

Global Call to Action against Poverty



GCAP Websites Report

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2. Background and objectives

This report is the outcome of project that was formalized between the GCAP E-Communications Group and the University of Wolverhampton's Statistical Cybermetrics Research Group. A copy of the Memorandum of Understanding is listed in Appendix B. The topics chosen for this report are based on a needs assessment, representing roughly thirty GCAP webmasters and e-campaigners.

Instead of answering questions such as which websites were the best/worst, the winners/losers, this report is more descriptive in nature, aiming to describe GCAP website users and the network as a whole. It does this by exploring relationships between website attributes, user groups and users' behaviour. It does not judge 'e-campaigning success' as much as try to gain insight into the factors associated with measurable influence. It also does not make recommendations nor address internally politicized issues, as did the 2006 report. Rather, it aims to present insights into the factors that impact online mobilization, so e-campaigners can reflect on the findings and come up with their own innovations, solutions and campaign fixes.

As a report for an activist network, this report assumes that the activity level of users represents the most critical measure of mobilization success. In other words, action is the 'bottom line' of this report, and treated as the primary dependent variable. As the key variable, activity level is represented by summing up all past GCAP actions users reported undertaking. With this measure, the people who did the most, had the highest activity score. And with this measure, this report aims to keep the reader focused on the whole point of e-mobilization—to form a relationship with people, and then engage them to achieve the campaigns' goals.

3. Methodology

This report is drawn from a study that composed two complementary objectives. First, academic research on online mobilizations for non-profit behavioural change interventions. Second, practical insight into GCAP's online network with a view to identifying ways to improve campaign performance. To meet these two goals, this project followed a methodology that allowed the needs of both objectives to be met with a single research process.

A rough overview of the project roll-out started by clarifying GCAP's online network by identifying all the websites that could be deemed 'GCAP network websites'; and then by promoting the project within the wider GCAP network, in order to familiarize campaigners with the study. A large challenge was to identify the relevant persons, and engage them in the process, so that the final outcomes were relevant to the needs of GCAP e-campaigners. At the same time, an exhaustive literature review and study of web survey design methods was undertaken, along with a preliminary qualitative study conducted through interviews with participants at the G8 rally in London, on 2 June 2007. Next, a needs assessment was conducted with GCAP webmasters and members of the E-Communications Group; and afterwards, it was analyzed and a survey was drafted that composed both the academic and practical components of this project. Following this, the web survey was constructed, pilot tested, and finalized. Afterwards, the English survey was translated into Spanish, Portuguese and French. To ensure the surveys captured the same meanings across languages, a process was undertaken to compare each translation, to ensure that the same question were conceptually equal across languages. After finalizing the translations, the web surveys were deployed and then promoted to GCAP webmasters through a communications campaign. The survey ran from 6 November 2007 to 8 February 2008.

The user data used in this report composes two separate, but related data sub-sets. A total of 469 survey responses were received overall. After data cleansing, for the first, and larger data set, only multivariate outliers were removed. This left 456 records representing 52 GCAP websites. The second, and smaller data set, was prepared for academic research with the same multivariate outliers removed; but also, all records which included less than ten answered questions were removed. It composes 278 records representing 40 GCAP websites. The first data set is used for descriptive statistics, such as number of categories; while the second data set is used for relational analysis, showing, for example, user groups versus activity level.

Although this survey is primarily focused on users, and not websites, a hyperlink monitoring system, was established to monitor daily hyperlink growth/decline. Also, periodic inter-links and co-links were collected with SocSciBot3 (Thelwall, <http://socscibot.wlv.ac.uk>) and a Yahoo search engine API script. For the overall traffic estimate, data from WhiteBand.org was obtained from Google Analytics.

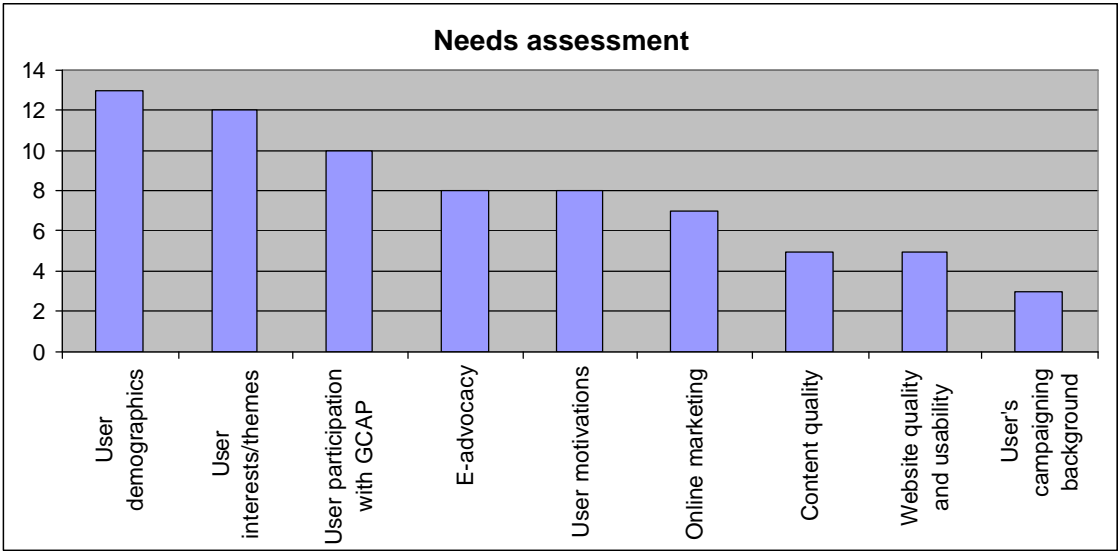
4. Limitations

For the online survey, the methodology employed is subject to a number of limits, which must be born in mind while interpreting the findings. As a web survey, self selection and self reporting may have introduced severe distortions. Only a few of the opinion variables were normally distribute, which is a problem for univariate and descriptive statistics; however, it's not much of a problem for some forms of multivariate analysis. Though, the one non-website focused opinion variable was perfectly normal, indicating non-normality could have been a function of too few GCAP websites promoting the survey. With the survey in four languages, bias may have been introduced due to survey wording and differences between translations. With highly disproportionate weights towards a few websites, the generalizability of this report to the whole network is questionable. Another limitation is the fact that new GCAP websites kept coming onboard during the course of the study, and moreover, the criteria for inclusion slipped, allowing a number of websites into the GCAP network which on inspection, did not have any obvious association with GCAP nor the white band campaign. This had a negative impact on the link monitoring and traffic estimates.

With these limitations in mind, this report should be read as an insight guide which is based, to a large extent, on the most represented GCAP websites, as shown in Appendix A. Despite these limitations, the study did reveal interesting insights into users' motivations and other features associated with user mobilization.

5. Needs assessment

A communications campaign, targeting GCAP webmasters, first sought to identify the issues of common interest among e-campaigners, in terms of the top three things they wished to know about their users. During the needs assessment, approximately half of GCAP's 60 website operators (at the time) provided practical feedback They expressed roughly 70 interests, that composed the nine categories listed in the table below.

