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**The Web Sites of
New Zealand Non-Governmental Development Organisations**

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John Webster
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ABSTRACT

New Zealand Non-Governmental Development Organisations (NGOs) are facing challenges in areas of accountability, effectiveness, efficiency, and communication and sharing of information, both internally and externally. The technology of the World Wide Web has the ability to assist organisations in facing these challenges. This study examines the Web sites of NZ NGOs and evaluates them against accepted best practice criteria to see whether the sites are effective in meeting the challenges and enhancing the activities of the organisations. Looking at how NZ NGOs are currently using the Web and comparing their efforts with current 'best practice' will help organisations understand how establishing and maintaining a Web presence can best address the challenges.

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GLOSSARY & ACRONYMS

Browser	<p>A computer program which allows a person to read hypertext (qv). The browser gives some means of viewing the contents of nodes (or "pages") and of navigating from one node to another.</p> <p>MS Internet Explorer, Netscape Navigator, NCSA Mosaic, Lynx, and W3 are examples of browsers for the World-Wide Web.</p>
Hit	A request to a Web server (qv) for a Web page (qv) from a Web browser.
Home Page	The top-level entry point web page relating to an individual or institution, or possibly a subject area.
HTML	Hypertext Markup Language: A Hypertext document format used on the World-Wide Web.
Hyperlink	A reference (link) from some point in one hypertext document to (some point in) another document or another place in the same document. A browser usually displays a hyperlink in some distinguishing way, e.g. in a different colour, font or style. When the user activates the link (e.g. by clicking on it with the mouse) the browser will display the target of the link.
Hypertext	A collection of documents (or "nodes") containing cross-references or "links" which, with the aid of an interactive browser program, allow the reader to move easily from one document to another.
ICT	Information and Communication Technology
Internet	A set of interconnected networks
ISP	Internet Service Provider. A company which provides other companies or individuals with access to, or presence on, the Internet.
IT	Information Technology
META Tag	A facility in HTML for storing information about the HTML document (such as keywords used, author etc). Such information can be extracted by servers/clients for use in identifying, indexing and cataloguing specialized document meta-information.
NGO	Non-Governmental Organisation: independent, not-for-profit, altruistic voluntary organisations involved in international aid and development work
NMIT	Nelson Marlborough Institute of Technology
Search Engine	A remotely accessible program that lets you do keyword searches for information on the Internet. There are several types of search engine; the search may cover titles of documents, URLs (qv), headers, or the full text.
Search Result	A list of Web sites displayed by a search engine in response to a search request.
URL	Uniform Resource Locator: A draft standard for specifying the location of an object on the Internet, such as a Web site. URLs are used extensively on the World-Wide Web. They are used in HTML documents to specify the target of a hyperlink, which is often another HTML document (possibly stored on another computer).

Visitor	A person accessing a Web site (qv).
Web Page	A block of data available on the World-Wide Web, identified by a URL. In the simplest, most common case, a Web page is a file written in HTML, stored on the server. It may include references to images that appear as part of the page when it is displayed by a Web browser.
Web Server	A process running at a Web site which sends out Web pages in response to requests from remote browsers.
Web Site	A computer on the Internet running a World-Wide Web server process.
WWW	World Wide Web: An Internet hypertext distributed information retrieval system

Technical definitions have been adapted from “The Online Computer Dictionary” (www.instantweb.com/d/dictionary/).

INTRODUCTION

New Zealand Non-Governmental Development Organisations (NGOs) are facing challenges in areas of accountability, effectiveness, efficiency, and communication and sharing of information, both internally and externally. The technology of the World Wide Web has the ability to assist organisations in facing these challenges. This study examines the Web sites of NZ NGOs and evaluates them against accepted best practice criteria to see whether the sites are effective in meeting these challenges and enhancing the activities of the organisations. The impetus for the research came from a conversation with the chief executives of two leading NGOs, during which they raised concerns about how much money they were spending on Web development and whether they were receiving value for money from the developments.

Two areas of research are relevant to the arguments presented in this thesis: the role of Non-Governmental Organisations, and the use of the World Wide Web. I examine the current position of NGOs, and then the possibilities of the Web to affect the way organisations operate in the modern world.

NGOs took on a major role in humanitarian aid, and from this their ability to reach the poor more effectively than governmental agencies was recognised. By the end of the 1970s it had become apparent to Governments and donors that NGOs' usefulness extended beyond disaster relief to ongoing development skills, and they were increasingly supported and funded (Smillie, 1999, p8). However, NGO activities are now being questioned by commentators such as Michael Edwards and Michael Fowler (Edwards 2000, Fowler 2000), particularly regarding NGO capacity to assist in development. The initial questions to be answered by this research are what are the problems facing NGOs, and in respect of these problems, has the Web anything to offer NGOs – put simply, should they bother building a Web site, and if they do, how should they use it? I argue that NGOs can benefit from having a Web presence, but that there are certain practices that should be adopted if the investment in building a Web presence is to deliver value for money and be effective in meeting the challenges discussed above.

I first review the position of 'northern' development NGOs before considering the technology. Too many information systems projects result from finding a technology, then looking for a problem which it might solve, rather than looking at problems then trying to find an appropriate solutions (McFadden 1999, 312). While there are definite advantages to developing a Web presence, there is a danger that NGOs will spend time and effort driven by a feeling that a Web presence is necessary, without fully understanding how to ensure that this effort advances the organisation's goals.

I then review the use of the World Wide Web. Firstly I review opinions on the usefulness of the Web and show that opinions vary widely, from neo-luddites who would shun the Web and advanced technology in general, to the neo-futurists and 'Web evangelists' who believe that the Web is the solution to most if not all world problems. "Only connect"... is their catch cry (Rheingold 1993).

Having looked at the theoretical attitudes to the Web and concluded that the Web does indeed have positive aspects for NGOs (if managed correctly), I turn my attention to the more specific aspects of what constitutes 'good' Web design, content and usage. I present a set of widely accepted guidelines that can be applied by NZ NGOs, then use these guidelines to evaluate current Web sites of NZ NGOs. This section refers to work done by Marina Buonocore Boyd and Nicola Wilson at the Nelson Marlborough Institute of Technology during 2001 as a research project conducted to meet the requirements of a Bachelor of Commerce degree majoring in Information Systems.

Definitions:

The study will use some terms that should be clarified.

Information Technology (IT) and Information and Communications Technologies (ICTs) are taken to mean "electronics-based technology which can be used to collect, store, process and package information and provide access to knowledge" (UNCTAD 1995).

Non-governmental Development Organisations (NGOs)

While there is considerable debate about the definition of Non-governmental Organisations (NGOs), as defined by Michael Edwards they are

a subset of civic organisations, defined by the fact that they are formally registered with government, receive a significant proportion of their income from voluntary contributions (usually alongside grants from government), and are governed by a board of trustees rather than the elected representatives of a constituency (Edwards 2000, 8).

A slightly wider definition is postulated by Najam (2000), based on an earlier definition by Brown and Korten

The broad spectrum of voluntary associations which are entirely or largely independent of government and are not primarily motivated by commercial concerns.

However, neither of these definitions is entirely suitable for the group I chose to study, namely the members of the Council for International Development (CID) as listed in Appendix A. CID subscribes to the definition of NGOs laid out by the Commonwealth Foundation in its Code of Good Practice, namely that NGOs have four major characteristics: they are independent of government, they are voluntary, they are not profit-driven, and they have a set of values that extend beyond self-interest (Commonwealth 1997).

The definition I use in this research is that non-governmental organisations (NGOs) are independent, not-for-profit, altruistic voluntary organisations involved in international aid and development work.

The World Wide Web

The World Wide Web is one of many facilities offered by the Internet, and its definition is discussed in more detail below. In order to keep this study to a reasonable size I have chosen not to examine the use of email or other Internet facilities, although from personal observation email in particular is widely used in the NGO community. There is a clear distinction between the low cost involved in establishing an email presence, and the potentially limitless costs involved in building and maintaining a Web site.

THE ROLE OF NGOs

Historic development

NGOs were once seen as 'ladles in the global soup kitchen', organisations which filled the gaps where the state and the market failed to provide necessities of life (Edwards 2000, 10). The origins of NGOs may be traced back to sixteenth century European missionary movements according to Ian Smillie, who nominates the founding of the Red Cross in the 1860s as the start of the modern secular NGO movement (Smillie 1999, 8). Subsequently, many leading NGOs had their origins in major conflicts – Save the Children after the First World War, OXFAM and CARE from World War 2, World Vision the Korean War and *Médecins sans Frontières* from the Biafra conflict.

The voluntary sector has become recognised as a significant part of society. Jeremy Rifkin in "The End of Work" estimates that the private sector accounts for 80 percent of GNP, the public sector 14 percent and the voluntary or "third sector" a still significant six percent, and quotes a 1989 estimate that in America alone the third sector is growing at twice the rate of the other sectors (Rifkin 2000, 239-248). In Great Britain in 1990 the voluntary sector accounted for four percent of GNP and thirty nine percent of the population were involved in voluntary activities (ibid, 275). Voluntary organisations are "rapidly becoming a major social force" and are "incubators of new ideas and forums to air social grievances... places where the poor and the helpless can find a helping hand" (ibid 245). Alan Fowler estimates that NGOs "probably reach or touch" some 450 to 600 million "poor people" across the globe (Fowler 2000, 7).

NGOs initial focus was on emergency aid rather than development, but it became apparent that once emergency aid had served its purpose more permanent solutions were desirable. By the late 1970s it was becoming apparent that formal governmental development initiatives were not reducing poverty as had been hoped, and at the same time the increasing development skills of the NGOs were being recognised.

Governments saw NGOs as being able to deliver services at grassroots level using innovative and sustainable methods (Smillie 1999, 8).

In 1975 the importance of NGOs was recognised in the United Nations by the formation of the UN Non-governmental Liaison Office (NGLS 2000, 367). By 1993 the UNDP's

Human Development Report estimated that volunteer organisations impacted the lives of more than 250 million people in the developing world. (UNDP 1993, p93). The number of NGOs worldwide is rapidly increasing and they are becoming prominent in a number of areas (Najam, 2000). In 1986 twelve NGOs registered as observers at the World Trade Organisation's Uruguay Round trade talks. At the Seattle talks in 1999 they "crammed the city's symphony hall" (Kettl 2000).

A 1995 New Zealand study observed "an almost linear evolution in government support for NGOs" (Smillie 1999,9). The guiding principles for New Zealand Overseas Development Assistance (NZODA) published in 1993 include recognising that "support for non-governmental agencies is an essential part of the Official Development Assistance programme" (MERT 1993). Currently NZ spends \$250 million on ODA, \$20 million delivered through NGOs. The 2001 Review of NZODA quoted an earlier review of the Voluntary Agency Support Scheme (VASS) of NZODA noting that "NGOs offer ... development skills, a specific reach to the poor, and, frequently, a special ability to organise and motivate successful and sustainable community self-help efforts... in cost-effective and sustainable ways" (Clark 1998).

A 2001 New Zealand Cabinet paper reported

From an international standpoint, the end of the Cold War confrontation has dramatically changed many donors' view of development assistance over the past decade. From being a tool of political policy, it has become a much more specialised economic and social development discipline. Increasingly, international aid organisations, both governmental and non-governmental, have focussed on poverty alleviation, the setting of specific development targets, and the measurement of their outcomes. These trends have required a greater level of expertise and understanding of development and aid economics. (CAB (01) 469)

This "greater level of expertise" may also require increased technological capability. Indeed, the NZ NGO sector, in a document "endorsed by consensus" with the Ministry of Foreign Affairs and Trade, has committed to "put in place policies for promoting best practice ... in activities ... and in the implementation of projects and programmes" (NGO/MFAT 2000, 8). A best practice is defined as "the most cost effective method for carrying out a process or providing a service" (Pappas 1996, 218). Adopting 'best

practice' in activities and implementation requires keeping abreast of technological developments such as the Internet. This present study attempts to discover best practice in one particular area of activity, Web site development.

Current criticisms and problems

Edwards (2000) refers to a "fall from grace" in areas of legitimacy ("why should we listen to NGOs?"), connection with local communities ("Are global NGOs in touch with local communities?"), and short-termism ("campaign slogans don't build constituencies for change"). He discusses problems of transparency, or who NGOs purport to represent; accountability, both 'downwards' to the poor and 'upwards' to the donors, which he states is currently "weak and problematic"; and accuracy, to be remedied by "building the analytical capacity of NGOs" (ibid 16 – 27). Moore and Stewart (1998) highlight problems of accountability, structural growth, evaluation (of effectiveness), and (lack of) economies of scale.

Some of the major areas of criticism of NGOs appear to be addressable, at least in part, by the use of technology – for instance, accountability, cost-effectiveness, efficiency, communications and sharing of information. By examining the criticisms we may be able to see appropriate solutions using the Web, while recognising that relying on the Web restricts access to those who have the time and technology, a group not usually consisting of those living in poverty. One criticism that is *not* addressed here is that of authority to speak on behalf of anyone or anything other than the NGO itself.

NGOs should be accountable in several directions – to donors (both individuals and donor organisations), to partners, to 'clients', to members, and, when public funds are being used, to government. Formal accountability is a part of agreements with donor organisations, and with government through the Voluntary Agency Support Scheme (VASS) (MFAT 2002), but organisations have more difficulty with how to account to other stakeholders, particularly individual donors and the public at large. Making information freely available on the Web about where and how donations are spent may go some way to answering this problem.

NGOs compete for funding and need to ensure that the funding they receive is spent effectively in meeting their aims and objectives. Web site development has the potential

to provide information and solicit funding in cost-effective ways (but also has the potential to be a drain on finances). Closely connected to issues of cost-effectiveness are issues of efficiency. Management guru Peter Drucker (quoted in Turban 2001,37) makes the following distinction:

Effectiveness is doing the right thing.

Efficiency is doing the thing right.

By enabling better decision-making, sharing information via the Web may help ensure that organisations are both effective and efficient.

For example, being able to communicate quickly may be the essence of success, particularly when dealing with natural disasters. Using a Web site to explain needs and solicit assistance may be of great benefit. Publishing to the Web makes information freely available to staff, the public and to other NGOs. Learning from others experiences might save mistakes being repeated and make for a stronger sector.

In general the NGOs have been regarded favourably but questions are now being asked about their accountability and performance and whether “reality may have been overextended by rhetoric” (Najam 2000). NGOs are being “increasingly criticised by governments for their lack of professionalism” (Smillie 1995, 157), and to survive NGOs will need to “confront questions of quality, cost-effectiveness and impact” (ibid, 165).

The drive for ‘quality, cost-effectiveness and impact’ has seen the rise of the ‘super-NGO’, multi-national organisations such as World Vision and Oxfam whose operations are as professional as any multi-national corporation. They also compete with one another and with small, independent NGOs, for public support and funding. There is a danger in this competitive environment that the smaller NGOs find it hard to compete with the more efficient large NGOs that can “take advantage of economies of scale in marketing, operations and support services” (Lindenberg 2001), and that NGOs forsake their traditional “good intentions and strong value orientation” for market-led techniques that compromise their essential values.

Several factors work against the effectiveness of NGOs, including the problem of public ignorance of development issues, where support may be broad but shallow. In an

attempt to remedy this many NGOs “have involved themselves in a range of activities ... aimed at deepening public levels of knowledge...” (Smillie 1999, 28). In 1997 Hulme and Edwards questioned whether Northern NGOs “have neglected their role in creating active citizenries”, and suggest that “greater efforts are needed to ensure that NGOs activate the energies of their supporters...” (Hulme 1997, 20).

As well as increasing external knowledge of development issues, NGOs need to address issues of internal knowledge. Fowler argues that NGOs “are generally not happy with their ability to learn”. He points out the problem of the gap between promise and performance and its effect on fundraising:

NGOs promise much. To fund-raise they have to portray themselves as organisations that have mastered simple solutions to complex problems. This message is too seldom justified by performance...., Consequently, many generate false expectations... fear of media exposure... creates a disincentive to thoroughly investigate experience and an incentive to cover up. Error and failure are denied rather than embraced as potential sources of learning. Fowler (2000, 135-6)

Fowler believes that information sharing is one way of removing some of these ‘learning disabilities’ (ibid).

Information sharing is also alluded to by Jessica Mathews in a discussion of the rise of global civil society and a perceived power shift from states to “non-state actors” such as NGOs. “The evolution of information and communication technology... will probably heavily favour non-state entities”. She suggests that for this to be “good news” we need “NGOs that are less parochial and better able to operate on a large scale” (Mathews 1997, 66).

The Web, with its ability to make information available widely and quickly, offers potential solutions to at least some of these problems, if applied appropriately.

THE WORLD WIDE Web

Background

The Web and the Net

The terms ‘Internet’ (or ‘the Net’) and ‘World Wide Web’ (or ‘the Web’) refer to technically different entities, but are often used synonymously. In general, discussion of one includes the other. For example, in an address to the Harvard Conference on the Internet and Society in 1996, Harvard President Neil Rudenstien refers to the Internet as “shorthand for a cluster of technologies that includes networked personal computers, hypertext and hypermedia, the World Wide Web and other adjuncts” (Rudenstien 1996, 3).

