



**Research Institute for Health and Social Change**  
**Department Psychology and Speech Pathology**  
**Community and Organisational Psychology Research Group**

**Final Report of an Evaluation of the Community  
Development Exchange (formerly Standing Conference  
for Community Development) Web-site:**

Commissioned by  
SCCD with funding from the Active Community Unit

Carolyn Kagan<sup>1</sup> and Asiya Siddiquee  
Community Psychology Team

August 2004

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addressed issues arising from the evaluation as and when they arose with skill and perseverance, and who has created and maintained a well-used and much valued web-site .

## 1 Executive Summary

1.1 A multi-method, user focused evaluation of the SCCD *Information and Exchange Project*, delivered primarily through the development of its web-site, was undertaken between August 2002 and March 2004. The aims of the evaluation were:

- A. To provide independent information to the SCCD about the effectiveness and impact of the project in relation to its objectives;
- B. To provide information from the perspectives of community development practitioners about the effectiveness of the web site and other sources of influence on practice development;
- C. To describe the impact of the project on the internal workings of SCCD as an organisation;
- D. To identify, where relevant, recommendations for improvements to the web site and priorities for the future development of the project.

1.2 Over the course of the evaluation, feedback was given to SCCD through discussion and interim reports, and amendments to the web-site were made.

1.3 In January 2004 SCCD re-named the organisation Community Development Exchange (CDX) and re-designed its web-site.

1.4 Final, overarching findings and recommendations were as follows:

1.4.1 The evaluation of the SCCD/CDX web-site has indicated positive appreciation for the site. \*It is relevant, accessible and contributes positively to community development practice and to the working of CDX. The evaluation has pointed out a number of areas in which the site could be improved and SCCD/CDX has responded to most of these.

***CDX will need to continue to seek information about, and reflect upon how the site is being used and what is needed by community development workers in the field. On line feedback would be a quick and relatively cheap way of getting information from practitioners.***

1.4.2 Use of the site is made by non-CDX members as well as members, although there is still not universal usage made of it.

***CDX will need to continue to find ways of publicising the site, demonstrating its utility and increasing site usage.***

1.4.3 Evaluation of the site has helped the organisation focus its purpose and functions.

***Continual review of the relevance of the site will need to be embedded in CDX organisational systems.***

1.4.4 Community development practitioners value other ways in which CDX supports practice exchange and development, and may not consider the benefits of interactive discussion on the CDX web-site as good use of time..

***Further integration of all forms of practice exchange support and development and its exchange amongst members and other Community development***

***practices will be needed in the future. This will include developing the use of e-bulletins and consideration in the immediate future of text messaging as a vehicle for communication.***

1.4.5 Different forms of information about community development are inter-dependent.

***CDX will need to maintain good and extensive links with other organisations and sources of information, as well as good access links to relevant information, through regular revisions of its links and resources sections.***

1.4.6 Levels of internet and ICT fluency vary considerably amongst community development professionals and their community partners. Extensive resources are being channelled into capacity development in the community sector and it will be necessary to ensure community development workers develop their own capacity alongside these.

***CDX may have an increasingly useful role to play in stimulating awareness of and support for ICT and internet usage - beyond web-site use - amongst community development practitioners.***

1.4.7 It would be inconceivable in these days of electronic communication for SCCD not to have a web-site. The most useful way to conceptualise this is as a tool to assist with the organisation's key functions, not as a replacement of them. A challenge remains to continue to reflect on how it enhances and impacts on the work of the organisation, and how its value can be enhanced. During the evaluation, CDX has been responsive to feedback about the site. The overall evaluation has highlighted the value of receiving regular feedback, but also the necessity of having a dedicated member of staff to maintain and adapt the web-site.

***CDX will need to find resources to continue the role of the webmaster, in order to maintain the currency and relevance of the site and to incorporate new forms of IT communication as they emerge.***

1.4.8 The evaluation has identified the extent to which the web-site is an asset, as well as several positive features about how CDX works as an organisation.

***Continued funding for the support and maintenance of the web-site and developments in ICT between CDX and its members as well as within CDX will be needed.***

## 2 Introduction

In June 2002 The Standing Conference for Community Development (SCCD) commissioned the Community Psychology research team at Manchester Metropolitan University to evaluate the *Information and Exchange Project* which had been in operation since 2001. The objectives of the project were to:

1. Provide a facility to enable community development practitioners (paid and unpaid) to exchange information and experience;
2. Provide community development practitioners and policy makers with examples and learning from practice that has worked;
3. Provide information and an opportunity for dialogue about, policy that has implications for community development;
4. Provide community development practitioners and policy makers with an up to date source of information about events, publications and research related to community development.

The way of achieving those objectives was primarily through the development of the use of the SCCD web site.

The central question to be asked in the evaluation was:

**How can SCCD, as an organisation with a very diverse membership, encourage and support the exchange of information and experience, primarily through the use of a web site, in order to contribute to practice development?**

This question required a web-site evaluation strategy that was both formative (providing information for project improvement during the course of the project) and summative (providing information that demonstrates ways in which the project has contributed to practice development). The evaluation was to be context-sensitive and emphasise user experiences in order to inform the development of the project and assess its impact on practitioner development.

In the light of what was already known about web-site evaluation, it was agreed the evaluation would need to take account of context, mechanisms of engagement with the site, and outcomes at three different levels - environmental, organisational, interpersonal and personal (see Table 1). Context and outcomes should include consideration of personal, interpersonal and environmental issues; engagement with the site should include access and availability, authority and clarity of purpose, interactivity and navigability, content, relevance and timeliness.

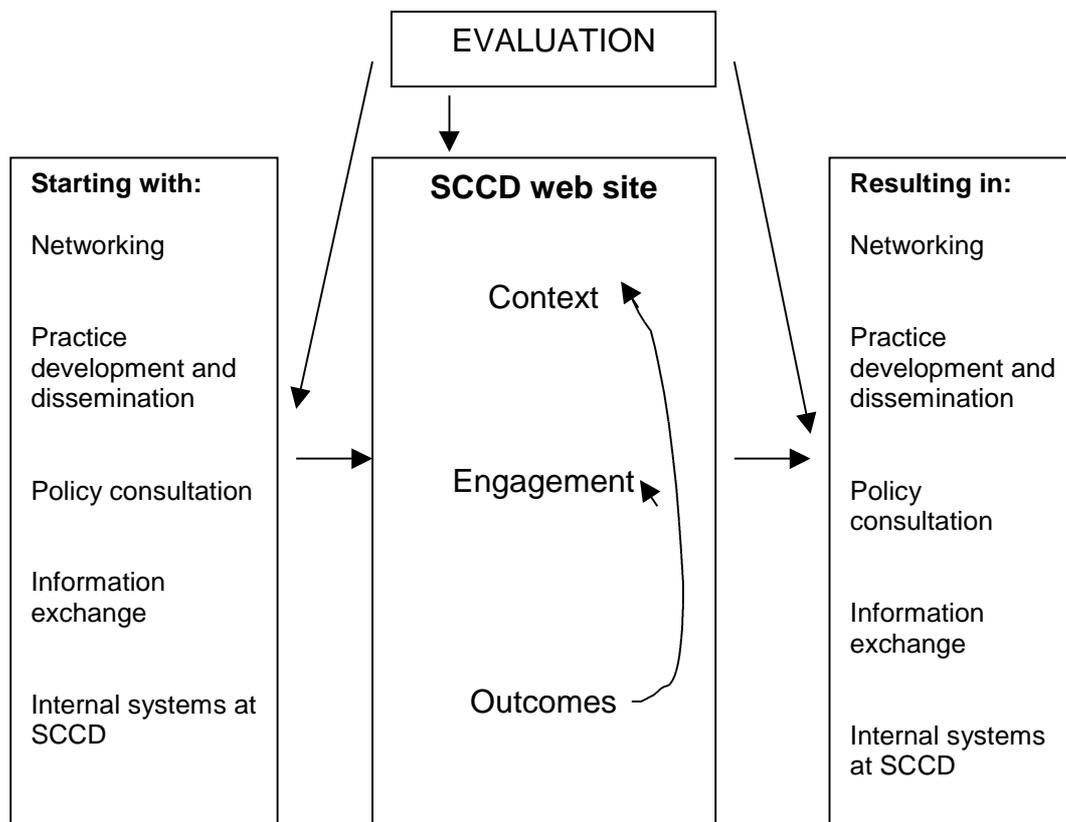
**Table 1: Components of web site evaluation**

<b>Context</b>	<b>Engagement with site</b>	<b>Positive and negative outcomes</b>
<p><b>Environmental:</b> Availability of other web-sites; access to internet technology;</p> <p><b>Organisational</b> Existing forms of communication with members and dissemination of good practice; internal SCCD systems;</p> <p><b>Interpersonal:</b> Existing means of networking, dissemination of good practice and feedback on policy consultations</p> <p><b>Personal</b> Existing level of internet skill; knowledge for practice development</p>	<p><b>Environmental:</b> Access; Architecture of the site: appearance, navigability, readability of the site;</p> <p><b>Organisational</b> Skills and resources to establish and maintain web-site; attitudes and receptivity of SCCD staff; links with strategic plans and strategies</p> <p><b>Interpersonal:</b> Clarity of purpose; interactivity of site; relevance and quality of material; linkage possibilities</p> <p><b>Personal:</b> Usability of the site; authority timeliness of information;</p>	<p><b>Environmental:</b> Changes in access, availability and usability; relative value of other sites;</p> <p><b>Organisational</b> Impact on workings of SCCD; efficiency savings vs. development of activities; membership and member satisfaction; knowledge and information gains</p> <p><b>Interpersonal:</b> Changes in networking; relative value of other forms networking; positive and negative impact on organisations; positive and negative impact on social capital</p> <p><b>Personal:</b> Identification of need for internet skills development; changes in practice;</p>

The SCCD project was introduced into a professional environment in which community development practitioners already had methods of networking, disseminating good practice, consulted on policy and exchanged information.

Thus the task of evaluation would be in part to explore practitioners' perceptions of the efficacy of these existing mechanisms, alongside the impact of the new project and web site. Figure 1 illustrates the range of understanding sought by the evaluation.

**Figure 1: Range of Understanding sought by evaluation of SCCD Project**



Thus the evaluation sought to provide information on the context, engagement with the web-site and outcomes, taking account of existing practices and user perceptions.

In the light of the above, the evaluation was a multi - method, user focused, context sensitive evaluation of the impact of the SCCD project on community development practice.

## ***2.1 Aims and Objectives of Evaluation***

- A. To provide independent information to the SCCD about the effectiveness and impact of the project in relation to its objectives;
- B. To provide information from the perspectives of community development practitioners about the effectiveness of the web site and other sources of influence on practice development;
- C. To describe the impact of the project on the internal workings of SCCD as an organisation;
- D. To identify, where relevant, recommendations for improvements to the web site and priorities for the future development of the project.

Specifically the aims were to:

1. Collate and analyse data, at personal, organisational, interpersonal and environmental levels, from a range of different community development practitioners and SCCD staff, about sources of influence on practice development and the relative contribution made by the SCCD project;
2. Describe how the SCCD project has contributed to change in community development practice, knowledge, professional networking and links between practitioners;
3. Describe how the web-site has impacted upon the working and operation of SCCD as an organisation;
4. Assess the impact of the SCCD project on community development practitioners beyond the SCCD membership;
5. Provide feedback to SCCD ideas for improvement to the web site in the light of user feedback, and needs to develop internet capability amongst the SCCD membership;
6. Identify some future developments SCCD might make in order to contribute to community development practice.

