



A Research on the Functionality Analysis of Migration Services Presented on Websites: Comparative Study of European Union Countries

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Abstract

The exclusive reliance on official migration authority websites as digital sources poses challenges for research aimed at identifying shortcomings and improving these platforms. This reliance also creates barriers for foreigners seeking to access essential information and services through the official migration websites of different countries. The present study aimed to evaluate the content and functionality of the official migration authority websites of Turkey and European Union member states that experience high levels of migration inflows. Accordingly, the selected websites were assessed in terms of (a) content, (b) accessibility, (c) usability, and (d) the use of up-to-date technologies. Furthermore, the study examined the specific technologies employed on these websites and explored the relationship between the number of foreigners residing in a given country and the functionality level of its website. The research was designed within a qualitative framework and conducted using content analysis. Data were collected through an evaluation form developed by the researchers and analyzed with MAXQDA 2024 and Microsoft Excel software. The analysis produced functionality scores with a user-centered focus. The findings reveal that more than half of the reviewed websites scored above the calculated average functionality level and, overall, prioritized the provision of information to users.

Anahtar Kelimeler: European Union countries, Migration websites, Migration service presentation, Functionality analysis, Content analysis.

İnternet Sitelerinde Sunulan Göç Hizmetlerinin İşlevselliğine Yönelik Bir Araştırma: Avrupa Birliği Ülkelerinin Karşılaştırmalı İncelemesi

Özet

Resmî göç otoritelerine ait internet sitelerinin dijital kaynak olarak tek başına kullanılması, bu platformların eksikliklerini tespit etmeyi ve geliştirilmesini amaçlayan araştırmalar açısından çeşitli güçlükler ortaya çıkarmaktadır. Ayrıca, bu durum, farklı ülkelerin resmî göç internet siteleri aracılığıyla temel bilgi ve hizmetlere erişmeye çalışan yabancılar için de çeşitli engeller yaratmaktadır. Bu çalışmada, yüksek düzeyde göç alan Türkiye ve Avrupa Birliği üye devletlerinin resmî göç otoritesi internet siteleri içerik ve işlevsellik bakımından değerlendirilmiştir. Bu kapsamda seçilen siteler; (a) içerik, (b) erişilebilirlik, (c) kullanılabilirlik ve (d) güncel teknolojilerin kullanımı boyutları üzerinden incelenmiştir. Ayrıca, söz konusu sitelerde kullanılan belirli teknolojiler analiz edilmiş ve bir ülkede ikamet eden yabancı sayısı ile sitenin işlevsellik düzeyi arasındaki ilişki araştırılmıştır. Nitel araştırma çerçevesinde tasarlanan bu çalışma, içerik analizi yöntemiyle yürütülmüştür. Veriler, araştırmacılar tarafından geliştirilen bir değerlendirme formu aracılığıyla toplanmış ve MAXQDA 2024 ile Microsoft Excel yazılımları kullanılarak analiz edilmiştir. Analiz sonucunda kullanıcı odaklı işlevsellik puanları elde edilmiştir. Bulgular, incelenen sitelerin yarısından fazlasının hesaplanan ortalama işlevsellik düzeyinin üzerinde puan aldığı ve genel olarak kullanıcıya bilgi sunmayı önceliklendirdiğini ortaya koymaktadır.

Keywords: Avrupa Birliği ülkeleri, Göç internet siteleri, Göç hizmetlerinin sunumu, İşlevsellik analizi, İçerik analizi.

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Bu makaleyi şu şekilde kaynak gösterebilirsiniz / To cite this article (APA):

Karataş, M., Eş, A. & Özdemir, M.M. (2025). A Research on the Functionality Analysis of Migration Services Presented on Websites: Comparative Study of European Union Countries, *Küllüye*, 6(3), 386-409.

<https://doi.org/10.48139/aybukulluye.1709661>

Makale Bilgisi / Article Information

Geliş / Received	Kabul / Accepted	Türü / Type	Sayfa / Page
30 Mayıs 2025	3 Ekim 2025	Araştırma Makalesi	386-409
30 May 2025	3 October 2025	Research Article	
Lisans / License: CC BY-NC 4.0			

Introduction

The Internet is defined as a communication network that consists of computer networks (networks) connecting two or more computers to each other, constantly growing and developing through their reconnection (Icel, 1998). Additionally, the Internet, which is defined as a whole consisting of thousands of Internet servers worldwide and millions of files stored on computers, enabling interactive access to different data, is referred to as a “public network” according to the Turkish Language Association (Dilmen, 2007; Arisoy, 2009). In this context, it is considered that the Internet was initially used for communication purposes.

In its early years, the internet, which appealed to a limited audience, has now reached 5.35 billion users (66% of the world’s population) (Internet usage worldwide-Statistics, 2024). In Türkiye, the internet usage rate increased by 64.9% between 2010 and 2021 (Bulak et al., 2021). The increase in internet usage has made websites more important, expanding the presentation of information, communication options, and service variety on the internet (Delen & Abdüsselam, 2015, p.159). Furthermore, websites that had limited capacity in the past are now being extensively used in many areas such as health, education, tourism, commerce, etc.

Websites are also being effectively utilized in the field of migration. They have become an effective tool for institutions working in the field of migration to present their activities and services to users (Tan et al., 2013). Foreigners can also access information about the migration public administrations, procedures, policies, and legislation of the countries they want to migrate to through websites. Furthermore, foreigners being able to access the information they need economically and quickly helps prevent negative situations that may arise due to misinformation (Izci & Erat, 2022). At the same time, foreigners can access electronic services such as e-visa, e-residence, and e-work through these websites free of charge and quickly. This situation is considered to reduce the workload of the relevant country’s migration management institutions and prevent foreigners from falling into irregular situations.