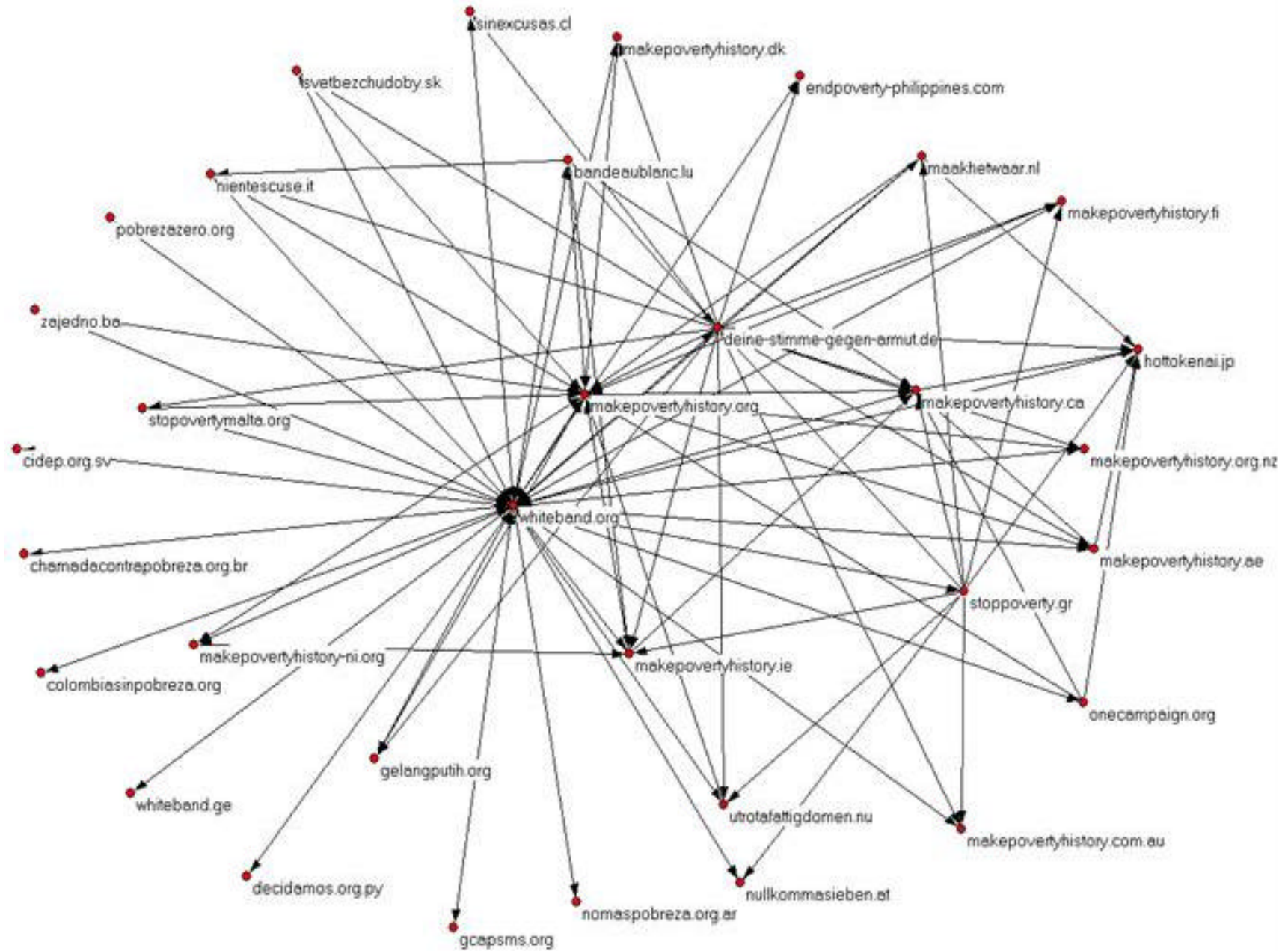


6. Network as a whole

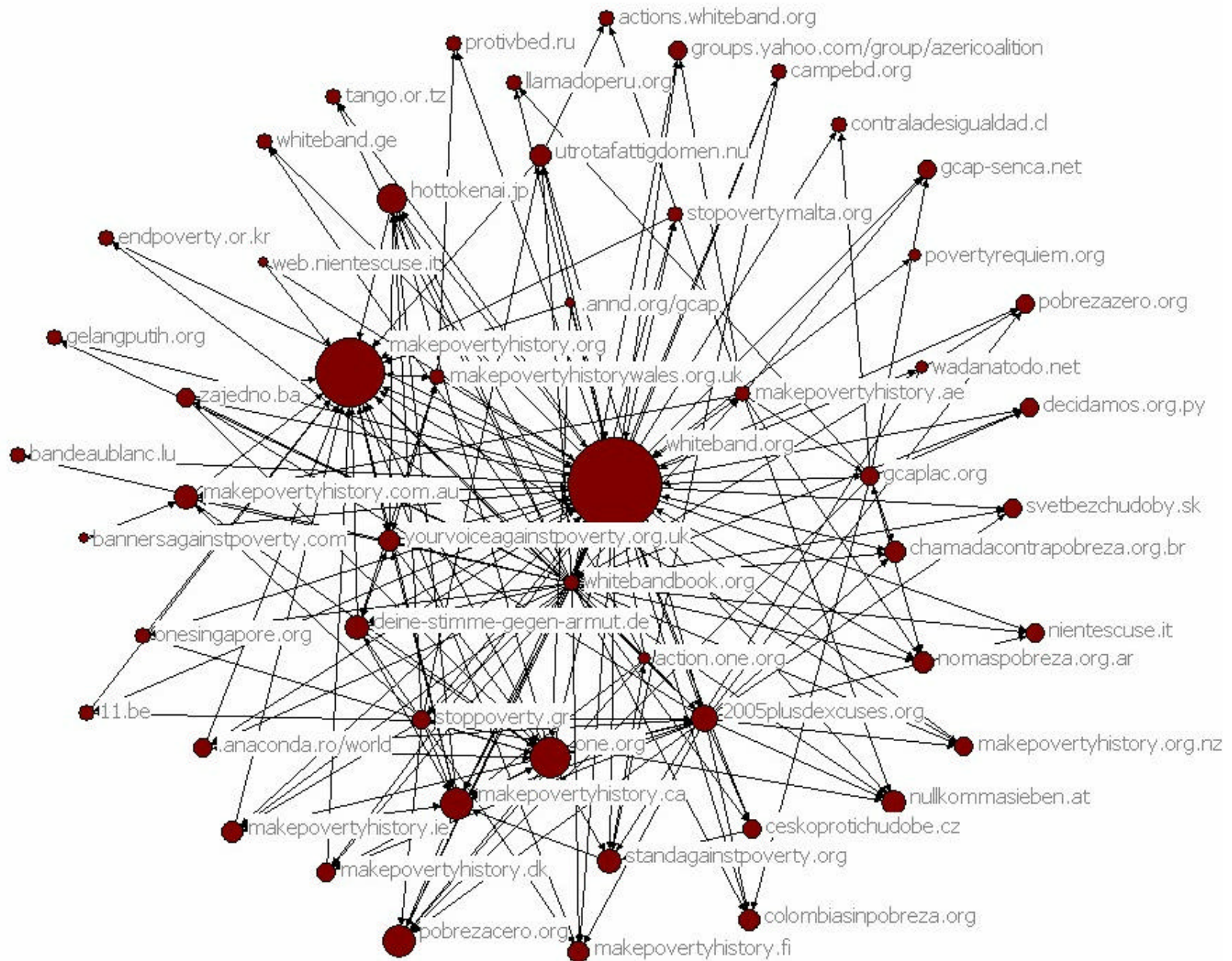
Since the first GCAP website assessment in 2006, the degree of interlinking between coalition websites has grown denser each year. Although efforts to discover the actual reasons for this growth is beyond the scope of this report, it's worth offering some tentative explanations for the growing interlinks. They could signal greater cooperation, content sharing, and offline relationships between national GCAP campaigners. Moreover, while informally analysing data, it was revealed that sites with regional and linguistic similarities were more likely to interlink. Regardless of the reason for this trend, one practical outcome is the online campaign's ability to confer greater search engine ranking across the entire network.

Two different link data collection methods were employed, with SocSciBot3 being used for the 2006 and 2007 networks, and the Yahoo data used for 2008. Regarding the presentation, the 2006 data shows basic directional links, the 2007 network portrays in-link counts as size and uses multi dimensional scaling based on centrality for special placement. And the 2008 network includes all features of the 2007 network, but has added line weights to account for the number of interlinks between sites and a different multi dimensional scaling algorithm for website placement.