I use the term ‘the Web’ except where quoting, although the World Wide Web is only one of many facilities offered by the Internet. The environments of the Internet include: electronic mail (email), asynchronous discussion forums, newsgroups, synchronous chat rooms, text-based virtual reality environments (multi-user dungeons or MUDs), graphical multi-user environments or ‘metaworlds’, and interactive voice and video (Wallace 1999, 4-8). The distinguishing factor of the Web is its graphical user interface that transformed a rather technical, text-based system into “a network that could handle graphics” (Hill, 1999).

As described by its main creator, Tim Berners-Lee, the Web was designed “for social effect – to help people work together – not as a technical toy” (Berners-Lee 1999, 123). Wallace (1999,4) sees it as “a kind of library/magazine rack/yellow pages”, and it is on these aspects that this study dwells. Wallace also points out a paradox that we should be aware of in promoting the use of the Web – that the Net is essentially a social technology “supposed to improve and enrich communication and help people feel more socially involved” (ibid, 172), but that studies (Kraut 1998) show that the more time people spent on-line, the less face-to-face social interaction took place, and increased Internet usage was associated with greater feelings of loneliness and depression.

Apple Computers Vice President (Internet Platforms) thinks “the Internet is really about content, especially with the advent of the World Wide Web” (Tessler, 1997). He saw

the Internet as a “phenomenon... still under development, and it is very hard to predict where it’s going to go” and drew an analogy with a bridge that “connects people together, that connects organisations... that also connects different nations. It gives a way for people in various cultures to communicate. It lets people who have common interests work together at a distance” (ibid p18).

Bill Gates in 1996 was still coming to grips with the Net. “It’s only if you get a substantial percentage of people that you want to stay in touch with, who understand it, own it, and use it regularly, that you get any value out of it as a communications tool” (Gates 1996). He did recognise the problem of “the haves versus the have-nots” as being “a tough problem”, most dramatically in developing countries versus developed countries (ibid 34), but offered no solutions. Perhaps he had not listened to another keynote speaker, US Ambassador Diana Lady Dougan, who thought it essential that developing countries be involved because “the developing world will become the markets of tomorrow” (Dougan 1996). She identified two special characteristics of the Net: “it bypasses traditional institutions which have long served as gatekeepers and distributors of information... [and] erodes traditional influences of time, distance, sovereignty, and even identity” (ibid, 43).

ICTs

Rapid developments in Information and Communication Technologies (ICTs) have enabled the spread of the Web. In the USA a Census Survey estimated 44 million households (out of a total of 107 million) had at least one person using the Internet at home (US Census 2001). The numbers quoted in connection with the Internet are large. It has been claimed that in 1970 “the average human being communicated with 3,000 people in a lifetime. That can now be achieved in a day” (Domer, 2000). An August 2001 estimate of the number of people on-line worldwide was 513.41 million. The figure for New Zealand was 1.78 million, or 46% of the population. In 1997 the estimate was only 327,290 (NUA 2002). A more accurate figure may be provided by the New Zealand Census of 2001 that included for the first time a question on the availability of Internet access within a dwelling. Indications are that the figure is now more than 50% (Internet Magazine Jan/Feb 2002).

ICTs do not function in isolation but are affected by *and* have an effect on the organisations in which they are used (Sawyer 2000, 91). Thus NGOs that venture into the field of Web site development should be aware that there will be an internal effect (which may be unexpected) as well as an external effect (which may have been planned for). This is just one of the many paradoxes associated with ICTs and the subject of a developing field of research called “Social Informatics” (ibid, 89).

Physically, accessing the Web requires hardware – usually a personal computer with a connection to the telephone system – and software in the form of a ‘Web Browser’, a program which manages the connection, retrieval and display of information from Web sites. Examples of browsers are ‘Microsoft Internet Explorer’, ‘Netscape Navigator’, and ‘Opera’.

Seymour (1998) notes that the Internet “is not currently an easily accessible technology” and that costs in developing countries are usually considerably more than in developed countries (Seymour 1998, 116). Several writers and commentators have commented on the barriers to access – the so-called digital divide (DeKerckhove, 1997; Persaud, 2001; Rawlins, 1996; Tehranian, 1990). In New Zealand the Government is developing an “e-government” strategy to enable people “to gain access to government information and services, and participate in our democracy, using the Internet, telephones and other technologies as they emerge” (e-government 2000). The strategy recognises the potential for people to be “quickly divided into two groups – those who have the skills and tools to use the new technologies and those who do not” and proposes to ameliorate this risk by planning “in such a way that:

- community access to the Internet is available for those people who, for any reason, can not access it from their homes; and
- educational and public information programmes are used to help New Zealanders, young and old, in using the new technologies.”

Perspectives on the New Technology

Where is the life we have lost in living?
 Where is the wisdom we have lost in knowledge?
 Where is the knowledge we have lost in information?
 T S Eliot (1937)

Introduction

This section looks at some different approaches to the potential use of the new technology, from the conservatism of the neo-Luddites, through the techno-realist middle-ground to the boosterism of the neofuturists. It considers positions adopted by international organisations such as the United Nations, and concludes by looking at other issues surrounding ICT usage, such as gender and technophobia.

In a rapidly developing field in which a stable situation has yet to emerge, views on the utility of the technology are also rapidly developing. The titles of books and papers gives some idea of the diversity of views: “Cyberspace and the American Dream: A Magna Carta for the Information Age”, “Being Digital”, “Welcome to Cyberia”, “Cyberfutures: Culture and Politics on the Information Superhighway”, “Virtual Society; Beyond the Hype”, “The Tyranny of Participation in Information Systems”, “Silicon Snake Oil”, “The Road Ahead”, “What Will Be: How the New World of Information Will Change Our Lives”, “The Twilight of Democracy”, “The Control Revolution: How the Internet is Putting Individuals in Charge and Changing the World We Know” and so on.

A tentative classification gradually appears, placing commentators somewhere on a continuum between “generally romantic” neofuturists with their uncritical faith in progress (Wilhelm 2000, 9, 15), and “dystopian” neo-luddites with a view that “a world dominated by the technologies of industrial society is fundamentally more detrimental than beneficial to human happiness and survival” (Sale, 1995, xi).

Rifkin (2000, p290) summarises the positions

The technological optimists accuse the critics of high technology of trying to hold back progress and of harbouring naive neo-Luddite fantasies. The technology critics charge that the technophiles care more about profits than

people, and that in their pursuit of quick productivity gains they are unmindful of the terrible toll that automation takes on the lives of millions of workers.

and is echoed by Brosnan (1998, 156)

Whilst techno-hippies envisage technology facilitating human existence, technoluddites envisage technology facilitating centralisation by large corporations.

Rawlins (1996) goes further

Many today see us moving toward either a rosy, gee-whiz future where benevolent technology makes everything better, or a dark, satanic future where rampant technology tramples all over our cherished institutions.

Neo-Luddites

“Life was better before sliced bread” (www.luddites.com)

The original Luddites were members of a somewhat amorphous 19th century English movement opposed to the industrialisation of woollen manufactory. They are best remembered for the physical destruction of the machinery that was destroying their jobs and reducing them to penury (Sale 1995).

The term was revived in 1990 by an American psychologist, Chellis Glendinning, who published “Notes toward a Neo-Luddite manifesto” (Glendinning 1990). She set out basic principles of neo-Luddism including: “Opposition to technologies ‘that emanate from a worldview that sees rationality as the key to human potential, material acquisition as the key to human fulfilment, and technological development as the key to social progress’”. (quoted in Sale 1995, 237).

Sale traces neo-Luddite involvement in Green politics, ecological restoration, alternative technology, cultural survival, food safety and the most recent manifestations of violent anti-GATT protests. He sees similarities between the first industrial revolution and the ‘information revolution’ with its global imposition of technology on economic, social and cultural systems (Sale 1995, pp207-236). He takes a very jaundiced view of ‘development’ which he views as “the adoption [by non-Western nations] of industrialism and the thoughts, philosophies, practices and products of the Western monoculture” (Sale 1995, 233). Sale further argues it “has been a dismal

failure” resulting in “greater disparities of income within the less-developed lands, increased emigration, a sharp rise in illicit trade, a catastrophic growth of urban excrescences, repeated internal clashes and coups... and ... an immense assault on natural species and systems...” (ibid).

He warns that use of a technology

no matter how benevolent the ends, embeds its ‘intrinsic aspect’ deeper and deeper into the soul of the user however wary or self-conscious, in fact embeds the values and thought processes of the society that makes that technology, even as it makes the user insidiously more and more a part of those values and processes. (ibid 257)

and that “Technologies are never neutral and some are hurtful” (ibid p261). He sees industrial civilisation collapsing leaving a need for the survivors to learn how to “live with nature”.

Sale sees strands of neo-Ludditism in survivalists, the green movement and eco-feminism. He draws parallels between the Industrial Revolution’s effects on the Luddites and the Information Revolution’s effects on modern society. However, he fails to recognise any of the enabling effects of the new technology. While there are indeed perils in rushing headlong into uncharted territory, there are also benefits that can be had, the position adopted by the techno-realists. The trick will be to find a way to maximise the benefits while minimising the dangers.

While Hanna and Dugonjic suggest that IT is important for developing countries as it enables them to participate in global trade and production, alleviates ‘information poverty’, and can promote ‘environmentally-friendly development’ (Hanna 1995, 32), Teheranian points out that “information feeds on information and thus grows at an accelerating rate” leading to information overload and a cultural backlash in which movements arise which “recoil from complexity” and look for simpler ways of existing. He points out that “gaps in information largely correspond to gaps in income and power” and we may “anticipate a new populist revolt that falls back on the certitudes of the past to face the uncertainties of the future. (Teheranian 1990, 73).

Neofuturists

Only connect! That was the whole of her sermon. Only connect the prose and the passion, and both will be exalted, and human love will be seen at its height. Live in fragments no longer. – E M Forster (1910), Howards End

Almost one hundred years after the Luddites, the Futurists appeared. Futurism was an international art movement that believed in “Put[ing] your trust in Progress, which is always right, even when it is wrong, because it is movement, life, struggle, hope” (Marinetti 1909 quoted in Wilhelm 2000, 2). Marinetti’s manifesto glorified new technology, particularly the speed and power of the automobile (which in 1909 was beginning to make its presence felt, although not at what we would now recognise as ‘speed’). Some of his manifesto points look like millennium speech notes for Bill Gates talking about the Internet:

“We are on the promontory of the centuries! What is the use of looking behind when we must open the mysterious shutters of the impossible? Time and Space died yesterday. We are already living in the absolute, since we have already created eternal, omnipresent speed”.

(www.unknown.nu/futurism/, accessed 18/6/2001)

It is not surprising that Wilhelm labels the boosters of the Web as ‘neofuturists’ (Wilhelm 2000,15).

Nicholas Negroponte, as Director of the Media Laboratory at the Massachusetts Institute of Technology, has been in a prime position to boost digital technology. In his much quoted 1995 book “Being Digital” he portrays the benefits of ICTs in glowing terms. He acknowledges that “some people worry about the social divide between the information-rich and the information-poor” (Negroponte 1995, 6), but does not explore this concern further. He believes that the divide is generational, and expresses optimism that the future is “more than ever before in the hands of the young”, and that apparently they will be able to solve any problems that may occur. This unashamed optimism lays him open to charges of ignoring the problems. “We are bound to find new hope and dignity in places where very little existed before” is the closest he comes to dealing with the problems (ibid, 231). He, of course, is information-rich.

Esther Dyson, another much-quoted booster, in her 1998 *Release 2.1: A Design for Living in the Digital Age* offers a mere nod in the direction of problems – “One real benefit of the digital medium is its low cost, *at least by developed world standards...*” (emphasis added) (Dyson 1998, 61). She places her faith in a belief that “the Net will encourage philanthropic entrepreneurs” (ibid). However she offers no hard evidence to justify this belief, although there is a reported growth in the number of charitable foundations in the USA set up and funded by people who have made fortunes in the high-tech industries of Silicon Valley. Dyson speaks very much from a developed world perspective.

The Luddites were fighting against being forced out of working from home, with the social benefits that brought, and into factory work. Now one of the complaints about the Information Revolution is that it is reducing the need for factory work and forcing people into working from home, the position the original Luddites were defending. A major difference is that then, pre-Luddite workers were situated in semi-rural communities, and now this type of geographic community is rare in the developed world. It has yet to be seen if the ‘virtual communities’ proclaimed by enthusiasts such as Rheingold can substitute for real-world geographic-based communities.

The idea that the Internet would enable people to be in “a direct and creative relationship with each other” does not appear to be borne out by experience. Rather than the universal, the Internet tends to the particular, largely because of the huge volume of material available. People rapidly scale down the sites they visit to reflect their particular interests, which were largely determined before the advent of the Internet. Rather than explore the wider digital world, users tread the path to their own backyard (Calcutt 1999, 125-127). Shenk argues that what we end up with is “a hyper-efficient communications infrastructure that not only highlights social distinctions; it fortifies them” (Shenk 1998, 123). Dyson notes that “A technical system can support a community, but it needs active members to lead it and make it worth joining” (Dyson 1998, 63).

All positions – neo-Luddite, technorealist, neofuturist, and others in between – must be considered when building a Web presence. An NGO’s constituency is likely to come from any and all of the theoretical backgrounds. Those supporters that do venture onto

the Web may have to be encouraged to do so. There may be a problem for NGO Web sites in attracting anyone other than existing supporters. Just being on the Web is not enough. If a purpose of the Web site is to increase a sense of community, of belonging to the organisation, then a passive Web site will not be sufficient. Strategies will need to be developed to enlist new participants (a situation that must be addressed in any case, regardless of technology).

Techno-realists

In 1997 a group of technology writers in the USA reacted to what they saw as the neo-futurists attempt to introduce a “broad libertarian manifesto” based on the new technologies by producing their own “Techno-realist” manifesto (Shenk 1997, 174-6). This manifesto was “an attempt at a more balanced response to the technological revolution” (ibid, 176). The manifesto argues that technologies are not neutral, that “it is important for each of us to consider the biases of various technologies and to seek out those that reflect our values and aspirations” and that understanding the strengths and limitations of the tools “should be an important part of being an involved citizen” (ibid, 219, 221). Logically then, these concerns should extend to NGOs (and any other organisations) who seek to be involved ‘citizens’ and should be borne in mind when deciding on having a Web presence.

A Global Perspective

The UN Conference on Trade and Development issued a bulletin in 1995 on Information Technology for Development. In it the claim is made that

“information is the ultimate currency of change that influences access to resources and the method and speed of delivery, enhances the efficiency of the productive process, and facilitates the transfer, dissemination and application of technology. The importance of access to information, as well as its efficient dissemination, is widely recognised in the industrialised countries and demonstrated by the new alliances that are being formed between governments and enterprises in an attempt to strengthen their participation in the global information network” (UNCTAD 1995, vi). “... the revolution in information technology continues to transform the global economy through its effects on information processing, productivity and competitiveness. The revolution affects all aspects of society...” (ibid, viii)

Members of the International Telecommunications Union declared in Buenos Aires in 1994 that ICTs “have the potential to close the development gaps between developing and developed countries...” (UNCTAD 1995, 7). The 1995 World Summit for Social Development in Copenhagen explicitly recognised the link between access to information technologies and problems of poverty and social development and declared the need to “recognise that the new information technologies and new approaches to and use of technologies by people living in poverty can help in fulfilling social development goals; and therefore recognise the need to facilitate access to such technologies;” (UNCTAD 1995, 8).

Web Page Design

Introduction

As part of this study, I supervised a critical analysis of the design and content of Web sites of New Zealand Non-Governmental Development Organisations (NZ NGOs) by two students from the Nelson Marlborough Institute of Technology (Boyd 2001). In order to undertake the critical analysis, it was first of all necessary to determine criteria for evaluation.

A Web search was conducted looking for references to "Website Design". This resulted in literally thousands of potential sources, a not unusual problem in research into Information Systems. A 1993 study found 1,366 potentially relevant journals (quoted in Adam 2000), and this before the explosion of information on the Web. A sample was taken, looking for commonly cited authors, and from this twelve authors were chosen (see Appendix B). The views of the authors were tabulated and the twenty-three most commonly cited criteria were extracted to form the basis of the site evaluation. Criteria were grouped into five major areas: Design and Content, Accessibility, Quality and Reliability, Accuracy and Relevance, and Performance. Each criteria was given a weighting depending on the importance attached to it by the selected authors.

The research found that there was little disagreement on the major principles for developing 'good' Web sites. By 'good' we mean Web sites that are effective and aesthetically pleasing and meet the generally recognised best practice design criteria aimed at creating a satisfying experience for site visitors. A 1999 Forrester Research study found that the top four factors that people used to rate sites they visited were high-quality content, ease of use, speedy download, and frequent updates (quoted in McAlpine 1999, 2). Good Web sites must also fulfil the objectives set for them, adding value to the organisation and helping it meet its aims and objectives. Regardless, the overriding characteristic of a 'good' Web site is simplicity. (Boyd 2001, 20). The NMIT study provides the basis for the following principles for determining what makes a 'good' Web site.

Good Design Practices

The main criteria developed in the NMIT study are listed below, ranked in order of importance within each area.