Functionality is an important issue on the websites of countries’ migration public administrations, as it is on other websites. The quality of websites is directly proportional to their functionality. In order to ensure the functionality of a newly created website, the target audience, purpose, functions, environmental challenges, and technology need to be identified correctly (Brophy & Craven, 2007; Nielsen, 2000; Delen & Abdüsselam, 2015). In this context, the target audience of a migration website should consist of foreigners who are already in the country or who intend to come to the country. The purpose of the website should be created taking into account the country’s migration policies and the needs of the target audience. At the same time, diversity of users should be taken into consideration on these websites, and content should be presented in a way that people from different nationalities can benefit from it in the most suitable way (Brophy & Craven, 2007). Finally, the technology used on the site should be accessible

to all users. According to Nielsen (2000), a website should be able to function with an internet browser and plugins that are two years old.

When the literature is reviewed, it is understood that a website needs to have certain criteria to be functional. Delen and Abdüsselam (2015) categorize these criteria under four headings: Content, Usability, Accessibility, and Search Engine Compatibility.

The content offered on the site should consist of useful and up-to-date information that meets the needs of users. At the same time, care should be taken to ensure that the information provided is not boring and that the dates of presentation are shared with users (Nielsen, 1999, p. 65-72). Well-organized content can also have positive effects on the compatibility of the site with search engines (Zhang & Dimitroff, 2005).

Another criterion of functionality is usability. This criterion refers to the ease of use of the website by users (Hillier, 2003, p. 2-14). For a website to be usable, it must first have a simple interface and a straightforward homepage structure. In addition, Aktel (2009) suggests in his study that the use of no more than three colors on websites can affect usability. Furthermore, factors such as diversifying access to content, having a site map, and having an on-site search box are also important for usability. Usability is crucial for institutions providing services through the internet, and there is a relationship between the usability of the site and user satisfaction (Delen & Abdüsselami 2015, p. 161-162). In this context, websites used in the field of migration should have a user interface and design that foreigners can understand in order to ensure usability. Additionally, they should develop tools that facilitate usability, such as language switching and text-to-speech features, and establish connections with other relevant websites.

Every internet user wants to access the websites they need smoothly (Hackett et al., 2003, p. 32-39). In this context, accessibility is an important criterion for the functionality of websites. Accessibility has different definitions. However, in this study, accessibility is defined as “the ability of users to easily access the content on the website without encountering any barriers or difficulties.” (Campoverde-Molina et al., 2020) For websites to be accessible, they need to pay attention to the technologies they use and the specific circumstances of users (Lazar et al., 2023; Delen & Abdüsselam, 2015, p. 163). Additionally, the compatibility of websites with search engines is also important for their accessibility. In this context, search engine compatibility aims to increase a website’s search engine accessibility and visibility. This is achieved through the website’s metadata structure, content, hyperlink status, expanding search query, and other possible factors (Zhang & Dimitroff, 2005, p. 666).

The fundamental problem addressed in this study is the absence of a systematic evaluation of the official websites of national migration authorities, which serve as crucial sources of rapid and accurate information for foreigners, in terms of their functionality. This gap restricts the enhancement of these websites’ capacities, the development of their technological infrastructure, and the effective provision of user feedback. Against this backdrop, the primary aim of the research is to assess the functionality of websites developed and operated by national migration administrations for foreigners residing in,

or intending to migrate to, the respective countries. Furthermore, the study seeks to conduct content analyses of these websites, identify their strengths and weaknesses, propose recommendations for improvement, examine the relationship between functionality levels and the number of foreigners within each country, determine the technologies currently employed, and contribute to the scholarly literature by facilitating the flow of knowledge. The research aimed to answer the following questions:

- i. Are the websites developed and used by countries' migration public administrations functional for users?
- ii. What information and services do these websites provide to users?
- iii. Are current technologies used on these websites?
- iv. Is there a relationship between the functionality of these websites and the number of foreigners in the country?

This research is important in terms of identifying deficiencies in currently used migration websites and providing information on what to consider in creating a website in this field. Additionally, the research identified the current technologies used on the websites. This aspect of the research also makes it important, as it will contribute to migration management.

Method

Methodology forms the core of a research or study. Obtaining accurate results from research that has a poorly designed or missing methodology is unlikely (Corbetta, 2003). In this regard, a well-thought-out and well-designed methodology should be developed for a research to obtain accurate results (Kothari, 2004). In this research, the model, population, sample, data collection technique, and data analysis method were determined first, and then the research was conducted.

Research Model

In this research, content analyses of the official websites of Türkiye and European Union countries' migration public administrations were conducted within the framework of qualitative research methods. In this research, the qualitative research method was used due to its holistic approach to the research topic, its ability to involve researchers as part of the research, and its flexibility in the research design.

In this study, the content analysis method, which is one of the qualitative research methods used to analyze the meanings and relationships of the content on websites, was employed

Population and Sampling

The population of the study consists of the websites developed and used by countries for migration purposes. Purposive sampling method was used to determine the sample set. In this context, the countries included in the population of the study were limited based on the criteria of being a member of the EU (1), having an official institution

dealing with migration affairs (2), and having an official internet site used for migration purposes (3). Also, Türkiye's inclusion in the research is considered appropriate due to its position as the country providing the most protection to foreigners, its recent efforts to combat irregular migration influxes, and its activities in the field of regular migration regarding security and social integration (BMMYK, 2021). In this context, the sample of the research consists of the websites of public administrations responsible for the management of migration affairs in a total of 28 countries, including Türkiye and the 27 EU member states. As part of the research, Romania's migration public administration website could not be accessed, so the official migration websites of a total of 27 countries were examined. Table 1 presents the countries to which the websites examined in this study belong, together with their English titles and access links.

Table 1. Examined websites.