2006

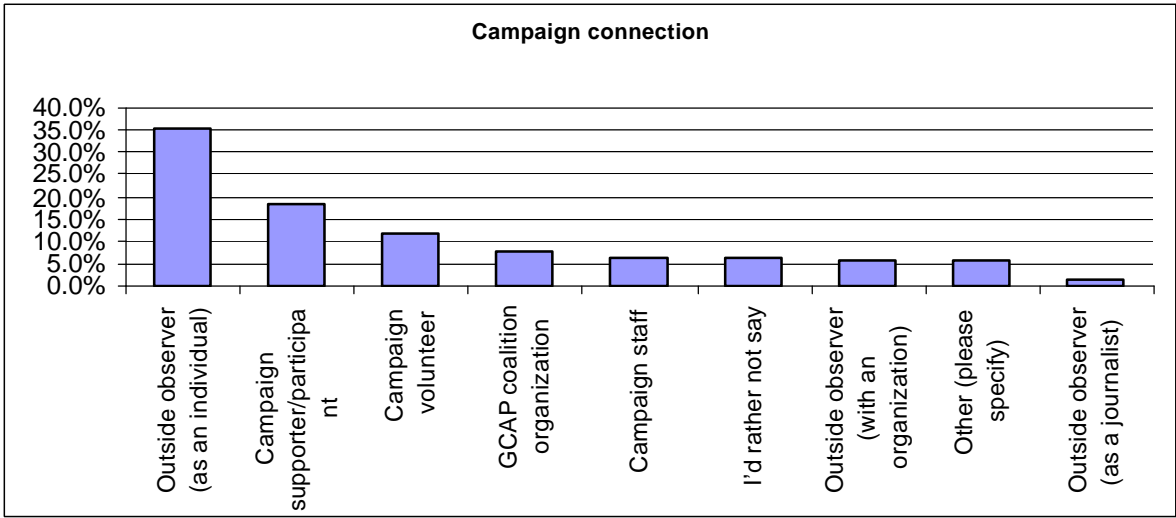


2007



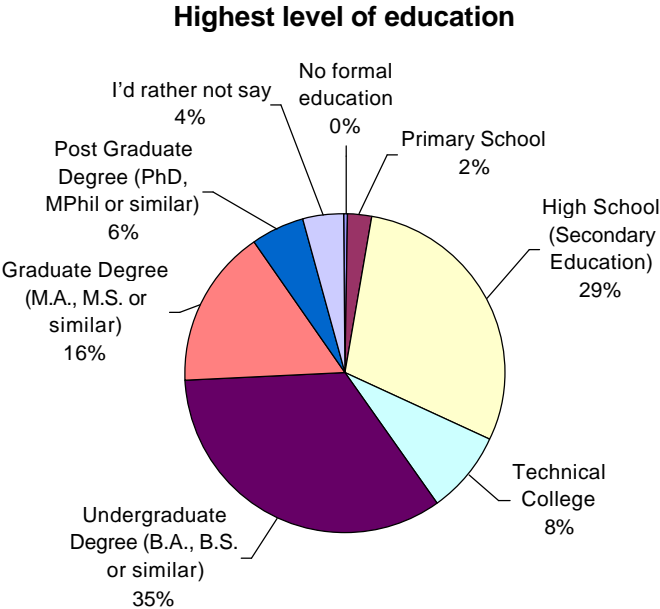
7. User demographics

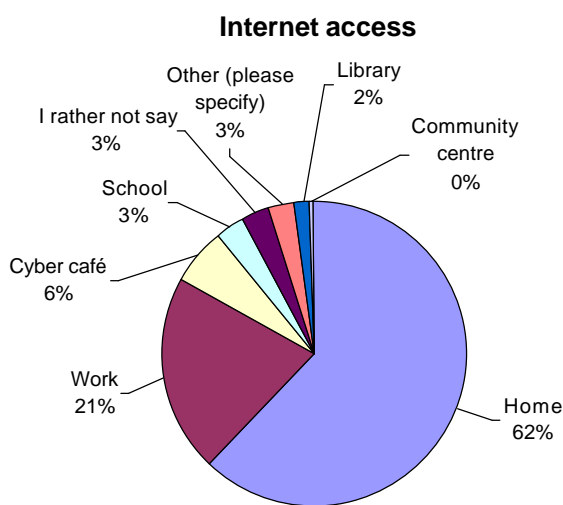
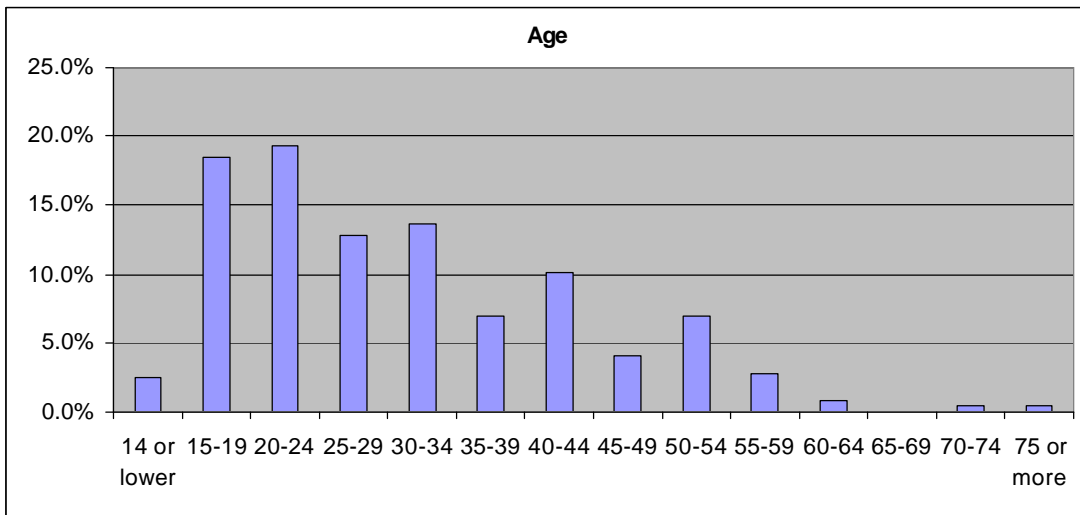
By far, the largest user group composed individuals who did not consider themselves to be part of GCAP, but whom, nonetheless, were quite active in GCAP as well as other campaigns. The table below shows the percentage of website users who completed the survey, and how they characterize their connection to GCAP. The two major groups of ‘GCAP constituents’ are captures in the first two categories, where ‘outside observers’ and ‘campaign supporters/participants’ represent individuals; but as will be shown in successive sections, these two groups represent the core user groups that could be characterized as the mobilized public.



A large percentage of website users could be typified as young and well educated. For example, 29% of the users are in high school, while 18.5% are from 15 to 19 years old. Also, 43% have completed technical college or an undergraduate university degree, with the largest age group being 19.4% of users from 20-24 years old.

A smaller percentage have graduate or post graduate experience, and this is also reflected in the declining age groups after 24, but which still compose a significant part of GCAP’s middle aged network. For example, 44.4% of users are from 30-60 years old.

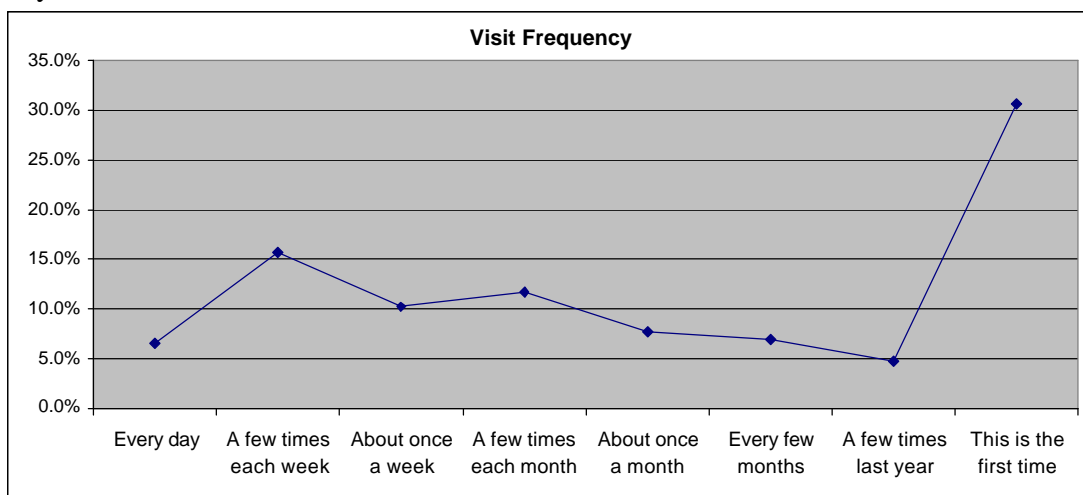




Most users access GCAP websites from home, and secondly from work. The persons accessing GCAP websites from work are likely to be composed, in many cases, of paid NGO staff who engage with GCAP because it's their job. On average, people who access GCAP websites from work, reported doing more for the campaign than people accessing GCAP websites from home.

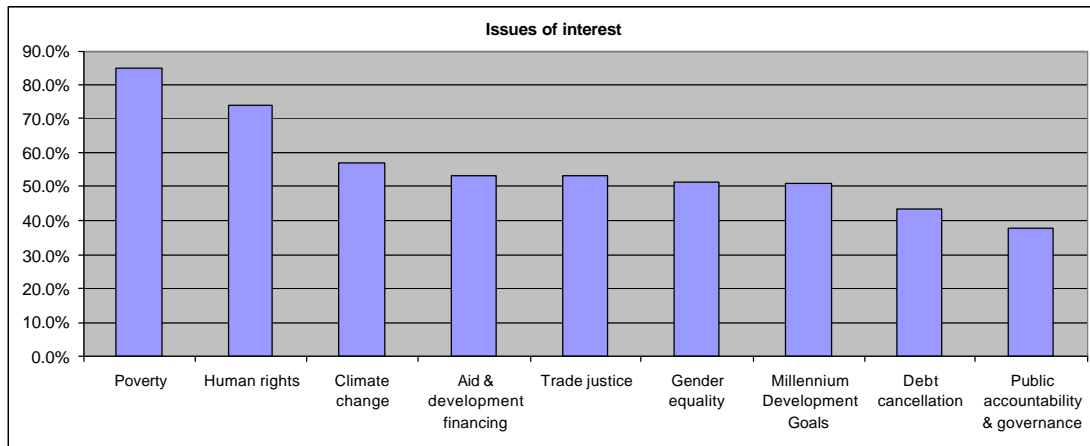
Although many first time users completed the survey, not surprisingly, this group was the least active. The small percentage of users accessing the websites every day, were the most active.

Apart from the first time users, the main user bases visited from roughly a few times per week to every few months.

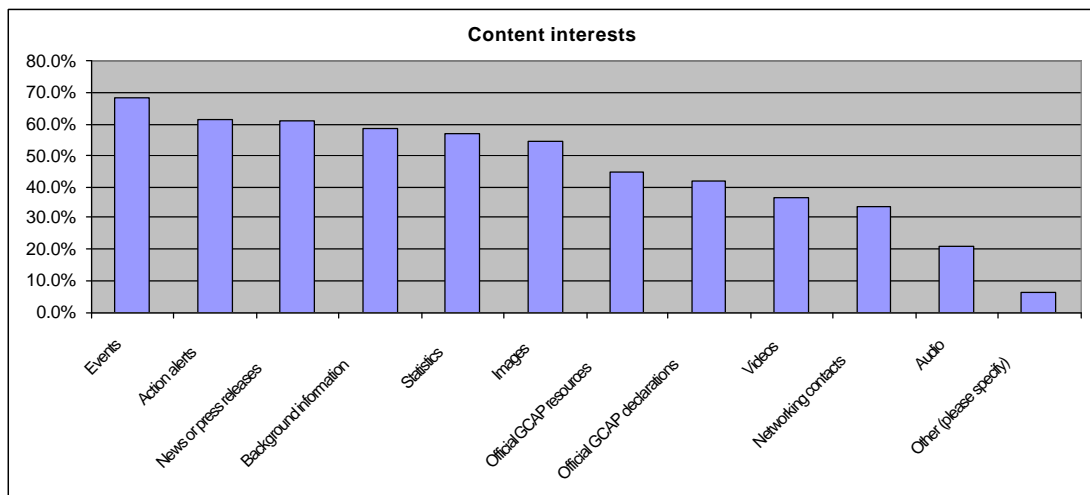


8. Users' interests

Compared to 2006, poverty is still the number one issue in the minds of website users, and human rights is still number two. Although the environment fared low in 2006, this year, climate change has made it to the third most prominent GCAP topic.



Regarding the type of content, users are most interested in action orientated content, such as information about events or action alerts. Following this type of content, GCAP news and information followed. And following onward, the dominant content could be categorized as coordinators' resources, such as statistics, images, resources and official GCAP declarations.



9. Users' motivations and opinions of sites

At the end of the survey, three open ended questions provide space for participants to answer questions related to their motivation and thoughts on improving GCAP websites. These three open ended questions resulted in 455 separate open ended responses which were categorized according to an open coding methodology. Although researcher bias is unavoidable to some degree, in this process, the participants take the lead, and the researcher follows. The following tables present a breakdown of the common categories that cut across users' opinions, along with a few quotes that summed up their responses quite well. Users' comments were selected on the basis of good articulation, and in a few cases, were modified to correct spelling, grammar, punctuation and/or sentence length. The 'sources' column reflects how frequently a given point was made. Thus, a user may have said something that related to more than one grouping. Sources count the ideas, not the persons.

Why do you use this website?

Motivations	Sources	
Understand the issues	63	For inspiration and information.
Contribute to cause	57	To get connected, involved and to help fight against poverty!
Ethical, emotional & inspirational	23	To learn more and to feel enlightened about the issues I find close to heart.
Stay informed of GCAP campaign progress	21	To help me connect to ways in which I can make charitable contributions to causes I care about (i.e. where to donate, volunteer, etc).
Work or studies	11	To keep my self and my organization updated about the poverty campaign.
Understand the GCAP campaign	10	My organization is part of GCAP and I use it to find out information about and to get images of global activity as part of the campaign.
Understand GCAP campaign (objectively)	8	
Get campaign resources	8	
Stay informed of issue progress	7	

How can we improve our website to help you get more involved?

