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The Art of Binding Communications: From Face to Face to Computer Mediated Communication in the Domain of Humanitarian Actions

William Samuel Ravatua-Smith

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William Samuel Ravatua-Smith

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Spécialité : Sciences de l'information et de la communication

**L'art de la communication engageante : de la
communication en face à face à la communication
Médiatisée par ordinateur.
Application au domaine humanitaire.**

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The Art of Binding Communications

**From Face to Face to Computer Mediated
Communication in the Domain of
Humanitarian Actions**

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The Art of Binding Communications:

From Face to Face to Computer Mediated Communication in the Domain of
Humanitarian Actions

Ph.D. Thesis, **University of the South Toulon-Var**, 2012

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**The Art of Binding Communications:
Optimizing Commitments for Humanitarian Actions in Face to Face
and Computer Mediated Environments**

William Samuel Ravatua-Smith

Thesis directed by:

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Cliff Bieberly, Ph.D., Chaminade University of Honolulu**

Preface

This research has been inspired by the struggles encountered by countless small humanitarian organizations with a common objective of achieving noble actions in the name of humanitarian aid. Every day, ordinary people with extraordinary aspirations to help humanity, find themselves confronted with the obstacles of obtaining support for their humanitarian action initiatives. Often times, an idea for a humanitarian action can never be made a reality because of one simple reason: a lack of community support. Many philanthropists find themselves with an insupportable weight upon their shoulders; as a result, the humanitarian action is abandoned. The root of the problem is not a question of human resources, but more so of strategic communication. This research addresses strategic communication methodologies that can be used to optimize commitments on behalf of the general public. We study the use of strategic communication techniques on the two most practical terrains: face-to-face and computer mediated communication. Our scientific experiments have revealed some astonishing results such as an increase in the frequency and value of donations by 700% in a face-to-face communication setting. The most interesting aspect of these techniques is that they are simple modifications in our way of communicating; yet they are responsible for remarkable changes in the way our message receivers behave.

We've chosen to analyze techniques in face-to-face and computer mediated settings, because in the age of hyper modernity, these two facets are obligatory for the success and sustainability of humanitarian organizations. A new day and age is upon us, due to advances in Internet technology and the availability of information (a.k.a. the connectivity revolution); small and large humanitarian organizations operate on a common ground.

For the first time in history, small humanitarian organizations have access to

the same audiences as well known international humanitarian aid and relief organizations.

Since the mid-1990s, a remarkable shift in the paradigm of mass communications has occurred; this evolution is characterized by a revolution in worldwide connectivity. Many communication techniques have been empirically proven to be effective in optimizing commitments in face-to-face communication settings; however, these techniques must be reevaluated in order to determine their effectiveness in computer mediated settings. Additionally, new approaches to optimizing commitments have arisen as a result of the general public's increased accessibility to the Internet. This research describes the results of a parallel analysis between these two facets of communication and reveals a strategic approach to communicating for small humanitarian organizations.

Introduction

Context of the Research

This research is situated in the context of optimizing commitments for humanitarian actions in face-to-face and computer mediated settings. The theoretical foundation of this dissertation is based on the theory of commitment which has been founded and developed by notable authors such as Kurt Lewin, Charles Kiesler and Robert Vincent Joule.

Studies in the field of binding communications have been conducted over the years and have primarily focused on the effect of strategic communication techniques in face-to-face settings. Traditionally, binding communication techniques have been used to optimize commitments and modify human behavior i.e. changing eating habits, class attendance and promoting environmental friendliness. Despite its well-known qualities, binding communication has rarely been tested for its effectiveness in changing people's behavior in order to promote involvement with humanitarian actions. As the terrain of study has a limited scope on the effects of binding communication in relation to commitments for humanitarian actions; this research aims to answer the question: are binding communication strategies such as the foot-in-the-door technique effective for optimizing commitments for humanitarian actions?

In order to answer this question, we organized experiments in face-to-face and computer mediated settings, to test the effectiveness of binding communication strategies in relation to people's engagement in support of humanitarian actions. The dissertation has been designed with the traditional

State of the art

structure in which we present a theoretical foundation, followed by our interrogation of the problematic, hypothetical solutions, practical experiments which tested our hypotheses and provided empirical results, the conclusion which presents an overview of the studies and experiments and lastly a critical reflection of the research.

State of the art

Binding communication, based on the theory of commitment, is the art of driving people to naturally make the decisions that we want them to (Joule & Beauvois, 1998). Optimizing commitments for targeted engagements is often times a question of changing elements in our method of communication. Some traditional face-to-face methods of binding communications include: touching someone's arm (Remlan et al., 1994) telling someone they are helpful (Fointiat, 2006) or asking for a small commitment before requesting the targeted commitment (Freedman & Fraser, 1966). These are just a few examples of empirically proven compliance gaining methods in the field of binding communications. Humanitarian organizations can use different binding communication techniques and strategies (depending on the context) in order to optimize commitments in face-to-face and computer mediated communication settings. Past research has been largely consecrated to developing binding communication techniques with an emphasis on marketing strategies; however, these strategies may also be adapted to the context of optimizing commitments for humanitarian actions. For over a decade, well-known organizations such as UNICEF and Doctors Without Borders have effectively used strategic communication techniques to optimize commitments for their humanitarian actions. As the paradigm of access to information has evolved to open source; the so-called "playing field" has been leveled so that smaller humanitarian organizations also have the opportunity to optimize their

State of the art

online communication strategies. Along with this heightened access to information, there exists new opportunities for humanitarian organizations to discover and apply strategic methods of communicating on and off line. These opportunities are particularly interesting for smaller humanitarian organizations that have little to no resources. The need for humanitarian aid is ever present in countries such as Burkina Faso and Swaziland (USAID, 2007; UN Office for the Coordination of Humanitarian Affairs, 2007); small humanitarian associations have difficulty in piloting their projects and often times, it is due to a lack of training. However, with the change in the paradigm of communication from face-to-face to computer mediated communications, these organizations have access to self sufficient training methods. This research aims to provide information on effective strategies for optimizing commitments for humanitarian actions on and off line. Throughout the course of this research, we have worked cohesively with small humanitarian organizations in developing effective plans of communication; our methodology is designed in a replicable manner and destined to be shared with other small humanitarian organizations. Organizations can optimize the effectiveness of their fundraising activities with the use of strategic techniques in their communication campaigns. Obtaining support from public and or private sources can be the determining factor in the success or failure of an organization's humanitarian action project. How have well-known organizations such as UNICEF and Doctors Without Borders become so successful? How have they attained such fidelity from their donors? Is the methodology reproducible; and can small humanitarian organizations follow the example?

Our analysis covers a 15-year time span (1996 -- 2011) and reveals similarities among the communication strategies employed by 31 popular international humanitarian organizations including UNICEF and Doctors Without Borders.

State of the art

The need for support of humanitarian action initiatives will always be present. With the use of strategic communication techniques, humanitarian organizations can optimize commitments for their actions. In order to understand why certain communication techniques are effective, it is necessary to observe the underlying theory behind the different strategies. First and foremost, we begin with the theory of commitment proposed by Charles Kiesler (1971). Kiesler himself must have been influenced by researchers such as Kurt Lewin who is often times referred to as the father of social psychology (Philp, 2009). Lewin also developed the freezing effect theory which explains that when people engage themselves into a commitment all other options become frozen as they stick to the decision that they made. Additionally, the strength of a commitment may be affected by the context in which the engagement took place. It is common for people to break promises, abandon an online donation halfway through the process or just to not follow through with the action that they agreed to do. Some questions that may be asked when we are trying to optimize commitments for humanitarian actions are: Who is our target audience? What methods are effective in engaging and retaining our audience's attention? What factors influence their decision to make a commitment? The renowned French researcher Robert-Vincent Joule proposes various factors which contribute to the strength of a commitment: the context of liberty, public nature, explicitness, cost, if it is revocable, the consequences and the reasons for the commitment (Joule, 2003). These factors are largely based on what Kiesler and Sakumura (1977) developed as part of their preliminary assumptions about commitments during early behavioral study experiments.

State of the art

It was during the 12th century, when the terms "engage" and "engagement" appeared for the first time. At this point in time, the term "engage" held a purely juridical meaning. The term described the act of submitting collateral to a person whom one was indebted to as a means of guaranteeing repayment (Kemp, 1973). Since the origins of the word "engagement", its meaning has served as an intangible force which binds people to their actions. Over time, the term engagement has developed more than a simple juridical meaning; it has also acquired ethical implications. When we engage in a commitment, we give our word; our word represents our personal values and our personal values represent our ethics. Additionally, when a person engages in a commitment their values are tested. If they consider themselves to be someone who is respectable and responsible, they will attempt to maintain this self-concept by following through with their commitment in a respectable and responsible manner. People naturally strive to be consistent with their self-concept (Festinger, 1957). If for some reason a person commits to an action that goes against their values or self-concept, it is likely that they will encounter a significant amount of cognitive dissonance.

Part One: Underlying Theory and Exploratory Studies in the Face-To-Face Setting

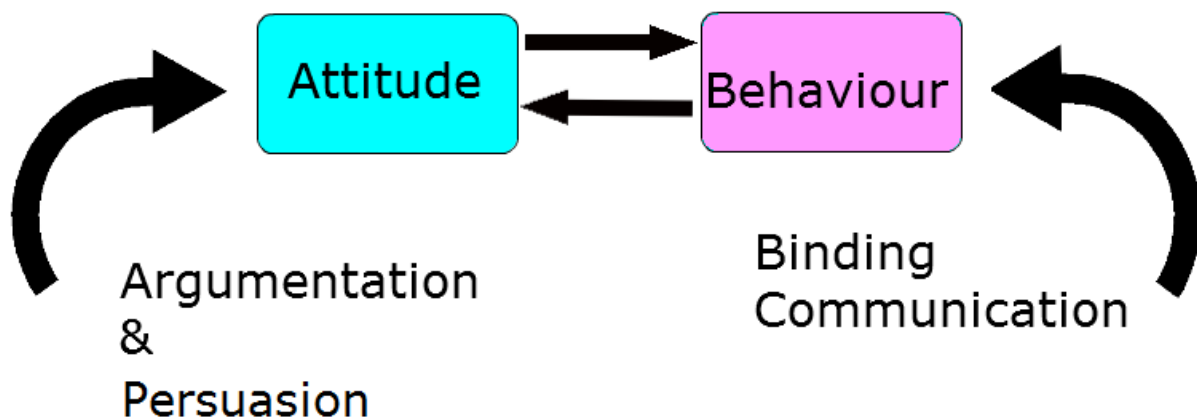
What is binding communication?

In general, it is thought that by modifying people's ideas we can change their behaviors. Often times, media diffusions i.e. television advertisements, use argumentative information in an attempt to modify their audience's ideas. Of course this is done in hopes that by modifying their ideas they will in turn modify the audience's behavior in favor of using their product. Multiple theories describe this phenomenon including the "hypodermic needle" and two-step flow theories of communication. The hypodermic needle theory (a.k.a. magic bullet theory) asserts that the mass media has a direct and significant impact on its viewing audiences. As the name implies the media is observed as a hypodermic needle that injects its viewing audiences with messages and influences their opinions. A classic example includes Hitler's "brainwashing" of his followers with exclusive exposure to carefully chosen propaganda. Berger (1995) graphically describes the notion of the Magic bullet theory as "a bullet fired from the 'media gun' into the viewer's head". The two-step flow model proposed by Katz & Lazarsfeld (1955) proposes a more indirect model of influence where the media influences popular opinion leaders, who in turn influence the general public.

State of the art

However, there exists a method of changing people's behavior without depending on the use of argumentation or information. Binding communication is the act of modifying people's ideas and beliefs through changes in their behavior; it is the inverse of persuasion and argumentation.

Graph 1 -- Argument and Persuasion Versus Binding Communication



Changes in behavior can be achieved through what Robert Vincent Joule refers to as "rendering people more honest" (Joule, 2007). Joule reiterates his strategy in an experimental condition where no social influence is present. The experiment took place in a French city (Aix en Provence) and consisted of a pre-meditated scenario in which a person dropped a €20 bank note and the experimenters observed whether or not passersby would return the bank note. The results showed that the tendency of passersby to return the bank note to its rightful owner was relatively low at about 20%. Seeing as how about 80% of the passersby kept the money that was not rightfully theirs; the problematic of Joule's research was to identify how to make these people do the right thing on their own. To continue his experiments, Joule used another group including an English tourist who would ask passersby for directions to a well-known location. By giving directions to the lost tourist,

State of the art

the passerby completed a preliminary act, which was helping a stranger. Once the simple act of kindness was completed, the English tourist continued on in the indicated direction, while the passerby continued their route. A little bit further along, another person dropped a €20 bank note in view of the passerby who helped the English tourist. This group comparison allowed Joule to determine that, a simple act of helping a stranger before hand, doubled the probability of the passersby returning the bank note to its rightful owner. Roughly 40% of the experimental group subjects returned the bank note in comparison to 20% in the control group were subjects did not participate in a preliminary act of kindness. The reasoning behind these results can be explained by the theory of self consistency. By helping the lost tourist, the passersby developed a cognitive conception of themselves as someone who renders service to strangers in need. A little bit farther along their path, another opportunity arose in which the passersby were able to confirm this self-concept by delivering the bank note to its rightful owner. The art of binding communication relies on the fundamental basis of rendering people actors. Instead of convincing or informing them, the principle of binding communication is to obtain an act on behalf of the message receiver. Once a preliminary act is obtained, the communicator has succeeded in connecting the sphere of behaviors to the sphere of ideas. The goal of binding communication is to create a link through behavior which allows communicators to obtain cognitive effects by modifying people's attitude and ideas. Binding communication incites a new approach to reasoning while communicating; instead of asking: who says what, to whom, in what context and with what effect? We should formulate our questioning as so: who says what, to whom, in what context, and **making them do what**, with what effect? (Joule, 2002).

1.1 Commitments

1.1 Commitments

A commitment is the bond that unites the individual with their behavior (Kiesler, 1971). The use of strategic communication techniques can help to optimize commitments made for humanitarian actions. The question is not about what we can say to people, it is about what we can make people do (Joule & Beauvois, 2003). Even small, seemingly insignificant changes in our method of communicating can have a significant influence on the behavior of our audience. There is a French proverb that says "one, who steals an egg, will steal a cow"; when considering humanitarian actions, it's also important to remember the contrary "one who gives an egg, will give a cow." Strategic communication methods such as the FITD technique are used to influence people's behavior towards "giving an egg" and then "giving a cow."

Persuasive communication can be used to convince the audience about the importance of something; however it does not necessarily mean that the audience will change its behavior. In a notable study by Kurt Lewin (1947), groups of housewives were asked to prepare non-scarce meats at their homes. In one of the control groups, a nutrition expert informed the housewives about the nutritional value and benefits of consuming the non-scarce meats. However, despite being convinced about the value and benefits, only 3% of the housewives changed their consumption habits and prepared the non-scarce meats at home. In an experimental group, the housewives were united in a forum like environment in which they openly discussed the benefits of consuming the non-scarce meats. During the event, the housewives were asked to raise their hands if they counted on preparing non-scarce meats at home. As a result, by changing the strategy of communication (from persuasive to binding), 32% of the housewives in the experimental group reported preparing the non-scarce meats at home. Lewin's experiment shows that persuasion is not the best method of

1.1 Commitments

influencing people's behavior (Joule & Beauvois, 1998). People should be convinced about the value and importance of their actions; but persuading them with information is not always enough to change their behavior or incite a commitment. People in the control group were passive listeners of an informative message, which was designed to persuade them to change their behavior. They passively listened to the message and left with a clear understanding of the benefits and values of consuming non-scarce meats; but only 3% of the housewives actually committed to preparing them at home. On the other hand, people in the experimental group participated by raising their hands and confirming that they would prepare non-scarce meats at home. The simple act of raising their hand created an intangible bond between the housewives and 32% of them committed to preparing non-scarce meats at home. By inciting participation, the experimental group audience was engaged into the binding communication paradigm in which factors such as the public nature of the commitment, self-concept, social comparison and cognitive dissonance played important roles.

Motivation (intrinsic and extrinsic) also plays an important role in the decision-making process. Motivation can be derived internally and based on free will or it can be based on a reward or punishment. When we are contemplating how to optimize commitments for humanitarian actions, it is important to identify the motivations of the targeted audience and develop a strategy of communication accordingly. For example, individual donors are more likely to be intrinsically motivated because of a desire to help; while a corporation may support a humanitarian action because of external motivation and corporate responsibilities.

Before engaging a person into a commitment, it is helpful to incite a preliminary confirmation of their willingness to participate and comply. Simple acts such as raising their hand or verbally affirming are sufficient.

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Other factors such as the environment and the context in which the commitment was made, also contribute to the overall strength of the engagement. A person who makes a commitment publicly and in writing will have a stronger engagement (and therefore less likely to abandon) than a person who confirms their commitment verbally in a private setting. The context of the environment in which the commitment is made has a significant influence on the strength of the commitment. When a person makes a commitment in public, there is a greater potential for cognitive dissonance. In order to avoid and reduce dissonance, the person is more likely to follow through with their commitment. The fact that the person is risking their reputation results in significant potential dissonance. The dissonance can be mitigated through the act of maintaining their promise; and furthermore keeping their good reputation. When commitments are made verbally and in private settings, the potential for cognitive dissonance diminishes as the consequences become less important. Consequently, maintaining the promise is not as important and aborting the commitment would not create intolerable levels of cognitive dissonance. In instances where no reward or punishment is present, the person may follow through with their commitment (or not) because of intrinsic motivation (or lack of).

In instances where external motivation obligates people to comply, it is very unlikely that the person's behavior will persist once the external motivation is no longer present (Lewin, 1947; Joule & Beauvois, 1998). The old saying, "out of sight, out of mind" explains the effects of enforced external motivation. If there were a police man on every corner, people would surely respect stop signs and speed limits with close attention due to the fear of punishment. The underlying principle behind extrinsic motivation is that, once the presence of a reward or punishment is gone, people return to their habitual behaviors. Although in some instances it may be easier to obtain compliance by applying force with external motivation, it is a less effective

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means of obtaining sustainable behavioral changes. On the contrary, long-term behavioral changes can be achieved more easily through intrinsic motivation; in which the person acts by free will. The question becomes: what communication strategies incite intrinsic motivation towards making commitments?

Distinguishing the difference between persuasive and binding communication

Although persuasive communication is used in the context of binding communications strategies, the two forms of communication are distinctively different. Persuasive communication makes an attempt to change a person's belief or attitude, which consequently results in a behavioral change. On the other hand, binding communication attempts to change a behavior which results in a subsequent behavioral change. Gass & Seiter (1999) explain the concepts:

Persuasion, an umbrella term, is concerned with changing beliefs, attitudes, intentions, motivations, and behaviors. The term compliance [binding communication] is more restrictive, typically referring to changes in a person's overt behavior.

(See Graph 1 for example)

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Social visibility/public nature

Social norms have been developed around the fact that people like to be recognized for what they do. Past studies have shown that commitments are reinforced when the subject is aware that they will be publicly recognized for their action (Fisher & Ackerman, 1998). A basic example of this phenomenon can be extracted from Keisler's publication "The psychology of commitment" (1971); in one experiment the degree of commitment fluctuated between high and low by varying the future use of a recorded speech produced by the experimental subjects. In order to create a high commitment condition, the experimenters informed the subjects that their recorded speech would be used in a nationwide study on regional dialects, and that they would be recognized publicly. For the low commitment condition the subjects were told that their speech would be a part of a nationwide study; however, that they would remain anonymous. This small variation in the public nature of the task manipulated the level of commitment on behalf of the experimental subjects. Clearly, when we are aware that our presentation will receive public recognition, we strive to make the presentation as praiseworthy as possible. On the contrary, when we are aware that are presentation will remain anonymous and that we will not be publicly recognized for the work; the degree of commitment is diminished. Although the subject may invest the necessary time and energy to complete the task, if it is not to be presented publicly, it is less *likely* that the subject will go beyond expectations in order to make the presentation the best that it can be. Although this phenomenon of public recognition has become a social norm; it seems as if it also stipulates ethical and moral values. The quote by H. Jackson Brown, Jr. says that "Our character is what we do when we think no one is looking." However, if people's behavior changes when they are publicly recognized or anonymous; we esteem that their self perception is jeopardized when the pressure of public recognition is present. That is to

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say, when a person acts in privacy there is no pressure put upon them and their self perception is not put into question. On the contrary, when they are aware that they will receive public criticism, the subjects attempt to project a positive self image in order to protect their image in the eyes of the public. Additionally, their behavior may change in order to remain consistent with their own self perception, which may be contrasted to their veritable character or what they do when they think no one is looking.

“Charities often devise fund-raising strategies that exploit natural human competitiveness in combination with the desire for public recognition” (Duffy & Kornienko, 2010). This provides excellent opportunities for humanitarian organizations to motivate public participation through the use of public recognition. For example, organizations can develop promotional material that is displayed publicly i.e. hats, T-shirts, bumper stickers, pins, etc... Hypothetically, in the paradigm of binding communications, the act of publicly displaying a humanitarian bumper sticker on the back of one's car would reinforce the automobile owner's attitude in support of humanitarian actions, thus passing by action to incite a change in attitude. Public recognition in itself is a form of reciprocity. Many people participate in humanitarian action events at the local level, not only because they want to help out a good cause, but also for personal gratification which is amplified through public recognition. In 1981, researchers from Arizona State University (Baumann, Cialdini & Kendrick), took the position that adult truism is a form of hedonism:

In this view, benevolent activity has been conditioned via the socialization process to be self gratifying; therefore, individuals often behave charitably in order to provide themselves with reward.

By publicly supporting humanitarian actions, be it through wearing a pin, carrying a sign or signing a petition, people reinforce their self perception as

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being altruistic. The bandwagon effect shows how masses can be influenced by the actions of others. This theory is completely dependent on the existence of public recognition. In this scenario, the act of committing oneself becomes banal and viral and little reasoning is needed because the individual joins the crowd. The bandwagon theory holds that the probability that an individual will adopt a certain behavior increases with the proportion of people who have already done so (Goidel, & Shields, 2009). In the context of face-to-face communication, social acceptance norms encourage people to follow the masses in order to avoid being publicly recognized as insubordinate or against the general cause. Social visibility is especially important in-group dynamics, i.e., team oriented humanitarian actions. By taking action, one can be recognized as a team player, proactive and or as a leader; this is important for the group to establish a sense of cohesiveness and can also contribute to their perception of the group's hierarchy. At the individual level, continued public recognition of a repeated behavior; may result in increased importance of the act for the subject.

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The importance of the act for the subject

The degree of commitment is also influenced by the importance of the action for the subject. This is one reason why it is important for humanitarian organizations to create actions that meet the interests of their targeted audiences. For example, by soliciting the participation of local inhabitants for a humanitarian action to help the community; the action is more likely to be attributed a higher level of importance by the targeted audience in comparison to an international action because it has a direct impact on the local community. A clear example of this conflict of interest can be found in Part four of this dissertation, where participation for international action was very low and subjects argued in support of the need for local humanitarian initiatives. As a result, local humanitarian initiatives often receive more support from the local community in comparison to humanitarian actions that do not directly impact the actual supporters. By understanding the targeted audiences' general interests, organizations are able to draft their messages in ways that appeal to their targeted audiences. The more important the act is for the subject, the higher the degree of commitment and vice versa. In the field of binding communications, very little empirical research has been conducted on evaluating the role of the importance of the action to the subject in relation to the degree of commitment. Future evaluations could use field analyses comparing the percentage of commitments made for local and international humanitarian actions in order to assess the relationship between: geographic location, degree of importance, and ratio of commitment.

Iyengar & Brockner (1997) provide a reflection on traditional methods of studying influence:

Historically, there have been two research traditions in the study of influence: one focusing on the effects of personal information and the other dealing with the

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effects of social information. Influence based on personal information refers to people being affected by their observations of what they have said and done in the past. Influence based on social information refers to people being affected by their observations of attitudes and behaviors of others.

Hypothetically, a localized humanitarian action has more personal implications than an action at the international level (which has no impact on the local community). The observation of local and international humanitarian actions in relation to personal and social influence is particularly interesting in the field of humanitarian action. The decision to be altruistic may be influenced by numerous factors. The importance of the act to the subject is heavily influenced by the personal values of the subject; and these values are based on past experiences. In this sense, it is logical that people are more likely to support local community humanitarian action initiatives as opposed to international ones, because they have lived in the community and have a personal fondness for it which does not apply to other international locations. To conclude, the importance of the act is directly affected by the geographic location of the action. We see information as a multifaceted content particularly with personal and broader social perspectives. The personal nature of a humanitarian action can be directly influenced by the geographic location in which the action takes place. Future research on the impact that the geographic location has on the importance of the act for the subject would help to clarify. Observations could be conducted in order to analyze the impact that local and nonlocal humanitarian action initiatives have on the audiences perception of it as an act with personal implications or simply as a type of social information with less importance attributed to it. One hypothetical assumption is that initiatives which incite a personal implication on behalf of the audience are

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more likely to create an environment conducive to commitment. The independent variable in this study would be the importance of the act for the subject in relation to the geographic location in which the humanitarian action takes place. Additionally, the higher the importance of the act for the subject, the more conducive the environment is for engaging the subject in a high level of commitment.

The degree of irrevocability of the act

In the binding communications paradigm, the degree of irrevocability of an action is directly related to cognitive dissonance. Once a commitment is made, people "stick by their guns"; by fortifying or modifying their attitude toward the action to be consistent with their behavior. Additionally, depending on the degree of importance of the act (i.e. giving a penny or giving a car) and its irrevocable nature; the magnitude of potential dissonance varies and directly affects the degree of commitment (high, moderate or low). Commitments are easier to make when they are revocable, and on the contrary more difficult to make when they are irrevocable. However, more personal conviction is developed when the person knows that their decision is irrevocable and therefore the degree of commitment becomes more important.

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The number of acts performed by the subject

The number of actions performed by the subject also influences the degree of commitment. However, the actions should be consonant or relevant to the commitment being performed. In order to maintain consistency, subjects are likely to resist influences as a result of performing a number of prior consonant acts. Kiesler (1971) tested this theory with an experiment he called "Resistance to Influence as a Function of the Number of Prior Consonant Acts: a Test." This experiment focused on the repetition of an action in relation to the subject's attitude toward the action when its value was put in question or attacked. For example, subjects were asked to participate in a game strategy analysis in which they repeated a strategy between zero and three times. Once the game strategy sequence was finished, a counter attitudinal communication was presented that attacked the subject's strategy and provided a counter communication in favor of another strategy. Kiesler (1971) discusses the results:

The major hypothesis was supported: subjects performing three consonant acts were much less susceptible to subsequent counterattack than those performing either one act or no acts. After attack, the three-act subjects chose the disputed strategy more often, agreed with the counter communication less, and evaluated the attacked strategy more positively than did either the one & or zero-act subjects. [...] Think of the issue in terms of the cognitive corollary; commitment increases the resistance of the behavior to reinterpretation and increases the resistance to change of the cognition representing the behavior as well. [...] The committed subject is indeed bound by his previous behavior. His future behavior is partly determined by his past behavior, however innocuous that behavior was at the time it was performed.

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The idea behind the virtue of repetition in the paradigm of binding communications is that: people attempt to justify their past behavior by fortifying or modifying their attitude in support of their previous actions.

The Context of Liberty

In the paradigm of commitment, liberty and free will have a significant influence on internal motivation. In the experiments performed by Joule & Beauvois (1998), it was revealed that the use of internal motivation optimizes the quality, frequency and success of commitments. The underlying theory is that when people believe in what they are doing and take pleasure in doing it, they are more successful in achieving their objectives. The experiments consisted of two groups of people who were participating in an internship as a means of helping them find employment. The control group was imposed with strict regulations prohibiting unjustified absences that would result in a deduction of pay for the day. The experimental group participated in the same internship, except that the instructor clarified their liberty by stating that "in normal circumstances, any unjustified absences would result in the deduction of pay for the day missed, however, I believe that the internship passes better and we obtain more positive results. Three months after the internship, 35% of the participants in the control group found in employment compared to 69% for the experimental group interns. The experiment revealed that internal motivation and the context of liberty play a significant role in optimizing targeted commitments; even over long periods of time. It is important to clarify that the internships were identical for the two groups; except that the experimental group was given a declaration of their liberty at the very beginning. The context of liberty reinforces personal implication and creates a bond between the person and the action being performed. After having made a choice, the person assumes responsibility for their action and relies

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on personal accountability to preserve their self perception. Additionally, the context of liberty creates a sense of control in which the person feels greater self gratification once the commitment is complete. In a similar experiment (Joule & Beauvois, 1998), two groups of young Maghreb immigrants, with no high school diploma and or professional experience participated in a training program with the goal of finding employment. Participants in the control group were given strict directions for the training program; while the experimental group participants were given the same directions in a way that enhanced their liberty, participation and implication in the different decision-making processes. As the training continued, participants in the control group were never asked their opinion about how the activities were to be performed; they simply followed directions. Contrarily, participants in the experimental group were asked their opinions before undertaking each new step of the training program. All of the following training sessions proceeded with the same principles: strict orders for the control group and liberty for the experimental group. At the end of the training program, one out of nine participants in the control group obtained internships, while four out of nine participants in the experimental group obtained an employment contract. The results show that the context of liberty is a veritable source of intrinsic motivation and that it has a significant impact on the rate of goal obtention. However, due to the small size of the sample group (18 participants providing results); additional empirical validation is merited on a larger scale.

Apart from the context of liberty, other factors such as social labeling and consistency with the self-concept, contributed to the overall success of the experimental group. For example, when the instructor complemented the experimental group participants by saying "I realized how determined you are to find an employment"; he was actually applying a social label

identifying the participant as "determined." If the label was accepted, the participant would develop a self-concept as being someone who is "determined" to find an employment. Consequently, they will try to stay consistent with this perception by behaving in a consonant manner i.e. in a determined manner.

1.2 Cognitive Dissonance

Cognitive dissonance is an uncomfortable feeling that is caused by holding two contradictory ideas simultaneously (Philp, 2009). If a commitment is abandoned, it is a result of an action taken in order to reduce cognitive dissonance or "the uncomfortable feeling". When constructing a methodology to optimize commitments; it is necessary to identify and eliminate factors that create significant cognitive dissonance. Leon Festinger (1957) explains that all dissonant relations are not of equal magnitude and that "if two elements are dissonant with one another, the magnitude of the dissonance will be a function of the importance of the elements." As the consequences of a commitment become more serious, the potential magnitude of cognitive dissonance rises accordingly. The decision-making process is influenced by consonant and dissonant cognitions which the person uses to "weigh out" their decision. People use social comparison as a way of constructing a model of what is considered as "correct". Festinger also proposed the theory of social comparison with the central proposition that individuals prefer to compare themselves with similar others (Woods, 1989). Cognitive dissonance is present in our everyday lives. For example, if someone plans a walk in the park, they know that there is a chance that the weather may not be agreeable. Although the level of dissonance is small and

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does not change the person's choice about going to the park, it is present nonetheless. If however, the magnitude or "weight" of dissonance outweighs the consonant elements (in the case that it was raining); the person would most likely reduce the dissonance by deciding not to go to the park. As Festinger elaborates that: "the magnitude of dissonance is an important variable in determining the pressure to reduce dissonance" (Festinger, 1957). In order to reduce the dissonance between two elements, one of the elements must change. In the example of going to the park, the decision not to go to the park represents a behavioral element that was changed in order to reduce dissonance. In general, dissonance may be reduced by making changes in our behavioral, social and physical environments. The park scenario is an example of changing a behavioral element (the decision not to go to the park); because of dissonance caused by an environmental factor (the rain). Although it is possible at times to reduce dissonance by changing factors in our environment; it is rare that people have a sufficient degree of control over their environment in order to reduce dissonance by this method. Contrarily, it is easier to reduce dissonance which results because of factors present in our social environment. A person may change their social entourage so that it is consonant with their own behavior in order to reduce or avoid dissonance. For example, while smoking a cigarette, a person may want to sit with other smokers in order to reduce the dissonance associated with the cognition that non-smokers may resent their presence. Another example includes online chat forums and social communities; users tend to integrate into communities with similar social common points in order to avoid bias that may result in cognitive dissonance. Additionally, people can change elements in their physical environment in order to reduce cognitive dissonance. For example, people clean their houses when they are dirty because the idea of a clean house is consonant with their personal values of cleanliness. The act of physically changing their environment, allows them to

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reduce cognitive dissonance to a tolerable level; that is of course, until the house becomes dirty again and the cycle is repeated.

Eliminating dissonance by way of behavioral, social or environmental changes is not always possible. In cases where dissonance cannot be significantly reduced or avoided with these methods, the total magnitude of dissonance can be reduced with the addition of new cognitive elements. For example, if dissonance occurred as a result of consuming chewing tobacco, the user may reduce the dissonance by adding new cognitive elements that are consonant with chewing tobacco. The person may find information supporting the use of chewing tobacco, versus smoking cigarettes. Although they are aware that chewing tobacco is bad for their health, they develop the idea that it is still better than smoking cigarettes and thus reduces the dissonance to a tolerable level. In this example, the person has reduced the magnitude of dissonance to a negligible level by finding information that is consonant with the act that created the dissonance in the first place. Generally, when people have bad habits that they are not able to break, they add new cognitive elements in order to reduce dissonance to an acceptable and tolerable level. Instead of adding new cognitive elements, people can also reduce dissonance by admitting that their choice was wrong; in doing so, the person establishes a psychological divorce from the action which they committed. When a person makes a commitment that results in an intolerable level of cognitive dissonance, it becomes a regretted decision. Although the decision has already been made, by openly expressing their regret the person "takes some weight off of their shoulders" and reduces the dissonance to a tolerable level. In a more selective process, people may choose to avoid dissonance by exposing themselves to people and or sources of information that they expect to be consonant with their behavior. In this instance, they would intentionally avoid people and sources of information that would result in increased cognitive dissonance. Additionally, people will

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avoid situations that resemble past experiences which have affected them negatively or created a fear. If for some reason the commitment or action cannot be avoided, it will be done so with a significant magnitude of cognitive dissonance. If for example, a person was previously victim of a fraudulent humanitarian "cry for help" in which they donated funds. Once they found out that they had been misled, the person develops a negative impression of donating online. When the opportunity to make a donation online presented itself again, the person instantly feels a significant amount of dissonance. In this instance, the person searches for information that will be consonant with their decision to donate. Information such as credibility indicators and signs of good stewardship of donor funds influence their decision and reduce the cognitive dissonance to a tolerable level. Finally, once the consonant elements outweigh the dissonance; the person will make a commitment and finalize their donation.

Once a decision has been made, some cognitive dissonance may occur as a result of rejecting another attractive option. In the post-decision process, conflict resolution takes place in order to reduce the dissonance. The freezing effect is a post-decision process which encourages people to "stick to their decision" (Lewin, 1947). Once a decision is made all of the previous options become "frozen" and the person maintains their choice. Any other options that appeared to be equally attractive will cease to be so. This type of situation occurs when a choice must be made between two attractive alternatives. Since one of the options must be refused, all of the elements that were attractive about that option become dissonant with the act of refusing it. The freezing effect nullifies this dissonance as the rejected options lose much of their once attributed valor. Finally, once the individuals have made their decision in order to further reduce dissonance to a tolerable level; they will establish cognitive elements that are consonant with their action.

Cognitive dissonance is present in our everyday lives and represents a constant decision-making process in which we weigh out the actions that we make. It is different for every individual and largely relies upon self perception, personal needs, desires and values.

1.3 Social Labeling

If a social label is accepted, the person will try to be consistent with their self-concept by performing actions that are consonant with the label (Fointiat, 2006). In the aforementioned experiment, the instructor told the participants that he realized how "determined" they were to find an employment. By accepting the label, the participants developed a self-concept as someone who is determined; furthermore, any behavior that went against this self-concept would result in cognitive dissonance. In order to reduce or avoid cognitive dissonance, the person will behave in a manner consonant to the accepted social label. Past experiments (Kraut, 1973; Fointiat, 2006), have tested the effects of social labeling to determine its effectiveness in influencing targeted behaviors. The results revealed an increased rate of compliance when positive social labeling was applied. In Fointiat's experiment (2006), the experimenter asked people for directions to a well-known cathedral. After finishing the interaction, the experimenter thanked the person with a simple "thank you" (no social label) or by saying "you're helpful" (social label identifying the person as helpful). While leaving, the experimenter dropped her shoulder sash. The experiment was created in order to see if people who were given a social label as "helpful" were more likely to perform a consonant behavior and return the shoulder sash to the experimenter. The results showed that people who were given a positive social label were more likely to return the shoulder sash to the

1.4 The Principle of Reciprocity

experimenter. During a second experiment involving social labeling, the experimenter presented herself as a lost tourist holding a city map in her hands. She proceeded to ask passersby for directions to a well-known area. After receiving directions, the experimenter thanked the passerby by stating "thank you, you're helpful" (social label) or by saying "thank you for showing me the way on the city map" (functional label). The experimenter then walked away and dropped a bank note on the ground, making it appear as if she had unintentionally lost it. The experiment was designed to analyze the people who would return the bank note in relation to the social versus functional label. The results showed that people who were given the social label as "helpful" were more likely to retrieve and return the bank note. These experiments show that social labeling can have a significant influence on people's behavior. In any case, the social label must be accepted (and thus entered into the self-concept) in order for a consonant behavior to occur.

1.4 The Principle of Reciprocity

People have a natural desire to reciprocate what they receive from others. The principle of reciprocity is inherent in all human societies (Cialdini, 2001). In scenarios where the communicator applies the principle of reciprocity; a preparatory act may be in the form of an initial contact, where the solicitor gives something to the subject. The solicitor is aware that if the subject decides to accept the gift, they will be more likely to comply with a second request as a means of reciprocating what was given to them. Often times, the second request (or final act) will be something that is costly such as a monetary donation or investment of time and energy. The principle of reciprocity is effective because people feel a sense of obligation to mutually

1.4 The Principle of Reciprocity

return what was given to them; whether it is a positive or negative gesture. Cialdini (2001) says that "every member of every human culture has been trained to play by this rule: you must not take without giving in return." If for example, a person offers lunch to their friend; that friend will most likely want to reciprocate the gesture by offering the person lunch on a following occasion. Old saying such as "an eye for an eye" or, "you scratch my back and I will scratch yours" are metaphors that illustrate the principle of reciprocity. Large humanitarian organizations such as MSF have integrated the principle of reciprocity as part of their external communication strategy. For example, in March of 2010 MSF sent out packaged envelopes containing an informational newsletter and persuasive material encouraging donations. They also offered a world map and personalized postal stickers as gifts along with a stamped envelope to facilitate the response (Annex: MSF Promotional Material). By offering gifts such as the world map and personalized postal stickers; MSF was promoting donations based on the principle of reciprocity. They are aware that people appreciate receiving gifts, and that they will try to reciprocate the gesture by giving in return. Additionally, MSF used emotion evoking images in their informational content in order to evoke empathy on the part of potential donors.

Up until now, we've primarily spoken about the need to reciprocate what has been given. However, the paradigm of reciprocity can also be egocentric. Sometimes adults behave with altruistic behaviors in view of being publicly recognized and rewarded with self gratification. In the context of humanitarian actions, it is immoral to ask "what is in it for me?" However, many donors and volunteers participate in humanitarian actions, because it pleases them to help others; it simply gives them personal gratification, which in itself is a form of reciprocity. One interesting theory proposes that the act of gratifying one's self interests through altruism is considered as a form of hedonism (Baumann et al., 1981). When a person or organization is

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presented with a request to help out a humanitarian cause; they enter into a process of reasoning that requires them to weigh out the repercussions of the commitment. For example, the humanitarian organization may announce that by donating five dollars the supporter can feed a child who suffers from malnutrition for a month and by donating \$20 they can feed five children for a month. In this scenario, the act of donating is reciprocated with the notion that one or five suffering children will be nourished for a month's time. World renowned organizations such as Doctors Without Borders have succeeded in developing donor fidelity through the use of numerous strategies, one of which is allowing donors to choose how their funds will be used. This liberty of choice represents a form of power in which the donor has control over how their donation will be used. The act of empowering donors may be seen as a form of intangible reciprocity. Donors do not always enter into a complex process of reasoning before making their commitment. For example, during the holiday seasons (USA) Salvation Army volunteers can be found in front of many major shopping centers as they ring their bells and collect donations. Many passersby will make a small contribution with no hesitation. In this case, donors are familiar with the soliciting entity and have developed a sense of trust (due to annual repetitions of the act) and their decisions are heuristically driven. The donor gives because they think it's for a good cause and the act reciprocates the desire to give during the Christmas season. A strong sense of trust must be developed before an organization can incite commitments in which the donor receives reciprocal gratification after making decisions based on heuristics. The following chapter gives more insight into heuristics.

1.5 Heuristics

1.5 Heuristics

Heuristics are defined as a method of discovery through one's own investigations (Niquette, 1996). It is also the basis of common perception structuring and the development of the assumptive identity and or valor without the application of an elaborate reasoning process. Heuristics are relied upon for instantaneous cognitive responses. When developing our initial impressions, we base our opinion on common beliefs that have been formed as a result of our previous experiences related to the source stimuli in question. People retain memories of their past experiences which form subconscious heuristic affiliations (that may be positive or negative) to a corresponding stimuli. Intellectual capacity and intelligence are important factors in determining the complexity of a person's heuristic foundations. If a person accepts something as the veritable truth, simply because the communicator is attractive; it may be a clear indicator of an intellectually undeveloped heuristic foundation. Contrarily, if a person makes an instantaneous response based on confirmatory proof; it may indicate an intellectually developed heuristic foundation. A person's heuristic foundations are developed over time if the intellectual capacity is efficient enough to retain memories about past experiences related to the source stimuli in question. Additionally, our perception of diverse sources of stimuli can evolve and change over time. The intellectual capacity to observe and remember the effect of a past experience; serves as the basis of heuristic foundations and allows us to create rules of thumb that are furthermore consulted when approached with the same or relevant stimuli. When someone is confronted with a new source of stimuli, the experience will be remembered and enter into the person's subconscious heuristic foundation. In future interactions with the same or relevant stimuli, the person may rely on a rule-of-thumb that has been developed in order to make an

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instantaneous responses and or social measurement without entering into a complex process of reasoning. People rely on heuristics in scenarios that require them to think fast and make a quick response; and to minimize the cognitive workload needed to make a decision.

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Foot-in-the-door (FITD) Technique

The principle of the FITD technique is simple; make a request requiring little to no investment and follow it by a more significant demand (Joule & Beauvois, 1998). Old saying such as "give them an inch and they'll take a mile" and "put in the hand and the arm will follow" are metaphors that make reference to the FITD technique. Freedman and Fraser (1966) conducted some of the earliest experiments that empirically tested the FITD technique. These experiments revealed that the FITD technique is effective for obtaining costly commitments such as: having a team of investigators search freely through a strangers kitchen cabinets or putting a large advertisement in someone's front yard promoting automobile safety. In their first experiment (Freedman & Fraser, 1966), a study was performed in order to analyze the alimentary consumption habits of California residents. The experiment required 5 to 6 men to search through a person's kitchen cabinets with complete liberty in order to observe the homes alimentary consumption habits. The residents were informed that the operation would last about two hours. In the control experiment, only 22% of the subjects accepted to receive the team of investigators. In the experimental group, the residents were contacted by telephone and asked to participate in a short eight question survey about their alimentary consumption habits (preparatory act). Three days later, the experimental group subjects were

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contacted again and asked to receive the team of investigators. The results showed that 52.8% of the experimental group subjects accepted to receive the team of investigators. This comparative study revealed that the FITD technique was effective in doubling the rate of compliance for a costly request i.e. receiving a team of investigators and allowing them to search freely through the subjects' kitchen cabinets. In another experiment performed by Freedman and Fraser (1966), the experimenters were able to quadruple the rate of compliance to a request demanding the subjects to place a large automobile safety sign in their front yard. During the experiment, control group participants were contacted and asked if they would be willing to participate and display a large automobile safety sign in their front yard; no preparatory request was effectuated. Results show that only 16.7% of the control group participants accepted the request. In the experimental group, participants were contacted before and asked to display a small automobile safety sign in their window. 10 days later, the experimental group participants were contacted again and asked to display a large automobile safety sign in their front yard. The results revealed a 76% rate of compliance with the experimental group participants. For each of the experiments, the only difference between the control and experimental groups; was the application of a preceding request (preparatory act). The small, seemingly insignificant requests, allowed the experimenters to double or quadruple the amount of acceptance for their targeted requests. The considerable rise in compliance is not a result of personal characteristics i.e. the experimental group participants were more generous than the control group participants. The experimental group participants were driven towards accepting the targeted request through a series of preparatory actions. Since people try to stay consistent with their actions; by accepting an initial request, the person is more likely to accept a second more costly request from the same source. In each of the experiments, the targeted requests

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were contextually similar to that of the preliminary requests. From a psychological reasoning point of view, the participants may have asked themselves if they should accept the costly request and reasoned that they had previously accepted a contextually similar request from the same source, and thus to be consistent with their previous behavior; they decided to accept the second more costly request. This example reasoning process may be applied to all of the subjects who received the FITD approach and who were asked to comply with a costly request. The significant rise in compliance can be attributed to the FITD technique; however, in order to better understand the reasoning process, we should observe the role of heuristics in their decision-making. If the experimental group participants accepted the second more costly request without entering into an elaborate process of reasoning; then their decision may have relied on heuristics (Ajzen, 1992).

Heuristics and the FITD Technique

In research relevant to the FITD technique, the preparatory act is accepted by almost 100% of the subjects (Joule & Beauvois, 1998). In the FITD paradigm, the high rate of acceptance for the preparatory act is responsible for optimizing compliance to the second more costly requests. When encountered with the FITD technique, if the subjects do not enter into an elaborate process of reasoning when they are presented with the second more costly request; then they may be relying on heuristics to make their decision. Since heuristics are based on previously developed cognitions or rule of thumb; the person does not need to enter into any elaborate process of reasoning in order to make their decision. They may simply rely on the rule-of-thumb that was developed after accepting the preparatory act. Since most subjects accept the preparatory act; the rule-of-thumb becomes that

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the source and the requests that they make are acceptable. In general, when someone encounters a new source of information i.e. a person, place or thing; it will require more attention and incite an elaborate process of reasoning or analysis. If the subject has never encountered the source communicator, it is unlikely that they will make a decision based on heuristics or a rule of thumb, because it is their first interaction with the source. Hence the reason why the rate of compliance is lower with subjects who do not receive a preparatory act before being asked to comply with a more costly request. Without the presence of a preparatory act, the subject is likely to enter into an elaborate process of reasoning and decide that the request is too costly in terms of time, energy or overall investment. Heuristics are heavily relied upon in the foot-in-the-door paradigm because the subject receives a preparatory act, which acts as a preliminary commitment designed to engage the subjects into any elaborate process of reasoning in which compliance is probable due to the innocuous nature of the action being requested. Furthermore, when the subject is contacted again or directly asked to comply with a second more costly request; instead of entering into an elaborate process of reasoning (as they have already done for the preparatory act) they may base their decision on rule-of-thumb which they developed after deciding to comply with the first request. Since heuristics are based on previous experiences, compliance with the first request becomes the basis for acceptance of the second request, without the necessity of an elaborate process of reasoning. Heuristics enable people to make decisions without the effort of thoroughly analyzing and or contemplating the request. For example, if a complete stranger presents himself or herself to a person and greets them with a handshake; the person may be hesitant in shaking hands and responding to the greeting. However, the next day when the same stranger arrives and repeats the gesture, the person is more likely to shake hands and greet them without hesitation; and

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even more so in future occurrences. In this scenario, a heuristic foundation was formed after the person shook hands with the stranger in the first instance of self presentation. Consequently, a rule-of-thumb was formed that indicated no problem or negative affiliation related to the act of shaking the stranger's hand; and it was furthermore deemed an acceptable and repeatable action. After accepting an initial request, it feels natural and consistent to accept a second. However, the principle of consistency does not guarantee the acceptance of a second request, it only optimizing the probability of compliance.

Door-in-the-face Technique

The door-in-the-face (DITF) technique is another sequential requests strategy that is somewhat the opposite of the FITD technique. The principle of the DITF technique is to make a very costly request (preparatory act) that is likely to be refused; and follow it with a more reasonable request (final act). This technique is traditionally used by car salesman when they ask for a price that is higher than what they will actually accept. They propose a price for which they are prepared to accept refusal and follow that refusal with a proposition that is actually the targeted price. The old saying "shoot for the moon, even if you miss, you will land among the stars" is a metaphor that validly represents the DITF technique. One reason that explains the effectiveness of the DITF technique is the theory of reciprocal concessions (Abrahams & Bell, 1994). Often times people feel a sense of obligation to reciprocate common courtesy. In situations where the DITF technique is applied, subjects normally refuse the initial request (Joule & Beauvois, 1998). In the paradigm of the DITF technique, the second request is a concession, which appears to be a clear reduction and compromise provided in favor of the subject. The theory of reciprocal concessions explains that

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people feel an obligation to comply with the second request as a means of reciprocating the "kind gesture" of compromising the initial request and offering a less costly alternative. Abrahams & Bell (1994) explain the concept well stating:

"A large initial request increases the size of the discrepancy between the initial request and subsequent request, thereby increasing the magnitude of the requester's compromise. The labeling of the second request as a concession should ensure that a target of influence is aware of this substantial retreat."

The compromise must be knowledge by the subject in order for them to feel a need to reciprocate the concession. When the DITF technique is applied, it should be temporally contiguous and performed by the same person so that the subject will be able to clearly acknowledge the concession. The amount of the initial request is also important and should appear to be larger than the second request, but not exaggerated to the extent that it will be perceived as absurd or completely unreasonable. Credibility also plays an important role in obtaining compliance while using the DITF technique. Requests from highly credible sources are more likely to be accepted than the same requests from non-credible sources (O'keefe & Shepherd, 1989). Self presentation also plays a significant role in explaining why the DITF technique is effective. The impression management theory (Tedeschi et al., 1971) explains that people manage their self presentation in order to have a profitable public image. Abrahams and Bell (1994) explain that:

"The individual's rejection of the initial request leads to a concern that they will be judged negatively by the solicitor. Thus compliance with the second request is motivated by the desire to redeem oneself in the eyes of the solicitor."

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Compliance can also be optimized in situations where the subject anticipates future interactions with the solicitor. People are more concerned about preserving a positive self presentation when they are under the assumption that they will have future interactions with the solicitor (Duval & Wickland, 1972). Consequently, in situations where the DITF technique is used and the subject anticipates future interactions with the solicitor; they are more likely to comply with the second request as a means of preserving a positive self presentation.

Door-in-the-face & "You are Free to" Technique

In the experiment by Pascual et al. (2009) donations for a humanitarian action were evaluated with the use of two different techniques: the **door-in-the-face** and the "you are free to" technique. The experiment was conducted with 180 participants who were approached arbitrarily in the street and asked to make a donation in support of the victims of the 2004 tsunami in Indonesia. The requests were made between 18 and 30 days after the tsunami and then during a second phase, between 50 and 70 days after the natural disaster. The results show that donations were higher in the first phase (between 15 and 30 days after the natural disaster) compared to the second phase, which took place 50 to 70 days after the occurrence. Both the door-in-the-face (DITF) and the "you are free to" techniques were more successful than the control condition, which consisted of a direct request for a donation. However, the results from this experiment show that the door-in-the-face technique sustained more consistency in its effectiveness, in comparison to the "you are free to" technique. Additionally, the average amount of donations was higher with the application of the DITF at technique. Out of the 77 subjects who made a donation, the average amount was €2.24.

Part Two: Experimental Validation in a Face-To-Face Context

2.1 Passage from the Theory of Commitment to Binding Communications

When we speak about the passage from the theory of commitment to binding communications, we address the act of passing from theory to practice.

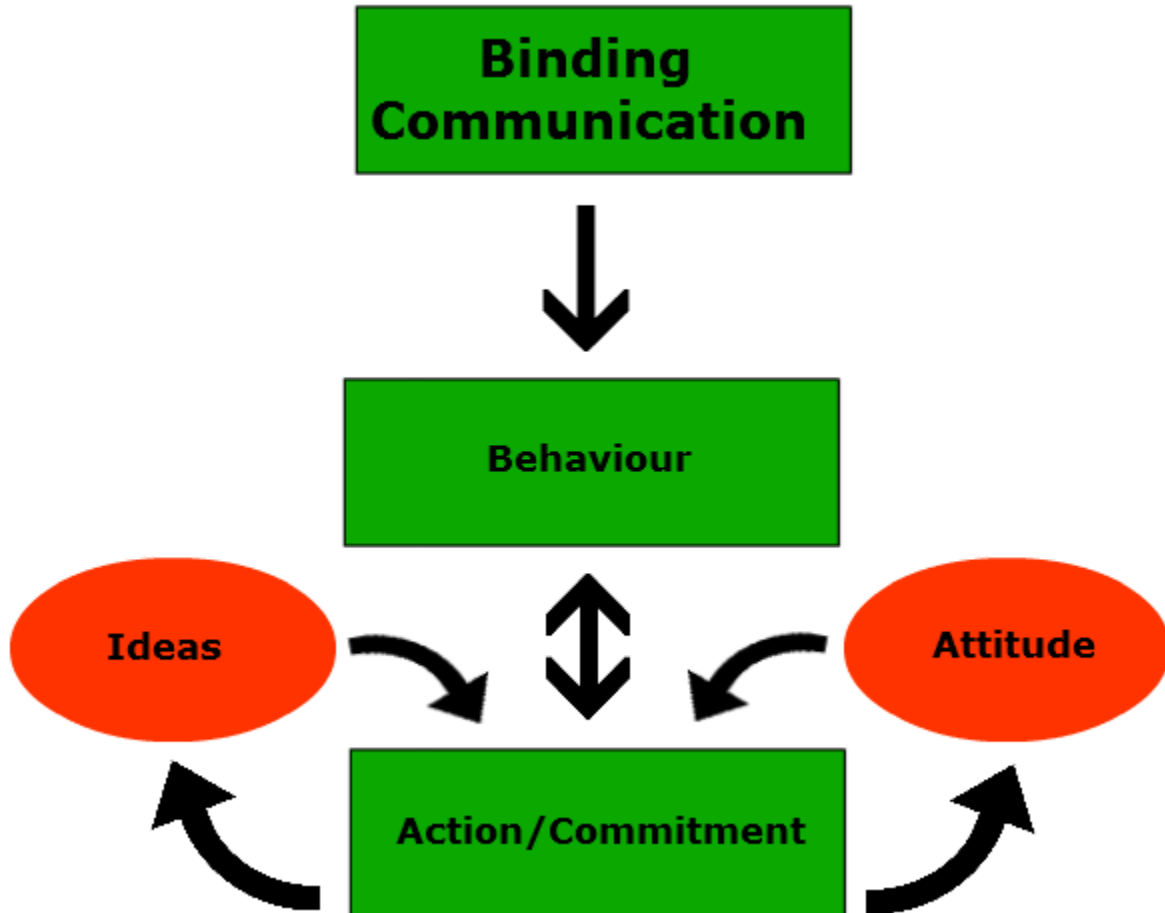
The theory of commitment was proposed by Charles Keisler (1971), and also readdressed and elaborated by Robert Vincent Joule and Jean-Léon Beauvois (1998). Binding communications implies that the message recipient is targeted with a message (usually persuasive in character) that incites them to commit to a preparatory action; thus giving them the status as a message receiver, and also as an actor (Bernard & Joule, 2004). Changing message receiver status from a static recipient to an active participant is one of the distinguishing characteristics of binding communication. The theory of commitment in itself helps the experimenter to understand the environment which is ideal for creating a high-level of commitments. Contrarily, in the paradigm of persuasive communication communicators attempt to change people's behaviors by first changing their attitude. In other words, in order to obtain a behavioral change it is first necessary to modify the subject's ideas, opinions and attitudes toward the action in question. The persuasive message is used as an attempt to convince the subject to adopt a new point of view or to modify their attitude toward the action in favor of a behavioral change. However, it is also known that changing someone's ideas and or attitudes, does not necessarily change their behavior. The paradigm of free-will compliance is based on the context of liberty and giving the subject the impression that they are in control of their decisions. Free will compliance is part of the binding communications paradigm and aims to obtain small preliminary commitments before requesting more costly acts. Unlike

2.1 Passage from the Theory of Commitment to Binding Communications

persuasion, in the paradigm of free will compliance, behavioral change is achieved by passing through behavior, which then modifies the person's ideas and or attitudes towards the action being committed. However, persuasive communication is often times used in obtaining the preliminary act in the paradigm of binding communications. The preliminary action is often times an anodyne or innocuous act with seemingly little to no importance to the subject. Due to the innocuous nature of the preliminary act, subjects normally pass by the peripheral route of persuasion in making their decision to commit. The peripheral route of persuasion (as opposed to the central route), does not require a complex process of reasoning and is based on heuristics and or positive or negative cues that direct the subject's decision to commit or not (Petty et al., 1983). When passing from theory of commitment to the binding communications paradigm, organizations or researchers make a transition from the phase of research action to the practical application on the terrain. According to Bernard (2007), the research action and terrain of application requires researchers to problem solve theoretical and practical issues as well as pose unavoidable questions about the terrain of application and the intervening participants; who may be oriented toward an individual or collective action.

2.1 Passage from the Theory of Commitment to Binding Communications

Graph 2 -- Binding Communications Behavior Model



The parameters of binding communications include: the context of liberty, public nature, explicitness (clarity), irrevocability (irreversible), repetition of the act, consequences of the act, costliness (time, energy and money). Additionally, the effects of binding communication are stronger as the degree of commitment rises. To understand the passage from theory to the application in the binding communications paradigm, organizations should have a clear understanding of the founding principles proposed by Charles Kiesler (1971). **Actions that are:** committed in public are more engaging

2.1 Passage from the Theory of Commitment to Binding Communications

than commitments made privately or anonymously, explicit and clear in nature are more engaging than ambiguous or unclear, irrevocable or irreversible are more engaging than reversible, repeated are more engaging than actions committed to on a single occurrence, with higher consequences are more engaging than actions with little to no consequences. Additionally, a higher degree of commitment is obtained when the action is more costly in terms of time, energy and resources. Motivation also plays an important role and actions are more engaging when they are committed to through *intrinsic* motivation as opposed to *extrinsic* motivation, i.e., the promise of reward or punishment. The act of presenting a promise of reward or punishment is actually disengaging because it prevents the subject from establishing a link between their self-concept (ideas and attitudes) and the action being committed. This occurs because the subject is not able to attribute their act to their own personal motivation; but reason that they committed the action in view of obtaining a reward or avoiding punishment. It is not the subject who engages, but the situational environment which engages the subject (Joule, 2012). Essentially it is variables in the situational context that attribute a higher degree of commitment to the action or not. For example, actions obtain a higher degree of commitment when they are more costly or have greater potential consequences. The degree of commitment does not depend on the subject, but on the situational context in which the engagement is presented; the subject and the environment are independent factors. To clearly enter into the paradigm of binding communications the action should be committed in the context of liberty, publicly, explicitly, be irreversible, be repeated and have consequences with a certain cost so that the actor can attribute a sense of intrinsic motivation for committing. However, Joule (2012) proposes a new theory which explains that the proper environment of binding communications is not sufficient; the actions should be committed to with the targeted level of identification and ideally a high

2.1 Passage from the Theory of Commitment to Binding Communications

level of identification. Joule explains that this is why it is important to establish a connection between the theory of commitment (Kiesler, 1971) and the theory of action identification proposed by Daniel Wegner and Robin Vallacher (1986), which states:

Action identification theory holds that people know what they are doing. The identifications people have in mind, or the actions they perform, however, are not particularly complete, and more over, may change from one moment to the next. The theory assumes that in any particular moment, a person adopts only a single, prepotent identity for an action, and the theory suggests that this identity serves as a cognitive referent for the initiation of the action. Thus, in some cases, people may undertake an action with a particular understanding of it in mind, and then continue to understand it that way during and after its occurrence (Wegner et al., 1986).

The Handbook of Theories of Social Psychology (2012) also published a work on the action-identification theory by Wegner & Vallacher stating that there are three basic principles that can help to understand the theory:

The theory of action identification is a system of three principles explaining how people's thoughts of what they are doing relate to what they do. In a sense, the principles suggest an "operating system" for a human being -- a program linking thought to action. The principles suggest simply that people do what they think they are doing, that when they can think of doing something more, they do that -- but that when they

2.1 Passage from the Theory of Commitment to Binding Communications

can't do what they were thinking of doing, they think of doing less (Wegner & Vallacher, 2012).

Actions can be attributed three different levels of identification: low, medium and high. For example, while soliciting contributions for humanitarian actions the donors can have the impression that they are giving money, contributing to a humanitarian action or making a donation to feed children in Africa. In the above example, "giving money" has low action identification; "contributing to a humanitarian action" is less ambiguous and has a medium level of identification; while "making a donation to feed children in Africa" has a high level of identification. When Joule insists that the engagement be labeled with a high identification; it is because by attributing a high level of identification, the subjects create a stronger link between their act and their role, as well as the consequences of the act, which become clearer and more important. The primary interests of high action identification are to clearly identify the behavior, increase the actions social valor and make the behavior easier to define and acknowledge by the actor (Wegner et al., 1986).

Theoretically, we must provide a high level of action identification in order to reinforce the degree of commitment. In order to pass into action, and apply this notion in the binding communications paradigm; communicators can integrate a high level of identification into their textual messages.

2.1 Passage from the Theory of Commitment to Binding Communications

Graph 3 -- Messages with High Level of Action Identification

High Level of Action Identification in Textual Messages

World Vision
Building a better world for children.

CARE

PARTNERS FOR CHANGE

HELP TRANSFORM HER LIFE FOR ONLY \$1 A DAY

GIVE MONTHLY

"I FEEL SOMETHING BITING MY STOMACH"

Donated medications delivered by World Vision will help Ezera recover from worm infestation in an area of poverty where basic medicines and supplies are too often out of reach.

DONATE: Life-saving medicines and supplies.

For example, the humanitarian organization CARE incites donations with a message reading "PARTNERS FOR CHANGE: Help Transform Her Life for Only \$1 a Day"; while the organization World Vision uses high identification messages such as "DONATE: Lifesaving medicines and supplies" (See Graphs above). These types of messages have a high level of action identification implicated into them, which in turn helps the donator identify their role in the commitment.

2.1 Passage from the Theory of Commitment to Binding Communications

Binding communication is derived from the theory of commitment as well as persuasive communications. The effectiveness of persuasive communication messages is significantly affected by: the sources credibility, the feeling of trust created by the source communicator, the construction of the message i.e. how the arguments are placed, the context in which the message is emitted i.e. free choice versus constraint, fear versus no fear, pleasant versus unpleasant. Globally, many factors influence the effectiveness of a persuasive communications message. The process of a binding communication message is constructed of different phases. In the first phase, it is necessary to obtain a preliminary/preparatory action. The second phase consists of using a persuasive message, which leads the subject to the third phase which is the obtention of the commitment. The binding communication process is not limited to providing information and arguments to its receptors; this type of communication focuses on obtaining actions i.e. preliminary acts, decisional acts and commitments in order to make the message recipient an actor instead of only a message receiver. While passing from the theory of commitment into the binding communications paradigm, it is necessary to ask certain questions such as: what is the right information to transmit? What are the best arguments to use? What is the best channel of communication? What types of preliminary acts or engagements should be obtained from the subject? What is the best level of action identification? Although we use persuasive communication in the context of the binding communication paradigm; a few factors differentiate the two types of communication. In the paradigm of persuasive communications, the common questions are proposed by Lasswell (1948) including: who says what, to whom, through what channel and with what effect? Tufte & Mefalopulos (2009) explain the nature of Lasswell's early model of communication:

In the early models of communication, there were no participatory elements. The assumption was that the power of communication to enhance development was in the correct crafting of the content and in the adequate targeting of audiences. The goal was individual behavior change.

In the paradigm of binding communication, the same questions are asked with the addition of a few more: who says what, to whom, through what channel, with what effect, ***making them do what and with what level of action identification?*** (Joule, 2012). Once again, the key difference behind the two forms of communications is that binding communication obliges the recipients to become actors and “by becoming actors in the communication process, their participation in the relevance of its content is greater” (Grandjean & Gueguen, 2011). The following experiment illustrates the process of passing from the theory of commitment into a real binding communications paradigm; where message receivers become actors as they are engaged in a multi-phase commitment process.

2.2 Foot in the Door Strategy in a Face to Face Communication Setting

Introduction

Our first experiment tested the foot-in-the-door (FITD) technique as a method of optimizing monetary donations in a face-to-face communication setting. The FITD technique is a strategic form of communication that can be used to optimize the rate of compliance for targeted commitments. This technique has traditionally been used as a method of influencing behavior, often times in business and commercial settings; however our experiment tests the effectiveness of the technique in requesting support for a humanitarian action. The principle of the FITD technique is simple "acquire a little before asking a lot" (Joule & Beauvois, 1998). It is a sequential requests strategy that is characterized by a preparatory act (relatively costless commitment) followed by the targeted request. The underlying theory behind the techniques success is based on the principle of self consistency and that people try to stay consistent with their actions (Festinger, 1957). Based on consistency, when a person engages in a costless commitment, they are more likely to comply with a second request from the same source. Generally, people tend to reflect more heavily on deciding whether or not to commit to an initial request; however, since the FITD technique proposes a costless preliminary request, the result is almost 100% compliance (Joule & Beauvois, 1998). The process of reasoning differentiates between the first and second commitment. The principles of cognitive dissonance, self consistency and heuristics play important roles in the person's decision-making process when encountered by the FITD technique. The technique is a sequential requests strategy composed of two

2.2 Foot in the Door Strategy in a Face to Face Communication Setting

parts: the preliminary and final act. The reasoning process for these two parts also differentiates respectively. During the first phase of the reasoning process, the person will make a decision based on the absence of cognitive dissonance. Since the request is costless, no significant cognitive dissonance results and subjects frequently accept the commitment. The second phase of the reasoning process relies partially on self consistency and heuristics. Although the second commitment is more costly, the person makes the effort to stay consistent with their previous action and also revert to a rule-of-thumb that was established during the first commitment.

In theory, the foot-in-the-door technique is effective in obtaining commitments, because it is a method of priming message recipients before asking them for a targeted request. With the theory of commitment in mind, we now attempt to make the passage toward the application and enter into the paradigm of binding communications in a university classroom setting. Research revolving around the commitment process dates back to the mid-1900s; however, little empirical research documents the effects of the foot-in-the-door technique on behavior in relation to humanitarian actions in a face-to-face environment. This experiment represents an unprecedented contribution in the domain of behavioral studies for humanitarian actions.

Problematic

Encouraging donations for humanitarian actions is a sensitive process. In light of past scandalous activity, people are weary about making contributions to fraudulent humanitarian entities; Thus requiring a certain assurance and development of **trust**. However, that's not all, in order to optimize the ratio of engagements; it is necessary to create a situational environment in which the message recipients become actors and not only

2.2 Foot in the Door Strategy in a Face to Face Communication Setting

receivers. Keeping in mind that it is not the subjects who engage into the commitment, but the situational context/environment which engages the subject; the veritable problem of this experiment becomes creating the ideal environment conducive to the commitment process. From a more global perspective, we address a larger problematic: the need for effective methods of optimizing commitments for humanitarian actions in the face-to-face context.

Scientific Questions

Can the foot-in-the-door technique be used as a method of optimizing commitments toward humanitarian actions in a face-to-face context? What variables in the situational/environmental context will render the message recipients as actors? Are the methodological applications necessary for creating a binding communications environment worth the investment of time and energy required to apply them?

2.2 Foot in the Door Strategy in a Face to Face Communication Setting

Hypothesis

Judging by past observations and experiments, it is our hypothesis that the foot-in-the-door technique will be effective in augmenting the ratio of commitments made for a humanitarian action in a face-to-face communication setting. Additionally, we take the point of view that the situational/environmental context can be easily manipulated in order to render the message recipients as actors. Lastly, we believe that the methodological applications required to create a binding communications situational context are minimal; and worth the time and energy needed to apply them.

Methodology

The experiments were conducted in a closed classroom setting. Experimental subjects consisted of two groups (control and experimental) totaling 39 students from the University of the South Toulon Var. There were 19 students in the control group and 20 students in the experimental group. The experiment was conducted after the projection of an 18 minute humanitarian film produced by the experimenter and in which the experimenter appeared as the presenter. The goal of the experiment was to assess the effectiveness of the FITD technique for optimizing the number of adherents and the amount of donations they made upon becoming a member of the association. Membership to the association was free with the option of making a donation. The control and experimental groups were given the same presentation before and after the humanitarian film; with the exception of two variables. Firstly, participants in the experimental group were ***asked to raise their hand*** if the humanitarian film made them want to help the children by making a donation; the presenter then proceeded to count out loud the number of hands raised. And secondly, the experimental

2.2 Foot in the Door Strategy in a Face to Face Communication Setting

group participants were given a short three question survey before receiving the membership form. (Refer to the annex for the full text of the presentation).

Control group

After the introduction by the presenter and viewing the 18 minute humanitarian film, students were presented with membership forms and told that admission to the association was free with the option of making a donation. The presenter made it clear that if the students wanted to show their support for the action that they should complete the free membership forms. Additionally, students were told that they could make an immediate donation and that they would be provided with a receipt in exchange. After giving the instructions the presenter sat down and took notes while awaiting the students.

Graph 4 -- Control Group Adherence Form

S1A - Control Group 001 Adherent Form

FORMULAIRE D'ADHESION LIBRE



ASSOCIATION HUMANITAIRE

M. Mme Mlle
Nom Prenom
Date de Naissance / /
Adresse
Code Postal
Ville
Email
Telephone

SHAPE 1 AFRICA est une association caritative humanitaire pour l'aide aux personnes en difficulté, sans but lucratif visant à promouvoir et participer à l'élaboration des projets d'action humanitaire par des interventions humanitaires et par l'intermédiaire de vecteurs multimédia tels que la télévision, internet, la radio et le photo-journalisme. Cela tout en appliquant la notion d'une communication engageante avec le but d'inciter l'interactivité positive provenant d'entités publiques et privées pour des projets d'action humanitaire et ainsi améliorer les conditions de vie en aidant à fournir un meilleur enseignement, de la nourriture et de l'eau aux populations démunies.

Vous êtes libre d'apporter votre soutien à SHAPE 1 AFRICA dans ses actions humanitaires et solidarité internationale.

J'effectue un don d'un montant de mon choix: _____ Euros

Dons par chèque à l'ordre du SHAPE 1 AFRICA

- En Espèces
 Par chèque bancaire

Date et Signature

WE CAN CHANGE THE WORLD

TEL: 06 68 71 56 26

EMAIL: INFO@SHAPE1AFRICA.ORG

ADRESSE: UFR INGEMEDIA, UNIVERSITÉ DU SUD TOULON-VAR, BP 20132, 83957, LA GARDE CEDEX FRANCE

OO1



2.2 Foot in the Door Strategy in a Face to Face Communication Setting

Experimental group

After the humanitarian film, students in the experimental were **asked to raise their hand** if the humanitarian film made them want to help the children by making a donation; the presenter then proceeded to count out loud the number of hands raised. Secondly, the participants were given a short survey composed of 3 questions before receiving the adherence form (See Graph 5).

The questions were:

1. Did you understand the problems at the Colma Séguéré elementary school?
2. Did you understand the proposed solutions?
3. What emotion do you feel after viewing the film?

After the survey, the presenter distributed the adherent inscription forms. The inscription was free with the option of making a donation.

2.2 Foot in the Door Strategy in a Face to Face Communication Setting

Graph 5 -- Experimental Group Questionnaire and Adherence Form

S1A - Experimental Group 002 FITD & Adherent Form

Action Humanitaire



Avez-vous compris les problèmes de l'école primaire de Colma Ségouré ?

OUI NON

Avez-vous compris les solutions proposées ?

OUI NON

Quelle émotion avez-vous ressenti après avoir vu le film ?

FORMULAIRE D'ADHESION LIBRE



M. Mme Mlle

Nom Prénom

Date de Naissance / /

Adresse

Code Postal

Ville

Email

Telephone

ASSOCIATION HUMANITAIRE

SHAPE 1 AFRICA est une association caritative humanitaire pour l'aide aux personnes en difficulté, sans but lucratif visant à promouvoir et participer à l'élaboration des projets d'action humanitaire par des interventions humanitaires et par l'intermédiaire de vecteurs multimédia tels que la télévision, internet, la radio et le photo-journalisme. Cela tout en appliquant la notion d'une communication engagée avec le but d'inciter l'interactivité positive provenant d'outils publicitaires et privés pour des projets d'action humanitaire et ainsi améliorer les conditions de vie en aidant à fournir un meilleur enseignement, de la nourriture et de l'eau aux populations démunies. Nous êtes libre d'apporter votre soutien à SHAPE 1 AFRICA dans ses actions humanitaires et solidarité internationale.

Effectuez un don d'un montant de mon choix: _____ Euros

Don par chèque à l'ordre de SHAPE 1 AFRICA

En Espèces

Par chèque bancaire

Date et Signature



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TEL: 00 00 71 50 25
EMAIL: INFO@SHAPEAFRICA.ORG
ADRESSE: 079 INGÉNIEUR, UNIVERSITÉ DU SAHARA SAHÉRIEN, BP 20102, 63007, LA GAMBIE SÈXE FRANCE

002

Graph 6 -- Control and Experimental Group Member Cards

Control group membership cards 001



Experimental group membership cards 002



2.2 Foot in the Door Strategy in a Face to Face Communication Setting

Graph 7 -- Control and Experimental - Method of Organization

FORMULAIRE D'ADHESION LIBRE

SHAPE 1 AFRICA ASSOCIATION HUMANITAIRE

M. Mme Mlle
Nom Prénom
Date de Naissance / /
Adresse
Code Postal
Ville
Email
Telephone

SHAPE 1 AFRICA ASSOCIATION HUMANITAIRE

M. Mme Mlle
Nom Prénom
Date de Naissance / /
Adresse
Code Postal
Ville
Email
Telephone

WE CAN CHANGE THE WORLD

001

WE CAN CHANGE THE WORLD

002

Control = 001 ↗

Experimental = 002 ↖

Every adherent in the control group is given a number that starts with 001.
Every adherent in the experimental group is given a number that starts with 002.

Method of organization

The control and experimental groups were distinguished by their member numbers. Upon inscription, every adherent in the control group was given a number that started with 001 while members of the experimental group were given a number that started with 002 (See Control and experimental group – Method of organization). The adherent inscription form was kept by the presenter while the new members kept their member card with a corresponding number (See Control and experimental group member cards).

Results

Following the inscriptions, the adherent's information (member number, gender, first and last name, birth date, postal address, email address, telephone number, and amount of donation) was entered into the corresponding data base in order to develop our statistical results.

Results

Our study was conducted with 39 students from the University of the South Toulon Var. Due to the small number of participants the results from our experiments merit additional validation in future observations including more significant numbers of participants. However, despite the low number of participants, we proceeded to develop statistical representations of the subjects' behaviors in the control and experimental groups. In the control group, only three subjects out of the 19 students completed the membership form after watching the humanitarian film (Graph 8). Although the students may have been clearly convinced that there was a genuine need for their support; the low rate of compliance shows that there was a block somewhere in the process. The results show that the direct demand for the subject's personal information i.e. full name, birth date, address, phone number, etc may have incited feelings of intrusiveness which was responsible for their reaction. The sudden request for their personal information may have also nullified the emotional impact created as a result of viewing the humanitarian film.

In the experimental group, nine out of the 20 students completed the free adherence form (Graph 9). With the application of the FITD technique the rate of compliance was nearly three times more than that of the control group (no FITD). In the control group 67% of the subjects who completed the member adherence form were females, while 33% were male (Graph 8.1) in the experimental group 56% of the subjects who completed the adherence form were female, while 44% were male (Graph 9.1).

Results

The results from the control and experimental groups show that females had a higher tendency to complete the free membership forms after viewing the humanitarian film. This may be due to a maternal feeling coupled with a desire to help suffering children. Results revealed that females are more susceptible to being influenced by emotion evoking content particularly related to children.

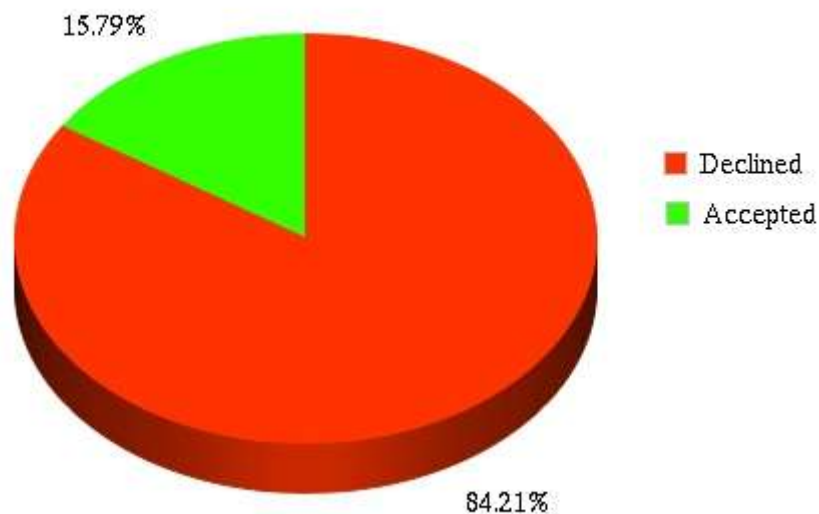
In the control group, only 5% of the students made a donation (Graph 8.2). While in the experimental group 35% of the subjects made a donation (Graph 9.2). These results show a sevenfold increase in the act of donating as a result of asking participants to raise their hand and publicly acknowledge their desire to help; coupled with the application of the FITD technique through the implementation of a short three question survey (Graph 10). Additionally, the experimental group subjects donated more often, and the average amount of their donations was also higher than that of the control group (Graph 10.1). On average, subjects in the control group made a donation of 1.30 euro's while subjects in the experimental group made an average donation of 3 euro's. Thus, the effect of the FITD technique has been tested and proven to optimize the frequency of donations, and the average amount of donations in a face to face communication setting. After viewing the humanitarian film, the experimental group subjects were asked to raise their hands and acknowledge their desire to help publicly and then presented with a short survey composed of three questions. These seemingly innocuous actions created a bond between the subjects and their emotions in relation to the humanitarian action. The act of raising their hand and publicly acknowledging their desire to help encouraged the participants to stay consistent with their self-concept by making a donation. Additionally, by writing that they understood the problem and solutions, as well as by writing the emotion that they felt after viewing the humanitarian film; the subjects

Results

concretized their sentiments towards the humanitarian action. The simple act of answering three short questions in writing allowed the subjects to reaffirm their understanding of the problem, the proposed solutions and the emotions that they felt after viewing the film. Equally important, the experimental participants completed a preliminary act before being presented with the final act/targeted commitments i.e. completing the adherence form and making a donation out of free will. As a result, the subjects were seven times more likely to make a donation (Graph 10).