## **2.2 Design**

A multi-method, user - focussed evaluation was designed. of the impact of the SCCD project is proposed. Methods will include face to face interviews with the webmaster; SCCD staff team interview; site usability tests, on-line feedback and survey, postal survey, and telephone interviews. Appendix 1 gives more information on the process of undertaking the evaluation and on the types of information obtained through different methods of data collection.

Table 2 summarises the information sought with method of data collection and anticipated evaluation outputs. In order to assess change as a result of web site development, it was planned to collect interview and survey data at 12 month intervals. However, as the character of SCCD changed during the evaluation, and the organisation was re-branded as Community Development Exchange (CDX), direct comparison of information from different data collection points was not possible.

**Figure 2: Evaluation design**

<b>Information sought about:</b>	<b>Method of obtaining information:</b>	<b>Information used to develop and inform:</b>
Engagement	1. Web master interviews	Intentions and objectives of web site; capacity for web site development (aim 4)
Engagement	2. Usability tests	How easy the web site is to use in relation to objectives (aims 1,4,5)
Context Outcome	3. SCCD team discussion	Impact of the web-site on the operation and functions of SCCD; benefits of the web-site for the staff; ways in which web-site might be linked in to other SCCD practices (aims 3,2,5,6)
Context Engagement Outcome	4. Postal survey <ul style="list-style-type: none"> <li>• SCCD members</li> <li>• Other community development networks</li> </ul>	Positive and negative experiences of users in terms of web site design; changes in user experiences over time; impact on professional development. perceived impact of site in terms of information, networking, impact on practice; extent to which web site builds on or replaces existing practices; alternative influences on practice development (aims 1,2,4,5)
Context Engagement Outcome	1. Telephone interviews <ul style="list-style-type: none"> <li>• Web site users</li> <li>• Non web site users</li> </ul>	User and non user perspectives: detailed information on alternative sources of impact on practice development; availability and access; skills; impact on work and practice; gains or losses of social capital; dissenting views - the 'downside' of internet based information. (aims 1,2,4,5,6)

### **2.3 Participants**

Different people participated in the different stages of data collection, as summarised in Table 3. More details about participants are given in the interim reports (Appendices 3-6).

**Table 3: Number of participants involved in the evaluation**

<b>Stage of data collection</b>	<b>Participants invited</b>	<b>Notes</b>
1. Web master interviews	Web master at SCCD	1
2. Usability tests	Researcher(s); interested evaluators (N=16)	2 for first usability test; 14 for second usability test
3. Postal survey	SCCD members (N= approx. 260)  Other community development networks (North West participation workers (Stage 1 (N= 280); Community work practitioners Stage 2 (N=2000))	NB response rate low. See Appendices 3, 6
4. SCCD Team discussion	All team members (N= 6)	
5. Telephone interviews	SCCD members (N= 17 on two occasions)	

## **2.4 Ethical Issues**

The project proposal was submitted to, and approved by the ethics panel of the Department of Psychology and Speech pathology ant Manchester Metropolitan University. The following ethical safeguards were included as the project proceeded:

The SCCD web-site contained information about the evaluation in the members area, with contact details for the lead researcher. This meant that the researchers, who were independent of SCCD could have access to all areas of the web-site and look and see how some of the networking features included in the Members Area were being used, and that all those contacting the site would know this.

Information provided by questionnaire remained anonymous, both in terms of respondent and any third parties identified, other than those whose details are in the public domain (for example names of publications, other web-sites and so on). Reporting of any evaluative comments about third

parties (individuals or organisations) did not name the third party or identify them in any way.

As far as possible information provided through interviews was reported anonymously. This was not possible with the webmaster interviews and her identity could not be withheld. Nevertheless, she was invited to delete or rephrase any comment reported that she was not comfortable with. On one occasion the webmaster thought she could identify the comment reported in an interim report and the descriptor of the respondent was changed.

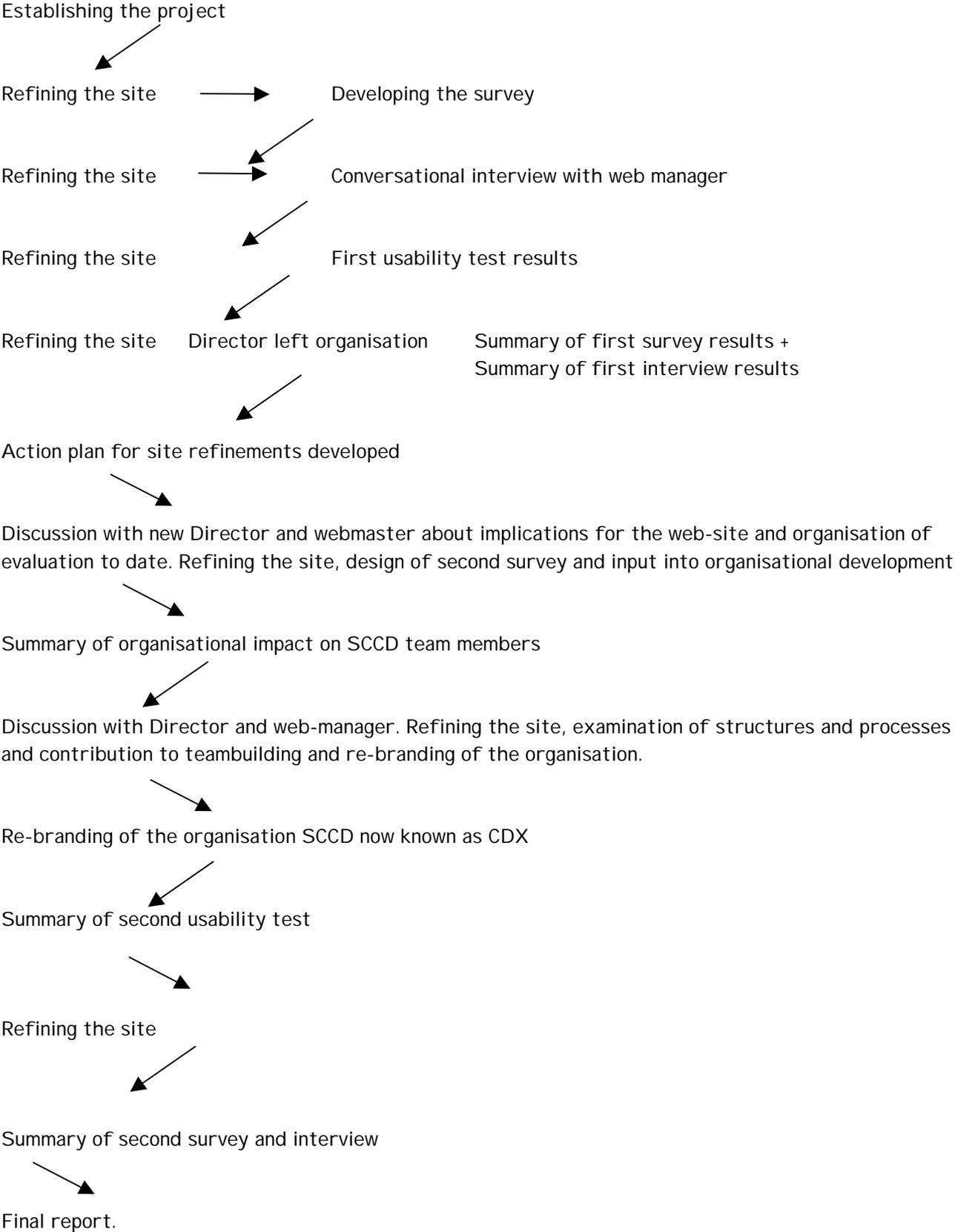
## ***2.5 Evaluation Team***

Carolyn Kagan, Professor of Community Social Psychology, and Asiya Siddiquee, PhD research student, from the Community Psychology research team at Manchester Metropolitan University. Both have an interest in community development. Asiya's interests are in ways in which the internet and electronic communication affect social capital for those marginalised by the social system. She is particularly interested in IT skills development with women. Carolyn works with disabled people and their families and women living poverty. She has experience of service development and evaluation, in the public, private, voluntary and community sectors, using a variety of methods, and has written extensively about this work. Both Asiya and Carolyn work according to community psychology principles and values, which are closely aligned with those of community development (see [www.compsy.org.uk](http://www.compsy.org.uk)) for further details.

## ***2.6 Process of undertaking the evaluation***

The evaluation was conceived of as action research wherein information arising from the project would be fed back to the SCCD team on a regular basis so that amendments to the web-site could be made before further information was collected (Appendix 2 describes this process in more detail). Figure 2 summarises the stages of the research.

**Figure 2: Cycles of response to issues arising from the evaluation**



### **3 Findings from the evaluation**

The detailed findings have been presented as interim reports (Appendices 3,4,5,6). Here a summary of the issues will be made.

#### ***3.1 Impact of the web-site on the project objectives***

The evaluation took place in the context of the project objectives and a summary of main findings under each objective follows.

##### **Objective 1: Provide a facility to enable community development practitioners (paid and unpaid) to exchange information and experience**

The web-site has provided a good opportunity for community development practitioners (paid and unpaid) to exchange information and experience. However, extensive use of these possibilities (such as the discussion forum of the old SCCD site) were not made. In part this is due to limited internet access and skills. There are signs that the 'sounding off' section of the new CDX site will attract greater participation. CDX has articulated clear plans as to how the integration of the web-site with other CDX activities will enhance its practice exchange elements. For community development professionals, face to face and other sources of information, including that offered by other web-sites, remain important, and the links and resources sections of the web-site will continue to be appreciated.

##### **Objective 2: Provide community development practitioners and policy makers with examples and learning from practice that has worked**

Insofar as the information exchange was limited, so the practice exchange was also limited. The practice development pages within the members' section of the old SCCD were underused. The necessity for a members' section was questioned throughout the evaluation. For community development professionals, face to face and other forms of practice exchange remain important.

Ideas for linking the Web-site with other forms of networking and the development of e bulletins and the maintenance of other events, such as network development meetings, conferences and so on, may be what CDX should focus on.

##### **Objective 3: Provide information and an opportunity for dialogue about, policy that has implications for community development**

The web-site was appreciated for the quality of the information it gave about policy developments. Whilst there was little participation via the web-site on consultations, users found the discussions and summaries useful and returned to them repeatedly. The ability to download from the site was valued. From the limited information obtained it may well be that other web-sites, with a more narrow and specialist focus, will be better able to support interactive features, and there are indications that this is not what community development practitioners want from the CDX site, even if it would be useful for CDX when formulating responses to policy consultations. In the short term, CDX will need to continue to find other ways of gaining information from its members beyond those supported by a web-site.

**Objective 4: Provide community development practitioners and policy makers with an up to date source of information about events, publications and research related to community development.**

One of the most highly valued aspects of the web-site was in the links it provided to other organisations, and the information provided about events and activities. The new site was found to be easy to navigate and to find information of relevance. As a tool aiding communication the web-site is indispensable to many practitioners. Information about the web-site is becoming more widespread, although regular use of it is patchy. The new web-site received favourable assessments of its appearance, layout and ease of accessing information. The simplicity of the site and its lack of frills, or what are seen as gimmicks, continues to be appreciated.

It seems that once people visit and explore the site, its value is appreciated and they visit again. This reinforces the importance of continuing to publicise the site and ensuring that all those who might benefit know about it.

Some of the new features, such as the 'sounding off' section have attracted participants, although it is too early to know if the postings have led to enhanced practice.