Suggestions	Sources	
Make it easy to get involved	28	Give me something to do as soon as I open the home page. Make it visually more logical. Provide images with stories to create an immediate sense of what whiteband is all about: a campaign feel with a sense of seriousness.
Improve design	18	Make lots of opportunities to be involved including lots of focus on easy online activities for people who don't have time to actually volunteer.
Improve usability	13	Make it more interactive and participatory.
Update content more often	12	Show me what I can do locally.
Better link GCAP & related orgs	10	The site must be as clear as possible, up to date and must incorporate the actions of national campaigns.
Add community features	9	Make it more professional (editorial standards would be a good start).
Online marketing	9	Cross check data (information) before you post it on your website.
Improve fact checking & editorial standards	8	
Add email alerts	5	
Add audio video content	4	
Add personal accounts & success stories	4	
Add more languages	4	
Technical enhancements	3	
Focus on youth	3	
Add e-commerce	3	

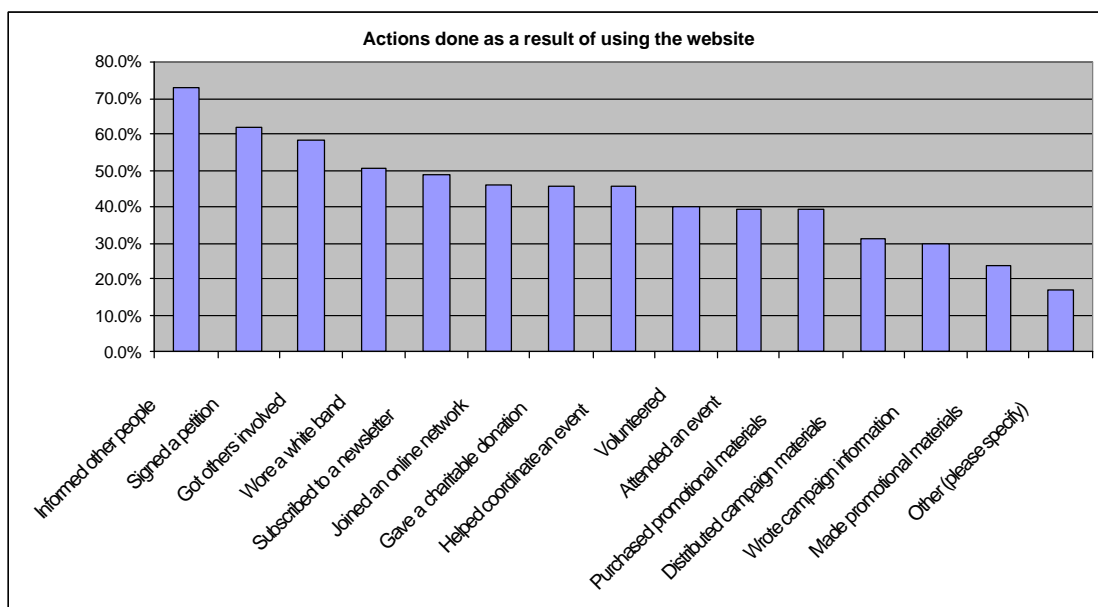
If applicable, why are you more likely to act on some email requests than others?

Motivations	Sources	
Personal interest (intellectual)	23	<p>If I think the action will have an affect and it is relatively easy to carry out.</p> <p>I act on some requests which really show me the steps that I can take.</p> <p>If I am able to do what is requested in a matter of minutes, then I act on it immediately. Otherwise, I will make a note to see if it's possible to do it when I am free at a later date.</p> <p>I would act on something that was visually stimulating. It's got to be inviting, have back up information, details, numbers addresses and organisation logos.</p> <p>If I believe the cause to be true and the request is from a reliable source, I gladly add my voice to the cause.</p> <p>Because this is something that I am passionate about.</p> <p>I just do it.</p>
Personal (emotions, ideals & ethics)	16	
Content quality	15	
Request is quick & simple	13	
Credibility of source	12	
Available time	10	
Outcome of action	10	
Desire to act	9	
Being requested	9	
Credibility of content	8	
Credibility of cause	5	
Visual appeals	4	
Wish to support campaign	4	

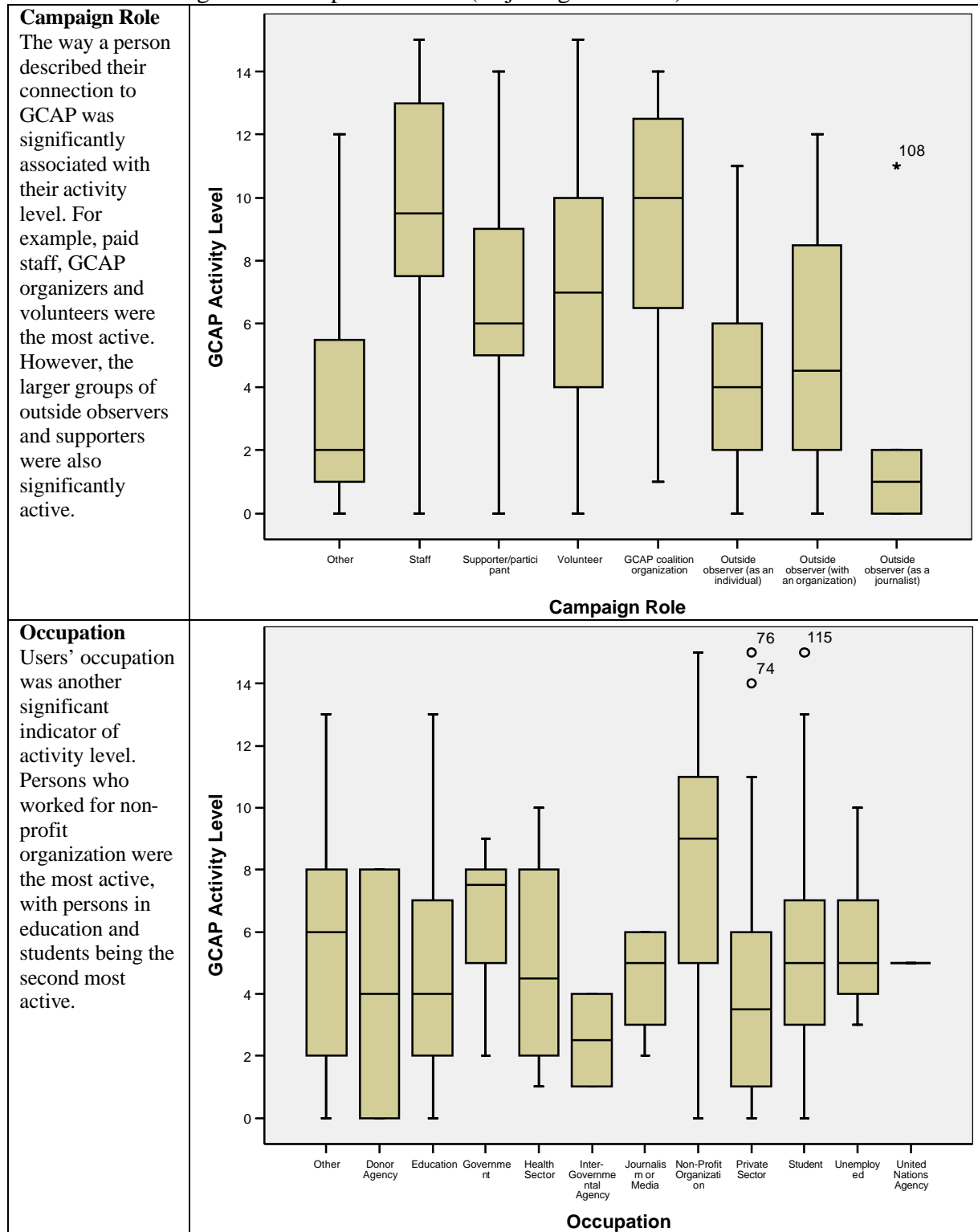
10. User participation and e-advocacy

Given multiple ways of measuring participation, this study measured participation by providing survey participants a list of fourteen specific actions, plus an optional other category. This list was used to first compose a single measure of which activities were most/least popular, but also, they were summed to form an 'activity score' for each user. This activity score serves as a rough measure of participation, engagement and dedication.

Two of the most popular activities were social in nature: informing other persons and getting others involved. Following on, more individualistic acts included signing petitions (which may be social if conducted face-to-face), wearing white bands, and getting involved in online activities.

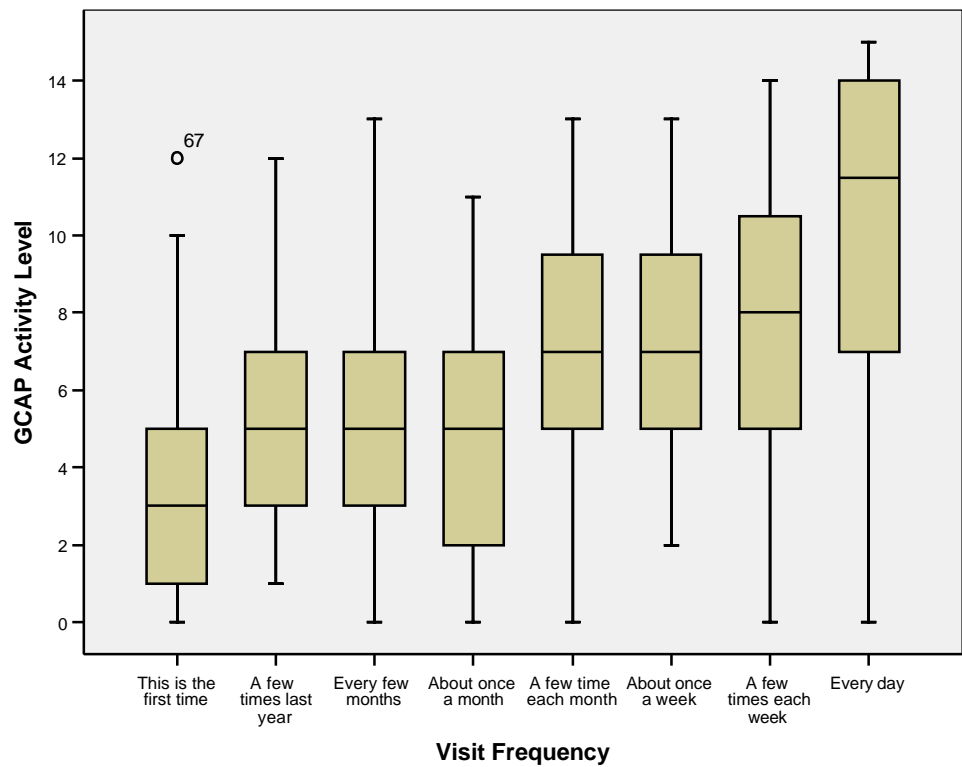


The following charts examine users' activity level as the key variable (on the left), and shows how various attributes impact on their activity level; particularly, categorical variables that describe users' traits, behaviours and technical environments. Using box plots, the central line shows the mean, the outer part of the solid box shows the quarterly values, and the end of the line shows the largest or lowest scores; however, stars and circles show statistical outliers, which can be thought of as exceptional cases (so just ignore them).