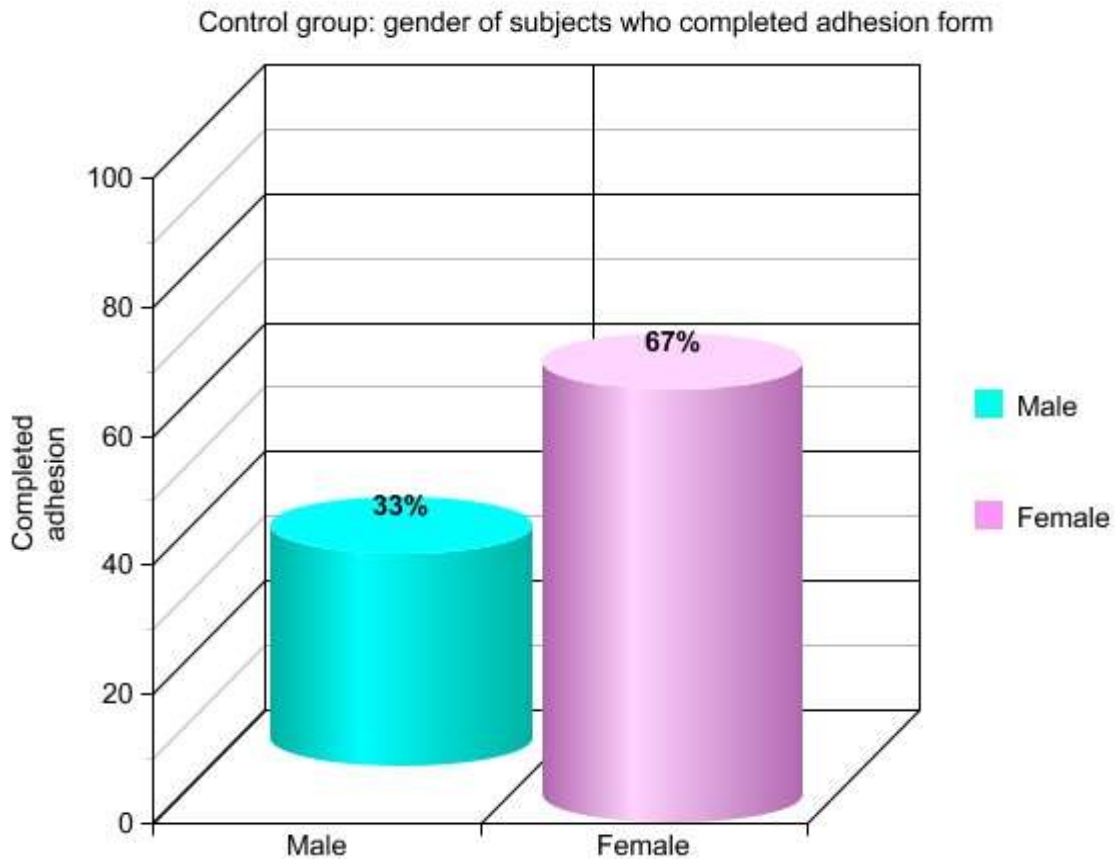
Graph 8 -- Control Group Adherence Form Compliance

Control group: accepted or declined to complete the adherence form
(no FITD technique)



Results

Graph 8.1 -- Control Group Gender (Adherence Compliance)

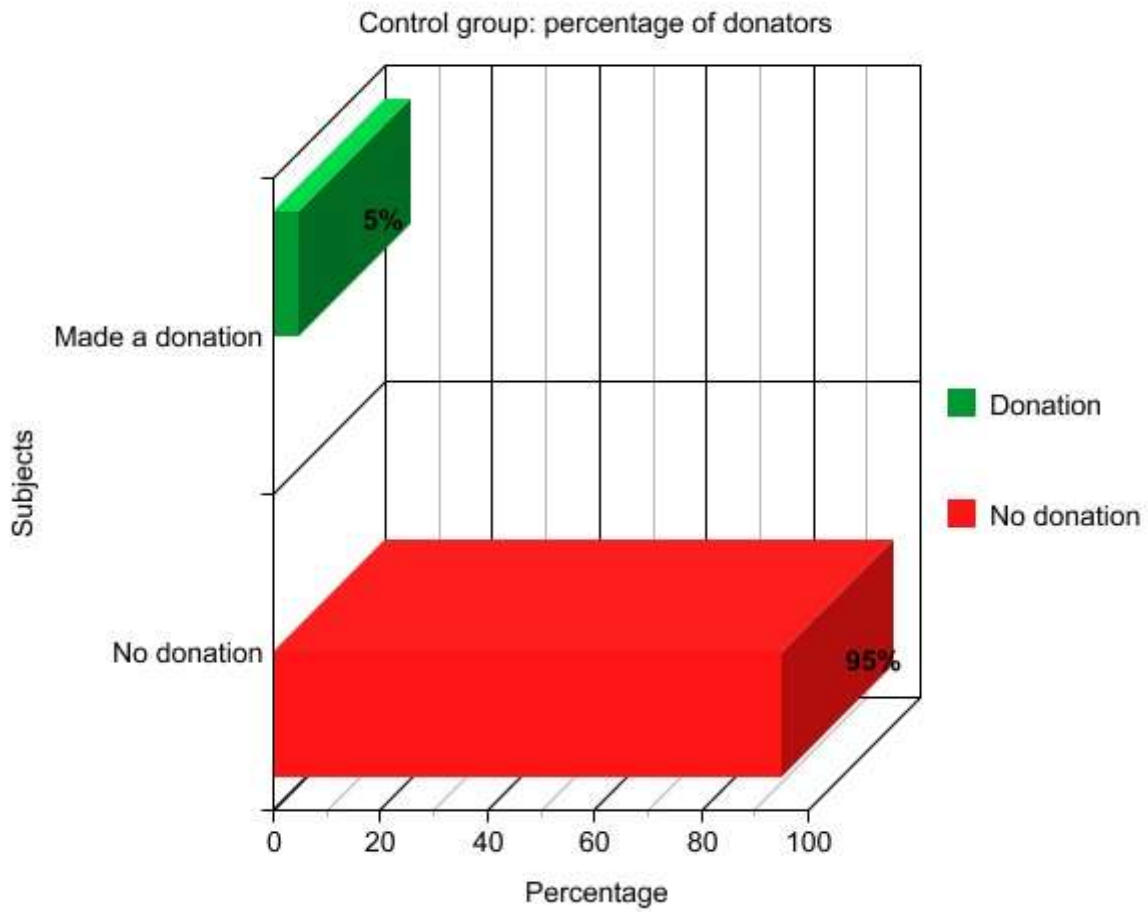


Results from the control group clearly show that the majority of the subjects declined participation. As previously mentioned, the control group subjects did not experience a preliminary commitment in the form of a short three question survey (FITD).

Out of the 15% of subjects who completed the adherence form in the control group; the majority of the participants were females.

Results

Graph 8.2 -- Control Group Donation Compliance

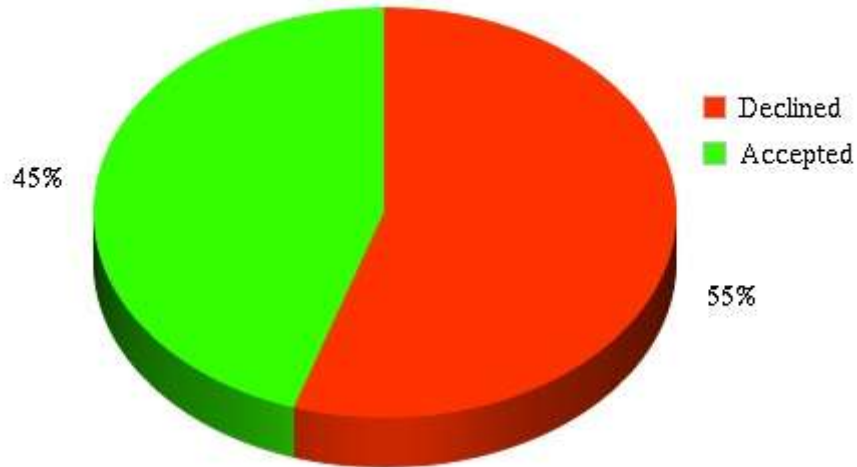


In the control group, only a very small percentage of the subjects who completed the adherence form proceeded in making a donation.

Results

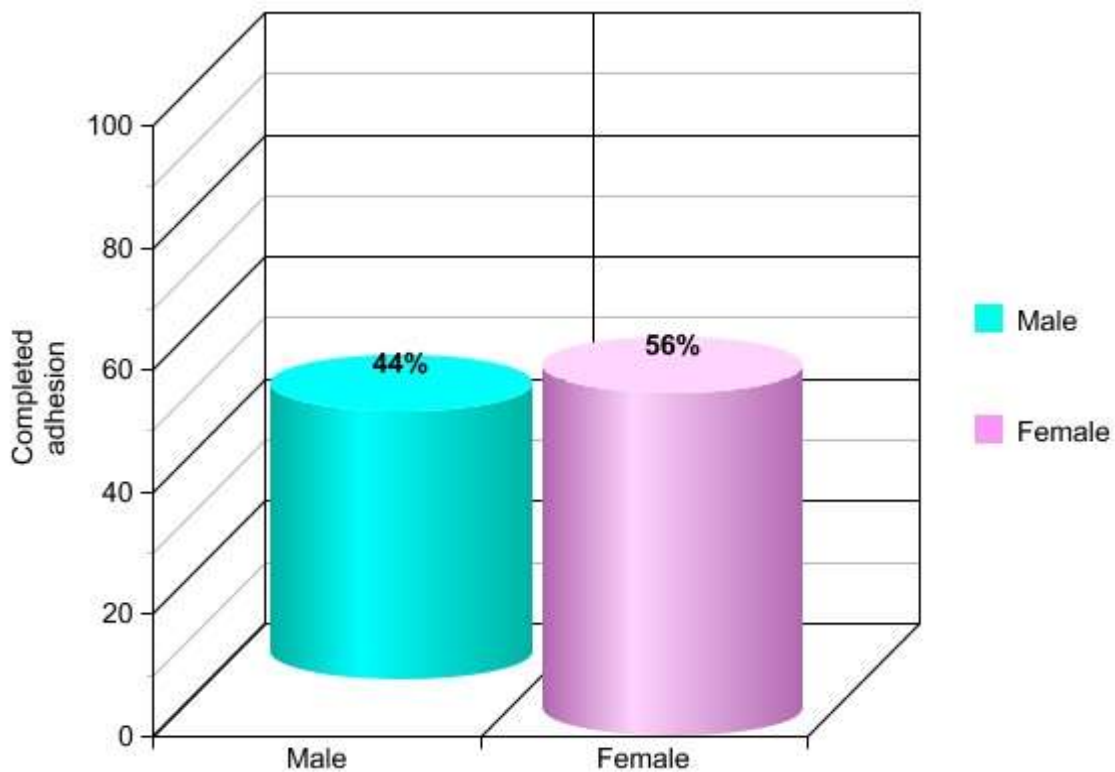
Graph 9 -- Experimental Group Adherence Compliance

Experimental group: accepted or declined to complete the adherence form
(FITD technique)



Graph 9.1 -- Experimental Group Gender (Adherence Compliance)

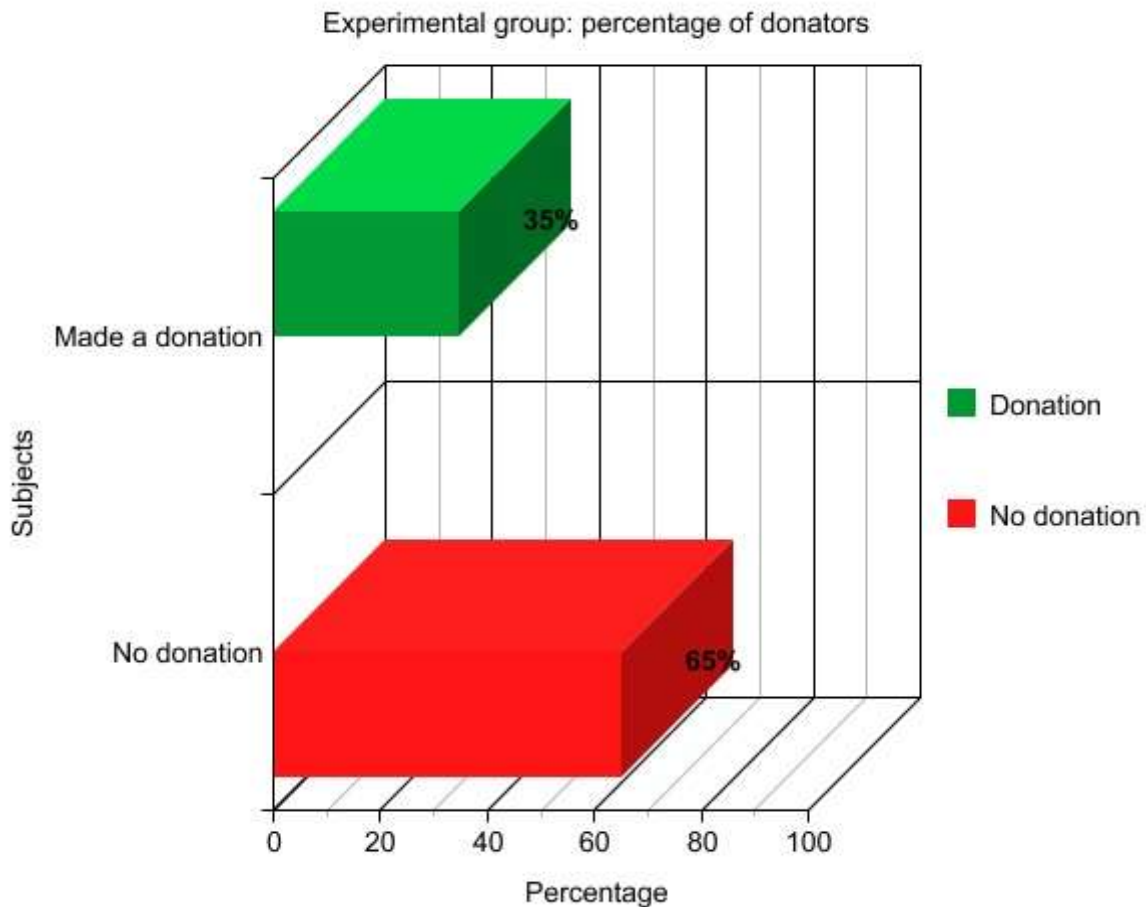
Experimental group: gender of subjects who completed adherence form
(FITD technique)



Results

In the experimental group, the majority of participants were also female and the number of male participants also increased by about 10%.

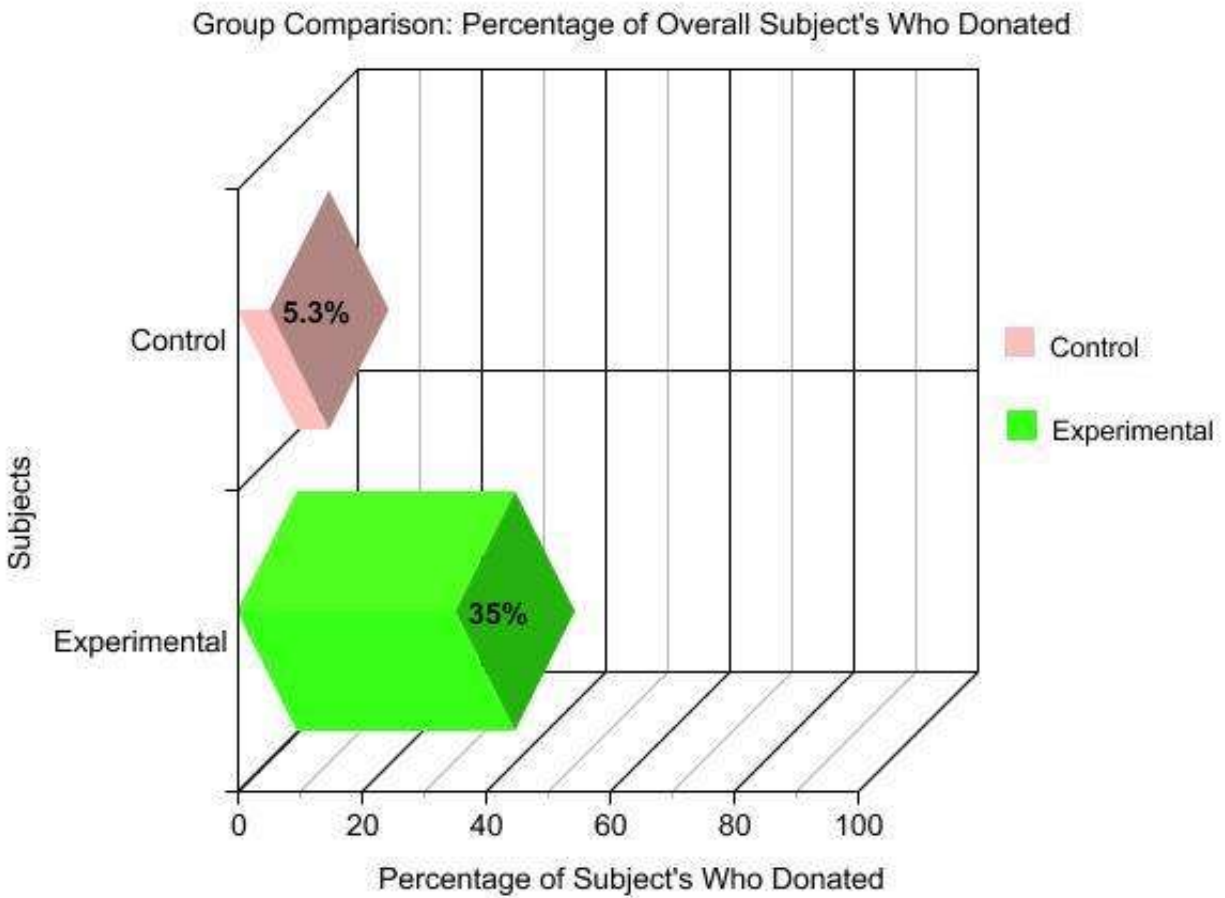
Graph 9.2 -- Experimental Group Donation Compliance



In the experimental group, the number of subjects who proceeded in making a donation was increased by sevenfold in comparison to that of the control group. However, the majority of subjects who completed the adherence form did not proceed in making a donation in the experimental group. Although the application of the FITD technique resulted in a sevenfold increase in donations; the average trend is similar between the two groups in that the majority of subjects did not make a donation after completing the adherence form in both the experimental and control groups.

Results

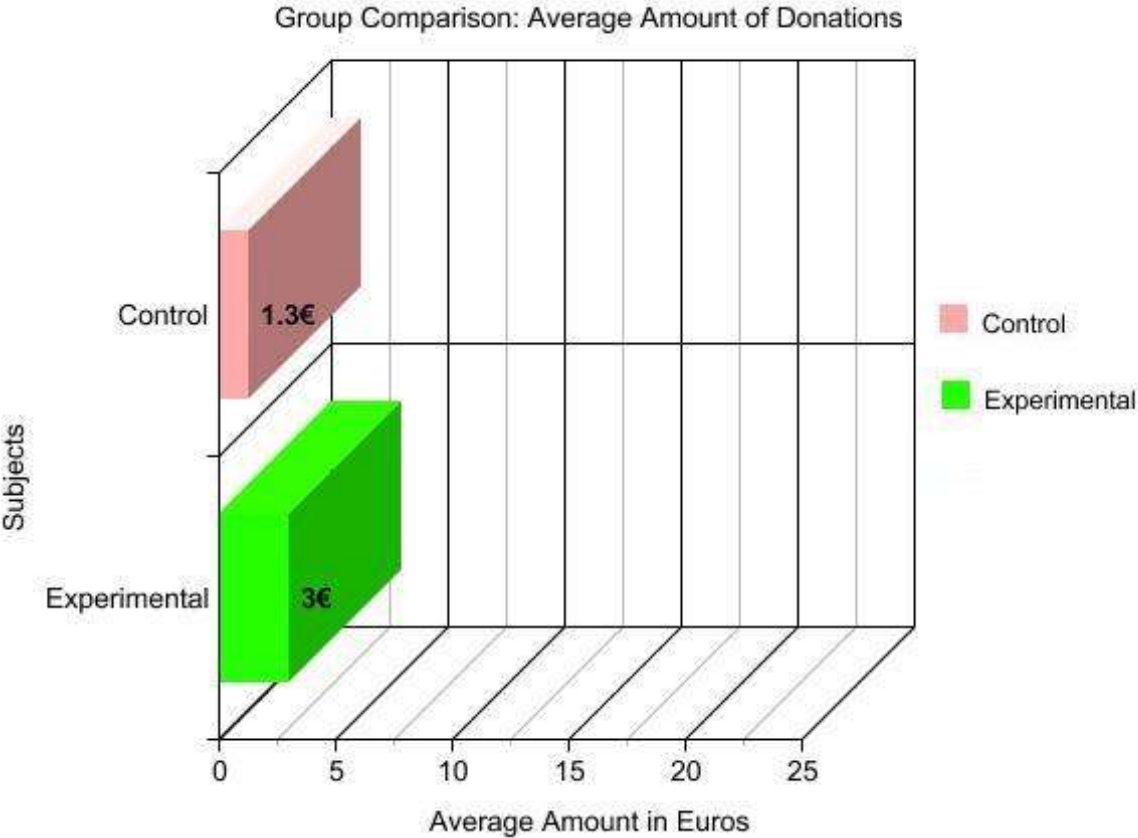
Graph 10 -- Group Comparison: Donation Compliance Frequency



The overall results show that the application of the FITD technique resulted in a roughly 700% increase in the frequency of donations.

Results

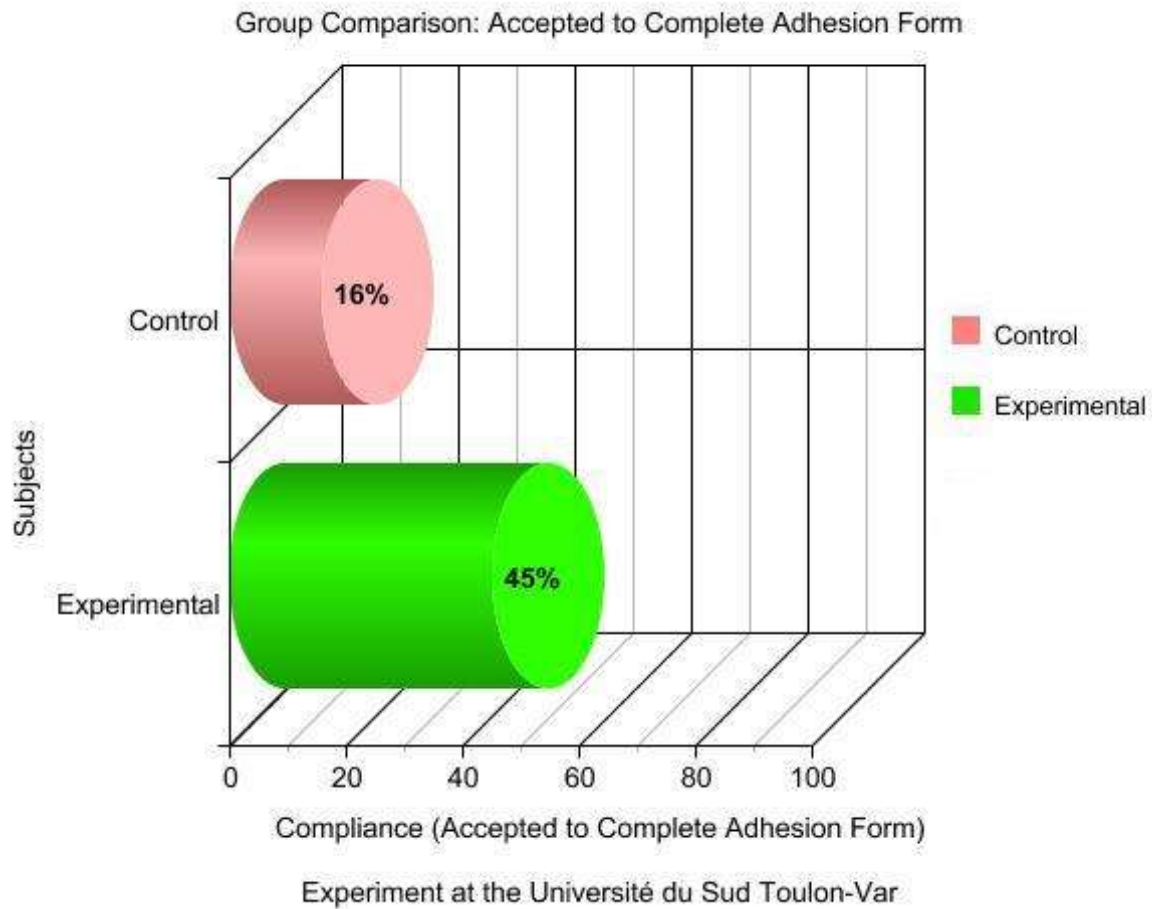
Graph 10.1 -- Group Comparison: Average Value of Donations



The overall results also show that subjects in the experimental group made donations of higher value by roughly 300%, in comparison to that of the control group.

Results

Graph 10.2 -- Group Comparison: Adherence Compliance



The results from our cross analysis/comparison showed that experimental group subjects were three times more likely to participate and complete the adherence form with the application of the FITD technique.

Conclusion

The results of our experiments confirmed the hypothesis that the foot-in-the-door technique is an effective method for optimizing the ratio of commitments made for a humanitarian action in a face-to-face communication setting. Additionally, we confirmed the hypothesis that small manipulations in the situational/environmental context would be responsible for rendering the message recipients as actors. Simple acts such as requesting a show of hands on behalf of the audience, allowed us to engage the subjects in a participatory communications setting. To solidify the subjects' role as actors, we requested that they perform a mundane, relatively costless commitment, i.e., filling out a short three question survey. The small manipulations in the situational/environmental context confirmed the hypothesis that these changes were well worth the short amount of time and energy needed to apply them.

Discussion

This experiment provides empirical evidence that the foot-in-the-door technique is an effective method for optimizing commitments for humanitarian actions in a face-to-face context. The experiment also shows that persuasion is a less effective means of inciting commitments for humanitarian actions in a face-to-face context. Subjects in the control group were made well aware that if they wanted to help they should fill out the member adherence form, which was free of cost. Simply providing persuasive information was not enough to catalyze the control group subjects' sentiments towards humanitarian action in relation to their self-concept. The act of making a contribution is generally consistent with the ideas and attitudes that people have towards humanitarian actions.

Discussion

However, it is necessary to create a link between the person's actions and their attitudes/ideas; as well as attribute a high level of identification to the action in order to reduce ambiguity and clearly illustrate the consequences of the commitment. These factors are essential in creating the right situational/environmental context that is conducive to the commitment process. The experiment supports the theory that it is not the subjects who engage into the commitment, but the situational/environmental context, which engages the subject into the commitment.

Additionally, the presence of credibility and trust on behalf of the presenter and the audience, respectively, is one of the key ingredients responsible for the success of our face-to-face experimental results. Before trust may be established, credibility must be developed on behalf of the requesting entity. In our particular experiment, the requester also appeared as the presenter in the short 18-minute humanitarian film. The students/experimental participants witnessed firsthand the investment on behalf of the presenter which augmented credibility and facilitated trust. We consider these circumstances to be highly conducive to the commitment process; notably due to the high degree of engagement/commitment displayed by the person making the request, which thereafter inspires action and desire to contribute on the behalf of the audience, whose members are **physically** present.

Various studies and experimental analyses have been conducted around the theme of binding communications in the domain of face-to-face communication. However, we revert back to Lasswell's theory of communication, which evokes a key question: Lasswell (1948): "Who says what to whom in which channel with what effect?" Specifically, we are interested in addressing "which channel" the message or messages will be transmitted through. The next half of this dissertation will be dedicated to analyzing a new channel of communication: computer mediated communication, and the World Wide Web.

Discussion

Introduction: A Paradigm Shift from Face-To-Face to Computer Mediated Communication

Part Three - Improving Communications in Computer Mediated Environments for Humanitarian Websites

Introduction: A Paradigm Shift from Face-To-Face to Computer Mediated Communication

Along with the changing of the paradigm of mass communication from face-to-face to computer-mediated communication, i.e., the Internet; we step into a new atmosphere of communication in which physical cues and other characteristics of face-to-face communication disappear. This requires the communicator to adapt to a new environment and transpose binding communication strategies in a way that they maintain their effectiveness in a digital environment. In face-to-face communication, the appearance and vocal tonality of the speaker has an influence on the audience's perception of them as communicators. On the Web, these attributes are replaced by the Website's appearance and content. In face-to-face communication, it is known that the audience will perceive a communicator as less credible if his or her physical appearance lacks professionalism. The same principles apply to website design; a website that is designed in a professional manner will naturally be perceived as more credible than one which is poorly designed. The audience judges what is acceptable in terms of professionalism based on the standards present at that time.

Social visibility/public nature

When studying the theme of social visibility and public nature on the Web as well as its importance in the commitment process; researchers inevitably encounter the Social Identity Model of Deindividuation Effects (SIDE). The model explains that as a result of anonymity, deindividuation occurs and has a significant impact on the users' perception of their social identity in computer mediated settings (Postmes et al., 2001).

Sassenberg & Boos (2003) explain that:

The social identity model of deindividuation effects (Spears & Lea, 1994) predicts that CMC results in behavior that is more in line with the salient level of self-categorization (compared to non-anonymous communication): in CMC salient social identity should lead to conformity to group norms whereas salient personal identity was expected to result in behavior that fits individual goals.

Additionally, computer mediated communication is coupled with the reduced social-cues approach, which states that: due to a lack of social cues in the computer mediated environment, individuals experience a state of deindividuation in which users lose their individuality. This occurs largely because group members do not feel as if they have any individual significance, but as if they are submerged in the group (Festinger et al., 1952).

On the opposite side of the spectrum, being publicly recognized on the Web increases the user's personal identity and reinforces perception of the self-concept in relation to the content in which they have been linked publicly; if and only if, it is content produced on their own behalf or with their permission i.e. excluding spam. The transposition from face-to-face to computer-mediated communication renders social visibility to be a much less

Introduction: A Paradigm Shift from Face-To-Face to Computer Mediated Communication

salient feature in general. However, certain actions such as signing a petition, allows users to show themselves publicly. Additionally, this information has a legal value that can be used to influence organizational and political decisions i.e. grants and support for humanitarian action projects.

Logically, the main venue for social visibility on the Web is through social media networks such as Facebook. The act of "liking" content on their Facebook network links the user to their self-concept and furthermore catalyzes their self perception in support of the "liked" content. However, the act of "liking" content on the Facebook network is a reversible action, as users can simply "unlike" the content at any time. This makes the act of "liking" content on Facebook a questionable variable in the binding communications paradigm. Online forums propose the possibility of obtaining social visibility; however, users also have the option of keeping their names anonymous with the use of pseudo-names/avatars which negates the public nature of their true identity. The principle of anonymity on the Internet alters the binding communication paradigm due to a new type of freedom; that of liberal anonymity. However, this is not an entirely negative attribute; if users engage in a commitment process using their true identities, with the notion that it will be subject to public review, there is a high level of action identification and clarity present during the action. This type of behavior clearly enters into the binding communication paradigm because it passes through behavioral action, which in turn influences the user's future attitude and ideas; notably in relation to the action that was performed. The notion of heightened interactivity on the Web has been prevalent since the arrival of Web 2.0, where the user is given the power to be a producer of content. With the notion of Web 2.0 in mind, communicators have the possibility of rendering their media of communication participatory in nature. The simple act of publishing content

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on Web 2.0 media i.e. blogs, wikis and or social media networks; can include a high level of commitment, if the user's identity accompanies the media and is easily recognizable. The degree to which the publisher's name is public, heavily impacts the notion of social visibility. Internauts are at liberty to create pseudo-names that represent them online; these names may be close to the user's true identity or completely fictive. A website entitled "www.users-real-name.com" is evidence of a high degree of commitment in comparison to a site entitled "www.fictive-pseudoname.com" which has much less personal relevance to the producer. The variation is evident, personal websites, are just that PERSONAL; with the use of pseudo-names, the content producer guards their personal anonymity to a much higher degree. In transposing the theory of binding communications to the Web, the principle of social visibility has a more limited presence than in the face-to-face context; due to the anonymous nature of the Internet. There are also many aspects to evaluate when determining the degree of commitment in relation to the users level of social visibility. Factors such as the importance of the act, i.e., signing a petition for a humanitarian action versus posting "LOL" in response to a commentary on a social network; are two examples of social visibility with high, and low levels of importance respectively.

The importance of the act for the subject

In computer-mediated communications, the level of commitment is highly impacted by the importance of the act for the subject. This is one variable that is unaffected by the transition from face-to-face to the CMC paradigm. When evaluating the principles of binding communication in the CMC setting; it is interesting to observe the relationship between interdependent variables such as: the principle of repetition and the importance of the act. One hypothesis is that higher repetition can result in a diminishing degree of importance of the act; a type of "tragedy of commons" online. Another potential interdependent variable analysis includes: the relationship between the irrevocability of the act and its importance to the user. In future experiments, it would be interesting to analyze the relationship between the revocable nature of the act online and its importance to the user. To analyze the effects that these two variables have on the overall degree of commitment, post experimental surveys could be conducted in order for users to rate the degree of importance, which they attribute to the two separate acts. Past experience, largely influences the personal importance of an act for each individual person. For example, a person who has been to Africa and witnessed humanitarian crisis first-hand, is more likely to attribute a high-level of importance to online content relevant to humanitarian aid in Africa; in comparison to an individual from the continental USA who has never been out of the country. Additionally, a strong link exists between the action identification theory and the importance of the act for the user in the CMC setting. For example, when confronted with a solicitation online to help a specific action, i.e. donating medical and educational supplies to the rural villages in Bobo-Dioulasso, Burkina Faso (high level of action identification); the act would be attributed a high level of importance by a user who has personally ventured to this part

Introduction: A Paradigm Shift from Face-To-Face to Computer Mediated Communication

of the world. On the contrary, an individual who has no notion or knowledge base about this particular part of the world may be dissuaded from engaging. Users are unlikely to attribute high importance to an action promoting humanitarian aid for a region of the world that they have never visited or even heard of. In this case, high action identification has the potential to be a dissuading factor; especially for users who are unfamiliar with the targeted theme of action identification. Hence the importance of catering messages to specific audiences whose interests correspond with the content present in the medium of communication.

Past experiences have a significant influence on the importance of the action for each individual subject. This is a variable that rests unchanged after the transition from face-to-face to computer-mediated communication. Users are more likely to engage in the commitment process online if the medium is participatory in nature and strongly linked to the personal interests of the user. Of course, personal interests are developed after the result of personal experience, which is an evolving cycle. Additionally, this emphasizes the relationship between face-to-face experiences and the behavioral compartment of Internauts in the computer mediated environment. In fact, experiences that are encountered in the "real life" setting influence behavior in the online environment. The notion that experiences in the face-to-face communication setting influence user behavior in computer mediated environments paves the way for research into the effects of a multi-channel application for optimizing commitments. Hypothetically, a binding communication approach, is optimal, if the targeted audiences are engaged in both a face-to-face and CMC dialogue.

The degree of irrevocability of the act

During a commitment, a more complex process of reasoning occurs when the action is not revocable. However, this complex process of reasoning only occurs when the user is aware that the action they are about to commit is not revocable. Otherwise, users are liable to commit to an action with little reflection. Little research has been performed on the effect that the revocable nature of an act has on the degree of commitment in the CMC setting. This factor could be empirically evaluated by taking two identical actions in a CMC setting and making one group of users aware that the action is not revocable (control group); while the other group would not be informed that the action is irrevocable. With the use of post experimental surveys, feedback could be gathered in order to determine the degree of commitment attributed by users in the control and experimental groups. A simple A/B test of this type will allow researchers to better understand how the notion of the irrevocable nature of an action in the CMC setting; influences the degree of commitment exhibited by the user online.

The Context of Liberty

Past experiments (Gueguen and Pascual, 2000) show that subjects give larger donations in the presence of a semantic evocation of freedom. The "you are free to" technique relies on the principle of free will compliance. One of the possible reasons behind this technique's success includes the politeness theory; which suggests that when a communicator is polite, the potential of encountering a face threat is diminished thus resulting in the "semantic evocation of freedom" (Gueguen et al., 2002). It is evident how this principle of binding communication can be used in a face-to-face

Introduction: A Paradigm Shift from Face-To-Face to Computer Mediated Communication

communication setting. Additionally, the application of the "you are free to" technique in a computer mediated communication setting can be achieved through the use of textual messages, i.e., emails or instant messaging during impersonal communication between message receivers and humanitarian organizations (as seen in the Gueguen et al., 2002 experiment). In order to incite commitments in the "you are free to" paradigm, Gueguen et al. (2002) used the phrase "you are free to click here" on a button which appeared at the top of their experimental webpage. The experimental methodology was divided into three groups: control group ("enter") the direct solicitation ("click here!") and indirect solicitation ("you are free to click here!"). The experiment solicited the help of 900 Internauts by email; the email contained a hyperlink, which led the Internauts to a page containing one button (control, direct and indirect). Depending on the group, the Internauts clicked on one of the three different buttons in order to enter a one-page website. The top half of the website contained information about children who were victims of landmines and the bottom half of the site contained a petition which could be signed to show the Internauts support for landmine eradication. Results show that roughly 52% of the control group subjects clicked on the "enter" button, 65% of the direct solicitation group subjects clicked on the "click here" button and 82% of the indirect solicitation group clicked on the "you are free to click here" button. The results of this experiment support the hypothesis that the "you are free to..." Technique is effective in the computer mediated communication setting. However, Gueguen et al. warn that the results of this experiment should be treated with caution as they are novel and need to be tested with more precision i.e. knowledge of the participants culture, gender, status and age.

Introduction: A Paradigm Shift from Face-To-Face to Computer Mediated Communication

The "You are free to" technique is a popular method that has been more rigorously tested in the face-to-face setting. The technique is described by Pascual et al. (2012):

The "but you are free" technique (BYAF) proposed by Guéguen and Pascual (2000) is one of the most recent compliance-without-pressure paradigms. Its concept is simple: By embellishing a request made to another person with the proposal "you are free to. . ." one can significantly increase the possibility of acceptance.

However, when we transpose the theory of commitment into the CMC setting; the concept of liberty is so evident that by telling users they are "free to"; communicators may evoke a form of suspicion that may be contradictory to the engagement process (Ravatua-Smith & Boutin, 2012). Because of the Internet's anonymous nature, users are well aware that they are "free to" make decisions at their own will; by telling them that they are "free to", the users may feel a form of imposition that pushes them to doubt the motives of the communicator. The user may think to themselves "I know I am free, why are they telling me that?" Despite the techniques known effectiveness in the face-to-face setting, the evocation of freedom in the CMC context seems to have lost a significant percentage of its potential magnitude for influencing user behavior online. It also pushes researchers to ask the question: "does the impact of the principle of liberty diminish in value when transposed from face-to-face to CMC?". In France, the "you are free to" technique proposed by Gueguen & Pascual (2010) and Joule (2003) is effective in evoking the notion of freedom and has resulted in higher frequencies of altruistic donations to pro-social organizations. However, the tests performed by our colleagues in France were carried out in the French language. The wording of the phrase in English "you are free to accept or

Introduction: A Paradigm Shift from Face-To-Face to Computer Mediated Communication

refuse" may not have the same impact as it does in the Francophone setting. In France the phrase is composed as: "vous êtes libre de. . ." and seems to tap into the psychology of the subject by eliciting introspection such as: "I am free to help, should I help, if I don't help then I am an unhelpful person"; In order for people to stay consistent with their self perception as a helpful person, many of the subjects included in the Francophone experimental analyses, behaved in compliance with the request. This leads researchers to question whether or not the "you are free of" technique is as effective in the Anglophone setting as it has been in face-to-face and computer mediated settings in France. Experiments have been conducted in the CMC setting in which the technique has been applied; these analyses also took place in a Francophone setting (Gueguen & Jacob, 2001). Additional tests should be conducted in order to evaluate the effectiveness of this technique in the Anglophone CMC setting. We hypothesize that the cultural differences between French and English confederates may have surprising results on the impact that this phrase has on message recipients in driving compliance during the commitment process. Pascual et al. (2012) have developed studies identifying the effect of the "you are free to" technique in collectivist and individualistic cultures such as China and France, respectively. The results from their experiments show a more significant effect of the technique in individualist cultures and "underlines the importance of considering specific cultural contexts in social influence studies." Although these tests have not been conducted in the United States, Pascual et al. esteem that the results will be coherent with that of the French experiments due to the individualistic nature of the two cultures.

However, further research is needed to clarify the affect of these techniques in the African culture, i.e., rural countries such as Burkina Faso as clarified by Pasucal et al. (2012):

Works on collectivist countries have mostly been done on Asian cultures and as far as Africa is concerned, studies done there are still rare.

In any case, due to the liberal nature of the World Wide Web, the principle of liberty is ever present; thus permitting a fluid transposition of the binding communication paradigm to the CMC setting.

3.1 Understanding CMC Strategies in the Age of Web 2.0

3.1 Understanding CMC Strategies in the Age of Web 2.0

Researchers should have a clear understanding of the computer-mediated environment in order to develop strategies compatible in this setting. The Internet has become a mobile and ubiquitous part of the everyday life of many Occidental populations. The mobility of new telephone communication devices and the ubiquitous nature of the Internet led researcher Dr. Serge Miranda to coin the term "Mobiquity". Miranda et al. (2008) explain the term in relation to a quote on happiness proposed by the French philosopher Blaise Pascal:

Happiness is a marvelous thing: the more you give, the more you are left with... (Pascal)

"Information" is the raw resource of this millennium with positive properties (enriched when shared like happiness as said by Pascal) making tomorrow managers specialists of abundance and not of scarcity (like oil or cash/finance). Mobile Internet will enable information access ubiquity. We will call it "mobiquity" (Miranda et al., 2008).

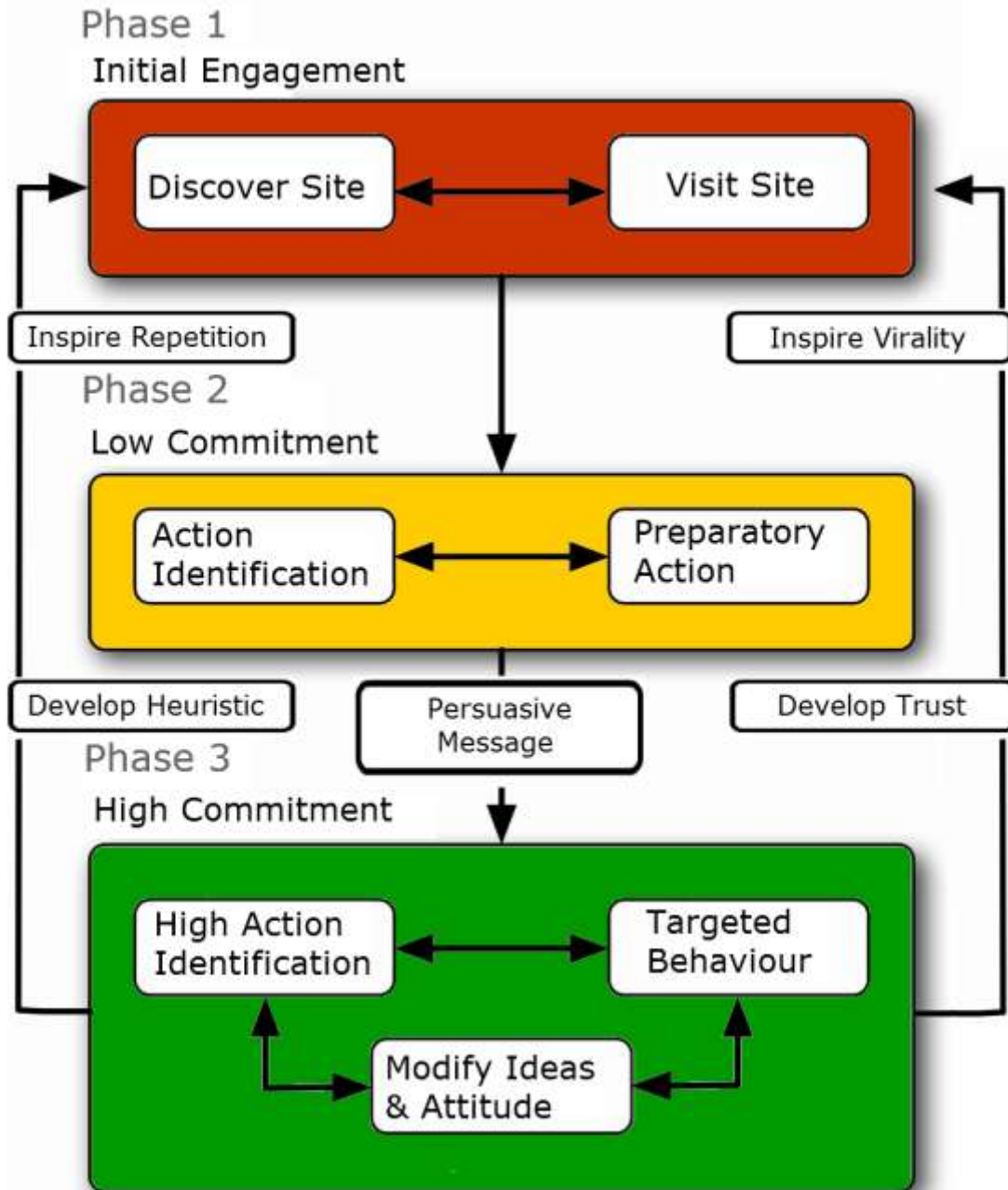
The age of Web 2.0 offers an ideal environment for the binding communications paradigm because users are made actors with the option of publishing and reciprocating. The key ingredient for the success of a binding communications strategy is the presence of acts made on behalf of the subject or targeted audience. If small humanitarian organizations intend to optimize commitments in the CMC setting; it is essential to understand Internauts' behavior in relation to their online communication. We developed a behavior chain for binding communications online (see graph 11), which gives insight into the anticipated process of commitment experienced by visiting Internauts. Our model designates three phases including: initial

3.1 Understanding CMC Strategies in the Age of Web 2.0

engagement, low commitment and high commitment. In the first phase, Internauts discover the website or visit by way of referral. In the second phase, Internauts engage in superficial navigations in which seemingly innocuous clicks, act as preparatory actions with a moderate level of action identification. Between the second and third phase, the Internauts freely interact with persuasive content that leads them to the third phase of high commitment. During the high commitment phase, Internauts engage in commitments with high action identification, leading them to a targeted behavior, which in turn modifies their ideas and attitudes. Upon completion of the third phase, Internauts develop trust and heuristics related to the user experience. If the user experience was positive, it should inspire return visits and develop viral qualities; and so the cycle continues.

Graph 11 -- Behavior Chain for Binding Communications Online

Behavior Chain for Binding Communication Online



This diagram has been inspired by Fogg & Eckles (2007) Behavior Chain for Online Participation model (see Annex for original model)

3.1 Understanding CMC Strategies in the Age of Web 2.0

From Closed/Controlled Experimental Settings to *Real Life* Environments

Our past experiments in the face-to-face communication setting were conducted in a closed experimental environment. As we transpose our analyses to the computer-mediated setting, we made a transition into a real life experimental environment. Many experiments take place in a controlled setting where the experimenter develops control and experimental sites and invites students to interact with them in order to validate (or negate) their hypotheses. However, our approach emphasized the collection of data from real-life sources, i.e., well known international humanitarian websites; this enabled us to develop models based on the actual state of the art. In a controlled experimental setting we would be able to validate (or negate) hypotheses on individual independent variables which would grant us a limited scope on the impact of particular content on a humanitarian website. On the other hand, while operating in a real-life experimental setting, we took the position as observers and were able to gain a better understanding of some generalized characteristics found on successful humanitarian websites. The information collected from our exploratory studies provides valuable insight into the structure and content of websites, which are effective in converting users to supporters through the use of strategic commitment-inciting communication. The following sections elaborate on our analyses of well-known humanitarian websites and user centric studies aimed at identifying how humanitarian organizations communicate online today as well as what environments are conducive to the commitment process. Kessler & Vesterlund (2010) state that:

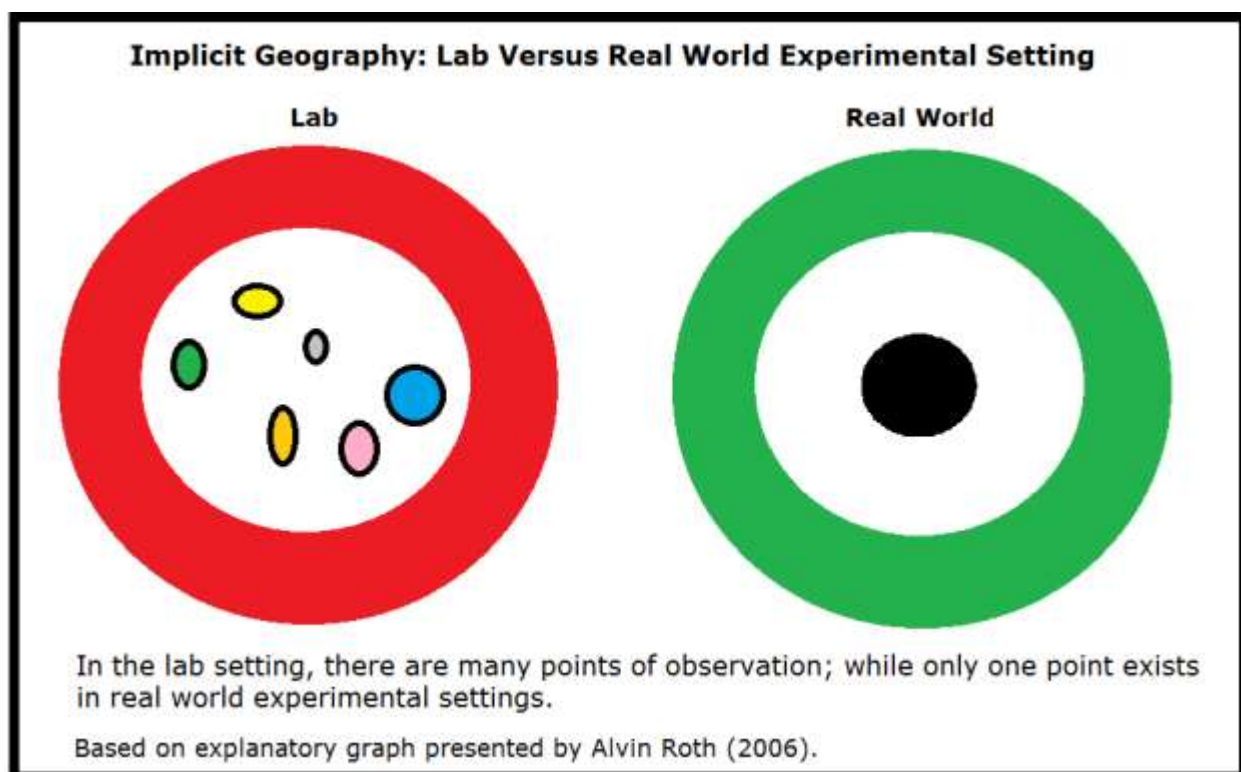
Proponents of laboratory studies have argued that field experiments also lack internal validity as limitations on control in the field make it more difficult to identify causal relationships. Finally, some have raised concerns about the difficulty of replicating field

3.1 Understanding CMC Strategies in the Age of Web 2.0

experiments.

Despite these remarks, lab and field experimentations, act as complementary forms of empirical and theoretical sources of data (Roth, 2006).

Graph 12 -- Lab vs. Field Experimental Setting: Implicit Geography



The diagram above explains that while testing in a lab setting, experimenters designate variables (represented by the array of different colored points) and observe their impact in a controlled setting. The results offer a limited amount of information notably on the impact of the variables present in their study. On the other hand, the real world setting is represented by one point which is composed of the dynamic environment in which the testing takes place. A primary benefit of experimenting in a real world setting is that the results can be generalized and reproduced more

3.1 Understanding CMC Strategies in the Age of Web 2.0

assuredly simply because the trial experiments take place in the same environment in which the final application is destined. Additionally, performing experimentations in real world setting allows experimenters to unveil new questions as a result of the dynamic environment; in the controlled setting, the discovery of dynamic variables is hindered due to the closed nature of the observation. It should be reiterated that the most effective strategy for developing successful binding communication models is a dual approach including controlled and real life experimental observations. Roth (2006) explains that when you conduct experiments in the real world setting, there are no questions about the "robustness of observations." Well-rounded experimental studies should be composed of tests, which take place in the lab and real world settings. The benefit of conducting controlled experiments in a lab is that the experimenter must take into consideration which variables will be observed in their analysis. In the real world setting, experimenters can take lab factors into consideration as part of their multi-variable testing approach. Roth (2006) adds that "series of experiments, and varieties of observations help us understand what is robustly generalizable." Fiedler & Haruvy (2009) assert that many debates have arisen over the contrasting benefits between the greater control present in lab experiments, versus the authentic realism and complexity of field tests in the real world setting. Levitt & List (2006) argue that a dualistic approach is ideal:

Based on theory and empirical evidence, we argue that lab experiments are a useful tool for generating qualitative insights, but are not well suited for obtaining deep structural parameter estimates. We conclude that the sharp dichotomy sometimes drawn between lab experiments and data generated in natural settings is a false one. Each approach has strengths and

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weaknesses, and a combination of the two is likely to provide deeper insights than either in isolation.

The findings presented in this dissertation are derived from controlled lab experiments and real life analyses in the computer mediated communication (CMC) setting. A variable that must be factored into the equation is that when we changed from the controlled experimental setting to the real world setting; we also changed the medium of communication from face-to-face to CMC. The following sections include field analyses pertaining to various communicational aspects of humanitarian organizations in the real world computer mediated setting.

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Primary Forms of Communication on Humanitarian Websites

Abstract

A preliminary data analysis on the primary forms of communication present on popular humanitarian and relief organization websites shows that 80.7% of the websites use binding communication which was characterized by the use of sequential requests i.e. a "read more" button (preparatory act) followed by a "share this" or donate button (final act) in the foot-in-the-door paradigm, 73.7% of the organization used argumentative communication, 46.15% of the organizations use persuasive communication and 61.53% of the organization used storytelling as a style of communication on the homepage of their humanitarian website.

Introduction

As pressing humanitarian issues continue to emerge, popular humanitarian organizations continue to adapt and optimize their online communications. We have identified four primary styles of communication used on popular humanitarian and relief organization websites: persuasive, argumentative, storytelling and binding communication (sequential requests i.e. foot in the door). It is assumed that the main priorities of humanitarian websites are to: share information and encourage commitments. Humanitarian websites act as intermediaries connecting the terrain of action with concerned people at a distance; Internauts are given the opportunity to be a part of the change by helping to pilot the organizations actions through their contribution, have it be material or time. In this human computer interaction (HCI), textual and visual cues drive the Internaut through the process in which they use the central or peripheral route of decision-making (Petty et al. 1983).

Donating for humanitarian causes on the Internet is a method of touching

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the intangible; the gratification of helping to make a difference. However, every person has their individual reasons for visiting humanitarian websites and their decision to take action *may* depend upon the content presented on the sites homepage interface. Although some visitors have predetermined decisions about the action they will make when they visit a humanitarian website, others must be convinced and or persuaded with messages specifically catered to incite action. These messages may resemble "a cry for help" and are generally laden with emotion evoking content. The structure of the content usually depends on whom it is trying to reach. For example, the content could be designed to reach potential donors, potential newsletter recipients or information consumers; but no matter the target, the objective is to get them implicated in an engagement, interaction and or commitment. According to Guadagno & Cialdini (2005) "Social category salience such as one's group membership (e.g., sex, ethnic group, university affiliation) has been demonstrated to impact the kind of behaviour exhibited during anonymous computer-mediated communication." Organizations may choose the form of communication and the message content that they convey on their websites in order to appeal to each category.

Prince (2001) says that there are seven primary different types of donors:

Communitarians (26%): doing good makes sense, The Devout (21%): doing good is god's will, The Investor (15%): doing good is good business, The Socialite (11%): doing good is fun, The Altruist (9%): doing good feels right, The Repayer (10%): doing good in return, The Dynast (8%): doing good is a family tradition (Van Oort, 2006).

By constructing a message in a way that appeals to a selected audience, organizations target which type of person their messages are being catered too. On one homepage interface, it is not uncommon to see various forms of

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communication being applied. The objective is to incite interactivity and participation, thus creating a richer user experience and optimizing the probability of a return visit (Zhang et al., 1999). Additionally, if the Internauts information needs are not met in the initial visit, or if the information is difficult and frustrating to locate the probability of a return visit is very unlikely (Gullikson et al., 1999). In order to obtain visitor fidelity, organizations must have a site that meets the expectations of the Internauts. Textual and graphical elements contribute to the Internauts overall experience. In general, all humanitarian websites portray a mixture of images and text that drive the user's experience.

Engaging communication (from the French term *communication engageante*), more popularly known as binding communication, is based on the theory of commitment and is the art of driving people to naturally make the decisions we want them to (Joule & Beauvois, 1998). This is achieved by changing elements in our method of communication and by using compliance gaining techniques. Although traditionally used in face-to-face communication, compliance-gaining techniques are now being applied on the Internet. Notably, the foot in the door, which is a technique that has been tested and proven to be effective in optimizing commitments for humanitarian actions on the Internet (Gueguen & Jacob, 2001).

Humanitarian websites have evolved rapidly since the mid-1990s (Evans, 2006). In the beginning, simple HTML websites dominated the online community. The sites resembled a modern-day blog with basic scroll and click functionalities. Today, some of the more advanced humanitarian websites use flash sites and interactive pop-up advertisements that engage the visitors in an interactive process; often times aimed at facilitating contributions. A well-designed homepage interface displays strategic forms of communication and facilitates the objectives of the organization. In order to optimize their website, developers should perform usability tests (Shang

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et al., 1999; Keeker, 1997; Stoner, 2009).

According to International ISO Standards (1998) usability is:

"Measured by the extent to which the intended goals of use are achieved, the resources that have to be expended to achieve the intended goals, and the extent to which the user finds the use of the product acceptable."

If the organization defines their primary objective as facilitating donations and participation; visual and textual messages should focus on engaging the user in the donation process.

Kendler (2005) elaborates on the use of "Info graphics" as a way optimizing communication on a website:

Thoughtful combinations of text and graphics are one way to optimize communication, but doing so requires designers to be cognizant of the particular ways in which the two interact.

When visiting a website most visitors have predefined goals and reasons for visiting; these goals should be foreseen by the organization in order to create a direct route to fulfilling their objective. Optimized web interfaces can be created after usability tests are performed; The Elaboration Likelihood Model allows researchers to generate hypothetical theories supported by past behaviour of targeted demography.

Briñol & Petty (2008) state that:

The Elaboration Likelihood Model (ELM) specifies several discrete mechanisms of attitude change and holds that these processes operate at different points along an elaboration continuum ranging from little or no thought about the attitude object to complete and extensive thought about the attitude object.

In the case of website usability tests, researchers are able to produce data

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reflecting the behaviour of site visitors. The ELM theory permits the development of website interface models based on short or long term behaviour pattern visitor analysis. Website usability tests and site optimization are analogous; as they go hand-in-hand in the process of achieving the organizations goal of maximizing commitments.

Once a hypothetical basis is formed about which groups are likely to perform which behaviours; organizations can create content that facilitates the previewed task of the site visitor and testing may begin. The main purposes of the site are to inform visitors and optimize commitments; the sites' homepage interface act as an intermediary between the visitor and potential commitments. Essentially, message on the homepage represent the facade of the organization and plays an important role in obtaining commitments through sequential requests. In order to create direct appeal, "Catch Phrases" (traditionally used in printed journals) are widely applied on the Internet. Once intrigued, message content is designed to captivate the reader. Our exploratory analysis aims to identify the most common forms of communication used in messages on the homepages of popular humanitarian aid and relief organization websites.

Problematic

The problematic is identifying the frequency of different forms of communication present on popular humanitarian and relief organization websites.

Point of Interrogation

Do popular humanitarian and relief organizations have standardized methods of communicating? If so, what forms of communication do they use to drive Internauts into making their targeted commitments?

Hypothesis

The initial impression is that, for the most part, popular humanitarian and relief organizations use strategic forms of communication such as the Foot-in-the-Door (FITD) in order to guide Internauts through the donation process. Additionally, organizations will predominately use large, warm coloured donation buttons placed in the top right corner of the websites homepage. Lastly, organizations will create message content that seeks to provide information, optimize interactivity and incite commitments i.e. newsletter inscriptions and donations.

Methodology

To start our data analysis, we predefined four different forms of communication that we would search for on the 26 popular humanitarian and relief organization websites. The organization websites included in our study were selected due to their high level of experience with international humanitarian actions. These websites provided us with valuable insight into the online communications strategy of popular international humanitarian and relief organizations. The complete list along with detailed descriptions of the organizations can be found in the Annex. The four primary forms of communication include that we documented included: binding communication, argumentative, persuasive and storytelling. Once the criterion of our research was established, we defined what content represented which form of communication.

Binding Communication

In its numeric form, binding communication (BC) uses compliance gaining methods such as the Foot in the Door (FITD) in computer mediated settings. The FITD technique is characterized by messages that incite commitments through sequential requests (Annex- Graph 1). Although numerous other compliance gaining techniques exist i.e. Door-in-the-face (DITF), lowball, norm of reciprocity, That's Not All (TNA) (Banas, 2005); we have focused on the presence of the FITD technique because of its more dominant presence on humanitarian websites.

Persuasive Communication

Persuasive communication (PC) messages do not openly argue against another point of view to support its own, i.e., "you should donate because...". PC uses various forms of emotional appeal to encourage ideological and attitudinal changes which in turn create behavioral change, i.e., make a donation, subscribe to newsletter, etc... (See Annex: Primary Forms of Communication on Humanitarian Websites- Graph 2). Although PC never openly refutes another point of view; at the limit it may make a subtle contrast to another viewpoint to draw positive attention to its own valor which exceeds that of the contrary and thus persuades in this manner. The main difference between persuasive communication and binding communication, is that PC passes by the changing of ideas and attitudes before behavioral change occurs; while binding communication passes through behavioral action, which in turn modifies ideas and attitudes.

Grandjean & Gueguen (2011) explain the concept of PC:

As persuasive communication is unilateral from the source to the target, the latter cannot argue for or against the message. The individual using persuasion tries to change the attitudes of a person or group to obtain a change in attitudinal behaviors. Attitudinal change occurs when there is direct or indirect social interaction between individuals in a context of freedom.

When persuasive content is presented online, the Internaut makes a decision through a central or peripheral process.

Petty et al. (1983) explain the foundations of central and peripheral route decision-making:

The critical feature of the central route to persuasion is that an attitude change is based on a diligent consideration of information that a person feels is

central to the true merits of an issue or product. This information may be conveyed visually, verbally, or in source or message characteristics. In the peripheral route, attitudes change because of the presence of simple positive or negative cues, or because of the invocation of simple decision rules, which obviate the need for thinking about issue-relevant arguments. Stimuli that serve as peripheral cues or invoke simple decision rules may be presented visually or verbally, or may be part of source or message characteristics.

Through info-graphics (Kendler, 2005) or text, humanitarian organizations often use emotional appeal in the context of their persuasive messages i.e. images of sickly children combined with "act now" messages soliciting donations for a particular action.

Cialdini (2001) states that:

Social influence refers to the change in one's attitudes, behavior, or beliefs due to external pressure that is real or imagined" and that "persuasion describes an area of social influence that is focused on the change in a private attitude or belief as a result of receiving a message.

Grandjean & Gueguen (2011) elaborate on the concept of persuasive communication with support from Lasswell's traditional concept of communication:

One of the most objective definitions of communication has been provided by Lasswell (1948): "Who says what to whom in which channel with what effect?" (p. 37). A message (what) is issued from a source (who, the transmitter) to an individual or a group (whom, the

receivers) using a specific communication mode (the channel), in order to induce the receiver/s to adopt a belief or opinion. As persuasive communication is unilateral from the source to the target, the latter cannot argue for or against the message.

Argumentative Communication

Argumentative communication (AC), on the other hand, presents citations and facts to support its position against another; the objective being to dissuade message recipients from the alternative point of view and towards accepting their own.

Storytelling

Storytelling is a self-descriptive form of communication; it uses the art of storytelling as a medium for transmitting their message. It is also the easiest form of communication to identify.

Once the forms of communication were defined we systematically analyzed 26 popular humanitarian and relief organization websites (See Annex for complete list of sites) in order to evaluate the presence of BC, PC, AC and Storytelling on their homepage interfaces. The information was systematically entered into our database and treated to develop indicative statistics denoting the frequency of the different forms of communication on the 26 sites.

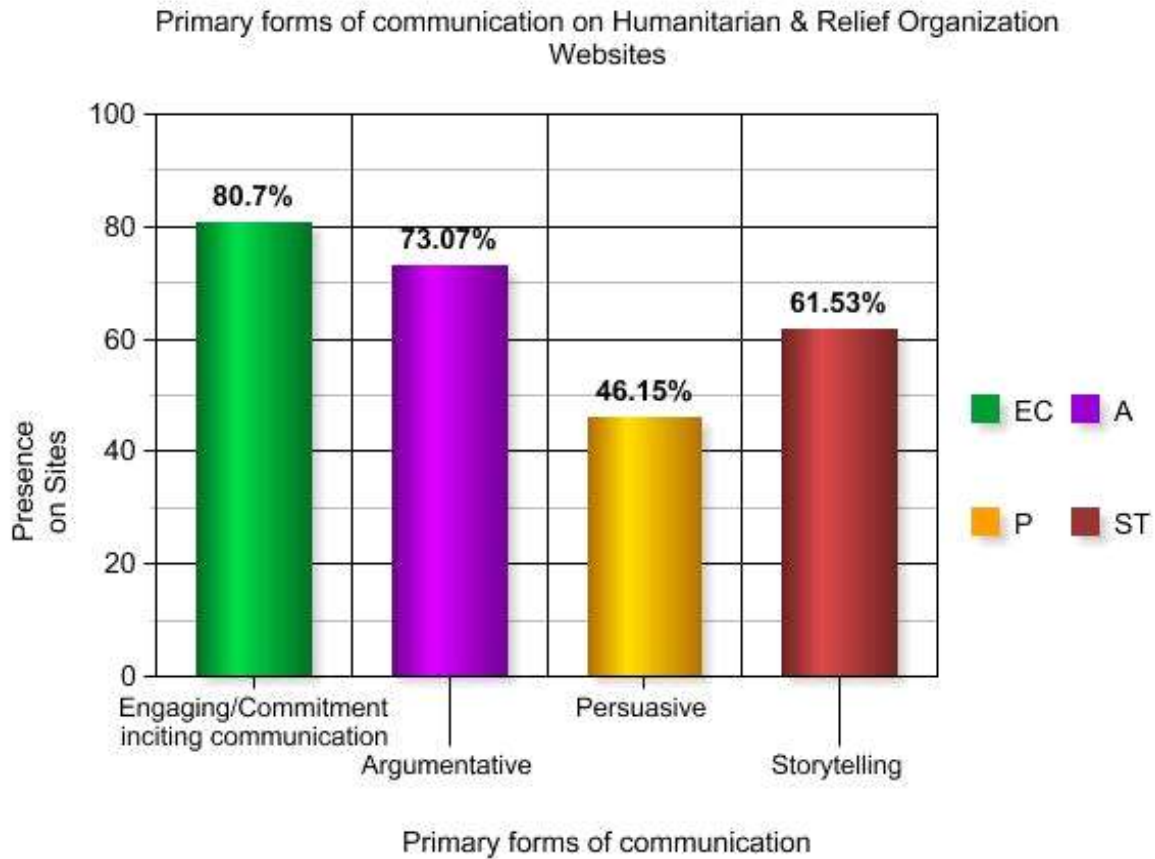
Once the forms of communication were defined, we systematically analyzed all 26 websites in order to identify the presence of each form of communication. If this site portrayed one or more of our predefined forms of communication, we took note of it and added the information to our Excel

database. Once all of the sites were analyzed, we utilized the data to create the representative graphs.

Results

The results indicate that 80.7% of the organizations displayed binding communication, 73.7% of the organizations displayed argumentative forms of communication, 46.15% of the organizations displayed persuasive communication, and 61.53% of the organization used storytelling as a form of communication on the homepage of their website (See Graph 13). Our study made it clear that humanitarian organizations apply various forms of communication on their websites. It is not uncommon to find humanitarian websites using binding communication, persuasive and argumentative communication in different places on the homepages of their sites. However, it should be made clear that a binding communication strategy is invalid if argumentative communication is used within the methodology.

Graph 13 -- Humanitarian Websites: Primary Forms of Communication



26 Popular Humanitarian Websites (Full List: shape1africa.org)

Conclusion

It can be concluded that most popular humanitarian and relief organizations use binding and argumentative forms of communication on the homepage of their websites. Storytelling is shown to have a less dominant presence on the homepages of the sites; this form of communication is primarily employed on subpages of the site. Surprisingly, the study indicates that persuasive communication is the least utilized form of communication displayed on popular humanitarian and relief organization websites. After extensively analyzing the 26 popular humanitarian and relief organization

websites included in our study, we observed a high frequency of association between persuasive messages and binding communications; notably, the two coincide in a sequential request strategy that we recognize as a digital FITD technique. The most reoccurring example included the use of emotion inciting semio-pragmatic elements such as graphic imagery, accompanied by a persuasive message that also included emotional appeal followed with a "learn how you can help" button, which acted as a preparatory action in the BC paradigm. This persuasive and binding communication combination frequently appeared within the rotating flash gallery present in the upper midsection of many of the websites.

Discussion

An effective communication plan is based on preparation. As there are numerous possibilities when it comes to dispersing a message; choosing the right one is important. The choice of which vector we choose should be based on the characteristics of the demography that we are targeting. The message should be designed to contain information pertinent to the organization and to the targeted group that they are trying to reach. In this sense, a message designed to reach young adults would be notably different than that of a message designed to create appeal for senior citizens. A versatile communication plan ensures an optimal return of interactions from message recipients. If one presentation is unsuccessful it may be successful through another vector; if all the vectors are seemingly unsuccessful or results are insignificant organizations should consider changing the presentation of the content and start again. All communication campaigns should be carefully followed and results should be tediously documented in order to record the most effective methods of operating thus providing a written record of the trials, errors, success and failures. "Formative or front-

end evaluation is the most common, developed, and some say useful area of evaluation among public communication campaigns," i.e., asking questions such as "How does the campaign's target audience think about the issue? What messages work with what audiences? Who are the best messengers?" (Coffman, 2002).

Introduction to CMC strategies for humanitarian websites

Websites should be well designed with good content and well-defined goals, but one of the most important aspects of optimizing engagements on a website is driving constant traffic to the site. In a study by Leslie et al. (2005) use of their website declined over time; 77% of all visits to their site were followed by the first email which was sent as a part of their communications campaign. After all, by augmenting the frequency of quality visits, we optimize the rate of potential engagements. However, according to Waisberg & Kaushik (2009) "Acquiring visitors is only the start of the process rather than, as many [organizations] believe, the end." The true challenge is optimizing conversion rates on the website. The term "conversion rate" makes reference to the total number of website visitors, in comparison to the number of visitors who engage in a targeted action such as signing up for the newsletter, signing a petition, making a donation, etc... (Trefren, 2010). The use of website analytics is essential in the process of optimizing conversion rates. Web analytics can be broken down into four broad categories: defining the goals of the website, developing key performance indicators (KPI), analyzing the data and applying changes to the website in accordance with the results.

Although a website may have a high volume of visitors, if the site's conversion strategy is ineffective, the website will have a low percentage of obtained-goal rates, i.e., donations, newsletter inscriptions or sharing of social media. Conversion funnels may be used to analyze the process of engaging visitors in the website's targeted objectives. The conversion funnel can be seen as the series of pages or the click stream leading up to the completion of the website's targeted objectives (Wyatt & Axelson, 2011). Conversion funnels are useful because they help the organization define where visitors are abandoning the engagement process for each of their defined objectives.

Traditional Journalism vs. Writing for the Web

In 2008, Internet overtook traditional newspapers as the go-to source for access to national and international news (Pew Research, 2008). Among younger generations (under 30), the Internet rivals television and is becoming the main source for access to news media. This trend is only suspected to rise over time. The shift in paradigm from print to Web media has incited different approaches to communicating the same information. Although certain techniques (such as the inverted pyramid) have remained constant; new methods such as progressive disclosure have become more common practice on the Web. The primary difference between print and web media is the way in which the information is packaged. While television and the Web are highly contrasted media (passive versus active respectively) (Nielsen, 2008); the main difference between *print* and Web media is the overabundance of information present on the Web versus a limited amount present within any given printed publication. In the computer mediated setting, users are exposed to an abundance of information which makes progressive disclosure a more necessary application.

Progressive Disclosure

While communicating on their websites, organizations should use progressive disclosure as a means of limiting information to the most important content. Progressive disclosure can be seen when websites reveal data to user's on-demand. For example, the use of hypertext is a simple implementation of progressive disclosure (Nielsen, 2006). Instead of displaying an overabundance of information, with progressive disclosure, the homepage only displays the most important content; all of which is linked to higher-level pages that offer more in-depth information on demand. The use of progressive disclosure helps to ensure interactions with the targeted content on the homepages of humanitarian organization websites.

Content placement is also another important aspect in encouraging user participation with the websites targeted objectives. Nielsen's F. theory of Web design shows that Internauts tend to scan webpage's in an F. pattern. With this in mind, the most important content should be included within the F. frame on the homepage of the website.

Peter Faraday's (2000) visual hierarchy model explains that perceptual elements on a webpage are attributed hierarchy according to five principle characteristics (in order of importance): motion, size, image, color, text style and position. By applying the notions of progressive disclosure, the F. theory of Web design and the principles of visual hierarchy; humanitarian organizations can strategically design their websites in a way that optimizes interactivity and commitments with the sites targeted objectives.

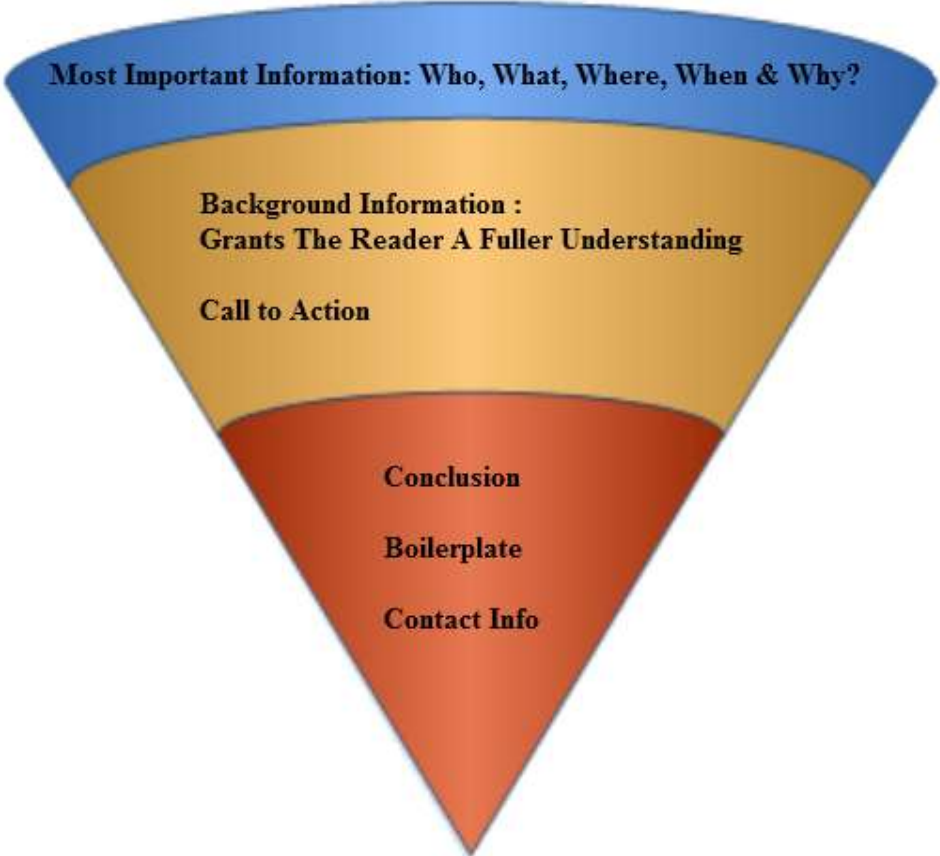
Inverted Pyramid

As the title indicates, the inverted pyramid is represented by an upside down pyramid in which the most important or "newsworthy" information is found at the base (beginning of the story) and the least newsworthy information is found at the point of the pyramid (end of the story) (Blake, 2006). Some newsworthiness indicators exist such as: statistical deviance, potential for social change, political, economic, cultural and public significance (Kim & Pamela, 2007). Newspaper articles are traditionally written with this inverted format; the essential 5W's: who, what, where, when and why are all addressed at the beginning of the story. When writing articles for the web, organizations should implement the inverted pyramid writing style. This method is for presenting information in descending order of importance (Bradley, 2010); contrary to the scientific writing style that leads readers through a gradual discovery of the information by presenting the fundamental basis before revealing the conclusion. Traditionally, the majority of journalists have used the inverted pyramid while writing their articles. Often times, newspaper articles present the most important information in the headlines and in the first few paragraphs of the article and follow it with the necessary background information that grants the reader a fuller understanding of the occurrence and the context in which it happened. The traditional pyramid style of writing establishes the foundations of the information through an introduction, a methodological report, results and finally a conclusion. However, according to Nielsen's research (2006, April 17) Internauts scan information, instead of reading content word for word. This is why implementing the inverted pyramid is critical for quickly conveying the principle message of the article or content. Headlines should be information carrying and articles should state the most important information within the first few paragraphs.

Keeping in mind the notion that it is the environment that creates commitment and not the user, organizations must structure their content in a way that is commitment prone. The inverted pyramid provides a structure designed to drive users toward the targeted behaviour (i.e. reading the full story and becoming a supporter) out of their own free will. This is achieved by satiating the users desires quickly by providing the most important and interesting information, which in turn augments the users interest and the probability of them finishing the full story. If the inverted pyramid is not implemented, organizations may lose the reader before they have finished the content and lose the opportunity to engage them in a high level commitment.

Graph 14 -- The Inverted Pyramid of Communications

**The Inverted Pyramid
Web Communications for Humanitarian Organizations**



The visitor's attention to content diminishes over time; hence the importance of quickly conveying key information. Writing with the inverted pyramid also helps to reduce the length of articles, and thus the need to scroll down the webpage. While writing for the web, editors may include hypertext links that summarize background information related to the content; as opposed to including it in the body of the article.