Design and Content

1. The site should include contact details so that users can make contact with the organisation either by email or by more traditional means (phone, fax or letter).
2. The main page should tell users the purpose of the site; subject matter should be obvious and attention-getting.
3. The site should be consistent with the organisation's aims and objectives.
4. The content should be relevant to the purpose of the site.
5. The text should be easy to read (physically). Any images should not distract attention from the words.
6. The organisation's name (and logo) should appear on each page.

Accessibility

7. All Links, both internal and external, must work.
8. The site can be found easily using search engines.
9. The site can be found by typing in the domain name.
10. The site should incorporate keywords that will help search engines find the site.
11. The site can be linked to from other sites, and includes links to other sites.

Quality and Reliability

12. If the site is designed to collect donations the information must be protected by a secure server.
13. Images used are relevant and load correctly within an appropriate time frame.
14. Page design is consistent throughout the site.
15. Colours used are 'browser-friendly', consistent, appropriate, and take note of colour-blindness.
16. Pages should be simple and 'easy on the eye'.

Accuracy and Relevance

17. There are no spelling or grammatical errors.
18. The site is updated regularly and contains no outdated information.
19. The domain name is relevant to the organisation.

Performance

20. Pages should load within a 'reasonable' time, say, twenty seconds. (A simple, if somewhat subjective, test suggested is to hold your breath when you call a page; if it hasn't loaded before you need to draw another breath, then it takes too long).
21. Site navigation has a consistent response time.
22. The site loads correctly independent of the browser or hardware being used.
23. Page length should be such that no more than four clicks on the scrollbar are needed to reach the bottom of a page.

Table 1 : Criteria for Good Web Page Design

Similar criteria can be found in other works, for instance “Web Word Wizardry” by Rachel McAlpine (McAlpine 1999). McAlpine assumes that organisations want people to visit their Web site, and to achieve this the Web site must rank highly in search results to be easily found. Once found, the pages must be readable, that is, easily read and understood on-screen. They must also be “worth reading”, with credible content, and encourage visitors to respond and re-visit (ibid, 4).

A useful resource for management and developers alike is the State Services Commission “Web Guidelines” document. Although specifically intended for New Zealand Government Web sites, it contains enough generally applicable information to be useful to NGOs. The section on Management identifies five sets of issues that apply to any Web site:

Purpose: what is the site for?

Responsibility: who is the owner and who is responsible?

Site management: how is the service to be acquired and provided?

Content: how will material be provided, maintained and presented online?

Auditing and Maintenance: how should use and performance of the site be monitored?

(SSC 2001, 7)

It describes the management tasks necessary for obtaining an effective Web site and advises that it should be an executive responsibility at the highest level. This section should be read by anyone interested in developing a Web site for their organisation.

Minimum home page requirements are defined (ibid, 15), and technical design details are laid out, including links to more in-depth information. Of particular interest are suggestions as to the maximum size of files, as most texts consulted tend not to be specific about this but rather restrict themselves to comments such as ‘files should not be too large’. Linking to other sites is discussed in a separate section (ibid, 36).

Web users visit Web sites in one of three possible ways – by hyperlinking from another site (ie by clicking on a label which takes you to the new site), entering the exact Web site address directly in the browser address line (eg www.oxfam.org.nz), or by using a search engine. Web site developers need to determine strategies to cater for each of the possibilities.

Table 2 : Strategies for enabling Web site to be found

<i>Method of discovery</i>	<i>Possible Strategy</i>
Hyperlinking	Encourage other relevant sites to include links to your Web address (and consider including links from your site to theirs).
Entering Web address	(a) Ensure your Web address can be 'guessed' from the name of your organisation. (b) Use concise addresses (so there is less to type or remember). (c) Publish your Web address on all stationery and documents.
Search Engine	(a) Use appropriate keywords when building your Web pages. (b) Submit your pages to the major search engine sites.

Encouraging hyperlinking requires cooperation that may be difficult to achieve if organisations see themselves as being in competition for visitors and potential donors.

An example of a concise 'guessable' address is Christian World Service's www.cws.org.nz. Less successful names include the New Zealand China Friendship Society's www.nzchinasociety.org.nz.

Search engines use various techniques to search the Web in response to search arguments (query words) entered by users. A basic understanding of the criteria used by the search engines in evaluating Web pages is useful when building Web pages to be found. Criteria include 'Relevance', calculated by counting the number of times a query word appears; 'Prominence' or appearance of a query word in the page title, description or body text; 'Links', including links *from* popular Web sites; and 'Changes' when resubmitting pages (McAlpine 1999, 17).

McAlpine describes various tactics for maximising the ranking of your page by search engines. The most important is the inclusion of keywords in 'META tags' in the Web page source code. 'META tags' provide information about a Web page and may be used as keywords by search engine algorithms. If someone types a keyword into a search field at one of the search engine sites and that keyword matches words or phrases in your META tag, your site's chances of being included in the search results are increased (Ulrich 2001, 24-25, McAlpine 1999, 25). The use of such strategies by NZ NGOs was examined and is reported below.

NGOs and the Web

So many new ways to communicate, yet still so few ways to connect
Economist, 7/4/2001

“There is no better way to prepare for the future than to make the best of the present. We now have a great opportunity to see the world in a new light and to rethink the way it operates and the way in which we should operate within it”.

(Gore 1995,6)

Importance of ICTs to NGOs

As we have seen, just as there has been a rapid growth in the size and use of the Internet, there has been rapid growth in the number and reach of NGOs. Is there any way that the one can benefit the other?

If information has become “the new currency, the latest commodity to be bought, sold and traded” and the ‘haves’ can become rich and powerful (Dow 1995, 532, 535), then the danger is that there will be information ‘haves’ and ‘have nots’. The ‘have nots’ will inevitably be underdeveloped countries who are not connected to the global communications network. Dow suggests that development agencies and the donor community have a duty to ensure that information and communication technologies are made available to their underdeveloped partners.

Although not specifically mentioning ICTs, the guiding principles for NZODA support for aid and development agencies requires an assessment of the “effectiveness and efficiency” of the organisation (MERT 1993, 6). Unless New Zealand NGOs are themselves using the technologies, then they will be singularly unsuited to assisting their partners in understanding the benefits (and pitfalls) of the new technologies as tools for development, as pointed out by Dow (1995, 533).

The ability to benefit from the new technologies is related to the ability of the NGOs to understand where and how ICTs can be applied, as well as to the ability of their partners to develop the policies and capacity to make the most of the opportunities. Lessons can be learned from Southern NGOs. The Society for Participatory Research in Asia (PRIA), in a discussion of priorities for capacity building, records

Accessing, recording and utilising appropriate information for decision making in programmes and other aspects of the functioning of an organisation is an important aspect of capacity. In the face of the new information order and communication techniques, southern NGOs need to build capacity to access, store, use and disseminate current information at a rapid pace. (PRIA 2001, 29)

Dow suggests several actions that NGOs can take: examine and learn lessons from their own efforts at using the technology; assist the communities they are working with to form their own ICT policies; fund programs that directly assist the poor (work on eliminating illiteracy, provide equipment to under-privileged groups); fund pilot and demonstration projects; foster communications among local groups by organising these groups for efficient and effective use of ICT resources; help to provide an enabling environment; participate in strategic planning and so on. He warns that “Donors need to make sure that their intervention is helpful not harmful, and that their equipment donations are based on sound judgements and qualified opinions about the local situation” (ibid 535).

Hanna and Dugonjic say that aid agencies should “help governments to become effective IT users, build local competences to formulate national IT policies and strategies, and act as a catalyst for IT diffusion throughout the economy” (Hanna 1995, 40). In other words, agencies should work towards increasing the capacity of developing countries to benefit from ICTs.

This is echoed in a 1999 report from the Council for International Development which identifies priorities for building a strong civil society

Bridging information gaps... ensuring that data and information are packaged up in forms useful to smaller organisations, and communicating these in a manner which encourages mutual learning... increasing knowledge of methods, approaches and conclusions in self-evaluation exercises of all kinds; and sharing this knowledge within the aid community (Davenport 1999, 91).

However, care needs to be taken not to erode indigenous and informal systems of information sharing by imposing ICT-based solutions. Meyer (1997) argues that what is most important is not the information per se, as that may rapidly become obsolete, but the building of learning capacities.

Southern NGOs have been at the forefront of electronic communications according to journalist Mike Holderness, but mainly restricted to email. "The South has much to gain from increased access to information, and no time to lose" (Holderness 1996). In 1992, prior to the emergence of the Web, Newmeyer et al noted that NGOs serving the Third World are "exploiting the many possibilities of electronic networking – in any way possible – to make various development projects more informed, more resourceful, more efficient, and more effective than would be possible if they continued to communicate... in traditional ways" (Newmeyer 1992, 6).

A study of non-profit organisations in Ohio examined strategies for maintaining organisational viability in the face of continuing devolution of government activities to civil society. Participants identified technological capacity as crucial to survivability. The use of information systems for documenting accountability, and the use of the Internet for rapid access to information and the development of links with other organisations was fundamental to a successful future (Alexander, 2000).

One NZ NGO, an early adopter of Web technology, reported (Webster 2001) that their initial site did not contain sufficient information to satisfy visitors, and that they were inundated with requests for more information, often from people in other countries who wanted to "pick their brains" rather than support the organisation. They felt obliged to assign scarce resources to respond to the requests, and so their Web site was seen as a cause of more work of little benefit to the organisation. When they eventually revamped their site, they used the knowledge they had gained from the initial site to ensure that the site content would satisfy most visitors' queries without further intervention. They also included links to other relevant sites, and found that they were being included as a hyperlink on numerous other sites. As a result they feel their new site is a useful tool in sharing information and allowing them to concentrate their resources on more practical activities than just answering questions. This experience was confirmed in another interview (Webster 2002). The Council for International Development reported that

since establishing a Web presence they had received a small but steady flow of requests to join the organisation that they felt obliged to answer, even though membership of the organisation was restricted to New Zealand NGOs. They understood that this could be addressed by updating their Web site to make this clear, but the problem had not yet been addressed due to other activities having higher priority.

Uses for Web Sites

While the potential uses of Web sites may be limited only by our imagination, and new uses are developed every day, this study is concerned with uses that will address the perceived problems faced by NGOs today. These include accountability, effectiveness and efficiency, communication, and the sharing of information.

How can a Web presence address these problems? If we start with accountability in its most narrow sense, one of the more obvious ways NGOs can improve their accountability is by making available their annual statements of account. Some of the NGOs studied do make this information available, albeit in a summarised form, but with the option for site visitors to request fuller details. In the wider meaning of accountability it can be argued that sharing information leads to more open, improved communication, which enables the organisation to be more effective ('doing the right thing') and thence to be more efficient ('doing the thing right').

According to Pappas (1996) "If a nonprofit evaluates its operations and develops strategies for correcting weaknesses, then it becomes more efficient, and in turn does better at keeping its promises to constituents, and thereby becomes more accountable". He identifies "breakthroughs in software and database technology" as one of the drivers of efficiency, enabling organisations "to generate, disseminate, analyze and store information from more sources and for more users more quickly and less expensively" (ibid, 164).

From the study of NGO Web sites, a major role of New Zealand NGOs appears to be fund-raising, an area that requires great efficiency if costs are to be kept down. We would expect to see the Web being used as a vehicle for making it easy for potential donors to make donations, as well as communication and information sharing.

If you run or work for a non-profit organisation such as a church, school, or charity, a Web site can be your link to a world full of potential volunteers, students and donors... having a Web site expands your ability to share information about your organisation's goals and beliefs, including information about the organisation – what it does, who it benefits, how it raises and uses funds, and ways for people to participate (Ulrich 2001, 5).

A recent New Zealand publication includes the following as reasons for building Web sites:

- To share information
- To advertise and sell products
- To make contact with existing or potential customers
- To promote a company, country or group
- To support a cause or charity

(Wallace 2000, 73)

All of the NGO sites investigated share information and promote their cause, even if only by enabling searchers to find contact details. One efficiency effect not explicitly stated is that time can be saved by freeing staff from answering casual enquiries, provided the expected information is available on the site (reflected in a private conversation with the head of one of the NGOs studied). However, the information being shared is mostly superficial, consisting of 'good news' stories about projects, with little analysis of underlying problems.

Several commentators encourage the idea of forming 'virtual communities' on the Web. Rosenoer suggests that creating an on-line community based on a specific interest allows members to develop a sense of ownership and control, but this requires interactive features such as email to be easily available (Rosenoer 1999, 118).

Holtz (1999, 14) believes that the Net can play a significant role in facilitating the relationship between an organisation and its "strategic public", but achieving useful results requires an understanding of the new communications models and how to use them *in tandem with* traditional tools (ibid 36, emphasis added). The Web can make new information widely available as soon as it is put on-line. It allows people to find

information they need without having to ask you for it, and opens opportunities to engage in one-to-one communication and marketing. You can also find out what other people are saying about you on the Web (ibid, 111). Communication with government agencies is becoming easier as more government departments are using the Web themselves. You can also use the Web to build public support to influence government decision-making (ibid 156).

In *The Social Life of Information*, Brown and Duguid (2000) put forward a theory on communities of learning that can be applied to the development NGOs. They argue that the Web caters well for communities of interest, in this case, groups of people who share a common interest in aid and development, be they donors, supporters, volunteers or activists. They can be supported in their information needs by having general access to Web sites. For example, someone interested in sponsoring a child can compare the ideas and projects of World Vision and Tear Fund, two of the major NGOs that undertake child-sponsorship, and they can also read why the Save the Children Fund does NOT offer child sponsorship. Within the community of interest however, lies another grouping, a “community of practice” (Brown 2000, p142), a more tight-knit group consisting of active practitioners in their field who know each other and work together directly, usually face-to-face, continually negotiating, communicating and coordinating with each other. Using the Web is a suitable means of communicating with the community of interest, but is of lesser utility to the ‘community of practice’. This may help explain the lack of success of the DRC’s attempts to start an on-line forum for development issues.

The Development Resource Centre (DRC) has set up Web ‘forums’ for discussion of major development issues. Two ‘forums’ were set up in October 2001, one for general discussions, and one on one of the major issues for New Zealand NGOs, namely the current NZODA Review. The Review advocates structural changes in the way NZODA is administered and will affect the operations of all NGOs in this study. A discussion ‘thread’ was set up for each of the recommendations in the Review. The current status of the discussions can be found at <http://www.devnet.org.nz/cgi-bin/yabb/YaBB.cgi?board=nzoda>. According to the statistics displayed, of the sixteen threads opened, only two have elicited any discussion, although there have been a number of visits by people viewing the information, most particularly on how the new

aid agency is being established, and on Education and Training, an area where there is likely to be a major change of focus. The postings to the 'discussions' consist of the original posting of information by the DRC administrator, one additional response by the administrator, and only one posting by a visitor. The general discussion forum consists of two postings, the original posted on 16 October:

Greetings, 🤖

Welcome to the new DevNet Online News and Discussion Forum.

Please log in and participate.

DevNet Administrator

and one response the next day:

Thanks for setting up the forum, it looks great.

Since then there have been no postings. Given that there appear to have been many visitors to the 'forums', it would appear that people are not yet willing to enter into discussions using this medium. This may be due to the matters for discussion being policy matters that need decisions at Board level; the lack of anonymity in committing comments to writing, and indeed the authority given to statements by writing them down. It may be that people who are most involved feel that the discussions need to be held at an organisation-to-organisation level, rather than at a personal level. This is an area for more study, as on the surface it appears to be a 'good idea' that is not reaching its potential.

Some commentators have pointed out that because NGOs are competing for "increasingly scarce donor resources" (Lindenberg 2001) the competitive nature of the environment "mitigates against co-operation" (Moore 1998). In his study of changes at CARE, a major United States NGO, Lindenberg found that the "NGO participative culture made it hard to use external information in a non-threatening way". Moore and Stewart note that it is "anomalous that private enterprise... should co-operate so widely while NGOs, characteristically the advocates of a more co-operative pattern of social organisation, should often appear to compete so much and co-operate so little" (Moore 1998, 341).

New Zealand Development NGO sites

Introduction

Having established standard criteria, experiments were undertaken to evaluate the Web sites of selected NGOs. This section describes in more detail how the experiments were carried out, followed by a description of the results. The experiments were:

1. Analysis of Questionnaire
2. Accessibility
 - a. Attempt to find sites directly using organisation name to 'guess' the URL
 - b. Use of search engines to find sites
 - i. Using organisation name
 - ii. Using specific keywords
 - iii. Analysis of META tags
3. Design: Evaluation of sites according to criteria developed
4. Content: examination of site contents

Methodology

The study was restricted to members of the Council for International Development (CID), the umbrella organisation for NZ NGOs (see Appendix A). The CID Web site identified eighteen members who had Web sites (including CID itself) and these were taken as the subject of enquiry. A questionnaire was distributed electronically using an email list supplied by CID, and responses were collected via an interactive Web page. Nine questionnaires were completed, a 50% return rate. Although the number of responses was small, the responses did represent a cross-section of CID members, including two of the largest organisations (World Vision and Save the Children Fund), as well as a number of smaller organisations. The results were analysed using the SPSS computer software package. Simultaneously, a set of standard criteria for "what makes a good Web site" was developed from the literature, and all identified sites were analysed using the criteria. Weightings were assigned to each criteria to reflect their relative importance. Some of the criteria are rather subjective, for example "It is simple and easy on the eye" so two separate analyses were conducted and the results averaged in an attempt to remove the effects of personal bias.

