil your goals by means of this website? But neither of them provided the researcher with a response, which gives clues about the interaction and feedback indexes of the websites. The website of Oscar asks for subscription for Official Screen Credits for Academy Awards Consideration, Press Release E-Mail List and Academy Events E-mail Calendar, thus offers its readers a chance of participation through voting and writing their comments on the events. Chat or games option does not exist on any of the websites. Regarding e-mail contacts encouraging the users to connect to the organisations, both websites have similar values. According to these results it is possible to say that the level of upward and interactive communication flow particularly on the website of Altın Portakal is not sufficient.

Table 2: Presentational Analysis of Altın Portakal and Oscar Websites

When the *delivery index* of both websites are analysed with respect to visuality, access, navigability, freshness and visibility items, it is possible to say that in general the website of Oscar includes more appealing elements compared to the website of Altın Portakal. While the website of Altın Portakal has only frames and graphics, the website of Oscar is enriched with moving images, more photographic elements and layers.

In terms of accessibility both organisations display a low performance. Neither of them is accessible via WAP/PDA. Since English is the most common language all around the world especially in the field of communication technologies and internet world, Oscar does not need to have a foreign language item on the website. The website of Altın Portakal has English version which is not active. This indicates the problem argued by Mohammed Shaheed that the notable site failures and broken links also suggest that the web strategies of Turkey as a developing country may face technical or economic challenges (Mohammed, 2004:480). Because to create an English version of a web site requires recruiting people who are knowledgeable at web design as well as capable of speaking the foreign language in addition to his/her native language. More qualified people mean more expense for organisations. The documents on

both websites are available in text format to be downloaded and to be printed whereas neither of the websites offers special software for blind or visually impaired users. And when it comes to the access in practice, the website of Oscar with 42.9 KB data capacity has a larger homepage than the one of Altın Portakal with 17.2 KB data capacity. This displays, the visual richness of the website of Oscar on the one hand, and the disadvantage of it on the other hand, because the websites exceeding 25 KB are known to load slowly.

Navigability of both websites examined in terms of navigation tips, number of search engines, site maps and homepage and fixed menu bar on lower level pages shows that the website of Altın Portakal lack facilities to provide its users with easy navigation. While the website of Oscar has two search engines as well as a site map, the website of Altın Porakal has only one search engine without a site map. There is not a specific information about the latest update time of the websites, however, in the period of this study, by looking at the news released, it is seen that Altın Portakal updates its website monthly while Oscar updates its website in 3 or 7 days. The number of the links found in the favourite search engine Google for the website of Altın Portakal is 29 and of Oscar is 5820 indicating the low visibility value of Altın Portakal compared to older, richer and more institutional organisation Oscar's.

Conclusion

There is no study, which particularly looks at how cinema organisations use their websites and if these websites help them fulfil their goals. In this respect, this study aimed to analyse the websites of Altın Portakal and Oscar, which are considered as the most important cinema events of their countries and compare them on the basis of function and delivery features. Therefore this study looked for the answers of two main questions; *What are the contents and structural elements of the websites of cinema organisations Altın Portakal and Oscar?* In addition, *does the development levels of the countries affect the internet usage and so the success of the organisations at making use of their websites truly effectively?* In terms of these questions, the results confirmed differences between two selected countries despite the presence of some slight similarities.

Even though all countries in the world want and need to make use of new communication technologies, which affect traditional patterns of social interaction by mediating the relationship between individuals and groups, implementation of these new technologies depends on the development levels of the countries. These economic and infrastructural conditions also determine the accessibility of the information for those countries. In this context, for

making comparisons between the websites of cinema organisations in Turkey and America, this study first of all took the internet usage ratio into account.

According to the World Internet Users Statistics, %68.6 of the population in America and only %13.7 of the population in Turkey by the year 2006 can use internet. Turkey as a developing country is the 20th in the list of top 20 countries with highest number of internet users while America is the pioneer with a rate of %20.1. It is clear that there is a notable difference between two countries which should be taken into consideration in order to evaluate the situations of the websites chosen for the analysis. Altın Portakal has a relatively weak website since internet is not seen as a big market yet in a developing country with a low internet usage ratio. Nevertheless, this cannot be given as the only reason for the failure of the website of Altın Portakal because there are very successful websites with rich contents in Turkey, so the economic power of the organisation itself and the fact that it is still on the way of completing its institutionalisation are seemingly the other important factors.

At the end of the research it was found out that generally the website of Oscar is better structured compared to the website of Altın Portakal. The website of Oscar is more interactive, richer in content, more user-friendly and updated more regularly than the one of Altın Portakal. However, neither of them uses the potential of internet properly as an integrated communication tool. Internet is such a communication tool that it can combine all other forms of mass communication in itself (Atabek, 2003:68). For example, it is possible to present written, visual or audio-visual documents on internet, but the two websites analysed do not have video or audio files which is a very notable lacking for the websites of cinema organisations especially when it is considered that cinema is an audio-visual mass communication medium. In this respect, it is possible to claim that the websites chosen are not good at using websites in co-operation with older means of mass communication such as cinema.

When it comes to the statement presented at the beginning of this study that cinema is a mass communication medium, which mostly has a target audience of young people, and combining this medium with internet that have a big attraction for young people is a good way of appealing to a wide audience, it can be said that neither of websites can manage this truly. Moreover, although the website of Oscar is more open to be reached by its audiences, again both of the websites got 0 for feedback index under participation category which means that they aren't responsive to their users. This indicates another deficiency of the two organisations that they cannot use the internet and their websites effectively. Internet has the capability of interactivity that could form an

interrelationship between society and these cinema organisations, but especially the website of Altın Portakal does not give its users the chance of participating in the events and making comments on them in order to influence the cinema culture in the country.