The site continues to be used as a supplement to other, more detailed and focussed sites, thus supporting the niche that CDX hopes to fill as an umbrella organisation. Community development strategy documents are referred to on the CDX site, and there is some evidence these are used on the ground to explain and support community development work. Furthermore the CDX web-site, along with other web-sites, is used in conjunction with other forms of electronic and non-electronic communication. In particular, e-bulletins, e-lists, inter-net searching, newsletters (including the CDX newsletter), telephones and face to face contact remain important sources of information and practice development.

The links section and signposts to community development resources remain important and useful aspects of the CDX site. One additional service identified for future development of the CDX site was further sign-posting to the types of e-lists available to people.

### **3.2 Outcomes**

It has been impossible to assess the degree to which changes in access and usage of the CDX/SCCD site have taken place over the 20 months of the evaluation. Some people report increased usage, some decreased usage and some approximately the same levels of usage. However, the purpose of the CDX site, compared with other sites, seems to have become clearer and thus it is likely there will be more focused and efficient use made of the CDX site, alongside continued use of other sites.

During the process of the evaluation there has been continual feedback to SCCD about emergent findings and ways in which the web-site might be improved. For example, Table 4 summarises the response SCCD made to some interim recommendations (see Appendix 5 for full discussion).

**Table 4: Response from SCCD to interim recommendations arising from the evaluation**

Recommendation	SCCD response
SCCD re-visit and clarifies its aims and purposes, so as to be clear what it is that they might be offering members and other community development practitioners that is not already offered by other community development sites;	<p>This would be an issue for continuing discussion in the context of the new Director's appointment.</p> <p>Feedback to be sought from members about what they want from SCCD</p> <p>Stage 2 evaluation survey to go to a wide mailing list of all those who had responded to a survey of community workers - this includes members and non-members.</p>
SCCD re-visits and clarifies how it is anticipated that the web-site will complement other channels of information, practice exchange and networking;	<p>Evaluation team would forward to SCCD additional information gathered regarding impact of the newsletter.</p> <p>The issue would be explored by the evaluation team in a group interview involving all SCCD staff, and topics for discussion would be circulated in advance..</p>
A strategy is developed wherein SCCD may continue to contribute to attempts to ensure that IT and internet use is prioritised in the community development sector for training and professional development, and to publicise good practice in this respect;	<p>Permission would be sought from the SCCD Chair for the stage one interim evaluation report to be posted on the web-sites of both SCCD and Evaluation team.</p> <p>This issue would be considered as part of the thinking towards strategic plan for SCCD</p>
Careful consideration be given to building in e-mail linked means of linking members to the web-site, both for information, practice exchange and networking;	<p>The web manager and Network development Officer would monitor existing links and re-establish any which had disappeared, as well as explore the utility of direct links to projects in the field.</p>
An on-line feedback facility is made available so that information may be obtained from visitors to the site about the value of the site for them;	<p>The web manager would establish an on-line feedback facility and undertake a web-site analysis.</p>
Links to the SCCD site are clearly placed on other key community development web-sites;	<p>Web manager would ensure, in discussion with other team members that relevant reciprocal links were in place.</p>
If practice exchange remains a priority, consideration is given to commissioning practitioner contributions to the site from SCCD staff knowledge about good practice, so as to broaden the authorship of contributions to the site;	<p>Team members and Networking Development Officer would explore ways in which more contributions from the field might be obtained.</p>
Exploration of different ways in which the site might be publicised amongst SCCD members (and possibly other community development practitioners) would be useful in order to widen publicity for the site and its benefits;	<p>Mechanisms for publicising the web-site would be reviewed and all opportunities taken to widen knowledge about the site would be taken.</p>
Some features of the site could be modified to improve navigability and access to information available on the site.	<p>The web manager would modify specific features of the site to improve its navigability. An action plan was produced for addressing recommendations.</p>

Consequent changes have been made to the site on a regular basis, culminating in a re-design of the site with the re-branding of the organisation from SCCD to CDX. The internal operations of CDX continue to build on the possibilities of the web-site for amalgamating different forms of information and linking different kinds of activities (such as newsletter and web-site; regional network development and web-site). Staff

appreciate the existence of the web-site and anticipate positive future developments in parallel with the other activities of CDX.

Some efficiency savings in the internal transfer of information is evident, but this has to be set alongside the costs of web-site management. It is clear that the web developments have enhanced the overall development of CDX, but the weighting of its contribution is impossible to determine. The web-site is seen by staff as having an important role to play in the development of other CDX function, including, for example, the maintenance of contact with members, information sharing, network development, and events.

The launch of the new organisation, CDX afforded the possibility for re-examination of the core purposes of CDX, and the subsequent close alignment of web content with the organisation's strategic purposes. Further more, the evaluation itself, gave a forum for CDX staff to discuss how their activities and functions inter-related.

The evaluation has revealed clear positive impacts of the web-site on the internal workings of CDX, but has been unable to indicate ways in which the CDX web-site alone has impacted on other community development organisations. This is not surprising as a web-site from a membership organisation such as CDX with its strategic development and over-arching support functions, should only ever be understood as an adjunct to other sources of information and practices. It is a tool, not in and of itself the professional practice. (Individual project web-sites may also be best understood as a helpful tool to fulfilling the core purposes of the project: however, at times web-sites may be the sole mechanism for delivering the project.)

The evaluation confirmed what other explorations of the use of IT in community development have found - namely that personal competencies limit the use of web-based information. Some community development practitioners - and workplaces - have limited IT skills and possibilities for skill development. Furthermore, some of the partners of community development practice are also limited in access and skill. However, the situation is changing rapidly and the enhanced availability of IT access and skills projects in neighbourhoods may mean that community partners enhance their competencies more quickly than some practitioners. Thus there is a need for community development employers to support the development and IT skills and access to IT facilities, and to see this as a legitimate part of the community development role.

### **3.3 Context of the SCCD/CDX web-site**

Detailed analysis of the data collected can be found in Appendices, 2,4,5, and 6. Here a summary of the issues will be made.

It was clear after the first stage of the evaluation that SCCD was developing its web-site in a context that was both enabling but at the same time presenting barriers to progress. A summary of these features of the context are given in Figure 3. Midway through the evaluation, the following issues about the context of relevance to further development of the site were identified:

- The potential impact of the web-site is wider than just SCCD membership and other groups of community development practitioners are likely to have similar patterns of internet access, internet skills, existing strategies for gaining information and so on. This has been illustrated by collecting information from a group of participation workers who have common interests with the SCCD membership.
- It is unclear what the extent of internet access and usage is as it is likely that those from whom we have gained information will be those who are positively disposed towards new technology. The information we have obtained indicates that internet availability and usage at work, amongst community development practitioners, is probably growing, although time and costs (for smaller organisations) restricts usage.
- Community development workers are able to identify a range of other useful community development web-sites, with those specialist sites, with a more narrow focus being the more often consulted and used.
- The incentive to widen electronic applications in community development is restricted by the perceived slower development of internet facilities amongst community groups.
- There are some clear professional reasons for community development practitioners to develop wider use of the internet, particularly in terms of access to policy documentation, reports and information about similar projects. However, it was recognised that these benefits have to be balanced against, in particular, the time taken to retrieve the information. There is some evidence of the networking benefits of internet use, but specific mention of e-networks, discussion groups, and so on were infrequent. On the other hand there were clear statements given about the merits of face to face discussion and opportunities and the most important means of developing ideas and contacts. Nevertheless, e-mails a means of communicating with colleagues both within and outside the organisation is the most common form of communication system after the telephone.

By the end of the evaluation, there were signs that use of the web-site and access to the internet were increasing. Whilst early on in the evaluation we were hearing about the limited access at work (both attitudinal and actual) and even more limited access amongst community groups, these comments were not being made a year on. However, neither internet access, nor levels of IT skills to be able to make use of internet potential can be assumed amongst community development workers and their community partners.

Paradoxically, recently, and in part over the same period of time, there have been a number of national and local initiatives to 'wire up' local people and to ensure everyone

has access to internet facilities and training. Community Development practitioners have begun to explore the possibilities of different forms of communication both for notions of community, and networks, but also for their practice. The recent explosion of mobile electronic technology both in terms of volume and accessibility presents challenges for organisations such as CDX, which will have to continue to adjust and adapt to the rapidly changing environment. There is a real possibility that community partners - especially young people - will overtake community development practitioners in their use of electronic technology. The trend is for text bulletins to overtake e-bulletins in popularity.

### **3.4 Engagement with the SCCD/CDX site**

Detailed analysis of the data collected can be found in Appendices 3,4,5 and 6. Here a summary of the issues will be made.

It was clear after the first stage of the evaluation that not all members, but some non-members reported active engagement with the SCCD site. A usability test revealed that the site had a number of 'best practice' features, but that there were some specific aspects that might be modified to enhance navigability. Some specific suggestions for modifications were identified, many of which were subsequently undertaken. There was strong support for the web-site amongst SCCD staff who were beginning to identify ways in which their other practices and services to members could be enhanced by the web-site (see Appendices 3,5). The enabling and hindering aspects of engagement with the site at the interim stage of the evaluation are shown in Figure 4.

Other points of note midway through the evaluation are as follows:

- Whilst SCCD as an organisation is beginning to see some advantages in having a web-site, there is, currently little in the way of efficiency savings for the organisation. These may well emerge as the project becomes better known. The skilled and knowledgeable webmaster has identified and begun to implement a number of strategies for web development and for raising knowledge and understanding of the web-site. The site does not, as yet, reflect all the strategic priorities of SCCD.
- SCCD staff have made some useful material available on the site, and have initiated some discussion threads. It is not clear how - or if- members are making use of them. The web-site is proving a useful vehicle for linking with other organisations although sometimes web based links do not always seem to be reciprocated. The links, resources, events and news sections of the site are the most widely used, with members' area not attracting much interest as yet. There is little member participation in the interactive aspects of the site, and this in turn limits practice exchange possibilities to date. The strengths of the site lie in the information that is made available and the contact information for linking with other organisations. A number of suggestions for development were made by respondents, including developments based on e-mail systems, the production of information digests and provision of local databases.

By the end of the evaluation the web-site had changed and the new CDX site was not directly comparable with the old SCCD site. At this point, however, engagement with the site seemed more positive and many of the earlier critical comments about the old site had been addressed.