No	Country	Institution Under Review (ENG)	Link
1	France	Ministry of the Interior, Directorate-General for Foreign Nationals in France	https://www.immigration.interieur.gouv.fr/Accueil
2	Holland	Ministry of Asylum and Migration	https://ind.nl/nl
3	Swedish	Swedish Migration Agency	https://www.migrationsverket.se/
4	Denmark	Danish Immigration Service	https://us.dk/
5	Estonia	Estonian Police and Border Guard Board	https://www.politsei.ee/
6	Finland	Finnish Immigration Service	https://migri.fi/en/home
7	Croatia	Republic of Croatia – Ministry of the Interior	https://mup.gov.hr/stranci-333/333
8	Ireland	Department of Justice, Home Affairs and Migration	https://www.irishimmigration.ie/
9	Germany	Federal Office for Migration and Refugees	https://www.bamf.de/DE/Startseite/startseite_node.html
10	Austria	Living and Working in Austria	https://www.migration.gv.at/de/willkommen/?no_cache=1
11	Bulgaria	Ministry of the Interior – Migration Directorate	https://mvr.bg/migration
12	Spain	Ministry of the Interior	https://www.interior.gob.es/opencms/es/servicios-al-ciudadano/tramites-y-gestion/es/extranjeria/
13	Belgium	Immigration Office (IBZ)	https://dofi.ibz.be/en

14	Italy	Ministry of the Interior – Department for Civil Liberties and Immigration	http://www.libertaciviliimmigrazione.dlci.interno.gov.it/it
15	Greek Cypriot Republic of Southern Cyprus	Civil Registry and Migration Department	https://www.moi.gov.cy/moi/cr/cr.nsf/index_gr/index_gr?opendocument
16	Latvia	Office of Citizenship and Migration Affairs	https://www.pmlp.gov.lv/lv
17	Lithuanian	Migration Department under the Ministry of the Interior of the Republic of Lithuania	https://migracija.lrv.lt/lt/
18	Luxembourg	Ministry of the Interior	https://maint.gouvernement.lu/fr/immigration.html
19	Hungary	National Directorate-General for Aliens Policing	https://oif.gov.hu/
20	Malta	The Agency for the Welfare of Asylum Seekers (AWAS)	https://awas.gov.mt/
21	Poland	Central Offices (Poland – Central Government Authorities)	https://www.gov.pl/web/udsc
22	Portugal	Agency for Integration, Migration and Asylum (AIMA)	https://aima.gov.pt/pt
23	Romania ¹	-	-
24	Slovakia	Ministry of the Interior of the Slovak Republic	https://www.minv.sk/?migracny-urad-mv-sr
25	Slovenia	Government Office for the Care and Integration of Migrants	https://www.gov.si/drzavni-organi/vladne-sluzbe/urad-vlade-za-oskrbo-in-integracijo-migrantov/
26	Czech Republic	Ministry of the Interior of the Czech Republic	https://mv.gov.cz/
27	Türkiye	Republic of Türkiye – Presidency of Migration Management, Ministry of Interior	https://www.goc.gov.tr/

¹The website could not be reached

Data Collection Process

In this research, document analysis technique was used to examine the websites included in the sample set. In the research, a two-option (yes/no) “Official Migration Websites Evaluation Form” developed by the researchers was used as the data collection tool. In the development of the interview forms, the following stages were pursued: (1) conducting a literature review, defining the research problem, and specifying the research objectives and questions; (2) formulating the items for the data collection tool and preparing a draft version of the form; (3) obtaining expert opinions on the draft form and making the necessary revisions; and (4) conducting a pilot application and finalizing the data collection instrument (Devellis, 2017; Karasar, 2017; Tavşancıl, 2014; Tezbaşaran, 1996). Accordingly, a comprehensive review of the literature on migration, websites, and accessibility was undertaken (Elling et al., 2007, Morrison et al., 2013; Durmuş & Çağıltay, 2012; Karaca & Gübül, 2020; Delen & Abdüsselam, 2015), leading to the creation of an item pool comprising 50 items. The draft interview form was then submitted for evaluation by five academics specializing in web design, information technologies, and migration. Based on their feedback, three items were removed, seven items were added, thirteen items were revised, and the form was organized into four main categories: Accessibility, Content, Usability, and Current Technologies. Subsequently, the draft form was piloted on two websites within the sample. As a result of the pilot application, four items were eliminated, six were added, and nine were revised. Furthermore, all “yes” responses to the criteria were classified as positive, while “no” responses were classified as negative. Consequently, the final evaluation form consisted of 56 criteria: five in Accessibility (A1–A5), thirty-five in Content (C1–C35), ten in Usability (U1–U10), and six in Current Technologies (CT1–CT6). The four main categories were designed to allow for maximum scores of 9, 62, 18, and 11 points, respectively, with each evaluated website being assessed on a 100-point scale. Google search engine was used to access the websites. In this context, using the official language of the selected country, the phrase “country name, official migration website” was typed into the Google search engine, and searches were conducted. It was observed that among the search results, there were also websites belonging to private companies and non-governmental organizations. In the research, analyses were conducted by taking into account the websites affiliated with the public administrations responsible for migration affairs of the relevant country. The evaluation of websites translated into researchers’ native language (Turkish) using Google tools took an average of 60 minutes. The evaluation times varied depending on the content of the website, its clarity, and the facilitative tools it possessed (such as search box, site map, etc.).

The evaluations were not solely based on the evaluation form. During the evaluations, situations that touched on the research problem, purpose, and questions were noted by the researchers. The analysis of the data was carried out taking into account the aforementioned notes and the researchers’ comments.

Data Analysis

The analysis of the data was carried out using the 2024 version of the MAXQDA program between February 1, 2024, and February 15, 2024. When coding, a method focusing on “content from categories (themes)” was followed. This coding method is generally used in studies where theoretical or conceptual outlines are drawn (Bal 2016, p. 260). In this context, the data were coded under the categories of Accessibility, Content, Usability, and Current Technologies. Additionally, a “code distribution model” was used to determine the topics that websites focus on and neglect, and the data distributions were tabulated. At the end of the completed analysis process, the data were visualized using a “hierarchical code subcode model,” and the research’s data map was obtained.