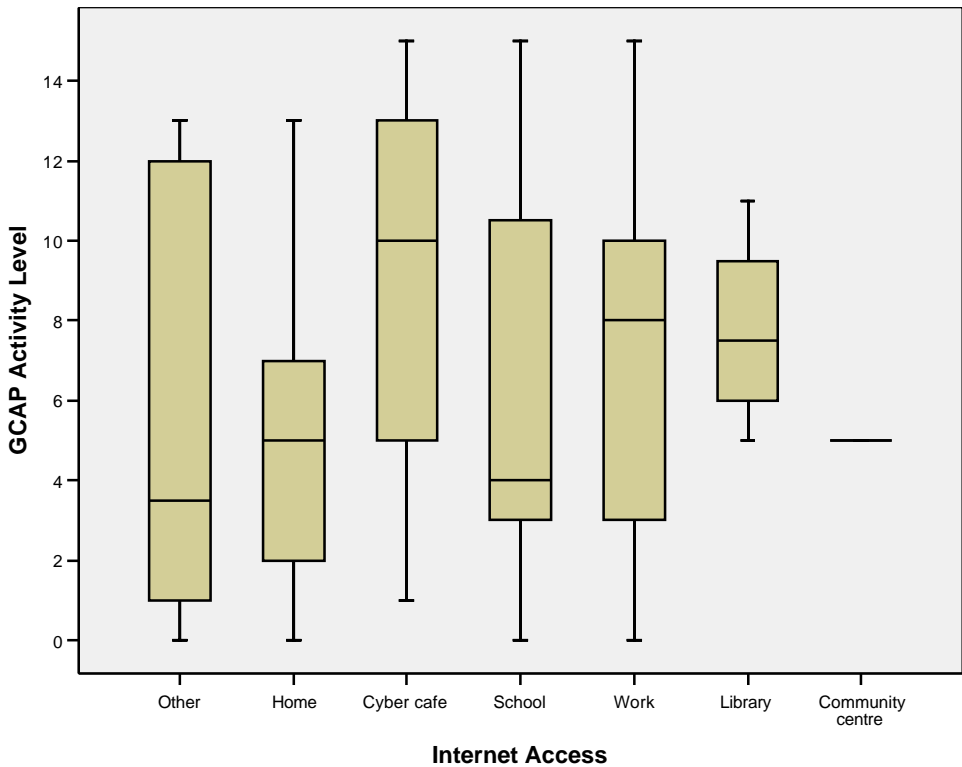


Engagement frequency and duration

Not surprisingly, users who visit the website more frequently did more for the campaign. Another chart (not shown here) which measured the length of time a person was in GCAP, also showed that the persons who were in GCAP longest, also did the most.

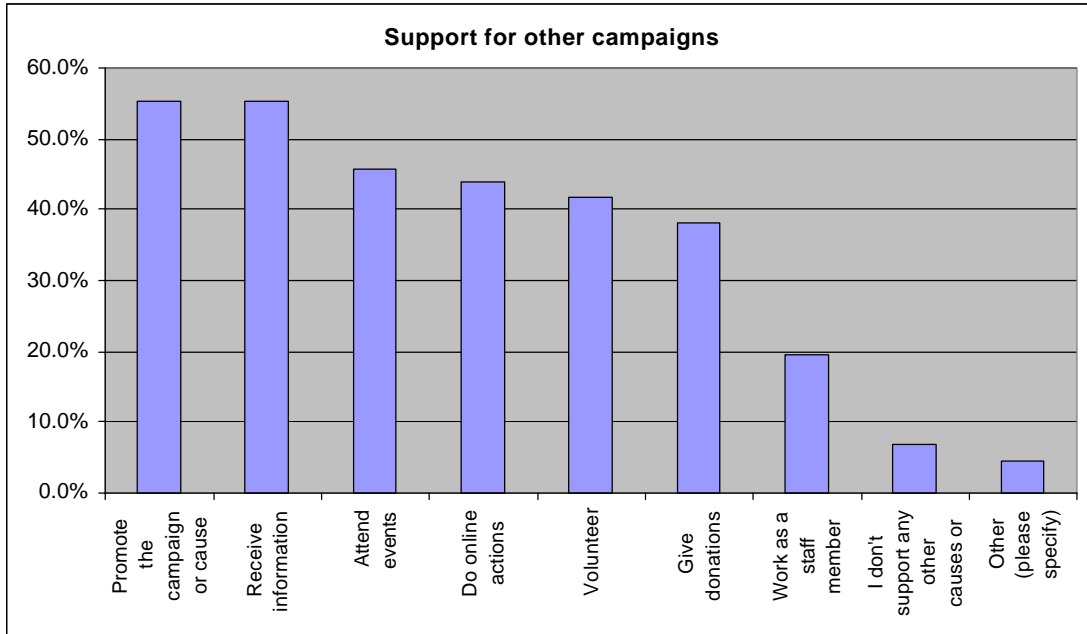


Internet access
Although few users accessed GCAP websites from cyber cafes, they were the most active, followed by those accessing GCAP from work PCs. This chart reinforces the trend of smaller numbers of active paid staff versus a larger number of public citizens accessing GCAP websites in their spare time from home.



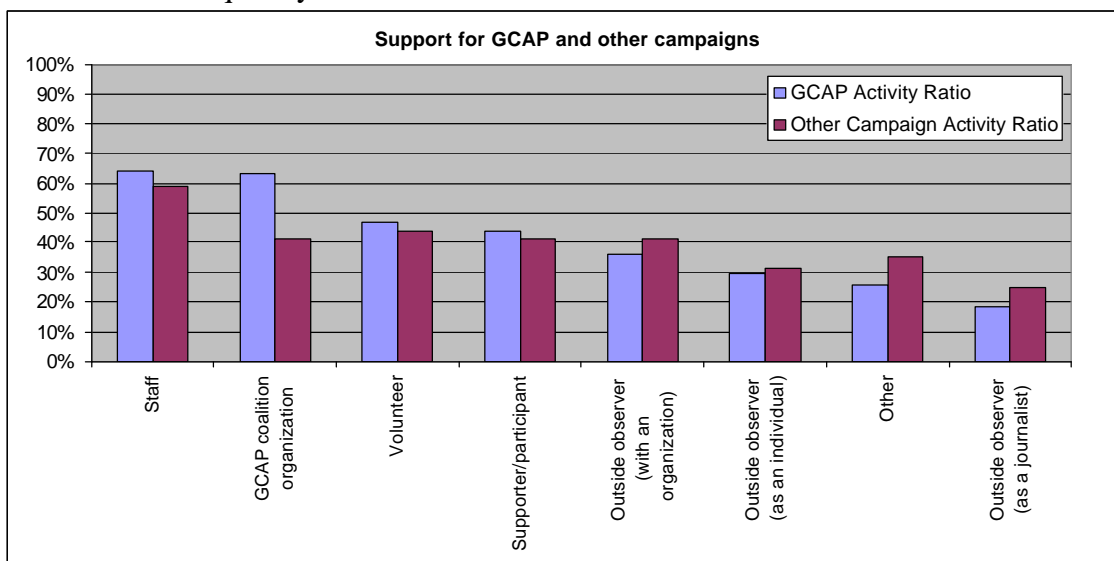
11. User's campaigning background

Many of the people who participate in GCAP and visit its websites are also involved in other campaigns. When asked what they did for other campaigns, users primarily indicated informational actions, such as promoting the campaign and receiving information. Following these, users took physical action by attending events, doing online activism, volunteering or making donations. About 20% of the respondents work for causes other than GCAP.

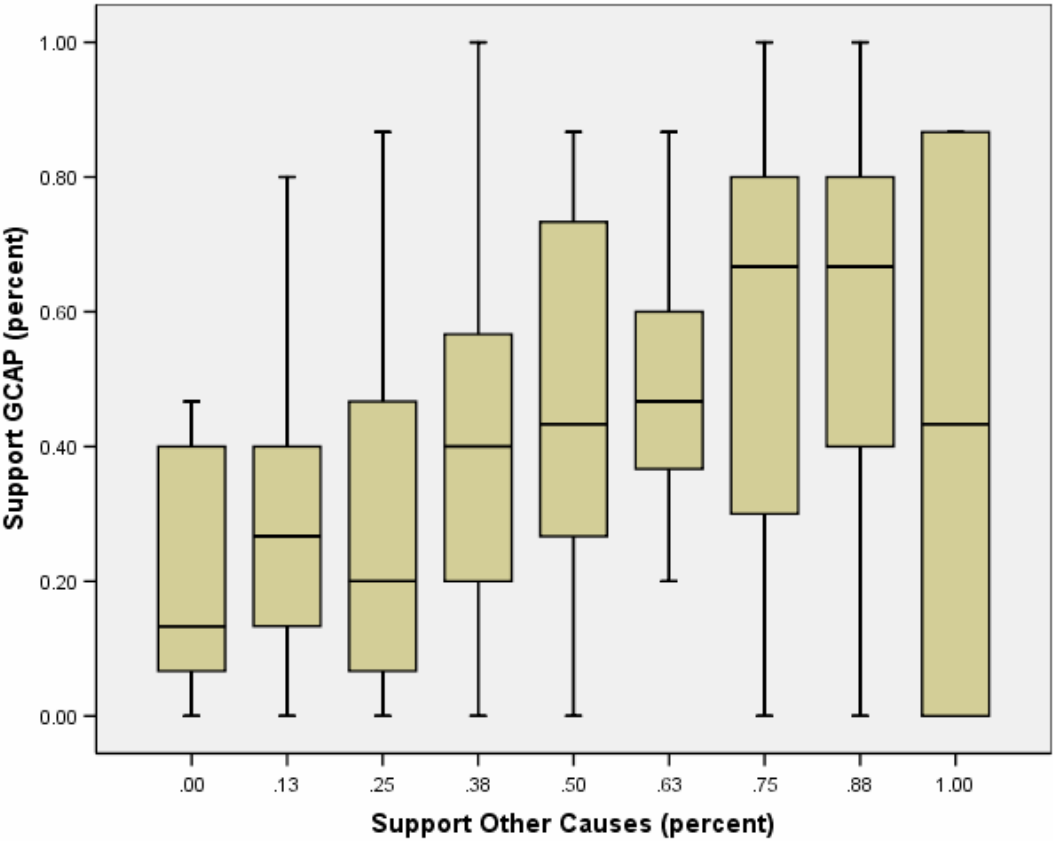


To compare the activity level between GCAP and other campaigns, the GCAP activity score was converted into a ratio; and also, the activity level with other campaigns was converted into a ratio. Although the GCAP score composed fifteen items, and the other campaign score, nine, it did provide a basis from which to compare activity levels.