Framing Effect

"The phenomenon that the frame significantly affects how we infer meaning, and hence understand the situation, is the framing effect" (Wu, 2011). A common proverb that appropriately represents the framing effect is "seeing the glass as half full instead of half empty". In a study by Levin & Gaeth (1988), subjects were presented with identical ground beef that was labeled as 75% lean and 25% fat; results show that the subjects had more favorable responses toward the same ground beef that was labeled as 75% lean. This phenomenon addresses the importance of understanding the different ways of presenting information and the influence it has on people's behavior. Today, a thorough understanding of the framing effect is more exigent than ever. Web sites are relied upon as the primary portal of access to information and potential engagements for humanitarian organizations. Our study on the presence of graphic images on humanitarian websites revealed that 92% of humanitarian organizations use graphic imagery as a part of their web communication strategy. Graphic imagery can be used to incite emotional engagement and donations based on impulse. The choice of graphic imagery and styles of communication i.e. positive or negative framing; are all part of the framing effect and communication strategy on humanitarian websites. The choices of communication and message

structuring may include: argumentative, persuasive, storytelling or binding communication strategies. On the Web, virtually all articles are accompanied by visual media including photos or videos. This media contributes to the framing effect in that it has the power to put the audience into a negative or positive frame; depending on the content and presentation style. According to Bradley (2010), "a design [should] use positive framing to move people ... to action and negative frames to move them toward inaction." However, our longitudinal study on the evolution of humanitarian websites showed that over the past 15 years, organizations have regularly used graphic imagery that incites negative framing. In contrast to the commercial and marketing designs; humanitarian communications on the Web engages viewers in a humanist manner and evokes empathy. As the old saying goes, "there is a place and time for everything." Humanitarian websites should balance the use of graphic imagery and multimedia that uses negative framing to address a serious problem and positive framing to address the results achieved thanks to the help of volunteers and donations from supporters.

Credibility

The concept of credibility is a multifaceted paradigm that is influenced by many factors. In studies performed by Fogg, et al. (2003), 18 key factors were established as the primary influencing agents for website credibility. This study revealed that the "design look of the site" was by far the most influential agent in website credibility. This study was performed with the participation of 2684 Internauts; 46.1% of the users stated that the "design look" was the most determining factor in their perception of the websites credibility. Users made remarks such as "this site is more credible. I find it to be much more professional looking", "it just looks more credible", or on

the contrary "The design is sloppy and looks like some adolescent boys in a garage threw this together" and "looks childish and like it was put together in five minutes."

The second most influential factor in assessing website credibility was the structure of information. Out of the 2684 users who participated in the assessment; 28.5% affirmed that a website is more credible when it has good navigation and when targeted information is easy to find.

Fogg et al. (2003) propose 18 key factors that determine website credibility:

Design look of the site: websites that have a more professional design are considered as more credible.

Structure of information: websites that are easy to navigate and make it easy to find targeted information are considered to be more credible.

Information focus: the information focus of the website had a significant influence on the user's perception of its credibility. Sites that have a niche may be considered as more credible, and vice versa. Sites which offer a wide variety of information may also be considered more credible. Paradoxically, Fogg, et al. (2003) also clarify that websites which have a limited focus may be considered as less credible and vice versa; websites with too much information may also be considered as less credible. **Underlying motive:** the motive of a website had a significant influence on the user's perception of its credibility. Users consider the site to be more credible when the websites' underlying motives are admirable, and vice versa. Credibility is diminished when the user perceives the site's prerogative as selling a product or getting money from the user.

Usefulness of information: websites that offer useful information are considered as more credible.

Accuracy of information: Websites that offer accurate information are considered more credible. People often develop their perception of accuracy by inferring to, or drawing upon, their own knowledge.

Name recognition and reputation: people attribute higher credibility to websites with familiar names, i.e., the Red Cross and good reputations and vice versa websites that are unfamiliar are attributed less credibility.

Advertising: the presence of advertising on a website has a significant influence on the user's perception of its credibility. Websites with pop-up advertisements are typically considered less credible. On the contrary, websites that use advertising judiciously were considered as more credible.

Information bias: websites that conveyed unbiased information are considered more credible.

Tone of the writing: the use of slang or informal jargon diminishes the user's perception of the websites credibility. Contrarily, the use of straightforward terminology gives the website more credibility.

Identity of the site operator: websites that give access to information about the site operator are considered as more credible. Information about the website operator may include: who they are, what their actions are and contact information.

Functionality of the site: websites that function properly are considered as more credible. Contrarily, sites that have broken links or other malfunctions are considered as less credible.

Customer/user service: websites that create and maintain good service relationships with their users are considered as more credible and vice versa, sites that provide bad customer/user services are considered as less credible.

Past experience with the site: websites were considered as more credible when users had positive past experiences with it. Contrarily, websites were considered as less credible when the user had a negative past experience with the site.

Information clarity: websites that provide concise information that is easy to understand are considered as more credible and vice versa sites that have

unclear or ambiguous information are considered as less credible.

Performance on a test: when visiting a website, users may perform tests such as a key word search for specific content that is relevant to the website's purpose; sites that provide a successful response to the search query are considered as more credible. On the contrary, when site-relevant search queries are performed and no supporting information is returned, the website is considered as less credible.

Readability of text: websites that have an easy-to-read format are considered as more credible and, vice versa, sites that use poor formatting and hard-to-read fonts are considered less credible.

Site affiliations: websites that are affiliated to well-known and trusted organizations are considered more credible and, vice versa, sites that have no affiliation to trusted organizations are considered as less credible.

Lazar (2005) proposes five heuristics that enable users to determine the credibility of the website. Is information about the website sponsor clear and are they unbiased? Is it a knowledgeable source and is the information easy to understand? Is there a seal of reputed quality? Is the information present on the site clearly dated? Has the site been approved by outside experts in the field?

Lankes (2008) explains the character of authority and reliability in relation to how Web users attribute credibility to information. Traditionally, high status and authority have been intimately linked to the public's perception of credibility. However, with the over abundance and democratization of information on the Internet; users have developed new heuristics and cues to assess the credibility of websites. Traditionally, authority was based on pre-existing agreements, and assumptions of credibility because of the sources status. With free and open access to information on the web, questions of credibility become more frequent and the traditional paradigm of the perception of authority is evolving. A good example of this evolution is

Wikipedia versus traditional encyclopedias and libraries. The concept of reliability is also closely linked to what the users perceive as credible information. If an organization consistently diffuses accurate and reliable information on the web, users perceive them as a credible source and authority in their respective domains. Thus with consistent reliability over time, organizations develop authority in their respective domains and are hence perceived as credible on the Web. According to Lankes (2008), reliability is the most common way of developing authority. Well-known organizations such as MSF have become experts in their field due to their long record of providing reliable information through intensive reporting campaigns.

The Web is being conquered by information giants such as Wikipedia which have become the go-to source for instant access to what millions of users perceive as credible information. The sources of information are no longer static, users are engaged in a community of contributors who work together to produce and validate content. The phenomenon of Stigmergy and user created content has created the demand for new techniques in assuring information credibility. As Web communities become more closely knit, users rely on the opinions of other people in developing their credibility judgments. The bandwagon effect occurs when users develop their credibility judgment based on dominant public acceptance. Sundar (2007) states that the "bandwagon heuristic can be quite powerful in influencing credibility given that it implies collective endorsement and popularity of the underlying content." Younger generations are particularly susceptible to the bandwagon effect, in that they are interested in being involved in the latest trends and to fit in socially with their peers. Judging by the increase use of the Internet by older generations, the bandwagon heuristic may start to have a particularly powerful influence on credibility judgment for all generations on the Web. The problem is no longer a limited access to information, but the

presence of too much information. Web 2.0 and the future semantic Web facilitate collaborative filtering of information that allows users to see what other people are doing, thinking and participating in. As the Web becomes a place that is used for interaction between friends, family and coworkers; the presence of social networks promotes instant sharing of information among the masses. Although social networks are not the best environments for finding credible information; the number of page views or hits on an article or video can have a significant influence on the user's perception of its credibility. These new forms of credibility indicators on the Web obligate organizations to adapt to new information services that promote participation and sharing.

The concept of authority and reliability have what Lankes (2008) calls a "halo effect", where a person or organization may be considered as an authority in one domain and then automatically referred to as an authority and credible source in other domains. A typical example is the celebrity endorsement of humanitarian actions. Although the celebrity figure may have little to no experience in the domain, the organization is attributed credibility because of their affiliation with them.

Importance of creating user centered designs

Kravetz, (2005), explains that there are three primary phases in creating user-centered designs (UCD) which include: understanding, designing and evaluating. The first phase requires developers to understand what the

user's objectives are and how they work. During this phase, developers ask questions such as, what are the users' principle objectives and how do they achieve them? What types of problems do users encounter on a daily basis? What types of information resources do the users currently use? In the design phase, prototypes are developed using information acquired during the understanding phase, as well as "general knowledge of human computer interaction capabilities and limitations" (Kravetz, 2005). During the second phase a graphic or visual designer assists in developing the appropriate graphics and aesthetics; while UCD experts develop the information architecture based on a prototype. The developers use general knowledge on human computer interactions and good design principles including: simplicity, consistent design, good accessibility for users with potential handicaps and efficient task execution. During the third phase of evaluation, usability tests are performed and users evaluate the design, while performing key tasks using the prototype developed during the design phase. The process of usability testing is the primary method in validating a good website design. In the world of usability testing, there is a motto, which says that "there are no bad users, only bad user interfaces." In order to optimize commitments made on humanitarian websites, good user-centered designs should be developed and usability tests should be performed.

User studies help to understand user behavior and include the analysis of users in controlled (usability tests) and natural (field studies) settings. Usability tests involve recording the key presses and clicks of typical users in a controlled environment, i.e., laboratory setting. The observations may also include video screen capture recordings. User interviews and satisfaction questionnaires may be used to document the user's impressions of the interface. The overall data collected from the tests are used to "calculate performance times, identify errors and explain why the users did what they

did" (Krüger, 2006). Field observations and studies may also be used during the usability tests. Unlike usability tests, field studies are performed in natural settings in order to evaluate the impact that technology has on users and how they naturally navigate on the Internet. The studies also help to identify opportunities for integrating new technology, how new technologies are currently being used and what the best methods are for integration (Krüger, 2006). Iterative design may also be used to assure that the website continues to meet the needs of users over time.

The term iterative design is derived from the 'iterations' that are implemented to a design during the cyclic process of testing, analyzing and refining a websites design.

Design evaluations are guided (explicitly or implicitly) by a set of beliefs (normally with a strong theoretical basis); these beliefs and the methods that accompany them are known as the evaluation paradigm (Krüger, 2006). Developers use the evaluation paradigm while analyzing user behavior on the website; and the information collected helps in updating the site's design when needed. Iterative design is used to improve the functionality and quality of a design and to create more complete prototypes that may be used in the future. Nielsen (1993) states that "even the best usability experts cannot design perfect user interfaces in a single attempt, so a usability engineering lifecycle should be built around the concept of iteration."

Creating Stigmergy on the Web

Stigmergy online is characterized by the collaborative process of large-scale peer production, i.e., Wikipedia and eBay. The term stigmergy was coined by

the French entomologist Pierre-Paul Grassé in the 1950s, and originally made reference to the way that insects work individually, but contribute to the same cause. The word itself is derived from the Greek words "stigma" (sign) and "ergon" (action) and describes how actors leave traces or signs in their environment, which influence the subsequent behavior of other actors in the same environment (Van Dyke Parunak, 2006).

Theraulaz & Bonabeau (1999) elaborate on the meaning of stigmergy:

Stigmergy is a class of mechanisms that mediate animal-animal interactions. Its introduction in 1959 by Pierre-Paul Grassé made it possible to explain what had been until then considered paradoxical observations: ***In an insect society individuals work as if they were alone while their collective activities appear to be coordinated.***

With the change of the paradigm from sociobiology in natural environments to the man-made Web, we have the possibility of creating environments that incite stigmergy. The principle of stigmergy is a relatively new concept that has evolved with Web 2.0. Humanitarian organizations such as Action Against Hunger and Mercy Corps create stigmergy by providing user generated fundraisers. In general, sites such as Wikipedia and eBay are the most heavily cited as stigmergic content providers (Dipple, 2011; Van Dyke Parunak, 2006; Elliot, 2007). Providing users with the option of generating content and working for the organization; is a new and innovative method for optimizing commitments for humanitarian actions. Websites that enable user generated fundraisers, petitions, and multimedia productions are capitalizing on the principle of stigmergy. Human – human stigmergy is pervasive (Van Dyke Parunak, 2006); and spreads widely among groups who perform collaborative tasks in the same environment through individual actions.

Aiden Dipple (2011) defines stigmery as:

"a process by which agents communicate indirectly between one and other through their environment."
Stigmergic behavior is implicit in the Web where the volume of users provides a self-organizing and self-contextualization of content in sites which facilitate collaboration.

A common example of stigmery in our everyday lives is the creation of walking paths. Trails that are beaten by passersby (at different times and not in view of other users); these paths are furthermore used by other passersby and identified by a modification of the common environment which signals their utility. In reference to the Greek origin of the word; the paradigm of stigmery is represented by signal and action. Some key questions to creating stigmery on the Web are: what signals will create what actions? How do we place the signals, in which context and what action will they create (depending on the variations of the context)? In studying the cause and effect of emergent behavior on the Web, we can identify generalized social cues which successfully incite engagements on behalf of users. People are interested in what their friends, families and professional affiliates are speaking about and participating with in various online communities. Social phenomenon such as the bandwagon effect and social confirmation help people to navigate on the Web by providing signs that lead the user to action. Essentially stigmery is a method of reducing cognitive workload "by indicating the well-worn path". Stigmergic strategies may be developed by creating tools which facilitate propagation by users. The ideal example for humanitarian organizations is the creation of user piloted fund raisers. Additionally, strategies should be multifaceted and include various methods of propagation such as social media sharing, feedback forums and rating systems. Organizations should identify the components of their

stigmergic strategy, i.e., identify which signs lead the users to which actions. As previously mentioned, usability tests should be effectuated and once established; Iterative design should be implemented in order to assure adaptation to user habits.

Over time, design trends have evolved, and this is clearly reflected in our longitudinal study of the evolution of humanitarian websites. Although in a preliminary phase, we deviate from the elicited use of binding communication strategies; we find that it is necessary to document the evolution of humanitarian website designs in order to prepare the modern day communicator for presenting their sites optimally in accordance with actual standards. Developers should keep in mind the user behaviour model for binding communications in order to develop strategies that can influence visitor behaviour toward engaging in targeted actions, inspire viral sharing and return visits.

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

Abstract

This study is a longitudinal analysis, which analyzes the evolution of 31 popular international humanitarian websites. Our study focused on three main points including: the apparition of popular international humanitarian websites, the average frequency of layout changes and the occurrence of standardization among these websites.

The results of our study show that humanitarian organization websites have appeared more prolifically between 1996 and 2000; there is a significant decrease in the apparition of humanitarian websites after 2000. We also determined that on average, international humanitarian websites change their layout every 2.7 years. The study also shows that standardization among the websites occurred; notably with the design, alignment and the page length of the websites.

This study provides us with insight about the evolution of humanitarian websites from a historical perspective. The results from this study may act as an indicator for humanitarian organizations to help determine if their site is up to date with today's standards. In order to document the progressive changes in layout designs on humanitarian websites over the past 15 years, we used the Internet Archives Wayback Machine. The study also provides argumentation supporting standardized methods of presenting humanitarian websites.

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

Introduction

Since the early 1990s when the Internet opened its doors to the general public and offered the World Wide Web (Zakon, 2010); drastic evolutions in Web design practices have occurred. Notably, Web design has evolved from almost strictly textual-based presentations to dynamic presentations of information with the use of various forms of multimedia grouped onto single webpages (Engholm, 2002). Consequently, humanitarian organization websites have evolved and adapted by implicating new technology onto their sites. This analysis describes the average frequency of website layout changes performed by popular international humanitarian organizations and also provides evidence indicating the occurrence of standardization among their websites over time.

Internet Archive and the "Wayback Machine"

The Web is an ephemeral medium constantly changing with updates every day (Song & JaJa, 2008). On average, the life of a Web page is approximately 100 days (Hackett et al., 2004). With this in mind, preserving websites as they are at specific points in time allows us to create digital artifacts, permitting observation from an evolutionary point of view. This leads us to the primary analysis tool used for our study: the Internet Archive's "Wayback machine".

Brewer Kahle created Internet Archive in 1996 and explains how the tool could be used to detect new trends and patterns and the social effects related to them "since these materials are in computer readable form, searching them, analyzing them, and distributing them has never been easier" (Kahle, 1997).

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According to Howell (2006):

Five years after its creation, in October 2001, the Internet Archive launched the Wayback Machine, which provides the public with a free online service to search for and access archived Web sites.

Internet Archive considers this data-base to be a "three dimensional index" a term which is derived from its ability to search back in time. The name "Wayback Machine" comes from the "WABAC time machine" portrayed in the historic "Rocky and Bulwinkle Show" in which the characters used the machine to go back in time and alter history (Green, 2002). Our observations indicated that roughly six months to two years after the conception of a website, the Wayback Machine (WM) takes snapshots at irregular intervals; seemingly based on the frequency of updates made on the site being crawled. Snapshots are not taken with every site update and may be up to 2-24 month intervals; or contrarily, 2-3 times per week. After reviewing numerous sites with the tool, it was observed that the newer and more popular the site is, the more frequently snapshots are taken.

Analysis Tools & Methodology

In our longitudinal analysis of popular international humanitarian websites; we used 31 websites as the subjects of our study (See Annex: Year of Website Apparition in the Wayback Machine – Chart 1). These entities are among the most well known humanitarian organizations in the world and were chosen in order to provide an accurate representation of humanitarian websites as a whole. According to Alexa Internet the organizations included in our study range in popularity from 14,412 (UNICEF) to 3,652,392 (Ryan's Well) out of an estimated 8.3 billion pages (de Kunder, 2011).

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

For a full list of the organizations included in our study and their Alexa Internet world rank: see Annex – International Humanitarian Organizations World Rankings.

Collection, Organization, Analysis and Treatment of Information

Collection

In a first phase of data collection; we used the Internet archives Wayback machine to obtain the first screen capture for each of the websites. The images were downloaded into an Excel data-base and systematically classified by year. All 31 humanitarian websites were systematically analyzed from the date of their conception up until present day. Screenshots were downloaded at the end of every consecutive year for each website.

Organization

In order to properly evaluate the screen captures; we organized the images into a visual grid chart using Microsoft Excel. This visual layout grid facilitated our analysis by grouping together all of the screenshots into one location. Our Excel database was organized with standard rows and columns which identified the organization (rows) and year of the website screenshot (columns).

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Analysis

We analyzed the evolution of individual sites by reading the rows horizontally and the evolution of multiple sites by reading the columns vertically (See Annex-Longitudinal Study: Excel Database Preview).

The apparition of each website was determined by the date of the first screen capture taken by the Wayback Machine. All of the apparition dates were noted in order to obtain an overview that might indicate any trends that may have occurred.

In order to determine the frequency of the website layout changes over time; we observed each website horizontally and identified graphic layout changes by year. Evidently, we only took into account notable alterations of the website, i.e., complete changes in form and layouts, graphic chart changes or substantial source code changes such as HTML to Flash.

Results

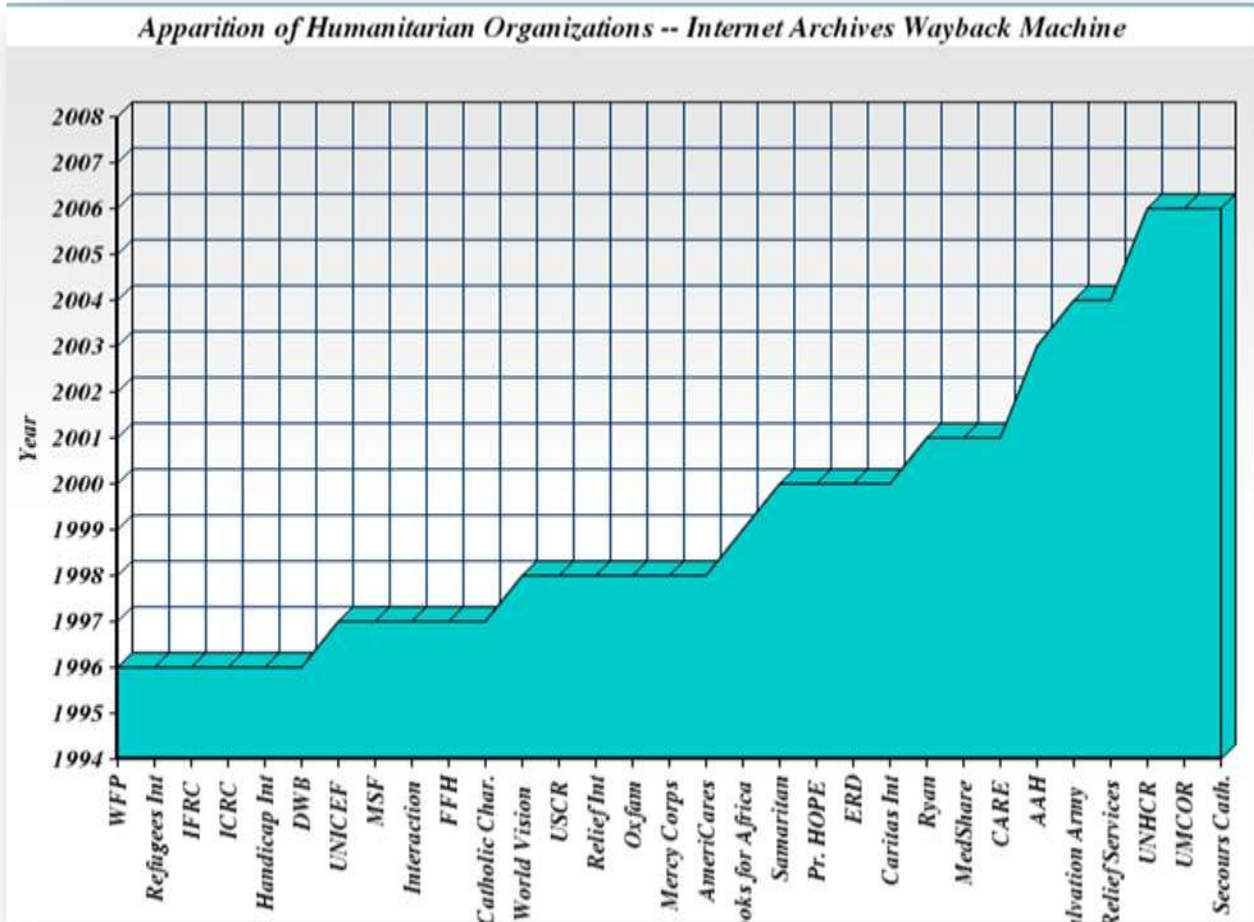
Apparition of Humanitarian Websites on the Internet

Our study reveals that the most prolific appearance of humanitarian websites occurred between 1996 and 2000, followed by a steady decline in apparitions up until 2006 (See Graphs 15 & 16). The majority of the organizations present in our study, created their websites between 1996 and 1998. This was during the Web 1.0 era (before 2002), when websites presented informational content in a static, non-participatory nature and visitors were passive viewers of content (Cormode & Krishnamurthy, 2008).

(See Graphs 15 & 16)

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

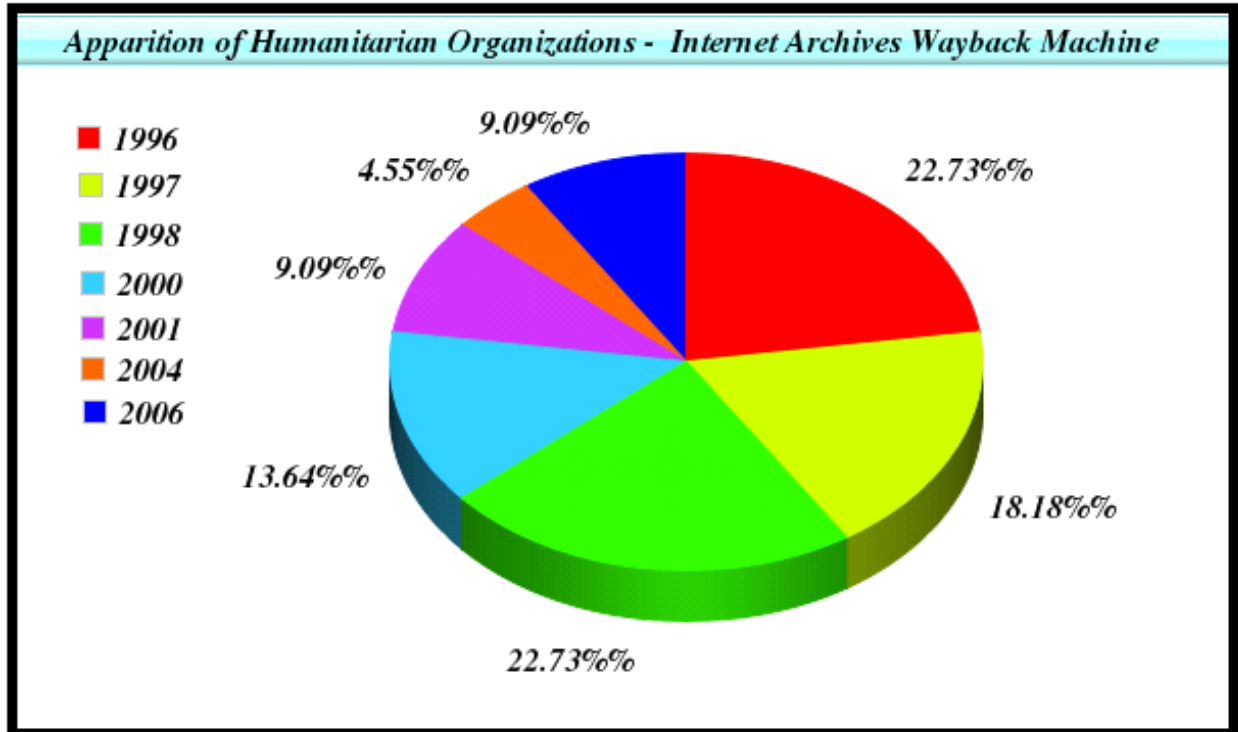
Graph 15 -- Apparition of International Humanitarian Websites



The Internet archives Wayback Machine has been known to neglect archiving websites that are not well-known. However, the data collected in our exploratory study include very well known humanitarian organizations, and it is our belief that all of the sites included in our study have been archived since their veritable apparitions on the Web.

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Graph 16 -- Apparition of Int. Humanitarian Websites (Pie Chart)

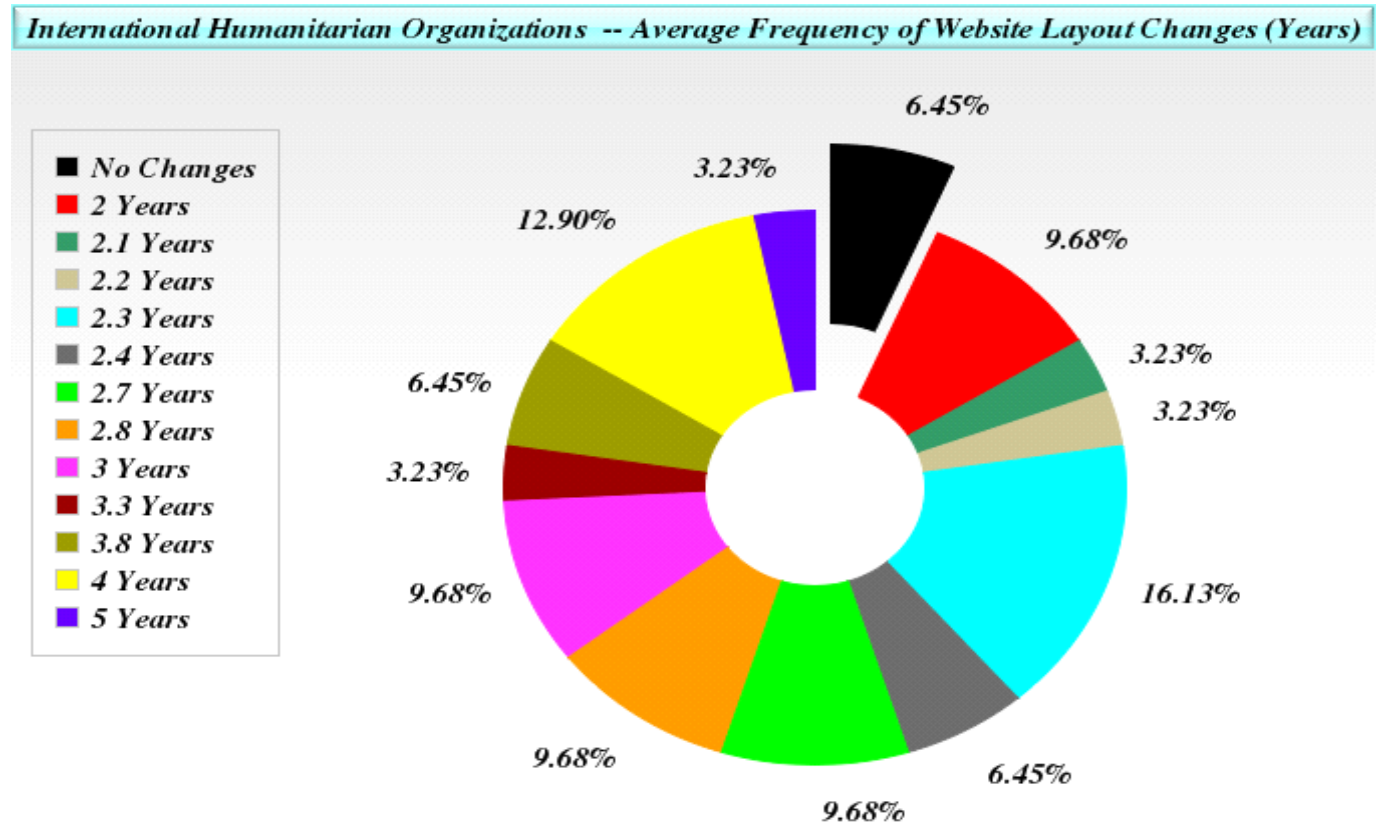


Average Frequency of Layout Changes

The results of our observations also indicate that, on average, humanitarian organizations change their layout every 2.7 years (See Graphs 17 & 18). As previously mentioned, we only took into account significant changes that could validly be considered as an overall change of the websites layout. **(See Graphs 17 & 17.1)**

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

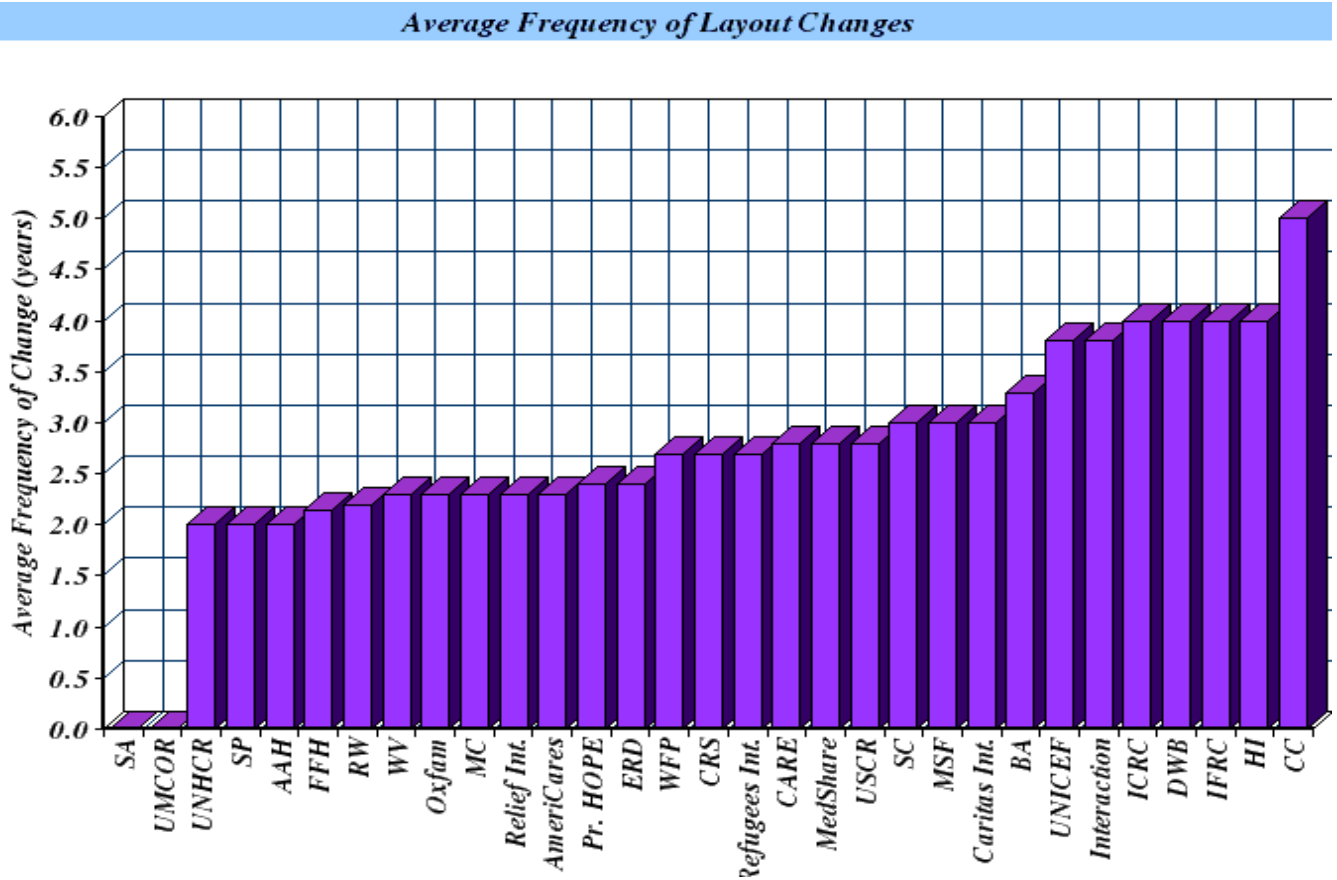
Graph 17 -- Average Frequency of Website Layout Changes



The Web as we know it is an ephemeral medium that is constantly changing with frequent updates; this is why the results from our study should be observed from a macro perspective.

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

Graph 17.1 -- Average Frequency of Website Layout Changes



Discussion

All along the observation process, we noticed similar changes occurring simultaneously along multiple organizations websites; for us, this represented the occurrence of standardization.

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

Standardization: Design, Page length and Alignment

Design

Between 1996 and 2001, many of the websites included in our study portrayed unorganized layouts of their homepage interfaces. Our study reveals that around 2001 and 2002, most of the organizations had adapted standardized homepage layouts organized with two or three column designs. It was also evident that the standardization of text color occurred; before 2001 certain websites displayed brightly colored text on dark backgrounds. The standardization of font colors led organizations to use dark colored text on light colored (usually white) backgrounds, which has become the standard today (See Annex- Standardization: Design, Page length and Alignment – Graphs 5, 6 & 7).

Alignment

It has been said that in the early days of the W3 "web pages were designed for smaller computer screens, which meant that the layout was either left aligned or liquid (full screen)" (Kraner, 2009). However, when websites are aligned on the left hand side of the screen, an empty space is created on the right-hand side (See Annex Standardization: Design, Page length and Alignment – Graphs 8 & 9).

Apparently, the empty space was quickly recognized as an inconvenience, as most organizations only used left aligned sites for a brief period of time (notably between 1996-1999). In the following years, most of the organizations in our study positioned their websites in a central alignment.

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Page Length

Another common practice in the early days of Web design was the creation of long webpages that required scrolling. Essentially, in the late 1990s, it would not be uncommon to encounter a website that was aligned to the left (thus creating a large empty space on the right-hand side) with a long page length that would hide potentially useful information "below the fold" (Kyrnin, 2011) (See Annex Standardization: Design, Page length and Alignment – Graph 10).

The term "below the fold" describes information that users must scroll to see; contrarily the term "above the fold" describes visual information that can be seen on the webpage without scrolling and is thus given visual priority. Over time, most of the websites in our study gradually reduced the length of their homepage and opted for more compressed presentations that kept valuable information "above the fold". Despite certain claims that information found below the fold is neglected by visitors; certain organizations such as MSF and the Salvation Army have traditionally used (and still use) long webpages that require users to scroll in order to discover information located below the fold. However, our study reveals that most organizations have webpages that keep their homepage presentations above the fold and that there has been a decrease in the length of webpage's between 2007 and 2011. For example, in 2011 UNICEF changed their website layout from a long page that required scrolling to a more compressed layout, where all information can be seen without scrolling (See Annex Standardization: Design, Page length and Alignment – Graph 10). However, the United Nations World Food Program website still has a long page length that requires a decent amount of scrolling to reach the bottom.

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

Conclusion

The results of our study revealed a proliferation of humanitarian websites between 1996 and 1998, followed by a steady pace of apparitions up until 2000; from 2000 up until 2006 humanitarian website apparitions steadily declined. The websites generally made a significant layout change every 2.7 years. The results also indicate, contrary to the blogging phenomenon in which millions of people became producers of Web content over a short period of time (Williams & Jacobs, 2004), that international humanitarian websites did not encounter a burst in production or sudden proliferation.

Reflection

From Web 1.0 to Web 2.0

In the early years of public access to the World Wide Web, humanitarian websites conformed to the standards of Web 1.0 and provided read only content (with the exception of hyperlinks). At this point in time (before 2002), humanitarian websites were a relatively static medium of communication, offering little to no interactivity. Around 2002, new technological advances (such as asynchronous JavaScript and XML a.k.a. AJAX) enabled enhanced interactivity between site visitors and online interfaces (Batra, 2007); hence the birth of Web 2.0. However, it wasn't until the O'Reilly Media Web 2.0 conference in October 2004 that the term "Web 2.0" became popularized by Tim O'Reilly (Couper, 2008; Alexander & Levine, 2008). As it rose in popularity, the term was considered by some to be a marketing buzzword; used to attract attention to commercial sites, whether or not they were truly perpetuating the values behind the term.

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

Web 2.0 is considered as the writable Web that allows *visitors* to become *users* with the option of participating and contributing new content (O'Reilly, 2007). A pertinent example of a humanitarian organization applying Web 2.0 principles on their website includes Action Against Hunger with their user piloted fundraisers. This type of program empowers Internauts by granting them the capacity to make a difference by conducting fundraisers for the organization; thus bridging the gap between virtual and reality (See Annex Standardization: Design, Page length and Alignment – Graph 11). The Mercy Corp.'s organization also uses Web 2.0 principles to their advantage by offering site visitors the possibility of creating a webpage devoted to fundraising for the organization (See Annex Standardization: Design, Page length and Alignment – Graphs 12 & 13). These organizations incite stigmergic behaviour in which the users produce self-organizing results once the site facilitates collaborations (Dipple, 2011).

The Future of Humanitarian Action -- Philanthropy and Web 2.0

Throughout the study, we have analyzed trends in the layouts and presentation of humanitarian websites; along with advances in Information Communication Technology (ICT), humanitarian organizations have adapted new methods of engaging users. For example, in the wake of Haiti's 2010 earthquake, significant amounts of donations were made via SMS and organizations such as UNICEF also promoted donations made on smart phones through the use of "Microsoft Tags (Harvard Humanitarian Initiative, 2010). UNICEF piloted the program called "Scan to Donate" which allowed people to scan barcodes located on selected products and T.V. commercials. In order to participate, smart phone users simply had to download a free application for reading tags, push the "Scan" button and hover their smart phone's camera over the Microsoft tag (have it be on a store product or

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

diffused on their television). Once the tag is scanned, participants are instantly redirected to the mobile donation page where a secure transaction can be completed with their telephone (UNICEF, 2011). Tamigniaux (2011) explains UNICEF's scan to donate program used during the holidays particularly during Halloween:

UNICEF has put Microsoft Tags on their collection boxes so that folks wishing to donate can do so directly through their mobile phones. For example, a user can scan the Tag that then links them to a mobile website allowing the user to enter their phone number and make a \$10 donation.

As smart phones become more pervasive, the option of using scan-to-donate features denote a significant evolution in the domain of humanitarian aid. New research will inevitably arise on the relationship between the mobile Internet (i.e. smart phones + traditional computing) in relation to commitments made for humanitarian actions.

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

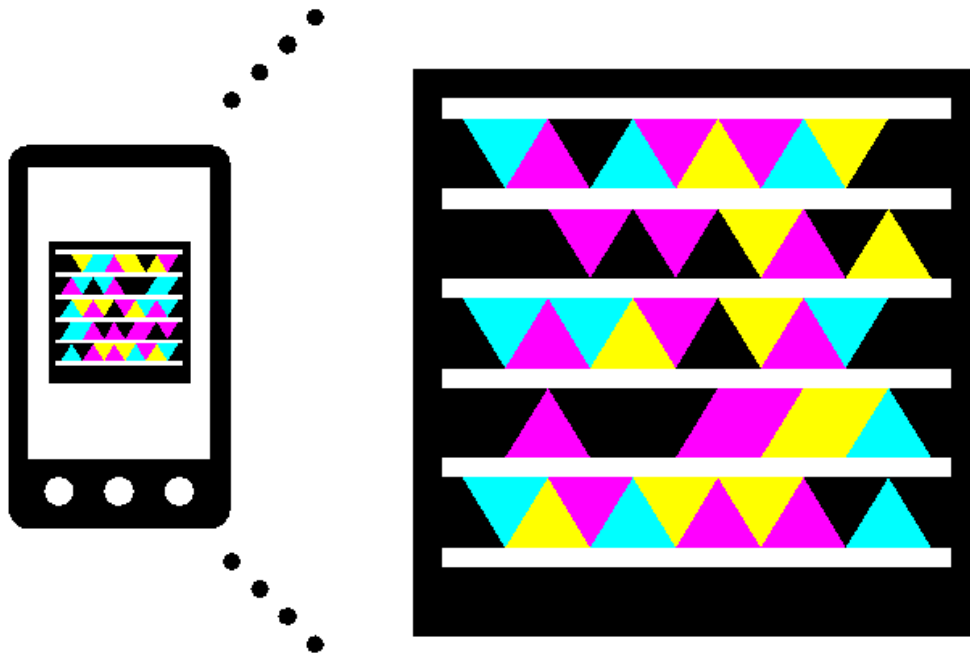
A brief case study of the actual state of the art

Mobile phone based cash transfers have also arisen as an effective means of using ICT for humanitarian relief purposes (Datta et al., 2008). In the wake of postelection violence in Kenya in 2008, hundreds of families were looted of their livestock and displaced from their homes. Initially, the goal was to deliver food aid, however due to the remote location of the targeted population, the endeavor proved to be very costly and insecure. The solution was to use mobile telephones to transfer cash directly to the victims of the humanitarian crisis. In the end, roughly \$53,000 was allocated to 570 households over two mobile telephone cash transfers (Datta et al., 2008). Mobile telephone cash transfers were also used to assist victims of humanitarian crisis in remote parts of Nigeria suffering from extreme drought. A recent study by Aker et al. (2011) shows that recipients of mobile telephone cash transfers "used their cash transfer to purchase a more diverse set of goods, had higher diet diversity and depleted fewer assets".

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

Graph 18 -- Free Microsoft Smart Tag for Humanitarian Action

"Smart tag" created free of charge with Microsoft's online tag manager
"You are free to" scan and learn more ;)



**Get the free mobile app at
<http://gettag.mobi>**

The pervasiveness of mobility offers a new hope for humanitarian aid in the world. Humanitarian action initiatives will be able to connect with a much broader audience by implementing instant donations via scannable smart tags.

3.2 A Study of the Experimental Context: the Evolution of Humanitarian Websites

A strong point of smart tags is their versatility to be displayed in multiple media vectors including television, Internet and printed sources. Microsoft makes it easy to create mobile tags with their online tag manager application. Users can simply create a Microsoft user account, log in and create their tags. Once created, users can share and review the results of their tags with a free analytics service provided by Microsoft. One downfall of the Microsoft tag system is that the user must download the tag application before being able to interact with the "smart tag". However, this impediment is no longer present after the application is installed on the user's smart phone. As the pervasiveness of smart phones continues to augment, "Smart tags" will become one of the most important new portals for mobile humanitarian donations worldwide. In the midst of a humanitarian crisis, there is an immediate urge to help the devastated populations in what is known as the impulse to help. In the wake of humanitarian disasters, organizations can create donating options online accompanied by Smart tags, which they can disseminate throughout their on and off line communications. It is our hypothesis that new innovations in ICT such as donating via SMS, scanning to donate with smart phones and mobile phone money transfers represent a significant part of the future of fundraising for humanitarian actions and relief initiatives. Miranda et al. (2008) reiterate the importance of access to mobile information stating that "the recent paradigm ICT shifts in the last five years [...] represent a real opportunity for developing countries; Inform@tion: The new energetic resource of this millennium." Miranda (2008) has developed a new formula that represents the importance of information for the future of ICT. The formula is described as $E=MC^3$, and literally breaks down to energy equals the digitized multimedia convergence of communications, computing and consumer electronics. Information has become a form of energy that is of course renewable and enriched when shared. We expect that this phenomenon will

become more pervasive in the domain of humanitarian actions as organizations start to develop a link between traditional practices and mobile computing. The next 10 years of humanitarian actions will undoubtedly see a revolution in donating practices. Miranda's $E=MC^3$ formula will prove its veritable potential by showing how information has the capacity to act as a fuel for humanitarian initiatives with a significant and remarkable impact in the real world.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Creating Commitment Conducive Environments on the Web: a User centric Study of Humanitarian Website Visitors

Abstract

This study aims to identify content that is conducive to making commitments on humanitarian websites. We have conducted this study from a user centric point of view in which 100 Internauts gave their opinion in regards to the importance of the presence of eight different types of content on humanitarian websites, including: the organizations objectives, role of the organization, mission statement, activities, project report summaries, how the organization uses their funds, how to help and advocacy campaigns. Additionally, we analyzed the presence of these different contents on 31 popular international humanitarian website homepages (see Annex for the complete list of humanitarian websites included in the study). The results of our study revealed that most humanitarian organizations do not display how their funds are used on the homepage of their websites; however, in our online survey, Internauts indicated that when they visit a humanitarian website they are most interested in knowing how the organization uses its funds. The study revealed that the presence of transparency (by way of clarifying how funds are used) stimulates trust and enables developers to create more commitment-conducive environments. The results revealed inconsistencies between the informational wants of the average Internaut and the information displayed on the humanitarian websites. The all-you-will try study confirmed the hypothesis proposed by Nielsen (2011), stating that by clarifying how they use their funds; organizations can facilitate donations more effectively.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Introduction

“In the USA, around 5 percent of donations are already received over the Internet, and the prediction is that this method of giving will increase to 50 percent by the year 2013” (Breidenbach, 2010). Facilitating commitments on humanitarian websites is not a black and white procedure; there are many elements that play important roles in the Internauts decision-making process (Khamis, 2009). Humanitarian organizations must take into consideration various aspects of the users experience including how the Internauts arrived at their websites and what general expectations that these visitors may have. “The best websites are created with a keen understanding of visitors’ interests, needs and expectations” (Princeton University Communications, 2008). There is nothing new about this statement; Aristotle claimed that in order to persuade a person it is necessary to understand characteristics of the source (ethos), the message (logos) and the emotions of the audience (pathos) (Aristotle, 1954).

A large part of the research and preparation must be done before the Internaut arrives at the website. According to Our Community Foundation's Give Now project, it is highly recommended that organizations analyze their donation appeal, organize themselves within their group, put their appeal online, spread the word, ask for donations, use the money as they promised and adapt their strategy according to the trial and error process (Givenow, 2010). The Give Now project also emphasizes that every donation appeal should be accompanied by a description of the problem and why it matters, a brief account of what the organization plans to do about it, an explanation of how the solicited donations will make the solution possible and finally a message celebrating the difference that will be made for the people who will be benefiting from the donation. Aristotle's notion of pathos claims that persuasion is reduced when the audience is placed in a negative emotional state (Petty et al., 2004); therefore, the opposite (putting the audience in a

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

positive emotional state), will enhance the effect of persuasion. Hence the importance of providing messages celebrating the differences that will be made with the donors funds; if anything, this type of message serves to put the audience into a positive emotional state and primes them for making a donation.

Ringel (2010), reports the importance of search engine optimization, search engine advertisements and social media marketing as a multifaceted approach to optimizing fundraising online. He also reports that confidence (on behalf of the website visitor) and transparency are the most important virtues that humanitarian organizations should strive to obtain.

Humanitarian websites have evolved drastically over the past 15 years (Ravatua-Smith, 2011) and so has the average Internaut. Apart from ergonomic layout and designs that are easy to navigate; humanitarian websites should imperatively include key elements that contain pertinent information which is useful to the visitor. On average, Internauts stay on a single webpage for less than a minute (Nielsen Online, 2009). With this being said, once a visitor arrives on the homepage of a humanitarian website, the organization has less than 60 seconds to engage the visitor and obtain one or more of their targeted commitments.

Past research has given insight into the global aspects of optimizing fundraising and donations on the Internet (Nielsen, 2009; Givenow, 2010; Ringel, 2010). Our study aims to complement this research by providing information gathered from a user centric point of view; with the goal of identifying what humanitarian website visitors would like to see in terms of information on the homepages of these websites.

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Problematic

Convincing Internauts to make a donation is a sensitive process. Giving money on charity websites is 7% harder than spending money on e-commerce sites (Nielsen, 2011). The veritable problematic of this study is determining how to get Internauts engaged in the donation process and more precisely, what types of content make a difference in their decision to make a contribution or not. We believe that certain types of content on the homepages of humanitarian websites can be conducive to the decision-making process.

Point of Interrogation

What types of content do Internauts consider to be the most important on the homepages of humanitarian websites?

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Methodology

We used an online survey tool (Survey Monkey) to collect responses to the following question: "What do you want to see when you visit a humanitarian website?" (See *Graph 19 for the complete survey*). We solicited survey participation through the use of social networks (notably Facebook); 100 Internauts completed the survey and enabled us to determine which elements they considered to be the most important from a user centric point of view. The majority of the participants accessed the survey through a Michigan high school alumni Facebook page that is frequented by people between the ages of 18 and 55 and is represented by male (49%) and female (51%) participants (see Annex: User centric Study of Humanitarian Website Visitors- Graphs 4 & 5).

The second part of our methodology consisted of systematically analyzing 31 popular international humanitarian websites (see Annex Graph 10 for the complete list of the organizations included in our study) in order to determine the presence of the eight different types of content being evaluated. We limited the time of observation for each element to 35 seconds. The idea behind this limitation of time is based on evidence provided by Nielsen & Laranger (2006) indicating that Internauts stay on the homepage of a website for an average time of 35 seconds before navigating to another page. We used a simple online stopwatch to keep track of the allocated 35 seconds for observing and finding each type of content. We also limited our research to the homepage of each website. We systematically integrated the data collected from each website into an Excel database, which we used as a resource for creating our representative graphs.

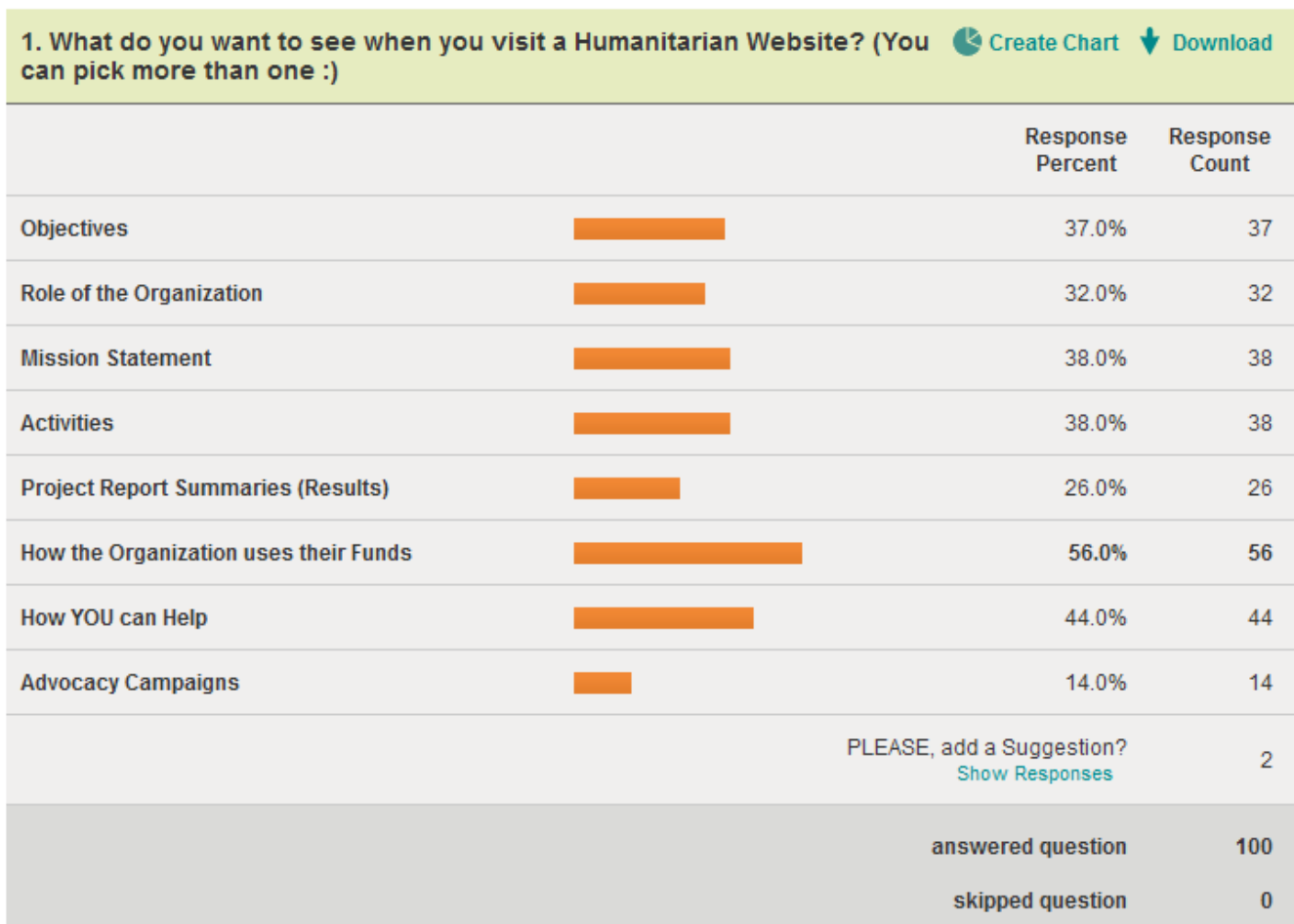
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Results

The survey included one question with the possibility of choosing multiple responses. We succeeded in collecting 285 responses from 100 different Internauts, 49% men and 51% women (see Annex Graphs 4 & 5). On average, every Internaut responded to a question by selecting three (2.85) of the eight proposed elements. Our online survey concluded that 37% of Internauts were interested in seeing the objectives of the organization, 32% were interested in seeing the role of the organization, 38% were interested in seeing the organization's mission statement, 38% were interested in seeing the activities of the organization, 26% were interested in seeing project report summaries (results), 56% were interested in seeing how the organization uses their funds, 44% were interested in knowing how to help and only 14% were interested in seeing advocacy campaigns (See Graph 19).

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Graph 19 -- What Users Want to See While Visiting Humanitarian Websites

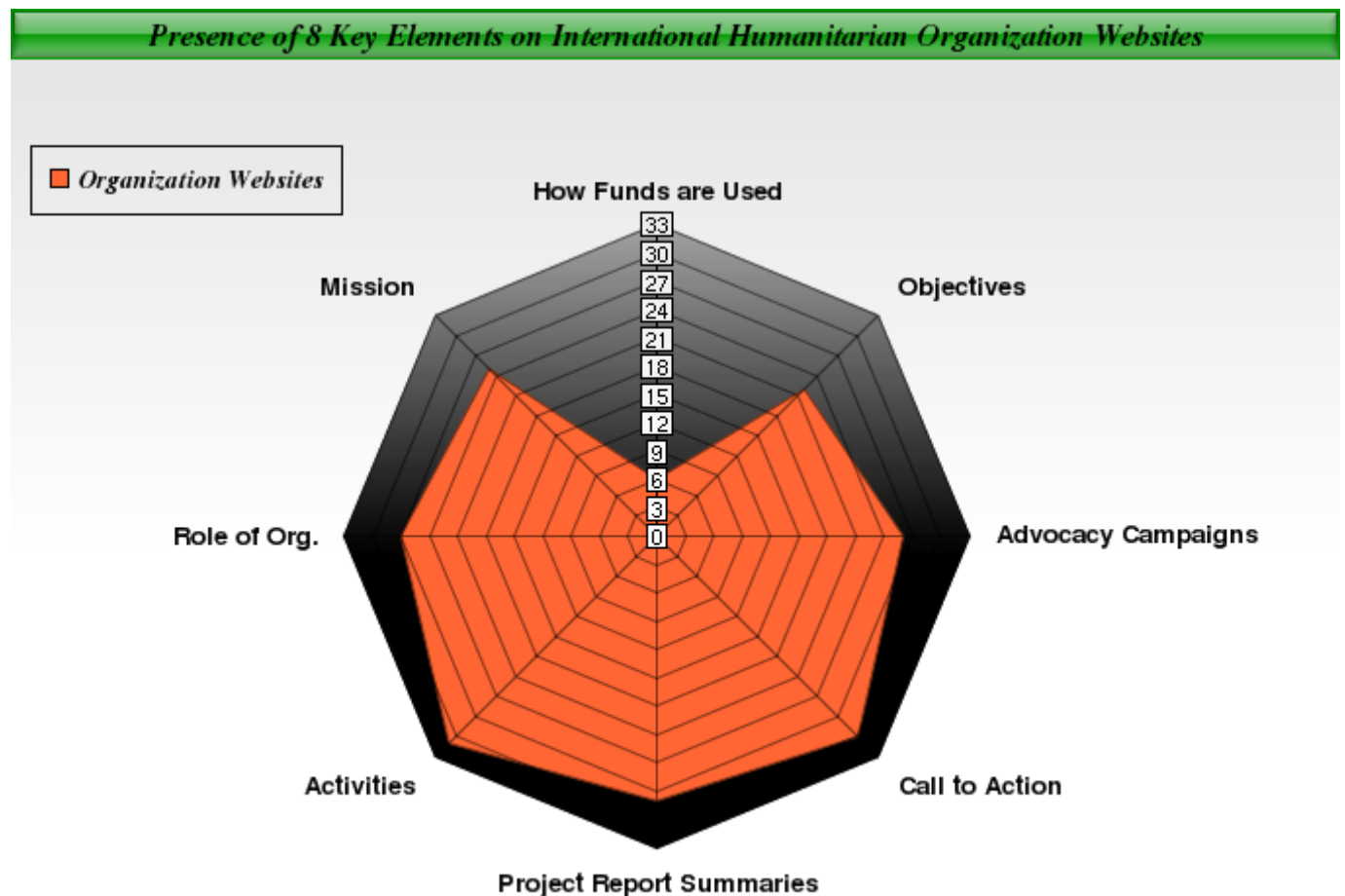


The study also revealed that there is only a moderate interest in the objectives, role of the organization, mission statement and activities of the organization. This may indicate that Internauts are interested in this information and that this content is essential to their experience on the website; however, these elements are not the most motivating factors in the decision-making process towards making a donation. Lastly, Internauts revealed a low amount of interest for advocacy campaigns on the homepages of international humanitarian organization websites.

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Once we determined the importance of the eight different types of content from a user centric point of view (with our online survey); we proceeded to analyze the presence of the different types of content on the homepages of 31 popular humanitarian websites (see Annex Graph 10 for the complete list). The results show that 81% of the organizations displayed their mission, 87% displayed the role of their organization, 100% displayed their activities, 90% displayed project report summaries, 97% displayed donation buttons (call to action/how to help), 84% displayed advocacy campaigns, 71% displayed their objectives and only 19% displayed how their funds are used on the homepages of their websites (Graph 20).

Graph 20 -- Presence of Key Content on Humanitarian Websites



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Discussion

From a macroscopic perspective, Petty et al. (2004) describe the affect that individual variables have on the overall perception of the message receiver:

Early research in persuasion was guided by the belief that any given variable, for example, source credibility, had a single and unitary effect on persuasion; a variable was thought either to enhance the success of a persuasive attempt or reduce it" (Petty et al., 2004).

With this in mind, we take the position that the presence of *multiple* key elements (that are enriching to the users' experience) act collectively and can be conducive in obtaining targeted commitments on humanitarian websites. We also agree with the Elaboration Likelihood Model (Petty et al., 2004); in that by putting the audience into a positive emotional state (towards the organization) we may enhance the effects of our persuasive messages and optimize commitments with the websites targeted engagements/goals with the use of the framing effect. The notion that the presence of certain forms of content drives the Internaut through the commitment process; corresponds with the notion that it is not the user who engages in a commitment, but the environment which engages the user. The lack of credibility and trust indicators, i.e., graphs that show how funds are used and trust insignias that denote the quality stewardship of donor funds; may result in a lack of trust and furthermore negatively impact the amount of commitments made on the humanitarian website.

We analyzed the presence of eight specific types of content present on the *homepages* of popular international humanitarian websites; however numerous studies (Allen et al., 2009; Fritz, 2011; Stoner, 2009) specifically address the optimization of *donation landing pages*. This goes to show that the donation landing page must be well designed in order to reduce distractions (as well as cognitive dissonance) and facilitate the donation

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process in a rapid and secure fashion. Another point that should not be neglected is the importance of promoting the site/organization in multiple venues; such as on other websites and in the public (off-site and off line strategies). It is also important to maintain good relationships with the media. Some recent examples include the Mercy Corps organization that advertises frequently on other websites and on YouTube (see Annex Graphs 8 & 9 for examples) and the Handicap International organization, which partnered with the French television station TF1 to promote sales of the Christmas tree bag (in which 26% of sales went directly to the Handicap International organization) during the grand finale of a popular French television series (Koh Lanta: the French version of "Survivor") in December of 2011 (see Annex Graph 7).

Engaging Internauts with PUSH and PULL marketing strategies

Optimizing commitments such as donations or newsletter inscriptions is not a black-and-white equation that can be solved by adding any one particular variable. The process of optimizing commitments on the Internet is simultaneously evolving along with the development of new information and communications technology (ICT). Organizations should strive to create a media presence on the Internet that inspires confidence, trust and admiration for the goals of the organization. If the organization's communication strategy is successful, visitors should be attracted to the organization's site and visits should be made out of free will; this is at the heart of the binding communications strategy. A typical strategy that implies free will visits is PULL marketing, where visitors are attracted to the site through personal motivation. In the paradigm of PULL marketing, off site media diffusions act as a "lure or bait" that incites viewer's to "bite" or click and follow a hyperlink that leads them to the organization's site or

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designated landing page (where the process of engaging visitors in targeted commitments can be applied). The simple act of clicking on an interesting link, acts as the preparatory engagement in the foot-in-the-door paradigm. The opposite is PUSH marketing, where visitors are *driven* to the site; which in some cases may create a sense of spam or involuntary exposure to undesired information (Cheverst & Smith, 2004). PULL marketing is based on the principles of intrinsic motivation, liberty of choice and what Joule et al. (2007) refer to as the "you are free to" strategy which has been empirically proven to be more effective in obtaining targeted commitments (Joule & Beauvois, 1998; Joule et al., 2007); as opposed to imposing a decision which is a characteristic of PUSH marketing. The context of liberty is a true source of internal motivation that leads to more favorable percentages of goal obtention (Ravatua-Smith, 2010).

Today organization leaders need to be highly sensitive about the different types of context in which they are diffusing their messages. This represents what Aristotle considers to be ethos; or understanding characteristics of the source. While applying PUSH marketing we are simultaneously using what is known as interruption marketing. Traditional "interrupt" marketing is based on the concepts of direct appeal (often by way of some sort of benefit) and interruption; where organizations try to offer viewers something interesting enough to freeze them or "interrupt" their scan of the media before them (Chandler, 2009). Organizations may utilize interruption marketing in their PUSH channels in order to promote their messages, reasons to donate and incite other diverse engagements. On the other hand, in the context of PULL marketing, organizations should be inviting users to their websites in order to incite engagements, share and participate. Organizations should understand the nuance of PULL marketing and simultaneously maximize their PUSH marketing strategy. With the use of online social media such as YouTube and Facebook; organizations can employ a PUSH and PULL

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marketing strategy that works cohesively to maximize the effectiveness of their communications campaign. Organizations may utilize their PULL channel to incite participation with and sharing of their online media (such as their promotional YouTube videos) with the goal of creating a buzz starting on their Facebook network. Simultaneously, the organization can use their PUSH channel while fund-raising or promoting support for the organizations initiatives, with the same promotional videos. They may even use their online video media (which is also a part of the PULL channel) to promote the organization and their causes in the PUSH channel. While using PUSH and PULL marketing in an integrated approach, organizations should rely on subtlety and expertise in order to effectively optimize their communication campaign for maximum results. According to Kern (2011), the same message may be used in PUSH and PULL marketing channels depending on the context of the environment, time of year and audience. For example, during the holiday season, Handicap International may promote sales of their Christmas tree bag at the entrance of a shopping center, while simultaneously announcing the same initiative on their Facebook page. Whether a person buys the Christmas tree gift bag at the entrance of the shopping center or on the online boutique; the same percentage of benefits will go to the non-profit organization. However, the context of the environment changed (offline to online) from in front of a shopping center where passersby are physically approached with a more "in-your-face" style that is characteristic of PUSH marketing; to the context of the online environment, where the user enters into the PULL marketing paradigm when they are attracted or invited to participate in the initiative only after being made aware of the utility and philanthropic nature (benefit) behind buying the product. It is important to understand the context of the environment and the different ways of deploying the message, in accordance with the context (Kern, 2011).

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Applying Compliance Gaining Techniques with Textual Content

The push and pull strategies can be directly related to the paradigm of binding communications; when organizations "push" their communications the principle of liberty is heavily compromised and messages are imposed upon recipients creating a sense of spam that contradicts the principles of binding communication. On the other hand, the "pull" approach is consistent with the principles of binding communication because message recipients freely engage in behavioral commitments due to the conducive nature of the environment.

Apart from inciting visits to the site with PUSH and PULL marketing; the "Hearts, Head and Hands" technique can also be integrated into the on-site communications strategy. The technique consists of proposing a statement that will be instinctively agreed with because of its emotional nature and appeal to the personal values of the message receiver. Secondly, the message includes a supportive argument that is logical, rational and relevant to the initial statement. Lastly, the message should contain a call to action that incites an engagement or commitment on behalf of the message receiver. Essentially, this technique works on the basis of cognitive dissonance by providing an emotionally-based statement that appeals to the message receiver's personal values (thus creating a sense of agreement) and offers the possibility to avoid the dissonance by participating in an action that corresponds with the self perception (someone who is caring, helpful and generous) of the message recipient. Here is an example of a message that uses the Heart, Head and Hands technique: *Can you believe that one child out of five in sub-Saharan Africa will die of diarrhea related maladies due to unsafe drinking water? Do you want to make a difference? You can! Make a donation today to the Ryan's Well foundation! Your contribution will be used to install a covered drinking well that will provide safe drinking water for thousands of children!* The Heart, Head and Hands

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technique is a sequential request strategy that is considered to be an affective-cognitive-behavioral approach to obtaining immediate compliance (Heart, Head, Hands, 2011). The technique uses emotions to incite interest and then provides a form of rational support which evokes agreement; all before making the targeted request. To summarize the heart, head and hands technique and its implication in the paradigm of binding communications; behavioral actions are influenced by the emotional appeal which incites a preliminary act, which is then attributed a high action identification with the use of a textual message before the final request is proposed. This technique finds its strength due to the evocation of behavioral consistency, self perception and cognitive dissonance theory.

Analytics: A/B Testing, Multi-Variable Testing and Optimizing Conversion Rates

Humanitarian organizations are often times managed by “digital immigrants” or people who were born before the mid 1980’s (Prensky, 2001); these people must train themselves in order to adapt to Web 2.0 technology if they hope to optimize commitments on their organizations websites. The homepage interfaces should offer insight into essential information such as activities, mission, role, advocacy campaigns, past projects, how funds are used and how people can help; but there are many more elements that contribute to the public's perception of the organization. The benefit of the World Wide Web (W3) is that all organizations have equal opportunities to develop a strong web presence through the use of advertisements, social networks and search engine optimization (SEO) tactics. The procedures for optimizing visits and engagements on a website can be seen as a generalized process with contextual variables. These contextual variables include the organization's nature and the different online environments in

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which they are communicating. Additionally, all serious online communication campaigns are accompanied by analytics tools that are used to follow the development and results of their campaigns.

Tooley (2008) reports that:

Multivariate testing is a process by which more than one component of a web page may be tested in a live environment. It can be thought of in simple terms as numerous split tests or A/B tests performed on a single page at the same time. While A/B tests are usually performed to determine the better of two content variations, multivariate testing can theoretically test the effectiveness of limitless combinations.

Single and multi-variable test should be used in order to determine the effectiveness of the organizations on-site strategies (modifications in the design or layout); and their off-site strategies (PUSH and PULL marketing). On average, popular international humanitarian organizations change their website layouts every 2.5 years (Ravatua-Smith, 2011). However, these sites make regular weekly and monthly updates that are a part of their on-site strategies. Freeware such as Google analytics, allows organizations the option of conducting A/B and multi-variable tests, as well as follow the impact with easy to use tools. The primary objective is to optimize the rate of conversions (visitors who successfully engage in targeted commitments) on the website.

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Conclusion

Our survey made it clear that Internauts want to know how their monetary contributions will be used. However, our analyses show that most popular international humanitarian organizations (81% according to our analysis) lack transparency about how they use their funds (this applies to the average Internaut who will not go beyond the homepage and read the organization's annual reports). Since Internauts are most interested in knowing how the humanitarian organization uses their funds; there is a strong potential that the presence of simple (easy to read and understand) informative graphs that detail how the organization uses their funds would augment donations on their websites (Nielsen, 2009). Optimally, organizations would display simple informative graphs that explain how the organization uses their funds, accompanied by conventional quality assurance measurements such as a donor seal of approval, i.e., the BBB, VeriSign and Charity Navigator award, that indicates the honorable stewardship of donor funds and allows Internauts to engage in commerce online with confidence about their security (see Annex Graph 6 for an example). The presence of such elements would help to generate trust and confidence between the Internaut and the organizations website and therefore facilitate the donation process. Although most organizations displayed donation buttons on their sites as a way of helping; more details should be offered about the specific use of the funds that they are soliciting.

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Reflection

Organizations should know the objectives of their website and include key elements necessary for bringing visitors to landing pages designed to incite commitments with the targeted objectives. In this sense, the homepage of the website acts as a portal; each link can be considered as a path towards a predefined destination. It is the organization managers, who should work in coordination with their website developers (or ideally be able to do some of the development themselves) in order to define the strategy of the website and create corresponding layouts. We have provided eight key elements along with statistics indicating what Internauts considered to be the most important from a user-centric point of view. This study confirms Nielsen's research (2011) in proclaiming that humanitarian organizations would undoubtedly optimize donations on their websites by simply adding easy to read and understand graphs that indicate how their funds are used. Once Internauts are engaged in the donation process a significant percentage will abandon before completion. Measures should be taken to ensure the limitation of cognitive dissonance that may result in the abandoning of a donation. Organizations must take into consideration the importance of clarifying that their donation systems are secure; trusted services such as PayPal may be enough to assure the Internaut of their online security. Organizations should also strive to obtain quality indicators such as the donor seal of approval provided by BBB, Charity Navigator and or VeriSign awards that denote the organization as a quality steward of donor funds. Smaller organizations may not have access to these types of recognition (due to their small size and insignificant amount of donations); however, they may substitute this type of quality indicator with another such as donor testimonials, awards and other media that show the organization's credibility. The general idea behind offering numerous forms of credibility indicators is to install a relationship based on confidence, trust and

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reassurance between the Internaut and the organization's website. The hypothesis being that -- the presence of quality indicators results in the diminishment of potential cognitive dissonance that may arise and drive the donation process in the wrong direction. This also is part of the persuasion process and the Elaboration Likelihood Model which clarifies that by putting the audience into a positive emotional state; we may enhance the effects of our persuasive messages, and thereafter facilitate our targeted commitments (Petty et al., 2004). The option of including a personal sign in feature on a humanitarian website may also be a method of generating trust between the user and the website.

Our study indicated that there is an imbalance between the expectations of Internauts and the actual state of humanitarian websites (notably the lack of transparency with funds). This is good news for small humanitarian organizations as they have an equal opportunity to optimize their websites and compete with more well known organizations (Breidenbach, 2010). Once the website is designed in a satisfactory manner, preliminary tests should be conducted with the use of analytics tools in order to confirm the effectiveness of the layout and the placement of their content.

We have focused on specific types of content present on homepage layouts (on-site strategies); however, it is important that organizations understand the dynamics of attracting (off-site strategies) Internauts to their website, and particularly to their donation landing pages. The presence of specific types of content can help to optimize commitments made on the website; however, these elements should also be strategically placed on the webpage. Our next analysis will be focused on the *placement* of key elements on the homepages of humanitarian websites using the F. theory of webpage design proposed by Nielsen (2006). This theory proposes that users have the tendency to read web-pages in an F-shaped pattern (Nielsen, 2006; Jones, 2010). Our objective will be to identify what types of content

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that international humanitarian websites display on their homepages within the F. layout.

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The Presence of Semio-Pragmatic Elements on Popular Humanitarian Websites

Abstract

In our exploratory study, we examined the presence of five predefined semio-pragmatic elements on 26 popular humanitarian and relief organization websites. We found that 30.7% of the sites contained a video on their homepage, 92.3% of the sites contained a photo with a link, 96.1% contained the organizations logo with a link to their homepage, 3.8% of the sites had a pop-up advertisement with a link and 100% of the websites included variegated text links (See Results Graph 1).

Introduction

Traditionally semio-pragmatic analyses have been dedicated to the study of cinematography (Odin, 2000). The goal of semio-pragmatic observation is to "analyze and understand the effects of media devices and instruments on cognitive behaviours" (Peraya, 2009). In a more global definition, the term semio-pragmatic describes the link between relational communication and cognitive sciences, in its broader sense (Meunier & Peraya, 2004). In the domain of Human Computer Interaction (HCI) studies, our particular semio-pragmatic analysis has been developed in order to study the connection between symbols and their practical function on humanitarian websites. For example, a logo that acts as a "return to homepage" button and photos that link to full articles. The idea behind strategically incorporating semio-pragmatic elements onto a website is to attract the attention of Internauts and optimize commitments with targeted objectives. This analysis is analogous with the procedure of *usability testing*. As the title indicates,

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usability testing is a method of measuring products usability; it is a procedure that is easy to justify and highly productive (Rosenbaum, 2005). Our study transposes the traditional meal pragmatic analysis to the Web. We attempt to describe the relationship between semio-pragmatic elements and engagements/commitments on humanitarian websites. It is important for organizations to understand the effect of semio-pragmatic content on their sites, i.e., pop-up advertisements and rotating flash galleries with clickable photos. While some semio-pragmatic elements act as beneficial visual metaphors, others may be interpreted as a nuisance to the user. The effects of semio-pragmatic content on a humanitarian website can be the make the difference between a good and bad user experience. Past studies have revealed that if a user has a positive experience on a website that they are much more likely to make a return visit (Zhang et al., 1999; Gullikson et al., 1999). Thus, this study reveals different forms of standardization among humanitarian websites and the use of visual metaphors to assist in creating a positive user experience.

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Importance of Semiotics and a memorable image

The word semiotics is derived from the Greek word "semeion" (sign) and describes the science of understanding signs and the way they function (Berger, 1994).

Saussure et al. (1966) coined the term in the 1960s:

A science that studies the life of signs within society is conceivable it would be part of social psychology and consequently of general psychology; I shall call it semiology (from Greek, semeion "sign") Semiology would show what constitutes signs, what laws govern them.

According to Smart et al.:

Semiology is the study of signs or text (including anything that stands for something, such as words, images, sounds, gestures, or objects) and the study of how we create meaning from these signs in the world around us. Semiotics involves the study of *semantics* (the meaning of signs), *syntax* (the relationship between signs), and *pragmatics* (the ways in which signs are used and interpreted (Ullman, 1972; Noth, 1990).

Over time, signs and symbols gain meaning and may be interpreted differently depending on cultural and contextual factors. Signs and symbols are ever present in our everyday lives and studying the different impacts of semiology is particularly useful in social sciences, as well as humanities and arts (Berger, 1994). Symbols may take on different meanings depending on the environment in which they are perceived. Semiology also addresses iconographic interpretations, i.e., the impact of an organization's trademark

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or logo. Unlike hard sciences, semiologic interpretations are influenced by numerous variables that affect how people understand different signs. The logo is by far the most important symbol that an organization possesses. However, humanitarian websites also host other pertinent semiotic elements including the color chart, font styles and graphic multimedia content including imagery and videos. A recent study (Isola et al. 2011) has shown that some images are more memorable than others due to influential factors such as: color, simple image features as well as object and scene semantics. The importance of semiotics has risen with the onset of the World Wide Web. According to Smart et al. (2000):

A semiotics of the Web can help us determine how meaning is derived from Web pages and the Web, and in turn how to better design sites to convey intended and desired meanings.

Smart et al. (2000) propose some dimensions of Web design that are frequently used to evaluate websites including: typography, site structure and cognitive design, medium use, message content, and appeal. **Typography** is used to indicate the importance of different text present on the webpage. Semiotic elements such as white space, font type and line length affect the user's interpretation and understanding of the website. Different typographic characteristics contribute to the readability of the webpage's text and distinct variations, i.e., color and size, may suggest different meanings or level of importance. The **site structure** is derived from the way information is organized on the website. The use of task centered design principles can help to facilitate the accomplishment of targeted tasks by offering intuitive navigation through the necessary steps of completion. Good site structure also entails a good **cognitive design** that avoids distracting users from the targeted goals of the site. These types of designs are implemented in order to eliminate potential constraints to the

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user while performing desired tasks or searching for specific content. The Internet as a **medium of usage** provides unique features, such as interactivity and multimedia, which enhance the user's experience. If misused, blinking and animated text or images may distract user's attention from important information. On the contrary, if used properly, these types of animations can be used as part of instructional strategies that are effective in illustrating specific functions. The semiotic interpretation influences the user's perception of the system as a whole. A flashing text that is distracting can lead the user to perceive the site negatively; contrarily, the effective use of flashing text as a means of illustrating a particular function can lead the user to perceive the site more positively. Website **message content** is conveyed through typographical and graphical elements as well as, narrative style, the language of communication and the actual content. While writing for the Web, some style guidelines recommend that message content should be characterized by a brief, narrative style that uses lists and visual guides in order to structure meaning. As previously mentioned, the inverted pyramid style of writing is effective in delivering message content efficiently (Nielsen, 1996). The **appeal** of the website has a direct influence on the user's behavior while visiting the site. Websites may be designed with "lures" which attract the attention of users towards important information. The websites appeal can be influential in seducing or deterring visitors towards or from specific objectives respectively. Attractive semio-pragmatic elements may be strategically placed on a webpage in order to incite user engagement with specific tasks.