In this research, the overall success rates of websites were calculated. For this purpose, the data were transferred to Microsoft Excel, and a formula that counts only “yes” answers by giving equal value to each question was used (=IF (Criteria; Value)). Additionally, the average of the overall success rates of the websites was taken, and the websites below the average were considered unsuccessful, while those above were considered successful. Furthermore, the functionality rate was compared with the total number of foreigners in the respective countries, and an attempt was made to determine the connection between the two variables.

In this study, the researcher triangulation method was used to increase reliability. In this context, all websites were examined and analyzed by each researcher. The examinations, analyses, and interpretations made by the researchers were compared, and consensus was reached by discussing the criteria that were evaluated differently. The internal consistency among the codes in this study was found to be 91% according to the formula of Miles and Huberman (Reliability Coefficient = Number of items on which agreement is reached / (Number of items on which agreement is reached + Number of items on which agreement is not reached) *100). According to Miles and Huberman, a rate of 80% and above indicates that the research’s internal consistency is reliable (Miles & Huberman, 1994).

The fact that the researchers consist of practitioners, experts, and academics who are actively engaged in the field of migration and who also have academic publications on migration has had a positive impact on the design of the study, data collection, analysis, and the derivation of results. On the other hand, the researchers’ active involvement in Türkiye’s migration public administration is considered to have the potential to negatively affect the objectivity of the study. Moreover, Türkiye’s hosting of a large number of foreigners has increased the workload of the researchers. The excessive workload of the researchers, together with language barriers, has adversely affected the development and progress of the study.

Ethics

Since the study group of the research consists of openly accessible websites, no ethical permission was required.

Limitations

This study encountered several limitations. The first limitation stems from the composition of the sample. Considering the existence of diverse migration routes worldwide, the inclusion of only European Union member states and Turkey represents a significant constraint. Another limitation arises from the fact that the websites under investigation were prepared in languages other than the researchers' native language. Although various Google translation tools were employed to render the websites into Turkish, this reliance on translation hindered the ability to analyze the websites directly in their original languages and resulted in a loss of time, thereby imposing a restrictive effect on the research process.

Findings

In this section of the research, the findings obtained from the content analyses of the websites are presented. In this context, information about the functionality analyses of the websites, functionality rates, and strengths/weaknesses of the websites is provided, and the connection between the functionality rates of the websites and the numbers of foreigners in the country is examined.

Content Analysis of the Websites

In this research, the websites developed and used by the migration public administrations of the countries included in the sample were analyzed. The coding method focusing on content from categories (themes) was followed in the analyses. In this context, the data obtained were coded under the categories of Content, Accessibility, Usability, and Current Technologies. Based on the coding, a data map was produced as shown in Figure 1.

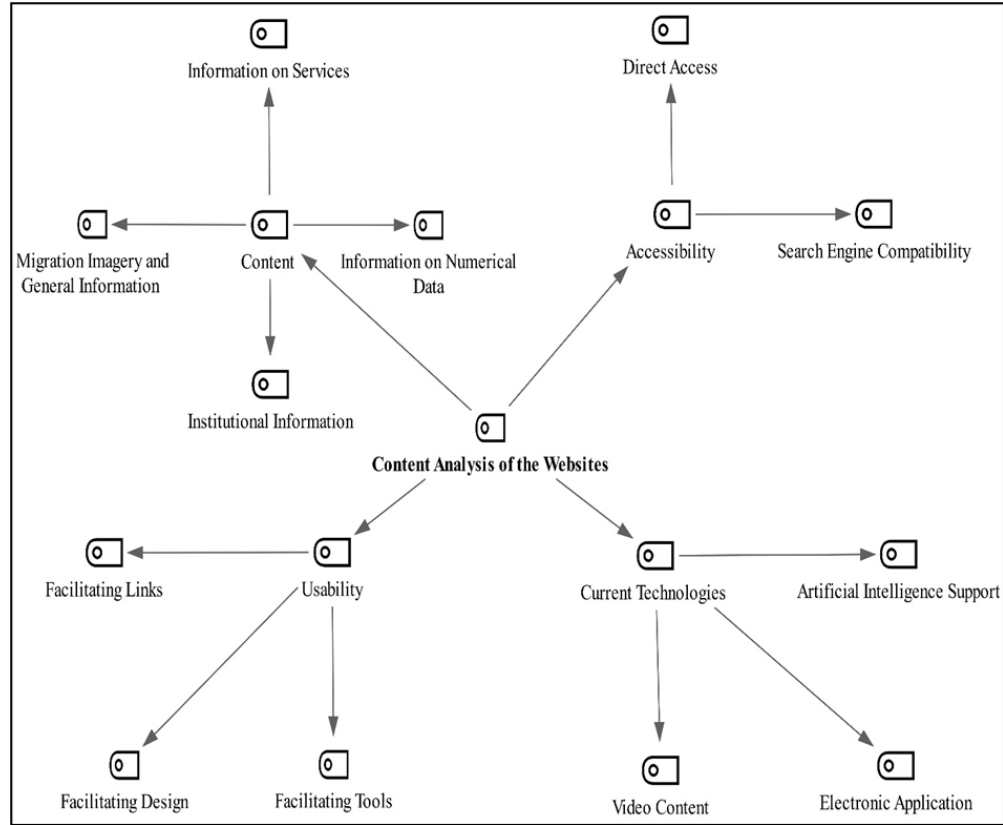


Fig. 1 Data Map

The Content category of the research focused on the information presented on the websites. In this context, it was understood that the websites generally contain information about services, numerical data, institutional information, migration imagery, and general information. In the Accessibility category, the accessibility and ease of access of the websites were emphasized. It was observed that direct access to websites and the compatibility of websites with search engines were prominent. In the Usability category, the focus was on factors that facilitate usage. In this context, it was understood that websites contain tools and links that facilitate usage and that these websites have a functional design. In the last category of the research, Current Technologies, the technological developments on the websites were observed. It was concluded that these websites contain digital tools such as artificial intelligence, electronic applications, and video content.