One interesting finding from this comparison was how users characterized themselves in relation to the campaign. In the chart below, all users who are core coordinators, staff, volunteers or supporters did more for GCAP. All persons who characterized themselves as 'outside observers' did more for other campaigns than GCAP, and also, they visited the websites far less frequently.



Interestingly, regardless of how users characterized themselves—as an insider or outsider—they still undertook a number of activities for GCAP. The chart below compares the GCAP versus other campaign activity ratios. In general, those who did a lot for other campaigns, also did a lot for GCAP; while those who did little for other campaigns, did little for GCAP. With one exception, those who did all possible things for other campaigns, did less for GCAP; and this is probably because they are heavily committed to other causes. Perhaps trend shows a rough example of the 80/20 rule which states that twenty percent of the people do eighty percent of the work. In GCAP’s case, a large percentage of GCAP participation seems to be drawn from persons who are moderately strong supporters of other campaigns, and are likely to contribute to GCAP as just one of many causes that they support (this is an interesting area for successive research).

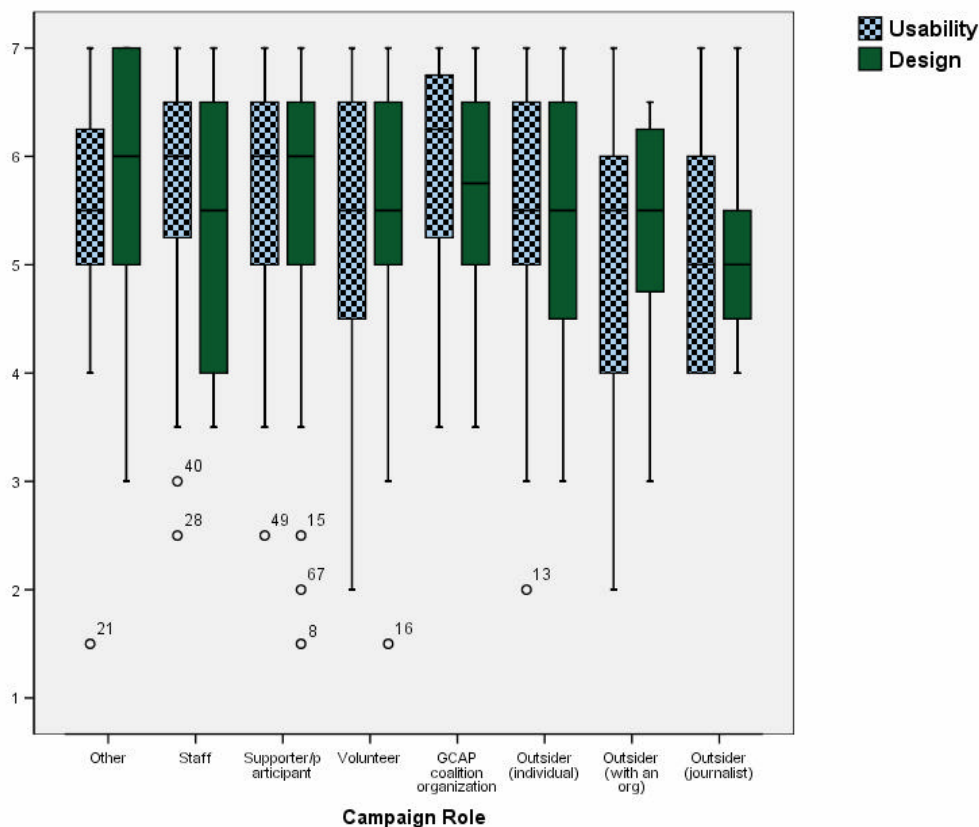


12. Website quality and usability

Overall, most users regarded GCAP websites to be quite usable and well designed. There were noticeable differences between users' rating of usability and design across different websites; however, most sites were rated above average. This trend should not be surprising considering that usability is not a big factor on several GCAP websites which are relatively small, with little content.

For design, many GCAP websites borrowed inspiration from well established GCAP brands that were developed by professional PR companies. For example, by August 2007, looking across 59 GCAP websites, 37% used Make Poverty History branding; with 15% following the Millennium Development Goal Campaign branding; and 22% of these sites had no brand connection to GCAP (however, this percentage is probably much larger now). Across all sites, 61% used the white band symbol in their design. Given that GCAP branding is so well established, it's no surprise that most websites were visually well regarded.

Across the different user groups; however, there were some interesting differences. Although many users consider the sites to be well designed, GCAP staff were much harder on the design than any user group, indicating, staff may be more dissatisfied with aesthetics than then need to worry about. Also, outsiders, seemed to rate the usability and design to be marginally lower than insiders; and this is likely the result of spending less time on GCAP websites.

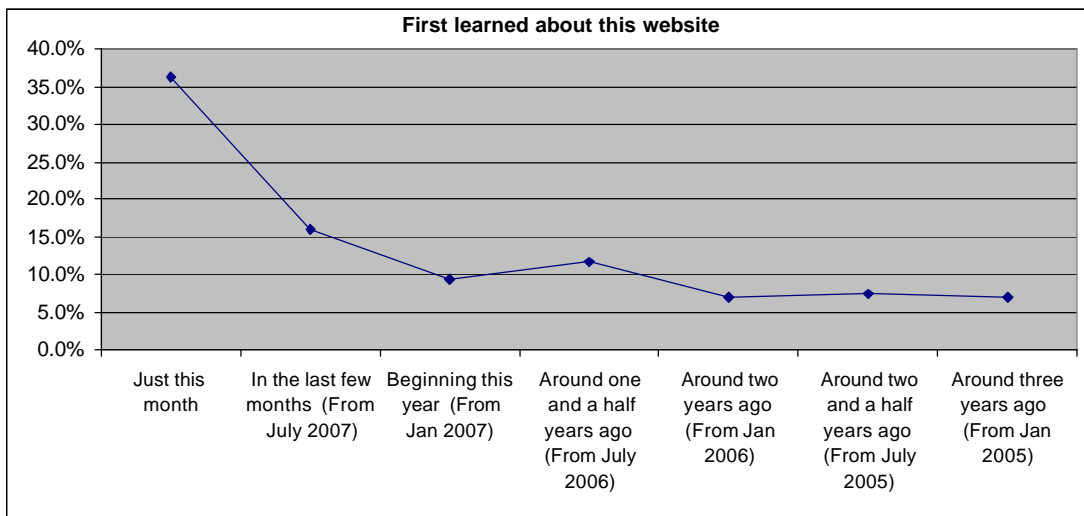


There was an interesting relationship between users' activity level and their perceptions of GCAP website usability, design and website/organizational reputation. As users did more for GCAP, their impression of GCAP websites improved. Thus the more someone did, the better they rated usability, design and website/organizational reputation. However, there seemed to be an inverse relationship in regards to other campaigns (although this trend was not as distinct as the prior trend). Users who did more for other campaigns seemed to think less of GCAP websites' usability (probably because they were less familiar with the sites); but also, less of the websites/organizational reputation. Design seemed unaffected.

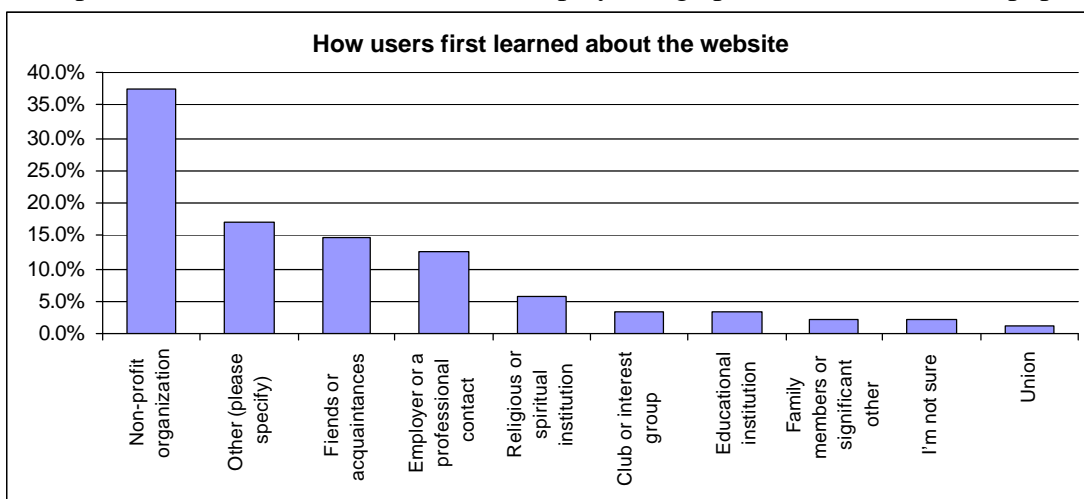
13. Online marketing

From an informal overview of GCAP e-marketing, it was clear that some campaigners conducted online marketing while others did not. For example, at times, in Google, the term “white band” and “whiteband” would bring up Google AdWords for the One Campaign and Stand Campaign, indicating that these coalition members were actively engaged in paid online marketing (the extent of their, and other coalition members’ marketing efforts is not know). Instead of looking at formal online marketing, this section will simply look at when users where engaged, who first engaged them, and what channel were used to engage them.