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Another branch of semiology is organizational semiotics which includes three primary approaches: system oriented, behavior oriented and knowledge oriented (Gazendam, 2004).

Stamper et al. (2000) elaborate on the concept of organizational semiotics:

To apply semiotics to organizational analysis and information systems design, it is essential to unite two basic concepts: the sign and the norm. A sign is anything that stands for something else for some community. A norm is a generalized disposition to the world shared by members of a community.

Organizational semiotics is particularly interesting for humanitarian websites; the use of icons and symbols is a strategic part of optimizing communication online. Naturally, it is easier to recognize and interpret icons rather than text. The use of icons as links to higher-level information is one means of implementing progressive disclosure. Additionally, icons provide a visual representation and reduces cognitive workload; making information easier to understand. In computer mediated communication, semiotics can also be referred to as graphical metaphors (Sherson, 1999). Common examples include the recycle/trash bin, the Windows menu and other desktop icons. Websites that use semiotic elements innovatively can distinguish their site as professional. The perception of a site as credible (or not credible) because of its design; is an example of a metaphorical relationship between appearance and perception. The Oxford dictionary (2012) defines the word "metaphor" as: *a thing regarded as representative or symbolic of something else*. Thus the sites appearance is symbolic of its quality. Windows users have the choice of using the classic interface, which offers familiar icons of yesteryear. The classic icons denote the old user interface, while newer more innovative looking icons represent the new interface. The same principle applies to websites; sites that use out of date

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icons or graphics are denoted as out of date, and otherwise un-credible. Contrarily, websites that use more innovative and professional looking graphical metaphors denote their site as professional. Although typography and message content may imply semiotics; the website's appeal, structure and cognitive design are more heavily dependent upon the use of semiotics. The effective use of semiotics can determine the overall users experience as positive or negative. The effective use of graphical metaphors (signs that clearly denote functions) is a method of empowering communication online. Icons, logos, text variations, and other semio-pragmatic elements; can be used to reduce the time necessary to recognize and interpret information and enhance site usability.

Charles Peirce (1977) observed signs as iconic, indexical and symbolic. Iconic signs are characterized by a resemblance of the object or entity that they signify. Indexical signs make a clear reference to the object which they signify, i.e., the level of mercury within a thermometer which indicates the temperature. A sign is considered a symbol when the relationship between the sign vehicle and the referent is ontologically arbitrary (Collins, 2009).

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Problematic

We conducted this explorative study in order to see how popular humanitarian and relief organizations use semio-pragmatic elements in order to create an environment conducive to the commitment process. Today is a time when humanitarian organizations are obligated to represent themselves on the Internet if they intend on obtaining support of their initiatives (Piccinini, 2008). People who are looking for information on an organization are likely to make their inquiry on the Internet. The Internet acts as one of the primary portals of information; the nature of information is determined by its content, including images, signs and other semio-pragmatic content. However, little research has been conducted on the use of semio-pragmatic elements on humanitarian websites. If we are to develop a link between binding communications and semio-pragmatic elements it is first necessary to develop a representational model that denotes today's standards which will furthermore provide a basis of comparison in future experimental analyses.

Point of Interrogation

The primary point of interrogation in this explorative study is to identify the role that semio-pragmatic elements have in driving the commitment process on humanitarian websites. This study is quantitative in nature and provides insightful overview on how humanitarian organizations employ semio-pragmatic elements on their websites. The study is descriptive in nature and acted as a prerequisite to developing a prescriptive representational homepage interface model.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Hypothesis

Before undertaking this study, we propose the hypothesis that humanitarian organization websites will show signs of standardization related to the placement of key commitment inciting semio-pragmatic elements. For example, the placement of donation buttons in the top right-hand corner and the organizations logo in the top left corner of the website. The donation icon is not merely a button, but a semio-pragmatic element represented by a visual form; it acts as a call to action and way of helping. Additionally, the organization's logo is multifunctional: it acts as a symbol of the organization's identity (Dutton & Penner, 1993) and has the practical function of a return-home key. It is also presumed that in order to drive users into making commitments, i.e., the signing of a petition or a donation; organizations will use Gestalt principles such as contrast (figure and ground) to attract attention to the appropriate commitment inciting semio-pragmatic elements.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Methodology

In order to collect the information necessary for our analysis; we visited the homepages of 26 popular humanitarian and relief organization websites and searched for the presence of five predefined semio-pragmatic elements. These elements include: organization's logo/link, video/link, photo/link, pop-up advertisement/link and variegated text/link. Certain elements such as pop up advertisements that act as links to higher-level commitment actions such as donations; enter into the push marketing category and are inconsistent with the paradigm of binding communication. However, we integrated this semio-pragmatic into our analysis with no bias due to its interesting potential as a form of sequential request strategy.

Once we defined the semio-pragmatic elements that we would search for; the research started with a systematic visit to each organizations website. The analysis was generic for each website; if one or more of the semio-pragmatic elements were present on the website it was noted and added to our database.

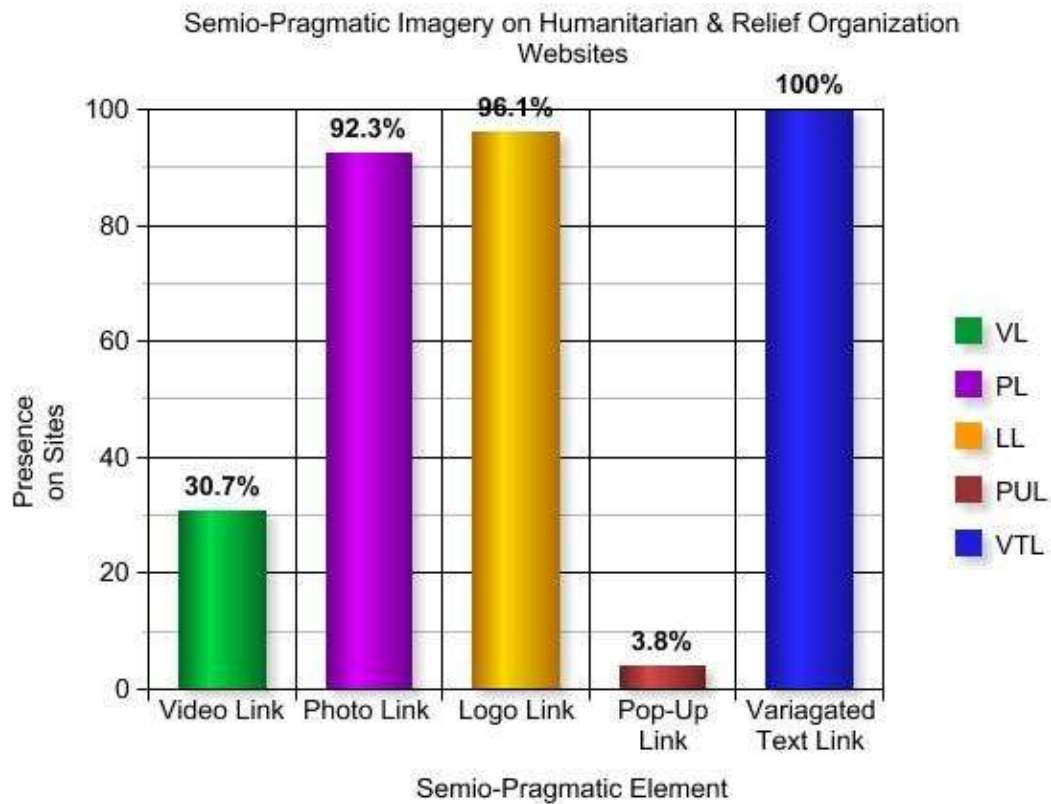
After all of the 26 websites were analyzed; we were able to produce visual graphs representing the presence of our predefined semio-pragmatic elements on all of the sites. This enabled us to create a general overview of the presence of our predefined semio-pragmatic elements on popular humanitarian and relief organization websites.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Results

The results confirmed the hypothesis that *most* popular humanitarian and relief organizations do have standard uses of certain semio-pragmatic elements. It was revealed that nearly all of the popular humanitarian and relief organizations displayed their logo in the top left corner with a link to the homepage. However, this was not the only reoccurring semio-pragmatic element; variegated text links appeared on 100% of the organizations websites.

Graph 21 -- Semio-Pragmatic Elements on Humanitarian Websites



26 Popular Humanitarian Websites (Full List: shape1africa.org)

Our findings showed that 96.1% of the websites displayed the organization's logo with a link to the homepage, 92.3% of the websites displayed a clickable photo with a link to another page or article, 30.7% of the websites

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

displayed a video (that could be clicked to play) on their homepage, 100% of the websites displayed variegated text links (hyperlink text characterized by a contrasted color or size to that of the general layout) and only 3.8% of the websites displayed pop-up advertisements with links. (See Graph 21) As previously mentioned the data collected from this examination is descriptive in nature and will permit the development of prescriptive models that can be tested in future comparative experimental studies.

Discussion

I think that the most interesting findings that can be taken from this exploratory study are not what elements have been remarked as *standardized* features on humanitarian websites, instead, which semio-pragmatic elements are being used as *innovative* features on popular humanitarian and relief organization websites. Results show that only 3.8% of popular humanitarian and relief organizations use interactive pop-up advertisements on their websites (See Annex: The Presence of Semio-Pragmatic Elements on Popular Humanitarian Websites – Graph 1). However, interactive pop-up advertisements can act as a preliminary commitment in a foot-in-the-door module (Gueguen & Jacob, 2001) that can be used to optimize commitments on humanitarian websites. However, due to its intrusive nature, pop-up content goes against the standards of binding communication. This can be avoided if the pop-up is discrete and unintrusive yet appealing in a way that incites behavioral actions and engagement.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Conclusion

We identified the presence of standardization among humanitarian websites; notably, the use of standardized variegated text links to attract attention to targeted content. Additionally, our hypothesis was confirmed that humanitarian organizations have standardized the placement of their logo in the top left corner of the websites. These logos have a multi-function, as previously mentioned, they act as an insignia which represents the organization and as a return home key that takes users from sub pages to the homepage. This study provides us with insight into how humanitarian organizations use semio-pragmatic elements on their homepages. It also acts as a tool of orientation that identifies certain weaknesses among humanitarian organization websites such as the lack of video links. It is known that video links are clicked on 700% more than standard photo links. Therefore, the lack of video links indicates that smaller humanitarian organizations can capitalize on the weakness of larger ones by providing users with media that is more ergonomic to consume, i.e., informational videos. The presence of these types of semio-pragmatic elements raises the quality of the users experience on the website, which in turn leads to more return visits.

This study led to the conclusion that these two semio-pragmatic elements (logo and variegated text links) can be considered as standard features on humanitarian websites.

Recent studies have been performed on the effect that the color red has on the behavior of restaurant visitors in relation to the amount of tips given to a waitress (Gueguen & Jacob, 2012). The study showed that waitresses wearing the color red, received more significant tips (frequency and value) in comparison to waitresses dressed in other colors, i.e., blue, yellow, green or white. However, the "redshirt" variable only had a significant effect on the male customers; no difference in the amount of tips was observed on behalf

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

of the female participants. This leads Gueguen and Jacob to believe that the color red has an influence on the males perception of the sexual attractiveness; resulting in higher tip attribution. The color red also has other semio-pragmatic qualities; we make the association between the color red and the notion of urgency and observed that humanitarian organizations often apply this color to their call to action buttons. Organizations should keep in mind that the cultural context may influence the perception of a semio-pragmatic element; for example in France the color red can be interpreted as "interdit" a.k.a. forbidden.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Visual Hierarchy and Humanitarian Websites: the F. Theory of Web Design

Abstract

This chapter reviews the use of visual hierarchy on popular international humanitarian websites in combination with the F. theory of webpage visualization. The viewing of webpages is a cognitive process in which the viewers apply Gestalt grouping principles in order to find salient entry points into a website. This cognitive process includes two phases: searching and scanning. Webpage's are often times observed in an F. pattern composed of two horizontal stripes followed by a vertical stripe on the left hand side of the webpage. This research develops generalizations about what kind of content and media international humanitarian organizations place in different locations (within the F. layout) on the homepages of their websites. We also address the need for visual attention models to improve page layouts and design in a way that the users attention is focused on perceptual elements that the organization considers to be the most important. We argue that if the visual hierarchy is clearly defined, organizations may attract the most visual attention to critical parts of the websites and optimize commitments that correspond with the websites primary objectives.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Introduction

The design of a webpage is of key importance; the over use of graphics may be more distracting than beneficial. Any graphic designer can make nice visuals, but a site needs to be well organized, easy to navigate, and clear (Carlson, 1996). Viewing a webpage is a cognitive process and in order to understand what a good web design layout resembles; it is first necessary to understand the cognitive processes used while viewing a webpage (Faraday, 2000). Webpages are made up of various combinations of information, photos and multimedia as well as different font styles, sizes and colors. Faraday argues that by arranging perceptual elements in a way that the hierarchy may be clearly distinguished; the content can be communicated in a way that visual and informational hierarchy correspond. Thus, the most important information is attributed the most visual salience and will receive the most attention; Hence the importance of visual hierarchy which is obtained through the contrasting of perceptual elements, i.e., graphics, text and colors on a neutral background (A.K.A. figure & ground). Additionally, if all of the perceptual elements on the webpage are attributed high visual salience; none of the elements will appear to be salient.

The visual hierarchy model proposed by Faraday (2000) suggests that users apply Gestalt grouping principles to find an entry point on the webpage where they then proceeded to scan the content from left to right or in the reading order accustomed to their native language (Grier, 2004). Faraday's research suggests that there are two processes which occur while viewing a webpage. The first phase is considered as "searching" and the second phase is considered as "scanning". During the first process of searching, the viewer attempts to find a salient entry point on to the webpage; once an entry point is detected, the viewer begins the scanning phase which is used to extract pertinent information. During the search phase the viewers attention is guided by cognition or heuristics that naturally attract their attention to

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

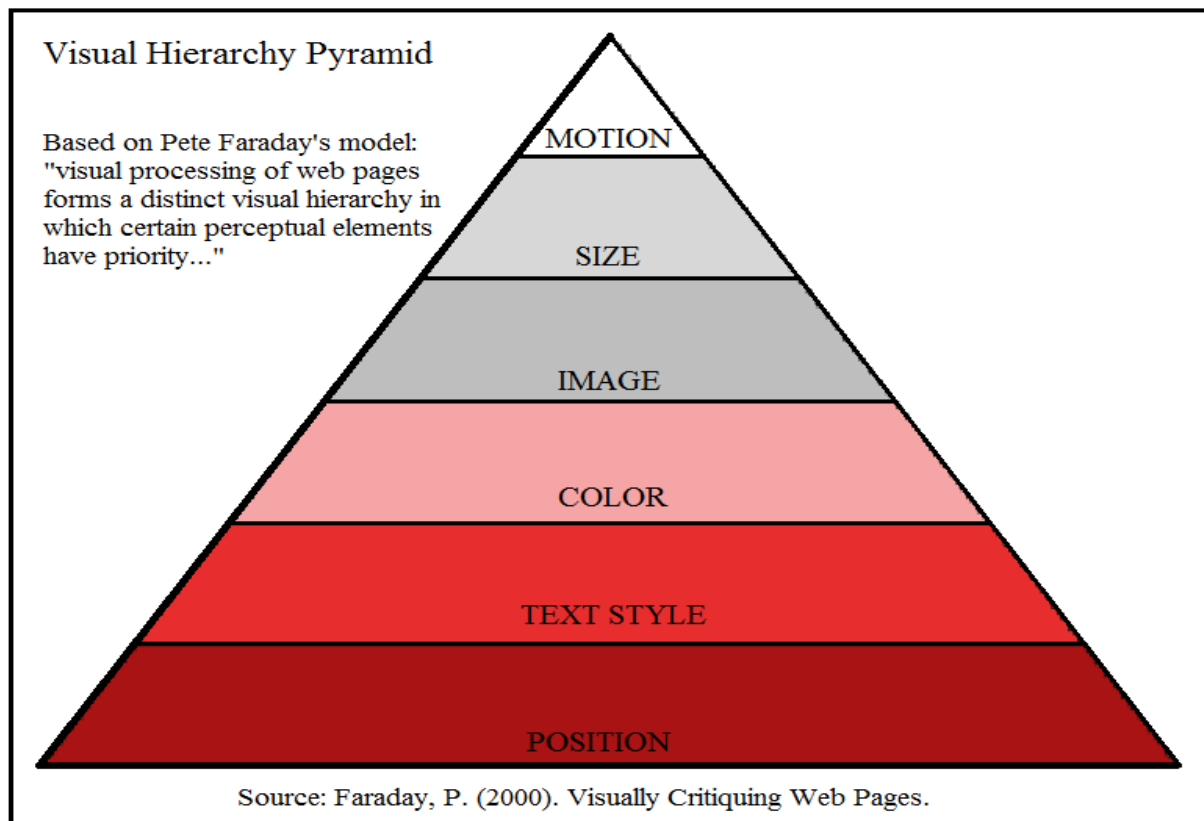
perceptual elements characterized in hierarchy by the following order: Motion (perceptual elements that are moving on the webpage will attract the most attention.); Size (larger objects on the webpage will attract viewers attention more than smaller objects.); Images (images are given priority over text and should be used to attract attention to important areas of the webpage.); Color (color can be used to distinguish importance and brightly colored elements attract more attention than darker colored elements.); Text style (text style is useful for attracting attention to important words or phrases; and typeface variations can be used to attribute importance and cultivate the meaning of a word, phrase or headline.); Position (elements placed in the top or left side of the webpage will be more dominant than elements found at the center, right hand side or bottom of the webpage).

During the scanning phase, viewers establish an understanding of the visual hierarchy on the webpage by using the Gestalt principles. Elements that are grouped together or placed in close proximity will be distinguished as related content. Additionally, elements that display the same color will typically be considered as being part of the same content. The grouping and color of elements will guide the viewer through the scanning process that typically moves from left to right and top to bottom.

Websites are multimodal interfaces that use multiple forms of communication, i.e., lecture, interactive modules, photos and videos. Faraday (2000) proposes the visual hierarchy paradigm and expresses how Salient Visual Elements (SVEs) attract user's attention. The paradigm proposes six SVEs in order of their visual hierarchy: motion, size, image, color, text style and position.

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Graph 22 -- Pyramid of Visual Hierarchy

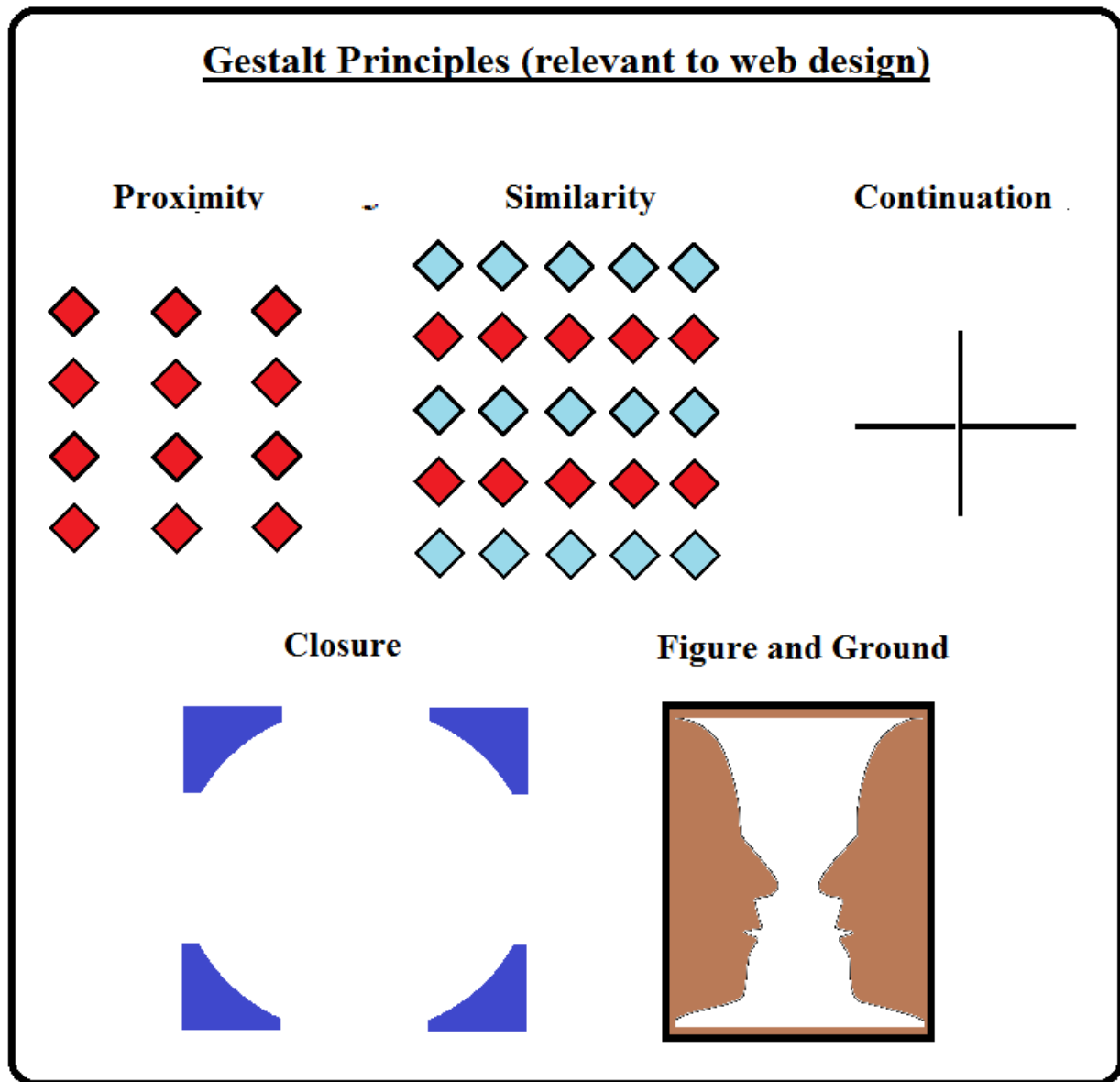


Gestalt Principles (relevant to web design)

The Gestalt principles (relevant to web design) consist of: figure and ground, similarity, continuation, closure, proximity and symmetry. Dating back to the 1920s, Gestalt psychology comes from the German word meaning "unified whole." Gestalt psychology refers to visual perception and attempts to describe how people perceive visual elements in groups or a unified whole. Gestalt psychology is well known and represented by the phrase "the whole is greater than the sum of its parts" (Ikehara, 1999).

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Graph 23 -- Gestalt Principles Relevant to Web Design



According to Pettersson (2010), the word "Gestalt," means form, pattern or shape in German. It is the basis for the psychological theory that perception is based on patterns. Perception is always organized. We see whole images rather than collections of parts. The whole is different from the sum of the parts.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Figure and Ground

The figure and ground law of perception is based on contrast, and "helps us identify objects (figure) as distinct from their background (ground)" (Graham, 2008). The human eye naturally distinguishes objects from the surrounding area using the figure and ground principle. This is achieved by separating the form being interpreted (figure) and the space around it which is considered as the ground. The "figure" is the object or shape that is visually perceived and the "ground" is represented by the background. Applying the principle of figure and ground allows the image to be perceived more clearly. A simple yet effective application of this principle would be text that is clear and legible on a white background; in this example, the text represents the figure and the white background represents the ground. Neglecting the application of the figure and ground principle may result in the ineffective transmission of a message.

Similarity

Similarity occurs when objects resemble one another and give the impression that they are part of a group or pattern. While applying the principle of similarity, an object can be emphasized by creating an anomaly. Essentially, this anomaly renders the object dissimilar to the group and becomes the focal point of attention due to its dissimilar attributes that create a contrast to the whole.

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Continuation

Continuation occurs when the viewer is guided in a continuous direction towards another visual element (normally a central object of importance) as viewers continue beyond the shapes ending points. Continuation occurs naturally when the form of the object being interpreted guides the viewer's eye in the direction of its momentum.

Closure

Closure occurs when an object is not completely enclosed and the viewer fills in the missing components to have an interpretation of it as a whole. For example, while performing a "connect the dots" exercise, many people will perceive the image before they have completed the connections. The principle of closure is applied when missing parts of a design are added (in the mental perception of the viewer) in order to interpret the object as a whole. Viewers do this in order to obtain a comprehensible interpretation of the object.

Proximity

As the title indicates, proximity occurs when objects are grouped together and perceived as a unit. With this being said, objects that are dispersed arbitrarily are perceived as separate shapes, forms or objects. Multiple objects that are grouped together in a way that resembles a unified form or object are considered to be part of a unified whole or group.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Symmetry

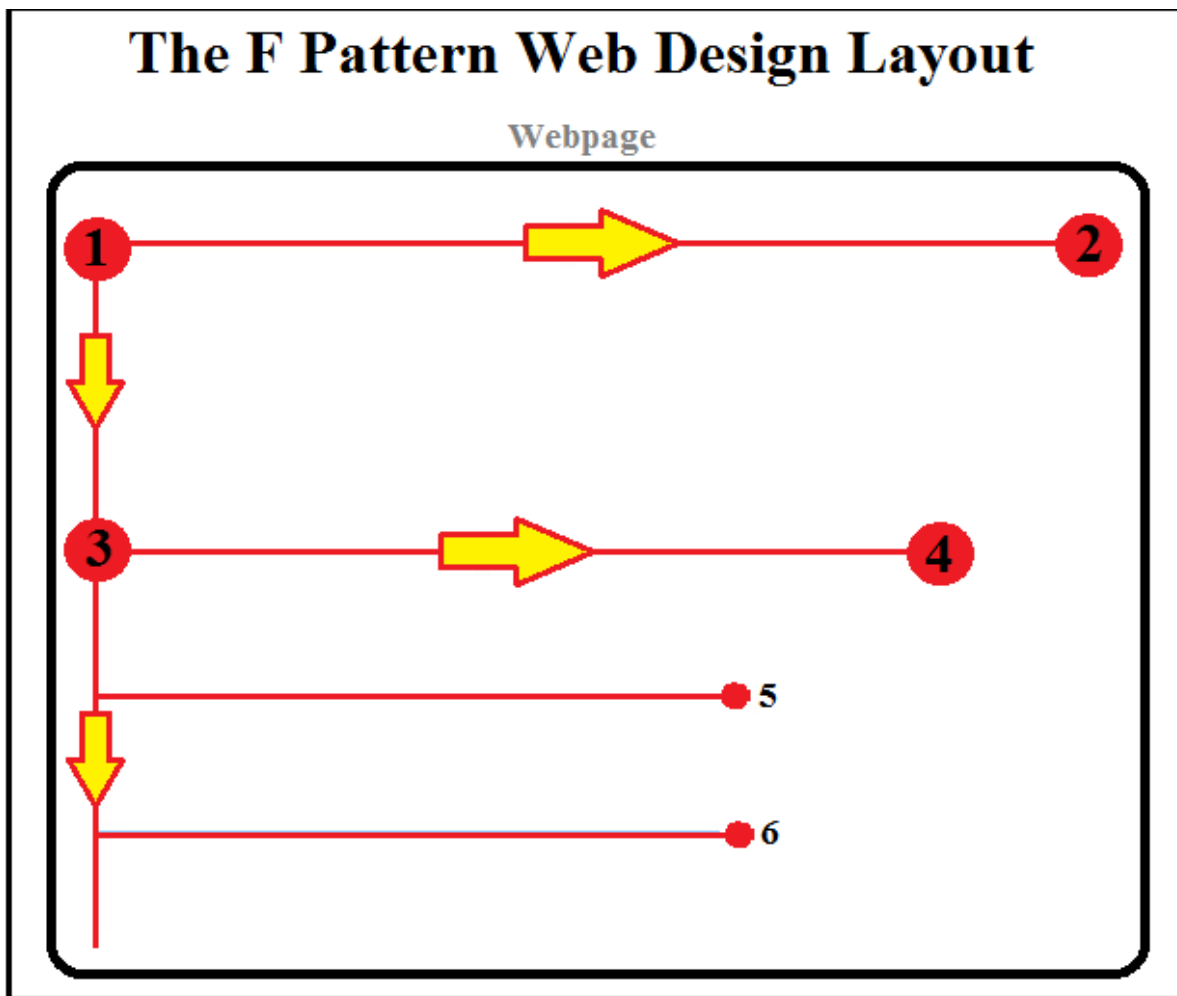
The principle of symmetry is applied in order to create organized presentations of information and avoid unnecessary distractions (Gestalt Principles, 2011). Symmetry is easy to detect and the balance of a webpage reflects this attribute. This principle is applied in order to reduce unnecessary cognitions related to perceiving and interpreting a page that is not well balanced.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

F-Layout of Web Design

“Web page authors could also benefit from a model of visual attention to improve page layout and design, e.g., arranging page elements in such a way that users’ attention is focused on the aspects that the author considers most important” (Bradley, 2011). According to Nielsen (2006), Internauts read webpages in an F shaped pattern that is composed of two horizontal stripes followed by a vertical stripe on the left hand side of the webpage.

Graph 24 -- The F. Pattern of Web Design



3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

The tendency to observe webpages in an F shaped pattern; is not a rule, but a generalization that represents how most Internauts observe webpages. The theory behind this conviction is based upon empirical tests that were conducted with eye tracking analysis. Nielsen tests (2006) were composed of 232 users who observed thousands of webpages. The results revealed a dominant reading pattern which occurred while users observed various types of sites and performed different tasks. The most dominate reading pattern appeared to resemble the letter F and displayed two horizontal movements along the top and midsection of the webpage, and finally a vertical movement, where users scan the left side of the webpage. Web designers that implicate the F layout design onto their websites should also take into consideration that users do not read text word by word; instead, the content is usually scanned briefly. The first few paragraphs of an article should state the most important information in order to get the point across in a direct manner. Additionally, headlines should contain information carrying words that will give an indication of the content included in its related article.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Methodology

We used 31 popular international humanitarian organization websites as the subjects of our study. We performed screen captures of every organization's website with the Fire Shot Pro (basic version) Firefox extension. Secondly, all of the screenshots were systematically uploaded into the "Cellsea" photo editor online; once uploaded, the Gaussian blur filter was applied at 25% in order to blur the image to a limit where only salient visual elements were distinguishable. Screenshots were then saved in their modified form with the Gaussian blur filter.

In the next step, we used the Adobe Photoshop express editor online. Each Gaussian blur screenshot was individually imported and edited. With the online editor, we used the text option to apply a large F to each screen capture; the opacity of the letter F was reduced to 35% in order to create a semi-transparent F frame on each screen capture.

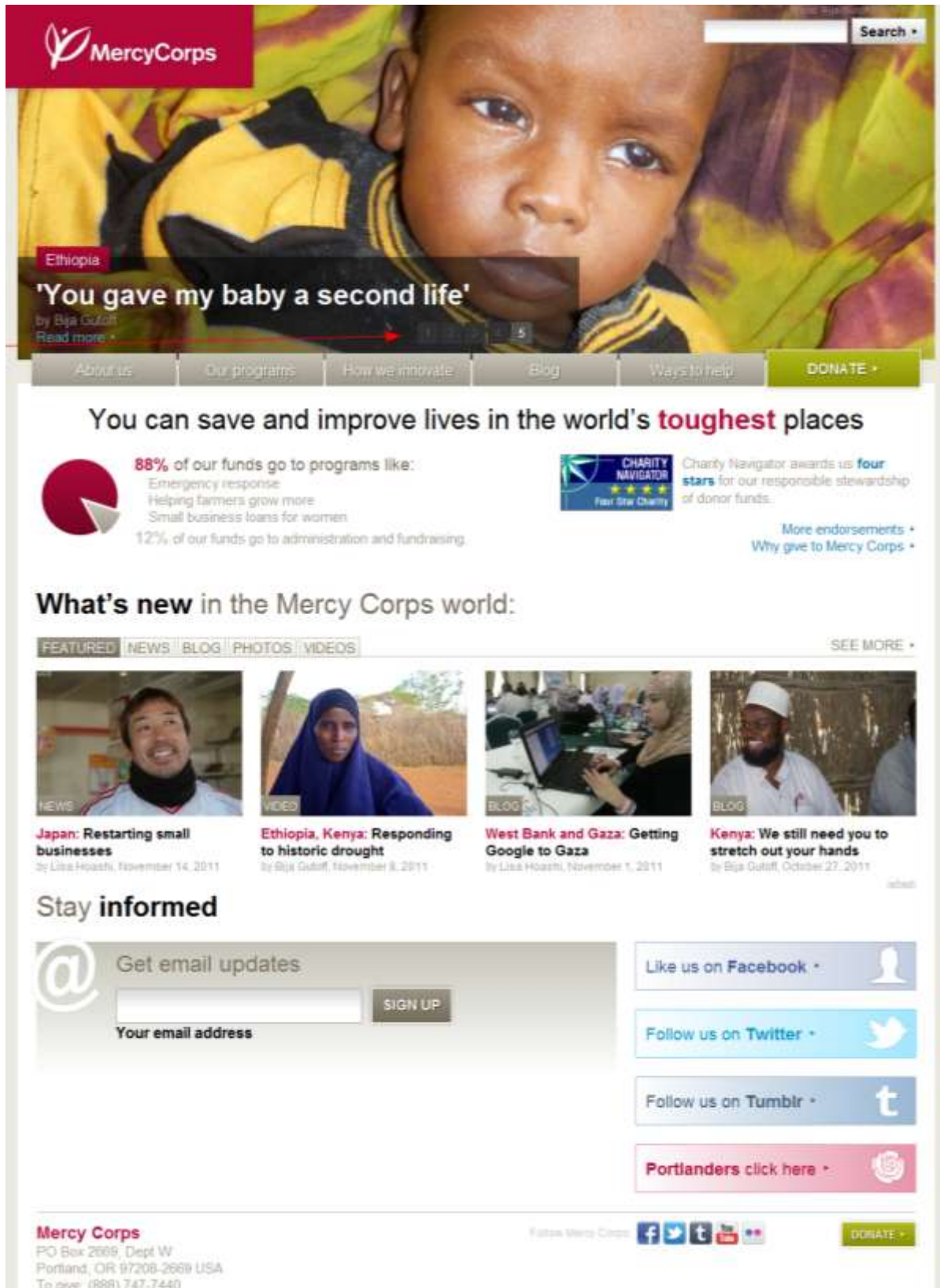
At this point, all the humanitarian website screen captures had the F layout frame applied; we then proceeded to add the numbers one through four that corresponded with each point of the F layout.

We used the screen captures with the Gaussian blur effect in order to identify the elements that displayed the most visual salience (within the F. layout frame) on each of the 31 humanitarian website homepages. All visual elements that exhibited a significant amount of visual salience were circled. Once all 31 sites were analyzed and the visual elements with high salience were circled; we reverted to the original screen captures (without the application of a Gaussian blur filter) in order to identify which category the elements corresponded with.

We proceeded to systematically identify the content that exhibited high visual salience within the F. layout; we used this data to create our visual representation graphs that indicated what type of content was located where within the F layout frame on all 31 websites.

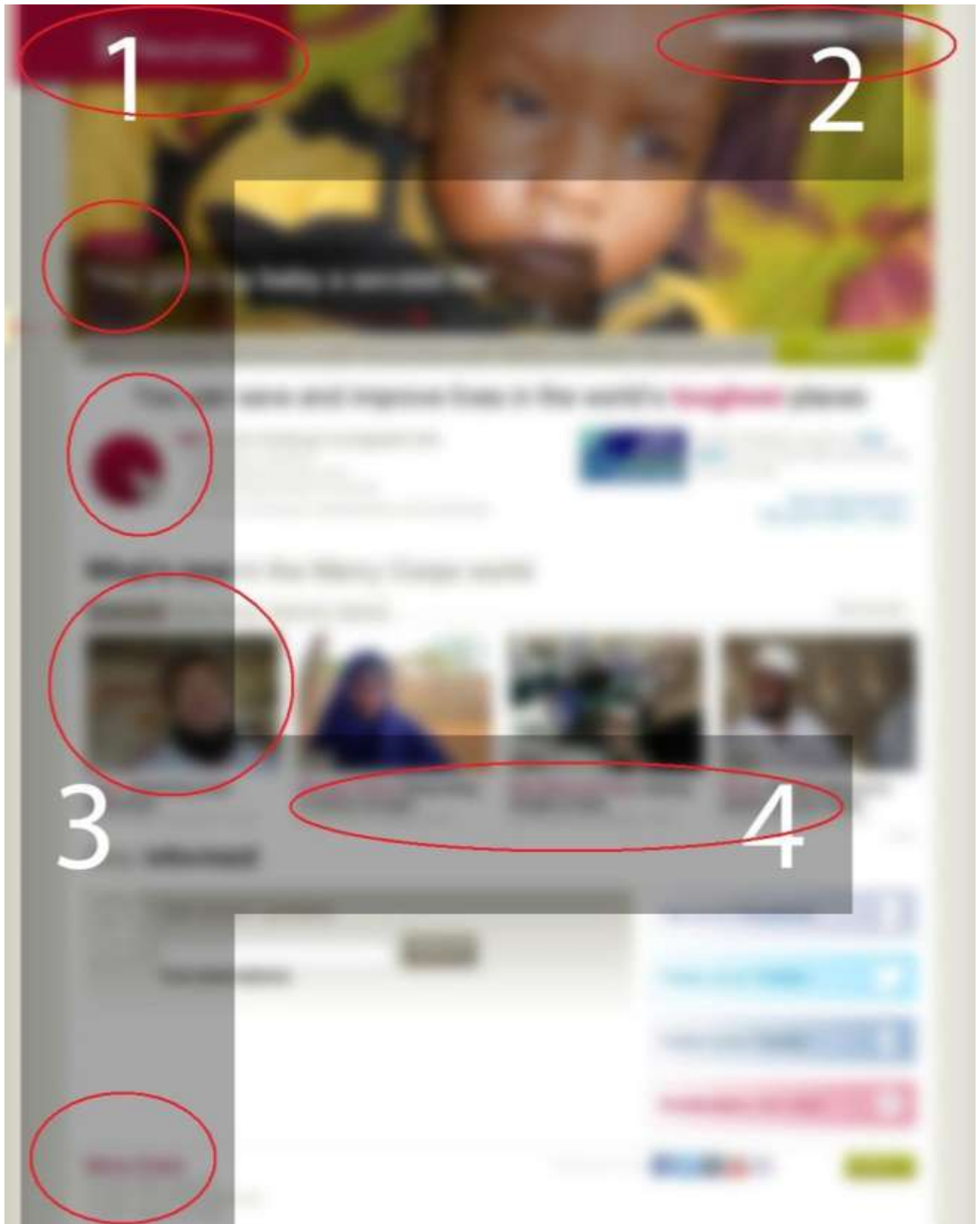
3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Graph 25 -- Website screenshot before visual hierarchy analysis



3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Graph 26 -- Website screenshot after visual hierarchy analysis



3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

(See annex for the complete data-base including all 31 humanitarian website screenshot before and after the visual hierarchy analysis)

Results

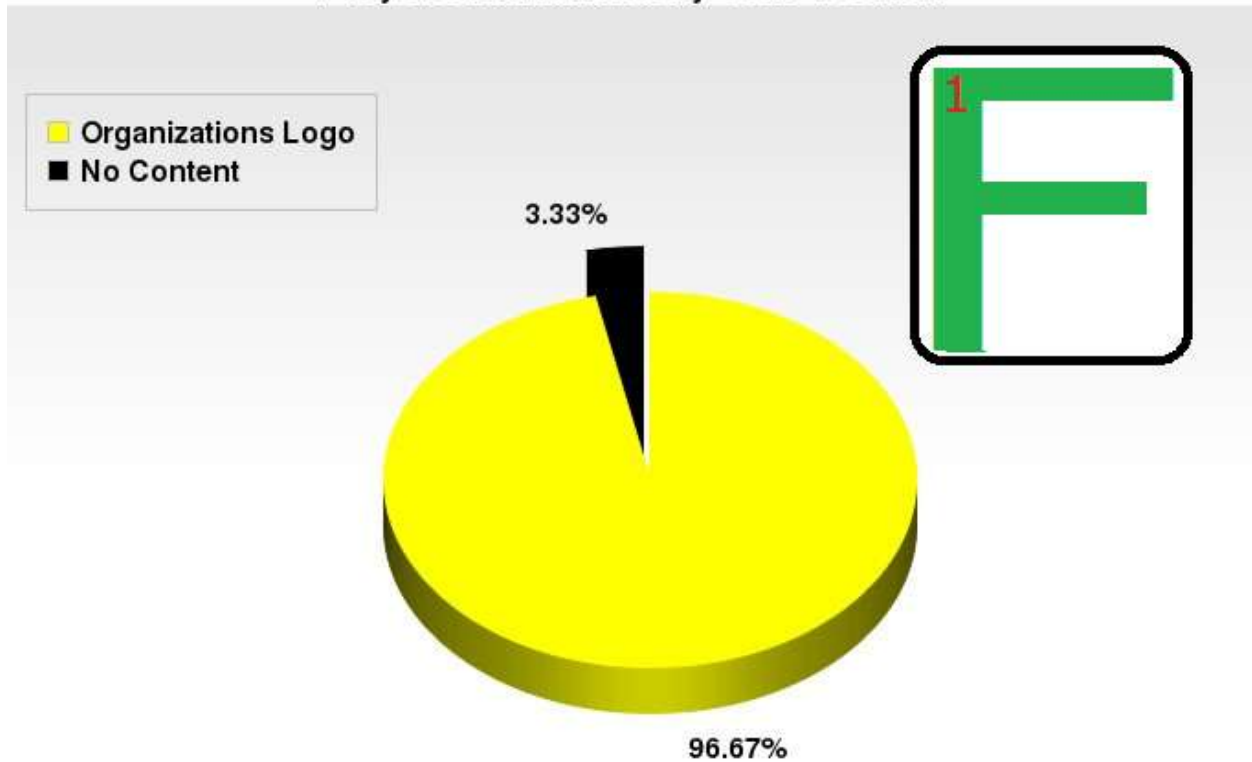
Results show that content in zone one (top left corner of the homepage) primarily consisted of the organizations logo (97%). The area between zones one and two (top center of the homepage) was found to be "dead space" (displaying no content) on 60% of the website homepages; however, some organizations use this to display their logo, slogans or banners. The top right corner of the homepage (zone two) was dominated by the presence of donation buttons (36%), internal search engines (31%) and 17% of our 31 humanitarian organizations displayed no content in zone two. The area between zones one and three (mid-left side of homepage) primarily contained rotating photos galleries (31%), information about the organizations actions (17%), donation buttons (17%) and feature stories (11%). Zones three (mid-left section of the homepage) primarily displayed news and information (40%) as well as the organization's mission statement (10%). The area between zones three and four (midsection of the homepage) was dominated by dead space (33%), news and information about the organization (27%), information about the organizations actions (7%) and links to the organization online boutique (7%). Zone four (mid-right side of the homepage) was primarily dominated by links to social media (20%), donation buttons (20%), news and information about the organization (10%), and information about the organizations actions (10%). The area between zones three and five was primarily dominated by information and news about the organization (29%), dead space (18%), and information about the organizations actions (9%). Zone five (bottom left side of the homepage) was primarily dominated by dead space (35%), information about the organizations actions (12%), graphics indicating how the organizations funds are used (12%), insignias of good stewardship of

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

donor funds (8%) and links to multimedia (8%).

Graph 27 -- Humanitarian Websites: Top Left Corner Content

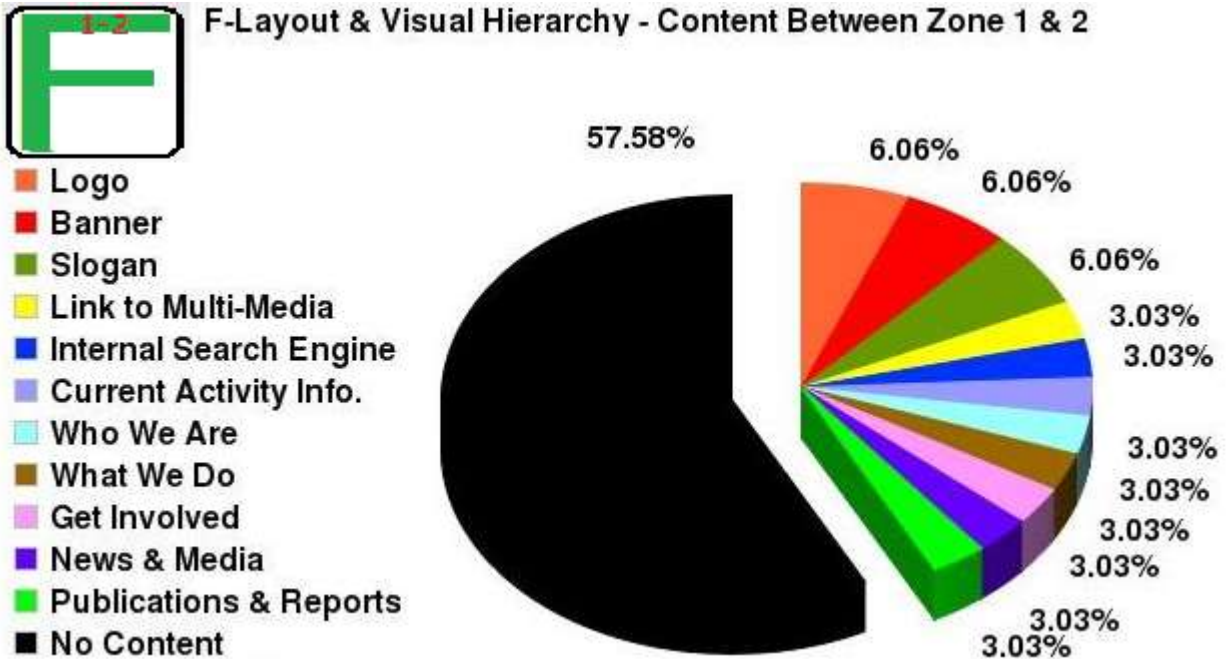
F-Layout & Visual Hierarchy - Zone 1 Content



The results from our visual hierarchy study clearly show that the mass majority of humanitarian organizations place their logo in the top left corner (zone one) of their websites. This indicates a certain standard that has been unofficially established for structuring humanitarian website layouts.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

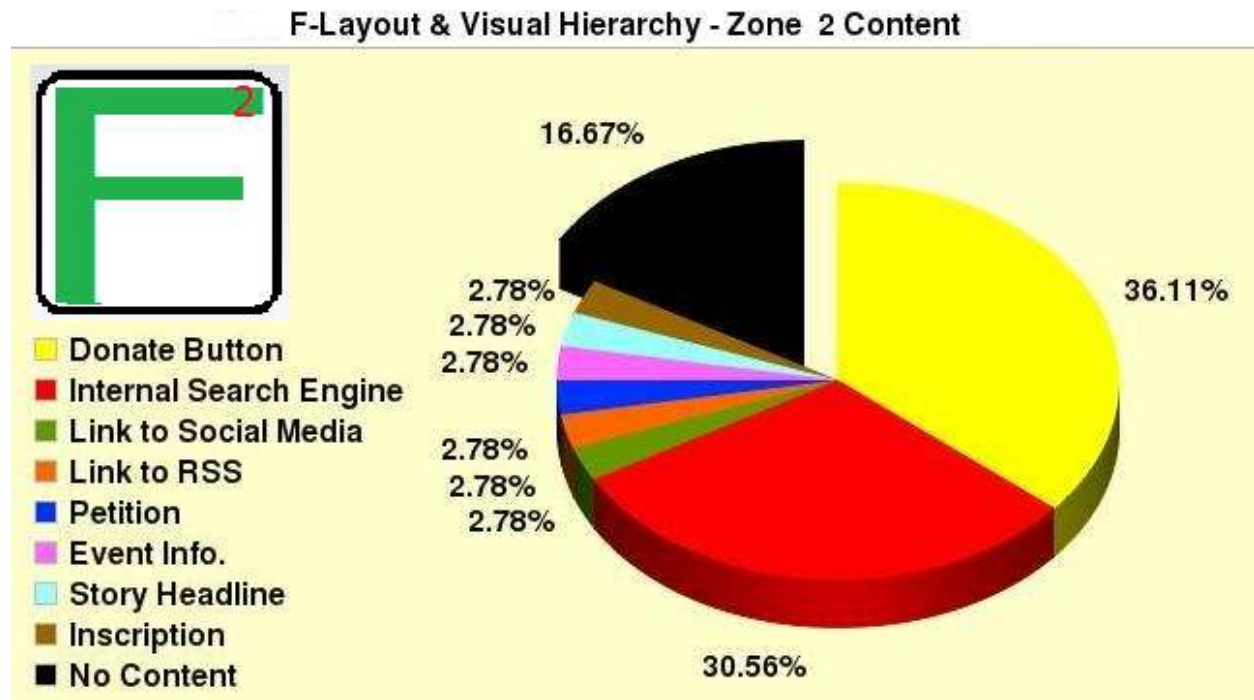
Graph 28 -- Humanitarian Websites: Mid-Top Section Content



The results of our visual hierarchy study indicate that the majority of humanitarian websites do not display content in the space between the top left and right hand corner of the websites. This is what we refer to as "dead space".

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

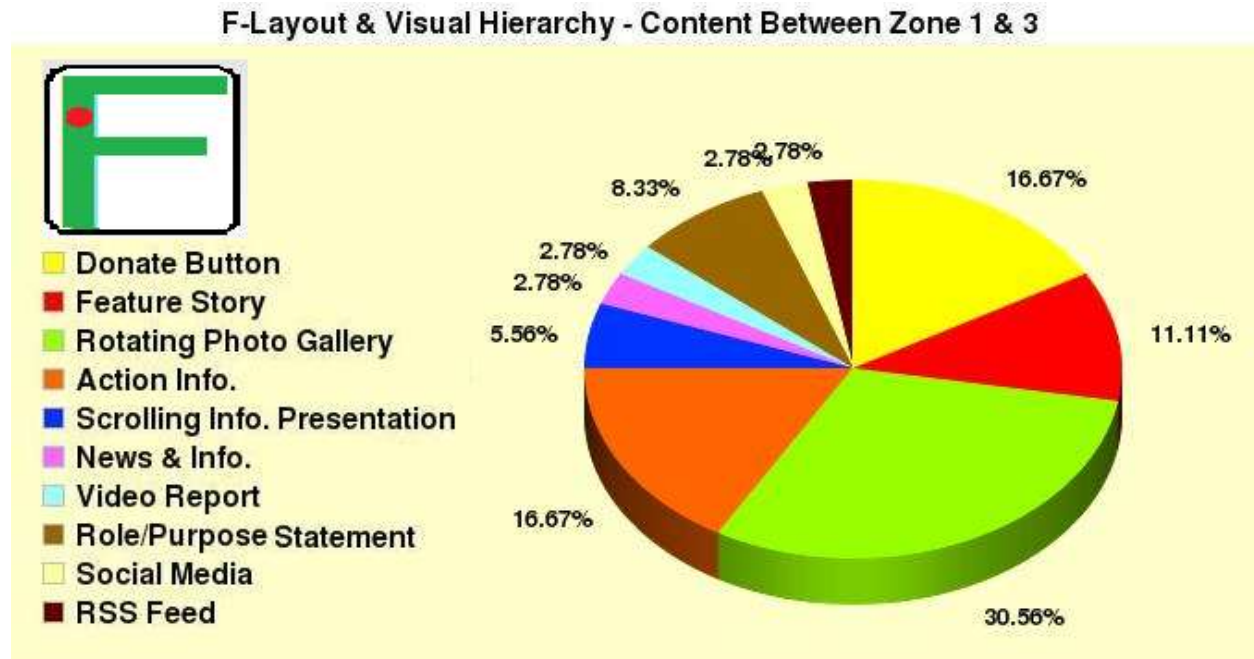
Graph 29 -- Humanitarian Websites: Top Right Corner Content



Our evaluation also showed that most humanitarian websites displayed a donation button in the top right-hand corner (zone two) of their websites. Additionally, a significant percentage of humanitarian websites use the top right-hand corner to display their websites internal search engines.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

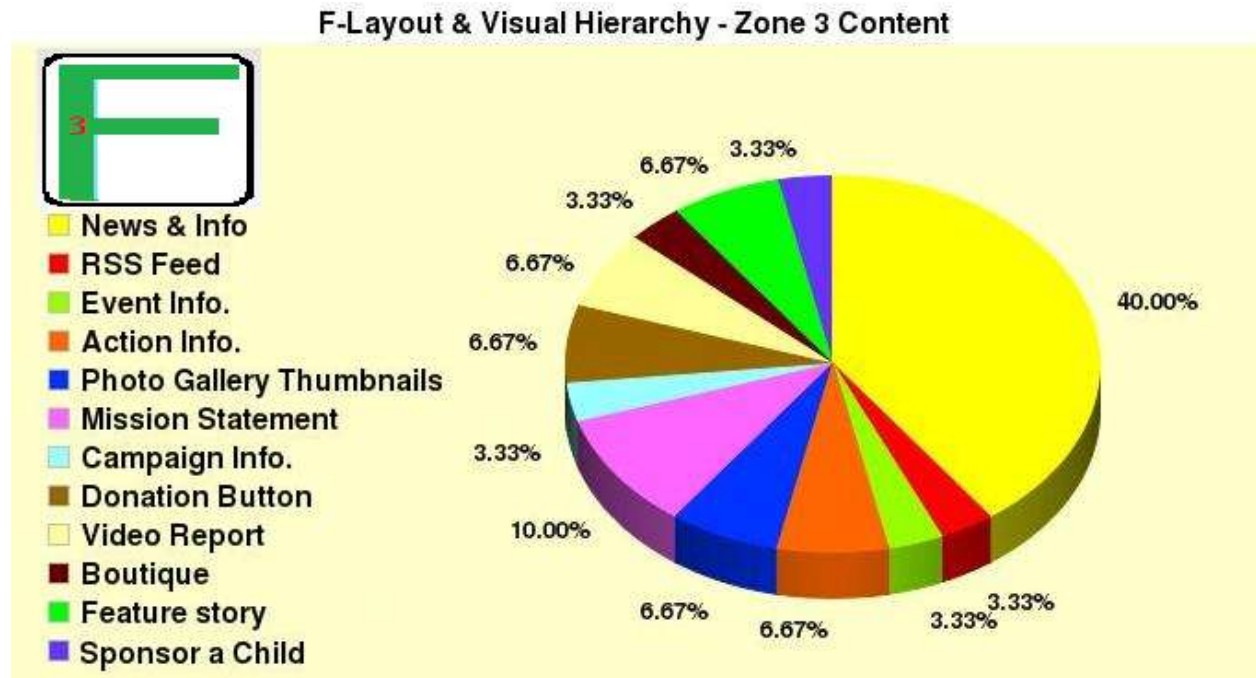
Graph 30 -- Humanitarian Websites: Top Mid-Left Section Content



The results from our study revealed that most humanitarian organizations use the space between the top left and mid-left portion of their websites (space between zones one and three); to display rotating photos galleries. The rotating photos galleries often times act as a preliminary click, which leads Internauts to second level pages of the website. This space was used equally for two other purposes: the inclusion of donation buttons and information pertaining to the organization's primary actions.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

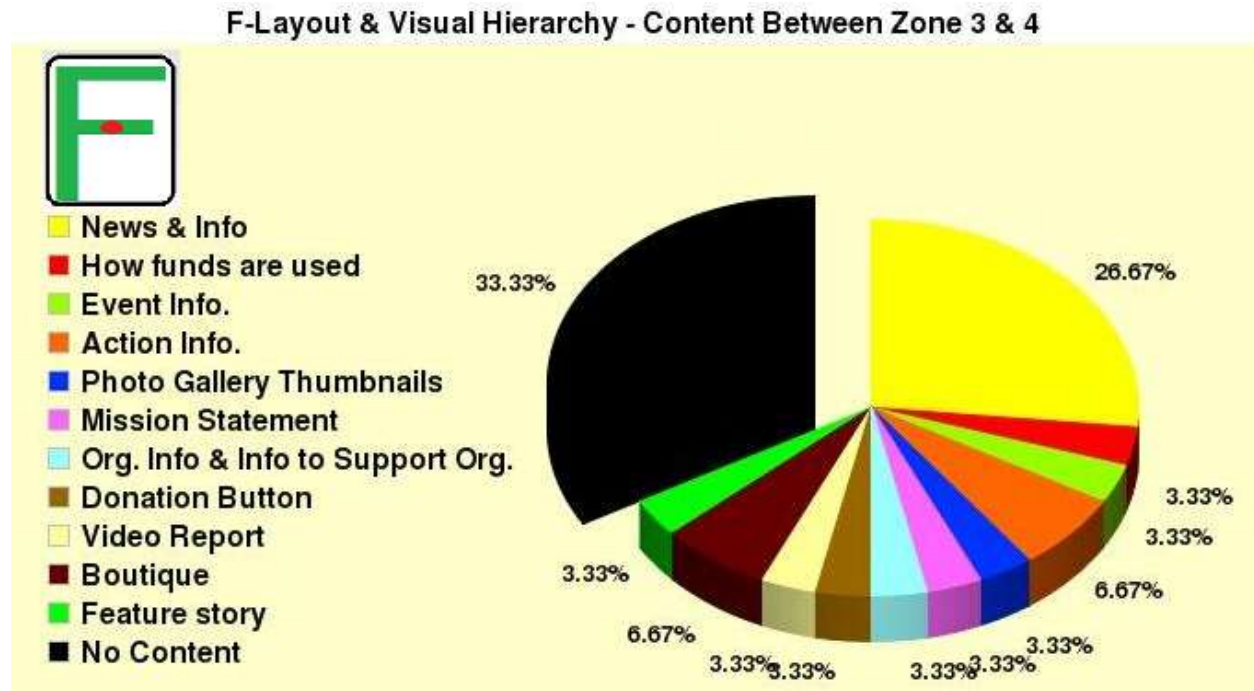
Graph 31 -- Humanitarian Websites: Mid-Left Section Content



Our analysis showed that the majority of humanitarian websites use the mid-left section of their websites (zone three) to display news and information about the organization and their current actions.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

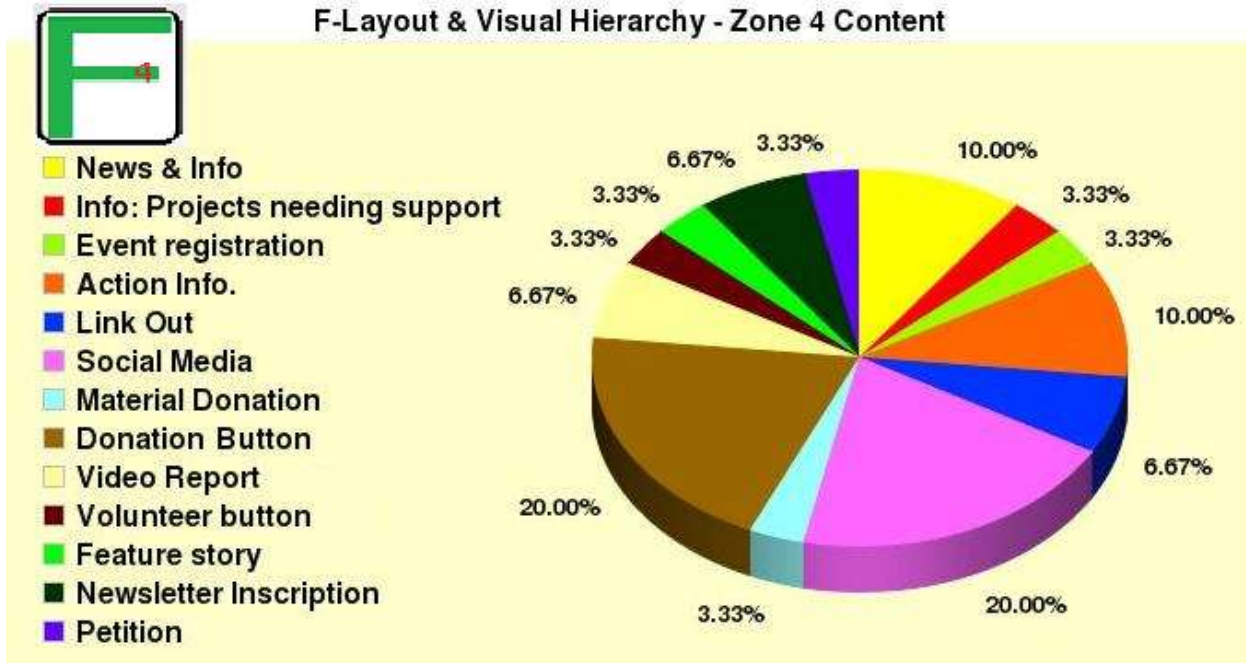
Graph 32 -- Humanitarian Websites: Mid-Section Content



The evaluation showed that the content from the mid-left section of the website continued towards the mid-center (zone four). Content such as news and information require more space than small semio-pragmatic elements such as donation buttons or graphic imagery icons. Thus it is natural for a news and information section to occupy two zones (i.e., zones three and four) of a website.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

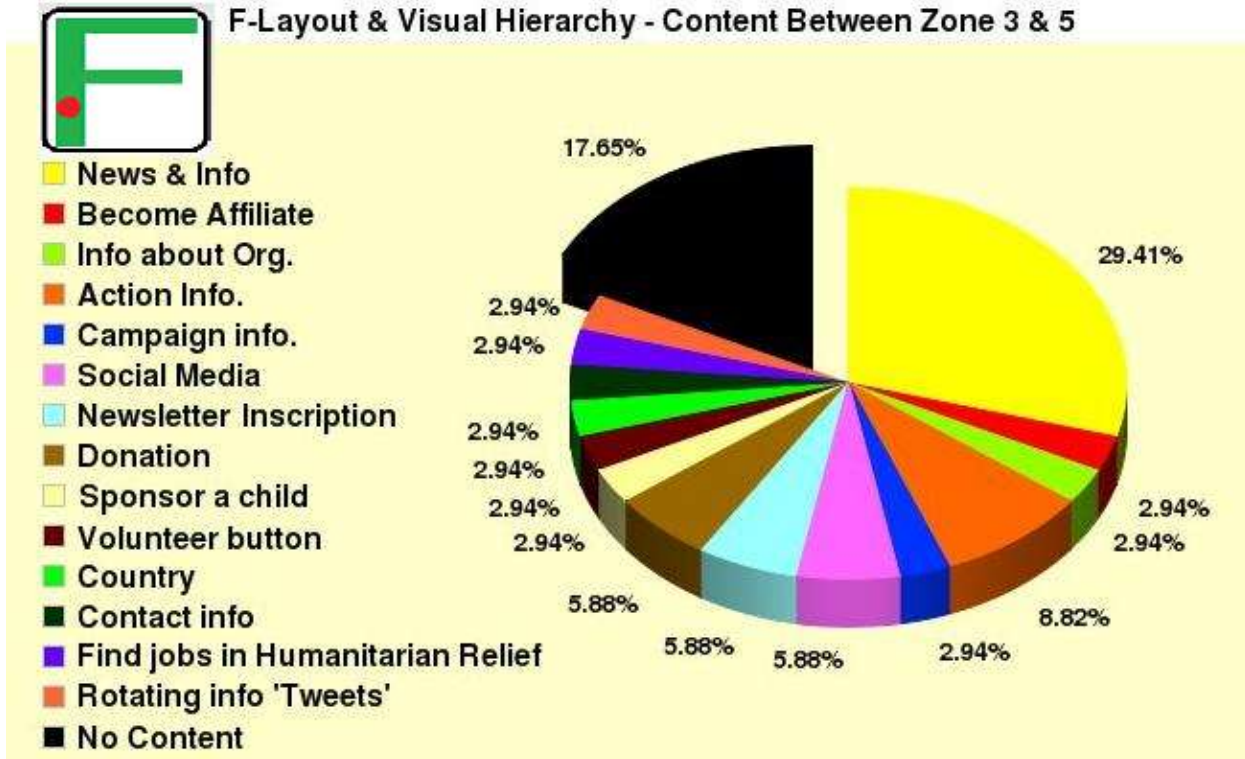
Graph 33 -- Humanitarian Websites: Midright Section Content



The results of our analyses show that an equal amount of humanitarian organization used the mid-right section (zone four) of their website to display content as social media links and donation button. This area can be considered as one of the primary "hotspots" for targeted commitments on humanitarian websites. Key objectives of humanitarian organizations include: increasing their online presence with the use of social media and of course, promoting online donations. The results support this hypothesis and indicate the optimal placement of these elements (social media and donation buttons) on humanitarian websites.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

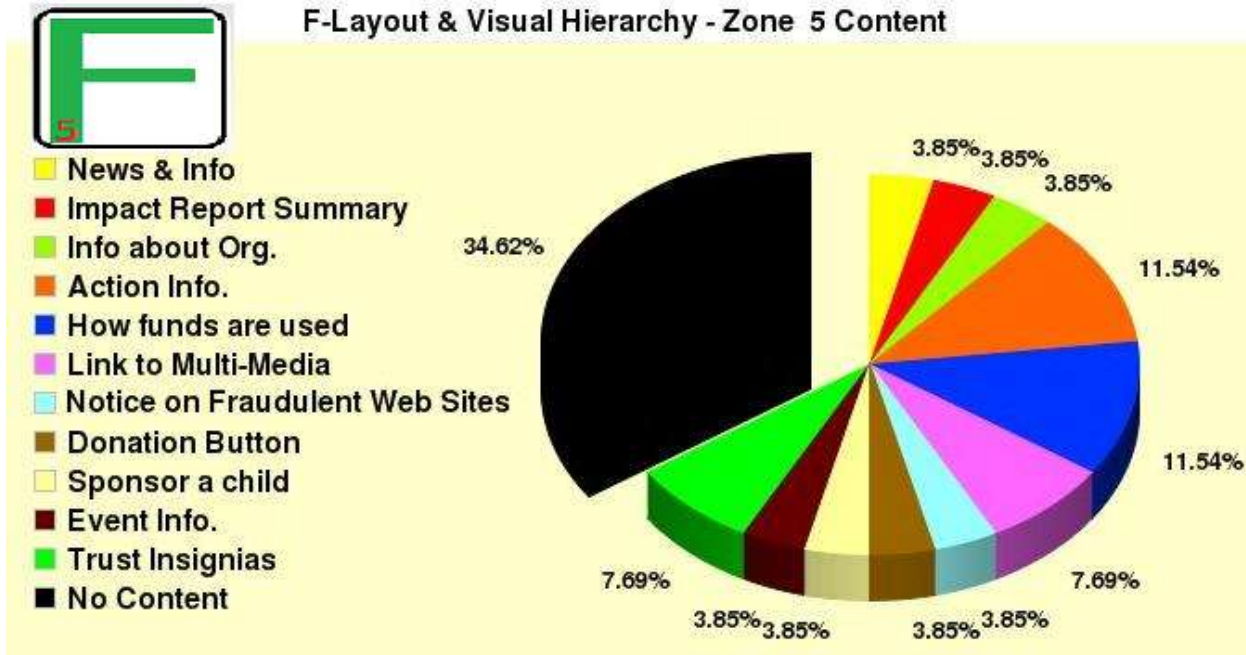
Graph 34 -- Humanitarian Websites: Bottom Mid-Left Section Content



Our study shows that humanitarian organizations use the bottom left section (space between zones three and five); to display news and information. The content that occupies this zone is often times framing to fill one third of the website (i.e., rectangular section in the bottom left sidebar).

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Graph 35 -- Humanitarian Websites: Bottom Left Section Content



Our visual hierarchy evaluation revealed that the majority of humanitarian organizations do not display content in the bottom left hand section of their websites (zone five). However, when this zone is utilized, it is most often times the placeholder of the organizations trust and credibility insignias, i.e., the charity navigator stars and the BBC label of trust. This supports the hypothesis that the lower left-hand section of the website is the ideal location to display credibility indicators.

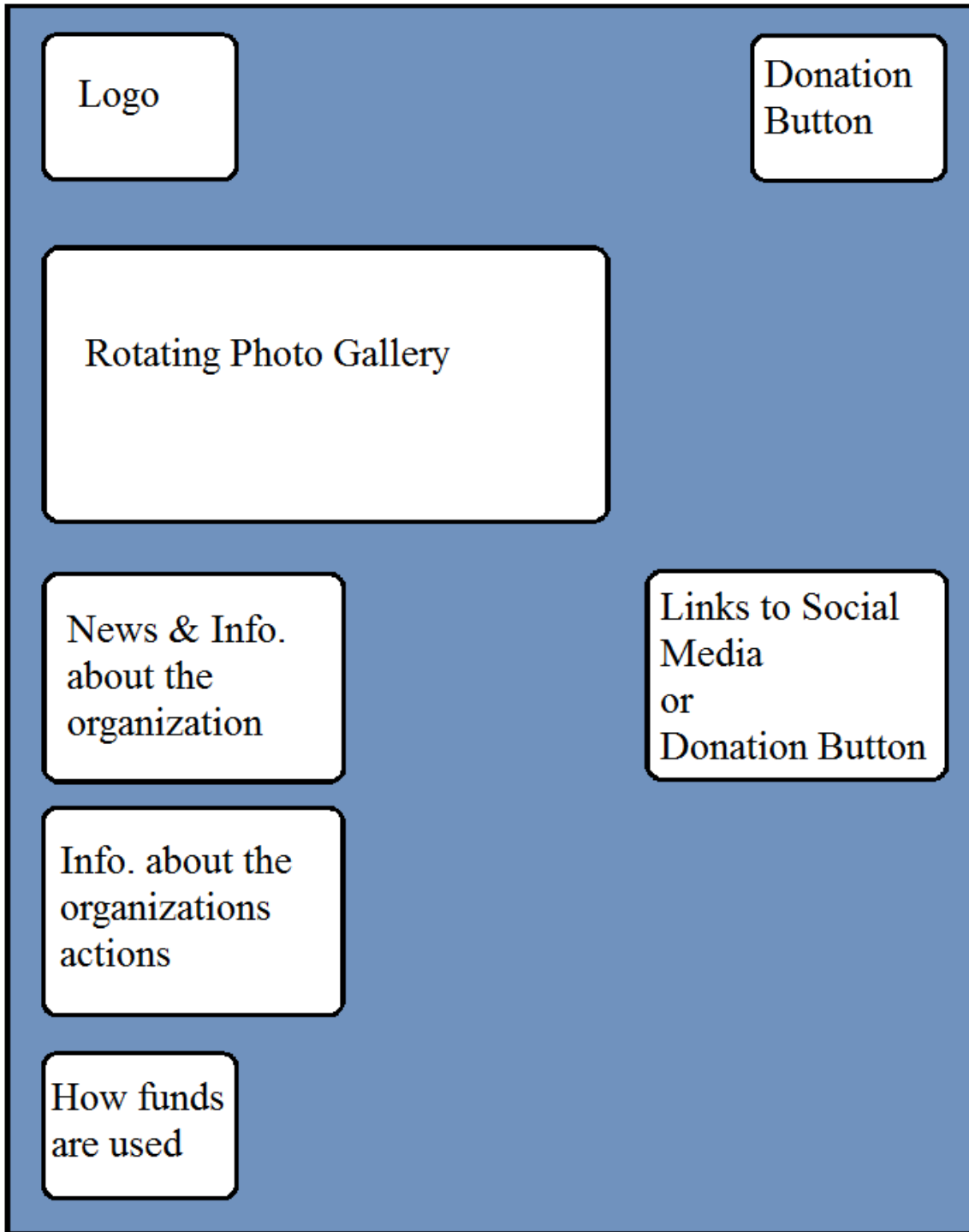
3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Conclusion

The ***results of our research enabled us to generate a basic website model*** for international humanitarian organization websites based on the F. layout design (Graph 36). The model that we have created is a generalized version of what international humanitarian organizations displayed on their websites in December of 2011. Our research does not show signs of identical website designs; however, the international humanitarian organization websites present in our study displayed a diverse set of presentations on their homepages that conformed to Gestalt principles. We did in fact establish various generalizations such as the presence of the organizations logo in the top left corner of the homepage, donation buttons in the top right, rotating photos galleries in the top mid-left area of the homepage, news and information about the organization in the mid-left section, donation buttons or links to social media in the mid-right section, information about the organizations actions in the mid-bottom left side of the homepage and information about how the organization uses their funds in the bottom left section of the homepage. As previously mentioned, the nature of this exploratory study was primarily quantitative and descriptive; however, this type of examination was necessary in order to create a more prescriptive anecdote in the form of a generalized website model. Future experimentations can now be conducted with the use of our generalized model as a control condition while experimenting with new independent variables in the binding communications paradigm online.

Graph 36 -- Humanitarian Website Model: Based on Results

**International Humanitarian Organization
Website Model Based on the F-Layout Design**



3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Results from this research may serve to assist humanitarian or non-profit organizations who need guidance in developing the layouts of their websites.

Although this model is descriptive in nature (Graph 36), it can be used as a control condition for experimental analyses. Additionally, our study included some of the world's most successful humanitarian organizations; leading us to believe that this layout accurately represents what the majority of humanitarian organizations' use to incite commitments on their websites. Although the exploratory study deviates from the exclusive observation of binding communications variables; we find that in creating a commitment conducive environment in the online environment, it is noteworthy to understand how successful humanitarian organizations situate specific forms of content on their websites.

Discussion

Apart from creating layouts that adhere to the visitors' cognitive habits (i.e. F. layout); site developers should also take into account how semiotics are used on their site in order to create a memorable image. The semiotics of a website encompasses the symbols which may take the form of text and pictures and their underlying meaning (Tsotra et al., 2004). The lack of distinction between web sites and the lack of memorable metaphors means that web designers are missing out on important facets of communication (Sherson, 1999). Designers should create their sites (notably the homepage) with its purpose and objectives in mind; in order to avoid displaying unnecessary content that clutters the webpage.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Graph 37 -- Humanitarian Website Conversion Funnel



The site's textual content, visual layout, organization and navigation should be designed in a cohesive manner that facilitates the finding of key information and completion of critical tasks quickly and easily (Princeton University-Office of Communications, 2008).

Organizations may provide smart tags to the general public via their website (see Graph 38) with the goal of spreading the tags around on and off the Internet. To connect the digital and reality gap, organizations can apply the binding communications paradigm to obtain high action identification and high level commitments such as the printing and posting of the organizations smart tags in off-line venues. This type of commitment can be valued furthermore by publicly displaying the results of the Confederates actions and therefore offering a form of public recognition. Stigmergy, (as seen on sites such as Wikipedia and eBay where users are incited to create new content based on what others have done) can be created after the subject completes the behavior cycle of binding communications online and contributes to the viral nature of the action; and thus the cycle continues with new participants.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Graph 38 -- Humanitarian Website Prototype Model

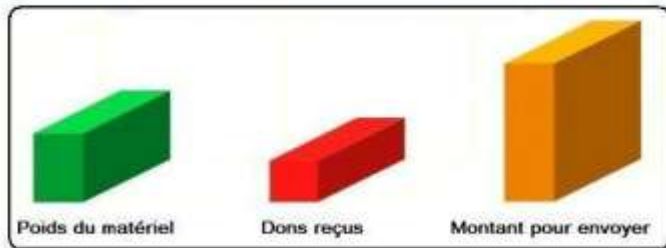


Rencontrez les destinataires de vos dons matériels.



Ce n'est qu'en 2007 que l'école fut ouverte sous pailote. En 2008 elle fut construite mais reste inachevée. L'Etat demande alors à la population sans ressources de l'achever. Les bâtiments sont donc restés sans fenêtres,

sans crépissage externe. Le toit manque aussi d'étanchéité perturbant ainsi les cours en cas de moindre intempérie car il faut absolument libérer les élèves.



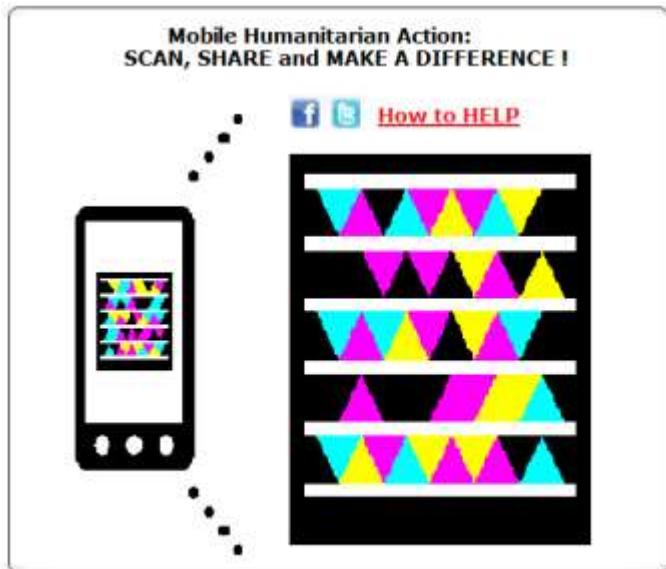
Comment nos fonds sont utilisés



80% de nos fonds vont à l'envoi de matériel donné.

20% de nos fonds vont vers les besoins administratifs et d'organiser des événements humanitaires.

Qui sommes-nous et avec qui nous travaillons?



3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Reflection

The objective is to optimize engagements/commitments made on the humanitarian website; organization leaders should take into consideration the three fundamental rewards proposed by Cialdini & Goldstein (2004):

People would like to form accurate perceptions of reality and react accordingly, develop and preserve meaningful social relationships, and maintain a favorable self-concept.

With this in mind, websites should consistently offer quality content that is frequently updated, links to social media (in order to create online communities) and different ways to interact with the organization and contribute to their cause.

This research aims to assist small humanitarian organizations by providing them with strategic information that will help them to optimize participation with the online community. Small humanitarian organizations do not have large budgets and hiring a webmaster to manage their websites may not be an option. However, small humanitarian organizations can still be competitive and attract higher frequencies of visitors to their sites with the use of free Web development such as the Google suite which includes blogger, Google sites, Google grants and analytics. One of the most important aspects of communicating on the Internet is following the impact of the organization's communication strategy; this may be achieved with the use of free Web analytics tools. Web analytics is the practice of measuring, collecting, analyzing and reporting on Internet data for the purposes of understanding how a web site is used by its audience and how to optimize its usage (definition by the Web Analytics Association) (Wyatt & Axelson, 2011).

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Google analytics is a free Web analytics tool that gives website managers the opportunity to create conversion tests that show the effectiveness of obtaining predefined objectives on the website. These tests are conducted before and after modifications to the website in order to analyze the difference of conversion rates (successful completion of predefined objectives) in relation to changes in the website layout.

Future research should use analytics tools and control and experimental websites to test the effectiveness of the F. layout theory for optimizing commitments made on humanitarian websites.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Graphic Photo & Donate Button on the Homepage's of Humanitarian & Relief Organization Websites

Abstract:

A study of 26 popular humanitarian websites showed that a 92% of these humanitarian actors use graphic imagery on the homepage of their websites as a means of inciting Internaut support. This research analyzes the size, color, location of donation buttons located on the homepage of these websites. The study shows that 73% of these organizations had a donation button on the home page of their websites. The donation buttons were predominately located at the top right corner of the sites homepage, and characterized by a hot color temperature.

