



## **Nonprofit On-Line Advocacy for Children's Causes: A Comparison of National and Sub National Patterns.**

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1



## **Why this Study?**

- ◆ Electronic Advocacy--New Media and Policy Change
- ◆ Children's Issues
- ◆ Devolution--National Vs Subnational
- ◆ Multipart Study

2



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## Research Questions

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- ◆ Is there a difference between national and sub national child advocacy nonprofits in terms of their use of electronic or on-line advocacy techniques?
- ◆ Is there a difference between national and sub national nonprofits in the issues on which they apply on-line advocacy techniques?
- ◆ Are there differences between national and sub national child advocacy nonprofits in terms of the barriers that they encounter in implementation of electronic advocacy techniques?
- ◆ Are there differences between national and sub national child advocacy nonprofits in terms of their evaluation of effectiveness?
- ◆ Are there differences between national and sub national child advocacy nonprofits in terms of the amount of time devoted to policy change?

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## Research Framework

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- ◆ Interest Group Theory
- ◆ Diffusion of Innovation Theory
- ◆ Some use of Institutional Theory

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## Methods

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- ◆ Survey Design
- ◆ Subjects (n=119) National 57 State 62
- ◆ Analysis
  - Descriptive Statistics
  - Regression Model

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## Results

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- ◆ Response Rate:
  - 85 Usable Questionnaires Were Returned
    - 39 National
    - 46 State
  - Overall Response Rate was 75%

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## Organizational Characteristics

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- ◆ Largely Small Organizations
- ◆ Less than half are membership organizations
- ◆ Some Very Large Organizations at the National Level

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**Is there a difference between national and sub national child advocacy nonprofits in terms of their use of electronic or on-line advocacy techniques?**

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- ◆ Differences are slight and not particularly important
- ◆ Similar number of technologies
- ◆ Similar types of technology
- ◆ Both Groups made more use of lower-end technologies
- ◆ National Level was not a significant predictor of technology adoption

8



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**Is there a difference between national and sub national nonprofits in the issues on which they apply on-line advocacy techniques?**

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- ◆ There is a meaningful difference between groups
- ◆ More Single Issue Organizations at the National Level

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**Are there differences between national and sub national child advocacy nonprofits in terms of the barriers that they encounter in implementation of electronic advocacy techniques?**

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- ◆ Both Groups have similar experiences
- ◆ Expertise, equipment and expense most frequently cited
- ◆ Awareness is more important at the State Level
- ◆ Staff Resistance is more important at the National Level
- ◆ Organizational Digital Divide

10



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**Are there differences between national and sub national child advocacy nonprofits in terms of their evaluation of effectiveness?**

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- ◆ Significant Difference
- ◆ National Organizations See Electronic Advocacy as more effective

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**Are there differences between national and sub national child advocacy nonprofits in terms of the amount of time devoted to policy change?**

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- ◆ Significant differences between the two groups
- ◆ State Organizations are much more heavily involved in policy work

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## Limitations

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- ◆ Sampling Issues
- ◆ Response Rate
- ◆ Other Issues

13



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## Implications

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- ◆ Differences in most areas are not exceptional in terms of technology
- ◆ There is a difference in policy time and perceived effectiveness
- ◆ National organizations deal with fewer issues
- ◆ Barriers encountered are similar

14

# Nonprofit Theory

- ◆ Some support for diffusion of innovation and interest group theories
- ◆ Raises issues about insider-outsider issues

15



16