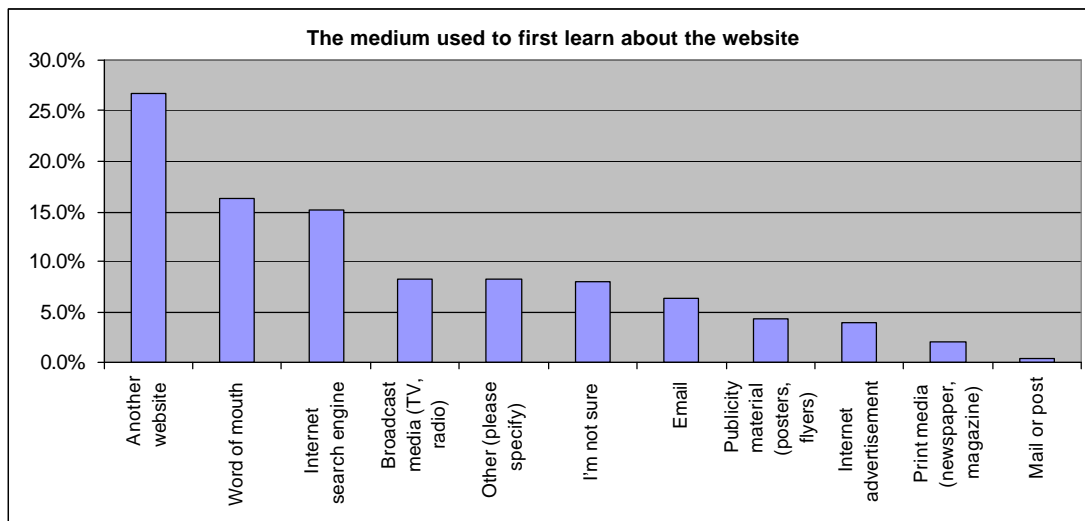
When looking at when users were engaged, most users who completed the survey were new to GCAP, with diminishing participation going back to the GCAP’s beginning. This indicates that GCAP is continuing to engage fresh online constituents.



Examining who first notified users of GCAP, non-profit organizations were the primary source of references, followed by friends, employers and spiritual organizations. It’s worth noting the strong formal channels, and contrasting them against personal communications. These charts indicate that online mobilization is aided through formal institutional partnerships, but also, individual endorsements play a huge part in GCAP’s online popularity.



The mediums used to engage users were primarily based on referrals from other websites and search engines. Also, again, personal channels from word of mouth were significant, as the second most popular means of engaging users in GCAP’s online campaign. This is likely a consequence of the many users who reported telling other persons about the campaign.



14. Traffic estimate (24 Sep to 24 Oct 2007)

This section presents a crude method for estimating the Internet population engaged through GCAP's 2007 campaign. It looked at 62 GCAP websites over the one month period from 24 September to 24 October 2007. Although the estimate is rough, it is based on statistically relevant correlations and ad hoc assumptions. This section is not descriptive as the prior sections; but rather, predictive. It aims to paint a ball park picture of what took place without the data required to actually do it. A number of research papers have shown that hyperlinks can be used to make approximate predictions of Internet traffic. Given daily hyperlinks and traffic data from WhiteBand.org, a significant correlation has been used as the foundations for this method.

Although it was not possible to obtain log file or java tag reports from each of the GCAP websites, on 23 July 2007, a monitoring system was set up to track the in-links to 60 GCAP websites. Along the way, two further websites were added to this list, for a total of 62 GCAP websites for which we have three months of longitudinal data. In the last month, the number of GCAP websites grew to 74; however, there is no link data on these further 12 websites.

Using the Yahoo API, link data has been collected daily, and although the Yahoo API database provides a smaller subset of their full database, the limitations apply equally to all sites, so distortions will be equal among sites. Since implementing this monitoring system, the query only failed on one day (due to an unknown disruption) and this missing data was filled in by averaging the day before and after.

WhiteBand.org is clearly the central campaign website. Across all three inter-link analyses of GCAP websites, WhiteBand.org was clearly the most linked to, and most linked from website in the GCAP family of websites. On the basis of WhiteBand.org's central position within GCAP's online network, an assumption is put forward that WhiteBand.org's traffic trends reflect the entire campaign and can therefore serve as a template for traffic predictions on the whole network. Or in other words, the annual ups and downs of traffic on WhiteBand.org is an indicator of the ups and downs of the entire campaign. Although this is clearly questionable, this assumption is adopted for the purpose of obtaining an empirical basis from which to conduct this crude estimate.

WhiteBand.org uses Google Analytics as one means to collect website usage statistics. The use of java tags is considered superior to log files, in terms of accuracy of measures of usage

and page content, although they fail to fully capture file downloads. Internet traffic data for three months was extracted from WhiteBand.org’s Google Analytics account for this analysis. Internet visits (which is generally a 30 minute session) was used from all traffic sources.

To develop the template, the first step was to assess if there was a statistical correlation between hyperlinks and website traffic. Figure 1 shows the link and user data plotted over the three month period. Merging WhiteBand.org’s hyperlink data and user traffic data from Google Analytics, a liner regression was run with links as the independent variable and users as the dependent variable. The correlation was $r=0.64$, $N=90$, $P<0.0001$ with an R Square .404. On the basis of this highly significant correlation, it was possible to move on to the next step and use this association as a template for the entire network.

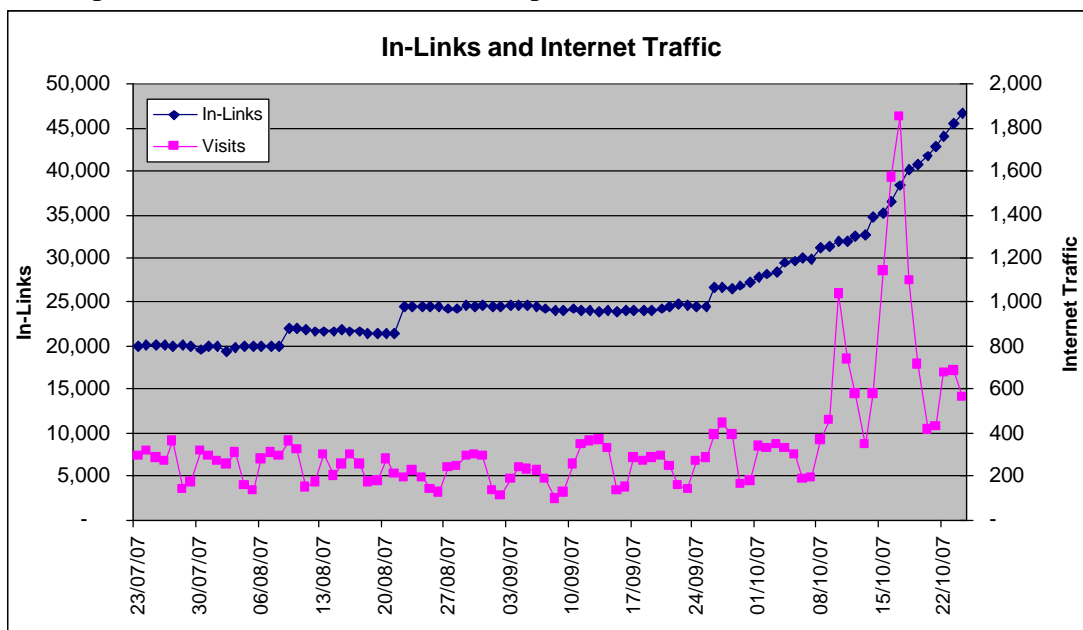


Figure 1 Hyperlinks and Internet Traffic

Building on the assumption that WhiteBand.org’s traffic mirrors that of the whole network, and with a significant correlation, the next step was to build a simple ratio of (users/hyperlinks). This ratio was used on a daily basis, so that high traffic days, there would be a ratio of (many users/hyperlinks) while on low-traffic days, it would be (few users/hyperlinks). Calculated against the links of each day, on each site, daily user trends were predicted.

The table below shows the visit estimates for 62 GCAP websites. By this estimate, there were roughly 640,000 visits during the key mobilization month from 24 Sep to 24 Oct 2007.

Estimated Internet traffic (24 Sep - 24 Oct 2007)

Sites	Estimated visits
11.be	7,429
2005plusdexcuses.org	776
alforja.or.cr	67
algeriegcap.blogspot.com	54
anaconda.ro	64
annd.org	54
bandeablanc.lu	94
bannersagainstpoverty.com	257
campebd.org	135

ceskoprotichudobe.cz	7,524
chamadacontrapobreza.org.br	1,445
cidep.org.sv	54
colombiasinpobreza.org/	117
contraladesigualdad.cl	67
deine-stimme-gegen-armut.de	52,183
een.nl	7,242
endpoverty.or.kr	1,518
endpovertynow.org.ph	84
fijfriend.com	11
gcap.az	56
gcaparabregion.net	95
gcap-china.ngo.cn	91
gcaplac.org (name was changed and so data is corrupted)	95
gcap-senca.net	225
gelangputih.org	207
gemeinsamgegenarmut.ch	925
hottokenai.jp	128,396
http://groups.yahoo.com/group/azericoalition/	44
llamadoperu.org	429
makepovertyhistory.ae	127
makepovertyhistory.ca	6,419
makepovertyhistory.com.au	5,102
makepovertyhistory.dk	3,090
makepovertyhistory.fi	140
makepovertyhistory.ie	406
makepovertyhistory.org	177,804
makepovertyhistory.org.nz	1,227
makepovertyhistorywales.org.uk	25
nientescuse.it	4,026
nomaspobreza.org.ar	91
nullkommasieben.at	268
one.org	179,919
onesingapore.org	3,121
paraguaycontralapobreza.org	56
pobrezacero.org	13,092
pobrezazero.org	2,564
povertyrequiem.org	536
protivbed.ru	517
rebelatecontralapobreza.org	1,439
scotlandagainstopoverty.org	59
standagainstopoverty.org	4,724
stopovertymalta.org	132
stoppoverty.gr	798
svetbezchudoby.sk	169
tango.or.tz	131
utrotafattigdomen.nu	5,624
wadanatodo.net	207
whiteband.ge	61
whiteband.org	16,984
whitebandbook.org	66
yourvoiceagainstopoverty.org.uk	1,024
zajedno.ba	83
TOTAL	639,769

There are many limitations that must be considered. First, the correlation was surprisingly high; however, this is likely to only be due to the fact that the campaign was in motion during this study, and that the statistical correlation would likely decline as the campaign slowed down. By this fact, even a correlation with days would have also been strong and statistically significant. Also, the data is highly autocorrelated and this was not taken into account, so the strong statistical correlation needs to be taken cautiously. Second, the correlation between links and users violates the general linear model's assumptions of independence as links help solicit users, and users help solicit links. Third, each site will probably have a different ratio of site traffic derived from links, search engines and direct traffic. This fact is unknown and was only obtainable through the assumption that the whiteband.org ratio matched the whole network, but this assumption is not likely to be true, and consequently just a rough estimate. Fourth, there were discrepancies in the data and hyperlink data abstraction is subject to considerable variability and random changes in Yahoo's search algorithms. Fifth, the data showed that WhiteBand.org ran a very successful online campaign this year, and as a result, it gained more hyperlinks than any other website in the network. This adds considerable variability to the analysis (as the template outperformed all other sites, and consequently, the assumption that it functioned similar to other GCAP websites could be exaggerated). Sixth, some of the largest GCAP websites clearly did very little this year to stir up online traffic and they'll be credited with traffic that probably did not exist (such as the UK's MPH site and the Japanese site which were once the most successful, but moved little in 2007), while low link sites who are engaging users in other ways will be under represented.