To be able to 'provide information', the Web site must be able to be found by enquirers. The NMIT research was restricted to sites identified on the CID Membership List as having Web sites and tested how easy (or difficult) it was to find the Web site by 'guessing' or 'intuiting' the organisation's Web address given the organisation's name. The expectation was that sites would have addresses in the form *www.<organisation name>.org.nz*, the *.org.nz* domain being reserved for not-for-profit organisations in New Zealand (ISOCNZ, 2001).

During the study it became apparent that the CID site was not up-to-date, and did not identify all members who have Web sites. Further experiments were then conducted using popular search engines to see if the unidentified sites from the first experiment could be found, as well as testing what could be found for all CID members.

Forty-two member organisations were searched for by entering the organisation's name in the search field of a variety of search engines. The search engines chosen were:

AltaVista (<http://nz.altavista.com/>).

AltaVista is the engine used by Clear.net.nz, one of the largest ISPs in New Zealand. AltaVista has an "Australia and New Zealand" site, and this was used in preference to a full international search.

Google (www.google.com).

Google is currently one of the most powerful (and popular) engines. It is recommended by NMIT as the best engine for international searches.

Xtra (www.xtra.co.nz).

Xtra is the largest ISP in New Zealand and uses the MSN (Microsoft Net Services) search engine. This search engine was the slowest and had more error reports than any other, but produced the best results in terms of finding organisations' names and ranking them appropriately.

Yahoo (<http://au.search.yahoo.com/>).

Yahoo is not strictly a search engine but a search directory. It only indexes sites it considers worthy (McAlpine 1999, 77), and will not pick up second-hand references to organisations that have not been listed with Yahoo. To be found by Yahoo site details must have been submitted to Yahoo Inc. for consideration for inclusion. Yahoo has an "Australia and

New Zealand” site with a “New Zealand only” option, and this was used in preference to a full international search.

When using Google, names with more than one word were enclosed in quotation marks so that the search was for the complete name rather than each part of the name. If the New Zealand organisation’s Web site did not appear on the first page of results a second attempt was made adding “NZ” inside the quoted string. For example World Vision (without quotation marks) returned 2,740,000 results, “World Vision” (in quotation marks) returned 114,000 results while “World Vision NZ” returned 3,550 results, with the New Zealand home page in the number one position at the top of the list.

When using the other engines quotation marks were not used. This resulted in a higher number of hits, particularly in AltaVista. Xtra also recorded a high number of hits, but with very few exceptions the organisation’s home page was ranked number one. The results of this experiment are included in Appendix C.

For sites that were found the home page was printed (See Appendix D), and the source code was examined for ‘META tags’.

A further test was carried out, using (a) “aid development nz” and (b) “overseas aid” as the search arguments. These arguments were chosen at random as being likely choices by searchers. Different results could be obtained by using other arguments, such as “NGOs, NZ”, and this would make a suitable subject for further research. This test was designed to test the effectiveness of keywords in META tags.

The final test was to examine the content of the sites. A scenario was developed of casual enquirers looking to get involved in an aid and development organisation and visiting the site for the first time. Would the site tell them about the aid and development activities of the organisation? Would it enable them to become involved? And if the visitor was inspired by what they saw, would it be easy for them to make a donation?

Results

Analysis of Questionnaire

Nine responses were received (a 50% return rate), a small but representative sample of the population. Although there are dangers in generalising from small samples the organisations responding did cover a range from very large to very small (in terms of budget and staffing), indigent to international and long-established to recently established.

Respondents

Responses were completed by people in a variety of positions. Titles given were: National Director, Convenor, Marketing Director, Marketing Assistant, Coordinator, Regional Coordinator, Communications Coordinator (2) and one from the website designer “on behalf of the President”.

Year of development

Five sites were developed in the last three years, including two of the largest organisations, World Vision and Save the Children Fund. Earlier Web sites were found to be less well designed than the later sites.

Impetus for development

There was an almost equal split between Board initiatives and staff initiatives for developing the site. Although information systems practice tells us that projects that have organisational commitment at the highest level have the best chance of success (Schwalbe 2000, 69), in this study there is no evidence that this was a factor.

Developer

Five sites were developed by professional Web designers, three by volunteers, and one site was developed by existing staff. The professionally developed sites fared better in the ‘findability’ tests, with one notable exception. The Family Planning International Development site was not found in any of the tests. This may be due to it being part of the more general Family Planning Association site, but we noted that the home page did not use keywords.

Changes to site

Five sites had not changed substantially since they had been designed, including one site developed in 1990. Perhaps not surprisingly this site attracted very few visitors.

Number of 'hits'

Three organisations did not monitor the number of times their site is visited. Of those who did, two sites reported over 10,000 'hits' per month, one had between one and five thousand 'hits', two between one hundred and five hundred, and one between one and fifty. Care needs to be taken in interpreting this information, as a distinction needs to be drawn between 'hits' and 'visits'. Measurement is usually provided by the ISP hosting the Web site. A 'hit' is recorded each time a file or document is requested. If a page contains several graphics, then a hit is recorded for each graphic as it is contained in a separate file. For example, the VSA home page contains ten graphic elements in addition to the body text, resulting in eleven hits being measured for each visit.

Measuring unique visits requires more analysis of who has submitted the request. It was not clear whether this question was answered using hits or visits as the measure.

Frequency of updating and responsibility

The most common practice is to update monthly, although one organisation updates more than once a week, which is reflected in their high monthly costs. Two organisations update annually, and two have never updated their site. Four sites are updated by volunteers, two by professional Web designers, and two by existing staff. There was a correlation between frequency of update and number of hits.

Purpose of developing Web site

The survey showed that all respondents stated "providing information" was a reason for developing their Web site.

Table 3: The specific purpose for developing Web sites?

Reasons	Number of Responses
For providing information	9
To solicit funding/donations	3
To sell goods and/or services	1
Other (To facilitate contact with members)	1

Satisfaction rating

The results here should be treated with caution as it is rather a subjective question, and the respondents were likely to be the people who had some responsibility for the site (indeed, one was the site designer). The majority of respondents were 'somewhat satisfied' (2) or 'very satisfied' (5) with their sites. One response was 'somewhat dissatisfied' and one 'very dissatisfied'. The "very dissatisfied" site had not been maintained since it had been built. This was a deliberate policy, as the organisation did not want to devote scarce resources to this activity until it "could do it properly" (Webster, 2002).

Meeting Objectives

In all cases the main objective was "to provide information", addressing the challenge of communication and information sharing. Other objectives were marketing orientated. Six respondents believed that the site met all objectives set for it, and the remainder believed that 'some' objectives had been met.

Cost of Development and Maintenance

Four respondents either did not know or were unwilling to estimate the cost of developing their site. Two respondents had sites developed by volunteers for no fee. The three organisations that did report development costs ranged from under \$1,000, through \$4,000 to \$5,000, to over \$5,000. Monthly maintenance costs varied widely from nil (five responses), under \$100 (two responses), \$100 - \$250 (one response), to \$4,000 - \$5,000. The latter seems excessive, although (or because) the site is being maintained professionally and updated more than once a week. The cost works out at up to \$4 per 'hit', compared with a few cents per 'hit' for some other sites. It would be interesting to compare the cost and effectiveness of these contacts with more traditional contact costs such as mass mail-outs.

Correlations

An attempt was made using SPSS to check correlations between the different factors. However, the sample size is too small to draw any conclusions from, other than making broad observations. For example:

- Both the sites reporting the greatest number of hits were designed by professional Web designers but are maintained in-house.
- The sites reporting the least number of hits (or are not monitoring hits) are also the sites updated least frequently.
- The respondents who were not satisfied with their sites had spent the least amount of money developing them.
- The sites attracting most hits cost most to develop.

Accessibility – Finding the Web site

Introduction

As mentioned above, there are three ways of visiting a Web site – by hyperlinking from another site, by knowing the site address, or by using a search engine. Experiments were conducted to test the latter two methods – the ‘find-ability’ of the site address by ‘guessing’, and the ranking of the site by search engines.

(a) ‘Guessing’ the address

This experiment was carried out as part of the NMIT study. Of the eighteen sites tested, eight were found on the first attempt, but five sites could not be found by this method.

Table 4 : Number of attempts before site was found

<i>No. of Attempts</i>	<i>Sites Found</i>	<i>Cumulative %</i>
1	8	44
2	3	61
4	1	66

Of the five sites that could not be found, three were hosted by another organisation (Converge), two were hosted by an international parent, and one had a combination of that was difficult to guess (nzchinasociety). The site that took four attempts was registered in the *.co.nz* domain usually used by for-profit organisations. McAlpine recommends that organisations obtain their own domain name (ie Web address - technically a ‘Uniform Resource Allocator’ or ‘URL’). The name should be short and easy to remember (or guess). “Search engines seem to rank pages with short URLs higher than long ones” (McAlpine 1999, 65).

(b) Using Search Engines

(i) Using Organisation Name

The first experiment used the organisation's name as a search argument in a selection of search engines. Full results of this experiment are included in appendix C. The results from Google and XtraMSN were similar. Of the forty-two organisations searched for using the Google search engine (www.google.com), twenty-five were found to have Web sites. Of these twenty-five, twenty-one appeared at the top of the search list on the first or second attempt. Using AltaVista six sites did not appear in the first page of results, suggesting that this is an area that could be addressed by those organisations that did not get their home page at the top of the list.

During this test it became apparent that the number of results returned depended on the way the search argument was entered. For instance, in Google, Christian World Service returned 1,390,000 results when not enclosed in quotation marks, as the search engine treats each word separately. When enclosed in quotes "Christian World Service" returned 613 results, with the required result at the top of the list.

Table 5 : Search Engine results using name of organisation

Result	Google	AltaVista	XtraMSN	Yahoo
	No. of sites	No. of sites	No. of sites	No. of sites
Ranked #1	21	14	20	9
Ranked other than #1	4	5	4	N/a
Some details found but no Web site	17	23	18	N/a
Total number of organisations 'findable'	42	42	42	9

Although every organisation was cited somewhere on the Web, for three organisations the only mention found was on the list of CID members. The lack of success in using Yahoo to find organisations may be due to organisations not submitting their site details to Yahoo for inclusion. Details can be found on-line at <http://au.help.yahoo.com/help/au/url/>

Table 6 : 'Findability' Ratings

Findability Rating	Number of sites
★★★★★	5
★★★★	3
★★★	14
★★	2
★	4

More stars = more findable

The most 'findable' sites, all designed by professional Web designers, were Caritas, Oxfam, Trade Aid, World Vision and the YMCA.

(ii) Using Specific Keywords

An additional test of the effectiveness of keywords was carried out by searching for "aid development nz", and for "overseas aid". The AltaVista search was conducted using first the international AltaVista site, then the New Zealand site. The results of this test were disappointing, with few sites returned. The table below lists the sites found, and their rankings in the search result list (note that more than one result may be returned for the same organisation).

Table 7 : Results of Search for "aid development nz"

Organisation	Google	AltaVista	AltaVista NZ	XtraMSN	Yahoo
Caritas	-	-	-	12	-
Council for International Development	-	3	2	5	-
Development Resource Centre	2, 3, 9	1*	-	2, 14	-
Oxfam	1	-	-	-	-
Trade Aid	-	-	-	-	1
UNICEF	-	5, 6	3, 4	-	-
World Vision	-	-	-	-	2

* The site found was dev-zone.org, an alternative non-NZ URL for the DRC

The second test did not search the Altavista international site as a preliminary test indicated that too many (nearly 6.5 million!) generic results would be generated.

Table 8 : Results of Search for "overseas aid"

Organisation	Google	Altavista (Not searched)	Altavista NZ	XtraMSN	Yahoo
Caritas	-		-	11	-
Christian Children's Fund				10	
Council for International Development	-		-	6	-
Development Resource Centre	5		10	-	-
Oxfam	3		3	-	-
Trade Aid	-		-	-	-
VSA	4		-	-	-

(iii) Analysis of META tags

'Findability' by search engines can be influenced by what is included in the Web page source code, particularly in the 'META tags'. META tags can help search engines relate your site to a user's search criteria. A proper choice of keywords should increase the 'findability' of a site. Keywords can be placed in various places in the source code – the TITLE, headings, body text, in the META keyword tag and the META description tag. For all sites found (a) the home page was printed and analysed, and (b) the META tag content of the home page source code was examined.

<TITLE>

The <TITLE> statement is very important in deciding what ranking you get from Search Engines. According to Rachel McAlpine "Using your lead key phrase in the TITLE tag is one of the most powerful things you can do to boost your ranking" (McAlpine 1999, 36). She advises that you should put your key phrase first and use a high percentage of key words. The title appears on search engine results and should attract the user to follow the link by confirming that the site is what was being looked for. It also appears on the top line of the browser to show the user where they are.

The State Services Commission recommends the following:

Titles must always be included

Titles should be no longer than sixty characters and where possible under thirty

Titles should describe the organisation and the content of the page; to aid search engines the most relevant text should be first, ie Content subject – Organisation

(SSC 2001, 34).

McAlpine recommends the following when writing titles (McAlpine 1999, 38):

1. Make the TITLE interesting to human beings
2. Make the TITLE a clear guide to what is on the page
3. Picture your TITLE in the browser TITLE bar. Will it fit?
4. Picture your TITLE as a search result. Does it give enough information?
5. Picture your TITLE as a Bookmark or 'Favourite'. Does it make sense?
6. Don't tease. Tell people what's on the page. Cut to the chase.

The following table lists the titles found on the home pages of the selected NGOs, along with a comment based on McAlpine's analysis of titles (ibid 36-37). The majority of titles could be improved with the addition of a lead key phrase, such as "Eradicate Poverty", or "NZ Aid and Development".

One professionally developed site had hidden the source code. When the site was found by AltaVista the title read "Created with ImageMapper", which is less than helpful.

Table 9 : TITLE tags

<i>Organisation</i>	<i>Home Page Title</i>	<i>Comment</i>
BANZAID	Baptist Churches of New Zealand	Could be more effective
Caritas	Caritas Aotearoa New Zealand	Could be more effective
Catholic Overseas Volunteer Service	Departments	A wasted opportunity. It doesn't tell you anything about the page.
Christian Children's Fund	Christian Children's Fund of New Zealand	Could be more effective
Christian World Service	Christian World Service home page	"home page" adds nothing and could safely be omitted.
Council for International Development	CID Home Page	"home page" adds nothing and could safely be omitted.
Development Resource Centre	Dev-Zone homepage. The Development Resource Centre	"homepage" adds nothing and could safely be omitted.
Family Planning Association International Development	FPA International Development – Welcome	"Welcome" adds nothing and could safely be omitted.

Organisation	Home Page Title	Comment
Habitat for Humanity NZ	Habitat for Humanity New Zealand	Could be more effective
Latin America Committee	Latin America Report	Could be more effective
New Internationalist	Shopping with attitude – New Internationalist Online – NZ	Not the home page, but an online catalogue. This is an excellent Title.
New Zealand Association of Credit Unions	New Zealand Association of Credit Unions	Could be more effective
New Zealand China Friendship Society	New Zealand China Friendship Society Inc	Could be more effective
Oxfam	Oxfam Home	“Home” adds nothing and could safely be omitted.
Pacific Institute of Resource Management	PIRM Home Page	“Home Page” adds nothing and could safely be omitted.
Save the Children Fund	Save the Children	Could be more effective
Tear Fund	Welcome to Tearfund	“Welcome to” adds nothing and could safely be omitted.
Trade Aid	<i>Source code not available</i>	
The Leprosy Mission	The Leprosy Mission	Could be more effective
The Salvation Army	Salvation Army New Zealand	Could be more effective
UNICEF	UNICEF New Zealand – working for children around the world	Tells a little about the organisation.
Volunteer Service Abroad	What in the world is VSA?	A good choice; contains the organisation’s name and what the page is about.
Water for Survival	Water for Survival	Could be more effective
World Vision	World Vision New Zealand Home Page	“Home Page” adds nothing and could safely be omitted.
YMCA	YMCA // NEW ZEALAND	Could be more effective
YWCA	Young Women of Aotearoa	Could be more effective

<META name = “Description”>

Description text was found on only ten of the twenty-five sites. Most descriptions were a statement of the organisation’s purpose, for example “Oxfam New Zealand is a development, advocacy and relief NGO working to put an end to poverty world-wide. Working in partnership with local groups Oxfam helps poor communities, regardless of race or religion, to help themselves.” (<http://www.oxfam.org.nz/>, accessed 9/1/2002).

<META name = "Keywords">

There appeared to be a strong correlation between 'findability' and the use of keywords. All sites with four or five ranking stars (see Table 6) had specified keywords. However, the results were puzzling as several sites included the keywords but did not appear high in the results list. This indicates that there is more to gaining a high ranking with the search engines than McAlpine leads us to believe. Additional study would be needed to establish the ranking algorithms used by the engines. McAlpine does indicate that the algorithms may change, and from these experiments it would appear to be the case.

While the tests conducted assumed a passive Web presence, that is, the sites were there to be found by casual visitors or by search engines, actively promoting the site address can increase the number of visitors. Web site addresses should be included in everything an organisation publishes, including letterhead and business cards.

