

Candidate / Party Sites Coding Sheet

Party URL	Date:
	Coder:
Existence of website 0 = Broken Link, under construction, non functional 1 = Accessible	
Volunteer for the campaign 0 = No 1 = Yes through downloading and sending form /Phone number 2 = Yes email contact 3 = Yes online form	
Volunteer for the campaign Roles to fulfil	
Volunteer for a particular event 0 = No 1 = Yes through downloading and sending form /Phone number 2 = Yes email contact 3 = Yes online form	
Recruit Candidate 0 = No 1 = Yes through downloading and sending form /Phone number 2 = Yes email contact 3 = Yes online form	
Recruit Local party branch organiser 0 = No 1 = Yes through downloading and sending form /Phone number 2 = Yes email contact 3 = Yes online form	
Join as a member 0 = No 1 = Yes through downloading and sending form 2 = Yes online	
Register formally as supporter/friend of the party 0 = No 1 = Yes	
Share content/embed 0 = No 1 = Yes	
Share content/embed/forward to friend Types of content to share:	
Forward multimedia (audio/video) 0 = No 1 = Yes, preset format, fixed content 2 = Yes, selectivity among fixed contents	

<p>3 = Yes, free format, changeable content Total no.:</p>	
<p>E-mail message forward to friend (text) 0 = No 1 = Yes, preset format, fixed content 2 = Yes, selectivity among fixed contents 3 = Yes, free format, changeable content Total no.:</p>	
<p>E-news sign up 0 = No 1 = Yes</p>	
<p>RSS / WAP?mobile alerts news feed sign up 0 = No 1 = Yes</p>	
<p>Letter to the editor 0 = No 1 = Yes</p>	
<p>Downloads (offline) 0 = No 1 = Yes docs/leaflets/posters</p>	
<p>Downloads (online): basic ads, logo 0 = No 1 = Yes</p>	
<p>Downloads (online): widgets for SNS, blog 0 = No 1 = Yes</p>	
<p>Downloads (online): apps iphone/blackberry 0 = No 1 = Yes</p>	
<p>Uploads: content creation: video, audio, poster, picture (competition?) 0 = No 1 = Yes Specify what...</p>	
<p>E-campaigns (other than election) 0 = No 1 = Yes, one off 2 = Multiple Total no.:</p>	
<p>E-poll 0 = No 1 = Yes 'one off' 2 = Yes, multiple Total no.:</p>	
<p>Feedback 0 = No 1 = Yes address / phone number 2 = Yes email contact 3 = Yes online form</p>	

<p>Feedback kind 0 = None 1 = Party leader 2 = Policy contact 3 = Others (specify)</p>	
<p>Bulletin board/ Discussion forum (asynch) 0 = No 1 = Yes in main site 2 = Yes external (not in main site) With party input?</p>	
<p>Chat room (synch or real time) 0 = No 1 = Yes in main site 2 = Yes external (not in main site) With party input?</p>	
<p>Chat with leaders 0 = No 1 = Yes 'one off' 2 = Yes, multiple Total no:</p>	
<p>E-petitions 0 = No 1 = Yes 'one off' 2 = Yes, multiple Total no.:</p>	
<p>Donate to the campaign 0 = No 1 = Yes through downloading and sending form 2 = Yes online direct to party via online form or buying goods from registered vendors / subscribe</p>	
<p>Fundraise 0 = No 1 = Yes</p>	
<p>Campaign Information <u>(check all that apply)</u> Manifesto: pdf Manifesto: online interactive version / personalise Manifesto: earlier List of candidates Policy matching tool Opponent dismissal in specific section Issue/policy positions Schedule/calendar Archive of reports, news, speeches... Types? Audio Podcasts – speeches etc. Party TV Adverts – video promo / party political broadcasts Press/Media Centre</p>	
<p>Policy positions (mention all) Ex: education, economy, jobs, etc...</p>	
<p>Campaign Information: events news and info <u>(check all that apply)</u> National events Local events</p>	

Information static Information customisable	
Campaign Information: list of local/regional branches <u>(check all that apply)</u> List Contact info: phone / address Contact info: website Contact info: email	
General Election System (check all that apply) Voting and Registration general info Voting and Registration interactive advice 'how to' – link to forms Polling place information (text) Polling place information (map) Election statistics: static Election statistics: dynamic/interactive	
Web 2.0 Inter-operability Link to SNS Link to Twitter Link to Blog official party/leader Link to Blog unofficial (activists / members) Link to YouTube Link to Flickr Link to Delicious Link to Digg	
Official blog within main site: who posts? 0 = No 1 = leader 2 = elites party 3 = members of party 4 = others? Allows comments?	
Commercial/Selective incentives Shop: list of merchandise to buy 0 = No 1 = Yes	
Commercial/Selective incentives Shop: Loyalty/reward schemes (discounts on purchases) 0 = No 1 = Yes	
Commercial/Selective incentives Free products for joining party 0 = No 1 = Yes	

Design and Delivery

Party URL	
Audio files 0 = No 1 = Yes Total no.:	

Video files (see webTV in main website code) 0 = No 1 = Yes Total no.:	
Webcast/Livestreaming 0 = No 1 = Yes Total no.:	
Freshness (frequency of update) 0 = Not updated after set-up 1 = Updated once/twice after set-up 2 = Weekly 3 = Every few days 4 = Daily 9 = NO WAY TO TELL	
Homepage button 0 = No 1 = Yes, button 2 = Yes, logo	
Members login 0 = No 1 = Yes	
Fixed menu bar 0 = No 1 = Yes	
Site Map 0 = No 1 = Yes	
Search tool: general site search 0 = No 1 = Yes	
Search tool: customized/personalised (postcode) 0 = No 1 = Yes	
Site Tips / Help / How to Use 0 = No 1 = Yes	
No pictures option 0 = No 1 = Yes	
Print format (doc's, news releases) 0 = No 1 = Yes	
Download button for pdf's 0 = No 1 = Yes	
Foreign Language 0 = No 1 = Yes, 'one off'	

2 = Yes, multiple Total no.	
Vision impaired / Disabled 0 = No 1 = Yes, 'one feature' 2 = Yes, multiple features Total no.:	
Google page links in	
Google page rank	