**Figure 3: Barriers and Enabling features of the context of SCCD Web-site mid-evaluation**

Enabling features	BARRIERS
<p><b>Personal:</b></p> <ul style="list-style-type: none"> <li>• Majority of practitioners have adequate IT skills ⇨</li> <li>• Time for professional development is available for most practitioners ⇨</li> <li>• A range of IT applications are used by practitioners with the emphasis on word processing, email and general internet surfing ⇨</li> <li>• A range of web-sites are used ⇨</li> <li>• Of those who have experience of e-discussion groups, relatively few have found them important or of interest for work ⇨</li> <li>• Experiences of how internet applications have helped community development practice is growing ⇨</li> </ul> <p><b>Interpersonal:</b></p> <ul style="list-style-type: none"> <li>• Practitioners committed to networking, learning and development ⇨</li> <li>• Extensive use made of e-mails ⇨</li> <li>• Some benefits to networking already seen from IT applications - enables contacts to be maintained at a distance ⇨</li> <li>• Some web-site developments enable contacts and links to be made ⇨</li> </ul> <p><b>Organisational:</b></p> <ul style="list-style-type: none"> <li>• SCCD web-site development project ⇨</li> <li>• Large number of enquiries to SCCD ⇨</li> <li>• Existing site to build on, and developments begun (e.g. members' area) ⇨</li> <li>• Skilled webmaster with knowledge about access features ⇨</li> <li>• Use of other channels for promoting web-site (newsletter, e-mails, conferences) ⇨</li> </ul> <p><b>Environmental:</b></p> <ul style="list-style-type: none"> <li>• Access to IT good at work, particularly for managers ⇨</li> <li>• Assistance is available work form dedicated staff ⇨</li> <li>• Many different web-sites are already being used frequently by a quarter of practitioners ⇨</li> </ul>	<p><b>Personal:</b></p> <ul style="list-style-type: none"> <li>⇨ • Lack of training</li> <li>⇨ • Little prioritising IT for professional development</li> <li>⇨ • There is not wide use of internet applications</li> <li>⇨ • Few practitioners have experience of e-discussion groups</li> <li>⇨ • Only half practitioners regularly update their knowledge via newsletters and other sources, and those that do use specialist publications</li> <li>• Practitioners find specialist web-sites of most use</li> <li>• The extent of internet usage is unknown</li> </ul> <p><b>Interpersonal:</b></p> <ul style="list-style-type: none"> <li>⇨ • Telephone and different kinds of meetings are well established and built into working practices</li> <li>⇨ • Face to face contact considered important</li> <li>⇨ • Little use as yet made of e-discussion groups although potential is beginning to be seen</li> <li>• Limited perceived IT access for community groups</li> <li>• Time and costs</li> </ul> <p><b>Organisational:</b></p> <ul style="list-style-type: none"> <li>⇨ • General reluctance to use IT in the sector</li> <li>⇨ • A large number of e-mail enquiries dealt with</li> <li>⇨ • Newsletter well established and read</li> </ul> <p><b>Environmental:</b></p> <ul style="list-style-type: none"> <li>⇨ • Access to IT at home less good</li> <li>⇨ • Half of practitioners are sharing IT facilities at work, some with lots of other users</li> <li>• Informal assistance is relied on, including from family members and a quarter of practitioners have no help</li> <li>• The majority of practitioners make little use of internet and other web-sites</li> </ul>
Initial engagement: enabling features balance barriers	↑ future development: enabling features outweigh barriers ↑

⇒ as the SCCD web-site developed, the enabling features of the context were built on and the barriers borne in mind or weakened.

**Figure 4: Barriers and Enabling factors of engagement with the site mid evaluation**

Enabling features	BARRIERS
<p><b>Personal:</b> Interest in making greater use of e-mail systems and of accessing information digests and local resource lists      ⇨</p> <p><b>Interpersonal:</b></p> <ul style="list-style-type: none"> <li>• Home page, Resources, News and Events sections of the site found to be useful.      ⇨</li> <li>• Relevant material has been put on the site      ⇨</li> <li>• Linkage possibilities are good and there is considerable amount of contact information, both to organisations and other web-sites      ⇨</li> <li>• SCCD staff active in beginning discussion topic threads and in putting material on the site in different access formats</li> </ul> <p><b>Organisational:</b></p> <ul style="list-style-type: none"> <li>• Knowledgeable and skilled webmaster with responsibility for site development      ⇨</li> <li>• The potential of the web-site for changing working practices is beginning to be seen      ⇨</li> <li>• Web-site has opened up links with other organisations</li> </ul> <p><b>Environmental:</b></p> <ul style="list-style-type: none"> <li>• Site is easy to access and contains features which make it accessible to a wide range of people      ⇨</li> <li>• Visual and written information is easy to understand</li> </ul>	<p><b>Personal:</b> Relatively few people have accessed the site and little information is known about what they thought of it      ⇨</p> <p><b>Interpersonal:</b></p> <ul style="list-style-type: none"> <li>• Relatively little known about community development practitioners' engagement with the site      ⇨</li> <li>• Not all links with key community development organisations are reciprocated.      ⇨</li> <li>• Few contributions to the site are made by members      ⇨</li> <li>• Practice exchange possibilities are limited</li> </ul> <p><b>Organisational:</b></p> <ul style="list-style-type: none"> <li>• Existing working practices are effective      ⇨</li> <li>• Not all SCCD staff are familiar with all the contents of the web-site      ⇨</li> <li>• Links to SCCD web-site from other community development sites are not always clear      ⇨</li> </ul> <p><b>Environmental:</b></p> <ul style="list-style-type: none"> <li>• Appearance of the site could be brightened up      ⇨</li> <li>• Some modifications to the site could usefully be made to improve navigability for average to good internet users.      ⇨</li> </ul>
Initial engagement: barriers outweigh enabling features      ↑	future development: enabling features outweigh barriers      ↑

⇨as the SCCD web-site developed, the enabling features of the context were built on and the barriers borne in mind or weakened.

## **4 Conclusion and recommendations**

The evaluation of the SCCD/CDX web-site has indicated positive appreciation for the site. \*It is relevant, accessible and contributes positively to community development practice and to the working of CDX. The evaluation has pointed out a number of areas in which the site could be improved and SCCD/CDX has responded to most of these.

***CDX will need to continue to seek information about, and reflect upon how the site is being used and what is needed by community development workers in the field. On line feedback would be a quick and relatively cheap way of getting information from practitioners.***

Use of the site is made by non-CDX members as well as members, although there is still not universal usage made of it.

***CDX will need to continue to find ways of publicising the site, demonstrating its utility and increasing site usage.***

Evaluation of the site has helped the organisation focus its purpose and functions.

***Continual review of the relevance of the site will need to be embedded in CDX organisational systems.***

Community development practitioners value other ways in which CDX supports practice exchange and development, and may not consider the benefits of interactive discussion on the CDX web-site as good use of time..

***Further integration of all forms of practice exchange support and development and its exchange amongst members and other Community development practices will be needed in the future. This will include developing the use of e-bulletins and consideration in the immediate future of text messaging as a vehicle for communication.***

Different forms of information about community development are inter-dependent.

***CDX will need to maintain good and extensive links with other organisations and sources of information, as well as good access links to relevant information, through regular revisions of its links and resources sections.***

Levels of internet and ICT fluency vary considerably amongst community development professionals and their community partners. Extensive resources are being channelled into capacity development in the community sector and it will be necessary to ensure community developments workers develop their own capacity alongside these.

***CDX may have an increasingly useful role to play in stimulating awareness of and support for ICT and internet usage - beyond web-site use - amongst community development practitioners.***

It would be inconceivable in these days of electronic communication for SCCD not to have a web-site. The most useful way to conceptualise this is as a tool to assist with the organisation's key functions, not as a replacement of them. A challenge remains to continue to reflect on how it enhances and impacts on the work of the organisation, and how its value can be enhanced. During the evaluation, CDX has been responsive to feedback about the site. The overall evaluation has highlighted the value of receiving regular feedback, but also the necessity of having a dedicated member of staff to maintain and adapt the web-site.

***CDX will need to find resources to continue the role of the webmaster, in order to maintain the currency and relevance of the site and to incorporate new forms of IT communication as they emerge.***

The evaluation has identified the extent to which the web-site is an asset, as well as several positive features about how CDX works as an organisation.

***Continued funding for the support and maintenance of the web-site and developments in ICT between CDX and its members as well as within CDX will be needed.***

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## **Appendices**

### **1. Process of undertaking the evaluation**

**1a Postal survey questionnaire Phase 1**

**1b Postal survey questionnaire Phase**

**1c Telephone interview schedule Phase 1**

**1d Telephone interview schedule Phase 2**

**1e Webmaster interview schedule Phase 1**

**1f Usability Test Phase 1**

**1g usability Test Phase 2**

### **2. Action research Process**

**3. Interim report 1: Initial context and engagement with the site (**

**4. Interim report 2: Telephone interviews Phase 1**

**5. Interim Report 3: Organisational impact of the web-site on SCCD**

**6. Interim Report 4: Phase 2 - Follow-up**

## ***Appendix 1: Process of Undertaking the Evaluation***

The evaluation team tendered for, and obtained the contract to undertake the evaluation after the start of the web-site development project and at a point at which use was already being made of the web-site. Thus, information was not available as to what users of the site had wanted, or of their Internet literacy and so on prior to the project. (It should be noted though, that the project itself built on a user consultation about web-developments.)

Thus the design of the evaluation was a post- project implementation and follow up design, which would not be capable of reporting on causal links to any outcomes. The evaluation was further confounded, as it was impossible to hold all other relevant variables constant whilst looking at the impact of the web-site and its developments over time. Furthermore, during the course of the evaluation, the organisation, the Standing Conference on Community Development (SCCD) changed its image and re-branded itself as Community Development Exchange (CDX). Thus over the duration of the evaluation, the nature and content of the web-site changed, rendering comparisons of usage and appreciation of the site, over time, impossible.

Initial discussion of the evaluation proposal identified some useful processes for web evaluation, including an on-line survey, Initially the proposal contained a development project whereby women learning internet skills in an electronic village hall learnt how to devise and mount an on-line survey and collect information from it. This survey would then be mounted on the SCCD site and be capable of collecting information for the evaluation. However this was not approved and so was excluded from the project. An on-line survey was not, in the end, included in the evaluation.

The initial evaluation model did not include an organisational level of analysis and it was agreed to include this. Thus the impact of the web-site (i.e. impact on SCCD as an organisation) was inserted into the design.

The initial interest had been the impact of the web-site on SCCD members. However it was agreed that as web-sites had much wider potential application, some attempt to explore its impact on non-SCCD community development workers would be included.

Initial conversations with the web manager highlighted aspects of the web design and its purpose, and this clarified questions to ask throughout the evaluation.

Although a postal survey was part of the design, there was concern from the research team, from the outset, about the potentially small response rate to be gained. Thus other sources of information, including telephone interviews with members and non-members of SCCD as well as usability test information (widely used in web evaluations) were included.

Regular face to face, telephone and e-mail conversations were held with the web manager and the Director of SCCD/CDX at the beginning and end stages of the evaluation. This enabled feedback to be given quickly and responses made to the web-site design and content. Thus although the research was conceived as distinct phases, in practice information was made available and responded to in cycles. These are summarised in Appendix 2.

## **Design of the evaluation**

The design was a mixed method, user-focused design over different time points. It was initially conceived as a two time-point comparison design, but as the organisation re-branded before data collection was completed in Phase 2 this was not possible. The process undertaken was of action research (See Appendix 2). The evaluation of the SCCD web-site involved different methods, each of which gave a different type of information from different perspectives on the site.

### **Phase One: Sources of Information**

Different sources of information were used to be able to draw a picture of personal, interpersonal, organisational and environmental issues impacting on the use of the SCCD web-site at the start of the evaluation.

#### **Webmaster interviews**

Conversational, semi-structured interviews with the webmaster were undertaken (one face to face; one by telephone). Both interviews were audio recorded and portions of the tapes transcribed;

#### **Questionnaire survey**

Questionnaires were sent by post to all members of SCCD (N=330 ) and to a group of 280 participation workers, from an urban network (only 1 of whom was a SCCD member). Questionnaires were sent with stamped addressed envelopes and those to SCCD members were accompanied by a v-covering letter countersigned by SCCD and Manchester Metropolitan University. The return rate was 21% for SCCD members and 15% for other participation workers. In addition questionnaires were made available at the SCCD conference in September 2002, which was attended by 150 people. 3 conference questionnaires were returned.

A response rate of 15% is considered satisfactory for a postal questionnaire. However, the likelihood is that those that were returned are most probably from those who have the greatest interest in IT applications to community development practice. Thus, rather than representing community development practitioners and SCCD membership, results from them will over-inflate positive experience of, and attitudes to use of the internet for community development practitioners.