15. Appendices

15.1. Appendix A: Survey responses

Website	Percent	Count
GLOBAL> White Band (www.whiteband.org)	46.1%	210
GLOBAL> Banners Against Poverty (www.bannersagainstpoverty.com)	0.9%	4
GLOBAL> GCAP Testimonies (www.testimonies-whiteband.org)	1.1%	5
GLOBAL> Poverty Requiem (www.povertyrequiem.org)	1.3%	6
GLOBAL> Stand Against Poverty (www.standagainstpoverty.org)	4.4%	20
GLOBAL> White Band Book (www.whitebandbook.org)	0.9%	4
GLOBAL> End Poverty Blog (www.endpovertyblog.org)	0.9%	4
GLOBAL> GCAP MySpace (www.myspace.com/endpoverty)	1.3%	6
GLOBAL> GCAP videos (www.cs-tv.tv/wbd)	0.7%	3
GLOBAL> IPS (www.ipsnews.net/new_focus/poverty)	0.0%	0
GLOBAL> Millennium Campaign (www.endpoverty2015.org)	1.5%	7
REGIONAL> Arab region (www.gcaparabregion.net)	0.0%	0
REGIONAL> Latin America and Caribbean (www.gcaplac.org)	1.3%	6
REGIONAL> South East North & Central Asia (www.gcap-senca.net)	0.2%	1
Algeria (algeriegcap.blogspot.com)	0.0%	0
Argentina (www.nomaspobreza.org.ar)	3.5%	16
Australia (www.makepovertyhistory.com.au)	10.7%	49
Austria (www.nullkommasieben.at)	0.0%	0
Azerbaijan (www.gcap.az)	0.0%	0
Azerbaijan (groups.yahoo.com/group/azericoalition/)	0.0%	0
Bangladesh (www.campebd.org)	0.7%	3
Belgium (www.11.be)	0.2%	1
Bosnia Herzegovina (www.zajedno.ba)	0.0%	0
Brasil (www.chamadacontrapobreza.org.br)	1.8%	8
Canada (www.makepovertyhistory.ca)	2.4%	11
Canada (www.8goals.ca)	0.2%	1
Chile (www.contraladesigualdad.cl)	0.0%	0
China (www.gcap-china.ngo.cn)	0.7%	3
Colombia (www.colombiasinpobreza.org)	0.0%	0
Costa Rica (www.alforja.or.cr/centros/cep/odm/)	0.0%	0
Czech Republic (www.ceskoprotichudobe.cz)	1.5%	7
Denmark (www.makepovertyhistory.dk)	0.2%	1
Dominican Republic (www.cipaf.org.do)	0.2%	1
El Salvador (www.cidepelsalvador.org)	0.2%	1
Fiji (www.fijifriend.com)	0.2%	1
Finland (www.makepovertyhistory.fi)	0.0%	0
France (www.2005plusdexcuses.org)	0.0%	0
France (www.crid.asso.fr)	0.0%	0
Georgia (www.whiteband.ge)	0.0%	0
Germany (www.deine-stimme-gegen-armut.de)	0.9%	4
Greece (www.stoppoverty.gr)	0.7%	3
Hungary (www.globalance.hu)	0.2%	1
India (www.wadanatodo.net)	0.4%	2
Indonesia (www.gelangputih.org)	0.7%	3
Ireland (www.makepovertyhistory.ie)	0.0%	0
Italy (www.nientescuse.it)	0.7%	3
Japan (www.hottokenai.jp)	0.4%	2
Lebanon (www.annd.org)	0.0%	0
Luxembourg (www.bandeablanc.lu)	0.4%	2
Malta (www.stoppovertymalta.org)	0.2%	1
New Zealand (www.makepovertyhistory.org.nz)	0.4%	2
Nigeria (Southern) (gcapssouthernigeria.blogspot.com)	0.2%	1
Nigeria (www.gcapnigeria.blogspot.com)	0.0%	0

Paraguay (www.paraguaycontralapobreza.org)	0.2%	1
Peru (www.llamadoperu.org)	1.1%	5
Philippines (www.endpovertynow.org.ph)	0.2%	1
Portugal (www.pobrezazero.org)	0.9%	4
Romania (www.anaconda.ro)	0.0%	0
Russia (www.protivbed.ru)	0.0%	0
Scotland (www.scotlandagainstpoverty.org)	0.2%	1
Singapore (www.onesingapore.org)	1.5%	7
Slovakia (www.svetbezchudoby.sk)	0.2%	1
South & North Korea (www.endpoverty.or.kr)	0.4%	2
Spain (www.pobrezacero.org)	0.2%	1
Spain (www.rebelatecontralapobreza.org)	0.0%	0
Sweden (www.utrotafattigdomen.nu)	0.0%	0
Switzerland (www.gemeinsamgegenarmut.ch)	0.4%	2
Tanzania (www.tango.or.tz)	0.0%	0
The Netherlands (www.een.nl)	0.4%	2
United Arab Emirates (www.makepovertyhistory.ae)	0.4%	2
United Kingdom (www.makepovertyhistory.org)	1.8%	8
United States (www.one.org)	3.1%	14
Uruguay (www.cnsmujeres.org.uy)	0.2%	1
Wales (www.makepovertyhistorywales.org.uk)	0.2%	1

15.2. *Appendix B: Copy of MOU*

Memorandum of Understanding between the GCAP E-communications Group and the University of Wolverhampton Statistical Cybermetrics Research Group

This paper outlines the key points that will form a partnership between the GCAP e-communications group and the University of Wolverhampton. Simply put, the researcher, Brian Cugelman, will play a dual role as member of the GCAP e-communications group while also undertaking a case study of the 2007 campaign. In doing so, he will provide expert online advocacy advice while conducting an extensive research project; this will provide the e-communications group access to high quality information that will strengthen the campaign, while information collected during the study will be used for research about non-profit communications.

Mutual support

- Based on a collaborative effort, the researcher will support GCAP's online campaign by providing advice, analysis, share almost 10 years of professional Internet campaigning experience and provide e-campaigning education when the occasion arises.
- Through this arrangement, the GCAP campaign will be granted indirect access to leading Internet researchers and marketing academics. At the same time, any published works about the GCAP campaign may be subject to academic scrutiny which would increase the credibility of this research.
- The researcher will conduct a number of research projects and implement a number of website monitoring activities. Findings will be made available to the e-communications at regular intervals during the 2007 campaign.
- To ensure that this arrangement supports the GCAP campaign, a needs assessment will be distributed to all members of the e-communications group and participating coalitions. Though it is impossible to address every single request, the needs of the majority will be met.

Ethical considerations for the main stakeholder groups

- **Survey participants:** Participants in the study have the right to anonymity and any confidential information they share will be protected. Email addresses collected during the study will be hand over to appropriate bodies as agreed to in the survey (such as agreeing to join an email list or asking to be notified about the survey findings).
- **Website coordinators:** If desired, each website coordinator or coalition, will be provided a full copy of all data related to their website. However, user email addresses or feedback may be withheld in the interests of protecting the rights of individuals whom wish to remain anonymous or not to have their email addresses abused.
- **E-communications group and GCAP coordinators:** The e-communications group will have access to the fully tabulated results, minus any data considered confidential. They will be provided with incremental reports that can be used to benchmark progress and obtain valuable feedback about the online campaign's online progress. Furthermore, at the end of the research project, a report on the online campaign will be presented. The tabulated findings and final report may be used without any restriction; however, to protect months of full time work, certain considerations would apply to the full data set (as specified below)
- **Researcher:** Because this research project will represent several years of work, and as part of a PhD, it is important that the researcher have exclusive rights to publish academic papers based on the data. To protect years of research, and months of hands-

on work, the full data set may not be distributed to any third parties nor used for publication purposes. However, as indicated above, the fully tabulated data and reports will be available for any member to use in any way.

Notifications

- On all research products, there will be a clear notice stating that the research will support the GCAP campaign, while at the same time, contributing to scholarly research about non-profit Internet campaigning.

16. About the researcher

Statistical Cybermetrics Research Group

The University of Wolverhampton's Statistical Cybermetrics Research Group, develops methodologies to exploit large-scale Internet data for social, and information science research. Although it conducts research across a range of related fields--such as scientometrics, link analysis, cybermetrics and webometrics--the Statistical Cybermetrics Research Group specializes in blog, hyperlink, web text and social network analysis.

Founded in 2000, the Statistical Cybermetrics Research Group has participated in a number of research projects, mainly funded by the European Union, while also conducting private consulting. Each year, the group produces numerous publications, appearing in leading academic journals; and presents its work at numerous international academic conferences. It develops and distributes a number of freely available programmes, databases and other information to advance cybermetric research. To learn more, visit: <http://cybermetrics.wlv.ac.uk>.

Brian Cugelman

In 2006 Brian Cugelman (<http://brian.cugelman.com>) joined the University of Wolverhampton as a researcher and is currently completing a PhD with the Statistical Cybermetrics Research Group and the Wolverhampton Business School. His research is focused on social marketing over the Internet; or in other words, how to use the Internet as a vehicle to impact on the attitudes and voluntary behaviours of target audience.



Over the last decade, Brian has worked for the technology, non-profit, intergovernmental and academic sectors. He has focused his career on non-profit campaigning, technical Internet development, analytics and project management. He has conducted electronic outreach for the United Nations and various non-profit organizations, while also conducting technology projects as an independent consultant. Currently, he works part time with AlterSpark e-Services (<http://www.alterspark.com>), a family run consulting firm focused on web design, marketing, analytics, Internet research and target audience engagement.