Table 2. Findings code distribution.

Categories	n	%
Content	603	65.3
Availability	205	22.2
Current Technologies	69	7.5
Accessibility	46	5
Sum	923	100.0

The table above shows the code distributions of the Content, Usability, Current Technologies, and Accessibility categories. When the code distributions are examined, it is understood that the websites mostly focus on *Content (65.3%) and Usability (22.2%)*, but neglect *Current Technology (7.5%) and Accessibility (5%)* topics. In this context, it is evaluated that websites generally focus on information presentation and ease of use, but users have difficulty accessing these websites. Another notable point in the code distribution is the low use of current technology. This indicates that many modern technologies used today are not reflected in migration websites.

Content: In the Content category of the research, the information offered to users by the websites was emphasized. As a result of the analyses, it was understood that websites mostly provide *information in the corporate field (64.8%)*. Additionally, data were obtained about the *services offered by countries in the field of migration (18.2%)* and *general information about migration (5.8%)* in the analyses of the websites. On the other hand, limited information is provided to users *regarding numerical data (5.8%)*, which is another notable point in the research. The statistical information of the codings in this category is presented below (Table 3)

Table 3. Data Distribution of the Content Category

Codes	n	%
Institutional Information	391	64.8
Information on Services	110	18.2
Migration Imagery and General Information	67	11.2
Information on Numerical Data	35	5.8
Sum	603	100.0

As a result of scanning the websites, data were obtained about the central units of migration public administrations, their managers, organizational charts, subunits, local branches, migration legislation, official working hours, and projects carried out/completed by them. The data obtained were consolidated into a common denominator in terms of meaning and content, and an Institutional Information coding was created. In this context, legal information such as the migration legislation of the relevant country and data protection warnings have been encountered on the websites. Additionally, access has been gained to the financial/technical details of the projects continued by the countries and the archives of completed projects. Furthermore, it has been observed that the duties, responsibilities, communication, and transportation information of the lower and local branches are also provided to users on the websites.

As a result of the content analysis, information related to migration processes and transactions such as residence permits, international protection, and visa procedures offered to foreigners was found on the websites. Additionally, information about foreigners' basic rights, emergency assistance hotlines in the relevant country, and

frequently asked questions was also obtained. Based on this information, a coding for Service-related Information was created. In the analysis conducted within the scope of the research, information about the country's migration history and border gates, current news/press releases, and archives was accessed. Consequently, the coding for Migration Images and General Information was obtained. Regarding the numerical data presented on the websites (migration reports and current migration statistics), it has been found that they fall under the coding of Information Related to Numerical Data. As seen in Table 3, there is a significant lack of data regarding the numerical information shared on the websites. In this context, it is assessed that countries tend to avoid sharing their own migration statistics.

Usability: The research focused on the usability of the websites and paid attention to factors that facilitate ease of use. The data obtained from the analysis has been coded under the *Usability* category. The content analysis revealed that generally, various auxiliary tools (42.4%) are developed on websites to facilitate usability. In the analysis, it was observed that in addition to this, some websites aimed to facilitate usage in terms of design (25.4%), while in others, links (32.2%) were used to make usability easier. The distribution of codes for the relevant Usability category is presented in Table 4.

Table 4. Data distribution for the Usability category.

Codes	n	%
Facilitating Tools	87	42.4
Facilitating Links	66	32.2
Facilitating Design	52	25.4
Sum	205	100.0

Some of the examined websites include **tools** such as language change tools, banners, search boxes, homepage shortcuts, and site maps. These tools are considered to facilitate site usage, and analyses have been conducted accordingly. Additionally, various **links** have been observed on websites to facilitate usage. These links are generally used to allow users to access other institutions' or units' websites and the relevant institution's social media accounts. In the research, attention has been paid to various design features to facilitate usage on websites. In this context, it has been understood that most websites avoid using Pop-up ads and pay attention to using three colors for a more user-friendly design. In this context, it has been found that the majority of websites avoid using Pop-up ads and pay attention to using three colors for a more user-friendly design.

Current Technologies: Within the scope of the research questions, the technologies used on websites have been thoroughly examined and analyzed. The data obtained has been coded under the category of *Current Technologies*. Upon examination, it is understood that technologies are mostly used in the field of electronic applications (79.7%) on websites. Furthermore, it has been observed that some websites enhance their content with videos (11.6%), and in some websites, artificial intelligence (AI) support

(8.7%) is provided to assist users. The data distribution of the Current Technologies category is presented in Table 5.

Table 5. Data distribution of the Current Technologies category.

Codes	n	%
Electronic Application	55	79.7
Video Content	8	11.6
Artificial Intelligence Support	6	8.7
Sum	69	100.0

In the analyses, it was understood that some websites benefit from technologies used in the application and message field, such as e-appointment request form, e-feedback form, e-suggestion form, online visa application, online residence permit application, and application success calculation machine. In some of the examined websites, it was observed that instructional/directional **videos** were used within the page to support the content or links to relevant videos uploaded to the Youtube platform were provided. The most notable aspect of the research is the use of artificial intelligence (AI) technologies such as chatbots and live support on websites. However, the lack of sufficient data on artificial intelligence indicates that this technology is not popularly used on websites.

Accessibility: In the scope of the research, analyses were conducted on users' access to websites. In the analyses, attention was paid to the *compatibility of websites with search engines and the direct access status*. The data obtained were coded under the Accessibility category. The data distribution of the Accessibility category is presented in Table 6.

Table 6. Data distribution of the Accessibility category.