#### **Telephone interviews**

17 telephone interviews were undertaken. Volunteers who had returned the survey were contacted and care taken to recruit interviewees who differed in terms of type of SCCD membership, community development sector, geographical location, length of time working in community development, gender, level of employment.

#### **Usability test**

A web-site usability test was undertaken by (i) an 'expert' internet user and (ii) an 'adequate' internet user (self-defined), neither of whom had made contact with the SCCD web-site in advance, but both of whom were knowledgeable about community development. Identical tasks were set each user who recorded time to achieve tasks and comments on the experience of navigating the site. .

#### **Web-site analysis**

An analysis of the SCCD web-site content and facilities was undertaken. As the contents of the site were scrutinised and links followed up, notes were taken of destinations reached via links, overlapping information available on other sites,

verification of information given on the SCCD site and possibilities for making personal contacts.

## **Organisational Issues: impact on SCCD as an organisation**

### **Discussion with SCCD/CDX Director and Webmaster**

Discussions were held at regular intervals between the evaluation team and SCCD webmaster and director (both outgoing and incoming, over the life of the evaluation). Notes were taken of these meetings followed by written action plans and feedback of action taken.

### **Team discussion**

Information was obtained from SCCD staff via a whole team group discussion. Most team members had joined the organisation since the project had started, others were able to compare with the work of SCCD prior to the start of the project. The discussion was tape recorded, the transcript sent to all team members for amendments and report written of the themes that emerged.

## **Phase Two: Sources of Information**

### **Questionnaire survey**

Questionnaires were sent by post to all SCCD members and newsletter subscribers (N=265 - 12 were newsletter subscribers only), as well as those who had responded to an earlier survey of community workers (N=2000) (Glen, Henderson, Humm, Meszaros, and Gaffney, 2004<sup>3</sup>). Response rate was very low (47 in total: 16 SCCD members; 21 non-members; and 10 not stated).

Whilst it is normal for questionnaire surveys to give a low response, it is unclear why this response was so low. As the response rate was so low, the numerical information from the survey has to be treated with caution and generalisations to members of SCCD or to community development workers cannot be made. Nevertheless, the additional comments made by those who returned questionnaires highlighted some areas of interest.

### **Telephone interviews**

All those who had participated in interviews during the first phase of the research (N=17) were contacted for a follow up interview. Three phone lines were no longer in operation and two people had moved away, although one replacement member of staff was keen to be interviewed. Follow up interviews were short, and information obtained was thin, as most respondents thought they had little further to add to their first interviews. The majority had not seen the re-designed CDX site, and four of those contacted had made not further use of the site since their first interview. When asked about this, they were not able to say why this was. There did not seem to be positive reasons for avoiding the site. All interviewees were asked about their internet facilities. Except for one person who worked in a rural area with continuing poor access and no Broadband yet, most others interviewed reported some improvement in their IT facilities and an increase in their use of IT, especially e-mails.

### **Usability test**

14 people undertook the usability test. They had all been part of a seminar organised by the North West Evaluation Network, in which there had been discussion

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<sup>3</sup> Glen, A., Henderson, P., Humm, J., Meszaros, H. and Gaffney, M. (2004) *Survey of Community Development Workers in the UK: A Report on Paid and Unpaid Community Workers* Community Development Foundation, (ISBN: 1 901974 49 9). [www.cdx.org.uk/resources/cwresearch.htm#finalreport](http://www.cdx.org.uk/resources/cwresearch.htm#finalreport)

of the evaluation of the SCCD web-site and of web-sites and their contribution to social change more generally. Six usability testers identified themselves as adequate users, 7 as good users, 1 as good to expert and 1 as an expert user.

### **Ethical Issues**

The project proposal was submitted to, and approved by the ethics panel of the Department of Psychology and Speech pathology ant Manchester Metropolitan University. The following ethical safeguards were included as the project proceeded: The SCCD web-site contained information about the evaluation in the members area, with contact details for the lead researcher. This meant that the researchers, who were independent of SCCD could have access to all areas of the web-site and look and see how some of the networking features included in the Members Area were being used, and that all those contacting the site would know this.

Information provided by questionnaire remained anonymous, both in terms of respondent and any third parties identified, other than those whose details are in the public domain (for example names of publications, other web-sites and so on).

Reporting of any evaluative comments about third parties (individuals or organisations) did not name the third party or identify them in any way.

As far as possible information provided through interviews was reported anonymously. This was not possible with the webmaster interviews and her identity could not be with held. Nevertheless, she was invited to delete or rephrase any comment reported that she was not comfortable with. On one occasion the webmaster thought she could identify the comment reported in an interim report and the descriptor of the respondent was changed.

### **Analysis and reporting of information**

Analysis of information at all stages of the evaluation was in accordance with the evaluative model outlined at the outset. Themes emerging from the data were reported in relation to environmental;, organisational;, interpersonal and personal aspects of the web-site context, engagement with the site and outcomes for both SCCD/CDX and community development work.

Questionnaire data were put into a statistical database. The numerical information was sorted according to different categories of respondent and, the most meaningful way to present this was discussed by the researchers in the light of the evaluation aims and the SCCD web-site project aims. The comments and open answers provided on the questionnaires were organised both in terms of frequency (that is, how many people identified the same issue) and more detailed description.

The usability and site analysis data were presented in summary form along with recommendations for improvement of the appearance and navigability of the site. Interview and discussion data were analysed thematically along with the survey data and quotes illustrating themes were reported.

Three interim reports, each with detailed analysis of data and recommendations for enhancing the web-site and its impact were made. A fourth interim report summarised the impact of the new CDX web-site.

## Appendix 1a Postal survey questionnaire Phase 1 Community Development Web-site User Survey

The Standing Conference for Community Development has recently received funding to develop its web-site as a tool for networking and information exchange. Carolyn Kagan and Asiya Siddiquee from Manchester Metropolitan University have been asked to evaluate the impact and use of the site as it develops. We will be feeding back to SCCD information we receive about the web-site as the site develops over the next 18 months. This is the first survey of people who use - or might use - the web-site, and we hope you will find time to complete it. In addition to seeking information via questionnaires at intervals over the next 18 months, we will also be talking to people in more depth about their views. This will probably be by telephone. The questionnaire is anonymous, but we have included a detachable sheet for you to complete if you would like (or be willing) to talk to one of us in more detail about your experience of using the web-site or web technology more generally. Please note that not all questions have to be answered - we would prefer to receive an incomplete questionnaire than not at all!

*If you have any queries or comments about the evaluation, please contact Carolyn Kagan, Department Psychology and Speech Pathology, Manchester Metropolitan University, Hathersage Road, Manchester M13 0JA (Tel: 0161 247 2563; Email: [C.Kagan@mmu.ac.uk](mailto:C.Kagan@mmu.ac.uk)). Thank you very much for your time - all results from the evaluation will be placed on the web-site and be available from the researchers.*

**Please note that although this questionnaire looks long it will not take long to complete. If you would like a large format or Braille version of it please contact SCCD.**

### 1. YOU AND THE INTERNET

1.1 Do you have access to the internet?

*please tick*

At work

If so, is this facility: Shared

Private

At home

If so, is this facility: Shared

Private

Other

*Please state where:*

1.2 If you do not have access to the internet, do you have anyone you can ask to get information for you, or who passes you information (*please give details*)

1.3 If you get into difficulties using the internet, who is there to help you at work or at home (as relevant)?

Place of use	Assistance is available from ( <i>please state their role, not their name</i> )
Home	
Work	

1.4 Are you able to do any of the following at work or at home? *Please tick*

Activity	At Work	At home
Unlimited access to the internet		
General 'surfing' for information		

e-mail contact with internal colleagues		
e-mail contact with colleagues elsewhere		
Participation in internet discussion groups		
Dissemination of information to others about your work. If so, how? (e.g. e-mail, contributions to web pages)		
Word processing		
Other: <i>(please list)</i>		

1.5 In relation to your work, how would you rate the importance and interest of the different activities?  
*Please rate importance and interest from 1 (not important/interesting) ..to.. 5 (extremely important/interesting)*

Activity	1.....5    1.....5	
	Importance	Interest
Unlimited access to the internet		
General 'surfing' for information		
e-mail contact with internal colleagues		
e-mail contact with colleagues elsewhere		
Participation in discussion groups		
Dissemination of information to others about your work		
Word processing		
Other: <i>(please list)</i>		

1.6 Have you had any work-based training to use the internet? YES/NO

If YES,    Were you given time from work to complete it?    YES/NO  
                   Were you encouraged by your manager to attend?    YES/NO

1.7 How would you describe your level of skill in using the internet? *(please tick one)*

Novice •                    Adequate •                    Good •                    Expert •                    Other •

## 2. ABOUT YOUR WORK

2.1 What kind of work do you do and for how long have you been doing it?

- |                          | <i>tick all that apply</i> | <i>Time (in years)</i> |
|--------------------------|----------------------------|------------------------|
| Paid full time work      | •                          |                        |
| Paid part time work      | •                          |                        |
| Voluntary full time work | •                          |                        |
| Voluntary part time work | •                          |                        |
| Work from home           | •                          |                        |
| Retired                  | •                          |                        |
| A full time care giver   | •                          |                        |
| A part time care giver   | •                          |                        |
| Other (please state):    | •                          |                        |

2.2 Do you work mainly *please tick*

- |                              |   |
|------------------------------|---|
| During the day               | • |
| During the evening           | • |
| During weekends              | • |
| Shift work                   | • |
| Other: <i>(please state)</i> | • |

2.3 How would you describe the organisation for which you work? *(tick all that apply)*

- Central Government Department •
- Local Government Department •
- NHS (include Health Action Zone, Primary Care Trusts, PALs, NHS TRUSTS, Health Authority) •
- National voluntary / not for profit •
- Local voluntary / not for profit •
- Community Group •
- Partnership, managed by a combination of the above •
- Registered social landlord •
- Faith** organisation •
- Education/training establishment •
- Community enterprise •
- Private business/enterprise •
- Registered charity •
- Freelance/self employed •
- Other (Please state): •

2.4 What is your job title?

2.5 How would you describe the work that you do?

**3. OPPORTUNITIES FOR DEVELOPING YOUR WORK AND MAKING LINKS WITH OTHERS**

3.1 In the last year how many days professional development did you have?  
(include, for example, training, conferences, study leave)

Of these how many were concerned with internet skills?

3.2 In the course of your work please indicate the main ways (not just electronic) you make contacts with others working in the same field.

3.3 In the course of your work please indicate the main ways (not just electronic) you find out about good practice elsewhere

3.4 Which of the following do you use to update your knowledge and skill?

Form of activity	Importance <i>1 (not important) ....5 (important)</i>	Frequency <i>6-daily; 5-weekly; 4-monthly; 3-quarterly 2-annually; 1-less than once a year</i>
Meet with own colleagues	•	•
Meet with colleagues from other organisations	•	•
Read professional magazine and/or organisation newsletter: <i>(Please list)</i>	•	•
Read email bulletins (e.g. SCCD Bulletin, New Start Hotnews): <i>(Please list)</i>	•	•
Read academic or professional Journals: <i>(Please list)</i>	•	•
Attend conferences: <i>(Please list)</i>	•	•
Attend professional meetings	•	•
Use the internet <i>(please list which websites and indicate which features):</i>	•	•

3.5 If you have used the internet to further your work or to find out more about community development please give *TWO* examples of how you have gained from this.