The sizes of the donation buttons were generally large or small with a less common quantity of medium sized buttons.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Introduction

Public utility and humanitarian organizations depend on public and private funding to fuel their initiatives. The Internet offers low cost solutions for generating funds. However, many Non-Profit Organizations (NPO's) do not have a budget that allows them to employ a web designer to ensure that their website is designed in a way that optimizes donations. In reality, "Web sites are often carelessly designed, yet they are increasingly becoming the representation of an organization to the outside world" (Farzan et al., 2011). The Internet has become one of the largest sources of donations for humanitarian causes; thus attributing a great importance to Website optimization and ergonomic user interface designs that facilitate the donation process. According to the Network for Good (2005), "online donors are more generous than offline donors".

However, small non-profit organizations should have their donation system in place beforehand; as the average amount of donations is highest between two and six days after the occurrence of a humanitarian crisis and links coming from popular news services such as Yahoo! or AOL are the most effective in generating donations (Network for Good, 2005). In recent years, fraudulent humanitarian web sites have become a major concern for online donors. "Organizations that develop and strictly adhere to a policy regarding the privacy of donor information, as well as effectively communicate this policy to donors stand a better chance of winning over the trust of donors and reducing fraud" (Farouk & Prytz, 2003). By following a link from a trusted service, people are more assured that the organization is a credible entity.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

The Effects of Culture on User Behavior

The cultural iceberg model was developed by Edward Hall in the 1970s and depicts the diverse cultures of society with an analogy to the visible and hidden aspects of icebergs. The diverse cultures of society are similar to an iceberg; while only a small portion remains visible above the surface, the largest part is hidden beneath the surface. The external (conscious) and internal (subconscious) parts of culture, represent the visible and hidden aspects of the iceberg respectively. The key differences between the conscious and unconscious parts of culture include: implicit versus explicit learning, unconscious versus conscious learning, high difficulty versus low difficulty in changing behavior and subjective versus objective knowledge (Hall, 1989). The most popular metaphor that describes the iceberg model is the old saying "you can't judge a book by its cover." Edward Hall clarifies that in order to learn the internal aspects of a culture, immersion and active participation are necessary. When someone is introduced to a new culture, only the most overt behaviors are clear and easy to recognize. However, after being immersed in the new culture for a considerable period of time, the values, thought patterns and underlying beliefs that dictate these actions can be understood. Cultural biases may be developed due to superficial interpretations of a behavior with no regard to the values or underlying beliefs that are responsible. In other words, by interacting with and taking the time to get to know people from other cultures, we can better understand the reasons behind certain behaviors and cultural protocols within their society. The culture of society itself *is* the iceberg; we see overt behaviors and a substantial part of the people's beliefs. However, the values and thought patterns which underlie behaviors and beliefs are largely hidden beneath the surface.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

The term “proxemics” was coined by Hall (1982) and describes “the interrelated observations and theories of man's use of space as a specialized elaboration of culture.” Proxemics also includes the study of people’s personal space, societal norms, proximity of interpersonal distances while communicating and the act of protecting oneself from violations. His research also established various perspectives on societal norms based on determinants such as: social cues (stranger versus friend), contact versus noncontact and conversational settings factors related to intimacy i.e. business versus casual.

According to Hall (1982):

Man is an organism with a wonderful and extraordinary past. He is distinguished from the other animals by virtue of the fact that he has elaborated what I have termed extensions of his organism. By developing his extensions, man has been able to improve or specialize various functions. The computer is an extension of part of the brain, the telephone extends the voice, the wheel extends the legs and feet. Language extends experience in time and space while writing extends language. Man has elaborated his extensions to such a degree that we are apt to forget that his humanness is rooted in his animal nature.

In a computer mediated communication setting, intercultural differences among Internauts may result in different interpretations of information online. In this sense, it is optimal to adapt methods that are generally constant throughout various cultures. For example, the average running time of television commercials is between 15 and 45 seconds. Although the

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

content of the commercials differs according to the culture; the average running times are relatively constant throughout. Message communicators have a short timeframe (between 15 and 45 seconds) to capture the audience's attention and deliver their messages during television publicity. The same principle applies to intercultural communication on the Internet. Organizations can use models such as the inverted pyramid and progressive disclosure; in order to optimize the delivery of their message in cross-cultural computer mediated environments i.e. websites, blogs and social media circuits. The World Wide Web encompasses the most diverse cross-cultural setting known to man. At any point in time a person from across the world can consult another person's information freely and ubiquitously. In a study of television commercials as a window of culture, Clifford Bieberly (2008) defines "culture" as: "a set of values, views of reality and codes of behavior held in common by people who share a distinctive way of life." Bieberly's research considered television commercials as "slices of life" with educational value in cross-cultural language learning environments.

The primary difference between television and the Internet is that they are passive and active mediums, respectively (Nielsen, 2008). Television spectators are deemed "viewers" while Internauts are considered as "users". Despite the difference between active and passive behavior; encountering advertisements is a similar occurrence in the two mediums. Television commercials necessitate a formal structure for effectively delivering their messages; similar to that of the journalistic approach to writing. Additionally, television commercials have an average duration of 30 seconds; while past studies have indicated that the average Internaut stays on the homepage of a website between 25 and 35 seconds (Latulippe, 2009).

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Intercultural Communication and the Internet: Graphic Imagery as a Universal Balance for Humanitarian Actions

With the paradigm change from face to face to computer mediated communication (CMC), the information we see online is what Hall (1982) refers to as "extensions" of the people or organizations responsible for its creation. While navigating online, Internauts are immersed in a virtual space in which social cues are reduced. The Internet hosts the most diverse intercultural environment which we have access to. However, unlike face-to-face communication, users do not have the same physical cues to influence their interpretation. This phenomenon is described as the reduced social cues theory (Kiesler et al., 1984). Instead, audiovisual cues such as sound, imagery and text, influence how Internauts perceive information. We assume that factors which are important in face-to-face communication can be transposed to the computer mediated communication setting. Factors such as a person's appearance and eloquence of speech; have a significant influence on the audience's perception of the speaker. The same principles apply to the perception of a website; sites which are designed professionally and present information with eloquence are perceived more positively. In order to effectively transmit their messages, humanitarian organizations have been known to use emotion inciting imagery in combination with their textual messages. Additionally, more and more organizations are integrating audiovisual media such as video and dynamic imagery onto their websites. Certainly, intercultural differences can result in the miscommunication of a message. However, with the use of emotion inciting imagery, a type of universal language is understood i.e. a child in suffering incites a maternal instinct to help. With this in mind, we assume that there is a minimal margin of difference in terms of the impact that emotion inciting imagery has on people from different cultures.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

This study aims to identify how some of the largest humanitarian organizations design their website homepages with particular attention to the use of graphic imagery, as well as the color, position and size of their donation buttons. The results of this study provide argumentative support which indicates the optimal placement of graphic imagery and call to action buttons on humanitarian websites.

Images to Incite Donations

During the March 2010 communications campaign, in which MSF sent gifts and informational material; they also used images of sad children to incite feelings of empathy and a desire to help. After carefully analyzing the newsletter that MSF sent, it was acknowledged that 5 out of 6 of the images displayed were related to sickly and sad looking children (see Annex). While the goal of MSF is to incite donations, they are also aware that there is no immediate reward which is tangible; donors are compensated with the feeling of gratification. Emotions and values play a significant role when deciding to make a donation for a humanitarian cause. If there is a correlation between the subject's emotions and their willingness to make a donation; the key question is to determine which emotions should be stimulated in order to evoke the desire to make a contribution. Past studies (Burt & Strongman, 2004) have shown that "images of children that evoke negative emotions appear to produce more and greater potential donations than those that evoke positive emotions." The assumption is that images of children in despair evoke a paternal desire to help; therefore these types of images are the optimal candidates for inciting donations. This would explain why 5 out of 6 images in MSF's informational newsletter portrayed sad and sickly looking children. The strategic use of imagery is one of many ways to

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

optimize compliance with donation requests. Burt & Strongman (2004) performed psychological assessments in order to determine the effect that imagery has on people's emotions and willingness to make contributions. The results showed that images portraying children which evoked negative emotions; tended to generate larger donations of time, money and material. Organizations should take precautions when diffusing graphic imagery in order to avoid conveying the humanitarian crisis as something that is irreparable. Donors should know that "even a penny helps" and this can be achieved through emphasizing the value of small donations (Cialdini et al., 1976). Potential donors may feel helpless in the face of humanitarian crises that demand more assistance than they can offer. This may even create a type of door-in-the-face effect in which organizations display a problem through the use of graphic imagery and indicate the excessive resources needed (which the potential donors are in no position to offer); followed by a clear reduction in the request conveyed through a textual message which valorizes and confirms the impact of small donations.

A unique social exchange occurs during the donation process; since there is no immediate return or tangible reward, the donator receives compensation through the gratification of their act. Most people have a feeling of discomfort or pity when they see images of suffering children. As seen in Festinger's theory of cognitive dissonance, when someone encounters psychological discomfort or dissonance, it may be reduced by changing their behavior. When a person sees a child in sufferance, dissonance may occur as a result of seeing the suffering child and not taking an action to help. Consequently, cognitive dissonance may be reduced to a tolerable level by performing an action that is consonant with the idea of helping i.e. making a donation. The strategic use of imagery to incite donations is part of the framing effect, which through cognitive dissonance, drives people towards making a donation.

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Point of Interrogation

Do humanitarian websites have standardized placements for their call to action buttons? Has the use of graphic imagery become a standard practice on humanitarian organization websites?

Hypothesis

We take the position that humanitarian websites have standardized the placements of their call to action buttons as part of their commitment strategy. We also hold the conviction that the use of graphic imagery has become a standard practice and is used to incite donations based on emotional impulse.

Methodology

To start, 26 humanitarian websites were analyzed to determine how many of them portrayed a graphic image and donation buttons on their homepage's. Secondly, for sites that had a donation button on their homepage, an analysis was conducted to identify the color, position and size of their donation buttons.

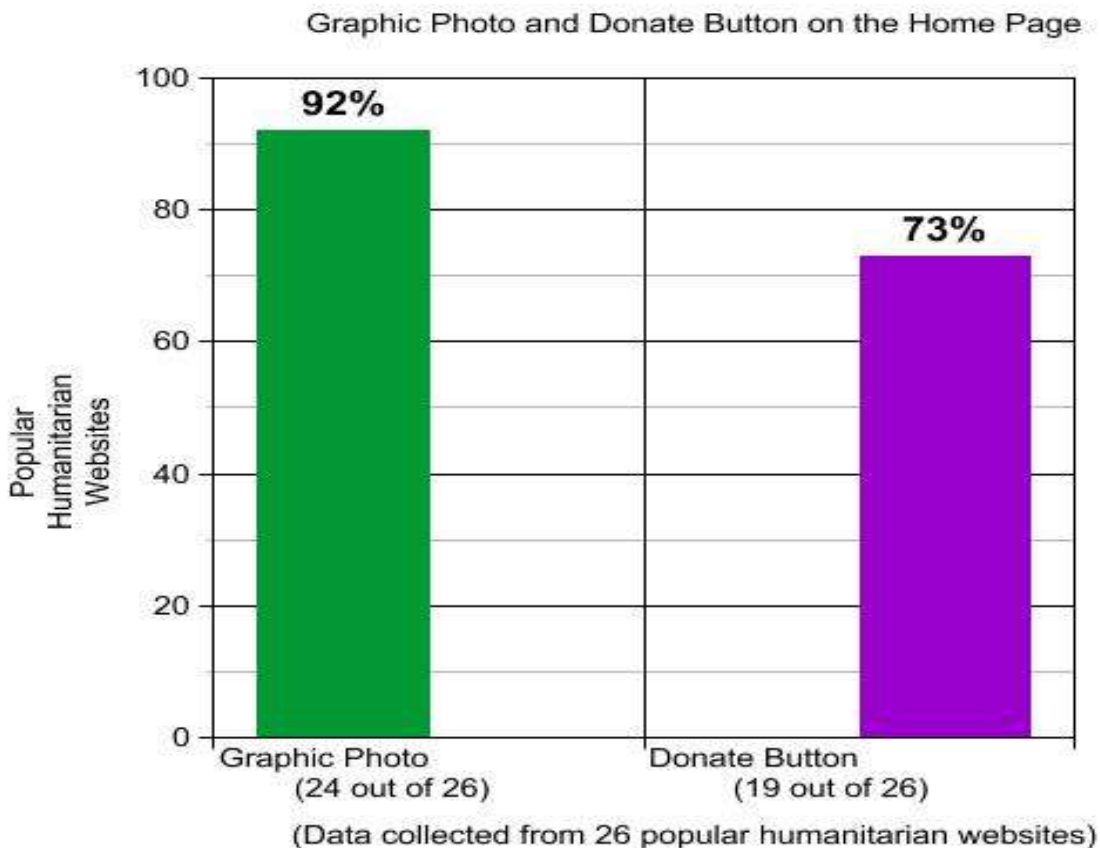
3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Results

The results show that 92% of the 26 sites portrayed a graphic photo and 73% of the sites have donation buttons on their homepage. Additionally, 58% of the donation buttons were positioned in the top right corner of the homepages, 26% in the middle right sidebar, 11% in the top left corner and 5% in the middle left sidebar.

The donation buttons were categorized into three sizes: large, medium and small. These sizes were determined in relevance to the size of other graphic elements present on the site. The analysis showed an equal amount of large (42%) and small (42%) donation buttons. Only 16% of the donation buttons were of a medium size.

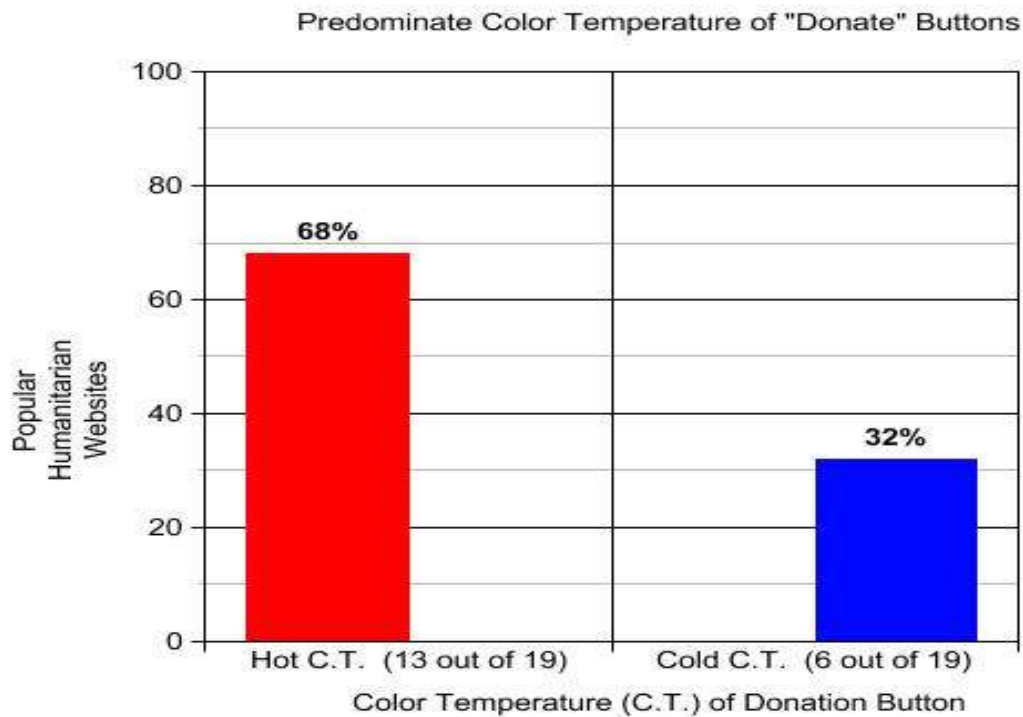
Graph 39 -- Presence of Graphic Photos on Humanitarian Websites



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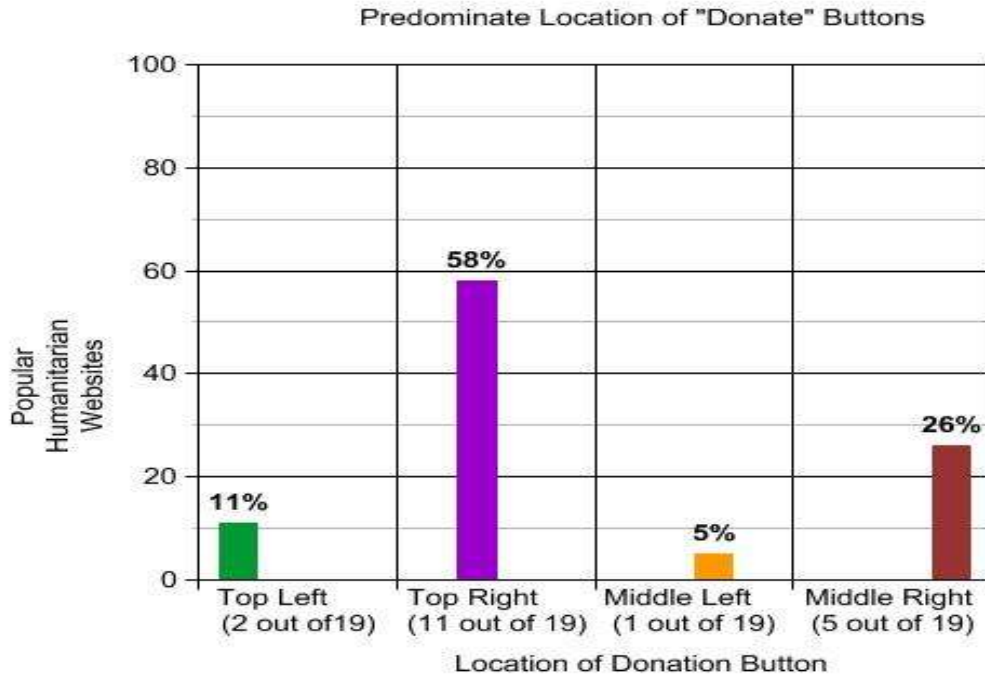
In general, donation buttons were predominately characterized by a warm/hot color temperature. The analysis showed that 68% of the donation buttons were a hot color temperature, particularly red. However, only 32% of the donation buttons were characterized by a cold color temperature; generally blue or green in coherence with the sites color scheme.

Graph 40 -- Color Temperature of Donation Buttons on Humanitarian Websites

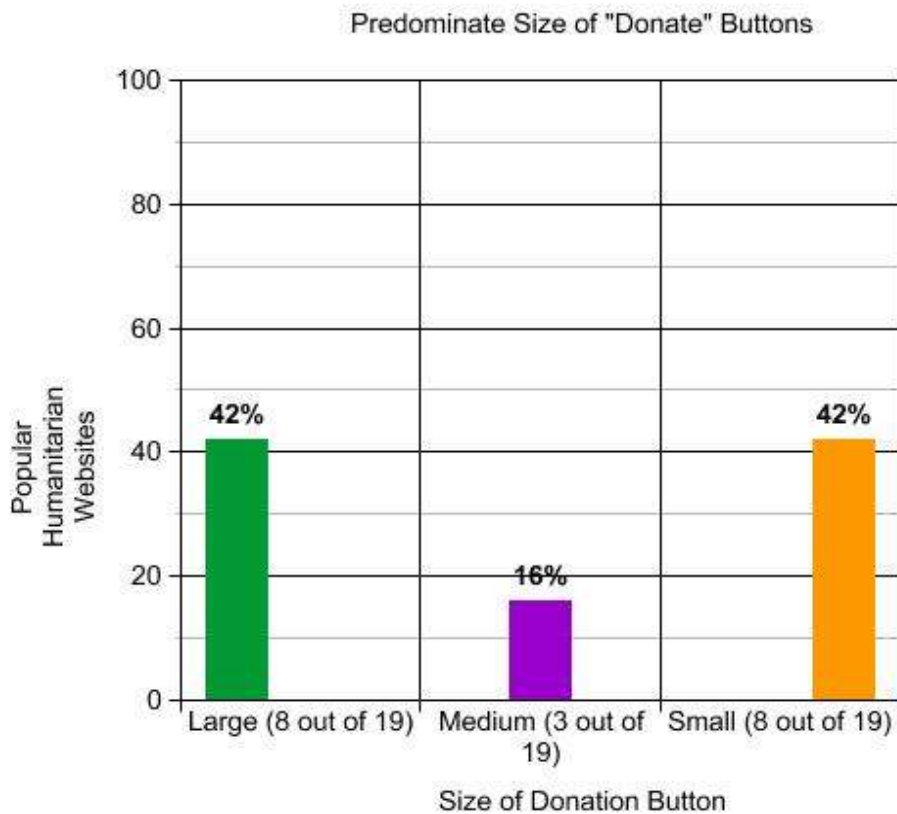


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Graph 41 -- Location of Donation Button on Humanitarian Websites



Graph 42 -- Size of Donation Buttons on Humanitarian Websites



(Data collected from 19 popular humanitarian websites)

3.3 New Tools for Inciting Commitments in Computer Mediated Settings: Visual Hierarchy & Semio-Pragmatic Elements

Conclusion

Our study indicates that most major humanitarian and relief organizations have a graphic photo on their homepage. The majority of the humanitarian organizations have donation buttons on their homepage. These buttons are predominately characterized by hot color temperatures (68%), and are placed in the top right corner of the homepage. And are large (42%) or small (42%) in size depending on the organizations preference.

This study allowed us to develop a generalized model indicating that humanitarian and relief organization websites displayed warm to hot color donation buttons of a preferably large size (in relation to other graphic elements present on the homepage) in the top right corner of the website homepage.

Reflection

Our study analyzes the presence of graphic photos and donation buttons on 26 humanitarian and relief organization websites. Future research will be consecrated to analyzing the different types of communication (i.e. persuasive communications, argumentative, binding and storytelling) that are used on the homepages of popular international humanitarian websites. Once this future research is completed, we will have a general idea about how humanitarian and relief organizations place their call to actions (i.e. donation buttons) and the forms of communication that they use to drive Internauts through the donation process. This information may be helpful to small humanitarian and relief organizations that need guidance in designing their websites; especially in terms of how they place their call to action and what forms of communication that they use to incite donations.

Part Four: Experimental Validation - Binding Communication in *Real Life* CMC Settings

Introduction

The Importance of Trust in the CMC Environment

Trust may be one of *the most important factors* in driving users through the commitment process in the computer mediated setting. The bottom line is: no trust = no commitments. "Trust is important to organizations because it lubricates the relationships that form the interlocking components of coordination, which, like gears, turn the wheels of commerce" (McKnight & Chervany, 2006). Although in the context of this research we have tended to avoid discussion involving commerce; it is our belief that users pass through a similar psychological process of reasoning while engaging in the online donation process. Humanitarian and commercial websites propose commitments involving processes of unilateral monetary exchange i.e. donations and purchases. Trust remains of key importance, however, in view of adapting the notion to our field of study; we would say that developing trust is conducive to the commitment process and of the utmost importance to humanitarian organizations. We do not posit that trust is the single factor that determines whether or not the subject will engage in the commitment process; however, we do believe that if this factor is not present, the chances of obtaining targeted commitments will diminish accordingly.

Corritore et al. (2003) propose different levels of trust that Internauts encounter while visiting websites:

At the most rudimentary level, we posit that a trustor acts in a trusting manner in a situation of risk in which there is not much at stake (e.g. much money, very personal information) and in which there is a recognized system of rewards and punishment (e.g. VeriSign trust seal). At an intermediate level, a trustor has some experience and familiarity with a website, and so is in a situation of risk in which such knowledge can be used to predict behavior and thus assign trust. Last is the most developed level, which is the deepest level of trust. At this level, a trustor expects that his or her interests will be respected by the website and that he/she does not have to calculate the level of risk any more. Such calculation can be based on deterrence, as in the rudimentary level, or on predictability and knowledge, as in the intermediate level. In some cases, the most developed level includes a shared identification of the user with the website.

While keeping in mind these three stages of trust proposed by Corritore et al. (2003), organizations can develop strategies that are aimed at satiating these three levels in a fluid and efficient manner. Online behavioral models can be created in order to illustrate the processes and components conducive to developing trust. At the most rudimentary level of trust, website visitors enter and browse the website freely without engaging in any significant commitments. At this initial stage of trust, Internauts "get the feel for the site" and recognize trust indicators such as the Charity Navigator seal of approval and BBC label of trust. The presence of these indicators acts as semio-pragmatic elements; they connect the organization with the notion of credibility and furthermore identify them as good stewards of donor

funds. At the intermediate level of trust, organizations may obtain preliminary/preparatory commitments such as signing up for the newsletter or sharing social media. For humanitarian organizations, the deepest level of trust is required in order for obtaining targeted commitments such as online donations and petition signatures. In the initial phase of trust building, Internauts are unfamiliar with the organization and have very little supporting knowledge or information about the entity. None of the information which they know about the organization is from first-hand experience. They may have been led to the organizations website by "word of mouth" in or out of the CMC context; or they may have "stumbled across" the website because it was relevant to a key word search query performed on behalf of the Internaut. There are various potential sources of incoming links to humanitarian websites i.e. search engines, social media links, word-of-mouth which leads to specific searches, etc. The way that Internauts discover a website can also affect how they perceive the site in terms of trustworthiness. For example, the notion of "stumbling across" a website because of its relevance in a search query may be attributed less trustworthiness than if the Internaut was directed to the website by a figure of authority or an administrative official. The initial phase of trust is very important as it helps construct the initial cognitive/affective channel, which develops the basis of the relational schema between the Internaut and the organizations website. For example, a negative experience during the initial visit to a website will cause the Internaut to revert to this negative experience as a base of reference while visiting anteriorly. Initial experiences contribute to the development of a mental model that is referred to when interaction occurs between the Internaut and the organizations website. This notion reiterates the importance of creating positive initial experiences on humanitarian organization websites.

The following experiments offer concrete evidence about the importance of trust in the computer mediated setting. Without trust, users have no supporting heuristic basis to drive the commitment process.

The FITD Technique in a Francophone & Anglophone CMC Setting

Introduction

With the click of a button, Internauts can make irreversible decisions that have a real impact off line. For example, by signing an online petition in support of a humanitarian action, Internauts show their support and can help humanitarian organizations acquire financial support from entities such as the Lions or Rotary club. However, in the age of hyper modernity, Internet users receive an abundance of emails and selectively sift out messages which interest them or not. This is what Dr. Eric Boutin (2006) refers to as cognitive bias based on information overload. The use of CMC for the promotion of humanitarian actions is a great progress for the domain as a whole. Yet, despite its worldwide outreach, the Web also imposes various limitations compared to face-to-face communication. The simple fact that we cannot see the person/communicator across from us is a large hindrance to the CMC setting. Despite the benefits and disadvantages of CMC compared to face-to-face, there are also common points between the two mediums of communication. However, it is necessary to reevaluate certain points that are effective in influencing behavior in the face-to-face setting in order to determine their value and impact in the CMC context. One of these points is the impact of social visibility i.e. asking a subject to raise their hands in public in confirmation of a commitment. The following experiment attempts to reproduce the act of "raising a hand" in a computer mediated context; before asking for a targeted commitment e.g., signing an online petition. In past experiences in the face-to-face context, this innocuous action was responsible for significant behavioral changes (Lewin, 1947). In our face to face communication experiments, we successfully augmented the

percentage of donations (frequency and valor) by 700%; the act of "raising a hand" was woven into the experimental methodology of this experiment. However, this particular experiment has not yet been reproduced in the CMC setting; making the following experience a novel documentation in the domain of binding communications in the computer mediated environment. Early experiments by Kurt Lewin (1947) showed that by asking housewives to raise their hand and publicly declare that they would prepare non-scarce meats at their homes; resulted in a significant (more than double in relation to persuasive communication) rate of behavioral changes in favor of the communicators objective. For my experiment, I have transposed the act of "raising a hand" to showing public support through the act of "liking" a Facebook page. This preliminary act is preceded by an explicit request to participate in a more costly act i.e. signing an online petition to support a humanitarian action.

In order to have a more global cultural perspective of the impact of "raising a digital hand" by liking content on Facebook; we decided to apply this approach in a Francophone and Anglophone setting. The following chapters include our multicultural application of this technique.

Problematic

Sending massive emails can be a time-consuming and resource exhaustive process. By developing new methods of communicating with sequential requests strategies, humanitarian organizations can optimize the ratio of commitments made for their initiatives in the CMC setting. One potential approach is to succeed in obtaining a small act on behalf of the message recipients such as "liking" content on the Facebook social network; before proposing the final/target action. The problematic of this experiment is to determine whether or not the act of "liking" content on the Facebook network can reproduce the effects of physically "raising a hand" (as seen in Lewin's experiments, 1947) in the CMC setting.

Scientific Question

Our tests aim to isolate the act of "liking" a specific content on the Facebook network as a replication of the act of "raising the hand" in a face to face communication setting. While acknowledging the paradigm change from face to face to CMC, we attempt to evaluate the effectiveness of the act of "liking" content as a representational substitute of physically "raising the hand" in confirmation of a promised commitment. One of the underlying questions behind this experiment, is whether or not social media networks e.g. Facebook can be utilized as a substitution for the physical action of raising a hand?

Hypothesis

In light of the success that Freedman and Fraser encountered with the application of a simple behavioral change; it is our hypothesis that the act of "liking" a specific humanitarian action will result in a significant increase in commitments made for a more costly action with a similar context.

FITD Technique in Francophone CMC

Methodology

In order to validate the act of "liking" content on Facebook as a type of preliminary act in the foot-in-the-door paradigm; we have developed two groups in a computer mediated context (composed of 1,100 contacts) which we contacted by email. The control group received a direct request to support a humanitarian initiative by signing an online petition with an electronic signature (full name and email with the option of including their area code).

The experimental group was contacted before hand and asked to support our initiative by agreeing to "like" our organizations Facebook page. A few days later, they were re-contacted by email and asked to sign an online petition to show their support for our humanitarian action initiative.

The subjects of this experiment included 1,100 inhabitants of the PACA region (550 emails in the control group and 550 emails in the experimental group). The subjects were primarily composed of middle aged people (25 to 45 years of age) from the PACA region of Southeast France. The email messages were sent from the following address: pacahumanitaire@gmail.com with the pseudonym "Action Humanitaire Région PACA".

Below we included the message content for the control and experimental groups in English (consult the Annex for the French version of the messages).

Experimental Group Message - Preliminary Act:

Hello,

We are a new network for humanitarian actions in the PACA region, and we need your help. Take a moment to help a good cause in your region. Support humanitarian action in the PACA region and "like" our Facebook page today!

Thank you in advance,

The PACA Region Humanitarian Action Team

(See Graph below for the visual layout of the email message)

Graph 43 -- CMC Experimental Group Preliminary Message

Bonjour,

Nous sommes un réseau qui valorise les actions humanitaires en Région PACA. Nous avons besoin de votre aide. Merci de consacrer un instant et de vous mettre au service d'une bonne cause dans votre région. Soutenez les actions humanitaires de la région PACA et cochez "Like" sur notre page Facebook dès aujourd'hui! <<http://www.facebook.com/ActionHumanitaireRegionPaca>>

Merci d'avance,

L'équipe Action Humanitaire Région PACA



The experimental messages were originally in the French; the following message reflects the content used in our analysis:

Bonjour,

Nous sommes un réseau qui valorise les actions humanitaires en Région PACA. Nous avons besoin de votre aide. Merci de consacrer un instant et de vous mettre au service d'une bonne cause dans votre région. Soutenez les actions humanitaires de la région PACA et cochez "Like" sur notre page Facebook dès aujourd'hui!

Merci d'avance,

L'équipe Action Humanitaire Région PACA

Experimental group- Final Act:

Hello,

We are a new network for humanitarian actions in the PACA region, and we need your help. Please take a moment and sign this petition to help send medical and educational supplies to Burkina Faso. Your signature will help us acquire financing for this humanitarian action. Thank you for your support, you have helped to make a difference!

Thank you in advance,

The PACA Region Humanitarian Action Team

Graph 44 -- CMC Experimental Group Final Message

Bonjour,

Nous sommes un réseau qui valorise les actions humanitaires en Région PACA et nous avons besoin de votre aide.

S'il vous plaît, prenez deux minutes et signez cette pétition <<http://www.petitionpublique.fr/?pi=P2012N26004>> afin de nous aider à envoyer des fournitures médicales et éducatives au Burkina Faso. Votre signature nous aidera à obtenir du financement pour cette action humanitaire.

Merci de votre précieux soutien.

L'équipe Action Humanitaire Région PACA



Signer la Pétition en ligne



Action Humanitaire Région PACA

The original message in French was as follows:

Bonjour,

Nous sommes un réseau qui valorise les actions humanitaires en Région PACA et nous avons besoin de votre aide.

S'il vous plaît, prenez deux minutes et signez cette pétition <<http://www.petitionpublique.fr/?pi=P2012N26004>> afin de nous aider à envoyer des fournitures médicales et éducatives au Burkina Faso. Votre signature nous aidera à obtenir du financement pour cette action humanitaire. Merci de votre précieux soutien.

L'équipe Action Humanitaire Région PACA

Control group - explicit request (no preliminary act)

The control and experimental group final act messages were identical with the exception of a different petition link URL. Additionally, control group subjects did not receive the proposition for a preliminary act. The control group was sent a message with a direct request for participation:

Hello,

We are a new network for humanitarian actions in the PACA region, and we need your help. Please take a moment and sign this petition to help send medical and educational supplies to Burkina Faso. Your signature will help us acquire financing for this humanitarian action. Thank you for your support, you have helped to make a difference!

Thank you in advance,

The PACA Region Humanitarian Action Team

Graph 45 -- CMC Control Group Direct Request (Final Act)

Bonjour,

Nous sommes un réseau qui valorise les actions humanitaires en Région PACA et nous avons besoin de votre aide. S'il vous plaît, prenez deux minutes et signez cette pétition <<http://www.petitionpublique.fr/?pi=P2012N25798>> afin de nous aider à envoyer des fournitures médicales et éducatives au Burkina Faso. Votre signature nous aidera à obtenir du financement pour cette action humanitaire.

Merci de votre précieux soutien.

L'équipe Action Humanitaire Région PACA

1/1



Signer la Pétition en ligne



The original message in French was identical to that of the final act for the experimental group and was composed as follows:

Bonjour,

Nous sommes un réseau qui valorise les actions humanitaires en Région PACA et nous avons besoin de votre aide.

S'il vous plaît, prenez deux minutes et signez cette pétition <<http://www.petitionpublique.fr/?pi=P2012N25798>> afin de nous aider à envoyer des fournitures médicales et éducatives au Burkina Faso. Votre signature nous aidera à obtenir du financement pour cette action humanitaire. Merci de votre précieux soutien.

L'équipe Action Humanitaire Région PACA

The following message reflects the content that was used for the petition:

I give my moral support to the initiative "Action Humanitaire Region PACA" with the goal of taking medical and educational supplies to Burkina Faso!

We esteem that this message has a high level of action identification and commitment.

Results

The control and experimental results displayed identical outcomes with only one signature obtained for each of the respective online petitions. The experimental group succeeded in obtaining two "likes" on a Facebook page consecrated to supporting the organizations humanitarian initiative. However, contrary to our initial hypothesis, the experimental group participants who signed the petition were not the same subjects who "liked" the Facebook content.

Graph 46 -- Control Group Petition and Signatures

Control Group Petition and Signatures

Pétition Action Humanitaire Région PACA pour le Burkina Faso

Pour: Région PACA

S'il vous plaît, prenez deux minutes et signez cette pétition afin de nous aider à envoyer des fournitures médicales et éducatives au Burkina Faso.

Votre signature nous aidera à obtenir du financement pour cette action humanitaire. Merci pour votre soutien, vous avez contribué à faire une différence!

J'apporte mon soutien moral à l'initiative "Action Humanitaire Région PACA" dans le but d'envoyer des fournitures médicales et éducatives au Burkina Faso!

Les signataires

[Signer la pétition Action Humanitaire Région PACA pour le Burkina Faso](#)

Nous souscrivons à la pétition [Action Humanitaire Région PACA pour le Burkina Faso](#), Pour Région PACA

2 personnes ont déjà souscrit.

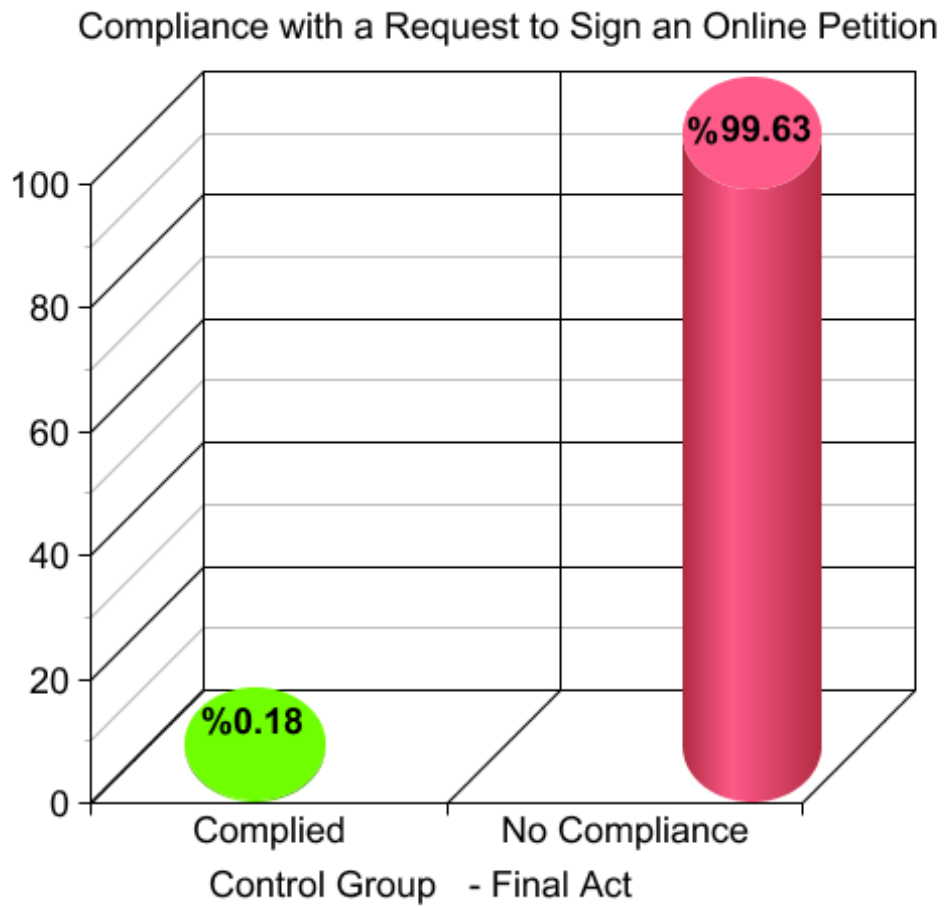
[Lisez la pétition Action Humanitaire Région PACA pour le Burkina Faso](#)

[Signer la pétition Action Humanitaire Région PACA pour le Burkina Faso](#)

#	Nom	Commentaires
2	pascal DOS REIS	
1	William Samuel Ravatua-Smith	

[Signer la pétition Action Humanitaire Région PACA pour le Burkina Faso](#)

Graph 47 -- Control Group: Final Act Compliance

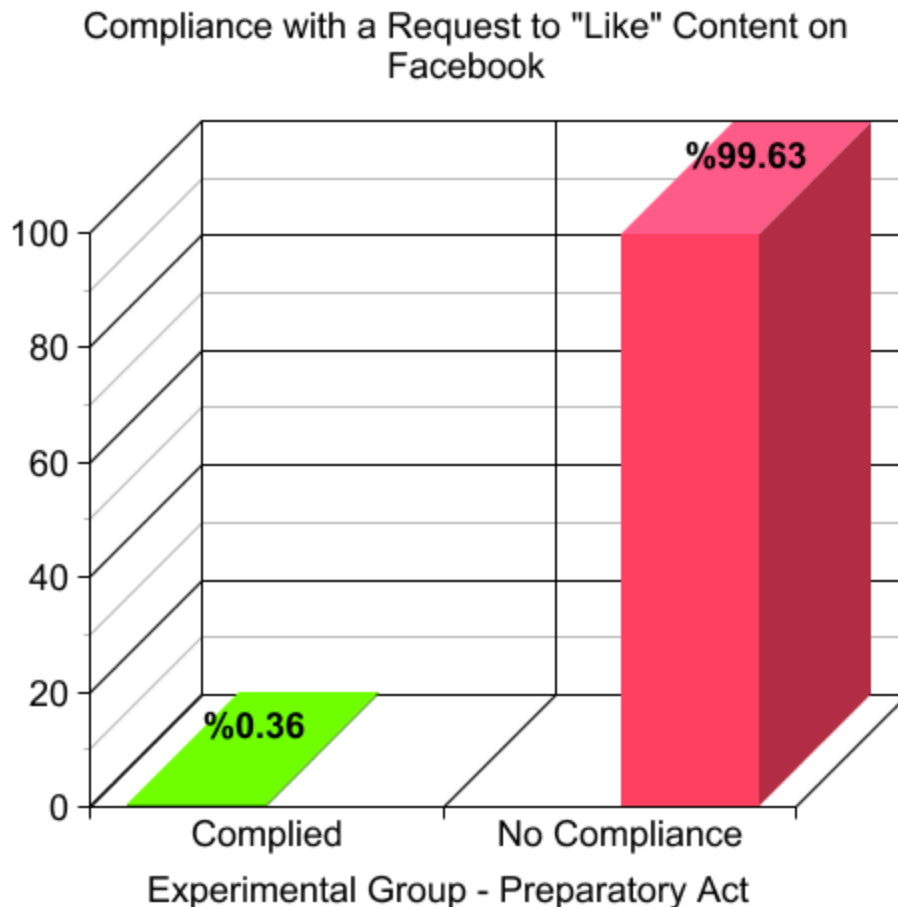


The graph above shows that after sending 550 emails, only one of the message recipients complied with our request to sign an online petition in support of a humanitarian action.

Experimental Group Results

The first part of the experimental group methodology consisted of sending a preliminary request by email for participation to 550 recipients in the PACA region of Southeast France. The preliminary requests required a moderate level of commitment; the behavioral target was the act of "liking" a specific Facebook page dedicated to humanitarian actions in the message recipients region.

Graph 48 -- Experimental Group: Preliminary Act Compliance



The above graph shows that a higher percentage of subjects committed to "liking" a specific content on Facebook as opposed to signing an online petition.

Graph 49 -- Experimental Group: Facebook Page

facebook

Email or Phone Password **Log In**

Keep me logged in [Forgot your password?](#)

Action Humanitaire Region PACA is on Facebook.

To connect with Action Humanitaire Region PACA, sign up for Facebook today.

Sign Up **Log In**



Action Humanitaire Région PACA

Action Humanitaire Region PACA 3 likes **Like**

Non-Governmental Organization (NGO)

About Photos Likes

3

Highlights ▾

July

 **Action Humanitaire Region PACA** shared a link. July 4

Bonjour,
Nous sommes un réseau qui valorise les actions humanitaires en Région PACA et nous avons besoin de votre aide.
S'il vous plaît, prenez deux minutes et signez cette pétition <<http://www.petitionpublique.fr/?pi=P2012N26004> > afin d...[See More](#)

Pétition Action Humanitaire Région PACA pour le Burkina Faso
www.petitionpublique.fr

S'il vous plaît, prenez deux minutes et signez cette pétition afin de nous aider à envoyer des fournitures médicales et éducatives au Burkina Faso. Votre si

Like · Comment · Share

The results from the control and experimental groups displayed identical outcomes. After receiving a preparatory message requesting a small commitment i.e. "liking" a Facebook page in support of a humanitarian action; experimental group members were no more likely to sign the online petition (final act/more costly commitment) than subjects in the control group who received a direct request with no preparatory action.

Graph 50 -- Experimental Group Petition and Signatures

Experimental Group Petition and Signatures

Pétition Action Humanitaire Région PACA pour le Burkina Faso

Pour:Région PACA

S'il vous plaît, prenez deux minutes et signez cette pétition afin de nous aider à envoyer des fournitures médicales et éducatives au Burkina Faso.

Votre signature nous aidera à obtenir du financement pour cette action humanitaire. Merci pour votre soutien, vous avez contribué à faire une différence!

J'apporte mon soutien moral à l'initiative "Action Humanitaire Région PACA" dans le but d'envoyer des fournitures médicales et éducatives au Burkina Faso!

Les signataires

[Signer la pétition Action Humanitaire Région PACA pour le Burkina Faso](#)

Nous souscrivons à la pétition [Action Humanitaire Région PACA pour le Burkina Faso](#), Pour Région PACA

1 personnes ont déjà souscrit.

[Lisez la pétition Action Humanitaire Région PACA pour le Burkina Faso](#)

[Signer la pétition Action Humanitaire Région PACA pour le Burkina Faso](#)

#	Nom	Commentaires
1	geoffrey hahn-fayolle	

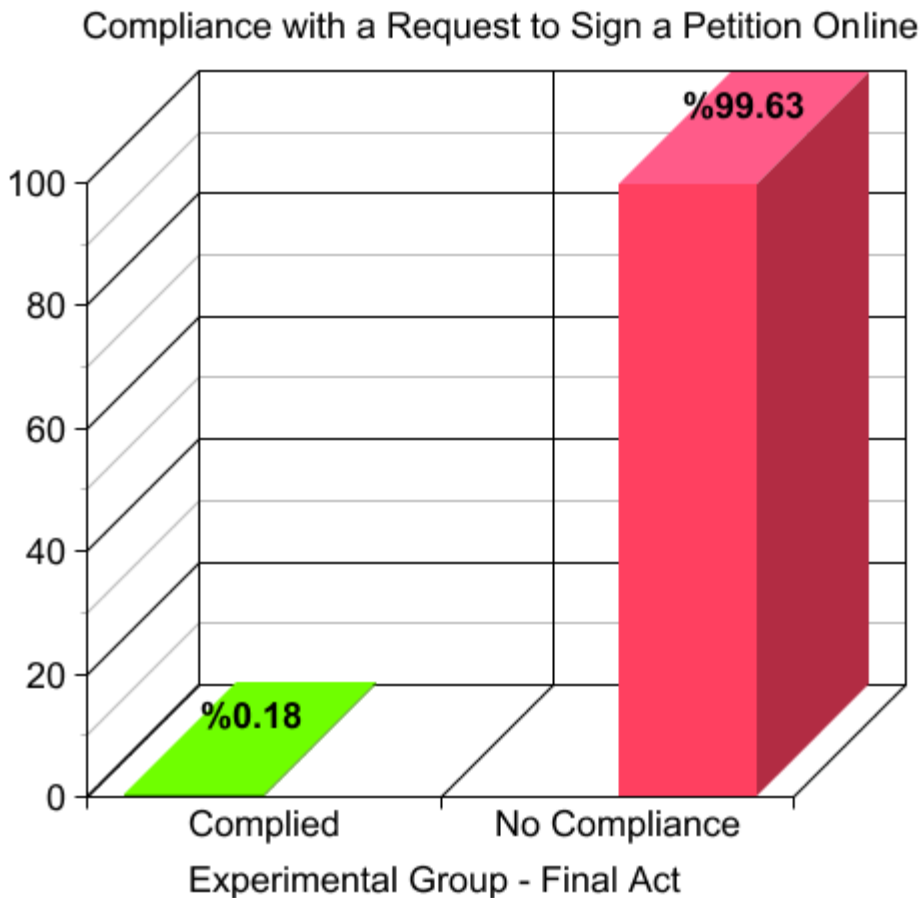
[Signer la pétition Action Humanitaire Région PACA pour le Burkina Faso](#)

One explanation for the low rate of compliance to our request to sign a petition for humanitarian action is that: the petition showed how many

people had already signed it. In the case of our petition, the subjects saw that nobody else had participated. The fact that nobody had signed the petition discredits the petition and may have dissuaded potential engagements on behalf of the email message recipients.

The experimental group displayed identical results to that of the control group:

Graph 51 -- Experimental Group: Final Act Compliance



Conclusion

Contrary to our hypothesis, providing a preparatory act in the form of "liking" content on Facebook, did not augment the percentage of commitments made for a more costly act e.g., signing an online petition in support of a humanitarian action. However, given the low level of participation we've concluded that there was a missing variable needed to incite participation on behalf of the email message recipients. In order for email message recipients to consecrate the time necessary to fulfill preparatory and or targeted commitments; they must have an initial foundation of trust and recognition of the source communicator. Due to the fact that the email solicitations were sent from an unknown source, message recipients were likely to have disregarded the messages and did not take the time to engage themselves and participate with our humanitarian action.

Discussion

While communicating via electronic mail, humanitarian organizations should already have an initial basis of trust; otherwise, message recipients are likely to interpret the mail as spam. In light of many corrupt humanitarian actions, there is no room for compromising the trust needed to engage Internauts in humanitarian actions in the computer mediated environment. Trust development should be among the top concerns of humanitarian organizations, who hope to have an effective medium of communication which emphasizes interactivity and reciprocation on the Web.

FITD in Anglophone CMC

Methodology

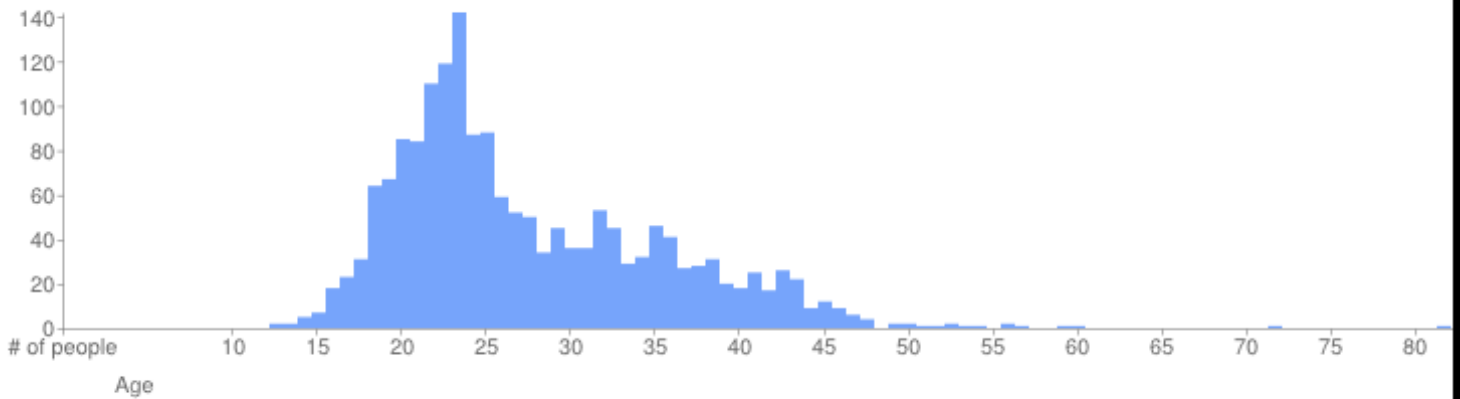
The subjects of our experiment consisted of 340 alumni from a Michigan high school Facebook community. The subjects ranged in age from 18 to 55 years old, and consisted of 49% male and 51% females (see Graph 52). The subject recipients were primarily of Caucasian and African American ethnicity. The subjects were divided into control and experimental groups; the control group was directly requested to participate with a high level commitment (signing a petition), while the experimental group was asked to make a preliminary commitment in the form of "liking" a Facebook page before being requested to sign a corresponding petition.

Graph 52 -- Age, Gender and Relationship Status of Subjects

Average age of experimental subjects

The age of your friends

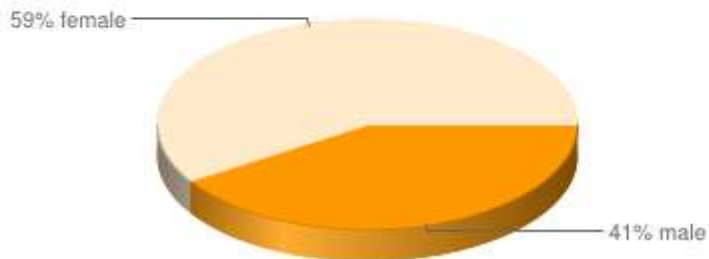
Of all your Facebook friends 1769 specified their full date of birth.
The average age of your friends is 31.8.



Gender & Relationship status of experimental subjects

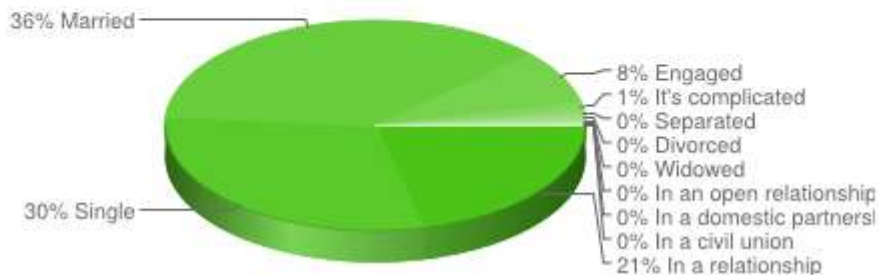
The gender of your friends

Of all your Facebook friends 2807 specified their gender.



The relationship status of your friends

Of all your Facebook friends 2120 specified their relationship status.



Before sending out our experimental messages, we created a Facebook page consecrated to promoting humanitarian actions among the high school's alumni. Additionally, we created two identical online petitions (one for each experimental group) to support a humanitarian action with the goal of sending medical and educational supplies to Burkina Faso, West Africa.

Graph 53 -- Petition to Support Humanitarian Action: Final Act

Help Burkina Faso, West Africa

Petition published by HST HUMANITARIAN on Jun 29, 2012 2 Signatures

169 people recommend this.

Target: Rotary International
Region: United States of America
Web site: <https://www.facebook.com/pages/HST-Humanitarian/46...>

Tweet 0 +1 0

Petition Background (Preamble):

The HST Humanitarian group has been created with the goal of encouraging participation in humanitarian actions on behalf of the Harry S. Truman High School Students and Alumni.

By signing this petition, you pledge your moral support for a humanitarian action to send medical and educational supplies to one of the world's most underdeveloped countries: Burkina Faso, west Africa.

Petition:

I pledge my moral support of the humanitarian action entitled "Caravan of Hope" with the goal of sending medical and educational supplies to Burkina Faso, west Africa.

Thereafter, we arbitrarily chose the subject recipients for the control and experimental conditions, and proceeded to send the designated messages.

The messages were as follows:

Control group message -- no preliminary act

Hey there!

The Harry S. Truman High School Facebook has created a new initiative called "HST Humanitarian"! The objective of this project is to unite HST students and alumni to fight for good causes. Our first initiative is to help one of the poorest, most underdeveloped countries in the world: Burkina Faso, West Africa. We need your help! Please take a moment and sign this online petition to help us obtain a grant from Rotary International in support of our humanitarian action! <http://www.gopetition.com/petitions/help-africa.html> In the words of Mother Teresa "We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop."

Thank you sincerely for your participation, together we can make a difference in the world!

Go Cougars!

Graph 54 -- Control Group Message: Final Act

Control group message- No preliminary commitment



Harry S Truman-Highschool

Hey there!

The Harry S. Truman High School Facebook has created a new initiative called "HST Humanitarian"! The objective of this project is to unite HST students and alumni to fight for good causes. Our first initiative is to help one of the poorest, most underdeveloped countries in the world: Burkina Faso, west Africa. We need your help! Please take a moment and sign this online petition to help us obtain a grant from Rotary International in support of our humanitarian action! <http://www.gopetition.com/petitions/help-africa.html>

In the words of Mother Teresa "We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop."

Thank you sincerely for your participation, together we can make a difference in the world!

Go Cougars!



HELP AFRICA

www.gopetition.com

I pledge my moral support of the humanitarian action entitled Caravan of Hope with the goal of sending medical and educational supplies to Burkina Faso, west...

Share

Experimental group message -- preliminary act (request to "like" Facebook page)

Hey there!

The Harry S. Truman High School Facebook has created a new initiative called "HST Humanitarian"! The objective of this project is to unite HST students and alumni to fight for good causes. Please show your support and "like" the HST humanitarian page today!

<https://www.facebook.com/pages/HST-Humanitarian/464335046924366>

Thank you sincerely for your participation,

Go Cougars!

Experimental group message -- final act (request to sign petition)

Hey there again!

As mentioned in the previous message, the Harry S. Truman High School Facebook has created a new initiative called "HST Humanitarian"! The objective of this project is to unite HST students and alumni to fight for good causes. Our first initiative is to help one of the poorest, most underdeveloped countries in the world: Burkina Faso, west Africa. We need your help! Please take a moment and sign this online petition to help us obtain a grant from Rotary International in support of our humanitarian action! <http://www.gopetition.com/petitions/helping-africa.html>

In the words of Mother Teresa "We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop."

Thank you sincerely for your participation, together we can make a difference in the world!

Go Cougars!

Graph 55 -- Experimental Group Messages: Preliminary and Final Act



Harry S Truman-Highschool

Tuesday

Hey there!

The Harry S. Truman High School Facebook has created a new initiative called "HST Humanitarian"! The objective of this project is to unite HST students and alumni to fight for good causes. Please show your support and "like" the HST humanitarian page today!

<<https://www.facebook.com/pages/HST-Humanitarian/464335046924366>>

Thank you sincerely for your participation,
Go Cougars!



HST Humanitarian

The HST Humanitarian Facebook page is for those of you who aspire to make a positive difference in the world! We as a community of HST alumni have the power to make a difference. Through unity and common interest we have the opportunity to change the lives of thousands people. As mother Teresa said...

Page: 20 like this

Share



Harry S Truman-Highschool

21 hours ago

Hey there again!

As mentioned in the previous message, the Harry S. Truman High School Facebook has created a new initiative called "HST Humanitarian"! The objective of this project is to unite HST students and alumni to fight for good causes. Our first initiative is to help one of the poorest, most underdeveloped countries in the world: Burkina Faso, west Africa. We need your help! Please take a moment and sign this online petition to help us obtain a grant from Rotary International in support of our humanitarian action! <<http://www.gopetition.com/petitions/helping-africa.html>>

In the words of Mother Teresa "We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop."

Thank you sincerely for your participation, together we can make a difference in the world!

Go Cougars!



Helping Africa

www.gopetition.com

I pledge my moral support of the humanitarian action entitled Caravan of Hope with the goal of sending medical and educational supplies to Burkina Faso, west...

Share

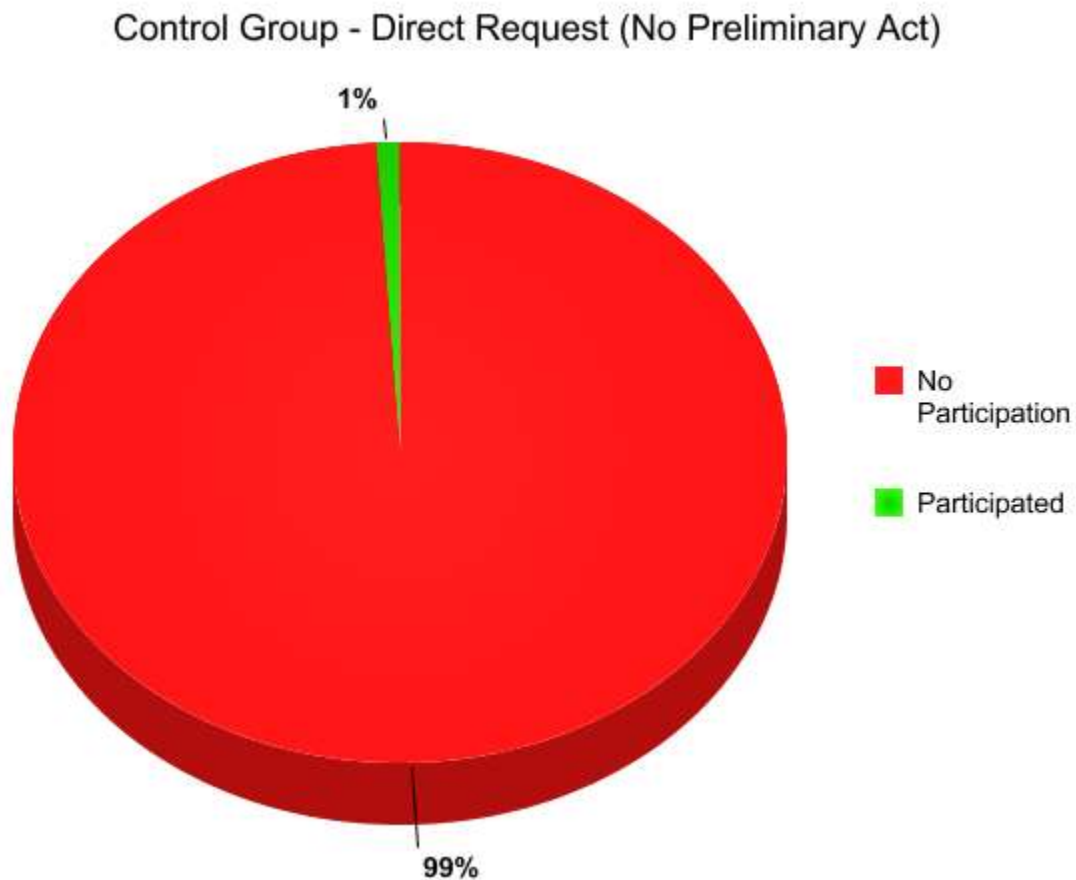
Contrary to traditional email systems, where the communicator can send a message to massive amounts of recipients in a blind carbon copy (BCC) format; the Facebook message system does not permit the sending of messages in BCC form. In order to keep the message unique to each recipient, and to guard the privacy of other message recipients, it was necessary to individually send the generic message to each and every recipient. If we had sent out one generic message to 170 recipients on Facebook, not only would each of the recipients see the names of the other recipients, if any of the recipients were to respond to the message, all of the recipients would receive their response. Essentially, the act of sending generic messages to massive amounts of recipients on Facebook creates a sense of spam, which would contradict the effectiveness of our commitment strategy. To avoid dissuading our message recipients, we were obligated to send every message individually.

As previously mentioned, we sent 170 messages to the control group with a direct request to participate in our online survey to support a humanitarian action. For the experimental group, we sent out 170 message's to request the recipients' participation by "liking" the Facebook page consecrated to this humanitarian project (preparatory act); followed by another 170 messages requesting their participation in our online survey to support a humanitarian action initiative (final act).


Results


Results from the control group show that only 1% of the subjects favorably responded to our message and completed the online petition in support of a humanitarian action. The results show that 11% of the experimental group subjects responded to our preliminary message and "liked" our humanitarian Facebook page. However, only 1% of our experimental group subjects followed through with the second part of our sequential request and finished the online survey in support of a humanitarian action. (See Graphs below)

Graph 56 -- Control Group: Final Act Compliance



Graph 57 -- Experimental Group: Facebook Page (Preliminary Act)






Harry S. Truman Highschool Humanitarian Aid

HST Humanitarian
23 likes

Community

Would you like to help make the world a better place? This page is dedicated to Harry S. Truman Highschool Students and Alumni who have the desire to HELP support humanitarian actions in AFRICA and around the World.

About



Photos

23

Likes


Highlights ▾

Status Photo / Video Event, Milestone +

What's on your mind?

HST Humanitarian shared a link.
July 13

The Harry S. Truman High School Facebook has created a new initiative called "HST Humanitarian"! The objective of this project is to unite HST students and alumni to fight for good causes. Our first initiative is to help one of the poorest, ... [See More](#)



Help Burkina Faso, West Africa
www.gopetition.com

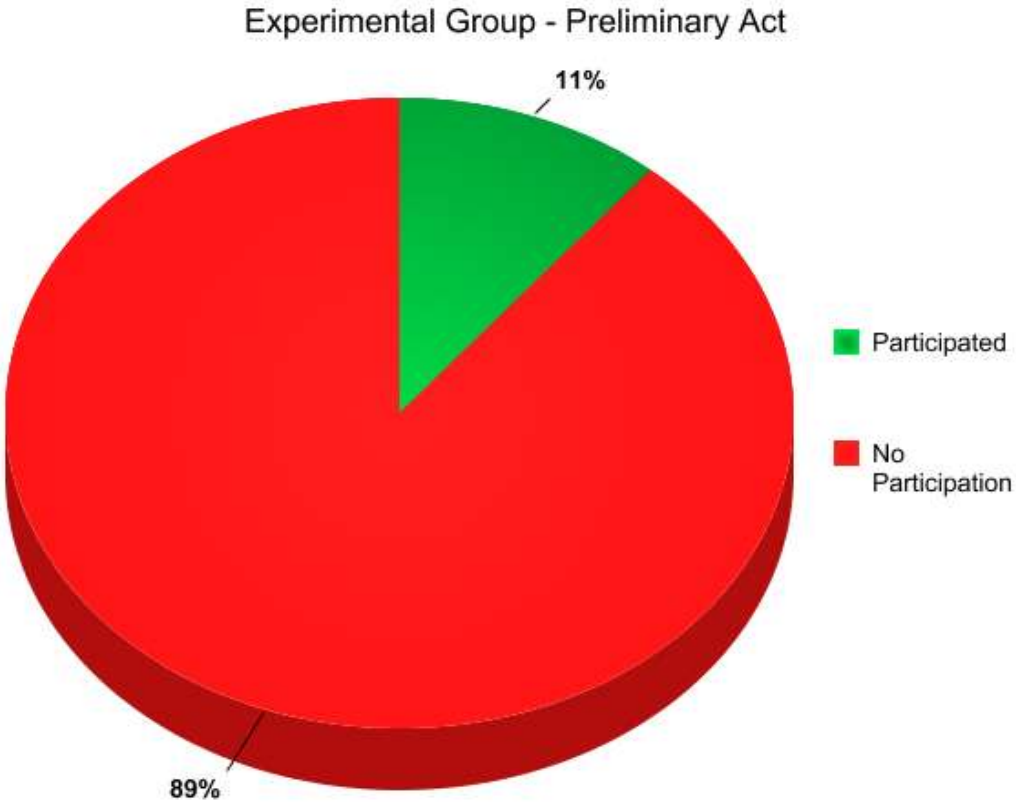
I pledge my moral support of the humanitarian action entitled Caravan of Hope with the goal of sending medical and educational supplies to Burkina Faso, west..

Like · Comment · Share

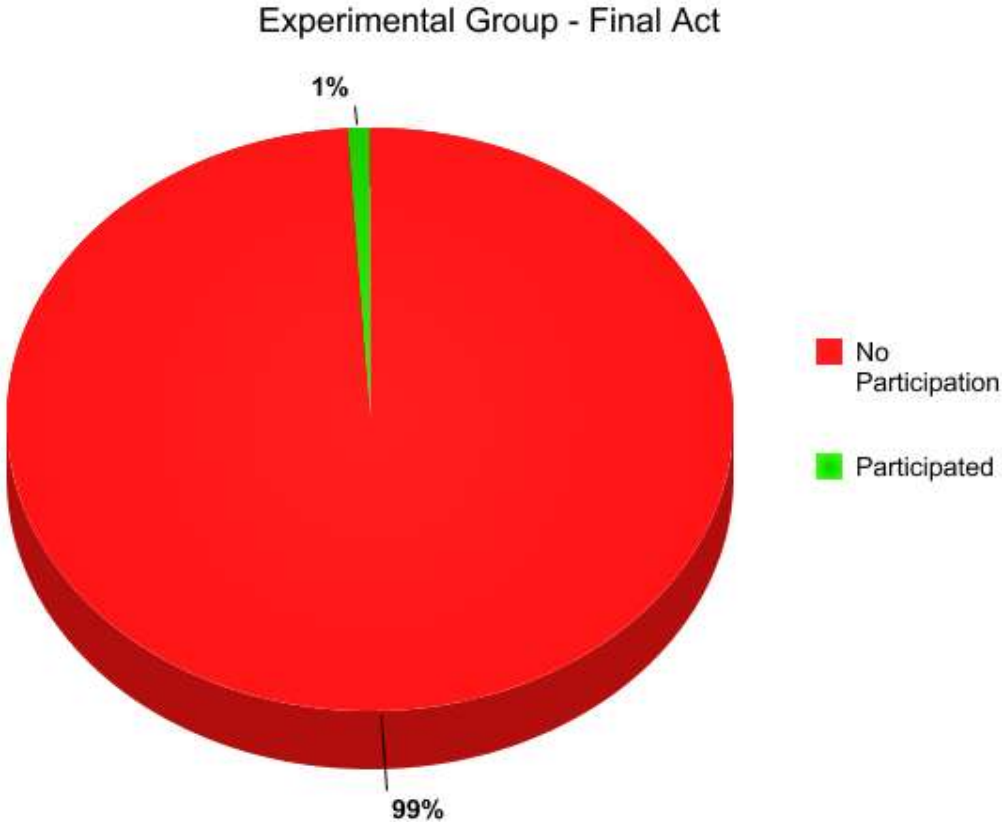
Likes

Christy's Legacy of Hope
Non-Profit Organization

Graph 58 -- Experimental Group: Preliminary Act Compliance



Graph 59 -- Experimental Group: Final Act Compliance



Conclusion

Contradictory to our hypothesis, the act of liking a Facebook page did not augment the rate of commitments to fulfill a second more costly request i.e. completing an online petition in support of a humanitarian action. Instead, the results showed that soliciting participation with a direct request proved to be equally effective as requesting a small commitment before asking for the more costly demand.

Additionally, we received, heated debate about the fact that our humanitarian initiative was not in favor of the local population in our targeted audiences' region.

Graph 60 -- Negative Reaction to Nonlocal Humanitarian Initiative

Negative reaction to Non-Local Humanitarian Action Initiative



Harry S Truman-Highschool shared a link:
Friday

The Harry S. Truman High School Facebook has created a new initiative called "HST Humanitarian"! The objective of this project is to unite HST students and alumni to fight for good causes. Our first initiative is to help one of the poorest, most underdeveloped countries in the world: Burkina Faso, west Africa. We need your help! Please take a moment and sign this online petition to help us obtain a grant from Rotary International in support of our humanitarian action!
<http://www.gopetition.com/petitions/help-africa.html>
 In the words of Mother Teresa "We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop."
 Thank you sincerely for your participation, together we can make a difference in the world!
 Go Cougars!



Help Burkina Faso, West Africa
www.gopetition.com

I pledge my moral support of the humanitarian action entitled Caravan of Hope with the goal of sending medical and educational supplies to Burkina Faso, west...

Like · Comment · Share

William Hayes likes this.



Jerry Strmc That fine ,but I feel we have helped overseas to much ... We have way to many homeless here in the USA that need help .so if you want to something good do it for our own
 Friday at 2:35pm via mobile · Unlike · 9



Carol Ann Shriver Agreed Jerry!
 Friday at 2:55pm · Like



William Joseph-patrick Adkins yeah, we have people here in taylor that could use some help ,& some of them are probably alumni.
 Friday at 3:37pm · Unlike · 4



Louis John Pustay Let's start at home
 Friday at 3:59pm via mobile · Unlike · 3



Tamarra Tessmer Getty Right how do you think we became indebt to begain with helping out everyone else but our own
 Friday at 4:18pm · Like



Robert Inman As an alumni I think the concept is a great idea. However, as a first initiative, how about help feed the thousands here in metro Detroit who haven't eaten In days, or the hundreds in the streets with no home, or the people in Taylor that don't have Christmas, it's kind of a shame your first initiate isn't local. What are you teaching the students....screw America. It's a damn shame no one can help Americans, but its Americans who have to help everyone else. Great concept very poor poor planning on Truman's part. I cannot get behind a cause that doesn't help America, when we are in as much trouble locally as they are in some un pronounceable country on the other side of the world!

Friday at 7:03pm via mobile · Like · 3



Robert Inman If we helped more here, we would have more to help abroad.

Friday at 7:04pm via mobile · Like



Michelle Flowers I agree with you completely

Friday at 7:11pm · Like



Harry S Truman-Highschool Great ideas & thanks for the feedback ! :)

You guys (and gals ;) are absolutely right !
 The first proposition came from a Truman Alumni who is currently residing in France. He created a humanitarian association and a kind woman donated them caravan. The BIG IDEA is to drive the caravan down to Burkina Faso and donate it along with the supplies to a local humanitarian association. If you all are interested, there is also a video on YouTube so that you can see the conditions in which the villagers are living. Thanks again for your comments ♥
http://www.youtube.com/watch?v=vHrERiZt16o*



Burkina Faso - Build a School Project by SHAPE 1 AFRICA

There is a true struggle that exists in Burkina Faso Africa today. Many elements...See More

Friday at 7:25pm · Like · Remove Preview



Robert Inman I know poor people here who can use food and a vehicle to provide transportation for their child who is severely handicapped and can no longer use public transportation. I think I might tell people I graduated from JFK if this is how Truman alum are viewing the world around them. You blew past my point and are driving an initiative that seem ridiculous in today's economy. Screw american swith problems. In 300 + years we have been a United State we still refuse to help our own citizens and my own alumni is doing nothing correct. It's a shame. Shame on this initive and shame on you for still driving home an I dea that CLEARLY is only wanted by one alum that left this country for a better life In France. Doesn't that show you my point that, more help is needed here? How about take the advise of thoes that are here in america and drive a caravan down the streets of Taylor and help our own!
 Friday at 9:37pm via mobile · Like · 3



Write a comment...

Discussion

Although Facebook is an ideal environment for using binding communication strategies to optimize commitments made for humanitarian actions; there are also many defaults that make it difficult to use as a professional mass communication tool. For example, the first problem that we encountered was the fact that we could not send one generic message in BCC format to 170 recipients simultaneously; thus obligating us to individually send all of the messages. This makes individualized mass communication a difficult task without giving the impression of spamming recipients. Another problem that we encountered was that Facebook has a limit to the amount of messages that can be sent before the communicator is identified as a potential spammer. In our case, after sending roughly 340 messages in a three day time frame, Facebook warned us with a message stating: "It looks like you're using this feature in a way it wasn't meant to be used. Please slow down, or you could be blocked from using it." After a three hour pause, the system allowed us to send another 50 messages in a 15 minute time frame before the warning message re-appeared. We were thus obligated to take periodic pauses during the process of diffusing our experimental messages in order to avoid receiving a block on our Facebook account. The experiments were generally unsuccessful, and this may have been due to an information overload that essentially dissuaded the message recipients. Another hypothesis is that the message recipients were unfamiliar with the initiative and therefore had no foundation of trust to base their commitment upon.

Results and reflection

Conclusion

Our experiment in the face-to-face contacts was extremely successful and proved that binding communication is effective in optimizing commitments in the face-to-face setting. The foot-in-the-door technique has been the subject of numerous studies in the past; however, to our knowledge it is the first time that this technique has been empirically tested in the context of obtaining commitments for a humanitarian action in a face-to-face setting. The technique that we utilized can be reproduced in favor of optimizing the ratio of commitments for humanitarian actions in the face-to-face setting. Organizations must properly plan out their approach in order to create a commitment conducive environment during the solicitation process. Organizations should also be aware that it is not the subjects, but the environment which determines the degree of commitment. With this in mind, organizations should be meticulous in their planning while conducting requests for contributions (time, energy, money, etc...) for their actions.

The conclusion to our research is quite clear: Humanitarian organizations must develop proximity with their targeted audiences in the face-to-face context and supplement that relationship with computer mediated communication. Face-to-face and CMC can act as complementary resources, which work together in optimizing commitments for humanitarian actions; on and off line. It is unlikely, that CMC will ever fully replace face-to-face communication as the most efficient method of obtaining commitments for humanitarian actions. The results of our experiments show that BC techniques in the face-to-face setting are much less effective in the CMC setting. Internauts are simply exposed to an over abundance of information which leads them to develop cognitive biases. These biases are used to selectively decide whether or not to freely engage with numerous

solicitations (subtle or overt); during the short time in which they navigate the Internet.

In the off-line world, people are exposed to hundreds of advertisements every day. However, there is a distinct difference between being approached by a person and asked to engage in a commitment for a humanitarian action versus selectively deciding to read a publicity advertisement in the streets. On the Internet, there is no human contact that distinguishes the difference between publicity advertisements and genuine human requests. This makes requests for support of humanitarian actions on the Internet, resemble publicity advertisements that can be interpreted (and usually is) as spam or undesirable information.

Another point of key importance is the personal relationship between the message receiver and the humanitarian action being promoted. In our last CMC experiment, we received negative feedback from message recipients because of the nature of our requests, which had little relevance to the needs and interests of certain message recipients. In order to create a personal interest for the targeted audience, the humanitarian action should have local impact that directly affects the message receiver. The geographic location of the humanitarian action can have a direct influence on the importance of the act for the message receiver. Hypothetically, actions that affect the community in which the message receiver inhabits will have more personal relevance; and the consequences of the action will be attributed a higher degree of importance. Traits such as a high level of importance, and serious consequences are necessary for creating environments that are conducive to the commitment process. Organizations should evaluate their strategies before defusing their communications campaign in order to identify several key factors that will influence the commitment process.

On the other hand, while promoting international humanitarian initiatives, humanitarian organizations should base their efforts on audiences with

whom they have already developed a fundamental basis of recognition and trust. In our first CMC experiment, we failed to engage the audience because of a lack of trust. The message recipients had never encountered the entity from which they received the email requesting their participation in support of a humanitarian action initiative. We believe that this key detail was the determining factor in the lack of participation on behalf of the message recipients in our experiment.

Limits of research

In our experiment testing the effectiveness of the foot-in-the-door technique in a face-to-face communication setting, we succeeded in augmenting the amount of donations (frequency and value) by 700%. However, due to the closed classroom setting, subjects may have been influenced by the behavior of their fellow students. It would be interesting to repeat this evaluation in a real life setting where the subjects were unfamiliar with one another. Additionally, in our experiment the subjects were composed of university students; it would be interesting to see the variance in the frequency and value of donations made by an older more mature demographic. This would allow us to establish an empirical link between social economic status and frequency and valor of donations in the foot-in-the-door paradigm.

The CMC experimental analyses were missing a certain dynamic; this proved to be a significant factor in the overall results. It is our hypothesis that the lack of familiarity with organizations soliciting participation, resulted in a lack of trust and little to no internal motivation. The solution to overcome this particular limit is to create a physical presence in the community and reapply the methodology.

Future of research

A potential avenue of future research is the analysis of online communities and how to incite commitments in the wake of humanitarian disasters and crises. As mentioned in the context of this doctoral thesis, the highest frequency of commitments for humanitarian actions occurs directly after the event of a natural disaster. The study by Network for Good (2006), revealed that people have an impulse to donate online directly after large-scale natural disasters and humanitarian crises; especially towards causes that are highly publicized in the media.