Codes	n	%
Search Engine Compatibility	25	54.4
Direct Access	21	45.6
Sum	46	100.0

The analysis conducted within the scope of the research shows that the Accessibility category contains the least amount of data. This indicates that there are problems with accessibility to websites. In the research, the search engine compatibility was analyzed by paying attention to the placement of migration websites on the first page and in the first place in Google searches. The analysis revealed that although most of the websites appeared on the first results page, they did not rank first. Additionally, the ownership of a dedicated page by the websites was also analyzed. It was concluded that websites generally have a dedicated page, which enables **direct access** to the site.

Functionality Rates of Websites

In this research, the aim was to determine the functionality of websites from the perspective of users. For this purpose, a form consisting of 56 items was created to evaluate the functionality of websites. Figure 2 below presents the functionality rates of the migration websites developed and used by the public administrations of 26 EU countries and Türkiye, as evaluated through this form.

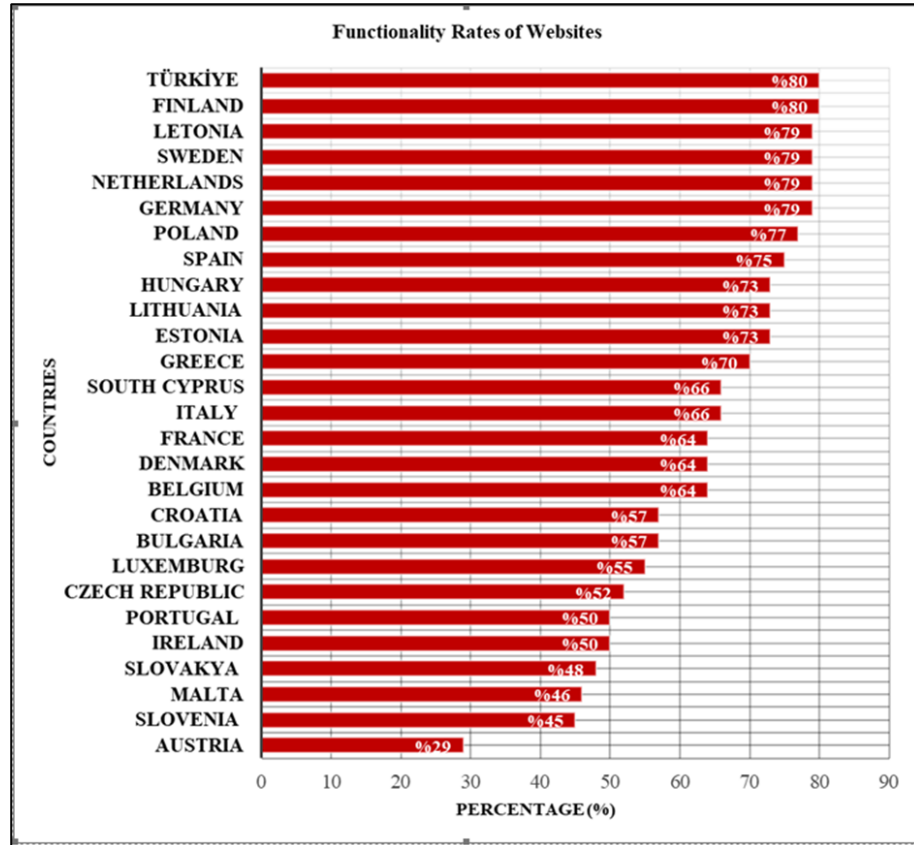


Fig. 2 Functionality rates of websites

The functionality rates of migration websites have been calculated based on the evaluations conducted. The functionality rates of the migration websites were calculated based on the evaluations conducted. When these rates are examined from highest to lowest, Türkiye and Finlandia rank first with a functionality rate of 80%, followed by Latvia, Sweden, Netherlands, and Germany with a functionality rate of 79%, and Poland in third place with a functionality rate of 77%. On the other hand, when the rates are examined from lowest to highest, Austria ranks last with a functionality rate of 29%, followed by Slovenia in 26th place with a functionality rate of 45%, and Malta in 25th place with a functionality rate of 46%.

The average functionality rate of the countries is calculated as 64% (1730 (total functionality rates of websites) / 27 (number of evaluated websites) = 64% (average functionality rate)). In this context, it is understood that 14 of the evaluated countries, including Türkiye (80%), Finland (80%), Latvia (79%), Sweden (79%), Netherlands (79%), Germany (79%), Poland (77%), Spain (75%), Hungary (73%), Lithuania (73%), Estonia (73%), Greece (70%), Cyprus (66%), and Italy (66%), are above the average

functionality rate. On the other hand, while France (64%), Denmark (64%), and Belgium (64%) have an average functionality rate, Croatia (57%), Bulgaria (57%), Luxembourg (55%), Czech Republic (52%), Portugal (50%), Ireland (50%), Slovakia (48%), Malta (46%), Slovenia (45%), and Austria (29%) are observed to be below the average rate. From the obtained data, it can be understood that approximately half of the migration websites developed and used by the public administrations of EU countries are functional for users, while the other half are not functional. This indicates that in EU countries, especially in the field of migration, websites are not created within a certain framework.

The Relationship Between the Number of Foreigners in Countries and the Functionality Rates of Websites

In this study, the relationship between functionality rate and the total number of foreigners in the respective country was examined. For this purpose, the total number of foreigners hosted by countries was researched and analyzed using the United Graph technique (Figure 3).

In Figure 3, the relationship between the total number of foreigners in the respective country and the functionality of the websites used by migration public administrations is visualized. On the first horizontal axis of the graph, the evaluated countries are given, on the first vertical axis, the number of foreigners, and on the secondary vertical axis, the functionality rates. When the graph is examined, it is observed that the countries hosting the most foreigners (Türkiye, Germany, Poland) also have high functionality rates (80%, 77%, 77%). However, when the graph as a whole is examined, it is evaluated that there is no regular relationship between these two variables.