(i)

(ii)

3.6 Is there anything else you would like to say about how opportunities for developing your work, finding out about community development and making links with other practitioners might be enhanced in the future?

4. THE SCCD WEBSITE (if you have already completed the online survey, there is no need to complete this section)

4.1 How did you come across this site?

Please tick

- SCCD event / SCCD literature
- While web browsing
- Recommended by friend
- Recommended by colleague
- Recommended by organisation
- Other: *please state:*

4.2 How often do you visit this site?

Please tick

- Daily
- Weekly
- Occasionally
- Rarely
- Never

4.3 How useful do you find this website?

Please tick

- Very useful
- Fairly useful
- Satisfactory
- Not at all useful

4.4 What section/s of the website have you found **most and least** useful?

Please tick all that apply

- |                             | most                     | least                    |
|-----------------------------|--------------------------|--------------------------|
| SCCD Home page              | <input type="checkbox"/> | <input type="checkbox"/> |
| About SCCD                  | <input type="checkbox"/> | <input type="checkbox"/> |
| News                        | <input type="checkbox"/> | <input type="checkbox"/> |
| Events                      | <input type="checkbox"/> | <input type="checkbox"/> |
| Resources                   | <input type="checkbox"/> | <input type="checkbox"/> |
| Join SCCD                   | <input type="checkbox"/> | <input type="checkbox"/> |
| Links                       | <input type="checkbox"/> | <input type="checkbox"/> |
| Help                        | <input type="checkbox"/> | <input type="checkbox"/> |
| Members only area           | <input type="checkbox"/> | <input type="checkbox"/> |
| Other: <i>please state:</i> | <input type="checkbox"/> | <input type="checkbox"/> |

4.5 Which **one** area of the website do you visit **most and least** regularly?

Please tick ONE

- |                             | most                     | least                    |
|-----------------------------|--------------------------|--------------------------|
| SCCD Home page              | <input type="checkbox"/> | <input type="checkbox"/> |
| About SCCD                  | <input type="checkbox"/> | <input type="checkbox"/> |
| News                        | <input type="checkbox"/> | <input type="checkbox"/> |
| Events                      | <input type="checkbox"/> | <input type="checkbox"/> |
| Resources                   | <input type="checkbox"/> | <input type="checkbox"/> |
| Join SCCD                   | <input type="checkbox"/> | <input type="checkbox"/> |
| Links                       | <input type="checkbox"/> | <input type="checkbox"/> |
| Help                        | <input type="checkbox"/> | <input type="checkbox"/> |
| Members only area           | <input type="checkbox"/> | <input type="checkbox"/> |
| Other: <i>please state:</i> | <input type="checkbox"/> | <input type="checkbox"/> |

4.6 In general, how useful have you found the website for your work?

Please rate 1 – not at all .....5 very  
1...5

- Relevant
- Interesting
- Links to other sites
- Informative
- Good resources
- Good for networking and making links
- Other: *please state:*

4.7 In general how have you found the appearance and use of website?

Please rate 1 – poor .....5 - excellent  
1.....5

- Appearance
- Layout
- Easy to navigate
- Easy to find information
- Other: *please state:*

Do you have any suggestions for improving the SCCD Website?

5. THE SCCD NEWSLETTER – *SCCD NEWS*

5.1 How often do you read SCCD News?

*Please tick*

- Every Issue (quarterly)
- Every other issue
- Once a year
- I rarely read it
- I never read it

If you read SCCD News rarely or never, please say why.

5.2 What section/s of SCCD News have you found **most and least** useful/interesting?

*Please tick all that*

apply

*most* *least*

- Articles about other members' projects
- Articles introducing new members of staff
- Reports from SCCD conferences
- Reports from other conferences
- Articles by speakers at SCCD conferences
- Policy articles
- Publications
- Events
- News snippets
- Other: *please state:*

5.3 Which **one** area of the SCCD News do you read **most and least** regularly?

*Please tick ONE*

*most* *least*

- Articles about other members' projects
- Articles introducing new members of staff
- Reports from SCCD conferences
- Reports from other conferences
- Articles by speakers at SCCD conferences
- Policy articles
- Publications
- Events
- News snippets
- Other: *please state:*

5.4 How useful do you find SCCD News?

*Please tick*

- Very useful
- Fairly useful
- Satisfactory
- Not at all useful

5.5 In general, how useful have you found the SCCD News for your work?

Please rate 1 – not at all .....5 - very

- SCCD News is relevant to my work •
- SCCD News is interesting •
- SCCD News is informative •
- SCCD News provides good resources •
- I like the layout of SCCD News •
- I like the appearance of SCCD News •
- Other: *please state:* •

5.6 In general how have you found the appearance of SCCD News?

Please rate 1 – poor .....5 - excellent

- Appearance •
- Layout •
- Easy to read •
- Easy to find information •
- Other: *please state:* •

5.7 Do you have any suggestions for improving SCCD News?

**6. ABOUT YOU:**

6.1 Are you: *please tick*

- Male •
- Female •

Aged:

- Under 25 •
- 26–35 •
- 36–45 •
- 46–55 •
- 56–65 •
- over 56 •

6.2 How would you describe your ethnic background:

6.3 How many years have you worked in community work/community development?

6.4 Are you, your organisation or network a member of SCCD? (*please delete*) YES / NO

If No:

Do you subscribe to SCCD newsletter?

(*please delete*) Yes / No

If Yes:

What category of membership?

please tick

Individual member	Annual income below £10,000	<input type="checkbox"/>
	Annual income £10,000–30, 000	<input type="checkbox"/>
	Annual income more than £30, 000	<input type="checkbox"/>
Organisational member	Annual income below £100,000	<input type="checkbox"/>
	Annual income £100,000 – £5 million	<input type="checkbox"/>
	Annual Income more £5 million	<input type="checkbox"/>
Network member		<input type="checkbox"/>

If network, please state network.....

6.5 Are you a member of any other relevant Community Development or Community Work Organisation (e.g. Community Matters, Urban Forum, IACD, NACVS)? *(please state which):*

WILLINGNESS OR INTEREST IN BEING INVOLVED IN INTERVIEW  
STAGES OF THE EVALUATION

Yes, I would like to be interviewed about the role that the SCCD web-site might play in professional development, networking and practice development . I understand that all comments I make will be anonymous and that I will not be identified in any reports that are written.

My contact details are:

NAME:
ORGANISATION:
JOB TITLE:
ADDRESS:
POSTCODE:
Telephone No:
Fax:
E-mail:

**Please return to:**

Carolyn Kagan, Department Psychology and Speech Pathology, Manchester Metropolitan University,  
Hathersage Road, Manchester M13 0JA. E-mail: C.Kagan@mmu.ac.uk

**N.B. Please note that even if you do not return this form, you may be contacted through a sampling of the membership of SCCD and invited to take part in further stages of the evaluation. There will be no obligation to participate in any further stages of the research.**

## **Appendix 1b Postal survey questionnaire Phase 2**

### Community Development Web-site User Survey

The Standing Conference for Community Development is a UK-wide membership organisation, which works to provide information, networking support and an effective voice for community development. One of SCCD's tools for information exchange is the web-site at [www.sccd.org.uk](http://www.sccd.org.uk). Carolyn Kagan and Asiya Siddiquee from Manchester Metropolitan University are evaluating the impact and use of the SCCD web-site as it develops. We will be feeding back to SCCD the information we receive. To view an interim report based on the first survey, see: <http://www.sccd.org.uk/news/newshome.htm#net> or <http://www.compsy.org.uk/>

This is the second survey of people who use - or might use - the web-site, and we hope you will find time to complete it. In addition to seeking information via questionnaires at intervals over an 18-month period, we have also been talking to people in more depth about their views. This is by telephone. The questionnaire is anonymous, but we have included a detachable sheet for you to complete if you would like (or be willing) to talk to one of us in more detail about your experience of using the web-site or web technology more generally. **Please note that not all questions have to be answered - we would prefer to receive an incomplete questionnaire than not at all!**

If you have any queries or comments about the evaluation, please contact Carolyn Kagan, Department Psychology and Speech Pathology, Manchester Metropolitan University, Hathersage Road, Manchester M13 0JA (Tel: 0161 247 2563; Email: [C.Kagan@mmu.ac.uk](mailto:C.Kagan@mmu.ac.uk)). Thank you very much for your time - all results from the evaluation will be placed on the web-site and be available from the researchers. **Please note that this questionnaire will not take long to complete. If you would like a large format or Braille version of it please contact SCCD** (t: 0114 270 1718, e: [info@sccd.org.uk](mailto:info@sccd.org.uk))

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NB. SCCD will be changing its name to Community Development Exchange (CDX) in January 2004

#### 1. THE SCCD WEBSITE

1.1 How did you come across the SCCD site?  
*Please tick*

SCCD event / SCCD literature  
While web browsing

Recommended by friend  
Recommended by colleague  
Recommended by organisation  
Have never come across the site

Other: *please state*:

1.2 How often do you visit this site?

*Please tick*

- Daily
- Weekly
- Occasionally
- Rarely
- Never

1.3 How useful do you find this website?

*Please tick*

- Very useful
- Fairly useful
- Satisfactory
- Not at all useful

1.4 What section/s of the website do you **visit** and what have you found **most and least** useful?

*Please tick all that apply*

*visit most least*

- SCCD Structure
- Staff Profile
- Frequently asked questions
- Network development fund
- SCCD Home page
- About SCCD
- News
- Events
- Resources
- Join SCCD
- Links
- Help
- Members only area
- Other: *please state*:

1.5 Members Area:

*Please tick  
yes no*

- Do you think a members' area is needed?
- Do you use members' areas of other websites?
- If so, please list:

1.6 Is there anything you think should be kept private (available for members only) on the website? Please specify:

1.7 In general, how useful have you found the website for your work?

*Please rate 1 – not at all .....5 - very*

	1...5
Relevant	<input type="text"/>
Interesting	<input type="text"/>
Links to other sites	<input type="text"/>
Informative	<input type="text"/>
Good resources	<input type="text"/>
Good for networking and making links	<input type="text"/>
Other: <i>please state</i> :	<input type="text"/>

1.8 In general how have you found the appearance and use of website?

*Please rate 1 – poor .....5 - excellent*

	1...5
Appearance	<input type="text"/>
Layout	<input type="text"/>
Easy to navigate	<input type="text"/>
Easy to find information	<input type="text"/>
Other: <i>please state</i> :	<input type="text"/>

**2. SCCD e-mail bulletins**

2.1 If you receive them, how useful do you find the e-mail bulletins? *Please rate:*   
1 - not at all.....5 - very

2.3 Is there any information you would specifically like to be alerted of in the bulletins? (e.g. policy alerts)

2.2 Are you happy with the frequency of SCCD bulletins? Yes No

If not, how frequently would you like them?

2.4 What other e-mail bulletins do you receive that you find useful? (Please list)

**3. ABOUT YOUR USE OF THE INTERNET**

3.1 If you have used the internet to further your work or to find out more about community development please give *ONE* example of how you have gained from this in the last year.

*yes no*

3.2 E-mail lists. We would like to know about your experience of e-mail lists (e-mail networks where messages go to everyone subscribed in the group). Have you ever been subscribed to an e-mail list? If so, which ones (e.g. Health Voice Network; CVSnet etc.)

1-not at all.... ...5 - very

3.3 How useful do you find e-mail lists?

3.4 Are there any particular lists you would like to be a part of? (e.g. geographical, subject areas etc.)

3.5 What other websites do you consult on a regular basis for information about community development?

3.6 Is there anything else you would like to say about how opportunities for developing your work, finding out about community development and making links with other practitioners might be enhanced in the future?