Design and Content Evaluation

General

The evaluations use information from the NMIT study (Boyd 2001) plus material from subsequent experiments. Note that sites may have been updated since the original evaluation was done, in which case the evaluation may not reflect the current state of the site. This is a standard problem in evaluating a dynamic field - what is reported can only ever be a snapshot of one moment in time.

A more detailed evaluation of each site was prepared for each organisation, comparing their rating with the average rating of all organisations. It was agreed with participants that this information should remain confidential to the individual organisations. A second set of evaluations has been added for organisations with sites found subsequent to the NMIT study. The home page of each organisation was printed and attached as Appendix D. Finally, an analysis of site content was conducted in January 2002.

Methodology

A selection of sites, based on those identified on the CID site, was visited during September 2001 and their home pages marked against the developed design criteria. Weightings were applied to each criterion. Two sets of scores were obtained then weighted and averaged.

In January 2002 the content of all sites identified was evaluated by looking at the home page and the navigation links offered. The links were categorised into basic content features including "About us", "Donate", "Join", and "News". Some sites had several links in the same category, for example Caritas includes "About Caritas", "Caritas in NZ" and "Caritas around the World". When counting instances of usage, only one link was counted. Links were not always clearly labelled and as a result the numbers in each category may be understated. This relates to the design issues of accessibility. Information needs to be easily found for the site to be effective.

The site was also checked to see whether it (a) contained information about the organisation's aid and development activities, (b) enabled the visitor to get involved with the organisation (ie become a member, volunteer or formal supporter), and (c)

enabled a donation to be made quickly and safely via the Web. Sites encouraging online donations should provide a 'secure server' facility that ensures that credit card and other personal details are encrypted before being sent over the Web and cannot be intercepted and used by unauthorised third parties.

During these test, sites hosted by Converge could not be retrieved consistently due to a performance problem at Converge. As a result analysis of these sites was curtailed. Sites which were merely part of a larger site were not analysed in detail, as the links were largely irrelevant to aid and development activities.

Results of Design Analysis

The design scores (100 being best possible) assigned in the first evaluation ranged from 60 to 92, with an average of 81. Only two sites rated below 70. Although the scores are somewhat arbitrary, they indicate that most sites have achieved a good standard of design. Of the two lowest ranking sites, one was designed by students and may well be satisfactory to its intended audience, although it did not contain any information relevant to aid and development activities. The other was a somewhat idiosyncratic 'entrance tunnel' (a page that contains not much more than an invitation to enter the site), with a very long textual statement in a narrow column that did not excite interest.

Results of Content Analysis (22 sites)

Sites ranged from one page basic minimum name and contact details through to very extensive sites rich in information content and variety. All sites studied contained information about the organisation and its aims and objectives. The number of sites that made it easy for people to get involved with the organisation was small, but not all organisations have open membership.

In terms of accountability and information sharing, at least two of the larger sites offered information on finances. Both World Vision and Oxfam offer a "full statement of audited accounts" on request. Smaller organisations appear more reticent in putting financial data on their Web site. This may result from a desire to appear more than they actually are in a competitive environment, or from recognition that full disclosure may be alien to many organisational cultures and indeed may have a negative effect on the organisation.

Several sites give information about projects they are involved in, including links to the partner organisations, but the detail in most cases stopped short of analysis of the underlying problems. Seven sites include discussion papers on development issues, which are meant to help achieve a better understanding of aid and development. Most of the material consisted of short statements with little in-depth discussion. Notable exceptions were the Leprosy Mission's paper on "Poverty and Leprosy – What's the Connection", Caritas' full-text versions of their "Social Justice" series of white papers, Family Planning International on "Population and Development", and World Vision's "Connection" pages aimed at school children. There is plenty of opportunity for other sites to include such material. As well as having short statements of beliefs, Christian World Service and Trade Aid included links to the Jubilee 2000 debt reduction campaign, and Oxfam linked to Oxfam International's extensive policy documents.

All except three sites had the facility to send an email message to the organisation, although on some sites it was not easy to find this feature. There is scope for improvement in this area of communication.

Table 10 : Web site content by category

Category	Description	Sites with this content
About	Information about the organisation aims and objectives	22
Contact us	Ability to send email message to organisation	19
News	Current stories or events	15
Links	Hyperlinks to other organisations	14
Join	Ability to join organisation online	10
Donate	Make a donation	8
Resources	Information, kits, etc	7
Issues	Discussion of aid and development issues	7
Search	Ability to search the site for information	5
Buy	Ability to purchase goods (gifts, cards, books etc)	5
FAQ	Frequently Asked Questions	3
Mailing	Add name to mailing list	3
Intranet	Allow staff to access organisation files remotely	2
Staff list	List of organisation staff	2
Site map	Layout of Web site	1

Of the nine sites that allow online donations, three do not indicate if the site is secure. One site allows you to print a donation form that you can send in. Other sites mention donations but place the onus on the user to contact the organisation to get details of how to donate, thus failing to take advantage of the immediacy of the Web site. The sites that seem to work best in this area have a clear "Donate Now" message that takes the user to a secure server, but more study would be needed to check the effectiveness of the Web site in obtaining donations.

SITE EVALUATIONS

Baptists of Aotearoa NZ Aid and Development (BANZAID)

The home page looks attractive but does not give any useful information. The site is technically well-designed with links from each page back to the home page, but no information could be found on aid and development activities, as might be inferred from the URL (banzaid.org.nz). It does contain links to other NZ NGOs.

It did not satisfy any of the scenario: no information on aid and development activity, no clear way to become involved in this area, and no obvious way to make a donation. The site contains information about the organisation, links to other sites and an email capability. It may well achieve its objectives, as long as they do not include informing the public about their aid and development activities.

Caritas Aotearoa NZ (CARITAS)

This is a simple but effective web site. Pages are consistent and the site is easy to navigate through. Important information about the organisation is stated, however it could be made more prominent. There is no link offered back to CID, nor has the site been listed with Yahoo.

The content is extensive and comprehensive, with information on latest issues, emergency appeals, international advocacy, and links to partners. It satisfies all aspects of the scenario: excellent detailed information about aid and development activities, online contact facility "Contact Us", and several ways of making a donation including online via a secure server.

Catholic Overseas Voluntary Service (COVS)

This organisation has a page on a larger site run by the Catholic Diocese of Auckland.

The page gives essential details of what the organisation is about, plus contact details. It includes a link to Caritas.

It failed to meet any of scenario questions: no information on aid and development activities, no encouragement to get involved, and no provision for making donations.

Christian Children's Fund (CCF)

The design of this web site is emotive, featuring portraits of young children. The layout and design are effective and the pages are consistent throughout the site. The links provided are excellent. However, some pages take time to download as a result of the many images, and if the ability to donate on-line is conducted on a secure credit card server this should be stated on the web site (The January evaluation found that the site did say that donations are made via "our secure online form").

The site satisfies the scenario, although no details could be found of specific projects. Getting involved was well-labelled "How can I help".

Christian World Service (CWS)

This is a simple web site and donations can be made on-line through a secure credit card facility. The home page does not provide information about the organisation (but does include links "Who we are" and "What we do"). Contact details are not prominent. More use of could be made of links.

Three or four projects are described, although finding some of the information could be easier. For example, the link to one group of projects is labelled "People we know", not the most obvious title. It is not clear how to get involved, but as CWS is not a direct membership organisation this may not be a problem. The donations page contains lots of text, such that it is not readily seen. The statement "For secure on-line credit card donations, click here" appears deep in the text page. It would be more effective placed at the beginning of the page.

Council for International Development (CID)

The design of the site is simple, with links provided to their members' sites. Some of these links need to be updated as two do not take users to the desired organisation.

However there is a major problem with the navigation system used. There are no links back to their home page, which should be included on each page. Also this web site has not been updated since it was first developed so there is a high probability there is outdated or obsolete information such as there is no information on new members.

The site does describe what CID is about, but could be clearer that it is an umbrella organisation with membership closed to individuals. It does not solicit donations.

Development Resource Centre (DRC)

There is a lot of information and links on the home page, making the page difficult to read and follow. This also makes the site take some time to download. However, this site is frequently updated and offers a link to development jobs. The links to NZ NGOs were more extensive than those listed by CID, but omitted some sites that were found during this study.

There is an "About" page that includes the statement "We are also grateful for support provided by the Ministry of Education, the Pacific Development and Conservation Trust, VSA, European Union, and individual donations", but no attempt is made to solicit individual donations. If anything, this site suffers from an excess of information that could be confusing. For instance it is not clear what the difference is between "Knowledge Centre", "Information Services", "Ed-zone" and "Pacific Development Directory". It has an idiosyncratic search engine that returns results in alphabetical order rather than order of relevance. For example a search for "Council for International Development" has the CID home page listed sixth rather than the expected first.

This appears to be the only site that has attempted to set up an interactive discussion forum (discussed earlier in this study).

Family Planning Association International Development (FPAID)

This site was difficult to find. By searching for "Family Planning" a link was found on that site that took us to the FPAID site. The site is well designed and easy to use with the navigation links clearly labelled ("About FPAID", "The Issues", "Contact us", "Support FPAID", "Search", "Links").

The site went some way to satisfying the scenario – it describes the activities briefly, including one-sentence descriptions of projects in different countries. It is not clear how to get involved with the work of FPAID other than an invitation to “Contact us”. The site solicits donations, but does not state whether the information is secured.

Habitat for Humanity (HABITAT)

This site is well designed, with lots of information and links on the home page. The development activities are described, and there is an online form for volunteers to complete, plus dates of forthcoming projects. Donations are solicited, but require a form to be printed and posted, which loses some of the immediacy of the Web.

International Needs Network

The New Zealand arm of the organisation has a page on the international site. The page contains email and contact details only. The site emphasises the evangelical nature of the organisation rather than the aid and development activities.

The larger site contains short details of projects in various countries, and details of total donations. Donations, including child sponsorship, are solicited (“How can I help?”), but not online. Facilities are available to download prayer calendars, or offer assistance by emailing the organisation.

Latin America Committee (LAC)

This web site is quick to download, navigation is easy and the pages are consistent throughout. Information about the organisation is provided on the home page and the links offered are excellent. However, there is no link back to CID, their umbrella organisation. The site should be updated more frequently as information is out of date and the link to the search facility is not yet operational.

During the January evaluation the site proved difficult to reach due to performance problems on the host site. An explanation was provided of the work of the committee, but it was not obvious how to become involved, or to make a donation.

The Leprosy Mission

The home page design is ‘youthful’ (it looks like a comic, being colourful and using cartoon graphics). There is a specific “Kids Club” page. However, there are accessibility issues in the use of “hover over” techniques to reveal sub-menus. There is

a useful essay on “Poverty and Leprosy – What’s the connection” which addresses some of the wider issues of poverty alleviation. There is an online catalogue of gifts that can be purchased, and three links to related organisations. Some colour combinations make material difficult to read, especially the black on blue on the Donations page.

The site gives details of some activities under the heading “News”, but there appears to be no way of joining the organisation. Donations are solicited online, but it is not clear if the service is secure.

NI New Internationalist

The first screen to appear gives the option of a flash introduction, however this slows down the time to get to the home page. The home page is simple allowing users to readily see what the organisation has to offer. There are no links available to other related organisations and we found it impossible to find the site by using the domain name as it is sponsored by a larger organisation.

The New Zealand-specific pages were devoted to a catalogue of goods for sale (“Shopping with Attitude”). It was not clear how to become involved with the organisation. Although it was possible to make purchases through a “secure shopping cart”, donations were not solicited.

NZ Anglican Board of Missions

This was one page on a larger, rather amateurish-looking site. The page contained only contact details, with no information about the work of the Board of Missions.

NZ Association of Credit Unions

The home page was clear but contained only navigation links. The site contained no information about aid and development activities. Details were given of how to join. The organisation does not solicit donations.

NZ / China Friendship Society

This is a well-designed site. The home page is simple and easy to read. A search facility is provided allowing quick access to the information required. Links are available to similar organisations, however there is no link back to CID. The site also details when it was last updated, however the Nelson Branch page states it was last updated on October 1st, 1901.

There is detailed information about the Gung Ho cooperatives project, and a clear invitation to get involved (“Join the Society”). Donations are not solicited.

Oxfam New Zealand

This site has been well designed. A list of available pages within the site is provided on the left hand side and is consistent making the navigation easy. Users know that credit card details are secure when pledging donations. Information is up to date and recent. No links are available to other organisations, which could be an area for possible investigation.

The site contains lots of information about Oxfam’s aid and development activities, details clearly how to “Get involved”, and offers several options for making donations, including via an online secure server.

Pacific Institute of Research Management (PIRM)

This site is very difficult to find and access. The text on the home page is in a frame, which lists it all down the right hand side of the screen. Space has not been used effectively and it is very difficult to read, as you have to scroll down the screen. It appears that some of the site is still under development and until it is up and operational, this should not be on the page. A visitors counter is on the page but this does not work.

In the January evaluations the site could not be reached in a reasonable length of time and so no analysis against the scenario was possible.

Save the Children NZ (SCNZ)

This site has been well designed. There is good use of colour and illustrations and the web site is consistent throughout. The web site is quite large with lots of information and links but takes some time to download. Navigation of the site is excellent and this is particularly important with large sites, and a site map is available.

The site contains lots of high-level information about aid and development projects, as well as the rationale for undertaking them (“About us”, “What we do and why”, “Our Projects”). The home page contains a clear link to “How you can help”, and donations can be made through a secure online server.

Tear Fund

The Tear Fund site takes a long time to download. This is because music plays for the introduction. Some users may not be aware of this and leave rather than waiting. The design is not that effective. The space on the home page could be used better. Navigation of the site is not easy and perhaps an option would be to include a site map. There are accessibility issues in the use of “hover over” techniques to reveal sub-menus. There are no links to other organisations.

The site supplies general information about the sorts of activities it engages in, but no details of specific projects. There is a “Join Tear Fund” link, and the facility to make donations online is available, although it is not stated if the service is secure.

The Trade Aid Movement

The Trade Aid web site was off-line when first tested. A message came up stating that it would be available again at the end of September. In November the site was still not operational. This did not portray a good image of the organisation. The message should have said it’s off line “until further notice”. When reviewed in January 2002 the site opened with an entry page that gave little information other than a slogan “fair ethical and sustainable trade for people and planet” and an invitation to enter the site that linked to an excellent “Welcome” page.

One of only two sites to be found in the Yahoo search, the site contains general information about activities, and encourages participation with a “Get Involved” link to a page where you can download and print a membership form. Donations are not solicited, nor does it seem possible to purchase goods online. This seems a wasted opportunity.

The Salvation Army

This Web site was a general site for the organisation and contained no information on aid and development activities so was not analysed further.

UNICEF NZ National Committee for UNICEF

This site has been very well designed with excellent use of space. Navigation around the site is easy and consistent with good use of illustrations and colour. A couple of

suggestions for the organisations' web site would be to include a site map, change some of the font from upper case and include a link to the CID home page.

The site contains general information about activities, but nothing about specific projects. It was not clear how to get involved with the organisation, but donations could be made online. It was not clear whether the online donation facility was secure.

VSA Volunteer Service Abroad

This web site takes some time to download. This is a result of having many pictures and information on the page. The navigation tools are excellent and consistent. Many different colours have been used with a different coloured background for each page. However, some of the text, particularly the text in italics, is difficult to read.

The site satisfies the scenario in part. There is plenty of general information about activities, but details about projects were not easy to find. There is a clear invitation to get involved. Donations are solicited, but only offline. The section headed "Become a donor" ends with the statement "Make a donation today" but does not make it easy to do so.

WFS Water for Survival

The design of this site is quite simple with not many pages. The major problem found with site was that some of the links to other organisations did not work. It is not easy to find the site using search engines or the domain name.

There are excellent details of current projects (including financial statements), and encouragement to get involved ("Support us"). Donations are invited, but the site does not facilitate this other than by giving the address to send donations to.

WVNZ World Vision of New Zealand

The design of this site is very complex. The drive behind the development of the web site is obviously to solicit donations. This is very apparent with images of starving children and the use of very emotive language. The layout and use of colours is difficult to follow including accessing the pull down menus. The site is very 'busy', with animated banners distracting from the serious text. It appears to be an example of the medium overwhelming the message. This may be a design that suits the target audience if that audience is teenagers.

In spite of the distractions of the design, the site contains useful information about activities (“Where your money goes”, “Where we work”) and links to details of individual projects. There is clear encouragement to join (“Join us”), and several options for making donations, including online over a secure server. The site was one of only two to appear in the Yahoo search results, categorised under “New Zealand > Society and Culture > Environment and Nature > Disasters”.

Young Men’s Christian Association of NZ (YMCA)

This site is rather sparse in appearance and contains no information on aid and development activities. Along with the YWCA site, it does provide a link that enables remote staff to access internal files and systems, a feature not seen on any of the other sites.

Young Women’s Christian Association of NZ (YWCA)

The design of this site is very different from the other web sites evaluated. Flashy pictures, different colours and funky writing are aimed at their target audience of young women. Some students have developed the site but the services of a designer may improve some of the cosmetic problems.

The site contains no information on aid and development activities, no encouragement to join or to make donations.