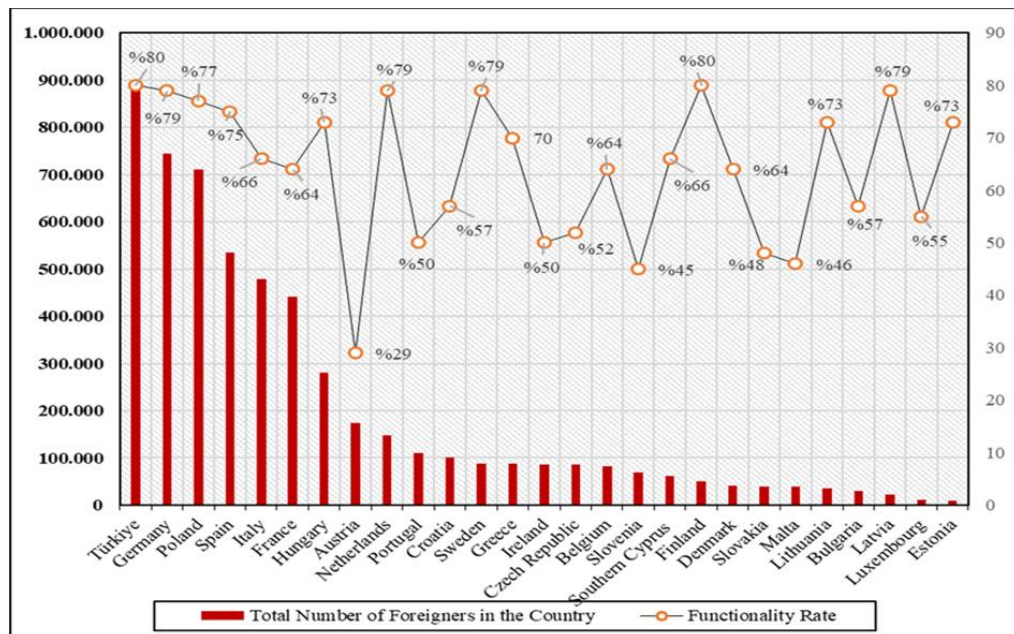


Fig. 3 Relationship between the number of foreigners in countries and the functionality rates of websites.

Discussion and Conclusion

Today, Türkiye and EU countries are among the countries targeted by migration movements (Başçılar et al., 2022; Karataş & Duyan, 2021). This situation requires these countries to prioritize their migration public administrations and strengthen their migration services. In this study, the websites, which are an important tool in the presentation of migration services of the relevant countries, were examined in terms of functionality and content, and the connection between the functionalities of these websites and the total number of foreigners in the country was analyzed.

At the end of the research, it was observed that the websites with the highest functionality belonged to Türkiye and Finland (80%). On the other hand, it was concluded that the websites with the lowest functionality rate belonged to Austria (29%) and Slovenia (45%). Looking at the overall websites, it was found that more than half of the sites scored above the calculated average functionality score (64%), three of them had average functionality, and ten of them were below average.

In this context, an evaluation was conducted to examine the relationship between the total number of foreigners residing in the respective countries and the functionality levels of the websites under review. The findings indicate that no significant relationship exists between these two variables. As shown in Figure 3, the curve representing functionality scores and the bars reflecting the number of foreigners do not exhibit a linear parallelism. This clearly suggests that national migration authorities do not take into account the density of foreign populations when designing their official websites. The result is significant in demonstrating that the size of the migrant or foreign population is not a determining factor in the development of digital public services. A possible explanation is that countries tend to prioritize institutional capacity, technological infrastructure, or national policy agendas in the design and functionality of their websites. Indeed, the literature similarly emphasizes that the quality of digital public services is primarily linked to the level of technological investment and the commitment of administrative will (Saatçioğlu, 2005; Dağlı & Oğuztürk, 2018). Therefore, rather than the size of the foreign population, the resources allocated to digitalization and the strategic vision adopted in this domain play a decisive role in shaping the functionality of websites. In this research, it was observed that the majority of the websites of migration public administrations of countries share contact information such as institution phone numbers and email addresses. As a result, it is evaluated that websites are generally used to share the institution's contact information. Conducting institutional communication in electronic media can reduce workload and increase institutional security (Karataş, 2023, p. 394-397). Additionally, while transportation information of the institution responsible for migration is provided on many websites, it was observed that the institution's visuals are included in a small number of websites. Based on the data obtained, it is evaluated that countries' migration public administrations prefer electronic communication tools such as telephone or email rather than physical contact.

As part of the research, the information provided on the relevant websites regarding migration services has been thoroughly examined. When the literature is reviewed, it is understood that various institutions and organizations inform their target audience about the activities they carry out and the services they provide by using websites. In this context, it is observed that Education Faculty websites generally provide information to students and teachers (Delen & Abdüsselam, 2015, p. 160-164), Municipality and Governorate websites provide information to residents and tourists (Aktel, 2009, p. 227-233; Aktel et al., 2009, p. 54-60) within the province, websites used in the health field provide information to patients and their relatives (Zengin, 2017; Sanchez, 2000), and tourism websites provide information about services and activities to tourists (Ip et al., 2011, p. 234-265; Yilmazdoğan & Temizkan, 2014). In the conducted research, it was found that the websites used by countries' migration public administrations frequently provide information about migration processes such as visas, residence permits, and international protection. On the other hand, it was understood that information about the country's migration history, numerical data/reports in the migration field, and the country's border gates are kept in the background in terms of sharing with users. Considering that the institutions to which the websites belong are responsible for migration, it is remarkable that these topics are neglected.