Making donations in the computer mediated setting is also known as "connected giving" and is a focal point of future research in support of humanitarian actions worldwide. With the creation of experimental websites which apply the principles of binding communications; we will be able to test multiple facets of the commitment process in the connected giving environment. In the wake of Hurricane Katrina in 2004, experiments were conducted by Torrey et al. (2007) which analyzed the dynamics of group networks online, which were created in support of providing donations over the Internet. One of the primary objectives of their website was to create a place where people could donate items such as clothing, alimentary supply and personal hygiene products to the victims of the natural disaster. The eminent need for this type of dispositive was created when the Red Cross dissuaded material donations as a result of a surcharge of donated goods. Additionally, by creating online communities, everyday people with no experience in disaster relief work, were given the opportunity to help from a distance. The analysis of the various forms of connected giving environments included small blogging communities and larger communities developed around forums (see Annex -- Future Research for table of figure including the blogs and forums present in the evaluation). The evaluation revealed that smaller blogging communities developed trust faster, but were not

sustained for a very long time after the natural disaster. On the other hand, larger communities developed around forums took more time to develop trust, but were sustained for a longer period of time after hurricane Katrina. The researchers established several problematics that connected giving communities are presented with:

Connected giving groups faced several challenges: establishing authority within the group, providing relevant information, developing trust in one another, and sustaining the group over time (Torrey et al., 2007).

The connected giving communities are composed of donors as well as victims of the natural disaster, who are seeking assistance. This digital environment offers a way of connecting victims and potential donors in a bilateral exchange of information by the two-parties. Donors post offers of the material which they are able to donate; and victims share their stories in order to explain the specific needs that they have been confronted with. These types of online communities enter into the paradigm of binding communications and show how factors such as social visibility influence group dynamics: "Another compelling aspect of blogs and forums is that they facilitate visible communication between participants, an essential element for online community development" (Torrey et al., 2007). An interesting comparative study would include the analysis of traditional websites that are designed with the binding communication principles versus blogs and forums developed with the goal of connecting disaster victims and potential donors in a CMC "connected giving" environment. However, before this type of cross examination can be conducted, we find that it is necessary to test the validity of our hypothesis that the strategic placement of binding communication principles on a website is conducive to the commitment process. This can be achieved with the development of an experimental

website (**See Graph 38**) which applies the principles of binding communication in combination with the F. theory of Web design; and comparing it to a control website that does not apply the F. theory of Web design.

A "binding communication" website does not have the objective of persuading Internauts. Instead, this type of website has the primary goal of inciting activities on behalf of its users. Past research on the characteristics of binding communication websites noted characteristics including: the feeling of liberty, social visibility, the importance of the action and the reason for the action (Romma, 2010).

The objective of our future analysis is to study the effect of strategically placing binding communication elements on a website page. For this experiment, we will be using Nielsen's F. theory of Web design along with binding communication in order to assess the impact it has on Internaut behavior.

Some of the key questions that must be asked in order to identify websites that apply the principles of binding communications include: does the website allow the Internauts to become actors? Does the site offer a way of applying social visibility i.e. recognizing the Internauts actions? Does the site apply a high level of action identification for its targeted commitments? Does the site employ the "you are free to" semantic evocation of liberty? Are commitments irreversible/irrevocable? Does the site have a targeted audience and promote high importance of the action? Does the site apply the principle of repetition of the act?

One of the benefits of creating experimental websites that apply the principles of binding communication is that the site can be used to perform multiple evaluations each targeting different independent variables. An interesting aspect of this type of evaluation is that it is performed in a real-life setting and the commitments which are made on the humanitarian

websites are used as promised i.e. in support of humanitarian aid projects. Essentially, our future research aims to provide results that are tangible and which have in immediate impact; notably on the donation recipients affected by the humanitarian crises.

Once our experiment is concluded, our future research aims to develop an evaluation tool for humanitarian websites that will allow developers to identify their site as "a binding communication (BC) website" and to what degree the site uses BC techniques. This tool will be in the form of an interactive survey that returns results based on the responses provided by surveys users. We have already developed a prototype module that is functional; however, we are waiting to finish our comparative analysis before making the auto evaluation tool available to verified humanitarian organizations.

Graph 61 -- Binding Communication Website Evaluation Tool

Humanitarian Website Optimisation Survey

by William Samuel Ravatua-Smith, Ph.D.

[Français](#)

- [English](#)

Home

Survey

Contacts

Some of the key questions that must be asked in order to identify websites that apply the principles of binding communications include: does the website allow the Internauts to become actors? Does the site offer a way of applying social visibility i.e. recognizing the Internauts actions? Does the site apply a high level of action identification for its targeted commitments? Does the site employ the "you are free to" semantic evocation of liberty? Are commitments irreversible/irrevocable? Does the site have a targeted audience and promote high importance of the action? Does the site apply the principle of repetition of the act?

Start

Humanitarian Website Optimisation Survey

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[Français](#)

- [English](#)

Home

Survey

Contacts

Does the website allow the Internauts to become actors?

Yes No

Does the site offer a way of applying social visibility i.e. recognizing the Internauts actions?

Yes No

Does the site apply a high level of action identification for its targeted commitments?

Yes No

Does the site employ the "you are free to" semantic evocation of liberty?

Yes No

Are commitments irreversible/irrevocable?

Yes No

Does the site have a targeted audience and promote high importance of the action?

Yes No

Does the site apply the principle of repetition of the act?

Yes No

Enter your e-mail address to recieve the results

Send

The auto evaluation tool will be accompanied by explanatory videos that denote the characteristics of each binding communication factor. The auto evaluation survey allows website developers to consult the level of binding communications applied on their site. This will help developers clearly understand whether or not their websites are applying the key factors of binding communication. Once the auto evaluation tool is complete and online, we will target small humanitarian organizations in order to assist them in the development of their websites towards the application of the binding communication principles. The overall goal is to render humanitarian websites more efficient in driving Internauts towards engaging in targeted commitments for humanitarian actions. Once ready, the auto evaluation tool will be offered free of charge and specifically for humanitarian organizations.

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Annex

Foot in the Door Strategy in a Face to Face Communication Setting

Control group oral discourse before and after the humanitarian film projection:

Before the film:

"Hello, my name is William Samuel Ravatua-Smith, I am the president and founder of the humanitarian association SHAPE 1 AFRICA. Actually, I am an American student performing a Masters degree at Ingémédia and I created this association in April of 2010 in the context of my studies. I went to Burkina Faso and created this film during my research internship.

The SHAPE 1 AFRICA association is based at the University of the South Toulon-Var at Ingémédia located across from the library. If you have any questions, I am there everyday in room Z 13.

Now I am going to show you a short film on a humanitarian action that I am piloting for the association. Please watch attentively and remember that with solidarity 'We Can Change The World !'."

Film projection (18 Minutes)

After the film:

"Thank you for your attention. Now I am going to pass around free adherence forms for the association. Take one if you want too.

If you want to show your support for this action, please complete this free adherence form (show the form).

Inscription is free with the option of making a donation. The attached member card is also free and you can keep it (show member card).

If you want to make a donation right now, I will give receipt in exchange (show receipt book). If you want to make a donation in the future, please fill

out the adherence form and keep your member card. My contact information is on the card and you can contact me in the future if you would like to make a donation; or you can drop off your donation directly with the secretary at Ingémédia.

Don't forget, even small donations help; As Mother Theresa said: 'We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop.' When you finish the form please come and see me with it. After, I will respond to any of the question that you may have.

Thank you very much."

Experimental group oral discourse before and after the humanitarian film projection:

Before the film:

"Hello, my name is William Samuel Ravatua-Smith, I am the president and founder of the humanitarian association SHAPE 1 AFRICA. Actually, I am an American student performing a Masters degree at Ingémédia and I created this association in April of 2010 in the context of my studies. I went to Burkina Faso and created this film during my research internship.

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Don't forget, even small donations help; as Mother Theresa said: 'We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop.'

Raise your hand if the film made you want to help these children by making a donation

(Count the number of hands raised).

Thank you very much.

When you finish the form please come and see me with it. After, I will respond to any of the question that you may have.”

After giving the instructions the experimenter sits down, takes notes and awaits the students.

Control group oral discourse before and after the humanitarian film projection:

Version Française

Group de Control

Avant le film:

Bonjour, je m'appelle William Samuel Ravatua-Smith, Je suis le président et fondateur de l'association humanitaire SHAPE 1 AFRICA. En fait, je suis un étudiant Américain en Masters 2 à Ingémédia et j'ai créé cette association en Avril 2010 dans le cadre de mes recherches. Je suis allé au Burkina Faso et a créé ce film dans le cadre de mon stage.

L'association SHAPE 1 AFRICA est basée à l'Université du Sud Toulon Var à Ingémédia situé en face de la bibliothèque. Si vous avez des questions, je suis là tous les jours dans la Salle Z13.

Maintenant je vais vous montrer un court-métrage sur une action humanitaire que j'ai mené pour le compte de l'association.

S'il vous plaît regardez attentivement, et rappelez-vous, que avec la solidarité " We Can Change the World !"

FILM

Après le film:

Je vous remercie de votre attention. Maintenant je vais faire circuler les formulaires d'adhérence libre pour l'association. Prenez en un si vous voulez.

Si vous souhaitez manifester votre soutien à cette action s'il vous plaît remplissez ce formulaire d'adhérence libre. (montrez formulaire)

L'inscription est gratuite avec la possibilité de faire un don. La carte de membre ci-joint est aussi gratuite et vous pouvez la garder.

(montrez carte)

Si vous souhaitez faire un don dès maintenant, je vais vous donnerai un reçu en échange.

(montrez cahier de recu)

Si vous souhaitez faire un don à l'avenir, s'il vous plaît remplissez le formulaire d'adherence et gardez votre carte de membre. Mes coordonnées sont sur la carte et vous pouvez me contacter si vous souhaitez faire un don à l'avenir, ou déposer votre don directement avec le secrétaire à

Ingémédia.

N'oubliez pas, même des petites donations aide. Comme Mère Teresa disait: "Nous pensons que, ce que nous faisons n'est qu'une goutte d'eau dans l'océan. Mais l'océan serait moins rempli sans cette goutte."

Lorsque vous avez terminé avec le formulaire s'il vous plaît venez me voir avec. En suite je répondrai a toute vos questions, si vous en avez.

Merci beaucoup.

Experimental group oral discourse before and after the humanitarian film projection:

Version Française

Group Expérimental

Avant le film:

Bonjour, je m'appelle William Samuel Ravatua-Smith, Je suis le président et fondateur de l'association humanitaire SHAPE 1 AFRICA. En fait, je suis un étudiant Américain en Masters 2 à Ingémédia et j'ai créé cette association en Avril 2010 dans le cadre de mes recherches. Je suis allé au Burkina Faso et a créé ce film dans le cadre de mon stage. L'association SHAPE 1 AFRICA est basée à l'Université du Sud Toulon Var à Ingémédia situé en face de la bibliothèque. Si vous avez des questions, je suis là tous les jours dans la Salle Z13.

Maintenant je vais vous montrer un court-métrage sur une action humanitaire que j'ai mené pour le compte de l'association.

S'il vous plaît regardez attentivement, et rappelez-vous, que avec la solidarité " We Can Change the World !"

FILM

Après le film:

Je vous remercie de votre attention. Maintenant je vais faire circuler les formulaires d'adhérence libre pour l'association. Prenez en un si vous voulez. Si vous souhaitez manifester votre soutien à cette action s'il vous plaît remplissez ce formulaire d'adhérence libre. (montrez formulaire)

L'inscription est gratuite avec la possibilité de faire un don. La carte de membre ci-joint est aussi gratuite et vous pouvez la garder. (montrez carte)

Si vous souhaitez faire un don dès maintenant, je vais vous donnerai un reçu

en échange.

(montrez cahier de reçu) Si vous souhaitez faire un don à l'avenir, s'il vous plaît remplissez le formulaire d'adhésion et gardez votre carte de membre. Mes coordonnées sont sur la carte et vous pouvez me contacter si vous souhaitez faire un don à l'avenir, ou déposer votre don directement avec le secrétaire à Ingémédia.

N'oubliez pas, même des petites donations aident. Comme Mère Teresa disait: "Nous pensons que, ce que nous faisons n'est qu'une goutte d'eau dans l'océan. Mais l'océan serait moins rempli sans cette goutte."

Levez la main si le film vous a donné envie d'aider ces enfants en faisant un don.

(Compter)

Merci beaucoup.

Lorsque vous avez terminé avec le formulaire s'il vous plaît venez me voir avec. En suite je répondrai à toutes vos questions, si vous en avez.

Valorization of the Humanitarian Film

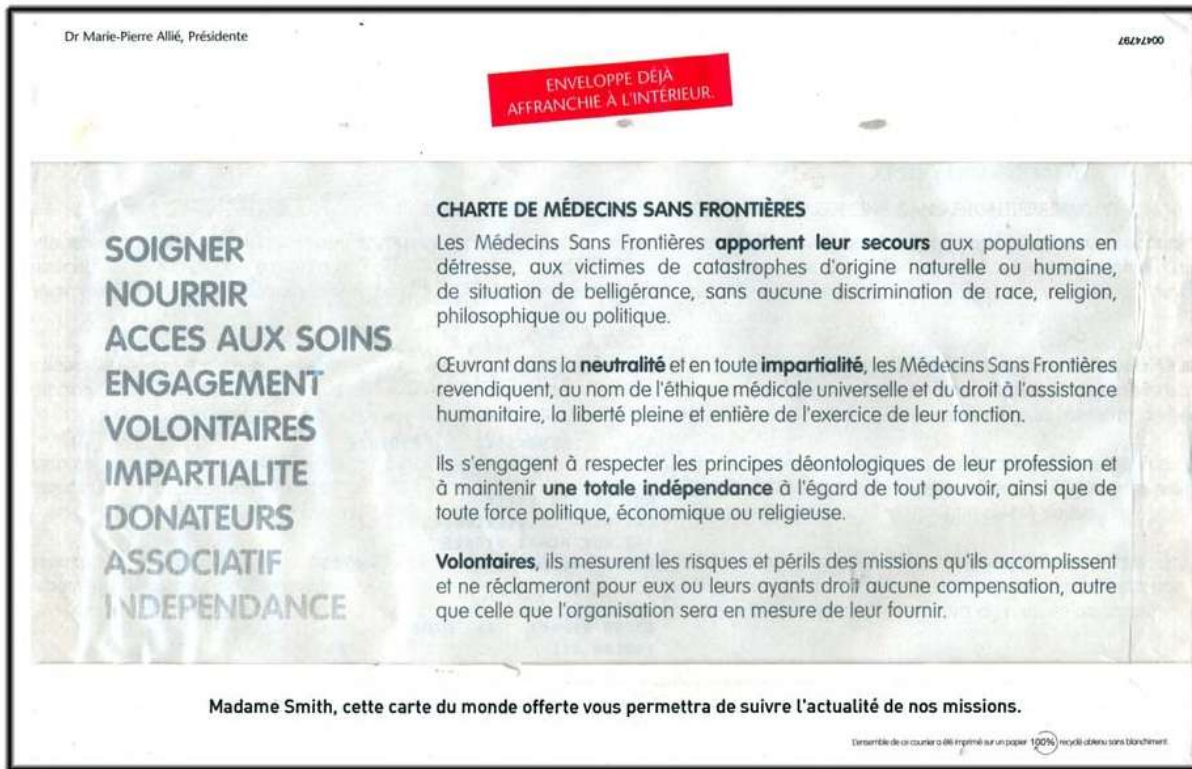
Keeping in mind that emotion and cognition contribute to the control of thought and behaviors (Gray et al., 2001), I structured the video documentary in a manner that would incite emotions and cognitions consonant with the act of donating. After the opening credits, the film appropriately starts with a proverb from Mother Theresa "It's not how much we give but how much love we put into giving." The purpose of this proverb is to mentally prepare viewers to make a donation. The proverb creates a message to viewers telling them that by making a donation they are showing that they have compassion for the victims of the humanitarian crisis. The video also contains three-dimensional elements in the presentation of the association. The use of attractive imagery in relation to the association's logo creates a direct link between the association and its state of prestigiousness. That is to say, if the association was presented with a low quality image the resulting perception of the organization would be characterized as unprofessional or amateur. Contrarily, the use of dynamic and attractive imagery adds to the association's credibility. Although it may not seem relevant to the context of binding communications, developing credibility is an important factor in gaining the trust of public and private entities. The film lasts about 20 minutes and covers the problems and potential solutions in order to ameliorate the quality of life for 1,800 inhabitants of a rural village in Bama, Burkina Faso. The title of the film ("The Colma Séguéré Elementary School, A School with no Toilets, no Windows and no Water") was designed in a manner that explains exactly what the object of the film is. By including the primary issues of the film in its title, I attempted to eliminate any possible ambiguity in relation to the public's understanding of the purpose of the film. Furthermore, the title is direct and to the point, so that viewers know what they are about see. The film is also developed with respect to the chronological order in which it was documented. The first onscreen reporting occurs when I am on the back of a

motorcycle explaining how the director of the school makes a long voyage three times a week in order to get to the school and that the lack of an efficient system of public transportation is another element that degrades the overall educational environment at the elementary school. By reporting an issue in a contextually coherent environment (i.e. reporting the lack of public transportation while on the back of a motorcycle), I was attempting to optimize the impact on viewers by showing them the actual circumstances in action. Video containing verbal messages that are consistent with the visual imagery creates a valid presentation of the issue that requires little questioning and eliminates skepticism because the proof is apparent in the imagery. While filming the documentary, I capitalized on opportunities to relate my verbal messages with corresponding visual imagery in order to validate my statements. For example, while addressing the problem of the absence of toilets, I would film a young student relieving himself next to the school. Although these types of images were not previewed, I took advantage of similar occurrences as a means of transmitting messages that would carry higher amounts of impact on the viewers. The narration, performed by the professional narrator Michael Zugowski, is in a first person point of view. I designed the narration in this way as a means of showing the viewers that this film is a personal account based on a firsthand experience. The first appearance of the narrative audio is a statement from "The Convention on the Rights of the Child" provided by the United Nations Children's Fund (UNICEF). I decided to start the narration by citing "The Convention on the Rights of the Child" because it is the most widely ratified human rights convention in history (UNICEF, 1997). Assuming that the majority of viewers are aware of and support UNICEF's objectives, by stating a citation in reference to one of UNICEF's conventions, I am attempting to transfer this support towards my initiative. This approach is based on the principle of influence in which familiarity is a primary component in

explaining why people like or have positive cognitions towards different things (Cialdini, 2001). The principle of liking states that we like those who are similar to us and hence are more easily persuaded by them (Uebergang, 2007). Once again, by citing a widely accepted source, not only do I validate the accurateness of my statement; I also present information that is related to a likable entity, thus making my information more acceptable. Presenting a widely acknowledged ideology pertaining to the basic amenities that children should be provided with i.e. the citation from "The Convention on the Rights of the Child", and then following the statement with images that are not consistent with this ideology; is a way of contrasting how things should be and how they really are. People generally stay consistent with their beliefs and actions, so by referring to an ideology related to the minimum standards of acceptable living conditions and then by showing living conditions that do not meet these standards; I am attempting to create a form of cognitive dissonance in the psychology of the viewers. The dissonance is created when viewers see the living conditions that they find to be unacceptable. The expected outcome is that viewers will attempt to reduce this dissonance by making an attempt to ameliorate the living conditions. Since they cannot go to the terrain of the problem, the best solution for them to make a contribution is by making a donation. At the end of the film, the text "You are free to make a contribution to help these children" appears. This statement is based on the context of liberty to incite intrinsic motivation. Additionally, the context of liberty contributes to the development of internal motivation that is more effective in creating bonds between the person and their actions (Joule & Beauvois, 1998).

MSF Promotional Material

Figure



1

Figure 2



Figure 3

Malnutrition : les moyens d'agir



La malnutrition, maladie à l'origine de la moitié des décès des enfants de moins de cinq ans, nécessite une prise en charge médicale spécialisée. L'apparition de nouveaux traitements pouvant être administrés à domicile ouvre de nouvelles perspectives pour soigner la malnutrition.

Encore récemment, tous les enfants souffrant de malnutrition aiguë devaient être hospitalisés. Désormais, et dès lors qu'ils ne souffrent pas d'autres maladies, ils peuvent rester chez eux et prendre leur traitement à domicile.

Les produits nutritionnels prêts à l'emploi – des pâtes nutritives à base de lait, d'huile, de sucre, de vitamines, de micronutriments et de sels minéraux – ont révolutionné la prise en charge de la malnutrition et permis la mise en place de centres de nutrition « ambulatoire ». Les enfants y viennent plusieurs fois par semaine pour recevoir ces pâtes thérapeutiques. Entre deux visites au centre, ce sont les mères qui donnent les pâtes nutritives



LES ALIMENTS THÉRAPEUTIQUES PERMETTENT DE GUÉRIR NEUF ENFANTS SUR DIX.

Les aliments thérapeutiques prêts à l'emploi permettent aux mères de soigner leur enfant à la maison et évitent ainsi de longs séjours hospitaliers.

à leurs enfants. Un suivi médical régulier permet de repérer les complications et, si besoin, d'hospitaliser les enfants. Grâce au traitement à domicile, le nombre d'enfants pris en charge augmente. Les mères peuvent continuer à s'occuper du reste de la famille et le nombre d'abandons en cours de traitement diminue. De plus, l'utilisation de ces nouveaux produits garantit une reprise de poids rapide des patients et assure la guérison de plus de neuf enfants sur dix.

LE CENTRE DE NUTRITION EN CAS DE COMPLICATION

Lorsqu'une autre maladie (paludisme, pneumonie, anémie...) s'ajoute à la malnutrition,

l'état de l'enfant s'aggrave encore. Il est admis d'urgence dans un centre de nutrition, placé sous surveillance médicale stricte. Il reçoit du lait thérapeutique en petites quantités, de manière fractionnée tout au long de la journée (tous les jours).

Après une phase de stabilisation et d'observation, il est nourri de façon à pouvoir regagner du poids rapidement. À raison de 1 700 calories par jour, il reçoit, en plus du lait, des sachets d'un aliment thérapeutique enrichi à ses besoins (c'est-à-dire en bas âge). Une fois la phase critique passée, le petit patient peut rentrer chez lui et y poursuivre son traitement nutritionnel.

SOIGNER LA MALNUTRITION DANS LES VILLAGES | BURKINA FASO

Depuis deux ans et demi, 39 000 enfants ont été admis dans le programme de lutte contre la malnutrition dans les districts de Yako et Titao, au nord du pays.



Un programme de nutrition thérapeutique permet aux mères de donner à leur enfant des pâtes thérapeutiques. Les mères doivent administrer chaque jour à leur enfant.

permettent aux mères de soigner leur enfant à la maison. L'objectif est de prendre en charge un maximum d'enfants souffrant de malnutrition sévère.

Aujourd'hui, une des équipes médicales travaille à Titao, dans l'un des 22 centres ambulatoires ouverts au total sur les deux districts. « Chaque semaine, nous traitons 700 enfants mais le nombre change et peut atteindre jusqu'à 200 par semaine », explique Benjamin, infirmier.

GRÂCE À CES TRAITEMENTS, 9 ENFANTS SUR 10 GUÉRISSENT

Les enfants souffrant de complications médicales telles qu'une anémie grave ou une déshydratation sévère sont directement référés au centre nutritionnel thérapeutique de Titao pour être admis en soins intensifs. Mais, près de 85 % d'entre eux ne développent aucune complication et sont soignés chez eux.

Les équipes médicales donnent aux mères le traitement hebdomadaire de pâtes thérapeutiques pour leur enfant qui devra revenir une fois par semaine pour un bilan de santé.

« Le système fonctionne bien. Il y a beaucoup d'enfants qui vont mieux aujourd'hui grâce à ces produits. C'est un traitement complet », conclut Benjamin.

La malnutrition est un problème endémique au Burkina Faso et les enfants de moins de cinq ans en subissent les conséquences les plus graves. La hausse des prix, une alimentation pauvre et de mauvaises récoltes en sont les principales causes.

Depuis septembre 2007, un programme de lutte contre la malnutrition sévère a été créé dans les districts de Titao et Yako, au nord du pays. Celui-ci consiste à soigner les enfants dans un centre de santé proche de chez eux et à simplifier leur prise en charge, grâce à des pâtes thérapeutiques prêtes à l'emploi qui



OPÉRER DANS LES DÉCOMBRES | HAÏTI

Dès le 12 janvier, les équipes présentes à Port-au-Prince soignent dans les décombres des hôpitaux en attendant les renforts.

C'est la fin de la journée quand les membres de l'équipe du centre de réhabilitation via Drott sont les derniers à trembler. « Nous avons eu le même réflexe : lui, sortir le plus vite possible », se souvient Joseph, coordinateur logistique. Il appelle l'équipe de l'hôpital La Trinité. La réponse est brève : « Nous aussi l'hôpital est détruit. Il y a du monde dessous ».

AFFLUX DE BLESSÉS GRAVES

Les blessés défilent. Médecins et infirmiers sortent la malade d'urgence et donnent les premiers soins. En quelques heures environ 300 personnes arrivent à Pôcat et plus encore à La Trinité. Les équipes travaillent non stop, improvisent des blocs opératoires dans les décombres des hôpitaux. Pansements,

plâtres, sutures... le travail s'effectue dans la chaleur et dans le bruit, à la lumière de lampes frontales ou des phares de voitures. Le plupart des blessés ont un membre écrasé, des plaies ouvertes et infectées. Parfois, l'amputation est la seule issue pour sauver une vie. « Ma première opération était sur une main, ma spécialité. C'était une plaie très ouverte, très infectée », explique Roberto, chirurgien. « Il m'a fallu deux jours avant d'accepter de couper des membres ».

Au bout d'une semaine, l'hôpital sous tentes gonflables est enfin monté. Le refus d'atterrissage retardé l'arrivée du matériel par avion. Plus de 150 patients y sont transférés. Les chirurgiens, eux, opèrent dans de bien meilleures conditions.

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Figure 4

LA MALNUTRITION EN 4 POINTS

1 LES DIFFÉRENTES FORMES DE LA MALNUTRITION

La malnutrition aiguë se présente sous deux formes : le **marasme** (fonte des muscles et de la graisse du corps) et le **kwashiorkor** (accumulation d'eau dans les tissus ou œdèmes). Parfois, les deux formes peuvent être associées. D'autres maladies liées à des carences en vitamines ou en sels minéraux peuvent apparaître comme l'anémie, le scorbut, le béribéri, le rachitisme...

2 MOURIR DE FAIM TRISTE RÉALITÉ POUR LES MOINS DE TROIS ANS

Théoriquement, une personne peut mourir de faim quand la consommation de ses propres tissus ne permet plus d'assurer sa survie. **En réalité, la plupart des décès associés à la malnutrition aiguë sévère survient avant ce stade**, en raison d'autres pathologies, notamment infectieuses, de plus en plus fréquentes à mesure que la malnutrition s'aggrave.



Le taux de malnutrition chez les enfants de moins de cinq ans peut être rapidement évalué à l'aide d'un bracelet, le MUAC, qui mesure le tour de bras.

3 LES ENFANTS PREMIÈRES VICTIMES

Les moins de trois ans sont les plus vulnérables pour deux raisons principales. D'abord, le fait qu'ils soient en phase de croissance et en période de sevrage de lait maternel les rend particulièrement sensibles à une baisse des apports alimentaires. Ensuite, comme dans tous les pays du monde, **les enfants sont davantage sujets à des infections car leur système immunitaire n'est pas entièrement développé**. Ceci est aggravé dans les pays où le paludisme est endémique et où les conditions de vie sont très précaires.

4 MESURER LA MALNUTRITION

Pour connaître le degré de malnutrition, on mesure avec un bracelet spécial, le MUAC, la circonférence du bras des enfants de moins de cinq ans. La zone rouge (périmètre inférieur à 110 mm) indique une malnutrition sévère, la zone orange une malnutrition modérée. La zone jaune indique un risque de malnutrition et la zone verte un état normal. **On évalue aussi, plus précisément, le degré de malnutrition en calculant un ratio entre le poids, la taille et l'âge de l'enfant.**

Figure 5



Madame Smith, en personnalisant votre courrier avec ces étiquettes, vous nous aidez à promouvoir nos actions. Merci pour votre soutien.

<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>	<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>	<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>	<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>
<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>	<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>	<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>	<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>
<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>	<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>	<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>	<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>
<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>	<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>	<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>	<p>Mme Heiata Smith Bâtiment le Velasquez 147 rue Henri Vienne 83000 TOULON</p>

Figure 6

1 EURO PAR SEMAINE
www.teuroparsemaine.com

MEDECINS SANS FRONTIERES

1 EURO PAR SEMAINE,
POUR VOUS C'EST SIMPLE, **POUR EUX C'EST VITAL,** POUR NOUS C'EST INDISPENSABLE.

Paris, le 15 mars 2010

Chère Madame,

Au Burkina Faso mais aussi au Soudan, en Ethiopie ou au Tchad, nos équipes prennent en charge des milliers d'enfants souffrant de malnutrition aiguë. La malnutrition serait à l'origine de 5 millions de décès chaque année dans le monde ! C'est beaucoup, c'est trop ! Qui peut se résigner à la mort d'un enfant ?

Nos médecins ne baissent pas les bras car ces décès ne sont pas une fatalité.
Il existe désormais un nouveau produit nutritionnel thérapeutique prêt à l'emploi que nous utilisons dans nos programmes et qui permet de **sauver près de neuf enfants sur dix.**

Chaque jour, nous nous battons pour que ces produits soient disponibles à un prix abordable et puissent être distribués à un plus grand nombre possible d'enfants. **Ce sont ces réponses concrètes que nous avons choisi d'apporter,** en tant qu'organisation humanitaire et médicale, aux personnes que nous secourons. Et ces réponses, nous ne pouvons les apporter qu'avec votre aide.

Partie à retourner à Médecins Sans Frontières dans l'enveloppe ci-jointe

BON D'ABONNEMENT OU DE SOUTIEN
Association reconnue d'utilité publique - 8, rue Saint-Sabin 75564 Paris Cedex 11 - N° national d'émetteur : 193 046

Je m'abonne à la revue *Médecins Sans Frontières Infos* (7,62 € par an)
Règlement par chèque à l'ordre de Médecins Sans Frontières

OUI, JE VEUX FAIRE UN DON RÉGULIER DE:
 1 euro par semaine (4,33 € par mois)
 5 euros par mois 7 euros par mois
 10 euros par mois euros par mois
(montant à votre convenance)

M79882642 P101N76

Mme Heiata Smith
Batiment Le Velasquez
147 Rue Henri Vienne
83000 TOULON

Coordonnées à modifier le cas échéant

Adresse Email :

En 2010, tout don versé à Médecins Sans Frontières ouvre droit à une réduction d'impôt de 75%, dans la limite de 513 euros de don, 66% au-delà.

ACCORD DE DON DIRECT EN FAVEUR DE MÉDECINS SANS FRONTIÈRES
Association reconnue d'utilité publique - 8, rue Saint-Sabin 75564 Paris Cedex 11 - N° national d'émetteur : 193 046

J'autorise l'établissement teneur de mon compte à prélever mon don mensuel au profit de Médecins Sans Frontières, directement sur mon compte. Je peux suspendre et cet accord à tout moment.

Fait à Signature :

le (obligatoire)

COORDONNÉES DE L'ÉTABLISSEMENT TENEUR DE VOTRE COMPTE

Nom de ma banque :

Désignation du compte			
Code d'établissement	Code guichet	N°compte	Clé RIB
.....

N'oubliez surtout pas de nous adresser avec ce document un **relevé d'identité bancaire (RIB)**, que vous trouverez dans votre chéquier ou sur vos relevés de compte.

JE PRÉFÈRE FAIRE UN DON PONCTUEL PAR CHÈQUE DE:
 30 euros **52 euros** 80 euros euros
(montant à votre convenance)


Règlement à l'ordre de Médecins Sans Frontières


Figure 7

Comme vous pourrez le lire dans notre revue *Médecins Sans Frontières Infos* ci-jointe, notre engagement est de permettre l'accès des plus démunis à des traitements efficaces, de mettre en œuvre de nouvelles méthodes de prise en charge de la malnutrition comme nous le faisons pour le sida ou le paludisme.

Aussi, je vous invite aujourd'hui à participer à l'opération *1 euro par semaine*, une façon simple et efficace d'agir chaque jour à nos côtés. En choisissant ce mode de soutien, **vous donnez à nos équipes des moyens concrets et innovants pour soigner** les victimes de la malnutrition mais aussi de la guerre, des maladies ou des épidémies. Permettez-leur de continuer.

D'avance, je vous en remercie.







Dr Marie-Pierre Allié
Présidente



P.S. : afin de suivre nos missions, n'hésitez pas à vous abonner à la revue *Médecins Sans Frontières Infos*.

1 EURO PAR SEMAINE, DE VOTRE ENGAGEMENT À NOTRE ACTION

- 1 Vous décidez de participer à l'opération **1 euro par semaine**.
- 2 Nous enregistrons votre participation.
- 3 Vos dons réguliers nous permettent d'envoyer des équipes et du matériel médical sur le terrain.
- 4 Nos médecins soignent des **enfants souffrant de malnutrition sévère** avec des produits adaptés.
- 5 **GRÂCE À VOUS, près de 39 000 enfants malnutris ont été pris en charge au Burkina Faso depuis deux ans et demi.**

© Médecins Sans Frontières

Figure 8

1 EUR PAR SEMAINE

1 euro par semaine,
pour vous, c'est simple pour eux, c'est vital pour nous, c'est indispensable



www.1europarsemaine.com



NOUS SOUTENIR EN CONNAISSANCE DE CAUSE
Ce que nous nous engageons à faire avec les dons que vous nous confiez.



Catégorie	Pourcentage
Missions sociales	89,7 %
Collecte de fonds	5,7 %
Frais de structure	4,6 %

Répartition des dépenses de Médecins Sans Frontières en 2008

LE CHOIX DE L'INDÉPENDANCE FINANCIÈRE
Vos dons nous permettent d'agir, de soigner et de sauver des vies en toute indépendance.



Catégorie	Pourcentage
Ressources privées utilisées	99,1 %
Ressources institutionnelles publiques	0,9 %

À l'origine de nos ressources : votre confiance.

PRÈS DE 90 % DE NOS DEPENSES SONT CONSACRÉES À LA MISE EN ŒUVRE DE NOS PROGRAMMES SUR LE TERRAIN. MERCI DE VOTRE CONFIANCE.

Figure 9

1 EURO PAR SEMAINE, UNE MANIÈRE EFFICACE ET CONCRÈTE DE LES SOUTENIR

Pour vous, c'est simple	Pour eux, c'est vital	Pour nous, c'est indispensable
		
<p>> SIMPLE Vous n'avez qu'un formulaire à remplir puis votre participation est automatique et votre don est réparti sur toute l'année.</p> <p>> LIBRE Vous pouvez suspendre votre prélèvement à tout moment par simple appel ou via internet.</p> <p>> SANS FRAIS Vous n'aurez aucun frais de mise en place pour votre prélèvement automatique⁽¹⁾.</p>	<p>> 1 € = 4 VACCINS contre la rougeole.</p> <p>> 5 € = 3 TRAITEMENTS complets contre le paludisme.</p> <p>> 7 € = 26 SACHETS de pâte thérapeutique pour soigner un enfant sévèrement malnutri.</p> <p>> 10 € = 1 MOIS DE TRITHÉRAPIE pour un malade du sida.</p>	<p>> RENFORCER NOTRE RÉACTIVITÉ Nous répondons aux urgences, même les moins médiatisées.</p> <p>> S'ENGAGER PLUS LONGTEMPS Nous pouvons nous investir sur des programmes à plus long terme.</p> <p>> PRÉSERVER NOTRE INDÉPENDANCE Nous restons libres d'intervenir là où il le faut.</p> <p>> RÉDUIRE LES FRAIS DE COLLECTE ET DE GESTION Nous vous envoyons moins de documents.</p>

Comment apporter votre soutien régulier ?

- ① **Remplissez le formulaire de don ci-joint sans oublier de le signer.**
Il autorise votre banque à verser votre soutien régulier à Médecins Sans Frontières. Votre versement s'effectue automatiquement, sans autre formalité ou frais pour vous, soit 4,33 euros le 5 de chaque mois.
- ② **N'oubliez pas de mentionner les coordonnées de votre banque et de joindre un relevé d'identité bancaire** (que vous trouverez dans vos chèquiers ou sur vos relevés de compte).
- ③ **Retournez le tout, complété et signé,** dans l'enveloppe déjà timbrée ci-jointe, ou à Médecins Sans Frontières, 8, rue saint-sabin, 75011 PARIS.

Une question ?

☎ Service donateurs : 01 40 21 27 27

✉ Médecins Sans Frontières
8, rue saint-sabin - 75011 PARIS

@ donateurs@paris.msf.org

🌐 www.msf.fr

Le saviez-vous ?

75% de vos dons sont déductibles de vos impôts⁽²⁾.

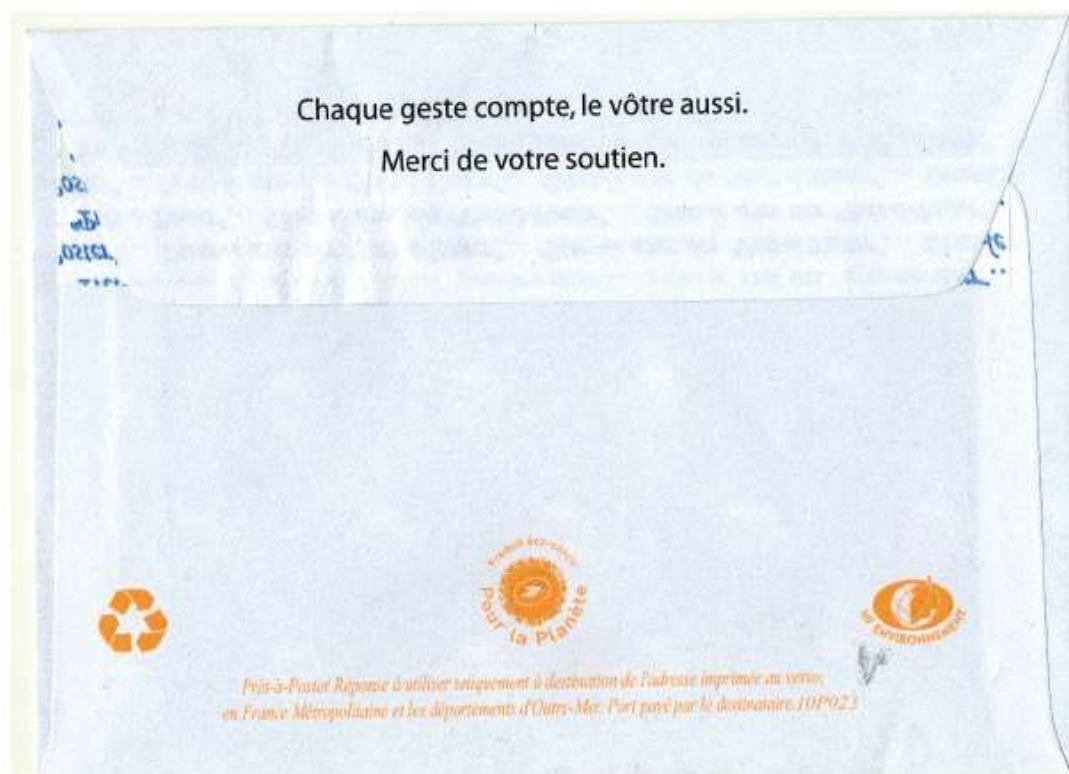
Ainsi, **1 euro** ne vous coûte réellement que **0,25 euro**.

(1) La plupart des banques ne prennent aucun frais lors de la mise en place de votre prélèvement. Si toutefois c'était le cas, signalez-le nous, et nous prendrons contact avec votre banque.

(2) Dans la limite de 513 euros de don annuel et 66% au-delà.

www.1europarsemaine.com

Figure 10



The Presence of Semio-Pragmatic Elements on Popular Humanitarian Websites

Graph 1

Pop-up window inciting optional participation before entering the relief organizations website.

The image shows a screenshot of the Overseas Development Institute (ODI) website. The website header includes the ODI logo and the tagline "Advancing knowledge, shaping policy, inspiring practice". The navigation menu contains links for Home, About ODI, News, Our work, Resources, Events, and Fellowship Scheme. A search bar is located in the top right corner. The main content area features an article titled "Here we go again: famine in the Horn of Africa" with a sub-headline "The UN has declared the worst drought in 70 years...". A pop-up window is overlaid on the page, containing the following text:

Welcome!

Your opinion is important to us.
After your visit, would you take a moment to answer 4 to 6 simple questions about your experience? This will help us improve our website.

It is easy to participate:
Click the "Yes" button below to continue your visit as intended. When done, retrieve the window remaining on your desktop and complete the brief questionnaire.

Thank you for your help!

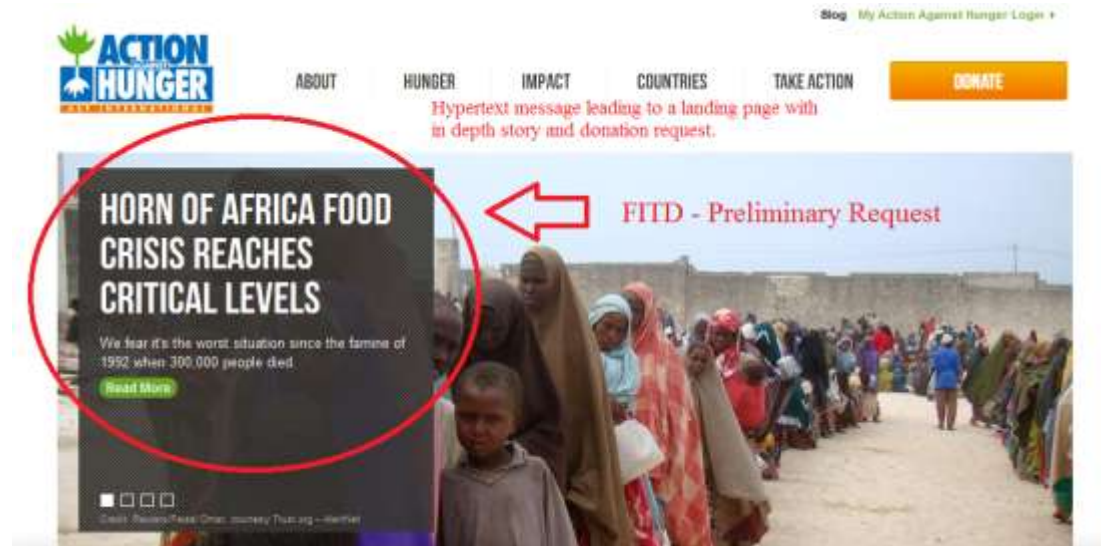
Yes No

TRUSTE. CERTIFIED PRIVACY 4
iPerceptions Privacy Policy

The pop-up window also includes a close button (X) in the top right corner. The background website content is partially obscured by the pop-up. On the right side of the website, there is an "Events calendar" for July 2011 and a "Latest resources" section with several blog posts.

Primary Forms of Communication on Humanitarian Websites

Graph 2



Graph 3

Famine Declared in Somalia as Scale & Scope Reach Catastrophic Levels

July 20, 2011

Breaking News



PHOTO © REUTERS/NOOR KHAMIS, COURTESY TRUST.ORG/ALERTNET

Credit: Reuters/Noor Khamis, courtesy Trust.org/AlertNet

Action Against Hunger fears the current crisis is the worst since 1992, when 300,000 people died of famine in Somalia.

Recommend 63 Send Tweet 1 0

MOGADISHU, SOMALIA—With life-threatening conditions reaching catastrophic levels in parts of Eastern Africa, the United Nations took the extraordinary step of declaring famine in parts of **Somalia**, a classification defined by mortality rates greater than two people per 10,000 per day across a specific region, along with skyrocketing rates of deadly malnutrition (above 30% for children under five), among other indicators.

FITD- Targeted objective

**HELP ALLEVIATE SUFFERING IN
THE HORN OF AFRICA.**

DONATE

Graph 4

The image shows a screenshot of the CARE website homepage. At the top, the CARE logo is on the left, and the tagline "Defending dignity. Fighting poverty." is in the center. Navigation links include "About", "Newsroom", "CARE's Work", "Get Involved", "Campaigns", "Web Features", "Contact Us", and "Careers". A "Donate Now" button and a search bar are also present.

The main content area features a large banner for the "CARE package" with the headline "A great American icon is back: The CARE Package". Below this is a "SEND NOW" button and a "LEARN MORE" button. To the right is a "How can you fight GLOBAL POVERTY RIGHT NOW?" section with a "FIND OUT" button.

A red circle highlights the "partners for change" infographic, which features a young girl's face and the text "PARTNERS FOR CHANGE" and "GIVE MONTHLY". A red arrow points from the text "Persuasive communication with emotion inciting Infographic" to this infographic.

Below the main banner is a "Latest News" section with several news items. To the right is a "FOLLOW CARE TODAY" section with social media icons for Facebook, Twitter, YouTube, and LinkedIn.

At the bottom, there are four "HELP HER" sections: "HELP HER LIVE", "HELP HER LEARN", "HELP HER EARN", and "2010 ANNUAL REPORT". Each section includes a small image and a "Learn More" link.

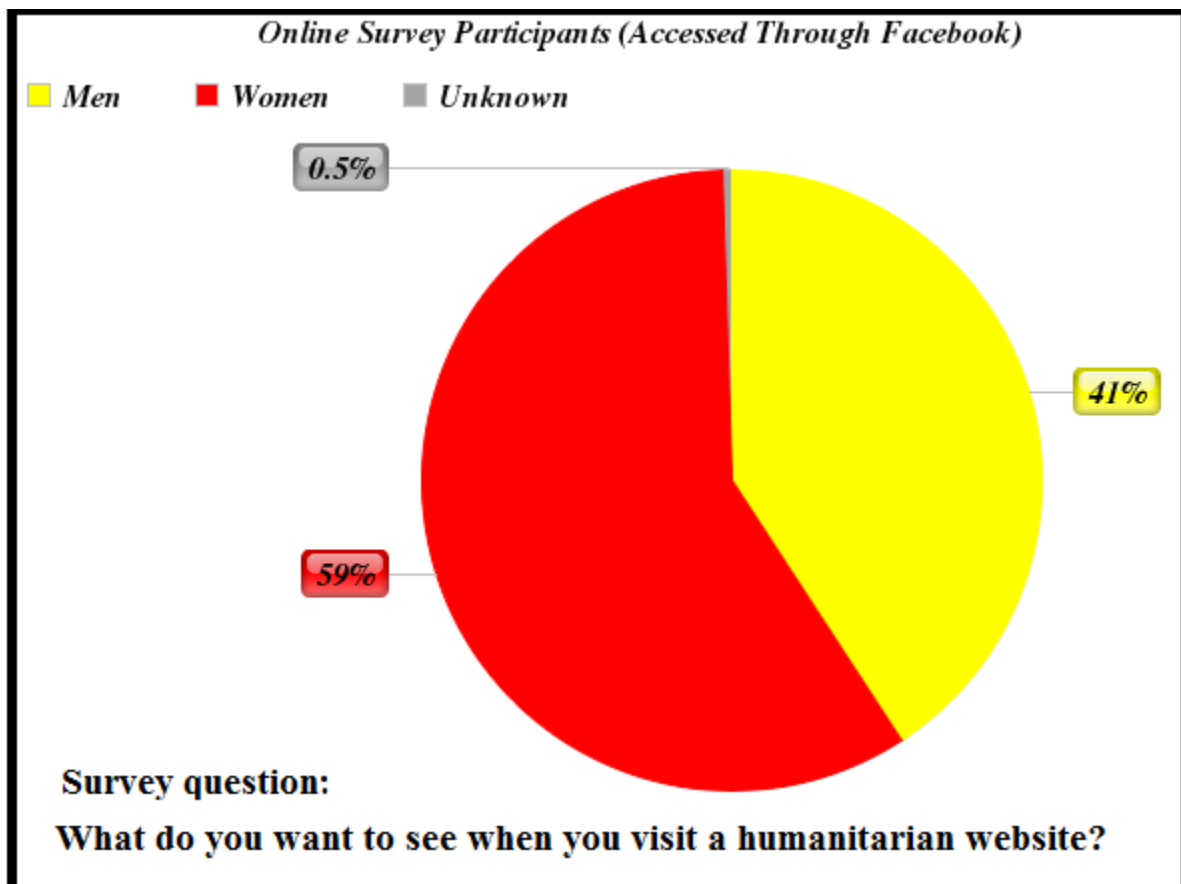
The footer contains a "Join the CARE community now" section with an email input field and social media icons. It also includes various accreditation logos (BBB, Charity Navigator, A+, 20th Anniversary) and contact information for donations.

User centric Study of Humanitarian Website Visitors

Graph 4



Graph 5



Graph 6

Mercy Corps optimizes trust between Internauts and their website by displaying how they use their funds and the Charity Navigator award for responsible stewardship of donor funds.

Gifts that change lives

With more than 40 gifts to choose from, you're sure to find the perfect match for everyone on your list.

SHOP NOW

About us | Our programs | How we innovate | Ways to help | Gifts | **DONATE**

You can save and improve lives in the world's toughest places

88% of our funds go to programs like:
Emergency response
Helping farmers grow more
Small business loans for women
12% of our funds go to administration and fundraising

CHARITY NAVIGATOR
Four Star Charity

Charity Navigator awards us **four stars** for our responsible stewardship of donor funds.

[More endorsements](#) | [Why give to Mercy Corps](#)

What's new in the Mercy Corps world:

FEATURED | NEWS | BLOG | PHOTOS | VIDEOS | [SEE MORE](#)

Mercy Corps Gifts: Not just for 'big kids'
By Megan Zabel Holmes, December 18, 2011

Nepal: From unbanked to borrowers
By Yasirko Lambaste, December 14, 2011

Ten best photos of 2011
By Phil Oltum, December 13, 2011

Kenya: Protecting the children of Billiburbur
By Muna Ahmed, December 2, 2011

Stay informed

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Your email address **SIGN UP**

Like us on Facebook | Follow us on Twitter | Follow us on Tumblr | [Portlanders click here](#)

Mercy Corps
P.O. Box 2600, Dept W
Portland, OR 97209-2609 USA
To give: (888) 747-7440
[Click here to visit Mercy Corps UK](#)

Follow Mercy Corps | [f](#) [t](#) [t](#) [v](#) [p](#) **DONATE**

Graph 7




Handicap International teamed up with the French TV station TF1 to promote the "Sac à Sapin" (Christmas Tree Sac) during the grand finale of the popular tele-reality show Koh Lanta (French version of Survivor) in mid December, 2011.

HANDICAP INTERNATIONAL BOUTIQUE

ACCUEIL
ÉPICERIE
ABC
ENFANT
MODE
BEAUTÉ
MAISON
BUREAU
LIBRAIRIE
OFFRES SPÉCIALES

Bienvenue, identifiez-vous

NON COMPTE **PANIER** (vide)





Le Sac à Sapin

Pratique et généreux !

5,00€

→ VOIR CE PRODUIT

TOP des VENTES



THE DE NOËL



PELUCHE OURSON



SAC À SAPIN

COUP de CŒUR

INCONTOURNABLE

POUR L'OCCASION

Militant			
Epicerie équitable			
Artisanat du monde			

 **PAIEMENT SÉCURISÉ**

SERVICE CONSOMMATEUR
info@handicap-international.fr

EN SAVOIR PLUS
[WWW.HANDICAP-INTERNATIONAL.FR](http://www.handicap-international.fr)

NEWSLETTER

RECEVREZ VOS OFFRES MAINTENANT

vosre e-mail








20€

UNE PAIRE DE BÉQUILLES

Handicap International France sur Facebook

[eJalve](#)

12,200 personnes aiment Handicap International France.




2 ans · Nouv.

[Handicap International France](#)

Graph 8

Mercy Corps advertisement on a graph creation website. A good example of targeting selected audiences.

The image shows a screenshot of the ChartTool website. The website has a blue header with the logo "ChartTool" and a navigation menu with links for Home, Graph, Help, Link, Contact, and Login. A red-bordered box highlights a banner at the top with the text "TU AIMES ALVIN ET LES CHIMPUNKS ?" and a "CLIQUE ICI" button. The main content area is divided into sections: "Online charts" with a description, "Choose from different graphs and charts" with a "Design your chart" button, "LOGIN" with input fields for email and password, "EXAMPLES" with a list of chart types, and "REGISTER NEW USER" with input fields for name and email address. On the right side, there is a vertical advertisement for Mercy Corps with the text "LOOKING FOR A DIFFERENT KIND OF GIFT?" and "GIVE MEDICAL CARE, WATER, FOOD & MORE TO A FAMILY IN NEED", a "BROWSE GIFTS" button, and a photo of a white goat.

Graph 9

Mercy Corps advertisement appears after a relevant search on YouTube.

The image shows a YouTube search result for the video "Paris-Africa : Découvrez le clip des ricochets" by the channel "uniceffrance". The video player is currently displaying a Mercy Corps advertisement. The ad features a white goat and the text: "Give a gift that changes lives. Give a **goat.** MercyCorps Gifts Ads by Google".

The search results on the right include:

- Shakira - Je l'aime a mourir ..** (3:45, 1,931,501 views)
- Clip Officiel Single Des Rico..**
- Making Off du Clip du Singl...**
- Bande Annonce J. Edgar VO** by WarnerBrosFrance (2:20, 207,885 views, Promoted Video)

The video player interface shows the video is 3:36 long, currently at 3:36, with 714,618 views and a 360p resolution.

A Study of the Experimental Context: the Evolution of Humanitarian Websites

Analysis Tools

Firefox Web Browser

Alexa Internet

Alexa Internet is one of the world's largest data-bases containing statistics on nearly every existing website and provides the content with which Internet Archives produces its snapshots. The company was created in 1996 and provides information including: Site registrant name, number of pages, number of internal/external links and frequency of site updates. Alexa automatically updates its archives each time a webpage is "crawled" by one of its robots.

The Internet Archive's Wayback machine

Created by Internet Archive and supported by Alexa, the Wayback Machine has two primary functions: it lets users observe how a site has evolved and secondly it preserves the site (by archiving it) in the form it was captured "even if it is no longer on the active Web" (Weisbard, 2011). ***For more information on the Internet Archive's Wayback Machine: See Annex - The Internet Archive & the Wayback Machine***

Fireshot Pro

All of the screen captures were performed with the Fireshot Pro evaluation version which is a free Firefox add-on that requires a flash player on the user's computer. The benefit of using Fireshot is that, unlike manual screen captures, Fireshot scans the entire webpage being captured (instead of only what is viewable on the screen). Manual screen captures may require two to three image captures as the user is obligated to scroll and capture, then edit to rejoin the screen captures into an accurate representation of the site in

question. With Fireshot, the whole webpage is scrolled and captured; once captured the user can add annotations to the image and save it by default as an editable PNG.

The Internet Archive & The Wayback machine

According to the Internet Archive (FAQ, 2011)

The Internet Archive is composed of nearly 2 Perabytes and is growing at a rate of 20 TB a month. The Wayback machine was created in a cooperative effort between Alexa Internet and the Internet Archive to create what they call a "three dimensional" index that allows users to browse Web documents over multiple periods of time. Users of the WaybackMachine (WM) insert arbitrary temporal queries (searches based on random choice instead of any reason or system) for access to specified content at specified points in time. From a technical point of view the archived data is stored on hundreds of x86 servers (1 TB each) running on Linux operating systems. The Internet Archive has been made reference to as the library of Alexandria online (Kahle, 2005); it serves as a tool preserving digital artifacts for researchers, historians, and scholars. Internet Archive also collaborates with organizations such as the Smithsonian institution, the Library of Congress and NASA. The Library of Alexandria strived to obtain a copy of every book in the world (288 BC) in the hopes of becoming the world center of scholarship. Today, the Internet Archive offers worldwide access to published documentations (otherwise known as digital artifacts), and can be considered as the contemporary form of the library of Alexandria.

Problems Encountered with the Wayback Machine

Some problems occurred including: inability to access webpage's because of location, for example, the International Committee of the Red Cross has traditionally used a preliminary language selection interface that acted as a point of entry into the various ICRC international websites. Since the way Back machine takes screen captures of website homepages; It captured this transitional interface as the homepage of the ICRC website. The English version appears as a sub page of the ICRC website and the indexing of the site started in 2009 instead of 1997 when the site was actually created. Additionally, the Wayback machine has trouble reading certain code sources; although the sites are newer than other archived sites, they appear to be segmented because of a problem reading the source code or cascading style sheet (CSS) script.

Additionally the WM had trouble reading the World Vision website starting in December of 2008. This can possible be attributed to the change in code behind the site. The site seems to have transferred to a flash based model.

With the apparition of donation buttons on the homepages of humanitarian websites, etc... credibility insignias of reputed quality. (insert photo USCRI Dec 2010) (AAH, June 2006)

Before the mid-1990s donations on the Internet was unheard of. For the most part, the general public became familiar with donations on the Internet in the early 2000's. Today, most people who have access to the W3 are familiar with online donations. However, in light of fraudulent activity and scandals, people have become very cautious about making donations on the Internet. To combat this sense of insecurity, humanitarian organizations strategically place the insignias of credibility labels in proximity to their donation buttons or at the footer of their website. These insignias of reputed quality act as a measure of assurance for potential donors.

In-Depth Review of Pioneer Sites

In 1996 only three of the 31 humanitarian organizations had website on the Internet; these organizations were International Committee of The Red Cross (ICRC), Refugees International, International Federation of Red Cross and Red Crescent Societies (IFRC). Officially the IFRC, was the first website online in October of 1996. The ICRC and the Refugees International organizations had their first screen capture in November and December of 1996 respectively.

The ICRC and IFRC websites resemble one another with their largely textual based presentations; at this point in time (1996), a general color chart was not being clearly portrayed however, the ICRC used blue hyperlinks and the IFRC site used red headliner hyperlinks. Each site had an average of 10 links leading users to diverse information. The IFRC site showed one particular element that rendered it more interactive than the other two sites existing in 1996; it hosted the Red Cross and Red Crescent directory; a search engine with directions explaining its function to the user: "For information on the Red Cross or red Crescent Society in a particular country, type the name of the country in the box above and hit enter". The Refugees International website contained graphic photos that acted as hyperlinks buttons (semio-pragmatic elements associating emotion evoking images to textual content via a hyperlink) accompanied by headline text titles such as: "What's New, About Us, Refugee Issues, Other Groups and Feedback". The ICRC and Refugees International sites also portrayed communication campaigns for stopping landmines and de-mining (the removal of landmines) in Cambodia. It almost seems as if these two organizations were working together on the same operation back in 1996; If not, landmines must have been a "buzz" theme during this era. Contrarily, the IFRC site did not host a headline banner targeting any specific action; the only image on the site at the time was a hyperlink image to the 1996 World Disasters Report.

In 1996, it seems like the main priority of humanitarian organizations on the

Internet was to provide information on their actions and reports about past activity. The ICRC and IFRC sites had a very political nature about them; however, the Refugees International site seems to have portrayed a more humanitarian look with the incorporation of emotion evoking photos that acted as hyperlinks to general information.

In 1997, sites were being used to organize meetings and hearings via the Web. Early that year (January), UNICEF's website appeared and displayed the first sidebar of information containing links to their different themes, such as information, participation and organization. In October of 1997, the Refugees International website changed their layout into a more formal presentation and may have mimicked the UNICEF's site by integrating an information sidebar on the left hand side of their site. With this in mind, it can be said that UNICEF set the "sidebar" trend. In mid-1997 the ICRC website had not changed their visual layout (still very textual with little graphic design integrated into their layout), the IFRC site went off line and displayed their logo in place of a homepage and the InterAction organization created their site with a headline indicating that it was still under construction. In 1997, none of the five sites displayed a formal donation button; however, three of the five displayed links such as "Jobs/Volunteer Resources", "How to Help RI" and "Support UNICEF"; all of which led the user to a landing page designed to incite engagements or commitments with the organization as the link title suggests.

In 1998, the relief international site appeared and hosted a flashing GIF banner indicating that the site was "coming soon." The United States committee for refugees opened its website in December of 1998 under the URL "refugees.org." World vision also opened their website in December of 1998; they offered a "quick topical Index" to their site. The index offered end users the possibility to Interfax with the organization or to find out

about specific information pertaining to the organization. The first hyperlink under the title "interact with us" was a link to donate used vehicles.

Mercy Corps, opened their website in May of 1998. In 2000, Mercy Corps added a flashing icon in the top left corner of the website portrayed in the message "Give online".

In 1999, Interaction was the first organization to use a celebrity figure (Sammy Sosa) to promote their organization. In 2000, the Interaction organization integrated an email newsletter on their website and offered visitors the chance to subscribe by simply providing their email. The message inciting participation: "keep up to date with our Interaction community by receiving our monthly e- news." This was accessible through a clickable button that read "add my email." They also added a search engine to their site.

In 2000, Doctors Without Borders created their website that offered people the opportunity "to make a secure donation online." They also conveniently offered a phone number, accompanied by the title "call to help".

In 2001, the Care organization created their website. The site included a horizontal tab bar header that included a "donate now" button. At the bottom of the sites, a message reading "click here to support care now" was accompanied by a medium size donation button reading "DONATE NOW!" all in capital letters.

Standardization: Design, Page length and Alignment

Graph 5

Cluttered layout with no evident design structure.

--->

Organized 3 column layout.



Cluttered layout with no evident design structure.

--->

Organized 2 column layout.

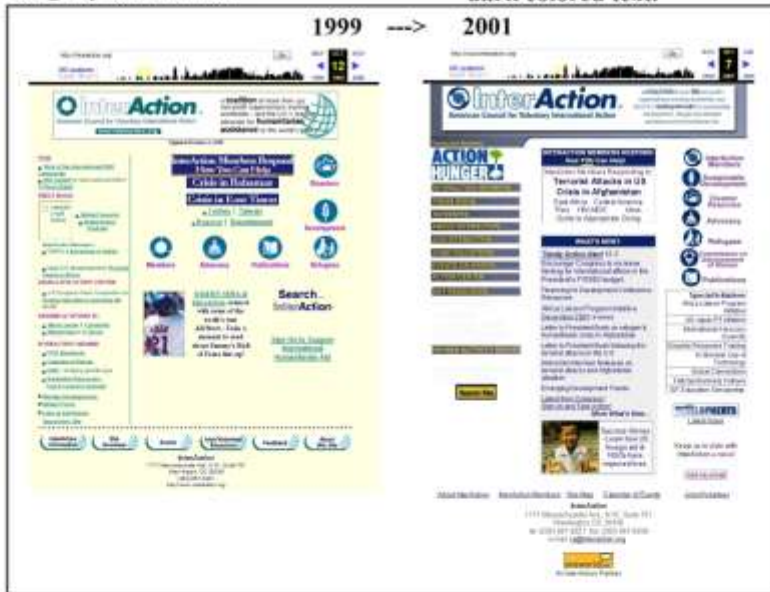


Graph 6

Site dominated by informal, brightly colored text.

--->

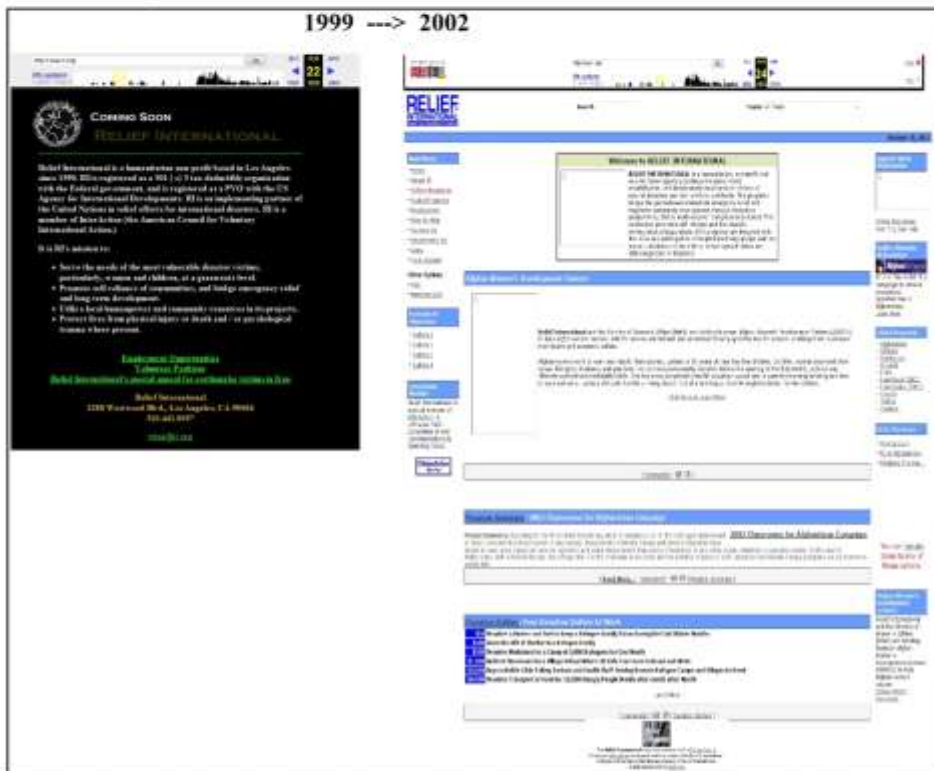
Two years later, the same site displaying standard, dark colored text.



Site displaying informal, brightly colored text on a dark background.

--->

Three years later, the same site has adapted a standard dark text on a white background.



Graph 7

From 1999-2011: Two examples of Standardization from layouts that had no evident rules of structure in 1999 to standard layout designs in 2011.



Graph 9

UNICEF with their website aligned to the left in 1997.

1997

Left-Aligned Site with an abundance of Empty Space

UNICEF adapted a central layout in 2000.

2000

Oxfam with their site aligned to the left in 1998

1998

Oxfam adapted a central layout in 2000.

2000

Graph 10

In 2010, UNICEF used a long page length (scrolling required)



In 2011, UNICEF uses a short page length (no scrolling required)



Graph 11

Example of applying principles of Web 2.0

ANTIHUNGER CAMPAIGN FOR GOES IMAGES OF STARVING CHILDREN

With the help of ad agency G2, we gave an engaging, more positive look as we enter a new era of fighting malnutrition.

[Read More](#)

500,000 people have received relief by support from the Horn of Africa in 2011.

215 TONS of food and stores was distributed in 130 Somalia in August 2011.

10,000 malnourished children were treated by ICF in Kenya as of July 2011.

START A FUNDRAISER

Hold your own event and use our online fundraising tools to help end hunger. Start saving lives today.

OUR IMPACT:

500,000 people have received relief by support from the Horn of Africa in 2011.

215 TONS of food and stores was distributed in 130 Somalia in August 2011.

10,000 malnourished children were treated by ICF in Kenya as of July 2011.

FEATURED PARTNER tyco

START A FUNDRAISER

Hold your own event and use our online fundraising tools to help end hunger. Start saving lives today.

HORN OF AFRICA CRISIS

Graph 12

Mercy Corps uses Web 2.0 to their advantage by offering user piloted fundraisers

The screenshot shows the Mercy Corps website homepage as of September 20, 2011. The main header features the Mercy Corps logo and a search bar. A prominent banner for the Horn of Africa campaign is titled "Severe drought continues" and includes a "DONATE to our Horn of Africa Relief Fund" button. A callout box points to a "START A FUNDRAISING PAGE" button, which is circled in red. Below the banner, a navigation menu includes links for "About us", "Our programs", "How we innovate", "Blog", "Why do help", and "Donate".

Severe drought continues
More than 12 million people are affected, mostly in Somalia, Kenya and Ethiopia, where our teams are responding to urgent needs for food, water and shelter. [Learn more](#)

Photo: Cassandra Nelson/Mercy Corps

Two interactive dialogue boxes, strategically placed where they will receive the most user attention
message content is in-line with the main goals of the organizations website.

DONATE to our Horn of Africa Relief Fund

START A FUNDRAISING PAGE

You can save and improve lives in the world's toughest places

88% of our funds go to programs like:
Emergency response
Helping farmers grow more
Small business loans for women
12% of our funds go to administration and fundraising.

Charity Navigator awards us **four stars** for our responsible stewardship of donor funds.
[More endorsements](#)
[Why give to Mercy Corps](#)

What's new in the Mercy Corps world:

FEATURED | NEWS | BLOG | PHOTOS | VIDEOS | [SEE MORE](#)

FWD

USAID

NEWS

Ethiopia, Kenya, Somalia: USAID and Ad Council announce awareness campaign for the Horn
by Jill Potholke, September 19, 2011

NEWS

Pakistan: Another year of flooding in Sindh
by Pete O'Farrell, September 15, 2011

VIDEO

Somalia: Delivering clean water in Mogadishu
by Cassandra Nelson, September 15, 2011

BLOG

Kenya: A stimulus plan for Vajira
by Jo Murahed, September 15, 2011

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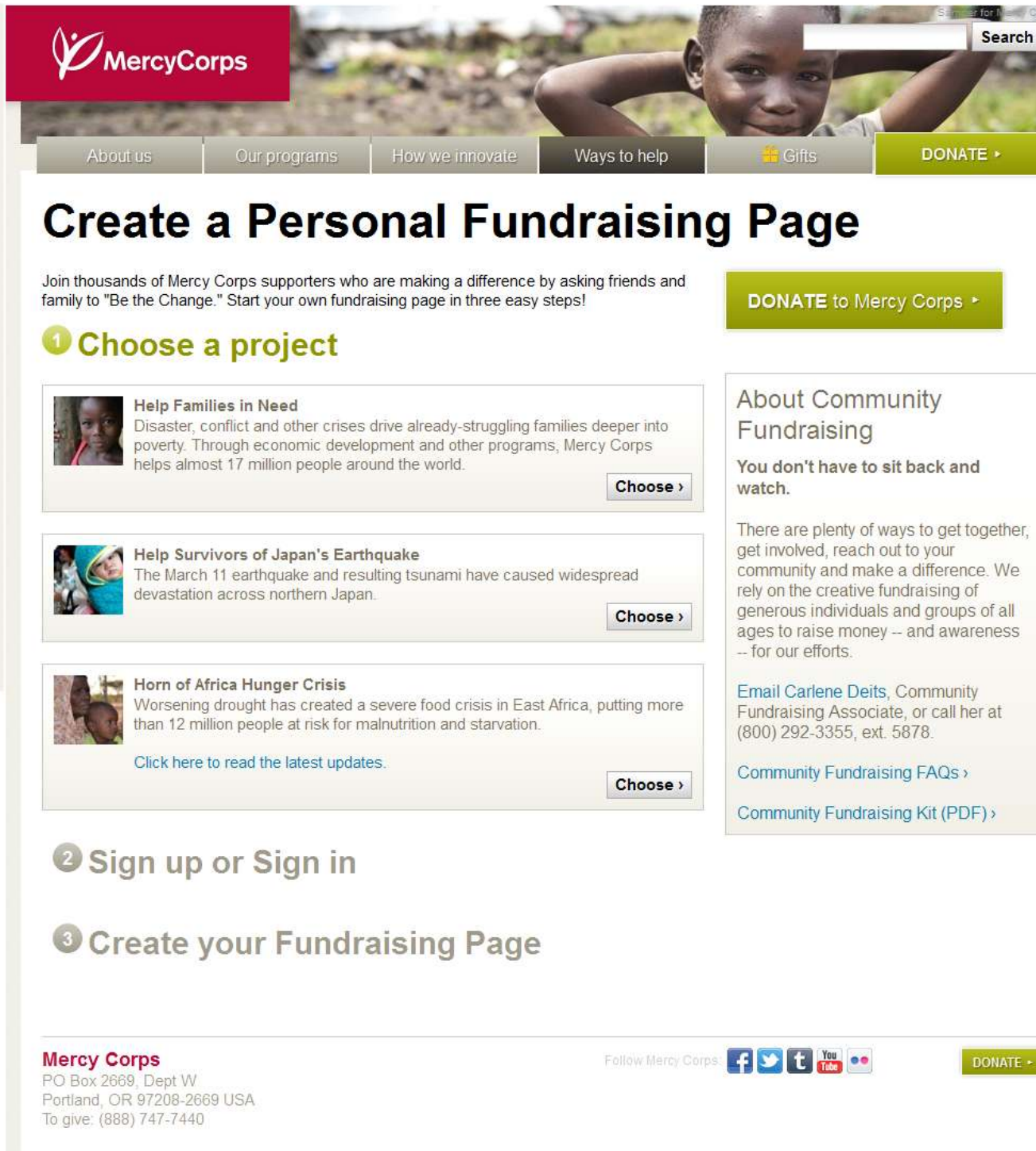
Mercy Corps
PO Box 2689, Dept W
Portland, OR 97208-2689 USA
To give: (888) 747-7440

Follow Mercy Corps:

[DONATE](#)

Graph 13

Mercy Corps Start a Fundraiser Webpage.



The screenshot shows the Mercy Corps website's fundraising page creation process. At the top is the Mercy Corps logo and a navigation menu with links for 'About us', 'Our programs', 'How we innovate', 'Ways to help', 'Gifts', and a 'DONATE' button. The main heading is 'Create a Personal Fundraising Page'. Below this, a text block invites users to join thousands of supporters. A 'DONATE to Mercy Corps' button is visible on the right. The first step, 'Choose a project', lists three options: 'Help Families in Need', 'Help Survivors of Japan's Earthquake', and 'Horn of Africa Hunger Crisis'. Each option includes a small image, a brief description, and a 'Choose' button. A 'Click here to read the latest updates' link is also present for the Horn of Africa project. To the right of the project list is a sidebar titled 'About Community Fundraising' with a sub-heading 'You don't have to sit back and watch.' and a paragraph of text. Below this are links for 'Email Carlene Deits, Community Fundraising Associate, or call her at (800) 292-3355, ext. 5878.', 'Community Fundraising FAQs', and 'Community Fundraising Kit (PDF)'. The second and third steps are 'Sign up or Sign in' and 'Create your Fundraising Page'. At the bottom left is the Mercy Corps contact information, and at the bottom right are social media icons and another 'DONATE' button.

Mercy Corps
PO Box 2669, Dept W
Portland, OR 97208-2669 USA
To give: (888) 747-7440

Follow Mercy Corps: [f](#) [t](#) [t](#) [You Tube](#) [m](#)

2 Sign up or Sign in

3 Create your Fundraising Page

1 Choose a project

Help Families in Need
Disaster, conflict and other crises drive already-struggling families deeper into poverty. Through economic development and other programs, Mercy Corps helps almost 17 million people around the world. [Choose >](#)

Help Survivors of Japan's Earthquake
The March 11 earthquake and resulting tsunami have caused widespread devastation across northern Japan. [Choose >](#)

Horn of Africa Hunger Crisis
Worsening drought has created a severe food crisis in East Africa, putting more than 12 million people at risk for malnutrition and starvation. [Click here to read the latest updates.](#) [Choose >](#)

About Community Fundraising
You don't have to sit back and watch.
There are plenty of ways to get together, get involved, reach out to your community and make a difference. We rely on the creative fundraising of generous individuals and groups of all ages to raise money -- and awareness -- for our efforts.
[Email Carlene Deits, Community Fundraising Associate, or call her at \(800\) 292-3355, ext. 5878.](#)
[Community Fundraising FAQs >](#)
[Community Fundraising Kit \(PDF\) >](#)

DONATE to Mercy Corps >

DONATE >

Chart 1

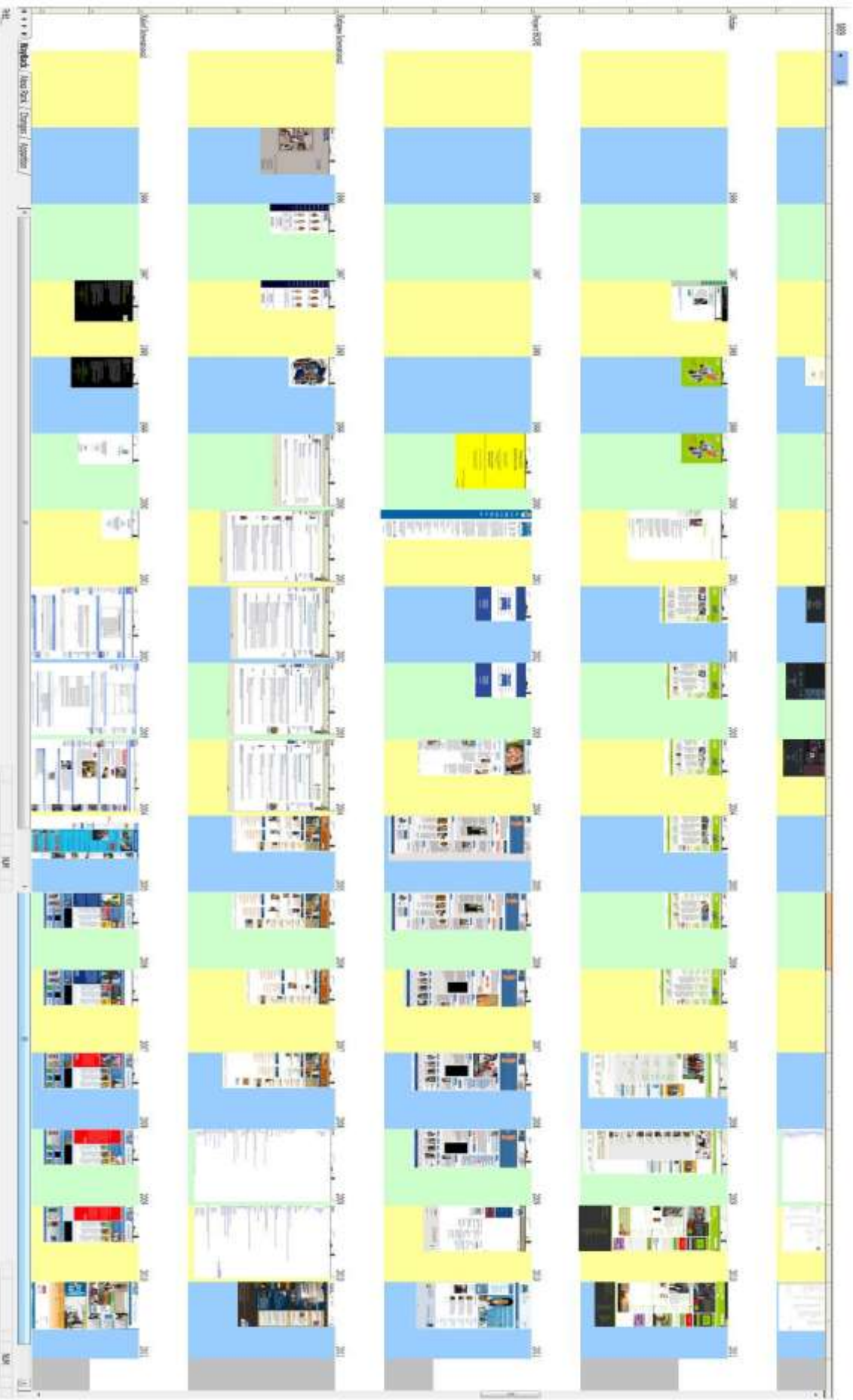
Year of Website Apparition in the Wayback Machine

Humanitarian Organizations	Year of Apparition - Wayback Machine
World Food Program	1996
Refugees International	1996
IFRC	1996
ICRC	1996
Handicap International	1996
Doctors Without Borders	1996
UNICEF	1997
Médecins Sans Frontières	1997
Interaction	1997
Food for the Hungry	1997
Catholic Charities	1997
World Vision	1998
USCR	1998
Relief International	1998
Oxfam	1998
Mercy Corps	1998
AmeriCares	1998
Books for Africa	1999
Samaritan's Purse	2000
Project HOPE	2000
Episcopal Relief and Dev.	2000
Caritas Internationalis	2000
Ryan's Well Foundation	2001
MedShare	2001
CARE	2001

Action Against Hunger	2003
Salvation Army	2004
Catholic Relief Services	2004
UNHCR	2006
UMCOR	2006
Secours Catholique	2006

Longitudinal Study: Excel Database Preview

Longitudinal Study Excel Data-Base Evolution of Popular International Humanitarian Websites



Website Rank in Study & World Rank

Three-Month Global Alexa Traffic Rank		
10/27/2011		
Website Rank in Study		World Rank
1	UNICEF	14412
2	World Food Program	25779
3	World Vision	45427
4	UNHCR	49825
5	Salvation Army	73476
6	ICRC	84463
7	Oxfam	100489
8	Mercy Corps	125566
9	CARE	130643
10	Doctors Without Borders	132547
11	Samaritan's Purse	132880

12	UMCOR	139809
13	IFRC	153643
14	Interaction	387888
15	AmeriCares	437474
16	Catholic Relief Services	451851
17	Action Against Hunger	476418
18	Secours Catholique	505089
19	Médecins Sans Frontières	579154
20	Catholic Charities	605292
21	Food for the Hungry	607751
22	Caritas Internationalis	674932
23	Project HOPE	724545

24	Relief International	930356
25	MedShare	1806458
26	USCR	2439662
27	Books for Africa	2491299
28	Refugees International	2586505
29	Handicap International	2927291
30	Episcopal Relief and Dev.	3115040
31	Ryan's Foundation	Well 3652892

International Humanitarian Organizations World Rankings

Alexa Internet - 3 Month Global Ranking

Screen Captures- October 27th, 2011

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americares.org
AmeriCares

This site is unclaimed. [Claim this Site](#)

Relief organization provides domestic and international assistance. Programs listed by country, photo galleries, press releases and donation information.

