

## Candidate / Party Sites Coding Sheet

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

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

<b>Feedback kind</b> 0 = None 1 = Party leader 2 = Policy contact 3 = Others (specify)	
<b>Bulletin board/ Discussion forum (asynch)</b> 0 = No 1 = Yes in main site 2 = Yes external (not in main site) With party input?	
<b>Chat room (synch or real time)</b> 0 = No 1 = Yes in main site 2 = Yes external (not in main site) With party input?	
<b>Chat with leaders</b> 0 = No 1 = Yes ‘one off’ 2 = Yes, multiple Total no:	
<b>E-petitions</b> 0 = No 1 = Yes ‘one off’ 2 = Yes, multiple Total no.:	
<b>Donate to the campaign</b> 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	
<b>Fundraise</b> 0 = No 1 = Yes	
<b>Campaign Information (check all that apply)</b> 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	
<b>Policy positions (mention all)</b> Ex: education, economy, jobs, etc...	
<b>Campaign Information: events news and info (check all that apply)</b> National events Local events	

Information static Information customisable	
<b>Campaign Information: list of local/regional branches</b> <b><u>(check all that apply)</u></b> List Contact info: phone / address Contact info: website Contact info: email	
<b>General Election System (check all that apply)</b> 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	
<b>Web 2.0 Inter-operability</b> 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	
<b>Official blog within main site: who posts?</b> 0 = No 1 = leader 2 = elites party 3 = members of party 4 = others? Allows comments?	
<b>Commercial/Selective incentives</b> Shop: list of merchandise to buy 0 = No 1 = Yes	
<b>Commercial/Selective incentives</b> Shop: Loyalty/reward schemes (discounts on purchases) 0 = No 1 = Yes	
<b>Commercial/Selective incentives</b> Free products for joining party 0 = No 1 = Yes	

### Design and Delivery

<b>Party</b> <b>URL</b>	
<b>Audio files</b> 0 = No 1 = Yes Total no.:	

<b>Video files (see webTV in main website code)</b> 0 = No 1 = Yes Total no.:	
<b>Webcast/Livestreaming</b> 0 = No 1 = Yes Total no.:	
<b>Freshness (frequency of update)</b> 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	
<b>Homepage button</b> 0 = No 1 = Yes, button 2 = Yes, logo	
<b>Members login</b> 0 = No 1 = Yes	
<b>Fixed menu bar</b> 0 = No 1 = Yes	
<b>Site Map</b> 0 = No 1 = Yes	
<b>Search tool: general site search</b> 0 = No 1 = Yes	
<b>Search tool: customized/personalised (postcode)</b> 0 = No 1 = Yes	
<b>Site Tips / Help / How to Use</b> 0 = No 1 = Yes	
<b>No pictures option</b> 0 = No 1 = Yes	
<b>Print format (doc's, news releases)</b> 0 = No 1 = Yes	
<b>Download button for pdf's</b> 0 = No 1 = Yes	
<b>Foreign Language</b> 0 = No 1 = Yes, 'one off'	

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