Other Issues

While there are plenty of commentaries on “the digital divide” between the information “haves” and “have nots” based largely on economic status, there is little attention paid to the problem of technophobia. It has been estimated that “between one quarter and one third of the population of the industrial world are technophobic to some extent” (Brosnan 1994). A 1996 British survey reported that while 85% of the population knew of the Internet, only 17% have used it (Motorola 1996), and that some of this gap is due to technophobia, or computer anxiety. Brosnan identifies other studies that suggest that technophobia is more likely to affect females, although it would appear to be psychological, rather than biological, gender-based (Brosnan 1998, 22,36). Any move to reliance on the Web for communication should take these findings into account.

Accessibility by people with disabilities (for example visual impairment, colour blindness) should also be considered when designing web sites. The New Zealand Human Rights Act 1993 states that it is “unlawful for any person who supplies goods, facilities, or services to the public... to treat any person less favourably... than would otherwise be the case, by reason of any of the prohibited grounds of discrimination” (section 44(1)(b)) one of which is “disability” (section 21(1)(h)). Useful links to information on designing for accessibility can be found on the Internet Society of New Zealand’s Web site at <http://www.isocnz.org.nz/help/accessibility99.html> and at <http://www.w3.org/WAI/> (the Web Accessibility Initiative site of the World Wide Web Consortium, the developers and ‘guardians’ of Web standards).

The Provisions of the Privacy Act 1993 also need to be considered, especially if the site is collecting information about individual users.

Conclusions

New Zealand Non-Governmental Development Organisations, in common with northern NGOs in general, are facing a number of challenges, some of which can be addressed by the application of Web technology. However, in general, the sites studied appear to be promotional in nature and are not making fullest use of the potential of the Web to address these challenges.

Accountability *is* enhanced by having a web presence – by allowing more people access to information about the organisation and its activities. This has been addressed in various ways, but (with some notable exceptions) the information is largely superficial. Smaller organisations are not as good as the larger NGOs at divulging financial information.

By using their sites to promote themselves NGOs should be able to become more efficient by cutting advertising and fund-raising costs, but not all sites made it as easy as it could be to make a donation. It would be interesting to find out the proportion of donations that are now received through the Web site. Effectiveness, or ‘doing the right thing’, is more difficult to measure and may not be served directly by a Web presence.

Advice on the use of technology ranges from neo-Luddite views that oppose the view of technology as “the key to social progress”, and see little real value in the Web, to neofuturist views that argue the opposite and see technology as having the ability to solve all problems, and the Web as being the greatest advance in human development, and even as a “new civilisation” (Rajae 2000). Somewhere between the two ends of the spectrum lies a more realistic approach that sees some advantages to using the Web, but also realises that it will not solve every problem. This middle ground is where the NZ NGOs studied appear to be positioned.

Are the NZ NGOs without Web sites Luddites? As this study was restricted to organisations with Web sites, further study is needed to determine reasons for not having a presence on the Web.

We found no evidence of extreme neofuturist positions. All the organisations studied maintained a strong non-Web existence and it could be seen from their Web sites that the majority still involved real people connected to real on-the-ground projects solving real development problems in a practical manner. The DRC perhaps came closest to becoming a 'virtual' organisation as its stock-in-trade is information, but it still maintains a physical library of resources that can be borrowed.

While the NZ NGO population of developed web sites is too small for anything other than general conclusions to be drawn, we can say that technically, the sites score well against the criteria for 'good' design. Sites range from very simple, static text-based sites, to sites verging on the overly complex, with animation, sound and video components.

Professionally developed sites appear to have an edge over others in 'findability', layout and navigation features, although spending money on a site is no guarantee of effectiveness. In general the sites had followed good design guidelines, but in all cases hyperlinking could be improved. For example, the CID site should include links to ALL member sites, but currently only links to seventeen of possibly twenty-five sites, and of the links available not all are correct. Similarly, links *to* CID are noticeable by their absence – we found few member sites that included a link to CID. Encouraging cross-linking is an area that may be best tackled from the centre, although it may be that organisations see themselves as competing for visitor traffic and possible donations.

The main area requiring attention is the use of meta-tags, particularly for titles and keywords. Although the study found no strong link between findability and the use of meta-tags, the literature continues to emphasise the importance of meta-tags to achieving satisfactory search engine results (for example, see "The Importance of Meta-tags" at <http://www.bravenet.com/reviews/searchtips/4metatags.php>).

Organisations should also check whether they have been registered with the major search engines.

There is evidence of considerable effort having been expended in developing the sites, indicating a growing level of expertise and experience within the sector. The amount of

money reportedly being spent varies widely from nil to one thousand dollars a week. Both these figures deserve more investigation – the nil figure as it ignores the value of voluntary effort and the direct and indirect costs of hosting a Web site, the thousand dollar figure because it seems high and it would be interesting to see the justification for spending such sums on a regular basis.

The response rate to the questionnaire was disappointing. Personal follow-up was attempted by email to encourage responses, but with no success. This may be due to the volume of email that NGOs have to contend with, or simply that there was insufficient interest to spend time on responding. This is at odds with anecdotal evidence that members had expressed great interest in the study. In light of the evidence of the DRC forums, the sector is not yet ready to spend time making public their views over the Internet. This could be the subject of further research to find out why this is so.

It may be that face-to-face communication (described as the ‘community of practice’ by Brown & Duguid) is the most effective method of communication in the sector. To this end CID could consider setting up a special interest group covering NGO Web sites, and run seminars for beginners and for advanced users where the issues could be discussed. People seem to be using the Web more as a one-way communication medium and are reticent about exposing their own thoughts to a wider community in this medium. The situation reflects the comments of Esther Dyson that “A technical system can support a community, but it needs active members to lead it and make it worth joining” (Dyson 1998, 63).

Regarding content, the main uses being made of Web sites are the dissemination of information, and the facilitation of email communication. Most sites contain links to other organisations, and a ‘news’ section, containing information on recent and forthcoming activities. A smaller number of organisations solicited donations. Seven sites included an “Issues” section containing information on major issues confronting aid and development, such as the real causes of poverty.

The Web sites can alleviate the problem of accountability by making information about the organisation freely available. Especially commendable are the sites that offer full

copies of audited accounts by clicking a link on the Web page. This information is available to anyone anywhere who has access to the Web.

Facilitating email contact can improve communications by making it easy for people to send messages to the organisation, but requires effort by the organisation to respond to messages. Given that requests to supply information for this study were sent out by email and elicited only nine replies, even though the survey information was collected via a Web page, using the Web to improve communications may still be problematic. Only two organisations used their Web site as a portal to provide staff access to their internal resources.

The Web sites certainly contribute to the sharing of information, albeit in most cases on a superficial level. For example, “VSA volunteers work to increase the capacity of the Bhutanese Government to meet the training and education needs of its people”. No details are given on whether the work is successful. In all the Web sites visited the tone was unfailingly optimistic, with only ‘good news’ being promulgated. There are probably more lessons to be learnt from project failures than successes, but organisations seem reluctant to share this class of information, at least in an open forum.

We were unable to reach any conclusions on whether the web sites were cost-effective or contributed to the effectiveness of the organisations, although the majority of respondents to the survey indicated at least some degree of satisfaction with their Web site. More work is needed in this area.

The NGOs could do worse than to heed the words of Tim Berners-Lee, the creator of the World Wide Web:

“We should be careful not to do things just because they are possible... At once the great equaliser and the great divider, the Web highlights – as do clean water and health care – the necessity for those better off to care for, but not simply control, those less-advantaged... Hope in life comes from the interconnections among all the people of the world. We believe that if we all work for what we think individually is good, then we will achieve more power, more understanding, more harmony as we continue the journey” (Berners-Lee 1999, 174 and 209).

Recommendations

1. All organisations with Web sites should ensure they have been submitted for inclusion in the major search engines, especially Yahoo.
2. CID should consider forming a special interest group to advise on Web practices, such as keywords to use. The Web could form the basis of training workshops, with a beginners stream and an advanced stream.
3. CID should encourage its members to link to the CID Web site.
4. As the umbrella organisation, CID should adopt best practices itself and keep its Web site updated on a regular basis.
5. A study should be conducted of why the DRC online discussion forum has not attracted any debate.
6. Lessons may be learnt from commissioning a study of the organisations that do **not** have a Web presence.
7. Organisations should collect information about the performance of their Web site, and consider sharing this information with other organisations.
8. All sites should be checked for conformity with the Web accessibility guidelines developed by the World Wide Web Consortium.

APPENDIX A : Council for International Development Members

The following organisations were included in the study

'Listed' = Organisations identified on the CID Web site as having a Web presence

Organisation	Listed	URL
Baptists of Aotearoa NZ Aid and Development		www.banzaid.org.nz
The Cambodia Trust		
Caritas Aotearoa NZ	✓	www.caritas.org.nz
Catholic Overseas Volunteer Service		catholic.org.nz/auckland/covs.htm
Christian Blind Mission		
Christian Children's Fund	✓	www.ccf.org.nz
Christian World Service	✓	www.cws.org.nz or www.christianworldservice.org.nz
Council for International Development	✓	www.converge.org.nz/cid
Development Resource Centre	✓	www.drc.org.nz or www.dev-zone.org
ECPAT End Child Prostitution in Asia Tourism		
FPAID Family Planning Association International Development		www.fpaid.org.nz
Habitat for Humanity NZ		www.habitatnz.co.nz
International Needs		www.internationalneeds.com/in_nz.htm
Latin America Committee	✓	www.converge.org.nz/lac
Nelson Mandela Trust		
New Internationalist	✓	www.newint.org/catalnz/
NZABM NZ Anglican Board of Missions		www.anglican.org.nz/general/Information/missionbd.htm
NZACU NZ Association of Credit Unions		www.nzacu.org.nz
NZAPW NZ Association of Presbyterian Women (Associate Member)		
NZ/China Friendship Society	✓	www.nzchinasociety.org.nz
Oxfam New Zealand	✓	www.oxfam.org.nz
Pacific Institute of Research Management	✓	www.converge.org.nz/pirm
QPSNZ Quaker Peace and Service Association NZ		
RMS Refugee and Migrant Service		
Save the Children NZ	✓	www.savethechildren.org.nz
Soroptimist International		
Tear Fund	✓	www.tearfund.org.nz
The Africa Centre		
The Leprosy Mission, NZ		www.leprosymission.org.nz
The Trade Aid Movement	✓	www.tradeaid.co.nz/

Organisation	Listed	URL
The Salvation Army		www.salvationarmy.org.nz
NZ National Committee for UNICEF	✓	www.unicef.org.nz
UNIFEM NZ National Committee for UNIFEM		
UNANZ United Nations Association of NZ		
VCLSN Vietnam Cambodia Laos Support Network		
Volunteer Service Abroad	✓	www.vsa.org.nz
Volunteer Ophthalmic Service Overseas		
Water for Survival	✓	www.lawas.co.nz/watersurv
Wellington Palestine Group		
World Vision of New Zealand	✓	www.worldvision.org.nz
YMCA National Council of Young Men's Christian Associations of NZ		www.ymca.org.nz or www.ymca.gen.nz (www.ymca.co.nz is used by a branch)
Young Women's Christian Association of NZ	✓	www.ywca.org.nz

APPENDIX B : Commonly cited authors on Website Design

as selected by Boyd and Wilson (Boyd 2001)

Nicky Danino, Proprietor, Urban Studios

Danino, N. Nd. *7 Principles of Universal Design*.

<<http://www.webmasterbase.com/article/363>>

(Date Accessed 10/09/2001)

David DeBoer, Web designer and author

DeBoer, D. 2001. *Designing the Perfect Web Site*.

<<http://www.informit.com>> (Date Accessed 10/09/2001)

John December, President, December Communications Inc.

December, John. 1996. 'Technical Communication'. *An Information Development Methodology for the World Wide Web*. Vol. 43, No. 4, pp. 369-375

'Web Development'. Milwaukee: December Communications, Inc., 2000.

<<http://www.december.com/web/develop.html>>

(Date Accessed 31/07/2001)

<<http://www.state.ct.us/cmac/resources/webdesign/lifecycl.htm>>

(Date Accessed 31/07/2001)

Jason Kassel, Website Developer, Sitepoint Network

Kassel, Jason. Nd. *The Two Goals of a Website*.

<<http://www.ecommerbase.com/article/496>>

(Date Accessed 14/08/2001)

Matt Mickiewicz, Founder, Webmaster-resources.com

Mickiewicz, M. Nd. *Design Guidelines*.

<<http://www.webmasterbase.com/article/205>>

(Date Accessed 10/09/2001)

Dr Edward Miller, CEO, Software Research, San Francisco

Miller, Edward. 2000. 'WebSite Testing' Software Research, Inc.

<<http://www.soft.com/eValid/Technology/White.Papers/website.testing.html>>

(Date Accessed 30/07/2001)

Dr Jakob Nielsen, ex Sun Microsystems Distinguished Engineer

Nielsen, J. *Jakob Nielsen's Website*.

<<http://www.useit.com>> (Date Accessed 10/09/2001)

Mike Powers, author

Powers, M. 1999. *How to Start a Business Website*. Avon Books, Inc. New York

John Tollett and Robin Williams, authors, *The Non-Designers Web Book*
Williams, R., & Tollett, J. 2000. *The Non-Designer's Web Book*. (2nd
ed.). Peachpit Press, Berkeley, California.

Tom Van Bodegraven, Website Designer, New Zealand
McNickel, D., & Bentsen, C. August/September 2001. *Webbusiness*.
User Friendly: How to Build a Better Business by Design. Issue 5, pp.
20-26.

Dr Jeremy C Wyatt, Director, Knowledge Management Centre, University
College London
Wyatt, J. C. 1997. *BMJ. Commentary: Measuring Quality and Impact of
the World Wide Web*. Vol. 314.
<<http://www.bmj.com/cgi/content/full/314/7098/1879>>
(Date Accessed 10/05/2001)

APPENDIX C : Results of name search

Explanation:

“Hits” is the number of sites returned by the search engine

“Rank” is the position of the organisation on the list.

“R” indicates that a reference to the organisation was found, but no actual site.

“?” indicates that there were a large number of hits, but if there was a site it did not appear on the first page of results.

A number in parentheses indicates that the site found was not the home page of the organisation.

“Performance” is an expression of how well the site was able to be found by searching. The number of hits is less relevant than the ranking. A star has been allocated if the site was found, plus a star for each search where the site ranked number one. No ranking has been given to organisations where the Web site could not be found.

Organisations that do not appear to have a Web site have been shaded.

Organisation	Google		Altavista		Xtra		Yahoo	Rating
	Hits	Rank	Hits	Rank	Hits	Rank		
The Africa Centre	53	R	1	R	114,135	?	NO	
BANZAID	19	R	7	4	5	4	NO	★
The Cambodia Trust	32	R	8	R	9	R	NO	
Caritas NZ	1,560	1	412	1	249	1	YES	★★★★★
Catholic Overseas Volunteer Service	41	1	6	2	174,224	1	*1	★★★
Christian Blind Mission	36	R	11	R	4	R	NO	
Christian Children's Fund NZ	286	5	189,400	1	45,819	1	NO	★★★
Christian World Service	613	1	139	1	1,157,031	1	NO	★★★★
Council for International Development	409	1	(41)	R	223,275	1	NO	★★★
Development Resource Centre	2,180	4	194	1	212,108	(1)	YES	★★★
ECPAT	209	R	28	R	18	R	NO	
Family Planning Association Int'l Development	7	(6)	3	R	1	R	NO	★
Habitat for Humanity NZ	25	1	383	1	7,569	2	NO	★★★
International Needs	6,460	?	43	(1)	23	R	*1	★
Latin America Committee	261	1	13	R	60,427	1	NO	★★★
The Leprosy Mission	5	(4)	22	1	19,892	1	NO	★★★
Nelson Mandela Trust	5	R	6	R	72,356	R	NO	
New Internationalist	690	(1)	121	R	552,558	R	NO	★
NZ Anglican Board of Missions	356	R	1	R	62,973	1	NO	★★
New Zealand Association of Credit Unions	13	1	33	(1)	86,060	1	NO	★★★

Organisation	Google		Altavista		Xtra		Yahoo	Rating
NZ Association of Presbyterian Women	1	R	1	R	93,572	R	NO	
New Zealand China Friendship Society	33	1	12	1	581,552	1	NO	★★★★
Oxfam	2,320	1	356	1	148	1	YES	★★★★★
Pacific Institute of Resource Management	271	1	216	?	194,663	1	YES	★★★★
Quaker Peace and Service Association NZ	1	R	1	R	189,501	?	NO	
Refugee and Migrant Service	112	R	50	R	142,247	?	NO	
The Salvation Army	4,640	1	2,313	4	11,201	?	YES	★★★
Save the Children Fund	321	1	166	?	101,448	3	NO	★★
Soroptomist International	142	R	5	R	123,141	?	NO	
Tear Fund	237	1	120	?	20,278	1	NO	★★★
Trade Aid	3,820	1	365	1	61,349	1	YES	★★★★★
UNICEF	4,930	1	860	(3)	439	1	NO	★★★
UNIFEM	400	R	110	?	66	R	NO	
United Nations Association of NZ	98	R	91	?	88,315	?	NO	
Vietnam Cambodia Laos Support Network	2	R	2	R	151,816	?	NO	
Volunteer Ophthalmic Service Overseas	1	R	1	R	165,132	?	NO	
Volunteer Service Abroad	167,000	1	216	?	141,456	1	NO	★★★
Water for Survival	1,050	1	131	2	74,058	1	NO	★★★
Wellington Palestine Group	18	R	2	R	212,458	?	NO	
World Vision	3,550	1	1,908	1	171,608	1	YES	★★★★★
YMCA	5,090	1	1,805	1	1,137	1	YES	★★★★★
YWCA	2,330	1	454	1	274	3	YES	

*1 : Site reported did not belong to the organisation

APPENDIX D : Home Pages Printed



- **About Us**
- **National Centre & Churches**
- **Ministries & Training**
- **Resources & Links**

 **baptist**
churches of new zealand
growing healthy churches

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Caritas

Aotearoa New Zealand



<p>For peace in Palestine: End the occupation</p>  <p>Statement by Caritas Internationalis</p>	<p>Summer Update</p> 
<p>Afghanistan: A Catholic Perspective</p> 	<p>SPECIAL APPEAL Afghanistan Refugee Crisis</p> <p>Statement from the Roman Catholic and Anglican bishops of NZ concerning the bombing in Afghanistan</p> <p>Church's Response to September 11 attacks</p>

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It is an official agency of the New Zealand Catholic Bishops Conference.