#### 4. Informing SCCD's next steps

4.1 How useful would you find the following features of the website? Please indicate if you think they should be in public or private parts of the website.  
Please rate 1 not useful ..5 very useful  
1.....5 public/ private?

Comments board or 'sounding off area' where you post comments on general or specific issues, anonymously if preferred

Suggestions box - where you can make suggestions to SCCD

Regional pages - where you can learn of local CD news, events and practice.

4.2 Would you be interested in posting your own articles or experience on the website (e.g. for regional pages)?

Yes

No

4.3 Is there any other information service that SCCD currently does not provide that you would find useful? Please specify

#### 5. About you

5.1 What is your job title?

5.2 How would you describe the work that you do?

5.3 Are you: *please tick*

Male

Female

5.4 How would you describe your ethnic background:

- Aged:  
 Under 25  
 26-35  
 36-45  
 46-55  
 56-65  
 over 56

5.5 How many years have you worked in community work / community development?

5.6 Do you work in an Urban or rural setting? (please delete)

Urban/Rural

5.7 Are you, your organisation or network a member of SCCD? *(please delete)* YES / NO

If No:

Do you subscribe to SCCD newsletter? *(please delete)* Yes / No

5.7 In which geographical region do you work?

please tick

South West	<input type="checkbox"/>
South East	<input type="checkbox"/>
London	<input type="checkbox"/>
East England	<input type="checkbox"/>
West Midlands	<input type="checkbox"/>
East Midlands	<input type="checkbox"/>
Yorkshire and the Humber	<input type="checkbox"/>
North West	<input type="checkbox"/>
North East	<input type="checkbox"/>

5.8 Are you a member of any other relevant Community Development or Community Work Organisation (e.g. Community Matters, Urban Forum, IACD, NACVS)? *(please state which):*

Thank you!

WILLINGNESS OR INTEREST IN BEING INVOLVED IN INTERVIEW STAGES OF THE EVALUATION

Yes, I would like to be interviewed about the role that the SCCD web-site might play in professional development, networking and practice development . I understand that all comments I make will be anonymous and that I will not be identified in any reports that are written.

My contact details are:

NAME:
ORGANISATION:
JOB TITLE:
ADDRESS:
POSTCODE:
Telephone No:
Fax:
E-mail:

**Please return to:**

Carolyn Kagan, Department Psychology and Speech Pathology, Manchester Metropolitan University, Hathersage Road, Manchester M13 0JA. E-mail: C.Kagan@mmu.ac.uk

N.B. Please note that even if you do not return this form, you may be contacted through a sampling of the membership of SCCD and invited to take part in further stages of the evaluation. There will be no obligation to participate in any further stages of the research

## ***Appendix 1c Telephone Interview Schedule Phase 1***

- **Work information**

1. What is your profession?
2. What organisation are you a part of?
3. What does your work involve?
4. How many years have you been in your profession?
5. What does your typical working day involve?
6. Does your organisation have a web-site? What information is on this web-site and how much input do you have onto it?

- **Internet skill and access**

2. How Internet literate are you?
3. Where do you access the Internet?
4. Do you have Internet access at work?
5. Does your manager/organisation encourage you to use the Internet?
6. Have you ever had any Internet training?
7. How often do you use the Internet for your work?
8. Are there any web-sites you particularly visit?
9. How does e-mail figure in your workday? On average how many do you receive in a day?
10. Do you feel you would be able to take part in an online discussion by posting a message onto a forum?
11. Are you a member of an online network? If so which ones, and what do you gain from them?
12. Do you have internal e-mail in your organisation? And if so, how does this affect you working?

- **Internet use and Community development**

1. What impact do you think the Internet has had on your community development work?
2. What do you do with information gained from the Internet? E.g. contacts, documents, reports etc.
3. Regarding the community groups that you work with, do they use the Internet?
4. Have you made any contacts as a result of the Internet? Has this been internal or external? Regional or national or international?
5. Have you ever had any information you've put onto the web-site either directly (i.e. you put it on the web-site yourself) or indirectly (i.e. it was put onto the organisation web-site)

- **You and SCCD**

1. How long have you been an SCCD member?
2. How much does SCCD affect your work?
3. How do you predominantly use SCCD? (E.g. newsletter, web-site)
4. What were your primary reasons for joining SCCD?
5. What have you gained as a result of joining SCCD?

- **About the Web-site:**

1. Do you use the SCCD web-site?

<b>If yes:</b>	<b>If no:</b>
How did you come across the web-site?	How have you heard about the web-site?
What are your views about the web-site?	Why do you not use the web-site?
How often do you visit the web-site?	Do you use any other web-sites? What do you gain from these/what do you use them for?
How do you typically use the web-site?	What barriers have prevented you from using the web-site?
What do you think about its appearance, layout and content? Is it easy to navigate and find information?	What would SCCD need to do to make you use the web-site more?
What have been the most/least useful aspects of the web-site?	
If you compare your experience of the SCCD web-site with other web-sites is there any gap in the SCCD web-site?	

2. What would the SCCD web-site look like for it to be of use to you and your work?
3. What do you think about the idea of incorporating a practice exchange onto the SCCD web-site?
4. What do you think of list serves? Would you like to have e-mail bulletins as part of the SCCD service?
5. Any other features you think would benefit the SCCD web-site?

## ***Appendix 1c: Telephone Interview Schedule Phase 1***

### **Work information**

What is your profession?

What organisation are you a part of?

What does your work involve?

How many years have you been in your profession?

What does your typical working day involve?

Does your organisation have a web-site? What information is on this web-site and how much input do you have onto it?

### **Internet skill and access**

How Internet literate are you?

Where do you access the Internet?

Do you have Internet access at work?

Does your manager/organisation encourage you to use the Internet?

Have you ever had any Internet training?

How often do you use the Internet for your work?

Are there any web-sites you particularly visit?

How does e-mail figure in your workday? On average how many do you receive in a day?

Do you feel you would be able to take part in an online discussion by posting a message onto a forum?

Are you a member of an online network? If so which ones, and what do you gain from them?

Do you have internal e-mail in your organisation? And if so, how does this affect you working?

### **Internet use and Community development**

What impact do you think the Internet has had on your community development work?

What do you do with information gained from the Internet? E.g. contacts, documents, reports etc.

Regarding the community groups that you work with, do they use the Internet?

Have you made any contacts as a result of the Internet? Has this been internal or external? Regional or national or international?

Have you ever had any information you've put onto the web-site either directly (i.e. you put it on the web-site yourself) or indirectly (i.e. it was put onto the organisation web-site)

## **You and SCCD**

How long have you been an SCCD member?

How much does SCCD affect your work?

How do you predominantly use SCCD? (E.g. newsletter, web-site)

What were your primary reasons for joining SCCD?

What have you gained as a result of joining SCCD?

## **About the Web-site:**

Do you use the SCCD web-site?

<b>If yes:</b>	<b>If no:</b>
How did you come across the web-site?	How have you heard about the web-site?
What are your views about the web-site?	Why do you not use the web-site?
How often do you visit the web-site?	Do you use any other web-sites? What do you gain from these/what do you use them for?
How do you typically use the web-site?	What barriers have prevented you from using the web-site?
What do you think about its appearance, layout and content? Is it easy to navigate and find information?	What would SCCD need to do to make you use the web-site more?
What have been the most/least useful aspects of the web-site?	
If you compare your experience of the SCCD web-site with other web-sites is there any gap in the SCCD web-site?	

What would the SCCD web-site look like for it to be of use to you and your work?

What do you think about the idea of incorporating a practice exchange onto the SCCD web-site?

What do you think of list serves? Would you like to have e-mail bulletins as part of the SCCD service?

Any other features you think would benefit the SCCD web-site?

## ***Appendix 1d Telephone Interview Schedule Phase 2***

### **Work information**

Are you the person who participated in Phase 1?

If so, has your work changed (how)?

If not, has the person moved on and would you be willing to participate?

If so what does your work involve and how long have you been doing it (follow Phase 1 interview)

Does your organisation now have a web-site? What information is on this web-site and how much input do you have onto it?

### **Internet skill and access**

Have your internet skills changed since we last spoke?

In what ways?

Has internet access at work changed since we last spoke?

In what ways?

Has the encouragement to use the internet at work changed since we last spoke?

In what ways?

How are you now using the internet and electronic communications such as e-mails?

Are there any web-sites you particularly visit now?

Are you a member of an online network? If so which ones, and what do you gain from them?

Do you have internal e-mail in your organisation? And if so, how does this affect you working?

### **Internet use and Community development**

During the last year in what ways would you say the Internet has had on your community development work?

Information gained; contacts; documents etc.

In what ways has the situation changed over the last year regarding community groups' access to the internet and electronic communication?

In what ways has the situation changed regarding web-sites for your and your community partners' projects?

- **About the CDX Web-site:**

Do you use the SCCD/CDX web-site?

Have you noticed it has changed?

What do you think of the changes?

Appearance

Navigability

Content

How might it be improved?

How might it be of greater use to you in your work?

Any other comments?

## ***Appendix 1e Webmaster interview schedule Phase 1***

### **Origins of the project**

#### **Architecture**

- Web site programme
- Features
- Role of usability

#### **Decision making**

- Sections of site
- Information to go into news, links, events, practice exchange
- Which discussion forum for how long?
- Threads

#### **Organisational context**

- Who has access and inputs material
- Links with other parts of the organisation

### **Content**

#### **Feedback and intelligence**

- Methods for obtaining
- Issues arising

#### **Strategy for publicity**

#### **Impact on relationships with other organisations**

#### **Impact on SCCD internally**

#### **Costs**

#### **Other issues**

## **Appendix 1f Usability Test Phase 1 - (SCCD web-site)**

### **Usability Test SCCD web-site**

About usability tests:

**Usability tests** are conducted to assess how effectively people can use a web-site. Results from usability tests give web designers guidance in how to improve their site.

About the test you are about to take part in:

This test will require you to firstly answer some simple questions below and then timed questions that require you to log onto the SCCD web-site and carry out information finding tasks. The test should take no longer than 15 minutes.

About the organisation that created the web-site:

**SCCD** is an UK-wide membership organisation, which works to provide information, networking support and an effective voice for community development.

#### **A. Please answer the following questions *before* you visit the web-site:**

1. How 'Internet Literate' are you? (please circle)

**Novice**

**Adequate**

**Good**

**Expert**

2. Have you ever worked in a community development role? (please circle)

**Yes**

**No**

3. What is your current profession (please state):

4. Have you ever visited any community development web-sites?

**Yes**

**No**

If 'yes', state which ones:

5. Have you ever visited the SCCD web-site ([www.sccd.org.uk](http://www.sccd.org.uk))?

**Yes**

**No**

**B. Please read the following before answering the overleaf questions.**

1. Please visit the web-site [www.sccd.org.uk](http://www.sccd.org.uk) and take a few minutes to read / skim over the home page and familiarise yourself with the layout of the home page.

This task does not need to be timed and please do not visit other areas of the web-site just yet. No questions will be asked about the content of the home page; this initial task is just to allow you to adjust to the layout of the web-site.

2. Once you are comfortable with the web-site and have looked over the home page, please turn over for the next set of questions.

These questions require you to time how long it takes from when you start searching on screen till you find the answer. A stop-clock can be used, but it may be useful to use the computer clock, which should be located on the bottom toolbar at the bottom right hand corner of your computer screen.

At the end of each task there is a **comments** section and please use this space to express how difficult or easy the task was or any views you may have about the task and/or web-site.