Statistics Summary for americares.org

Americares.org's three-month global Alexa traffic rank is 437,474. Compared with all internet users, the site's audience tends to be female; it also appeals more to high-income, childless college graduates aged under 25 and 45-65. It is located in the US. About 29% of visits to Americares.org are referred by search engines, and roughly 32% of visits to the site are bounces (one pageview only). [Show Less](#)

Alexa Traffic Rank

437,474
Global Rank

175,596
Rank in **US**

Reputation

1,434
Sites Linking In

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(No reviews yet)

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www.MadCapSoftware.com/MadPak

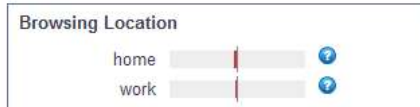
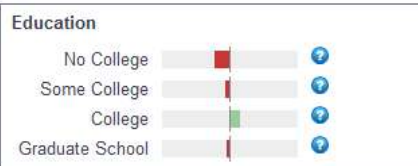
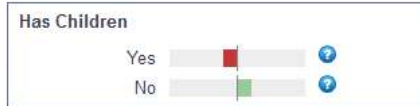
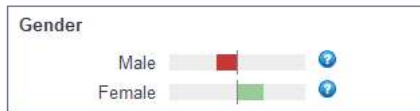
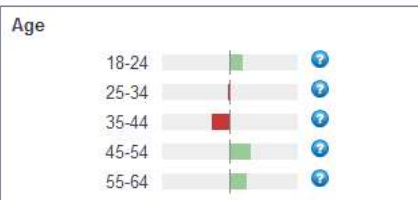
Camtasia Studio 7
It's Screen Recording Like You Have Never Seen Before. Try Free!
TechSmith.com/Camtasia

CEP vs. BAM
Compare CEP and BAM. Get the Free On-Demand Webinar & Whitepaper Now!
www.progress.com/apama

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Americares.org

Relative to the general internet population how popular is americares.org with each audience below?



High Impact Search Queries for Americares.org

Query	Impact
1 americares	High
2 americare	High
3 medical aid	Low
4 ghana humanitarian aid	Low
5 americares foundation	Low
6 internship or volunteer	Low
7 nutrition support for children	Low

[View the complete Search Analytics](#)

Advanced Demographics for americares.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.



Monday

John Smith - 10/18/09

Web design	2.5 hrs
Project manag	1.875 hrs
Engineering	.5 hrs
Tech support	1.25 hrs
Email	1 hr
Phone calls	.5 hrs
All work...	2.5 hrs
No play...	.375 hrs
Is making me...	.5 hrs
A dull person	1 hr

There are better ways to track your time!

Online Task, Time & Project Management



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Search for more


[booksforafrica.org](#)
This site is unclaimed. [Claim this Site](#)

Books For Africa

Statistics Summary for booksforafrica.org

Booksforafrica.org is ranked #2,491,299 in the world according to the three-month Alexa traffic rankings. Visitors to the site view 1.9 unique pages each day on average. Visitors to the site spend about 37 seconds on each pageview and a total of 74 seconds on the site during each visit. The fraction of visits to the site referred by search engines is roughly 29%, and Booksforafrica.org has been online for at least twelve years. [Show Less](#)

Alexa Traffic Rank
2,491,299
Global Rank

Reputation
382
Sites Linking In

☆☆☆☆☆
(No reviews yet)

[Traffic Stats](#)
[Search Analytics](#)
[Audience](#)
[Contact Info](#)
[Reviews](#)
[Related Links](#)
[Clickstream](#)

Audience Demographics for Booksforafrica.org

Relative to the general internet population how popular is booksforafrica.org with each audience below?



Advanced Demographics for booksforafrica.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location




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No data available for booksforafrica.org

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High quality backlinks for free!

Join the worlds biggest link exchange network

High Impact Search Queries for Booksforafrica.org

Query	Impact
1 books for africa	High
2 donate books	High
3 book donations	High
4 book donation	High
5 dollar a day donation	High
6 dollar day donate	Medium
7 volunteer in africa	Medium

[View the complete Search Analytics.](#)

Top Search Queries for Booksforafrica.org

Query	Percent of Search Traffic
1 books for africa	15.14%
2 donate books	6.27%
3 textbooks for africa	5.07%
4 book africa	5.05%
5 "books for africa"	3.85%
6 book donation	3.48%
7 books for	2.40%

Search for more

careusa.org
CARE USA

This site is unclaimed. [Claim this Site](#)

Statistics Summary for careusa.org
Careusa.org's three-month global Alexa traffic rank is 9,510,299. It is based in the US. The site has been online since 2000.

Alexa Traffic Rank
9,510,299
Global Rank

Reputation
325
Sites Linking In

☆☆☆☆☆
(No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

No data available for careusa.org.

Alexa Toolbar Creator
Create a Toolbar!

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High Impact Search Queries for Careusa.org

Query	Impact
1 statistics	High
2 humanitarian	High
3 afghanistan	High

[View the complete Search Analytics](#)

Top Search Queries for Careusa.org

Query	Percent of Search Traffic
1 acbar.in.kabul	42.24%
2 ngo humanitarian statistics	28.36%
3 afghanistan.ngo	22.77%
4 u-care	6.63%

[View the complete Search Analytics](#)

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Alexa

caritas.org This site is unclaimed. [Claim This Site](#)

Caritas Internationalis

Actions et implantations dans le monde de cette organisation humanitaire issue de l'Église catholique romaine. Siège à Cité du Vatican.

Statistics Summary for caritas.org

Caritas.org is ranked #674,932 in the world according to the three-month Alexa traffic rankings. The site's content places it in the "Organisations" category. Approximately 53% of visits to it consist of only one pageview (i.e., are bounces). The time spent in a typical visit to the site is about three minutes, with 47 seconds spent on each pageview. Visitors to Caritas.org view 2.9 unique pages each day on average. [Show Less](#)

Alexa Traffic Rank
674,932
Global Rank

Reputation
935
Sites Linking In
(No reviews yet)

Traffic Stats Search Analytics Audience **Contact Info** Reviews Related Links Clickstream

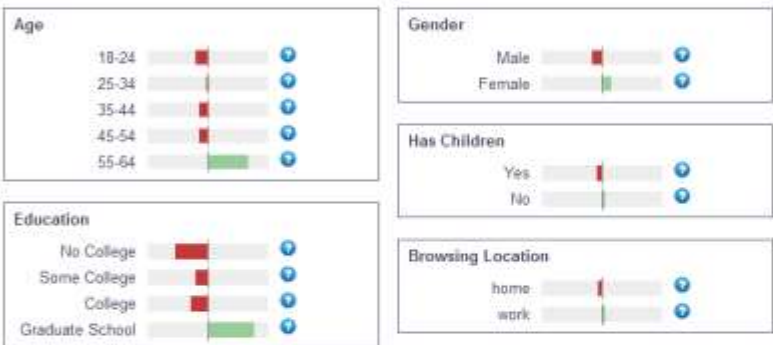
High Impact Search Queries for Caritas.org

Query	Impact
1 caritas	High
2 emolcones	Medium
3 caritas	Low
4 root causes of human trafficking	Low
5 japan earthquake	Low
6 causes of	Low
7 oscar rodriguez	Low

[View the complete Search Analytics](#)

Audience Demographics for Caritas.org

Relative to the general internet population how popular is caritas.org with each audience below?



Advanced Demographics for caritas.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com sangs.com myspace.com linkedin.com google.com

\$0 - \$30K \$30K - \$60K \$60K - \$100K \$100K+

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Compare: facebook.com ts | sangs.com | myspace.com | linkedin.com | google.com [Compare](#)

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No data available for caritas.org.

Top Search Queries for Caritas.org

Query	Percent of Search Traffic
1 caritas	38.96%
2 caritas para facebook	0.99%
3 caritas japan	0.96%
4 caritas internationalis	0.83%
5 emolcones	0.80%
6 caritas uganda	0.76%
7 caritas	0.69%

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Search for more

catholiccharitiesusa.org This site is unclaimed. [Claim this Site](#)
Catholic Charities USA

The largest private network of social service organizations in the United States works to support families, reduce poverty, and build communities.

Statistics Summary for catholiccharitiesusa.org

There are 805,291 sites with a better three-month global Alexa traffic rank than Catholiccharitiesusa.org. Roughly 52% of visits to this site consist of only one pageview (i.e., are bounces). [Show More](#)

Alexa Traffic Rank	Reputation
605,292 Global Rank	200,647 Rank in US
	1,333 Sites Linking In
	(No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Catholiccharitiesusa.org

Relative to the general internet population how popular is catholiccharitiesusa.org with each audience below?



Advanced Demographics for catholiccharitiesusa.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com sanga.com myspace.com linkedin.com google.com

\$0 - \$30K
\$30K - \$50K
\$50K - \$100K
\$100K+

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Compare facebook.com to sanga.com myspace.com linkedin.com google.com [Compare](#)

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Visitors by Country for Catholiccharitiesusa.org

Country	Percent of Visitors
United States	67.3%
OTHER	32.7%

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High intensity LED IR strobe light solutions for all ALPR applications
[www.garstoft.com/vt.php](#)

Paper on B2B Monitoring:
Trading partners, EDI transactions, B2B integration, all made simple.
[www.iwaysoftware.com](#)

Camtasia Studio 7
It's Screen Recording Like You Have Never Seen Before. Try Free!
[TechSmith.com/Camtasia](#)

High Impact Search Queries for Catholiccharitiesusa.org

Query	Impact
1 catholic charities	High
2 catholic charities usa	Medium
3 charities	Low
4 catholic charity	Low
5 wholesale fertilizer	Low
6 poverty in america	Low
7 adoption	Low

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Top Search Queries for Catholiccharitiesusa.org

Query	Percent of Search Traffic
1 catholic charities	66.37%
2 catholic charities usa	3.93%
3 catholic charities adoption	1.33%
4 catholic charity	0.79%
5 catholic charities adoptions	0.43%
6 catholic charities southern california	0.32%
7 catholic charities usa annual	0.27%

Search for more

crs.org
Catholic Relief Services

CLAIMED
Get Certified

Catholic Relief Services is the official international relief and development agency of the U.S. Catholic community. CRS is also committed to educating the people of the United States to fulfill their moral responsibilities toward our global brothers and sisters by helping the poor, working to remove the causes of poverty, and promoting social justice.

Statistics Summary for crs.org

CrS.org's three-month global Alexa traffic rank is 451,851. Visitors to the site spend approximately two minutes per visit to the site and 50 seconds per pageview. Compared with internet averages, this site's audience tends to be female; it also appeals more to childless users aged 25-35 and over 45 who have incomes between \$30,000 and \$100,000 and have postgraduate educations. Approximately 23% of visits to the site are referred by search engines. Crs.org has been online since 2004. [Show Less](#)

Alexa Traffic Rank

451,851
Global Rank

163,072
Rank in US

Reputation

1,747
Sites Linking In

☆☆☆☆☆
(No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Crs.org

Relative to the general internet population how popular is crs.org with each audience below?



Advanced Demographics for crs.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com xanga.com myspace.com linkedin.com google.com

80 - \$30K
\$30K - \$60K
\$60K - \$100K
\$100K+

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Compare facebook.com to: xanga.com myspace.com linkedin.com gongin.com [Compare](#)

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Visitors by Country for Crs.org

Country	Percent of Visitors
United States	55.2%
OTHER	44.7%

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Paper on B2B Monitoring:
Trading partners, EDI transactions, B2B integration, all made simple.
[www.livestore.com](#)

Business Data Monitors
Confused About CEP and BAM? Learn Which is Best for You. Free Webinar
[www.progras.com/spam](#)

Screen Capture Editing
Screen Grabs, Captures, Edits and More with MadCap Capture. Now \$39
[www.MadCapSoftware.com/Capture](#)

High Impact Search Queries for Crs.org

Query	Impact
1. crs	High
2. catholic	High
3. catholic relief	Medium
4. rice bowl	Medium
5. capacity building	Low
6. emergency response	Low
7. contact president obama	Low

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Top Search Queries for Crs.org

Query	Percent of Search Traffic
1. crs	34.97%
2. catholic relief services	18.22%
3. rice bowl	1.50%
4. operation rice bowl	1.43%
5. crs pakistan	1.06%
6. catholic relief services japan	1.04%
7. capacity building	0.96%



Search for more

doctorswithoutborders.org This site is unclaimed. [Claim this Site](#)

Medecins Sans Frontieres / Doctors without Borders

Doctors and nurses volunteer to provide urgent medical care in countries to victims of war and disaster. Includes news, exhibits, publications, speeches, field news, and volunteering information.

Statistics Summary for **doctorswithoutborders.org**

There are 132,546 sites with a better three-month global Alexa traffic rank than Doctorswithoutborders.org. The site's content places it in the "Volunteering" category. The site is located in the US. Doctorswithoutborders.org has been online for at least thirteen years. About 51% of visits to the site consist of only one pageview (i.e., are bounces). [Show Less](#)

Alexa Traffic Rank
132,547 Global Rank

Reputation
5,614 Sites Linking In

35,451 Rank in US

1 Review

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Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Doctorswithoutborders.org

Relative to the general internet population how popular is doctorswithoutborders.org with each audience below?



High Impact Search Queries for Doctorswithoutborders.org

Query	Impact
1 doctors without borders	High
2 without borders	High
3 borders	Medium
4 doctors without borders donation	Low
5 doctors	Low
6 doctors events	Low
7 dr without borders	Low

[View the complete Search Analytics](#)

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Trading partners, EDI transactions, B2B integration, all made simple.
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www.jmgree.com/spama

Predictive Analytics Conf

Bigger wins - case studies, experts Nov 30 - Dec 1, 2011 - London, UK
www.PredictiveAnalyticsWorld.co

Medical Mission Trips

Volunteer or Past Medical Mission Trips - Free, Non-Profit
www.medicalmissions.org

Advanced Demographics for doctorswithoutborders.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com kanga.com myspace.com freedit.com google.com

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Install the Toolbar Now

Compare facebook.com.kl kanga.com myspace.com linkedin.com google.com Compare

Optimize your search traffic with Alexa Search Analytics! [Optimize Now!](#)

Visitors by Country for Doctorswithoutborders.org

Country	Percent of Visitors
United States	69.4%
India	4.6%
United Kingdom	2.9%
Canada	2.6%
Germany	2.1%
OTHER	18.5%

Top Search Queries for Doctorswithoutborders.org

Query	Percent of Search Traffic
1 doctors without borders	49.23%
2 borders	5.73%
3 doctors without borders japan	0.85%
4 medecins sans frontieres	0.68%
5 msf	0.66%
6 usa	0.58%
7 without borders	0.58%

Search for more

er-d.org This site is unclaimed. [Claim this Site](#)

Episcopal Relief and Development

The worldwide relief agency of the Episcopal Church. Provides money and resources in times of emergency or disaster. Lists of relief programs, online publications and related links.

Statistics Summary for er-d.org

Er-d.org is ranked #3,115,040 in the world according to the three-month Alexa traffic rankings. It is based in the US. The site has been online for at least eleven years. The site belongs to the "Ministries" category of internet sites. [Show Less](#)

Alexa Traffic Rank
3,115,040
Global Rank

Reputation
7/10
Sites Linking In
☆☆☆☆☆
(No reviews yet)

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Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Er-d.org

Relative to the general internet population how popular is er-d.org with each audience below?



High Impact Search Queries for Er-d.org

Query	Impact
1 erd	High
2 relief fund	Medium
3 er-d.org	Medium
4 food crisis	Medium
5 make rhp	Low
6 er diagram	Low
7 er-d.org	Low

[View the complete Search Analytics.](#)

Advanced Demographics for er-d.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com kings.com myspace.com linkedin.com google.com

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No data available for er-d.org.

Database Designer

ERD

www.visual-paradigm.com

Ads by Google

Top Search Queries for Er-d.org

Query	Percent of Search Traffic
1 erd	21.99%
2 episcopal relief and development	11.53%
3 episcopal relief	2.65%
4 episcopal relief fund hadi	2.47%
5 episcopal relief	2.39%
6 episcopal relief and development somalia	2.21%
7 contest er diagram	1.88%

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fh.org This site is unclaimed. [Claim this Site](#)

Food for the Hungry

Christian relief and development organization dedicated to meeting physical and spiritual needs around the world. Offers a chance to provide help through child sponsorship.

Statistics Summary for fh.org

Fh.org is ranked #607,751 in the world according to the three-month Alexa traffic rankings. The site appeals to users whose demographics are not significantly different from those of all internet users. The site is located in the US. Approximately 53% of visits to Fh.org are bounces (one pageview only). Visitors to this site view an average of 2.8 unique pages per day. [Show Less](#)

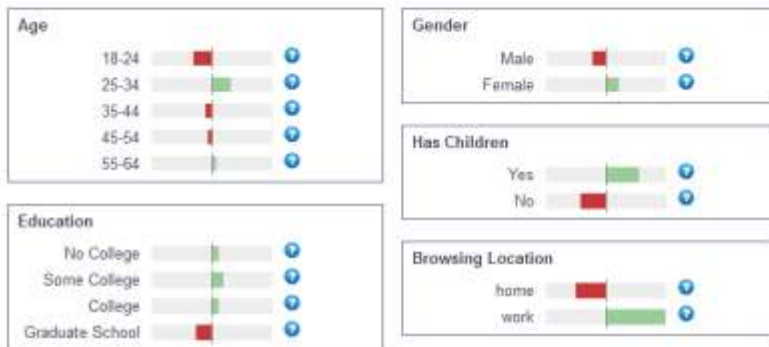
Alexa Traffic Rank
 Global Rank: **607,751**

Reputation
 Rank in US: **161,119**
 Sites Linking to: **748**
 (No reviews yet)

Traffic Stats Search Analytics **Audience** Contact Info Reviews Related Links Clickstream

Audience Demographics for Fh.org

Relative to the general internet population how popular is fh.org with each audience below?



High Impact Search Queries for Fh.org

Query	Impact
1 fh	High
2 feeding the hungry	Medium
3 food	Medium
4 angle for amedes	Low
5 feed the hungry	Low
6 what is a child sponsor	Low
7 short term sponsor a child	Low

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Advanced Demographics for fh.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com kanga.com myspace.com linkedin.com google.com

\$0 - \$30K
 \$30K - \$50K
 \$50K - \$100K
 \$100K+

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Visitors by Country for Fh.org

Country	Percent of Visitors
United States	60.6%
OTHER	39.5%

Top Search Queries for Fh.org

Query	Percent of Search Traffic
1 fh	57.33%
2 food for the hungry	14.23%
3 food for	1.08%
4 away	0.96%
5 feeding the hungry	0.93%
6 fh	0.90%
7 fh.org	0.65%

[View the complete Search Analytics](#)

Search for more

handicap-international.org This site is unclaimed. [Claim this Site](#)

Handicap International

Mettre en oeuvre des programmes pluridisciplinaires pour améliorer les conditions de vie des personnes en situation de handicap ou de vulnérabilité. Takoma Park.

Statistics Summary for handicap-international.org

Handicap-international.org's three-month global Alexa traffic rank is 2,927,291. The site's visitors view an average of 1.0 unique page per day. The site is in the "Handicap International" category of websites. Handicap-international.org has been online for more than fifteen years. The time spent in a typical visit to the site is roughly 25 seconds, with 22 seconds spent on each pageview. [Show Less](#)

Alexa Traffic Rank

2,927,291 Global Rank

118,949 Rank in FR

Reputation

565 Sites Linking to

☆☆☆☆☆ (No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Handicap-international.org

Relative to the general internet population how popular is handicap-international.org with each audience below?



Advanced Demographics for handicap-international.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location



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Visitors by Country for Handicap-international.org

Country	Percent of Visitors
FR	70.0%
OTHER	30.0%

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High Impact Search Queries for Handicap-international.org

Query	Impact
1 handicap international	High
2 handicap	High
3 handicap.fr	Medium
4 association handicap	Medium
5 pc portable	Medium
6 handicap	Low
7 before transport	Low

[View the complete Search Analytics](#)

ID # ME

Notre Cachemire 100% Alaskan



Je craque ▶

Top Search Queries for Handicap-international.org

Query	Percent of Search Traffic
1 handicap international	40.26%
2 hi	25.14%
3 handicap	4.95%
4 hi	2.86%
5 handicap international	2.56%
6 good practices	1.76%
7 handicap-international.ma	1.56%

Search for more

Alexa Toolbar Creator
Create a Toolbar

icrc.org This site is unclaimed. [Claim this Site](#)

International Committee of the Red Cross - ICRC

Organization whose humanitarian mission is to protect the lives and dignity of victims of war and internal violence and to provide them with assistance. (In English, French and Spanish).

Statistics Summary for icrc.org

There are 84,462 sites with a better three-month global Alexa traffic rank than icrc.org. Its visitors view 3.7 unique pages each day on average. The site belongs to the "Red Cross and Red Crescent" category. Search engines refer about 28% of visits to the site. While we estimate that 9% of visitors to icrc.org come from the US, where it is ranked #140,061, it is also popular in Algeria, where it is ranked #9,776. [Show Less](#)

Alexa Traffic Rank
84,463 Global Rank

Reputation
140,061 Rank in US
8,457 Sites Linking In
(No reviews yet)

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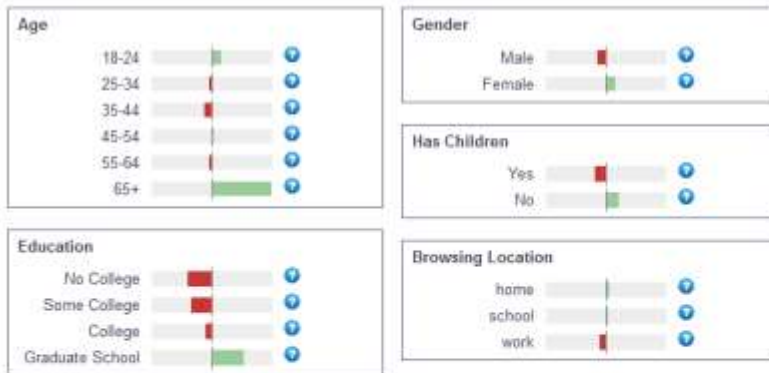
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Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Icrc.org

Relative to the general internet population how popular is icrc.org with each audience below?



High Impact Search Queries for Icrc.org

Query	Impact
1 geneva.convention	High
2 red	High
3 red cross	Medium
4 cruzroja	Medium
5 comite	Medium
6 红十字会	Medium
7 croix rouge	Medium

[View the complete Search Analytics.](#)

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Advanced Demographics for icrc.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com kangas.com myspace.com linkedin.com google.com

\$0 - \$30K
\$30K - \$60K
\$60K - \$100K
\$100K+

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Compare: facebook.com to kangas.com myspace.com linkedin.com google.com [Compare](#)

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Visitors by Country for Icrc.org

Country	Percent of Visitors
United States	9.4%
France	7.9%
Spain	7.2%
China	6.2%
United Kingdom	4.3%
Switzerland	3.7%
India	3.5%
Indonesia	3.4%

Top Search Queries for Icrc.org

Query	Percent of Search Traffic
1 icrc	4.58%
2 red cross	4.57%
3 geneva.convention	2.23%
4 cicr	1.67%
5 croix rouge	1.37%
6 fourth.geneva.convention	0.95%
7 ira	0.89%

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Search for more



This site is unclaimed. [Claim this Site](#)

International Federation of Red Cross and Red Crescent Societies

Worldwide humanitarian organization providing assistance without discrimination as to nationality, race, religious beliefs, class or political opinions.

Statistics Summary for ifrc.org

Ifrc.org has a three-month global Alexa traffic rank of 153,643. The site belongs to the 'Red Cross and Red Crescent' category of sites. Relative to the overall population of internet users, the site's audience tends to be female; it also appeals more to childless, highly educated, less affluent people aged under 35 and over 65. Ifrc.org has a bounce rate of roughly 54% (i.e., 54% of visits consist of only one pageview). It is based in Switzerland. [Show Less](#)

Alexa Traffic Rank

153,643
Global Rank

105,764
Rank in **IT**

Reputation

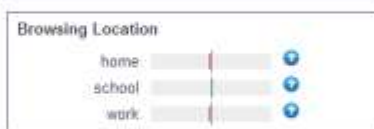
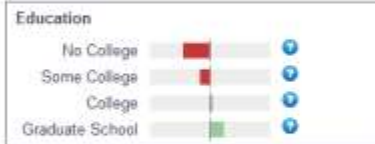
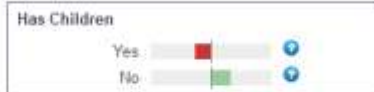
5,597
Sites Linking In

☆☆☆☆☆
(No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Ifrc.org

Relative to the general internet population how popular is ifrc.org with each audience below?



Advanced Demographics for ifrc.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com kangas.com myspace.com linkedin.com google.com

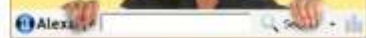
\$0 - \$30K \$30K - \$60K \$60K - \$100K \$100K+

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High Impact Search Queries for Ifrc.org

Query	Impact
1 red crescent	High
2 ifrc	High
3 donate	Medium
4 red	Medium
5 croissant rouge	Medium
6 management information system	Medium
7 management information	Medium

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Visitors by Country for Ifrc.org

Country	Percent of Visitors
India	12.2%
United States	11.1%
Spain	3.3%
Iran	3.1%
Indonesia	2.7%
United Arab Emirates	2.2%
OTHER	65.3%

Top Search Queries for Ifrc.org

Query	Percent of Search Traffic
1 red cross	5.89%
2 red crescent	5.33%
3 croix rouge	2.96%
4 international red cross	2.45%
5 ifrc	2.15%
6 croissant rouge tunisien	0.99%
7 croissant rouge	0.87%

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Search for more

interaction.org

This site is unclaimed. [Claim this Site](#)

InterAction

A coalition of more than 150 humanitarian organizations providing disaster relief, refugee assistance and sustainable development programs worldwide. Links to most member groups are provided.

Statistics Summary for interaction.org

There are 387,887 sites with a better three-month global Alexa traffic rank than interaction.org, and this site has been online for more than seventeen years. It is located in the US. Search engines refer roughly 15% of visits to InterAction, and while it is ranked #291,981 in the US, where approximately 32% of its visitors are located, it is also popular in India, where it is ranked #255,799. [Show Less](#)

Alexa Traffic Rank

387,888
Global Rank

291,981
Rank in US

Reputation

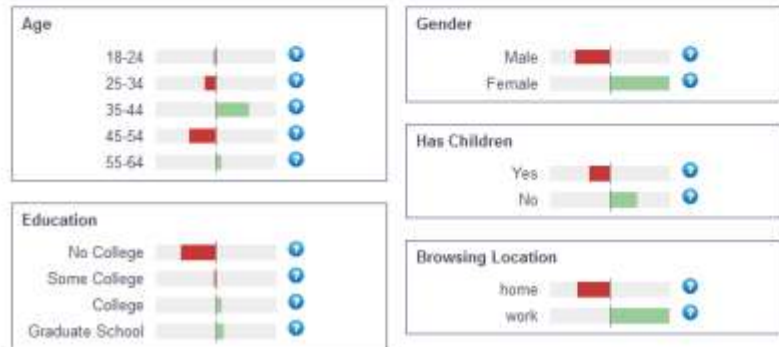
1,633
Sites Linking In

☆☆☆☆☆
(No reviews yet)

Traffic Stats Search Analytics Audience **Contact Info** Reviews Related Links Clickstream

Audience Demographics for Interaction.org

Relative to the general internet population how popular is interaction.org with each audience below?



Advanced Demographics for interaction.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.



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Visitors by Country for Interaction.org

Country	Percent of Visitors
United States	32.4%
India	17.0%
OTHER	50.3%

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Regulated Bank	✓	?
Swiss Security & Confidentiality	✓	?
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High Impact Search Queries for Interaction.org

Query	Impact
1 interaction	High
2 worthington	Medium
3 sam.worthington	Medium
4 to help	Medium
5 how to help	Medium
6 email guidelines 2011	Medium
7 disaster response	Low

[View the complete Search Analytics](#)

Top Search Queries for Interaction.org

Query	Percent of Search Traffic
1 interaction	28.00%
2 sam.worthington	6.65%
3 how to help	1.95%
4 inter.action	1.22%
5 interaction.jobs	1.21%
6 monday.developments	1.14%
7 iteration	1.04%

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internationalaid.org This site is unclaimed. [Claim this Site](#)

International Aid Inc

Christian relief/mission organization, changing lives through the power of compassion.

Statistics Summary for internationalaid.org

There are 5,250,132 sites with a better three-month global Alexa traffic rank than internationalaid.org. This site has been online since 1997. The site can be found in the "Society and Culture" category. The site is located in the US. [Show Less](#)

Alexa Traffic Rank	Reputation
5,250,133 Global Rank	135 Site Linking In ★★★★★ (No reviews yet)

VISIBLE BODY
visiblebody.com

Complete, fully interactive, 3D human anatomy model

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

No data available for internationalaid.org.

High Impact Search Queries for Internationalaid.org

Query	Impact
1. international aid	High
2. aidinc	Low
3. crochet pattern	Low
4. ministries	Low
5. the cure	Low
6. knitting up	Low
7. "lisa robinson"	Low

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Asian Girls for Dating

Beautiful Chinese ladies seek men for love and marriage

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Asiamatchonline.com

Top Search Queries for Internationalaid.org

Query	Percent of Search Traffic
1. international aid	34.83%
2. aidinc mc	14.06%
3. motor aide loop	11.98%
4. havan support ministries	6.05%
5. "lisa robinson" great lakes	5.09%
6. aidinc	4.36%
7. 50 japanese volunteers northeast	3.14%

Search for more



International Rescue Committee

This site is unclaimed. [Claim this Site](#)

The IRC provides relief, respect and renewal to refugees and victims of armed conflict around the world. A non-profit agency, we also provide resettlement services to refugees recently arrived in the United States.

Statistics Summary for theirc.org

Theirc.org's three-month global Alexa traffic rank is 771,412. Visitors to the site view an average of 8.0 unique pages per day, and this site is based in the US. Theirc.org has been online for more than eleven years. This site has attained a traffic rank of 379,327 among users in the US, where roughly 63% of its audience is located. [Show Less](#)

Alexa Traffic Rank

771,412
Global Rank

379,327
Rank in US

Reputation

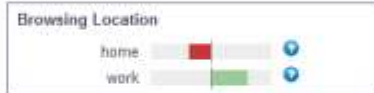
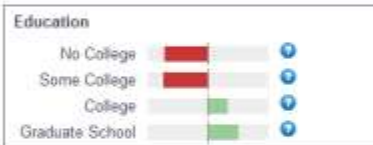
1,756
Sites Linking In

★★★★★
1 Reviews

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Theirc.org

Relative to the general internet population how popular is theirc.org with each audience below?



Advanced Demographics for theirc.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com sangs.com myspace.com linkedin.com google.com

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Visitors by Country for Theirc.org

Country	Percent of Visitors
United States	62.5%
OTHER	38.0%

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Database ERD Software
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High Impact Search Queries for Theirc.org

Query	Impact
1 eslander negash	High
2 international rescue	High
3 immigration	High
4 2011 hudson	High
5 world refugee day	High
6 baby care	High
7 wake up	High

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Trading partners, EDI transactions, B2B integration, all made simple.
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Password Manager
Web-based Password Management Software. Free Trial Download
[ManageEngine.com/PasswordM](#)

Top Search Queries for Theirc.org

Query	Percent of Search Traffic
1 world refugee day kenya event location	8.01%
2 irc kenya	6.77%
3 volunteer with refugees in new york	6.76%
4 refugee volunteer 2011 hudson irc	6.48%
5 alex web voices irc	6.29%
6 refugee volunteer 2011 hudson irg	6.15%
7 international rescue committee	5.22%

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Search for more

medshare.org
MedShare.org

This site is unclaimed. [Claim this Site](#)

Delivers surplus of medical supplies and equipment to hospitals in more than 70 nations.

Statistics Summary for medshare.org

Medshare.org has a three-month global Alexa traffic rank of 1,806,458, and roughly 36% of visits to the site are referred by search engines. This site has been online for at least ten years. We estimate that 56% of MedShare.org's visitors are in the US, where it has attained a traffic rank of 374,857. This site's visitors view an average of 2.4 unique pages per day. [Show Less](#)

Alexa Traffic Rank

1,806,458
Global Rank

374,857
Rank in US

Reputation

148

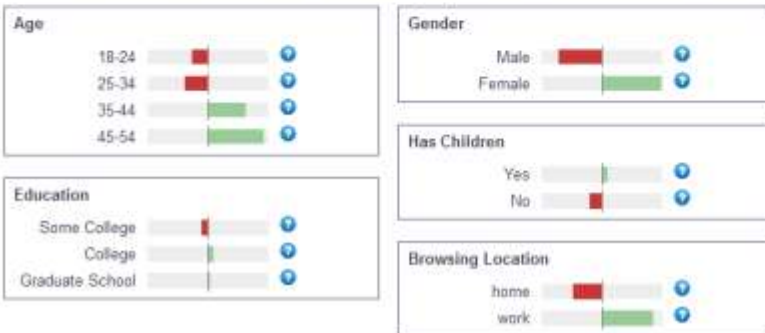
Site Linking in

☆☆☆☆☆
(No reviews yet)

Traffic Stats Search Analytics **Audience** Contact Info Reviews Related Links Clickstream

Audience Demographics for Medshare.org

Relative to the general internet population how popular is medshare.org with each audience below?



Advanced Demographics for medshare.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.



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Visitors by Country for Medshare.org

Country	Percent of Visitors
United States	56.1%
OTHER	43.6%

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High Impact Search Queries for Medshare.org

Query	Impact
1 medshare	High
2 earthquake supplies san leandro	Medium
3 medical supplies	Medium
4 medical supplies atlanta	Medium
5 diabetic medical supplies	Medium
6 medical surplus equipment	Medium
7 mission medical	Low

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<http://www.automaticbacklinks.com>

Top Search Queries for Medshare.org

Query	Percent of Search Traffic
1 medshare	55.27%
2 a.b. short medshare	6.15%
3 med-share.org	2.78%
4 surplus biomedical equipment	2.34%
5 medshare international	2.20%
6 donating medical supplies	1.57%
7 biomedical equipment checklist	1.43%

Search for more

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Alexa Search

mercycorps.org This site is unclaimed. [Claim this Site](#)

Mercy Corps

Focuses on disaster response, sustainable economic development, health services, and emergency and natural disaster relief.

Statistics Summary for mercycorps.org

Mercycorps.org's three-month global Alexa traffic rank is 125,566. While this site is ranked #50,628 in the US, where we estimate that 49% of its visitors are located, it is also popular in Saudi Arabia, where it is ranked #33,912. This site has been online for more than fifteen years. Compared with all internet users, Mercycorps.org's audience tends to be female; it also appeals more to highly educated, childless people earning over \$50,000 who browse from school and work. The time spent in a typical visit to the site is approximately three minutes, with 57 seconds spent on each pageview. [Show Less](#)

Alexa Traffic Rank
 125,566 Global Rank

50,628 Rank in US

Reputation
 2,842 Sites Linking In

☆☆☆☆☆ (No reviews yet)

Traffic Stats Search Analytics Audience **Contact Info** Reviews Related Links Clickstream

Audience Demographics for Mercycorps.org

Relative to the general internet population how popular is mercycorps.org with each audience below?



High Impact Search Queries for Mercycorps.org

Query	Impact
1 mercycorps	High
2 mercycorp	High
3 donate japan	Medium
4 mercy	Medium
5 mercy Corps	Medium
6 donate	Low
7 mercycorps jobs	Low

[View the complete Search Analytics](#)

Advanced Demographics for mercycorps.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com sanga.com myspace.com linkedin.com google.com

\$0 - \$30K
 \$30K - \$50K
 \$50K - \$100K
 \$100K+

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Visitors by Country for Mercycorps.org

Country	Percent of Visitors
United States	48.3%
India	13.2%
Pakistan	4.8%
United Kingdom	2.8%
Spain	2.0%
Saudi Arabia	1.9%
OTHER	27.1%

Top Search Queries for Mercycorps.org

Query	Percent of Search Traffic
1 mercycorps	25.96%
2 mercycorp	4.36%
3 mercy	3.46%
4 mercy Corps	2.27%
5 lap mercycorps	1.33%
6 donate japan	1.23%
7 mercycorps jobs	1.13%

Search for more



Médecins Sans Frontières (MSF)

Organisation internationale d'origine française à but d'aide médicale d'urgence. Actualités, témoignages et actions en cours. Boutique et dons en ligne. Paris (75).

Statistics Summary for msf.fr

Msf.fr's three-month global Alexa traffic rank is 579,154. Visitors to the site spend roughly 51 seconds on each pageview and a total of four minutes on the site during each visit. Roughly 76% of visitors to the site come from France, where it has attained a traffic rank of 45,593. Visitors to the site view an average of 3.2 unique pages per day. The fraction of visits to Msf.fr referred by search engines is about 31%. [Show Less](#)

Alexa Traffic Rank

579,154
Global Rank

45,593
Rank in FR

Reputation

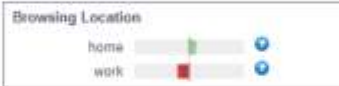
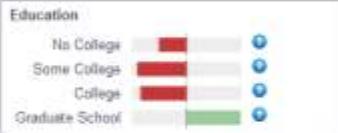
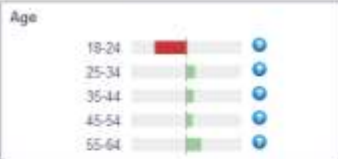
720
Sites Linking In

☆☆☆☆☆
(No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Msf.fr

Relative to the general internet population how popular is msf.fr with each audience below?



Advanced Demographics for msf.fr

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

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Visitors by Country for Msf.fr

Country	Percent of Visitors
France	75.7%
OTHER	24.3%



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High Impact Search Queries for Msf.fr

Query	Impact
1 médecins sans frontières	High
2 medecin sans frontiere	High
3 médecins sans frontières	High
4 medecins sans frontiere	Medium
5 msf	Medium
6 médecin sans frontières	Medium
7 medecin sans frontiere	Medium

[View the complete Search Analytics](#)

1 in 3
U.S. high school students
WON'T GRADUATE

Top Search Queries for Msf.fr

Query	Percent of Search Traffic
1 médecins sans frontières	20.18%
2 msf	14.23%
3 medecin sans frontiere	13.41%
4 médecin sans frontières	2.73%
5 médecins sans frontières	1.92%
6 medecin sans frontiere	1.78%
7 medecins sans frontiere	1.44%

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Wayback Machine
See how Msf.fr looked in the past

Search for more



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Daily UN news, documents and publications, overview information, conference information, photos, and other UN information resources.

Statistics Summary for un.org

Un.org has a three-month global Alexa traffic rank of 3,347. The site is located in the US. The site has been online for at least sixteen years. The site is particularly highly ranked in the cities of Addis Ababa (#68) and Nairobi (#188). Un.org has a bounce rate of roughly 48% (i.e., 48% of visits consist of only one pageview). [Show Less](#)

Alexa Traffic Rank

3,347
Global Rank

4,893
Rank in US

Reputation

55,420
Sites Linking In

★★★★☆
1 Review

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Deposits Insured to 100k USD	✓	?
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FX Service & Expertise since 2002	✓	?

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Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Un.org

Relative to the general internet population how popular is un.org with each audience below?



High Impact Search Queries for Un.org

Query	Impact
1 sign in	High
2 united nations	Medium
3 human rights	Medium
4 un careers	Medium
5 onu	Medium
6 agenda	Medium
7 charter	Medium

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Advanced Demographics for un.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com, google.com, myspace.com, linkedin.com

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Visitors by Country for Un.org

Country	Percent of Visitors
United States	14.1%
India	6.9%
Mexico	5.1%
China	4.8%
Azerbaijan	3.0%
United Kingdom	2.9%
Spain	2.9%
Russia	2.7%
France	2.6%

Top Search Queries for Un.org

Query	Percent of Search Traffic
1 united nations	2.63%
2 un	2.44%
3 sign in	2.23%
4 agenda 21	1.73%
5 onu	1.62%
6 un security council	0.62%
7 un careers	0.57%

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This site is unclaimed. [Claim this Site](#)

Oxfam International
A group of non-governmental organizations from three continents working worldwide to fight poverty and injustice.

Statistics Summary for oxfam.org

There are 100,488 sites with a better three-month global Alexa traffic rank than Oxfam.org. Visitors to this site spend roughly two minutes per visit to the site and 50 seconds per pageview, and while we estimate that 16% of visitors to the site come from the US, where it is ranked #137,836, it is also popular in Pakistan, where it is ranked #42,509. Oxfam.org is located in the UK, and the site has been online since 1996. [Show Less](#)

Alexa Traffic Rank

100,489
Global Rank

137,836
Rank in US

Reputation

4,753
Sites Linking In

☆☆☆☆☆
(No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Oxfam.org

Relative to the general internet population how popular is oxfam.org with each audience below?



Advanced Demographics for oxfam.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location



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Visitors by Country for Oxfam.org

Country	Percent of Visitors
United States	15.7%
India	14.4%
United Kingdom	11.5%
Italy	5.6%
Pakistan	5.3%
France	5.1%
Spain	4.9%
Canada	4.3%
Germany	3.5%

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Create Technical Documentation for Web, Print, Desktop and Mobile.
www.MadCapSoftware.com/MadPak

Paper on B2B Monitoring:
Trading partners, EDI transactions, B2B integration, all made simple.
www.lewaysoftware.com

Offre Coupons Toulon
1 Deal Exceptionnel par Jour -50% à -90% de Réduction sur Tout.
www.DROUPOH.fr/Toulon

High Impact Search Queries for Oxfam.org

Query	Impact
1 oxfam	High
2 oxfam kenya	Medium
3 oxfam pakistan	Medium
4 oxfam	Medium
5 africa drought	Medium
6 oxfam jobs	Medium
7 oxfam america	Low

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Top Search Queries for Oxfam.org

Query	Percent of Search Traffic
1 oxfam	34.52%
2 oxfam kenya	1.20%
3 oxfam america	0.68%
4 interman oxfam	0.81%
5 oxfam international	0.77%
6 oxfam	0.63%
7 oxfam jobs	0.54%

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Search for more



projecthope.org

This site is unclaimed! [Claim this Site](#)

Project Hope (Health Opportunities for People Everywhere)

Statistics Summary for projecthope.org

Projecthope.org's three-month global Alexa traffic rank is 724,545. This site has been online since 1999. Compared with all internet users, this site's audience tends to be users who browse from work; they are also disproportionately users between the ages of 45 and 55. Projecthope.org's visitors view an average of 2.1 unique pages per day. The fraction of visits to the site referred by search engines is about 17%. [Show Less](#)

Alexa Traffic Rank

724,545
Global Rank

13,251
Rank in US

Reputation

578
Sites Linking to

☆☆☆☆☆
(No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Projecthope.org

Relative to the general internet population how popular is projecthope.org with each audience below?



Advanced Demographics for projecthope.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.



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Visitors by Country for Projecthope.org

Country	Percent of Visitors
Colombia	43.6%
United States	33.0%
OTHER	23.5%



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High Impact Search Queries for Projecthope.org

Query	Impact
project hope	High
purple heart project	High
hope	Medium
purple volunteer	Medium
purple heart	Low
volunteer nursing in human	Low
hope project	Low

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dial 911
at the first sign of a **stroke**

learn the signs at [StrokesNoJoke.org](#)

Ad Good

Top Search Queries for Projecthope.org

Query	Percent of Search Traffic
project hope	55.04%
hope	4.19%
us project hope	2.48%
project hope address	2.03%
purple hope	1.92%
new ways to spread the word about diabetes	1.74%
purple heart project	1.73%

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Search for more

refintl.org

Refugees International

This site is unclaimed. [Claim this Site](#)

Founded in 1979 in response to the forced repatriation of thousands of Cambodian and Vietnamese refugees, Organization provides early warning of mass exodus and serves as the advocate for the unrepresented, the refugee.

Statistics Summary for refintl.org

Refintl.org has a three-month global Alexa traffic rank of 2,586,505. This site is located in the US. It has been online for more than fifteen years, and visitors to the site spend about 49 seconds on each pageview and a total of 76 seconds on the site during each visit. Refintl.org is in the "Organizations" category of internet sites. [Show Less](#)

Alexa Traffic Rank

2,586,505
Global Rank

410,092
Rank in US

Reputation

276
Sites Linking In

☆☆☆☆☆
(No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Refintl.org

Relative to the general internet population how popular is refintl.org with each audience below?



Advanced Demographics for refintl.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

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Visitors by Country for Refintl.org

Country	Percent of Visitors
United States	58.6%
OTHER	41.4%

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High Impact Search Queries for Refintl.org

Query	Impact
1 afghan refugees	High
2 refugee	High
3 refugees	High
4 refugees international	High
5 education	High
6 dadaab	Medium
7 sufarassa	Medium

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Top Search Queries for Refintl.org

Query	Percent of Search Traffic
1 refugees international	15.19%
2 afghan refugees	9.46%
3 education dadaab	8.66%
4 refugee	7.68%
5 refugee	7.60%
6 somalis refugees	6.30%
7 somalis refugees	4.22%

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Search for more

ri.org This site is unclaimed. [Claim this Site](#)
 Relief International

A humanitarian, non-profit agency providing emergency relief, rehabilitation, and development assistance to victims of natural disasters and civil conflicts.

Statistics Summary for ri.org
 Ri.org is ranked #990,356 in the world according to the three-month Alexa traffic rankings, and the time spent in a typical visit to the site is approximately three minutes, with 44 seconds spent on each pageview. The site has been online since 1996. Ri.org belongs to the "Organizations" category of internet sites. Approximately 20% of visitors to the site come from the US, where it has obtained a traffic rank of 477,985. [Show Less](#)

Alexa Traffic Rank
 Global Rank: **990,356**
 Rank in US: **477,985**

Reputation
 Sites Linking In: **404**
 (No reviews yet)

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Audience Demographics for Ri.org

Relative to the general internet population how popular is ri.org with each audience below?



High Impact Search Queries for Ri.org

Query	Impact
1. relief international	High
2. international relief	High
3. relief international jobs	High
4. pakistan doctor	High
5. international jobs	Medium
6. international relief jobs	Medium
7. allman	Medium

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Advanced Demographics for ri.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com, eanga.com, myspace.com, linkedin.com, google.com

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Visitors by Country for Ri.org

Country	Percent of Visitors
United States	27.5%
OTHER	73.0%

Top Search Queries for Ri.org

Query	Percent of Search Traffic
1. relief	26.30%
2. relief international	13.24%
3. ri	10.63%
4. pakistan doctor newport	4.71%
5. relief	2.65%
6. kath allman bamboo finance	2.63%
7. reliefint	2.27%

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ryanswell.ca
Ryan's Well Foundation

This site is unclaimed. [Claim this Site](#)

Statistics Summary for ryanswell.ca

There are 3,652,891 sites with a better three-month global Alexa traffic rank than Ryanswell.ca. This site is based in Canada.

Alexa Traffic Rank

3,652,892
Global Rank

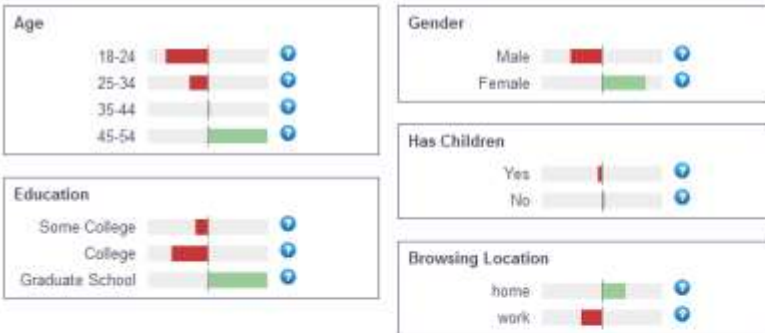
Reputation

200
Sites Linking In
(No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Ryanswell.ca

Relative to the general internet population how popular is ryanswell.ca with each audience below?



Advanced Demographics for ryanswell.ca

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.



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No data available for ryanswell.ca.

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Alexa Search

FLV Player

Last Updated: Aug 23, 2011
License: Free
OS: Windows 7/Vista/2003/XP/2000/NT
Requirements: No special requirements

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High Impact Search Queries for Ryanswell.ca

Query	Impact
1 ryan hreljac	High
2 ryan's well	High
3 foundation	High
4 charter school	High
5 vso	High
6 fundraising ideas	High
7 ryans	Medium

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Top Search Queries for Ryanswell.ca

Query	Percent of Search Traffic
1 ryan hreljac	19.76%
2 ryan's well	13.83%
3 ryan's well foundation	8.00%
4 ryan foundation	7.42%
5 ryans well	6.00%
6 swell.ca	4.46%
7 ryan's well	4.25%

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salvationarmy.org This site is unclaimed. [Claim this Site](#)

Salvation Army International Headquarters

Current information regarding the international Headquarters of The Salvation Army and the organisation's work around the world, including news, press releases, on-line magazines, historical information, organisational structure, sections for emergency services, international health and community development, and links to other Salvation Army web sites.

Statistics Summary for salvationarmy.org

Salvationarmy.org has a three-month global Alexa traffic rank of 73,476. It is located in the UK. About 45% of visits to the site are bounces (one pageview only). Compared with all internet users, the site's audience tends to be female; it also appeals more to moderately educated, higher-income, childless users over the age of 45. Salvationarmy.org is in the "Salvation Army" category. [Show Less](#)

Alexa Traffic Rank
 73,476 Global Rank

Reputation
 3,797 Sites Linking In

16,836 Rank in US

☆☆☆☆☆ (No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Salvationarmy.org

Relative to the general internet population how popular is salvationarmy.org with each audience below?



High Impact Search Queries for Salvationarmy.org

Query	Impact
1. salvation army	High
2. salvation army nyc	High
3. salvation army pick up	Medium
4. video release form	Medium
5. army stores	Medium
6. release form	Medium
7. salvation army store	Low

[View the complete Search Analytics](#)

Advanced Demographics for salvationarmy.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com, sanga.com, myspace.com, linkedin.com, google.com

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Visitors by Country for Salvationarmy.org

Country	Percent of Visitors
United States	81.2%
Pakistan	6.0%
India	2.2%
Singapore	1.9%
United Kingdom	1.6%
OTHER	7.2%

Top Search Queries for Salvationarmy.org

Query	Percent of Search Traffic
1. salvation army	15.33%
2. salvation army nyc	2.54%
3. salvation army pick up	1.35%
4. salvation army san diego	0.71%
5. salvation army store	0.71%
6. salvation army atlanta	0.55%
7. piann	0.43%



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Alexa Search

samaritanspurse.org

This site is unclaimed. [Claim this Site](#)

Samaritan's Purse

International Christian relief and evangelism organization provides spiritual and physical aid to victims of war, poverty, natural disaster, and disease.

Statistics Summary for samaritanspurse.org

There are 132,879 sites with a better three-month global Alexa traffic rank than Samaritanspurse.org. Compared with the overall internet population, the site appeals more to women; its visitors also tend to consist of moderately educated users between the ages of 35 and 55 who have more children and have incomes between \$30,000 and \$100,000. Visitors to it view an average of 3.1 unique pages per day. Samaritanspurse.org has a bounce rate of about 33% (i.e., 33% of visits consist of only one pageview). About 32% of visits to the site are referred by search engines. [Show Less](#)

Alexa Traffic Rank

132,880
Global Rank

20,843
Rank in US

Reputation

3,193
Sites Linking In

1 Review

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Samaritanspurse.org

Relative to the general internet population how popular is samaritanspurse.org with each audience below?



High Impact Search Queries for Samaritanspurse.org

Query	Impact
1. purse	High
2. samaritan's purse	High
3. operation christmas child	High
4. franklin graham	Medium
5. samaritans purse	Medium
6. christmas boxes	Low
7. samaritans	Low

[View the complete Search Analytics](#)

Advanced Demographics for samaritanspurse.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.



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Visitors by Country for Samaritanspurse.org

Country	Percent of Visitors
United States	80.2%
Italy	4.4%
India	3.3%
Poland	2.6%
OTHER	9.4%

Top Search Queries for Samaritanspurse.org

Query	Percent of Search Traffic
1. samaritan's purse	34.40%
2. operation christmas child	20.71%
3. samaritans purse	8.39%
4. franklin graham	3.20%
5. samaritans	1.52%
6. samaritan	1.05%
7. samaritan purse	1.00%

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savethechildren.org This site is unclaimed. [Claim this Site](#)

Save the Children

non-profit organization working to create positive, lasting change for disadvantaged children in the United States and 41 other nations.

Statistics Summary for savethechildren.org

Savethechildren.org is ranked #102,746 in the world according to the three-month Alexa traffic rankings, and this site has a relatively good traffic rank in the city of New York (#14,826). Visitors to the site view 2.5 unique pages each day on average. The site has been online for at least fifteen years. Visitors to Savethechildren.org spend roughly three minutes per visit to the site and 54 seconds per pageview. [Show Less](#)

Alexa Traffic Rank
 Global Rank: **102,746**
 Rank in US: **37,563**

Reputation
 Sites Linking In: **5,544**
 (No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Savethechildren.org

Relative to the general internet population how popular is savethechildren.org with each audience below?



High Impact Search Queries for Savethechildren.org

Query	Impact
1. save the	High
2. save the children	High
3. sponsor a child	Medium
4. save children	Low
5. education for children	Low
6. children charity	Low
7. children education	Low

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Advanced Demographics for savethechildren.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

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Visitors by Country for Savethechildren.org

Country	Percent of Visitors
United States	48.3%
India	8.7%
Pakistan	8.6%
Italy	4.8%
United Kingdom	2.7%
Egypt	0.9%
OTHER	26.1%

Top Search Queries for Savethechildren.org

Query	Percent of Search Traffic
1. save the children	61.70%
2. sponsor a child	0.91%
3. save children	0.71%
4. children	0.67%
5. children education	0.55%
6. the children	0.48%
7. education for children	0.44%

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secours-catholique.org This site is unclaimed. [Claim this Site](#)

Secours Catholique - Association humanitaire caritative et ONG - Toute l'actualité humanitaire nationale et internationale

Association humanitaire caritative et ONG de lutte contre toutes les formes de pauvreté et d'exclusion en France et dans le monde. Toute l'actualité humanitaire locale nationale et internationale.

Statistics Summary for secours-catholique.org

Secours-catholique.org's three-month global Alexa traffic rank is 505,089. We estimate that 89% of visitors to the site come from France, where it has attained a traffic rank of 12,578. The site is based in France, and Secours-catholique.org has a relatively good traffic rank in the cities of Saint-martin-le-vinoux (#16) and Paris (#8,824). The site's visitors view 2.9 unique pages each day on average. [Show Less](#)

Alexa Traffic Rank
505,089
Global Rank

Reputation
545
Rank in FR
Sites Linking In
(No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Secours-catholique.org

Relative to the general internet population how popular is secours-catholique.org with each audience below?



Advanced Demographics for secours-catholique.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com sanga.com myspace.com linkedin.com google.com

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Compare facebook.com to: sanga.com myspace.com linkedin.com google.com Compare

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Visitors by Country for Secours-catholique.org

Country	Percent of Visitors
France	89.4%
OTHER	10.5%

High Impact Search Queries for Secours-catholique.org

Query	Impact
1. catholique	High
2. secours catholique	High
3. micro credit	Medium
4. japon actualité	Medium
5. association caritative	Medium
6. secours catholique marseille	Medium
7. bénévolat	Medium

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Top Search Queries for Secours-catholique.org

Query	Percent of Search Traffic
1. secours catholique	25.65%
2. secours catholique paris	1.63%
3. secours catholique 94	1.36%
4. secours	1.28%
5. caritas	1.28%
6. bénévolat	0.97%
7. japon actualité	0.70%

Search for more

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gbgm-umc.org This site is unclaimed. [Claim this Site](#)

General Board Of Global Ministries, United Methodist Church

Statistics Summary for gbgm-umc.org

Gbgm-umc.org has a three-month global Alexa traffic rank of 139,809. Relative to the overall population of Internet users, this site's users tend to be over the age of 45, and they are disproportionately moderately educated women earning over \$30,000 who browse from home and have more children. It has been online since 1994, and approximately 58% of visits to Gbgm-umc.org are bounces (one pageview only). The time spent in a typical visit to it is roughly two minutes, with 53 seconds spent on each pageview. [Show Less](#)

Alexa Traffic Rank
 Global Rank: **139,809**
 Rank in US: **33,142**

Reputation
 Site Linking In: **4,039**
 (No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Gbgm-umc.org

Relative to the general internet population how popular is gbgm-umc.org with each audience below?



High Impact Search Queries for Gbgm-umc.org

Query	Impact
1 response magazine	High
2 john wesley	High
3 crusades	Medium
4 health tips	Medium
5 united methodist women	Medium
6 sex tourism	Medium
7 the master's hand	Medium

[View the complete Search Analytics](#)

Advanced Demographics for gbgm-umc.org
 Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com xanga.com myspace.com linkedin.com google.com

\$0 - \$30K
 \$30K - \$60K
 \$60K - \$100K
 \$100K+

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Compare facebook.com to: xanga.com myspace.com linkedin.com google.com [Compare](#)

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Visitors by Country for Gbgm-umc.org

Country	Percent of Visitors
United States	68.2%
India	4.7%
OTHER	27.2%

Top Search Queries for Gbgm-umc.org

Query	Percent of Search Traffic
1 umcor	1.25%
2 john wesley	0.98%
3 response magazine	0.93%
4 crusades	0.89%
5 edict of milan	0.69%
6 mary and martha	0.46%
7 nberm	0.43%

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unhcr.org This site is unclaimed. [Claim this Site](#)

Office of the High Commissioner for Refugees (UNHCR)

Online source for refugee-related information. Includes country profiles, news, maps and publications

Statistics Summary for unhcr.org

Unhcr.org has a three-month global Alexa traffic rank of 49,825. Relative to the overall population of internet users, the site's users tend to be aged 45-55 and over 65, and they are disproportionately childless, less affluent women browsing from school and work who have postgraduate educations. It is located in Switzerland, and the site has a bounce rate of about 53% (i.e., 53% of visits consist of only one pageview). Visitors to Unhcr.org spend approximately five minutes per visit to the site and 53 seconds per pageview. [Show Less](#)

Alexa Traffic Rank

49,825
Global Rank

50,200
Rate in US

Reputation

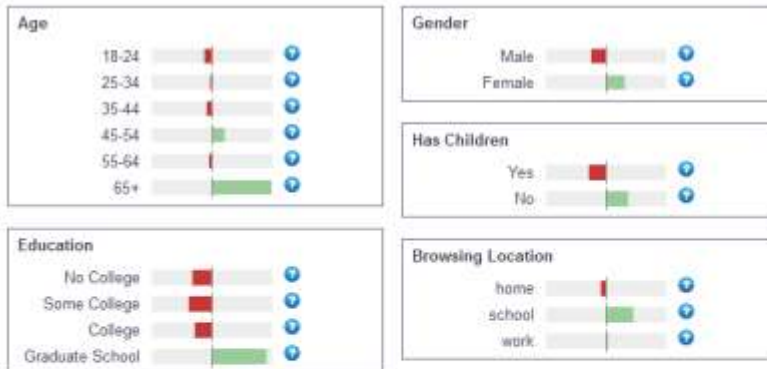
5,965
Sites Linking In

☆☆☆☆☆
(No reviews yet)

Traffic Stats Search Analytics **Audience** Contact Info Reviews Related Links Clickstream

Audience Demographics for Unhcr.org

Relative to the general Internet population how popular is unhcr.org with each audience below?



High Impact Search Queries for Unhcr.org

Query	Impact
1 unhcr	High
2 un careers in tanzania	High
3 un careers in rwanda	Medium
4 un careers in uganda	Medium
5 refugee	Medium
6 un careers in burundi	Medium
7 forum 18	Medium

[View the complete Search Analytics](#)

Advanced Demographics for unhcr.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com kangas.com myspace.com linkedin.com google.com

\$0 - \$30K
\$30K - \$60K
\$60K - \$100K
\$100K+

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Visitors by Country for Unhcr.org

Country	Percent of Visitors
United States	17.2%
Sweden	6.9%
United Kingdom	4.2%
Switzerland	4.2%
Yemen	3.8%
India	3.6%
Pakistan	3.5%
Tunisia	2.5%

Top Search Queries for Unhcr.org

Query	Percent of Search Traffic
1 unhcr	7.64%
2 hcr	0.83%
3 unhcr	0.45%
4 refugee	0.36%
5 un careers in tanzania	0.35%
6 unhcr.org	0.33%
7 gazeta 55	0.28%

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Alexa Toolbar Creator
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unicef.org This site is unclaimed. [Claim this Site](#)
United Nations Children's Fund (UNICEF)

Works for the survival, development and protection of children, guided in its programmes by the Convention on the Rights of the Child.

Statistics Summary for unicef.org
Unicef.org has a three-month global Alexa traffic rank of 14,412. The time spent in a typical visit to the site is about three minutes, with 49 seconds spent on each pageview. The site is in the "Child Welfare" category of sites. Compared with all internet users, the site appeals more to Africans. Its audience also tends to consist of childless women browsing from work who have postgraduate educations. Unicef.org has a relatively good traffic rank in the cities of Dublin (#1,390) and Kuala Lumpur (#2,198). [Show Less](#)

Alexa Traffic Rank 14,412 Global Rank

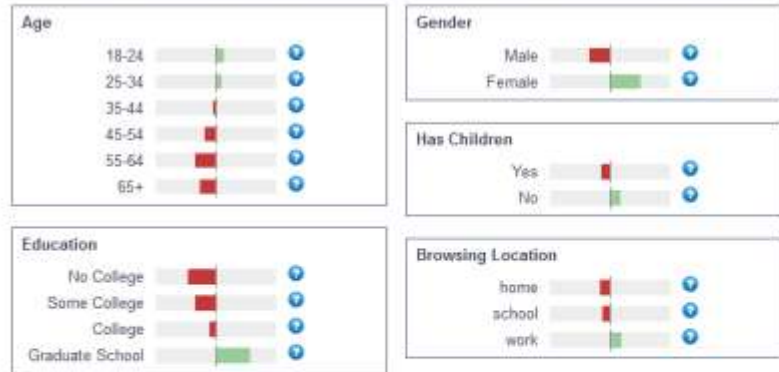
Reputation 22,233 Sites Linking In (No reviews yet)

16,387 Rank In US

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Unicef.org

Relative to the general internet population how popular is unicef.org with each audience below?



Advanced Demographics for unicef.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com, sngs.com, myspace.com, linkedin.com, google.com

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A unique alliance to address child labour in tobacco growing
[www.ecf.org](#)

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[experience.sika.com](#)

Qatar Foundation Careers
Diverse & exciting mix of careers, with great development programs.
[www.qf.org.qa/jobs](#)

High Impact Search Queries for Unicef.org

Query	Impact
1 unicef	High
2 child labour	Medium
3 school in a box	Medium
4 mica	Medium
5 unicef jobs	Medium
6 life skills	Medium
7 audrey hepburn	Low

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Visitors by Country for Unicef.org

Country	Percent of Visitors
United States	13.1%
India	9.0%
Mexico	4.6%
Malaysia	4.3%
Nigeria	3.3%
United Kingdom	3.1%
China	2.9%
Spain	2.5%

Top Search Queries for Unicef.org

Query	Percent of Search Traffic
1 unicef	15.13%
2 school in a box	0.96%
3 unicef jobs	0.69%
4 unicef logo	0.61%
5 padmeed	0.52%
6 child labour	0.50%
7 طريق النيل	0.33%

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refugees.org
US Committee for Refugees

This site is unclaimed. [Claim this Site](#)

Defends the rights of refugees, asylum seekers, and displaced persons worldwide.

Statistics Summary for refugees.org
Refugees.org has a three-month global Alexa traffic rank of 2,439,662. Visitors to it view an average of 2.1 unique pages per day. Search engines refer about 23% of visits to the site. Its content places it in the "Refugee Rights" category. Visitors to Refugees.org spend roughly 62 seconds on each pageview and a total of three minutes on the site during each visit. [Show Less](#)

Alexa Traffic Rank
2,439,662
Global Rank

Reputation
869
Sites Linking In
(No reviews yet)

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Master Management & IT
Graduate Master's Program Study in Innsbruck / Austria
[www.msi.edu](#)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Refugees.org

Relative to the general internet population how popular is refugees.org with each audience below?



High Impact Search Queries for Refugees.org

Query	Impact
1 refugee	High
2 refugees	High
3 immigration	Medium
4 refugee in us	Medium
5 pro bono lawyers	Medium
6 sample paycheck stubs	Medium
7 healthy living	Low

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Advanced Demographics for refugees.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.



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No data available for refugees.org

Top Search Queries for Refugees.org

Query	Percent of Search Traffic
1 refugee	9.00%
2 refugees	8.83%
3 vrrp	6.05%
4 u.s. committee for refugee and immigrants	3.58%
5 uscrr alabny	2.99%
6 uscrr alabany	2.95%
7 u.s. committee for refugees and immigrants (uscrr)	2.76%

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wfp.org This site is unclaimed. [Claim this Site](#)

United Nations World Food Programme

News and information about operations, policies, publications, appeals and how to help. Includes special reports, questions and answers and video.

Statistics Summary for wfp.org

There are 25,778 sites with a better three-month global Alexa traffic rank than Wfp.org. Approximately 11% of visits to this site are referred by search engines. The site can be found in the "Hunger Relief" category. Approximately 63% of visits to Wfp.org are bounces (one pageview only). Visitors to the site spend roughly 54 seconds on each pageview and a total of three minutes on the site during each visit. [Show Less](#)

Alexa Traffic Rank
Global Rank: **25,779**

Reputation
Rank in US: **32,009**
Sites Linking In: **6,885**
(No reviews yet)

Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Wfp.org

Relative to the general internet population how popular is wfp.org with each audience below?



High Impact Search Queries for Wfp.org

Query	Impact
1 world food program	High
2 world food	High
3 wfp	High
4 world food programme	Medium
5 unhas	Medium
6 un careers in uganda	Medium
7 in the	Medium

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Advanced Demographics for wfp.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

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Visitors by Country for Wfp.org

Country	Percent of Visitors
United States	20.3%
India	11.0%
Iran	5.9%
Italy	4.4%
China	4.2%
Canada	2.5%
United Kingdom	2.3%
Pakistan	2.1%

Top Search Queries for Wfp.org

Query	Percent of Search Traffic
1 wfp	6.99%
2 world food program	6.71%
3 world food programme	3.04%
4 pam	2.60%
5 unhas	1.64%
6 walk in the world	1.40%
7 pma	0.98%

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Search for more

worldvision.org This site is unclaimed. [Claim this Site](#)

World Vision United States

The U.S. branch of the international organization.

Statistics Summary for worldvision.org

Worldvision.org's three-month global Alexa traffic rank is 45,427. It is located in the US. This site belongs to the "World Vision" category of sites. Visitors to this site spend approximately 46 seconds on each pageview and a total of six minutes on the site during each visit. Worldvision.org has been online for more than fifteen years. [Show Less](#)

Alexa Traffic Rank
45,427 Global Rank

Reputation
6,003 Sites Linking In

11,685 Rank in US

★★★★★ 2 Reviews

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Predictive Analytics Conf
Bigger wins - case studies, experts Nov 30 - Dec 1, 2011 - London, UK
[www.PredictiveAnalyticsWorld.com](#)

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Traffic Stats Search Analytics Audience Contact Info Reviews Related Links Clickstream

Audience Demographics for Worldvision.org

Relative to the general internet population how popular is worldvision.org with each audience below?



High Impact Search Queries for Worldvision.org

Query	Impact
1 world vision	High
2 sponsor a child	High
3 world vision somalia	Medium
4 sponsoring a child	Low
5 worldvision	Low
6 sponsor child	Low
7 sponsor an animal	Low

[View the complete Search Analytics](#)

Advanced Demographics for worldvision.org

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.