Caritas supports work for justice, peace and development in New Zealand, Africa, Asia, Latin America and the Pacific.

Departments

Administration Information Appointments Catholic Caring Foundation
 COVS Homes & Hospitals Organisations Pastoral Groups Pastoral Planning
 Archives Religious Education Team Links

Catholic Overseas Volunteer Service (COVS)

About COVS

What we do

COVS aims to place committed individuals and families in human development positions both in New Zealand and abroad. Our main area of involvement is the Pacific where most of our volunteers are appointed.

COVS has a bias for the poorest and the most marginalised in society. In the spirit of Peace and Justice, our calling stems from living out our Gospel values in serving all members of the community regardless of religious or cultural boundaries.



Who we are

Catholic Overseas Volunteer Service (COVS) is a ministry of the laity sponsored by the New Zealand Catholic Bishops Conference (NZCBC). We are the official lay volunteer branch of the New Zealand Catholic Church.

What we believe

In the placement of any volunteer overseas, it must be clear that:

- No local person is able to assume the position the volunteer is to fill
- There is an education component or passing on of skills
- The term the volunteer serves is limited to 2-3 years by which time a local person is expected to take over the position
- The volunteer receive no remuneration other than their board and keep; their main motivation being service to the community

COVS hopes to provide a link from the New Zealand Church, giving through its lay missionaries, to the peoples of the Pacific and beyond..

COVS Feedback Form

COVS Staff

National Co-ordinator
Tim Walsh

Chaplain
Fr Micheal Gormly

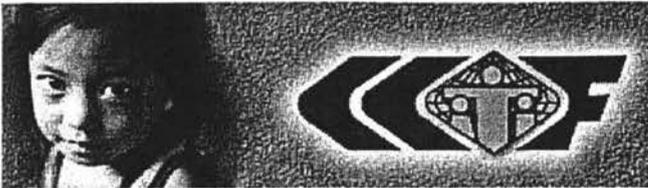
Contact

Phone - (09) 360 3019
 Fax - (09) 360 3012
 E-mail: timw@cda.org.nz

Links to related Sites

New Zealand Catholic Bishops Conference
 CARITAS Aotearoa New Zealand
 Columban Fathers

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\$1.20 a day
doesn't go very far



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- ▶ [Con](#)
- ▶ [Lin](#)

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NAME:

EMAIL:

POSTAL

CCF Ensuring a Future for Afghani Children

In response to the continuing needs of children, CCF has now successfully established two 'Child-Centred Spaces' to assist orphans and displaced children affected by the war in Afghanistan.



As part of CCF's award-winning Trauma Programme developed to address children's needs in the acute phase of emergency, war and violence, CCF has established these child-focused centres to help emotionally scared Afghani children come to terms with the devastation of the war.

Over four hundred children attended the opening day of the first centre in Feyzabad, Afghanistan, CCF expected only fifty children to attend. The harsh winter and decreasing food distribution has put many children in this

area at risk.

Local Afghani leaders in Feyzabad say that while other groups are building roads, CCF is building the most important thing, human capitol - the children and the leaders acknowledge that this may be the only way to change the culture of violence.

"Experience has shown us that these types of interventions are critical to the success of the long-term social reconstruction and rehabilitation of children," says Mr Adam Laidlaw, Chief Executive of CCF NZ. **(READ MORE)**

Exciting New Appointment For CCF

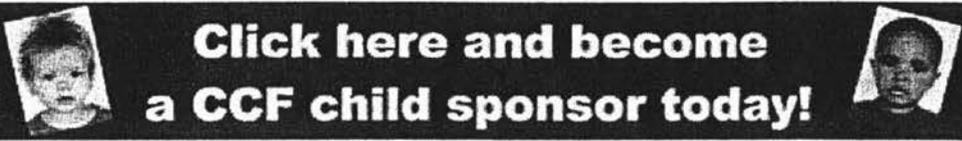


We are delighted to announce a new addition to the CCF team. Adam Laidlaw has recently been appointed as Chief Executive of CCF New Zealand.

Adam has a wealth of experience in the not-for-profit sector having worked with major national and international organisations such as Amnesty International, Friends of the Earth and Greenpeace, both here and overseas.

Adam was most recently the Director of Development at Auckland Grammar School. He

brings to CCF New Zealand a solid background in communications, advocacy, fundraising and campaign development; skills which will be well utilised in his new role. **(READ MORE)**

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- News update
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Newsflash

Appeal for the Afghan
People

COUNCIL FOR INTERNATIONAL DEVELOPMENT

Kaunihera mo te Whakapakari Ao Whanui



The Council for International Development (CID) works to achieve effective high quality international development programmes which focus on the alleviation and eradication of poverty. CID works to enhance the capacity and participation of member agencies, the NZ Government and other sectors of the NZ community.

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What's New

- **Online discussion forum on the review of NZODA** (New Zealand's Official Development Assistance)
- Afghanistan Crisis unfolding - Alternative views.
- **VACANCY Executive Director, NZODA**
- Vigils and rallies for peace
- Featured library books, including books on the Middle East, the Taliban, and globalisation



Knowledge Centre

A development themes-b Knowledge Centre. Updat January 2002. **SEARCH**



Jobs/Consultancies

Development sector: 197 updated 10 January 2002



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Development information indepth research, project literature surveys and se



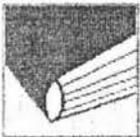
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Pacific Development Directory

Over 1000 agencies and organizations working in the Pacific region. **SEARCH**

See also **Aotearoa New Zealand NGO Development Directory**.



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Development issues and online bookshop. **SEARC**

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The issues

Nau Mai- Welcome to the FPAID Website

FPAID's international work

What's New?

Campaigns and activities
in New Zealand

Men As Partners

Resources

FPAID has been working with UNFPA and a number of NGOs in Fiji to develop a pilot Sexual and Reproductive Health programme aimed at men.



NZ Parliamentarians'
Group on Population and
Development

The focus will be increasing men's awareness of SRH issues and improving communication between couples on family life and responsibilities. Once the MAP pilot has been successfully implemented in Fiji, UNFPA will consider developing a Pacific Regional programme.

Fourth International APA Meeting

FPAID recently took part in the Asia Pacific Alliance: Advancing the ICPD Agenda meeting, which was held in Christchurch, New Zealand. APA is a network of population, development and environmental non-governmental organisations, as well as official development association representatives from Pacific Rim donor countries. The Alliance meets annually to discuss advocacy efforts aimed at mobilising resources for the International Conference on Population and Development (ICPD) Programme of Action.

State of World Population Report Launched

FPAID launched the UNFPA "State of World Population Report" Millions of women around the world are trapped in a vicious spiral of environmental degradation, poverty, high fertility and limited opportunity, says UNFPA (United Nations Population Fund) Representative for the Pacific Catherine Shevlin Pierce.

Speaking at the launch of UNFPA's report, " The State of World Population 2001 - Footprints and milestones: Population and Environmental Change", Ms Shevlin Pierce said that women's involvement in health and environmental decisions is essential, as are laws and policies on women's rights and equality.

The publication was launched at Turnbull House on 6 November. Guest speakers included: Dr Sean Weaver who spoke on environmental trends; Catherine Shevlin Pierce who looked at women and the environment; Hon Marian Hobbs who spoke on health and the environment; and lastly Dr Keneti Faulalo who

focused on the Pacific environment, as well as the Associate
Minister for Foreign Affairs and Trade, Hon Matt Robson.

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Welcome

HABITAT FOR HUMANITY NEW ZEALAND

Patron: Her Excellency
The Hon Dame Silvia Cartwright
Governor-General of New Zealand

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- Where are we ?
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- Global Village Teams
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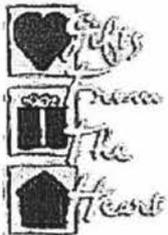


Let's build New Zealand Better!

Habitat for Humanity NZ is a non-profit charitable organisation dedicated to building better communities. We do that by building homes for families in need on a no profit, no interest basis, using donations of cash and materials and volunteer labour. It is a hand up, not a hand out, and it works!

Across the country, companies, large and small, as well as thousand contribute to build hope, to build young lives, and to build genuine c helping build homes for families in need. Your support - in cash or in will make a real difference. Contact us at admin@habitatnz.co.nz for

HA
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New
as at



Gregg's Red Ribbon Roast is helping build a better New Zealand.

At Gregg's we are excited to be embarking on our partnership with Habitat for Humanity.

We have just commenced our advertising campaign announcing this partnership and are in the process of updating our Red Ribbon Roast packs to incorporate the Habitat for Humanity logo and details.

Through this partnership we hope to be able to raise the awareness and profile of Habitat for

Humanity and the sad fact that here in New Zealand thousands of families live in substandard housing conditions.

At Gregg's Red Ribbon Roast we're a part of every New Zealand family, as we of Habitat for Humanity, helping New Zealand families build a better life.



**KEITH HAY
HOMES**

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Habitat for Humanity New Zealand | Mairangi Bay | Auckland | New Zealand
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Partners with People in Poverty



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THE WORLD HEALTH ORGANISATION
had a goal to eliminate leprosy by the year **2000**



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The purchase of these gifts helps support the work of the leprosy mission

MANDATE

The Leprosy Mission, New Zealand, motivated by the example of Jesus Christ, exist to join in partnership with people affected by leprosy; to share resources and expertise and to work together towards the eradication of the disease and its effects on individuals, families and communities.



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Independent Latin American News

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SPECIAL NEWS: THE EDUCATOR AND THE EDUCATING POLITICS AND PRACTICE

NEW ZEALAND VISIT OF DR WALTER DE OLIVEIRA

Welcome to the Latin America Committee website.

LAC exists to spread information about development issues and current events in Latin America in Aotearoa (New Zealand). Our main focus is the Latin America Report, which covers events related to development, human rights and the struggle against poverty and oppression in Latin America.

Other events we are involved in include hosting visitors to Aotearoa from Latin America and occasional radio shows.

For more information:

Mail: Latin American Committee
c/- Alay Community Centre for Refugees and
Migrants
P O Box 7153,
Wellington
NEW ZEALAND

Email: lac@apc.org.nz

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Anglican Missions Board

Anglican Missions Board of the Church in Aotearoa, New Zealand and Polynesia:

Executive Officer: Mr Peter Falconer
Office: 32 Mulgrave Street
Box 12 012, Wellington.
Tel. 04 473 5172, Fax 04 499 5553,
E-Mail: missions@ibm.net

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Crisis News

Afghanistan Humanitarian Crisis

As military action takes place in Afghanistan, Oxfam calls for massive humanitarian assistance to Afghani civilians.

Picture: Food relief is more than ever needed after 3 years of drought. John Fairhurst/Oxfam

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Health Before Wealth - Urgent Petition

14 million people in the developing world die every year from treatable diseases. The high cost of medicines is a key factor. [Sign Petition Now](#)



**Health
before
wealth**

News

Christmas Cards - Sent the right message this Christmas!

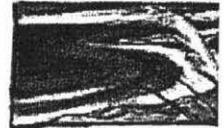
Adding to our very popular packs of 10 cards, Oxfam is launching tailored corporate cards. Samples are available on request. If you'd like a brochure, call the Oxfam office on: **0800 400 666** or click on the links below

Tailored Corporate Christmas Cards

Format: Adobe Acrobat

Personal Christmas Cards

Format: Adobe Acrobat



Oxfam International Strategic Plan 2001 - 2004 "Towards Global Equity"

How does globalisation affect the position and future chances of those who live in poverty? The answer to this question is the basis of Oxfam International's strategic plan for 2001 to 2004, Towards Global Equity.

[Oxfam International Strategic Plan](#)

[URL Link](#)



Education Campaign Breakthrough

Aid for Pacific Island countries must target basic education, that's the message Oxfam sent to the New Zealand Government in April in a report entitled:

Basic Education and Pacific peoples: Changing the Priorities.

[Read the Executive Summary](#)

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Oxfam Policy Papers Online

[Harnessing Trade for Development](#)

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[Up in Arms - Controlling the International Trade in Small Arms](#)

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[Patent Injustice: How World Trade Rules Threaten the Health of Poor People](#)

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Government Announces New Agency for NZODA

On Tuesday 11 September the Foreign Minister Phil Goff and Associate Minister responsible for Overseas Aid, Matt Robson, announced the formation of a semi-autonomous agency to run

New Zealand's Official Development Assistance (NZODA) within the Ministry of Foreign Affairs and Trade. The new agency will have its own Chief Executive experienced in overseas development, and the agency will recruit and train specialist development staff.

Oxfam New Zealand Executive Director, Terri-Ann Scorer, was at Parliament for the announcement. "This is a very exciting development for New Zealand's aid programme. We applaud the Government's decision to focus aid on poverty elimination by separating the accountability for development assistance from other foreign affairs objectives, such as trade and diplomacy."

An independent Ministerial review of NZODA set out a vision of how New Zealand could achieve excellence in development assistance. Human rights (including gender equality) and sustainability of the environment were recommended as pillars for the new programme to be built around.

Oxfam supports this recommendation. "As poverty amounts to people not enjoying their basic social and economic rights, it makes sense for a programme of poverty elimination to take a human rights approach."

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A PLANET IN PERIL **CONVERGE**



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**a selection of writings
on the global crisis**

- how to move quickly towards a just, sustainable and democratic global society, living in harmony with the natural world.

A unique collection of authoritative writings about the growing global crisis and how best to deal with it. Compiled by George Porter on behalf of the Pacific Institute of Resource Management Inc.(PIRM)

Enter Website

PIRM is a New Zealand based NGO

This

About this Website

working on issues of global concern impacting on human development, environmental sustainability, and the future of humankind and the natural world.

site best viewed with a screen size of 800x600 pixels.

It adopts an holistic approach that recognises the interdependence of all life, and the need for ethical principles to guide human conduct.

This Website is about people and the planet - our common future. It's about our own failure as a race to live together in peace and harmony, and to share the once bountiful natural world we inhabit with other living creatures. It's about the positive changes we need to make if we are to move to a path of universal justice, social democracy, sustainability and human fulfilment.

The site seeks to reveal and record the truth about what is occurring around us - failure of human stewardship of the planet; the marginalisation of an increasing number of the world's people; the growing power of the rich and powerful, who are exerting a growing influence on the world economy by directing wealth into their own hands. And above all, the catastrophic effects of the assault on the natural world and its resources upon which all life depends.

The intent of this website is to bring together the major issues of common global concern and advanced thinking on them; As such, this site is best read from top to bottom like an ordinary book.

It is also designed as a reference source for information on the state of the world and ways and means for effective action.

This web site identifies the vital need amongst civil society for :

- **Consensus**
- **Combined Action**
- **Coordination**
- **Commitment**

This site brings together the thinking of leading writers and analysts on the major issues of concern. Together they

represent an overview of the developing world situation which records NGO consensus, so crucial to joint civil action.

The site is part of a national operation facilitated by PlaNet New Zealand that is developing advanced electronic computer-based facilities for conferences, information exchange and related services through the Internet. PlaNet is a member of APC, the world wide organisation of NGO networks.

PIRM's main affiliation is with PCD (People-Centred Development) Forum directed by Dr David Korten in New York. George Porter is a PCDForum Contributing Editor and PIRM founding president and director from 1983-1997.

Four key words have been identified as central in defining the course of the world future: TRUTH - ACCOUNTABILITY - JUSTICE - SUSTAINABILITY.

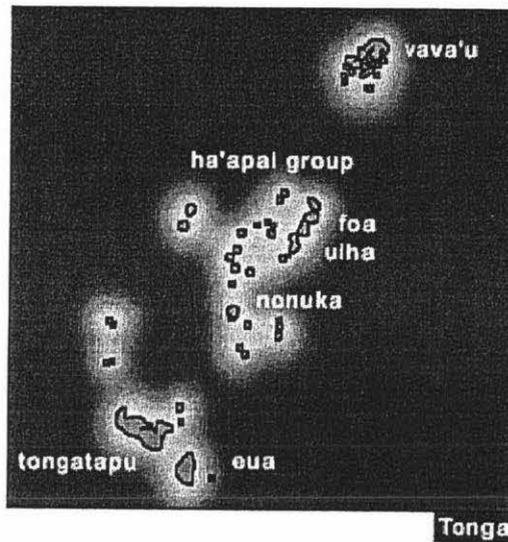
Towards the further development of the site, please email us at:
geoport@clear.net.nz.