**Navigate around the web-site to answer the following questions:**

**1) Who wrote the Newsletter article “Measuring Community”?**

Time Started:	
Time Completed:	

Answer:

Comments:

**2) If you wanted to join the SCCD network and subscribe to ‘SCCD News’ as a non-member, how much would it cost (only 1 copy)?**

Time Started:	
Time Completed:	

Answer:

Comments:

3) **What date is the event relating to black and ethnic minority issues “Bridge or Barricade? Community Development in a Multi-ethnic Society”?**

Time Started:	
Time Completed:	

Answer:

Comments:
-----------

4) **If you were interested in the topic of ‘Community technology’ are there any publications, reports or online resources on the web-site?**

Time Started:	
Time Completed:	

Answer (please circle):    Yes        No

Comments:
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5) **Name one organisation which has a link on the SCCD site and is concerned with refugees and asylum seekers:**

Time Started:	
Time Completed:	

Answer:

Comments:
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6) **How often do you use sitemaps when looking through web-sites?  
(Please circle)**

**Frequently                  Sometimes                  Often                  Never**

**Under which section is the SCCD sitemap located?**

(NB for this question if you cannot find the sitemap please state the time it took for you to abandon your search for the sitemap and state in your answer you could not find the sitemap.)

Time Started:	
Time Completed:	

Answer:

Comments:
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**C. Please answer the following questions about the web-site. These do not have to be timed and are asking for your comments about particular aspects of the web-site.**

7) Please comment on one thing you liked *most* about the web-site:

8) Please comment on one thing you liked *least* about the web-site:

9) Can you suggest any further improvements to the web-site?

10) Overall how did you find the web-site?

**Thank you for completing this questionnaire**

## **Appendix 1g Usability Test Phase 2 (CDX web-site)**

### **Usability Test CDX Web-site**

### **Usability Test**

About usability tests:

**Usability tests** are conducted to assess how effectively people can use a web-site. Results from usability tests give web designers guidance in how to improve their site.

About the test you are about to take part in:

This test will require you to firstly answer some simple questions below and then timed questions that require you to log onto the CDX web-site and carry out information finding tasks. The test should take no longer than 30 minutes.

About the organisation that created the web-site:

**CDX** (formerly SCCD) is an UK-wide membership organisation, which works to provide information, networking support and an effective voice for

### **C. Please answer the following questions *before* you visit the web-site:**

6. How 'Internet Literate' are you? (please circle)

**Novice**

**Adequate**

**Good**

**Expert**

7. Have you ever worked in a community development role? (please circle)

**Yes**

**No**

8. What is your current profession (please state):

9. Have you ever visited any community development web-sites?

**Yes**

**No**

If 'yes', state which ones:

10. Have you ever visited the CDX web-site ([www.cdx.org.uk](http://www.cdx.org.uk))?

Yes

No

**D. Please read the following before answering the overleaf questions.**

1. Please visit the web-site [www.cdx.org.uk](http://www.cdx.org.uk) and take a few minutes to read / skim over the home page and familiarise yourself with the layout of the home page.

This task does not need to be timed and please do not visit other areas of the web-site just yet. No questions will be asked about the content of the home page; this initial task is just to allow you to adjust to the layout of the web-site.

2. Once you are comfortable with the web-site and have looked over the home page, please turn overleaf for the next set of questions which require you to time how long it takes from when you start searching on screen till you find the answer. Please try to use either a stop clock or a watch.

Once you have found the answer to the question, and have noted down the time, please return to the homepage before starting the next question.

At the end of each task there is a **comments** section; please use this space to express how difficult or easy the task was and any views you may have about the task and web-site.

**Navigate around the web-site to answer the following questions:**

**11) At what date was the ‘working with allies’ news posted?**

Answer:

Estimated time taken to complete task:

Comments:

**12) If you wanted to join the CDX network and subscribe to ‘CDX News’ without being a member, how much would it cost (only 1 copy)?**

Answer:

Estimated time taken to complete task:

Comments:

**13) What date is the ‘community development journal’ event entitled “Cuba - A Community Development Study Tour”?**

Answer:

Estimated time taken to complete task:

Comments:

**14) If you were interested in the topic of ‘Community and ICT’s’ are there any publications, reports or online resources on the web-site? If so, what is the resource title?**

Answer:

Estimated time taken to complete task:

Comments:

**15) Name one organisation which has a link on the CDX site and is concerned with refugees and asylum seekers:**

Answer:

Estimated time taken to complete task:

Comments:

**16) How often do you use sitemaps when looking through web-sites?  
(Please circle)**

**Frequently            Sometimes            Often            Never**

**Under which section is the CDX sitemap located?**

(NB for this question if you cannot find the sitemap please state the time it took for you to abandon your search, and state in your answer you could not find the sitemap.)

Answer:

Estimated time taken to complete task:

Comments:

**17) This question does not require you to time your activity, and is regarding the ‘sounding off’ section of the web-site, which is a new feature. Please take a few minutes to view the ‘sounding off’ area of the web-site and comment on the following:**

**a) What do you think about the appearance of this section?**

**b) What do you think about the layout of this section?**

**c) What do you think about the navigability of this section?**

**d) Please comment on how easy you think it is to post a message on this section.**

**18) Please visit the home page again. A pop-up window should appear which lists consultation events. What are your views about this pop-up window?**

**C. Please answer the following questions about the web-site. These do not have to be timed and are asking for your comments about the web-site as a whole. Feel free to navigate around the web-site as much as you want in order to answer these questions:**

1) Please comment on one thing you liked *most* about the web-site:

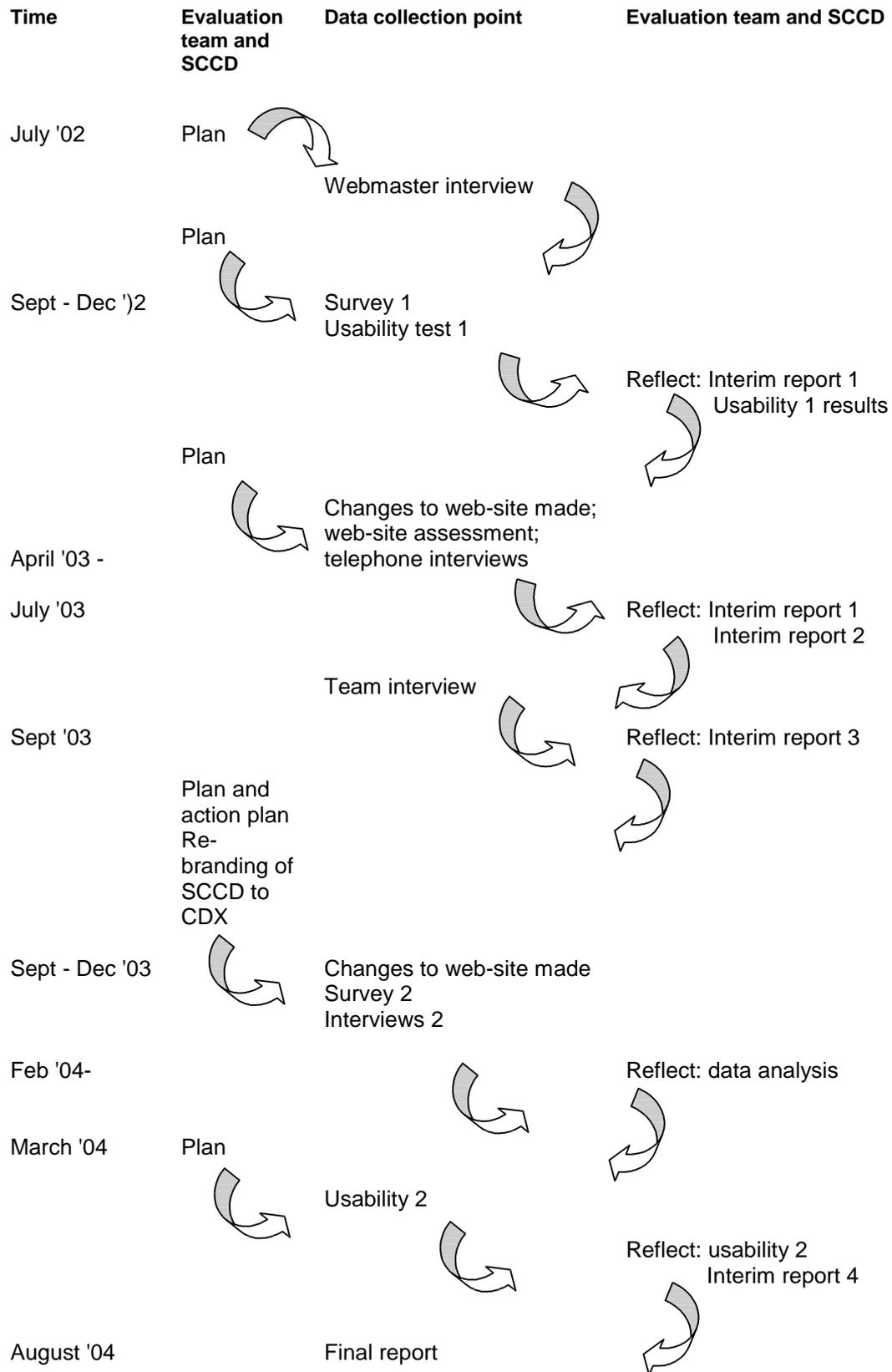
2) Please comment on one thing you liked *least* about the web-site:

3) Can you suggest any further improvements to the web-site?

4) Overall how did you find the web-site?

**Thank you for completing this questionnaire**

## Appendix 2: Action Research Process



## ***Appendix 3: Interim Report 1: Initial context and engagement***

Research Institute for Health and Social Change  
Department Psychology and Speech Pathology  
Community and Organisational Psychology Research Group

### **Interim Report (1) of an Evaluation of the Standing Conference for Community Development Web-site: Initial context and engagement**

Commissioned by  
SCCD with funding from the Active Community Unit

Carolyn Kagan, Asiya Siddiquee<sup>4</sup>, Community Psychology Team

April 2003

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## ***Appendix 4: Interim Report 2: Telephone Interviews Phase 1***

Research Institute for Health and Social Change  
Department Psychology and Speech Pathology  
Community and Organisational Psychology Research Group

### **Interim Report (2) of an Evaluation of the Standing Conference for Community Development Web-site: Members' reported experiences of the SCCD web-site - interview data**

Commissioned by  
SCCD with funding from the Active Community Unit

Asiya Siddiquee<sup>5</sup> and Community Psychology Team

September 2003

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**Appendix 5: Interim Report 3 Organisational impact of the web-site on SCCD**

Research Institute for Health and Social Change  
Department Psychology and Speech Pathology  
Community and Organisational Psychology Research Group

**Interim Report (3) of an Evaluation of the Standing Conference  
for Community Development Web-site: *Organisational impact of  
the web-site on SCCD***

Commissioned by  
SCCD with funding from the Active Community Unit

Carolyn Kagan, Asiya Siddiquee<sup>6</sup> Community Psychology Team

February 2003

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## ***Appendix 6: Interim Report 4: Phase 2 - follow up***

Research Institute for Health and Social Change  
Department Psychology and Speech Pathology  
Community and Organisational Psychology Research Group

### **Interim Report (4) of an Evaluation of the Standing Conference for Community Development Web-site: Phase 2 - follow up**

Commissioned by  
SCCD with funding from the Active Community Unit

Carolyn Kagan, Asiya Siddiquee,<sup>7</sup> Community Psychology Team

February 2004

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