The findings of the study indicate that the migration-themed websites analyzed incorporate only a limited range of basic facilitative tools in terms of usability. It was observed that all of the websites feature internal search functions, enabling users to quickly locate the information or services they require. In addition, the availability of language-switching options on many of the websites, designed to support access by individuals from different national backgrounds, can be regarded as a positive feature that enhances usability. This finding is consistent with Rızvanoğlu's (2009) conceptualization of usability as "the provision of a satisfactory user experience through a functional interface". Nevertheless, the analysis also reveals that the websites employ only a small number of additional facilitative tools, such as homepage shortcuts or banners. This suggests that design elements aimed at strengthening user experience have been relegated to a secondary position. Considering migrants' urgent need for rapid access to information, the limited use of shortcuts and visual navigation tools may prolong browsing time and create difficulties in accessing relevant content. These results demonstrate that the design priorities of migration authorities' digital platforms are largely centered on content provision, whereas user-friendly design has not been comprehensively addressed. The literature similarly highlights that usability standards are frequently overlooked in the digitalization processes of public institutions, thereby perpetuating the access challenges faced by foreign users (Durmuş & Çağıltay, 2012; Ateş & Karacan, 2009; Çelik, 2014; İnal et al., 2016). In this regard, the failure to account for migrants' digital needs may diminish the effectiveness of service delivery and generate inequalities in the right to access information.

Another application that facilitates usability on websites is links that provide navigation between pages. It was observed that this feature was included in a high

percentage of the examined websites, for example, links that provide access to social media accounts. It is known that many public administrations today have social media accounts, and these platforms provide significant communication opportunities between people benefiting from public services and public institutions (Gümüş, 2018, p. 193-194). The presence of links to social media accounts on websites increases the options for foreigners to access information and communicate. It is anticipated that this will positively contribute to communication between these individuals and official institutions.

The digital transfer of services and information provided by public institutions to online platforms through innovative technologies is regarded as a significant development in ensuring accurate and rapid access to necessary information and services (Karataş, 2023, p. 387). For disadvantaged individuals in particular, swift and reliable access to information is of vital importance (Subaşıoğlu, 2000; Lazar & Jaeger, 2011; Aydın, 2012; Karabulut, 2015; Carlson et al., 2017; Kiruki & Mutula, 2021; Campoverde-Molina et al., 2023). In this respect, the inclusion of links directing users to the websites of other migration-related institutions within the analyzed platforms demonstrates that countries have adopted a holistic approach to digital service design. The findings reveal that migration administrations aim to enable foreigners to access information available across different institutional resources without engaging in a fragmented and complex search process. This approach is consistent with the “user-centered digital service” model frequently emphasized in the literature. Indeed, facilitating access to information for vulnerable groups such as migrants not only enhances user satisfaction but also strengthens the credibility and accountability of public institutions. Nevertheless, although the presence of links to different institutional websites facilitates faster access for foreigners, the accuracy, currency, and functionality of these links emerge as critical factors. Thus, digital referrals should not only ensure ease of access but also be supported by continuously updated content. Otherwise, users may encounter information overload or face the risk of being misdirected.

Another factor that ensures users benefit from websites easily is related to the choice of colors used in site designs. In order to ensure ease of use, websites should be designed with 2 or 3 harmonious colors (Kologlu, 2015, p. 58). In this regard, the colors used on websites were examined, and it was understood that the websites mostly adhered to the color rule.

Migration administrations employ digitally enhanced websites both to reinforce their institutional identity and to provide information and services to their target audience—foreign nationals (Karataş, 2023). However, the findings of this study reveal that these websites remain inadequate in certain respects. In particular, migrants are often required to book appointments for procedures that must otherwise be carried out physically at institutional premises. With advances in information technologies, appointment systems have become accessible online, a practice that has gained widespread use especially in the field of healthcare (Zhao et al., 2017, p. 134). This study identified that migration administrations similarly make use of digital appointment

systems, whereby service appointments can be scheduled through online forms. Nevertheless, it was observed that the prevalence of this practice across the analyzed websites is limited. This indicates that a critical tool for facilitating migrants' access to services has not yet been sufficiently institutionalized. The lack of widespread adoption of online appointment systems in countries with high volumes of applications may result in service delays and increased physical congestion in institutional buildings. Moreover, in the contemporary context, websites function not only as platforms for the provision of information and services but also as key tools for submitting requests and complaints (Çetinkaya, 2022; Göbel & Li, 2021). Such features enable users to convey feedback directly to institutions, thereby contributing to a participatory approach to governance. Yet, the analysis shows that tools for lodging requests and complaints are highly limited in the reviewed websites. This shortcoming restricts migrants' access to institutional communication channels and may adversely affect user satisfaction.

The current technologies used on the websites of countries' migration public administrations were also scrutinized and examined in this research. In this context, it was found that some of the examined websites include technological tools such as artificial intelligence, e-services, and video content, but this feature is not widely used. The use of artificial intelligence and e-service technologies on websites generally ensures the personalization of services for users, quick access to information and services for users, shortening waiting times for users who want to benefit from services, and minimizing error rates in tasks and transactions (Karataş, 2023, p. 395-399; Uğur & Kınacı, 2006). However, since artificial intelligence and e-service technologies were not included in the examined websites, users cannot benefit from these opportunities. Therefore, it is considered that websites need to be developed in this regard.

Lastly, two different results were reached regarding the accessibility of websites. In web site searches conducted through the Google search engine, the websites of public administrations responsible for migration are widely located on the first page. However, it is observed that the relevant site is located in the first line of the search result at a low rate. This causes users to waste time accessing information about migration management through search engines or to acquire incorrect information. Based on the results obtained, the following recommendations are made:

1. Efforts should be undertaken to promote the widespread use of up-to-date technologies on the websites, thereby accelerating service delivery and enhancing user satisfaction.
2. The informational function of the websites should be strengthened by incorporating more comprehensive content related to the respective institutions and the field of migration.
3. Compatibility between the websites and search engines should be improved in order to facilitate easier accessibility.
4. The sustainability of the websites' functionality should be ensured by integrating more user-friendly tools.

5. Finally, the websites should be aligned with the standards identified in this study, and feasibility studies should be conducted accordingly.

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Conflict of Interests: The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Funding: The author disclosed receipt of the following financial support for the research, authorship, and/or publication of this article: This work was supported by the Republic of Türkiye Ministry of Interior Presidency of Migration Management.