To conclude, it is observed that the website of Oscar has a better performance in terms of information provision, participation and navigability. For other categories, namely Resource Generation, Networking, Visibility, Freshness, and Access, the website of Altın Portakal has quite similar values in spite of the superiority of America in internet usage and of Oscar in economic and institutional power. Finally, it should be noted that neither of the websites pays much attention to the resource generation. For Oscar this may be resulting from the fact that as a world-wide known, rich organisation it does not need extra financial support and for Altın Portakal, law about the foundation of organisations may be the determining factor in this result.

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http://www.internetworldstats.com/top20.htm

APPENDIX
ORIGINAL SCORING SYSTEM

Note: For each of the items scored it is also useful to note what level down from the home page it is. This type of information can be used later to assess the complexity of the site, and also the prominence given to various items, such as negative campaigning over policy discussion.

Functions
Information Provision

Additive index - 1 point assigned for each item present (0 – 16)
Organisational history
Structure
Values/ideology
Policies
Documents (i.e. manifesto, constitution)
Newsletters
Media releases. (i.e. speeches, statements, interview transcripts, conferences)
People/Who's Who
Leader focus
Candidate profiles
Electoral Information (statistics, information on past performance)
Event Calendar (prospective or retrospective)
Conference Information
Frequently Asked Questions
Privacy Policy
Article Archive or Library
Additional notes can be made of the number of words devoted to a particular item or the average number of words. See coding sheets for more details.

Resource Generation

Cumulative index (0-13) Three ordinal indices:

(i) Donation index 0 - 4

(ii) Merchandise index 0 - 4

(iii) Membership index. 0 - 4

(iv) Associate membership/volunteer solicitation 1 = present 0 = absent

For each index (1) reference made and postal address listed (2) download form and post (3) online enquiry (specific email or online form) (4) online transaction (0) no references made.

Networking

Internal

Ordinal index: 0-5 plus point for Extranet

- Internal links include those to local parties, MP's/MEPs, international branches

  if they are independent of the main party site. 0 = no links; 1 = 1-10; 2 = 11-20; 3 = 21-50; 4 = 51-100; 5 = +100.

- Extranet available from site or members only pages 1 = present 0 = absent

External

Cumulative index: 0 - 15 (3 ordinal indices)

- Partisan links are those to other parties and organisations that are supportive of the party's goals. For example, if the Labour Party link to the Trades Union Congress

  site, or the American Democratic party. 0 = no links; 1 = 1-10; 2 = 11-20; 3 = 21-50; 4 = 51-100; 5 = +100.

- Reference links are those to neutral or news/educational sites such as news broadcasters, newspapers, parliamentary/government sites, national libraries etc.

  0 = no links; 1 = 1-10; 2 = 11-20; 3 = 21-50; 4 = 51-100; 5 = +100

- Commercial links are those promoting business services such as book sellers, web designers. 0 = no links; 1 = 1-10; 2 = 11-20; 3 = 21-50; 4 = 51-100; 5 = +100

Participation

Cumulative index 0 - n (2 ordinal indices and two count)

Openness (0 - n) Count of email contacts to distinct units or branches within the party listed on site, i.e. web master, hq, candidates/MPs, local organisations, leader, international office, youth organisation press office, etc. Each unit/branch = 1.

Feedback index (0-3) Ordinal (1) email address on the site; (2) email address

explicitly focused on soliciting comments; (3) an online form to submit views offered.
Opinion Poll (0 - n) Number of opinion polls offered.
Interaction index (0-4) Ordinal (1) games/gimmicks to play; (2) bulletin board
or guestbook to post views; (3) chat room for real-time discussion; (4)
opportunity for online debate with leader/senior organisation figures.

Campaigning

Additive index - 1 point assigned for each item present (0 - 9)
Election site
Negative campaigning (banner, pop-up ad etc. on home page) Targeting ex-pat
voters
Targeting marginal constituency/swing voter (explicit effort)
Cookie
Join an email update list
Become online campaigner
Information on proxy/absent vote
Download logo
Download offline leaflets/propaganda

Delivery

Glitz Factor

Cumulative index (0-6) Comprised two additive indices
Homepage design index 1 point for each item present (0-3)
graphics
frames
moving ../images
Multimedia index 1 point for each item present (0-3)
sound
video
live streaming

Access

This consists of two dimensions, access in principle and access in practice.
In principle index 1 point for each item present (0-5)
no frames option
text only option (entire site)
text only documents to download and print
WAP/PDA 'wireless' enabled
foreign language translation
blind/visually impaired software
In practice
size of home page in Kb (>25 slows site loading time significantly)

Navigability
Additive index - 1 point for each item present (0 – n)
Navigation tips
No. of search engines
Home page icon on lower level pages
Fixed menu bar on lower level pages
Site map/index
Freshness
Ordinal index (0-6)
Updated daily (6); 1-2 days (5); 3-7 days (4); every two weeks (3); monthly (2);
1-6 months
(1); + 6 months (0)
Visibility
Number of links in (calculated with search engine, e.g. Google
link:www.conservatives.com)

Table 1: The funcitons values of the websites analyzed

	INFORMATION PROVISION	RESOURCE GENERATION	NETWORKING	PARTICIPATION
ALTIN PORTAKAL	5	0	4	3
OSCAR	8	0	3	7
Range	0-10	0-13	0-5	0-n

Table 2: The delivery values of the websites analyzed

	GLITZ FACTOR	ACCESS	NAVIGABALITY	FRESHNESS
ALTIN PORTAKAL	2	2	1	2
OSCAR	3	2	7	4
Range	0-6	0-5	0-n	0-6