Age Education Gender Has Children Browsing Location **Income** Ethnicity

facebook.com sngs.com myspace.com linkedin.com google.com

\$0 - \$30K \$30K - \$60K \$60K - \$100K \$100K+

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Compare facebook.com fr sngs.com myspace.com linkedin.com google.com [Compare](#)

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Visitors by Country for Worldvision.org

Country	Percent of Visitors
United States	72.1%
India	4.9%
Pakistan	2.5%
Canada	2.1%
United Kingdom	1.7%
Australia	1.6%
Philippines	0.9%
OTHER	14.3%

Top Search Queries for Worldvision.org

Query	Percent of Search Traffic
1 world vision	36.64%
2 sponsor a child	5.25%
3 worldvision	1.91%
4 world vision kema	1.68%
5 world vision somalia	0.51%
6 world vision blog	0.47%
7 sponsoring a child	0.43%

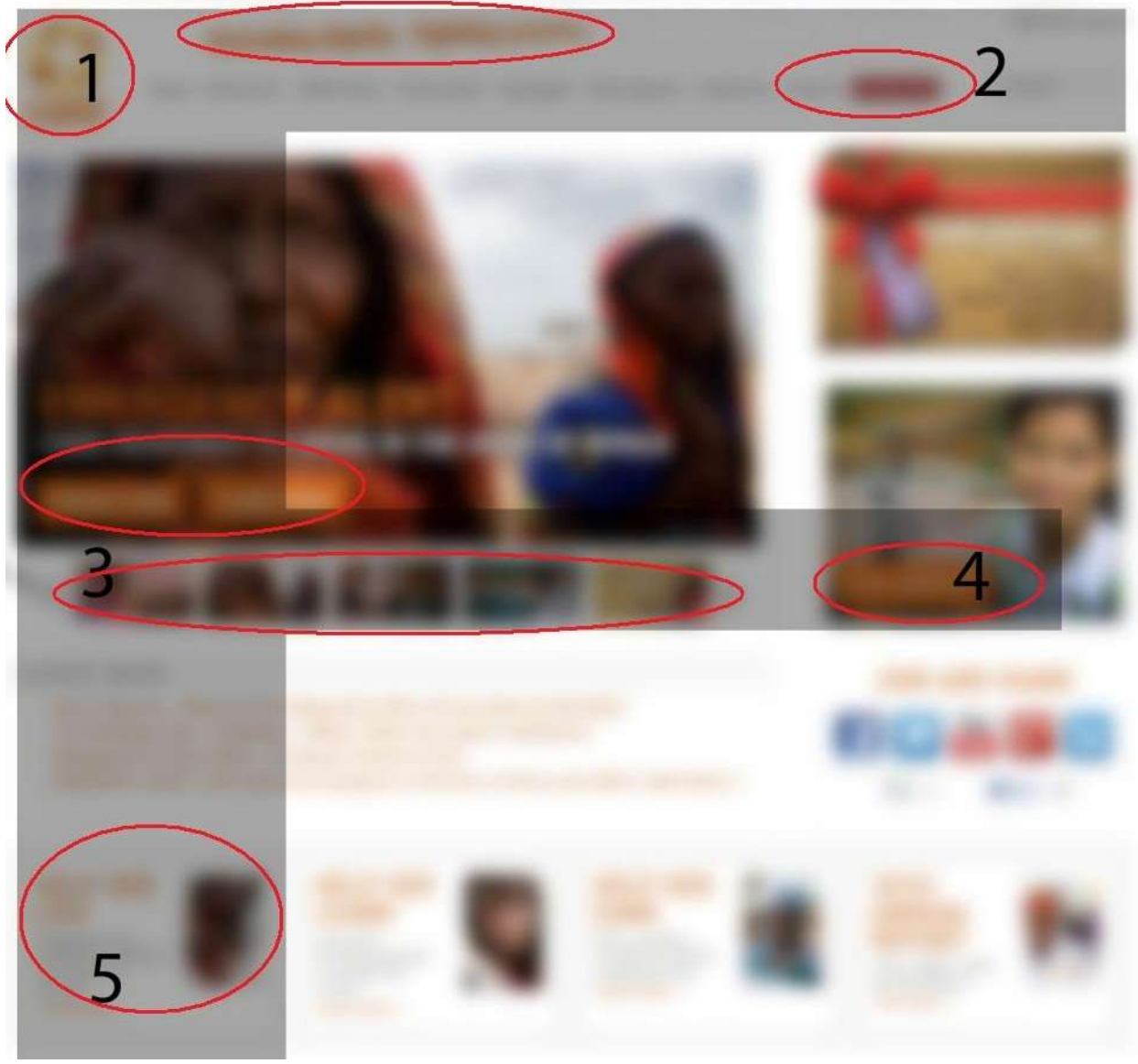
Visual Hierarchy and Humanitarian Websites: the F. Theory of Web Design

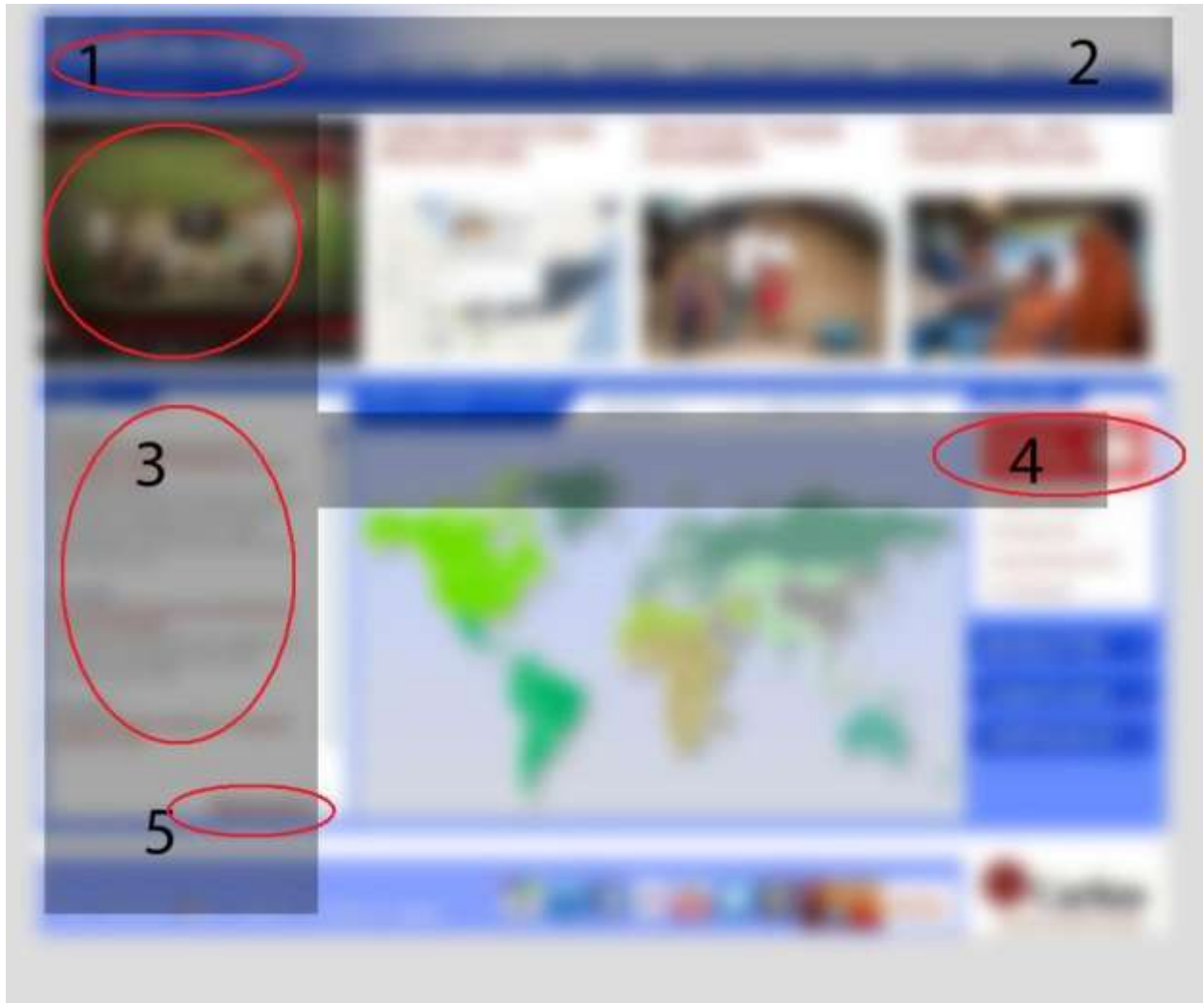
Visual Hierarchy Study- Sites after Gaussian Blur Effect & Visual Hierarchy Identification

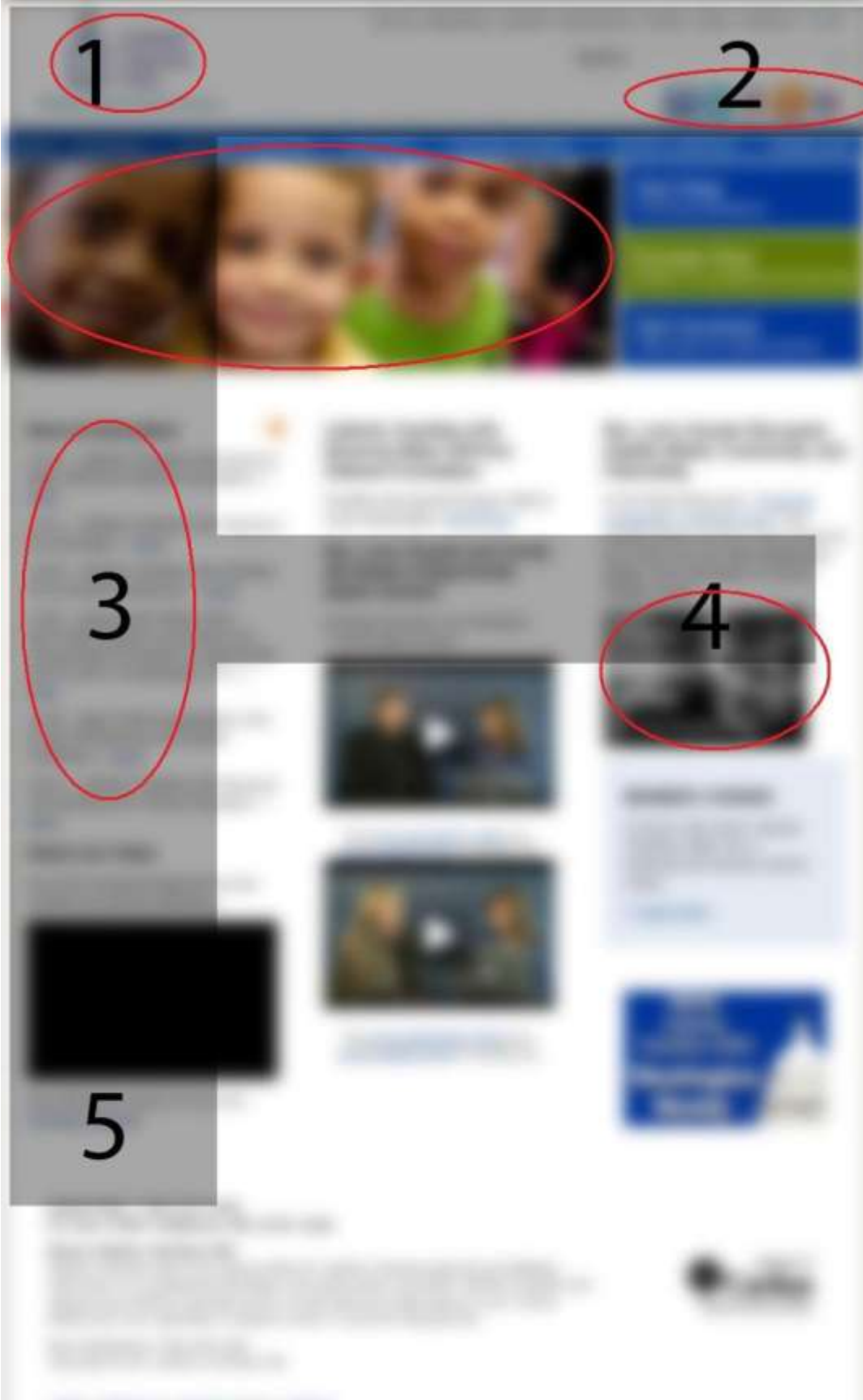




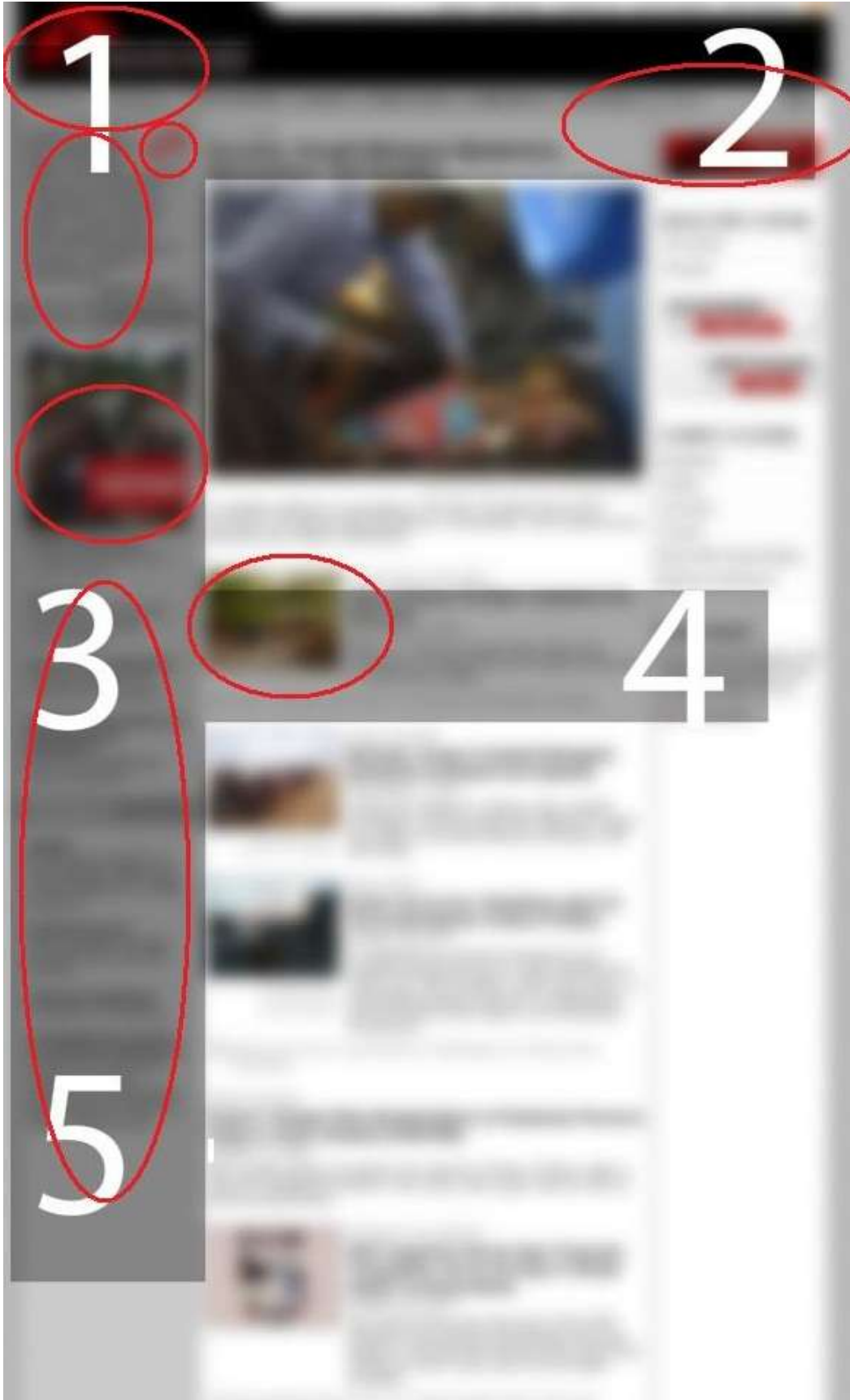










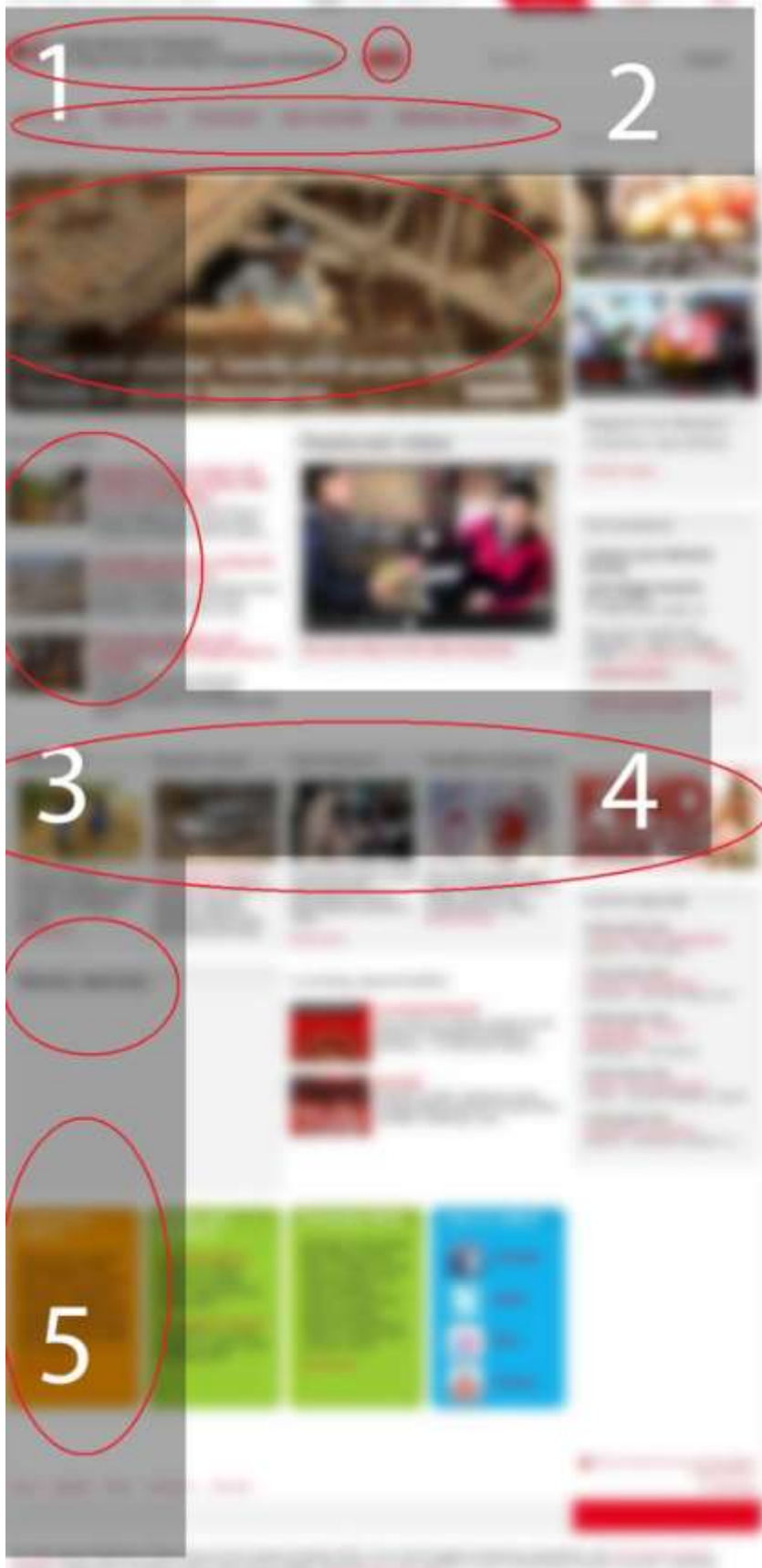




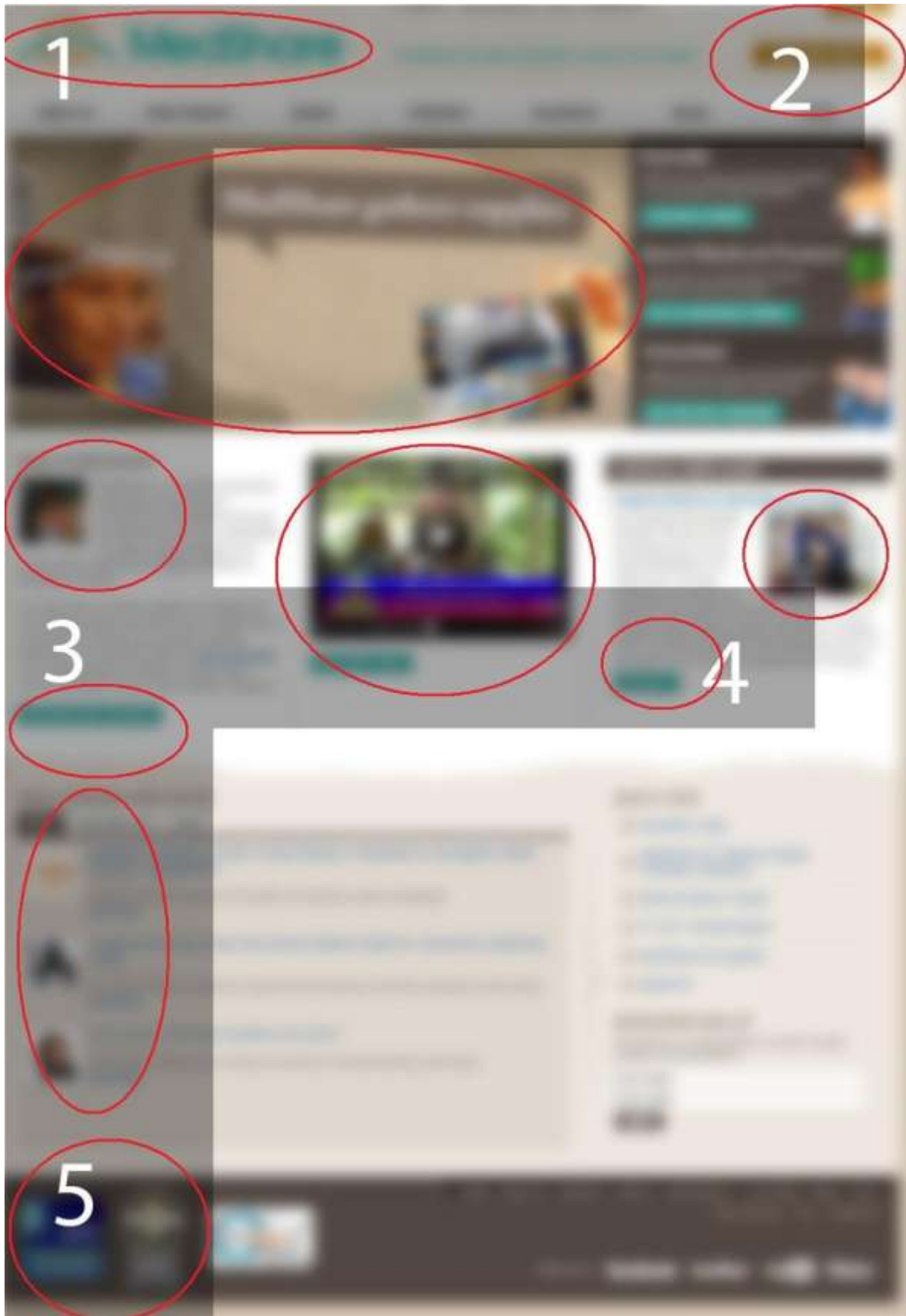


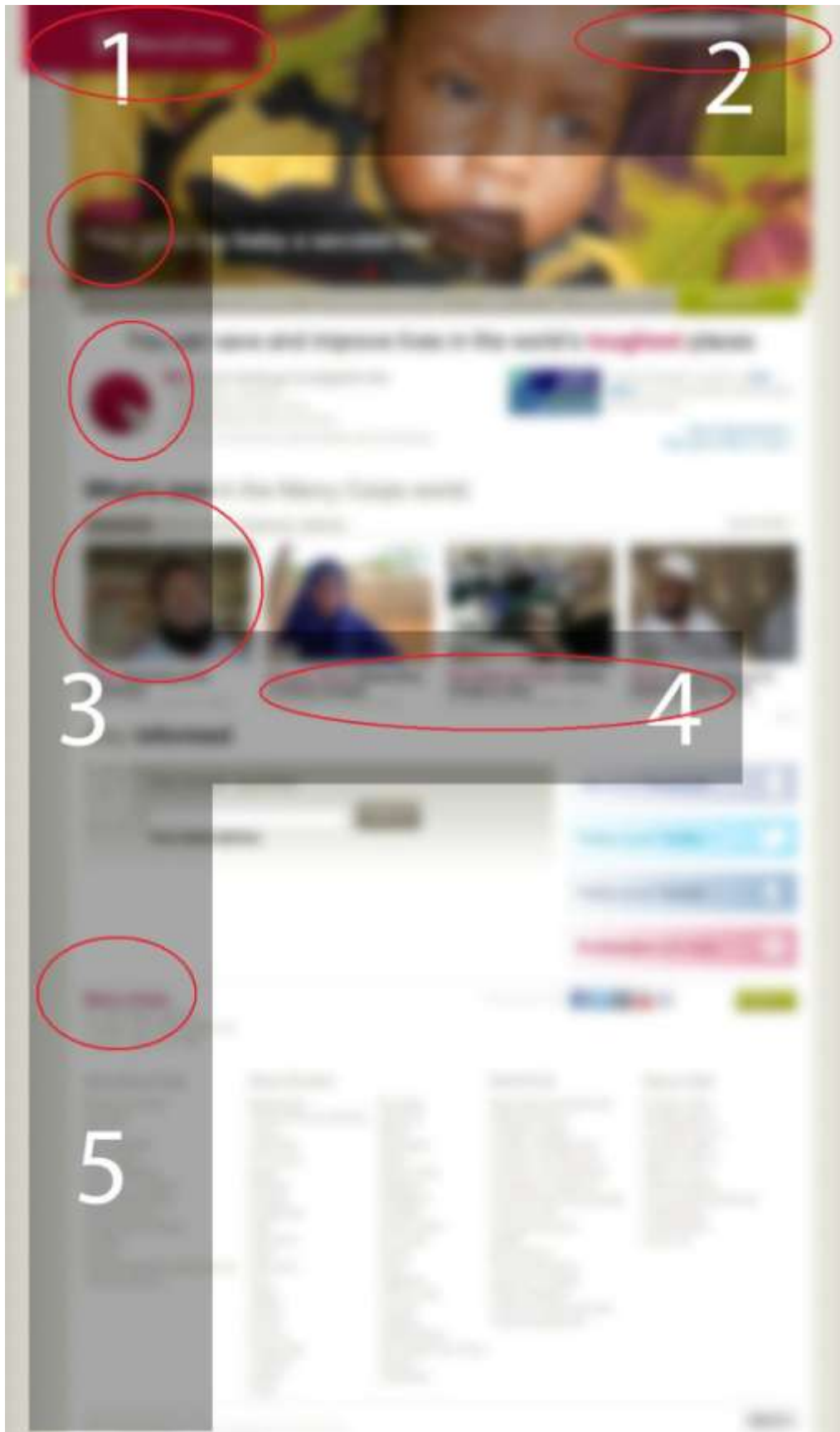




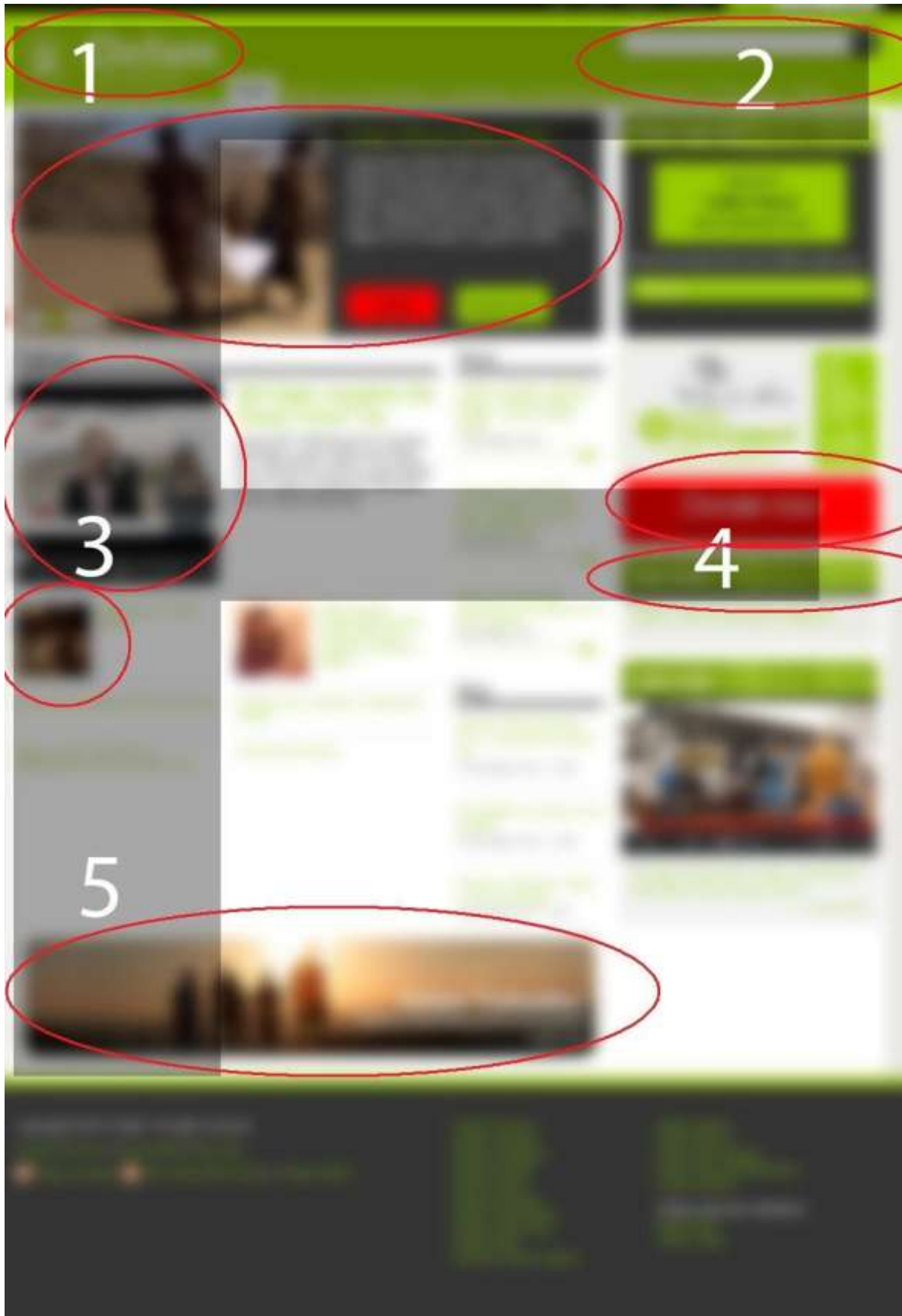


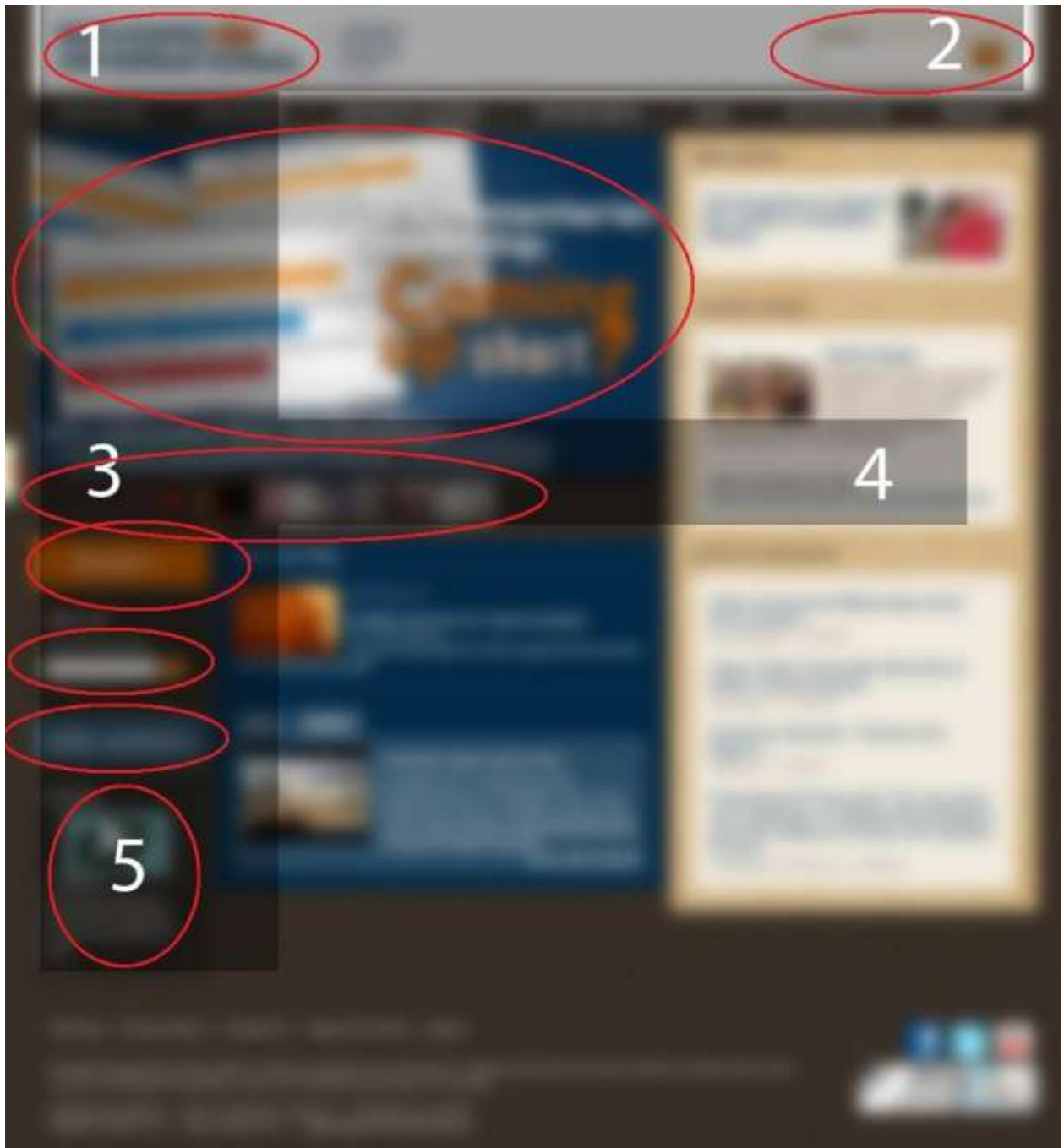


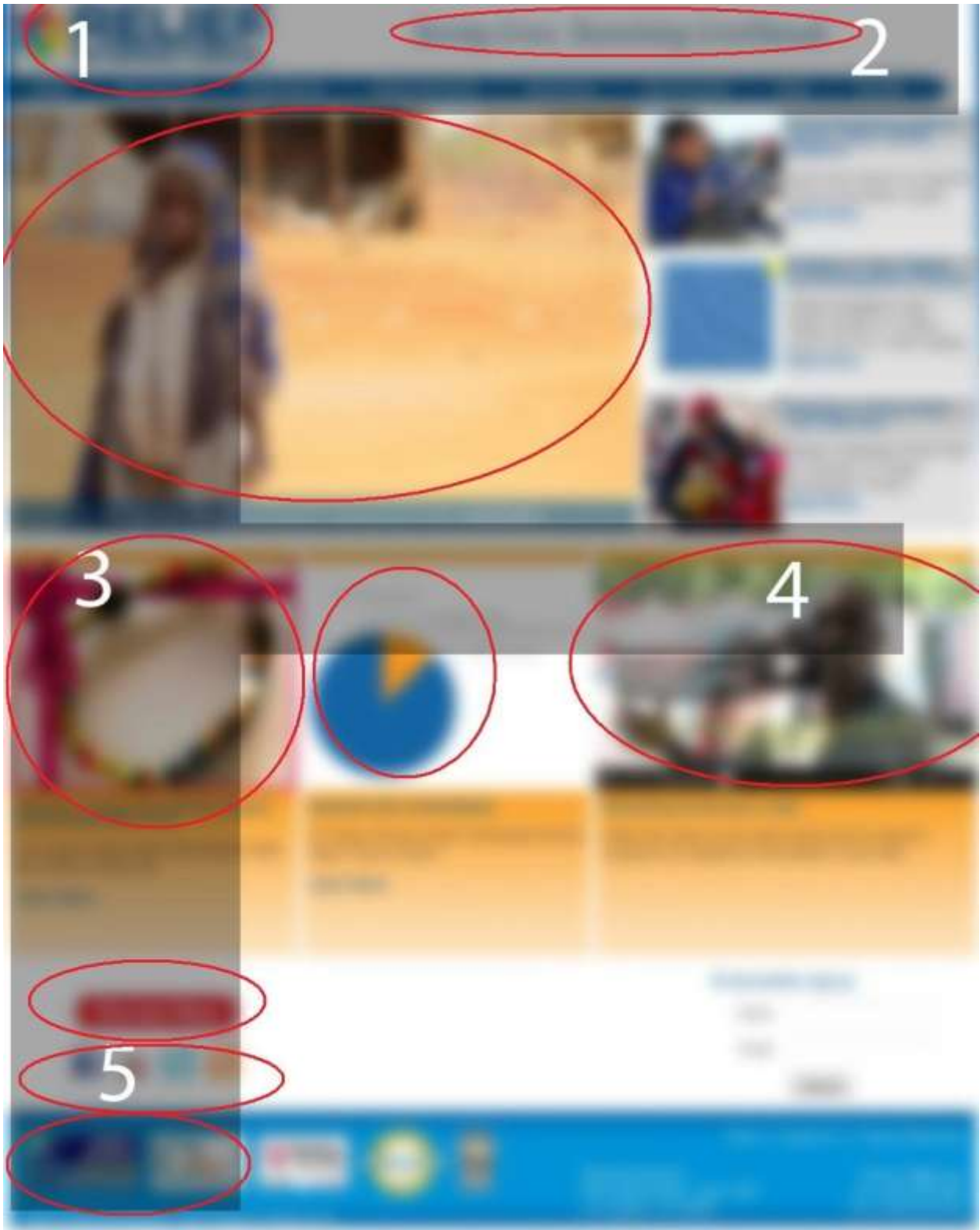






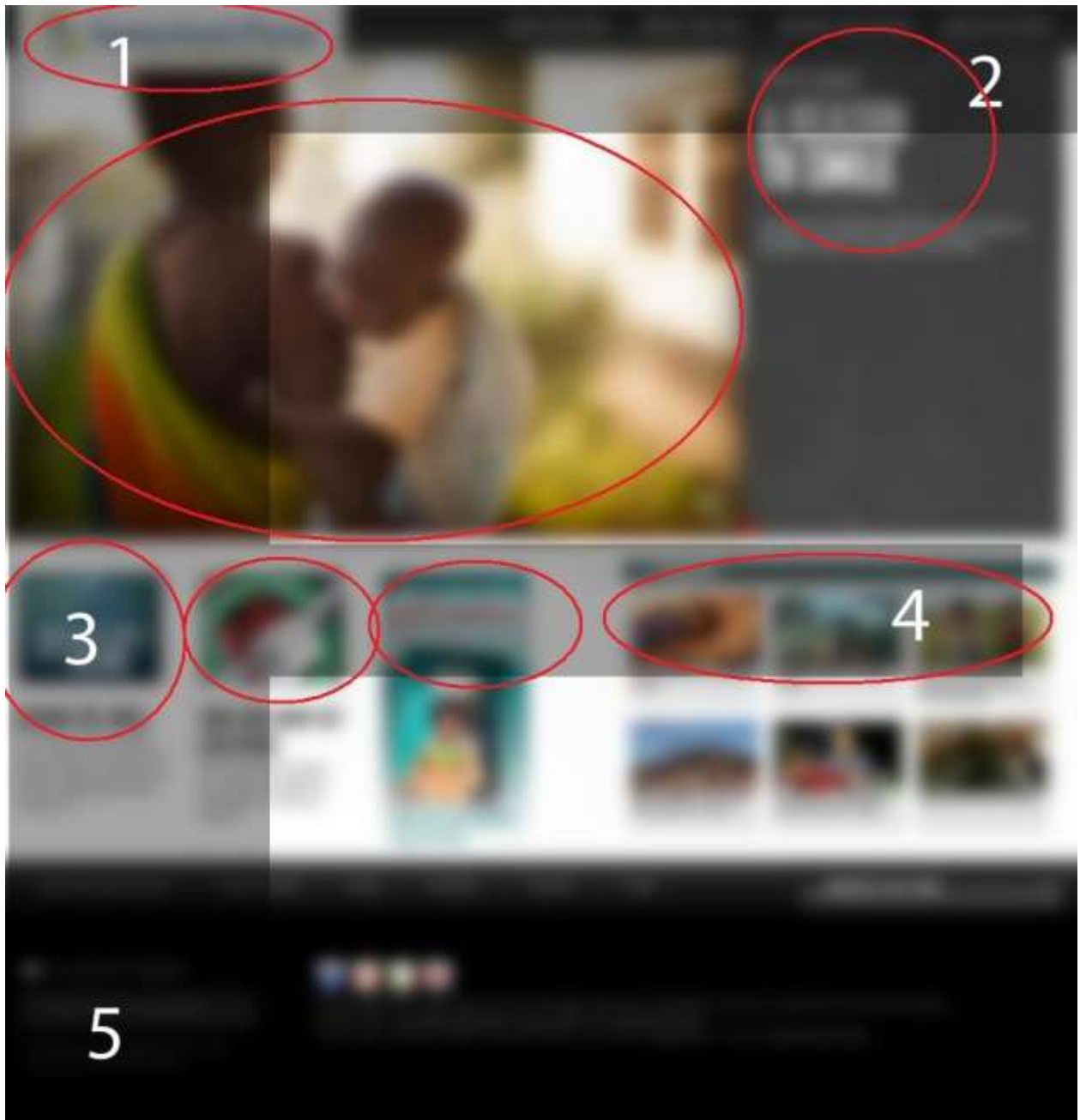


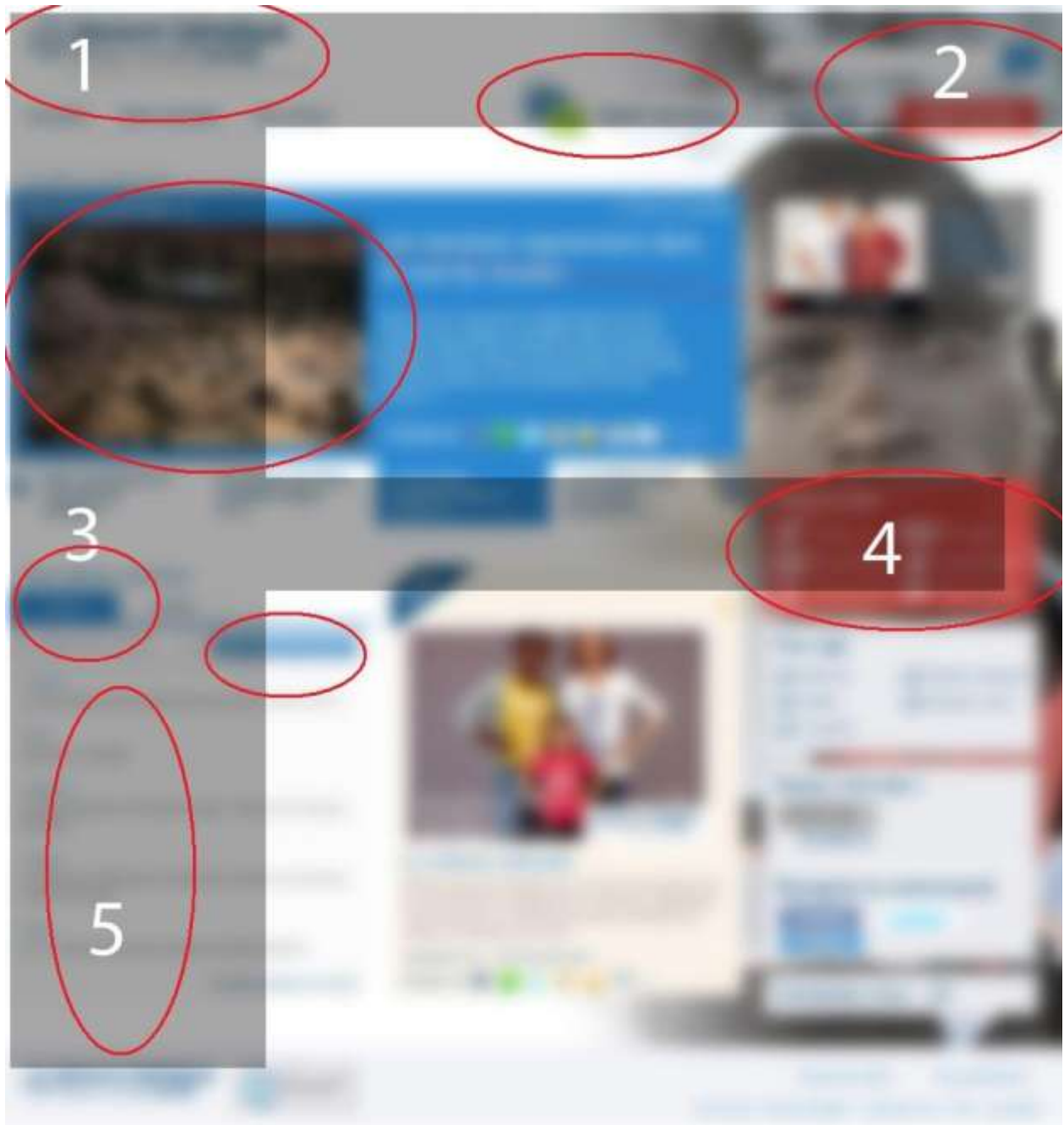








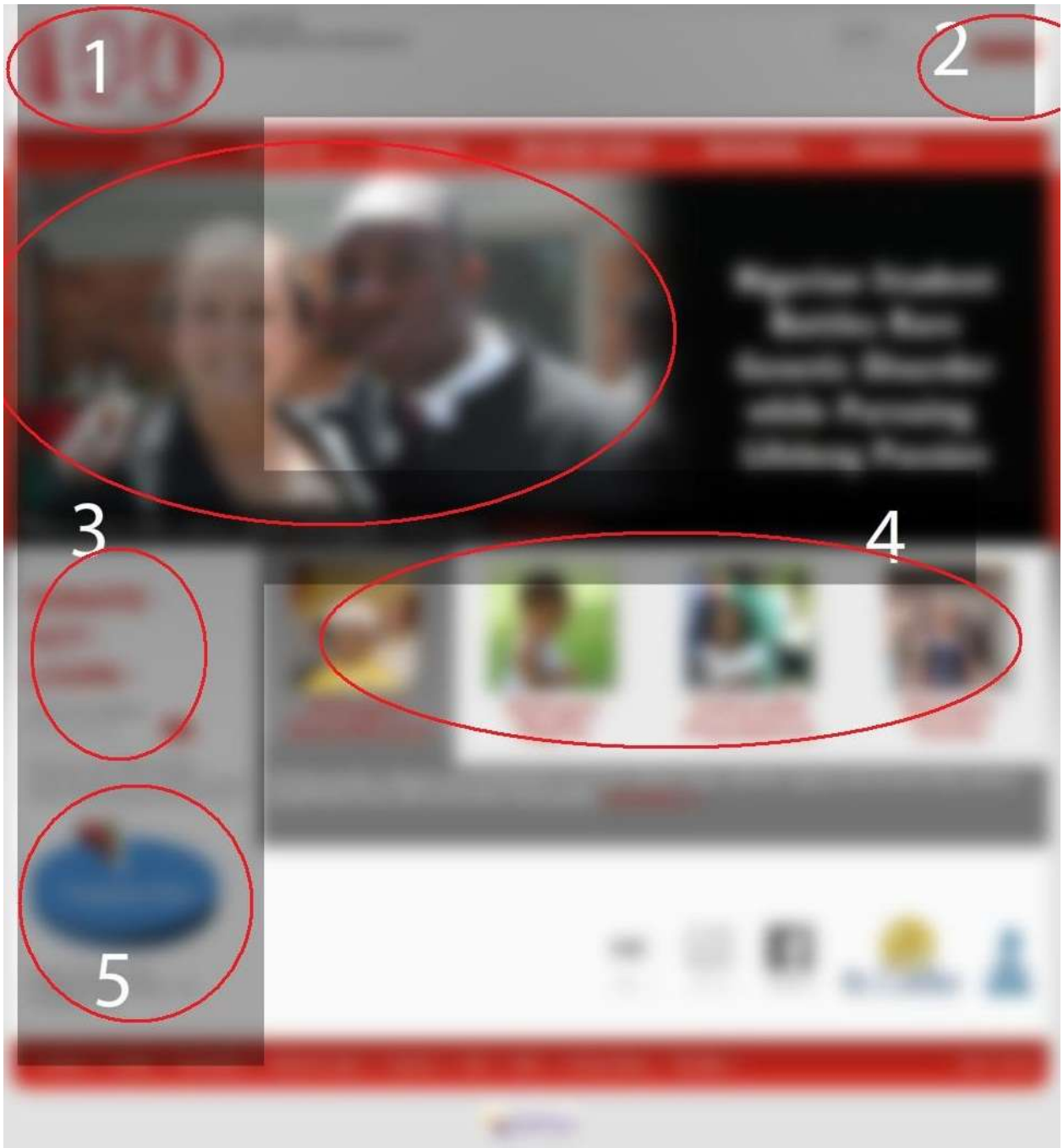
















Visual Hierarchy Study-
Sites before Gaussian Blur Effect



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Action Against Hunger (ACF International) is a global humanitarian organization committed to ending world hunger. [Learn more](#) or [donate today](#).

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Action Against Hunger provides life-saving assistance and restores self-sufficiency to millions of people in over 43 countries.

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people have received lifesaving support from ACF across the Horn of Africa in 2011.

215 TONS

of food assistance was delivered to 12,686 families in August 2011.

10,000

malnourished children were treated by ACF in Kenya as of July 2011.

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Hold your own event and use our online fundraising tools to help end hunger. Start saving lives today.



Our Mission

Action Against Hunger (ACF International) is a global humanitarian organization committed to ending world hunger.

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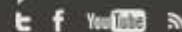
Hunger

Global Malnutrition
Opportunity

Emergencies

Horn of Africa
Pakistan Flood
Rift Earthquake

500 your help, we still defeat hunger. Africa 7 hours ago



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DATE	DESTINATION	TRANSPORT	VALUE
10/14/2011	Somalia	Container	\$108,383
10/26/2011	El Salvador	Air	\$5,761,112
10/26/2011	Mississippi	Container	\$53,023
10/26/2011	Paraguay	Sea	\$4,070,222
10/27/2011	Pennsylvania	Container	\$48,311

Click on the country or state for more information about the program.

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HERE AT HOME OUR WORK in the USA

Flu Shot Vouchers Help Protect Uninsured Against Illness

During flu season, AmeriCares aims to provide 60,000 patients within our U.S. clinic network with access to flu shots to help safeguard against this often serious illness. The first week in November, our team of volunteers sent the first shipment of nearly 12,000 vouchers to 52 clinics reaching 21 states.



Riaz in Pakistan: One Family's Crisis in the Aftermath of 2011 Flooding

More than 5 million people are struggling to survive in the wake of a new wave of severe flooding in southern Pakistan, including many families still recovering from the catastrophic 2010 floods.

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Emergency Assistance for Typhoon-Damaged Town in Japan

AmeriCares delivered emergency relief to help residents of Kumanogawa, a Japanese town battered by strong September typhoons, which triggered flooding in parts of Miyagi, forcing the evacuation of 2,500 people, including 500 earthquake survivors living in shelters.

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50 Cents Sends a Book to a Child in Africa

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- Container Shipments to Africa
- Books & Computers

"Books For Africa is a simple idea, but its impact is transformative. For us, literacy is quite simply the bridge from misery to hope."

— Kofi Annan, former U.N. Secretary-General

BOOKS FOR AFRICA

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"Books For Africa has earned its 5th consecutive 4-star rating for its ability to efficiently manage and grow its finances. Only 4% of the charities we rate have received at least 5 consecutive 4-star evaluations, indicating that Books For Africa consistently executes its mission in a fiscally responsible way and outperforms most other charities in America."

— Charity Navigator, 2011

Books For Africa

Books For Africa. A simple name for an organization with a simple mission. We collect, sort, ship, and distribute books to children in Africa. Our goal is to end the book famine in Africa.

Books For Africa is the world's largest shipper of donated books to the African continent. Since 1988, Books For Africa has shipped over 24 million high-quality text and library books to children and adults in 46 African countries. Millions more are needed.

It costs \$8,000 to send a sea container to most major sea ports of books and computers to Africa. Your donation will enable Books For Africa to send even more books to children in Africa who are hungry to read, hungry to learn.

To learn more about groups currently fundraising to ship books to specific African countries, [view the funders page](#).

Success Stories & News

Hover over a headline to view a photo and read more.



- Books For Africa Team Meets with U.S. Ambassador to Nigeria
 - The Sir Emeka Odiro Foundation Signs \$493,000 MOU with BFA to Distribute 32 Containers of Books Throughout Nigeria
 - Kofi Annan and Walter Mondale Promote Literacy to Support the Rule of Law in Africa
 - Books For Africa Rated in Top 4% of Charities by Charity Navigator
 - Books For Africa Celebrates Shipment of 25 Million Books to Africa at Warehouse Events
- [Browse More Archives](#)

Books For Africa Team Meets with U.S. Ambassador to Nigeria

Books For Africa Executive Director Pal Pionosi, board member Mike Essien, and members of the IFESH team (International Foundation for Education & Self-Help) met with U.S. Ambassador to Nigeria Terence McCutley at the U.S. Embassy in Abuja, Nigeria, on October 22, 2010, to discuss collaboration on advancing education in Nigeria.

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LATEST NEWS

- Parent Network - What Are We Talking About When We Say Maternal Mortality?
- The Huffington Post - Population 7 Billion: What's the Impact? (slideshow)
- Mediaplanet (in USA Today) - Investing in Women & Girls
- EMERGENCY ALERT: Learn about the emergency in the Horn of Africa and CARE's relief efforts >

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Pregnancy and childbirth shouldn't be a game of chance [Learn More >](#)



HELP HER LEARN

Every girl has the potential to change her world [Learn More >](#)



HELP HER EARN

She's working to help her family escape poverty [Learn More >](#)



2010 ANNUAL REPORT

View CARE's 2010 Annual Report [View Now >](#)





Caritas responds to East Africa food crisis



Côte d'Ivoire: Towards reconciliation



Photo gallery: Life in Pakistan's flood zone



NEWS

15/11/2011

Caritas Internationalis Executive Committee 100th meeting focuses on economic crisis

Bishop Marcelo Sánchez Sorondo, Chancellor of Pontifical Academy of Social Sciences, addressed representatives of Caritas Internationalis on the economic crisis facing much of the world.

11/11/2011

International concern for humanitarian crisis in Colombia

The Caritas Working Group for Colombia says the human rights situation in Córdoba continues to be critical.

02/11/2011

Caritas launches appeal for Thailand's flood survivors

[Newsroom >>](#)

CARITAS AROUND THE WORLD

INTERACTIVE MAP

WHAT WE DO

WHERE WE WORK



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News & Information

11/16 - Catholic Charities USA Receives Major Gift from Walmart Foundation: » [more](#)

11/11 - Catholic Charities USA Veteran's Day Message: » [more](#)

11/08 - Catholic Charities USA Updates 2011 Disaster Response: » [more](#)

11/04 - Opportunity Nation Joins Non-Profit Partners to Host the 2nd Annual National Summit on Opportunity and Poverty in Washington, D.C.: » [more](#)

10/26 - Major Faith Organizations Join to Kick Off National Food Stamp Challenge: » [more](#)

10/10 - Catholic Charities USA Receives Top Ranking from Charity Navigator: » [more](#)

Watch Our Video

From the Inaugural National Poverty Summit and Annual Gathering



View full-sized version on our new [YouTube Channel](#).

Catholic Charities USA Receives Major Gift from Walmart Foundation

Funding will expand hunger relief in rural communities. [Read more](#)

Rev. Larry Snyder and Candy Hill Speak at Opportunity Nation Summit

Footage from the 11/4 Summit's "Conversation Room"



Watch [live streaming video](#) from [conversationroom](#) at [livestream.com](#)



Watch [live streaming video](#) from [conversationroom](#) at [livestream.com](#)

Rev. Larry Snyder Discusses Healthy Meals, Community, and Fellowship.

In his latest blog post, "[Feed the Community, Feed the Soul](#)," Rev. Snyder shows us how a new breed of pay-what-you-can café emphasizes dignity and community as well as healthy meals.



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About Catholic Charities USA

Catholic Charities USA is the national office for Catholic Charities agencies and affiliates nationwide. As a professional association and social justice movement, Catholic Charities USA supports local Catholic Charities as they provide help and create hope for over 9 million people each year regardless of religious, social, or economic backgrounds.

Main Switchboard: (703) 549-1390
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Grateful to God—Beyond Obedience

Among the many gifts we can lift up to God at Thanksgiving, are any as powerful and necessary as gratitude?

Meet the People Who Want to Say Thank You

Whether you've prayed, devoted your time or made a donation, the poorest people in more than 100 countries want to say thank you.

Ivory Coast Refugees Give Thanks for Welcome

Your generosity helps more families help more families, such as Liberians who are opening their homes—often indefinitely—to those fleeing Ivory Coast.

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Voices: The CRS Blog

India and Apparel, A Fair Trade Journey

Benin, CRS Singer Tune Up for Pope's Visit

Benin Choir Rehearses for Papal Visit

Zambia Conference Addresses 'Resource Curse'

Latest from CRS Newswire

Papal Visit to Benin – CRS' Christophe Droeven on Church's Work with the Poor

Sister Helps Bring Peace to Former Child Soldiers in Uganda

Rape in Congo Destroys Women, but also Society, Says Church Official

In Malawi, Aid Agencies Eye Simple Changes to Help Resist Drought

Bishop Kicanas: Standing in Solidarity with our Brothers and Sisters in Iraq

CRS Welcomes New Board Members



Pray With Us

Light a candle in CRS' Virtual Chapel.

Action Alerts

Urge your Senators: Our nation must lead the world to confront global poverty!

Be One in a Million. Join Catholics Confront Global Poverty.



Horn of Africa Famine: Help Now!



2010 CRS Annual Operating Expenses

5% Fundraising, Awareness and Administration

Rating of A+ from The American Institute of Philanthropy

Ranked 19 in Non-Profit Times Top 100

Ranked 51 on the Chronicle of Philanthropy Annual Top 400 List



CRS is the official overseas relief and development agency of the U.S. Conference of Catholic Bishops.



Catholic Relief Services is a member of Caritas Internationalis



CRS is a proud member of the National Catholic Development Conference



CRS meets all 20 Charity Standards of the Better Business Bureau

Catholic Relief Services 228 W. Lexington St. Baltimore, Maryland 21201-3443 | 888-277-7575 | info@crs.org

RSS Feeds

Catholic Relief Services is the official international humanitarian agency of the Catholic community in the United States. We alleviate suffering and provide assistance to people in need in nearly 100 countries, without regard to race, religion or nationality.

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Doctors Without Borders/Médecins Sans Frontières (MSF) is an international medical humanitarian organization working in nearly 70 countries to assist people whose survival is threatened by violence, neglect, or catastrophe.

[Learn more »](#)

FEATURES



Urban Survivors
A journey through the world's slums.

TB & ME
Real stories of life with multidrug-resistant tuberculosis.

Starved for Attention
Rewrite the story of childhood malnutrition.

Medical Innovations in Humanitarian Situations
The work of Médecins Sans Frontières

RESOURCES

CRASH
Encouraging debate on humanitarian action and critical reflection on MSF's practices.

Field Research
MSF's scientific articles available free and with full text.

Clinical Guidelines
Available to download.

Campaign for Access to Essential Medicines
Working on improving access to existing treatments & stimulating development of newer & better medical tools.

FIELD NEWS

Somalia: Caught Between Epidemics, Malnutrition, and Conflict



Somalia 2011 © Yann Libessart/MSF

A measles epidemic is spreading. The lack of infrastructure and services is worsening the population's vulnerability. And civilians have endured new military offensives.



VOICE FROM THE FIELD

India: Finding The Best Treatment For Kala Azar

November 9, 2011

MSF's Dr. Marta González talks about the challenges of diagnosing and treating kala azar in India's Bihar State.

[India: Treating Kala Azar—a Complex and Deadly Disease](#)



Ethiopia 2011 © Jenny Vaughn

PRESS RELEASE

Ethiopia: Surge of Somali Refugees Demands Increased Aid Capacity

November 2, 2011

Unless the capacity to deliver aid is rapidly increased, it will be extremely difficult to meet the needs of Somalis fleeing to Ethiopia, MSF said today.



Kenya 2011 © Francesco Zizola/NOOR

FIELD NEWS

Urban Survivors: Shedding Light On The Humanitarian Crises In Slums

October 28, 2011

To highlight the critical humanitarian and medical needs that exist in urban settings the world over, MSF presents "Urban Survivors," a multimedia project produced in collaboration with the NOOR photo agency and Darjeeling Productions.

[Urban Survivors: Humanitarian Challenges of a Rising Slum Population](#)

PRESS RELEASE

Dozens Treated After Bombardment of Displaced Persons Camp in South Somalia (UPDATED)

October 31, 2011

MSF treated dozens of people, the majority of them children, after a camp for displaced Somalis in the Lower Juba region was hit with an aerial bombardment.



BRIEFING DOCUMENTS

MSF Supports Call for New Financial Transaction Tax to Fill Gap in Global Health Funding Needs

October 28, 2011

This report shows how the lives of five MSF patients were transformed because they had access to medical interventions that could save millions of lives if they were more broadly



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By issue

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Turkey: After Earthquake, MSF Distributes Specialized Tents Ahead of Winter's Arrival

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Putting Faith into Action - With Twice the Impact

Episcopal Relief & Development President Rob Radtke blogs about this year's Matching Gift Challenge: donate by November 30 to have your contribution matched, and help us raise \$1 million to help heal a hurting world! [Read more](#)



News from Episcopal Relief & Development

[Northeast Flood Response](#)

[New Resources \(EN\) \(ES\)](#)

[Central America Flooding](#)

[2011 Gifts for Life](#)

[Church of South India](#)

[Approved Strategic Plan Goals](#)

Learn About and Support Our Work



[US Disaster Program](#)

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Our Partners

Our partners are vital to Episcopal Relief & Development's mission of healing a hurting world.

[The Power of Partnerships: Partners in Honduras](#)

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Episcopal Relief & Development uses your financial gifts in the most effective ways possible to serve and support people suffering worldwide. [More information](#)



2010 Operating Expenses
Programs 89%
Fundraising 5%
Administration 6%





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Our Mission: To walk with churches, leaders and families in overcoming all forms of human poverty by living in healthy relationship with God and His creation.
[Find out more.](#)

It All Began With A Little Girl



A life-changing experience for FH founder, Dr. Larry Ward.

I am often asked, especially in radio and TV interviews, how I got started in this kind of work. Well, it all began with a little girl! Yes, the whole focus of my life was changed by little Jung H. Let me quickly tell you her story:

"It was over twenty years ago, but I still remember the little "case history" and picture I received. Her little face was so sad. Her clothes were ragged. Her story was simple: Found on the streets of Pusan. Parents dead. Taken to a Christian orphanage."

[Read More](#)

Leading Progress



Bolivian teenager envisions better future for community

In the high, arid Bolivia countryside, the small community of Challa Grande sits between the two cities of Cochabamba and La Paz. It's a small community with a few restaurants on the main road, one school, and houses scattered across the hillsides.

With many of the families in Challa Grande struggling to earn a living through farming, many children do not attend school or finish it. Instead, they stay at home to tend crops. For a boy named Emetario Coloni, taking the path of farming over education looked inevitable after his father died.

[Read More](#)

Sponsor a child today!



Hi, my name is **Claudina** and I'm from Bolivia

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We are a 501(c)(3) non-profit organization.

[More about Finances >>](#)

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- Healing the Wounds of War
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LATEST ARTICLES

- Poverty 180: What happens AFTER a clean-water well is dug?
- Poverty 180: FH staff rescue boy on the brink of suicide
- Poverty 180: When is "it's just cultural" not an excuse for allowing injustice?
- Poverty 180: VIDEO: A story of love, service and our hope in Christ



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Making it Work (MIW) is a global multi-stakeholder initiative supporting the effective implementation of the Convention on the Rights of Persons with Disabilities (CRPD).



Source is an international information support center designed to strengthen the management, use and impact of information on health and disability.



The U.S. Campaign to Ban Landmines and Cluster Bombs, currently coordinated by Handicap International, is a coalition of thousands of people and U.S. non-governmental organizations working to convince the U.S. government to join the 1997 Mine Ban Treaty and the 2008 Convention on Cluster Munitions.

FROM THE FIELD

LIBYA
EDUCATION AND DEMINING ACTIVITIES CONTINUE



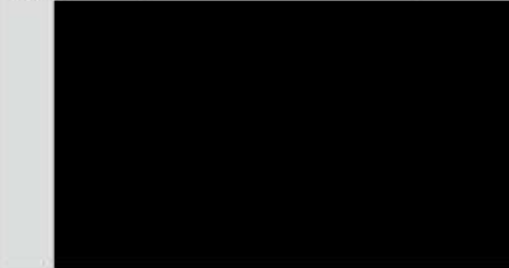
Handicap International is beginning to clear Libyan land contaminated by explosive remnants of war and mines. Programs to educate the population about the risks posed by unexploded remnants of war continue.
[Read more](#)
[Read the July 7, 2013 Situation Report to learn more about Handicap International's work in Libya](#)

MOZAMBIQUE
WOMEN HELP FREE MOZAMBIQUE FROM MINES



A dozen women have joined Handicap International's demining team in Mozambique to clear the country of landmines and other unexploded ordnance (UXO). Mozambique is the world's third-most UNO-contaminated country and, as a result, also one of the world's poorest. Handicap International is working to clear the African country of landmines by 2014.
[Read more!](#)

Use the interactive map to choose one of the countries in which Handicap International is active...



... or choose a country:

Legal Information



MEET HANNA



NEWS

Life-saving cluster munitions treaty threatened by protocol
[to find out more](#)

A step backward in the fight against cluster bombs
[to find out more](#)

Handicap International targets diabetes
[to find out more](#)

Handicap International tells Syria: Do not use landmines
[to find out more](#)

Pakistan: Treating 400,000 tons of drinking water a day
[to find out more](#)

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Iraq: ICRC delivering more aid where it is needed most

While the security situation in Iraq has slowly but steadily improved, there are many humanitarian needs that still have to be met. The ICRC has been improving its ability to do so. Magne Barth, the outgoing head of the ICRC delegation in Iraq, explains.

OTHER HIGHLIGHTS



ICRC comments on the draft protocol on cluster munitions and other issues for the CCW Review Conference.



DR Congo: 70 children, one aircraft and many happy families

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VOLUNTEER AGAINST HEALTH CARE MUST END IT'S A MATTER OF LIFE & DEATH

FAMILYLINKS.ICRC.ORG

RSS FEED

The ICRC on social media

OTHER ICRC SITES

QUICK LINKS

- ▶ The 31st International Conference of the Red Cross and Red Crescent
- ▶ WARNING: fraudulent e-mails and websites
- ▶ The Geneva Conventions of 1949 and their Additional Protocols
- ▶ Strengthening legal protection for victims of armed conflicts
- ▶ Working for the ICRC

SELECTED RESOURCES

- ▶ ICRC publications and films
- ▶ ICRC photo galleries
- ▶ ICRC maps
- ▶ International Review of the Red Cross
- ▶ ICRC databases on international humanitarian law
- ▶ ICRC Video Newstram

SERVICES

- ▶ ICRC Archives
- ▶ Library and research services
- ▶ Advisory service on international humanitarian law

MEDIA ROOM

LATEST NEWS

- ▶ Iraq/Kuwait: stepping up efforts to account for missing persons 17.11.2011
- ▶ Central African Republic: thousands suffer the effects of armed violence in Bria 16.11.2011
- ▶ Côte d'Ivoire: plantations in west made usable again 08.11.2011

[More news](#)



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Last update: 17-11-11

442



Food and shelter needs still acute following floods in South Hwanghae



Drought in the HORN OF AFRICA



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News stories



Uganda Red Cross water and sanitation projects bring relief to rural communities
They carried on with their lives as though nothing was wrong. Men, women and children died of thirst...



Tarapalms and tents saving the day in Sindh province
By Majda Shabbir in Islamabad Inam Bakht, his toddler son on his shoulders, stands next to his...



Promoting education and empowerment through water in Namibia
Tucked away in the semi-arid mountains of Kunene region, northern Namibia, is the Himba tribe, an et...

Featured video



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Choose another National Red Cross or Red Crescent Society

WDR2011



The 2011 World Disaster Report focuses on the contradiction of hunger in a world of plenty.
[Read more](#)

Disaster laws



International disaster response law relates to all of the rules for disaster response operations that cross international borders.

2010 Report



A look back at the events and issues that dominated the IFRC's humanitarian mission in 2010.
[Read more](#)

Health in numbers



How many people took part in community-based health and first aid programmes in 2010?
[Find out here](#)



News stories

Learning opportunities



Learning Network
Our goal is to change minds for the better by facilitating ubiquitous learning – a world-class education...



RedTalk
RedTalk is IFRC's learning event, inviting global experts to share their insights, challenges, and...

Latest appeals

10 November 2011
Cyclone Nargis (NDRM002)
Myanmar - Final report

17 November 2011
Honduras (MAHR002)
Honduras - Mid-Year Report 2011

10 November 2011
El Salvador - Floods (NDRS002)
El Salvador - Final report

16 November 2011
Turkey: Van Earthquake
Turkey - Raised Emergency Appeal

15 November 2011
Population movement
Ethiopia - Operations update no. 1

Important notices

There are a number of fraudulent web sites which are using the Red Cross Red Crescent emblem to request donations for disaster relief. Please treat these web sites as suspicious.
[Read more](#)

Tools and services

Learning platform
Enter our online courses, training tools, materials and information.
Measurement services
The IFRC is a world leader in supply chain management.

Strategy 2020

Strategy 2020 guides the actions of the IFRC. It defines three strategic aims and three enabling actions for the IFRC and its member National Societies in order to achieve the common vision.
[Read more](#)

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HORN OF AFRICA AID MAP

WHO IS DOING WHAT, WHERE?



HORN OF AFRICA MAPPING

Reducing risks of future crises

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(5 second intervals).

[LATEST NEWS](#) [CRISIS RESPONSE](#) [PUBLIC POLICY](#)

UN confirms Dadaab cholera outbreak



November 17, 2011

Sixty people have been diagnosed and 1 person has died in a confirmed outbreak of cholera at the Dadaab refugee camp in Kenya. [Read More >>>](#)

Member News: PADF hires new deputy executive director and COO



November 16, 2011

InterAction member The Pan American Development Foundation (PADF) has hired Dr. Judith Hermanson as its new deputy executive director and chief operating officer (COO) effective Feb. 1, 2012. [Read More >>>](#)

[More News >>>](#)

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and humanitarian relief

1,000 Days Campaign



Aid Buzz Blog



New blog: How do school-based deworming programs help whole communities? Find out in the latest in a series on Johnson & Johnson's deworming work around the world. [Read More >>>](#)

Forum 2012



Featured Member



International Fund for Animal Welfare

[LEARN ABOUT OUR FEATURED MEMBER Full Member Directory >>>](#)

Upcoming Events

USAID Rules & Regulations: Grants & Cooperative Agreements
November 29, 2011

Taxation Management of US Expats
November 30, 2011

USAID Subaward Management
December 02, 2011

[MORE EVENTS >>>](#)

Continuously sliding presentation that tells the story of how the Org. uses medical supply donations.

MedShare gathers supplies

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Help us by making a financial donation or by donating medical products.

Send Medical Product

Learn how you can send medical products across the globe.

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Getting involved is fun and rewarding. Let us put our skills to good use.

WHAT IS MEDSHARE?

MedShare is a nonprofit organization dedicated to improving the environment and healthcare through the efficient recovery and redistribution of surplus medical supplies and equipment to underserved healthcare facilities in developing countries.

Our shipments of medical supplies and equipment have brought healing and the promise of better lives to more than 65 countries and countless patients. MedShare is a top ranked charity by [Charity Navigator](#) and is headquartered in Atlanta, Georgia, with a second distribution center in San Leandro, California.



CRITICAL NEED ALERT

Inspire Others to Send Boxes of Hope

You volunteer and donate annually, but how can you be wondering how you can support MedShare on a larger level? Consider involving your family and friends around a Boxes of Hope campaign to help us bridge the gap between surplus and need by sending boxes of medical supplies to the developing world. For every \$25, a box of medical supplies will be donated.

NEWS, SHIPPING LISTS & BLOG

[NEWS](#) | [SHIPPING LIST](#) | [BLOG](#)

- MedShare Included in Clinton Global Initiative Commitment to Strengthen Health Systems in Bangladesh**
 OCTOBER 11, 2014
 MedShare partners with icddr to strengthen the healthcare system in Bangladesh.
- Treasurer and Council Chair Mary Bernal Named Forward for Community Leadership Award**
 OCTOBER 10, 2014
 Mary Bernal named for exceptional ongoing for MedShare led as a Community Leadership Award winner.
- CEO Corner: "We Must Continue to do More"**
 OCTOBER 10, 2014
 MedShare CEO, Michael Lee, shares his thoughts on the job and issues a call to action.

QUICK LINKS

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NEWSLETTER SIGN UP

Subscribe to our newsletter to receive monthly updates about MedShare.

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Inde : lutter contre le kala-azar au Bihar

Article, 15 Novembre 2011



SUIVEZ MSF SUR SES RESEAUX SOCIAUX



VIDEO 14/11/2011
Alex & Fred au Congo : back home



ARTICLE 09/11/2011
Tremblement de terre en Turquie : MSF distribue des tentes à l'approche de l'hiver



COMUNICATÉ 29/10/2011
Taxe sur les transactions financières : des fonds pour la santé !



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East Africa food crisis

Large parts of East Africa are facing the world's worst food crisis. Across the region Oxfam's humanitarian response is aiming to reach approximately three million people with water, sanitation and food. Please support our biggest ever emergency appeal for Africa.

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Features



Bill Nighy explains the Robin Hood Tax

At the 2011 G20 Summit in Cannes, Bill Nighy joined Oxfam and others from around the world to urge leaders there to back a financial transaction (a.k.a. Robin Hood) tax.



DR Congo: Music charity album



With drought worsening Somalia community care improves children's health

DR Congo: Isolation breeds insecurity

Private Lives: Latrines in Pakistan's camps

Come in girls' education in Afghanistan are at risk: Real lives

Good aid: the video

News

Oxfam relocates staff after surge in violence along Sudan - South Sudan border
11 November, 2011

Aid agencies forced to close programs if funds don't urgently arrive for Pakistan floods
9 November, 2011

Aid cuts could spell disaster for the education of poor children
8 November, 2011

Blog

Kenya climate hearings 2011: Communities speak out
11 November, 2011 - 12:55

Somaland: An oasis in the drought
10 November, 2011 - 18:50

Floods in Pakistan: Sindh is still submerged
9 November, 2011 - 10:04

 **Oxfam Unwrapped**
small gifts = big differences

Start your holiday shopping today! 

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Support Oxfam's mission

Take Action

Urgent: Stop land grabs in Uganda!

Latest video



Scarlett Johansson, Video Journal from East Africa food crisis, Part 2

[Watch video](#)

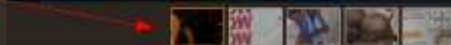


Oxfam Trailwalker
100km to overcome poverty and injustice
[More info](#)

U.S. Humanitarian Leadership: Coming up short?

RI's Advocates Run the Numbers
Cuts would weaken America and all those who depend on it.

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events

11/09/2011
Young Humanitarian Circle Film Screening, "Play the Devil Back to Hell"

from our blog

November 15
Deadline Day Nears for Supercommittee
by: Michael Royce
Can we really afford to slash support for the world's most vulnerable people?

video photos

Tawergha: Libya's Ghost Town
In October 2011, RI traveled to the abandoned town of Tawergha, Libya. View footage from the trip, and then read our new report: **Libya: Protect Vulnerable Minorities & Assist Civilians Harmed**

[more video reports](#)

take action

Tell Congress to Support the Victims of Somalia's Famine

current crises

South Sudan
International actors must work together to meet emergency needs and provide safe transport to refugees, prioritizing those most vulnerable.

Other Countries in Crisis
[Burma](#) | [Somalia](#) | [Sudan](#) | [Colombia](#) | [Pakistan](#) | [Iraq](#)

policy & advocacy

Libya's Unchecked Militias May Derail Reconciliation
Press Release | 11/08/2011

Libya: Protect Vulnerable Minorities & Assist Civilians Harmed
Field Report | 11/09/2011

Dominican Republic: "Embrace the Hyphen"
Statement | 11/02/2011

Protecting the Persecuted: The Successes and Challenges of Safeguarding Refugees, Internally Displaced Persons and Stateless Persons
Congressional Testimony | 10/28/2011



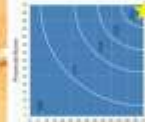
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70 Volunteers: Laniisa Mairi Reports From the Horn of Africa [Read More](#)



RI and Musicians Institute Launch 'JAM 4 JAPAN' Initiative!
Learn More About Our Benefit Concert and Music Grants [Read More](#)



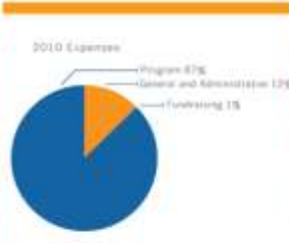
RI Rated in 'Top 2' Relief and Development Charities
Charity Navigator's New Rating System is in Effect — Check Out Our 4-Star Rating! [Read More](#)



Orphans in Turkey Need Your Help Now
Please Contribute to the Fund for Orphans of Turkey Earthquake TODAY! [Read More](#)



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Rebuilding Continues in Haiti
Watch this video to see what's being done to improve conditions for displaced communities in rural Haiti.

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Le Secours Catholique soutient les centres communautaires d'action sociale

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La 11 octobre, journée du travail d'intérêt général

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- UMCOR, URMH and the Methodist Church of Haiti Support Habitat for Humanity**
President of Haiti Michel Martelly and former US President Jimmy Carter opened a hospital for Humanity built in Les Cayes, Haiti where UMCOR was among supporters. Learn more in the UMCOR Notebook.
- Refugee Ministry Newsletter**
Read the latest stories from the Refugee Ministry Office.
- To Whom Much is Given, Much is Required**
In a recent visit to the Democratic Republic of Congo, UMCOR staff encouraged the Katanga community to take action and ownership of agricultural training that will teach new methods of growing quality food for themselves. Read more in the UMCOR Notebook.
- UMCOR Gift Catalog**
Holiday gifts made through the UMCOR Gift Catalog make a real difference in the lives of some of the most vulnerable people around the world. View the online catalog or download a hard copy.
- November 15 Weekly News Update**
Read about how UMCOR is responding to the needs of people around the world.
- Living Below Zero in Viet**
Living conditions among earthquake survivors in Turkey are becoming increasingly harsh, as snow falls and temperatures drop. Read UMCOR partner IRC. Read more in UMCOR Notebook.
- New Quake in Turkey**
After a second earthquake in just over two weeks struck eastern Turkey last night, UMCOR is responding with its partners IRC.
- Making Eid after the Quake**
For the people of eastern Turkey, today's first al-Hajj feast will be celebrated in temporary shelters, after a powerful earthquake caused massive destruction October 23.
- First Monday: Internet Resource on the Church and Immigration**
First Monday is a monthly internet newsletter that offers valuable resources on the church and immigration issues in the United States.
- Unseen Faces**
On a recent trip to Zimbabwe, UMCOR Relief Supplies Executive Director Kathy Lopez addressed the work of good UMCOR sites to those in need.
- Floods Quietly Disrupt Life in El Salvador**
Thousands of Salvadorans lost their farms earlier this month following seven straight days of torrential rain. UMCOR is helping families cope and rebuild.

HOPE

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Drop by drop, UNHCR encourages displaced to come back home

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- From "Yes we can" to "Not again," two-time refugee loses hope amid Sudan fighting
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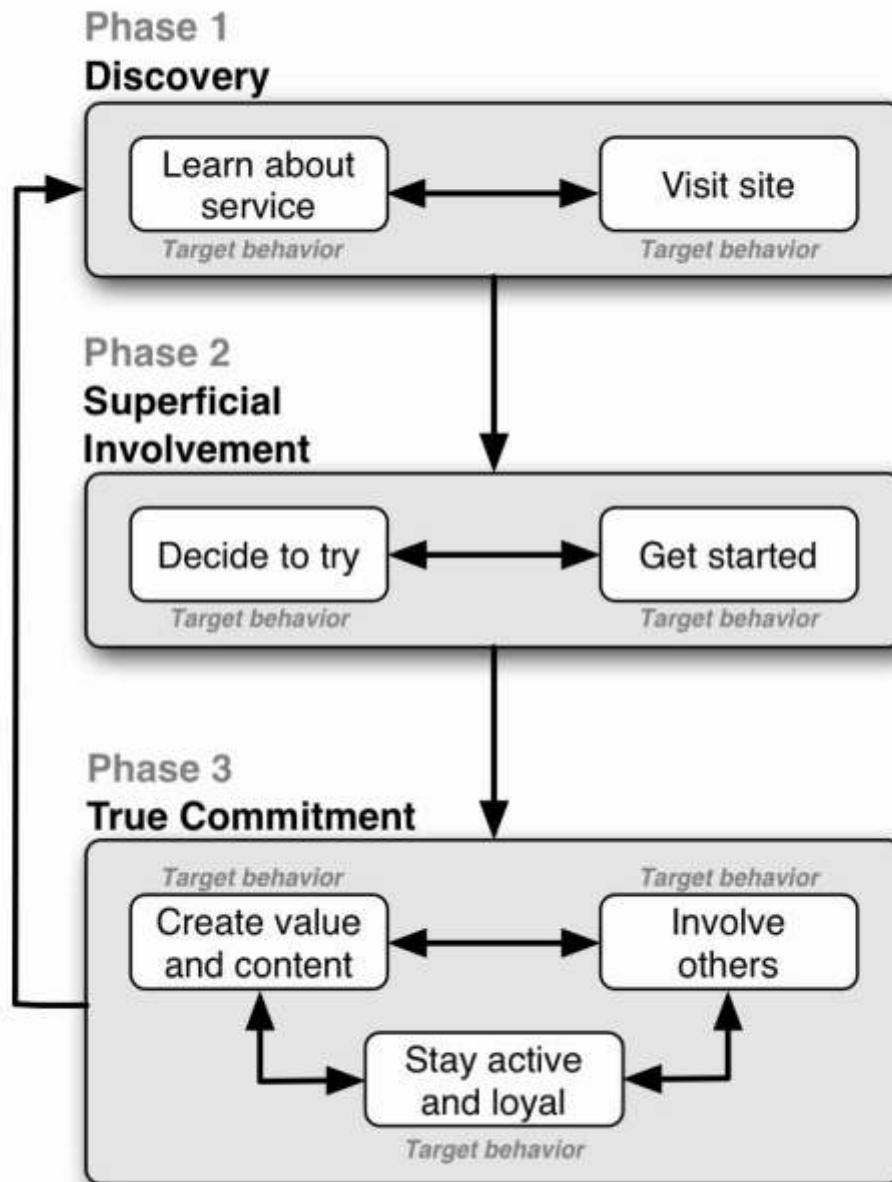
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The Behavior Chain for Online Participation

The Behavior Chain for Online Participation model Fogg & Eckles (2007)



Fogg, B., & Eckles, D. (2007). The Behavior Chain for Online Participation: How Successful Web Services Structure Persuasion. *PERSUASIVE, LNCS(4744)*, 199–209.

Future Research

Table 1 Formats of relief sites

Website URL (http://)	Format
forums.ebay.com/forum.jspa?forumID=100000000	Forum
forums.craigslist.org/?forumID=52	Forum
www.nola.com/forums/reachingout	Forum
groups.google.com/group/Katrina-Hub	Forum
www.citizenactionteam.org	Forum
www.reliefspark.org	Database
www.katrinangels.org	Database
gracedavis.typepad.com/katrinablog	Blog
wheretosenddonationsforkatrina.blogspot.com	Blog
beenthere.typepad.com	Blog
katrinahelp.blogspot.com	Blog
katrinahelp.info	Wiki
www.projectbackpack.org	Wiki

Table extracted from:

Torrey, C., Burke, M., Lee, M., Dey, A., Fussell, S., & Kiesler, S. (2007).

Connected Giving: Ordinary People Coordinating Disaster Relief on the Internet (p. 179a–179a). IEEE. doi:10.1109/HICSS.2007.144

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**L'art de la communication engageante : de la communication en face
à face à la communication Médiatisée par ordinateur.
Application au domaine humanitaire.**

Résumé en Français

Ce travail de recherche s'inscrit dans le champ de la communication engageante. Un certain nombre de travaux antérieurs se sont intéressés à la pratique de la communication engageante dans un contexte de face à face. La contribution de ce travail porte sur l'étude de la communication engageante dans un contexte de communication médiatisée par ordinateur. Véritable travail interdisciplinaire, il se situe au creuset de la psychologie sociale, des sciences de l'information et de la communication et de l'informatique. La question de recherche consiste à s'interroger sur la transposition des conditions et techniques de l'engagement dans des environnements numériques. Pour répondre à cette question, un travail de terrain a été réalisé sur le thème de l'humanitaire sur le web. Les stratégies de communications en ligne des organisations humanitaires ont été étudiées de façon approfondie. Par la suite un travail de terrain a été articulé autour de plusieurs expérimentations conduites en face à face puis en ligne dans un contexte humanitaire. Le choix a été fait de privilégier la production expérimentale dans des conditions naturelles. Si l'efficacité de la communication engageante est incontestable dans le cadre de la communication en face à face, les résultats sont moins probants dans le cadre des expérimentations conduites dans les environnements numériques. S'amorce alors une analyse critique permettant de mieux comprendre les raisons de ces résultats.

Mot clés:

changement comportemental, communication engageant, Cliff Bieberly, pied dans la porte numérique, Eric Boutin, pied dans la porte, actions humanitaires, communications humanitaires, communication organisationnelle, sites Web humanitaires, SIC, TIC, Web 2.0, William Samuel Ravatua-Smith

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**The Art of Binding Communications:
From Face to Face to Computer Mediated Communication in the
Domain of Humanitarian Actions**

Summary in English

This research is in the field of binding communications. A number of previous studies have focused on the practice of binding communications in the face-to-face setting. This research provides a contribution to the field with novel experiments of binding communication in the context of computer mediated communications. It is a true interdisciplinary research with foundations in social psychology, information communication sciences and information communication technology. The research question is to examine the implementation of binding communication techniques in the computer mediated setting. To answer this question, fieldwork was carried out on the theme of humanitarianism on the Web. The online communication strategies of popular humanitarian organizations have been extensively studied. Subsequently, fieldwork was structured around several experiments conducted in the face-to-face and online settings in a humanitarian context. The choice was made to focus our experimental studies in real world conditions as opposed to developing laboratory setting tests. If the effectiveness of binding communication strategies is undeniable in the face-to-face setting, the results are less convincing in our experiments conducted in the computer mediated environment. This research paves the way for future critical analyses needed in order to better understand the results obtained from our experimentations.

Keywords:

behavior change, binding communications, Cliff Bieberly, commitment communications, digital foot in the door, Eric Boutin, foot-in-the-door technique, humanitarian actions, humanitarian communications, humanitarian websites, ICT, organizational communication, Pro-humanitarian behavior, SIC, Web 2.0, William Samuel Ravatua-Smith