This site will be under continual development to build new strategies and policies that can lead humankind on a path of justice and sustainability.



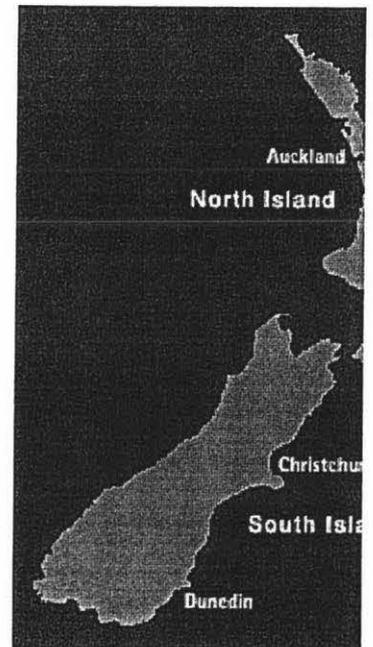
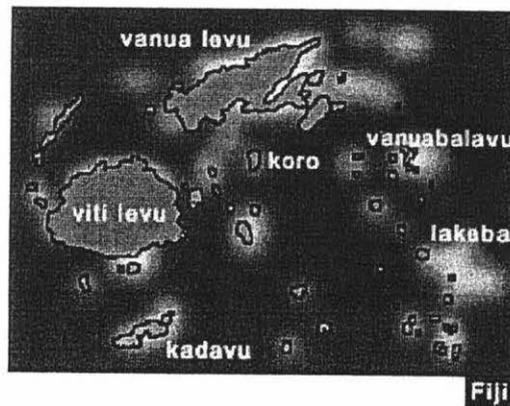
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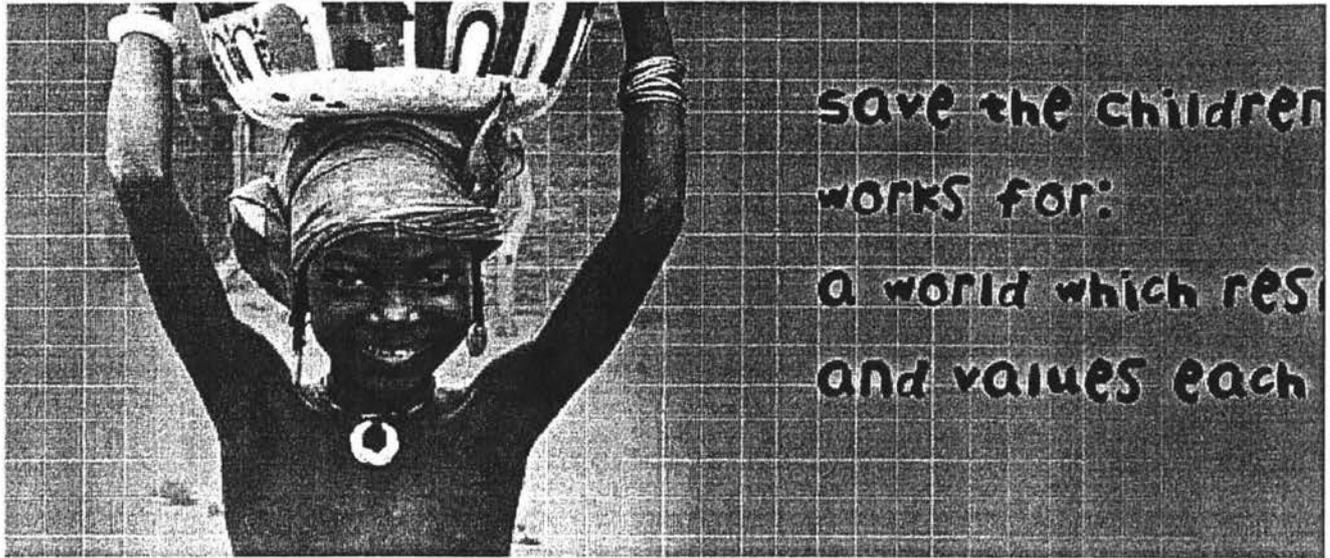


Save the Children
New Zealand



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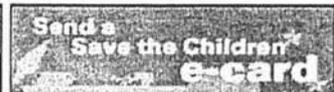
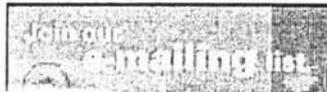


Lore's News



Afghanistan Emergency Appeal

The UN's UNICEF Save the Children has launched a major appeal for the people of Afghanistan.



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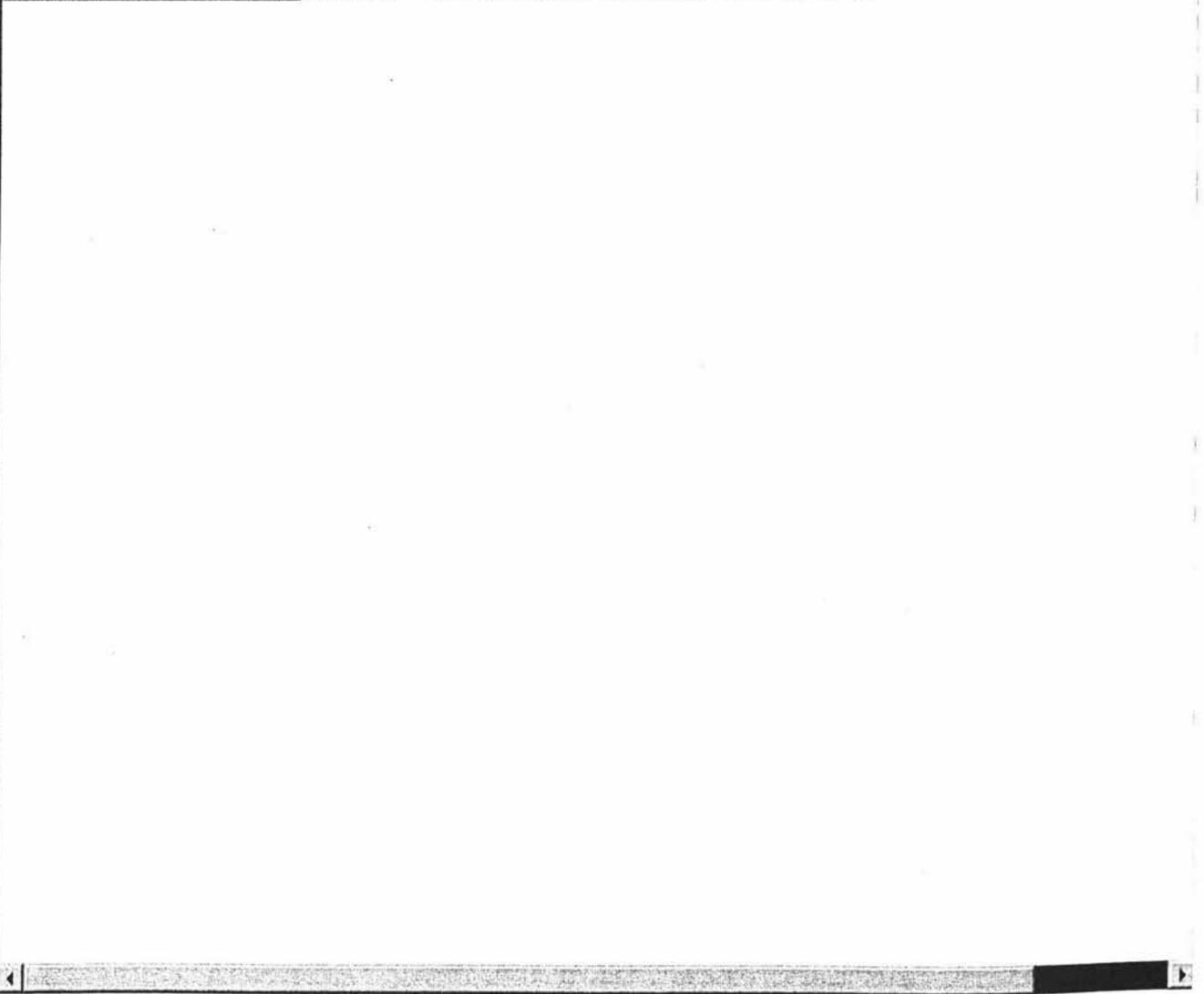
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unicef works to help children wherever they are suffering, regardless of race, politics or religion.

UNICEF is the champion for the world's children, working with governments and local communities in over 160 countries to ensure that the most vulnerable children receive the help and protection they desperately need.

Our main areas of work are: -

- Basic education
- Basic health care
- Clean water
- Nutrition Emergency aid
- Advocacy

A key principle is helping people to help themselves. UNICEF concentrates on projects that enable local communities to help their own children.

UNICEF receives no funding from the UNITED NATIONS and relies on voluntary donations for its work.

Latest News

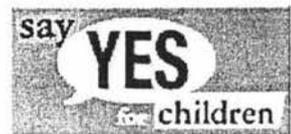
Latest! UNICEF and FIFA Kick Winning Goal for Kids

NZ Jerseys sent to Afghanistan

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Skilled New Zealanders
partners in world development

What in the World is VSA?

- What is VSA?
- Where is VSA?
- Supporting VSA
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Contents

What is Volunteer Service Abroad?
How does VSA work?
How does VSA benefit New Zealand?
Advantages for the overseas community.
Find out more about VSA.

What is Volunteer Service Abroad?

- VSA recruits skilled New Zealanders to work overseas.
- VSA is an international development agency, founded in 1962, based in Wellington, New Zealand.
- VSA is a not-for-profit, non-government, non-religious organisation.

How does VSA work?

- VSA volunteers help local communities achieve their own solutions by sharing skills, energy and experience.
- VSA funds people, not projects.
- VSA volunteers work in areas such as:

health and disabilities
community development
education and training
agriculture and rural development
organisational development
resource planning and management
economic development
conservation and forestry
small business development
librarianship
computer programming
architecture
law
engineering

- VSA volunteers are requested by partner organisations for specific assignments. Assignments usually last for two years but are sometimes shorter.
- Partner organisations are non-governmental, community based, and local or national government.
- VSA is funded by private and corporate donations,



Photo: Nicola Dove



Photo: Gil Hanly



Photo: Nicola Dove

and by the New Zealand Ministry of Foreign Affairs and Trade as part of its overseas aid programme.

[Return to Top](#)



Photo: Nicola Dove

How does VSA benefit New Zealand?

- New Zealand benefits when VSA volunteers return with stronger skills and a new awareness of development and other issues.
- Volunteers return from work in international development with new skills and valuable experience acquired under challenging circumstances.
- They also help increase awareness of issues of international development and interdependence, and human rights.
- VSA volunteers help build a positive image of New Zealand.

[Return to Top](#)



Photo: Nicola Dove

Advantages for the overseas community

- VSA sends skilled New Zealanders, not money, to promote self reliance of the community.
- VSA works in areas of greatest need.
- VSA recruits the best person with the right mix of professional and personal attributes for the assignment.
- VSA trains selected people to work with overseas communities.
- VSA supports both the volunteer and partner organisation to ensure that the assignment progresses well.

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Find Out More About VSA

[Click here to find out more about volunteering.](#)

[Click here to find out more about development.](#)

[Click here to find out more about the places where VSA volunteers live and work.](#)

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Photo: Nicola Dove



WATER FOR SURVIVAL

WHAT WE DO | NEWS | PROJECTS | LINKS | CONTACT US

New on this
site

September 2001 - New Newsletter See news page -



Welcome to Our Website

See our new brochure
TIME FOR CHANGE

Water for Survival's
aim:

To help some of the world's poorest people improve their quality of life through lasting improvements to water, sanitation, and hygiene using local skills and practical technology.



About Us:

What too many of the world's population lack are the basics of clean water and hygienic waste disposal. The cost that this imposes on communities, of infant death, chronic illness to those who survive infancy and the daily task of collecting water is often utterly debilitating.

WATER FOR SURVIVAL supports improvements in hygiene and water supply at village level in the third world by operating through non-government agencies. We are a New Zealand based charitable trust which operates on minimal overheads (less than 2% of income) by using volunteer organisers. We have a close association with the British charity Water Aid and often operate through them.

Operating since 1988, in our first 10 years we have raised over NZ\$ 1M for its purpose, supporting projects in India, Bangladesh, Sierra Leone, Ghana, Tanzania, Solomon Islands, Vietnam, Ethiopia and Kenya, serving 260,000 people.

Our activities include fund raising events and talks by visitors with experience of third world aid projects.

See our **Projects Page** for more information on our past and current projects. You can link your donation to a particular project if you wish. Our news letter will keep you up to date on its progress.

WATER FOR SURVIVAL is run by a Board of Trustees appointed by the membership.

WATER FOR SURVIVAL is a voluntary organisation whose officers are elected each year at the Annual General Meeting which to date has been held in Auckland. The Patrons, Board of Trustees, Director, Treasurer and Auditor are elected by this meeting. In addition Regional committees or coordinators operate in throughout the country. The regular day-to-day activities such as receiving and replying to donations, corresponding with WaterAid and project representatives are

undertaken by the Director and Treasurer working from their private home in Auckland.

Chair: *Jack Woodward*

Director: *John La Roche*

We hope you enjoy your visit.

Membership and Donations

Annual membership is NZ\$ 5.00

Donations of \$5.00 or more are eligible for tax deduction in New Zealand. Receipts are always sent for donations.

Contact Information

*PO Box 6208 Wellesley Street,
Auckland,
New Zealand.*

Ph. 64 9 528 9759

Fax 64 9 528 9752

Email johnwfs@clear.net.nz

WATER FOR SURVIVAL was registered as a Charity on 10 August 1988 and approved for tax deductibility of donations on 30 October 1989.

Regional & Organisational Co-ordinators

Auckland	Mogie Pillay	86 Castor Bay Rd, Auckland email: mpillay@tonkin.co.nz	Ph 09-410 8079(h) Ph 09-355 6000 (w)
Hamilton	Norm Stannard	20 St Pauls Rd, or P O Box 12 369, Hamilton email: mqs@wave.co.nz	Ph 07-855 6579 Fax 07-855 2106
NZ Water & Wastes Assn	Rod Murray		
Bay of Plenty	Rob Hunter	63 Dalton Dr, Papamoa, Bay of Plenty	Ph/Fax 07-542 3646(h) 07-323 3706 (w)
Gisborne	David Peacock	Papatu Rd, P O Box 23 Manutuke, Gisborne email: davep@gdc.govt.nz	Ph 06-862 8449(h) 06-867 2049 (w)
Hawkes Bay	Warwick Bull	63 Duart Rd, Havelock North email: warwick.bull@xtra.co.nz	Ph 06-877 5834
Manawatu	Ian Rowden		
Wellington	Ian Donaldson	email: wfs_wellington@ihug.co.nz	Ph 04-568 6787
Christchurch	Dr Hugh Thorpe	14 Taylors Ave, Christchurch 5 email: h.thorpe@civil.canterbury.ac.nz	Ph 03-351 9477 (h) Ph 03-364 2395(w) Fax 03-364 2758 (w)
Dunedin	Dugald McTavish	Moeraki, R D 2, Palmerston, Otago email: dugald@es.co.nz	Ph/Fax 03-439 4824

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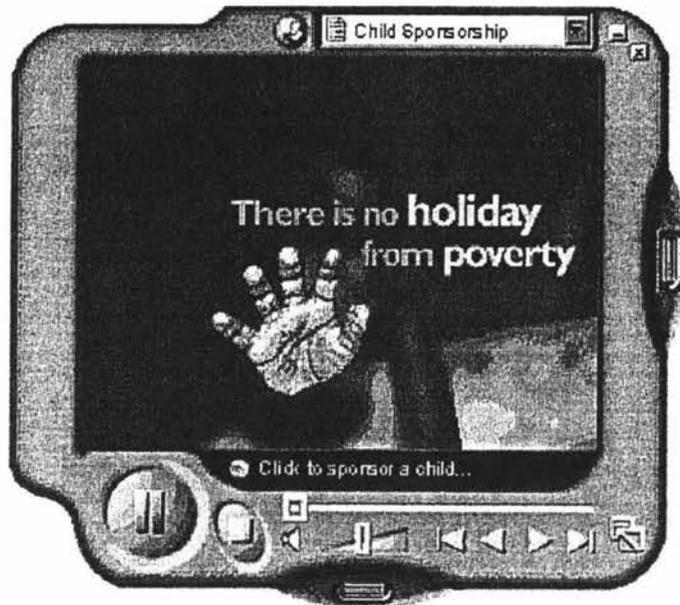
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Welcome to the YWCA of Aotearoa - New Zealand

On this website you can find out about the YWCA and the services we provide.

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YWCA UPDATE

"Voices against Violence" is the theme for the YWCA Week without Violence 5-11 November 2001.

Check out our Organiser's Kit to see how you can be involved or read the Week without Violence info and media pages to find out what is happening for the week.

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Y's Women

The annual "news you can use" publication of the YWCA is now online.

Check out the 2000-2001 issue

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