

War, Peace and the Web: Examining Internet Sites of Organizations Concerned with the 2003 War on Iraq

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Overview

- Importance of the study
- Research Questions
- Theoretical Framework
- Methods
- Results
- Discussion

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Significance

- Internet use and the antiwar movement
- Emergence of new organizations to meet current issues



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Research Questions

- What types of technology do organizations concerned with the war on Iraq use?
- What types of messages do they send?
- Do established organizations differ from social movement organizations in terms of the use of technology?
- Do established organizations differ from social movement organizations in terms of the types of messages that they send?

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Theoretical Framework

- Liability of Newness Vs. The Great Equalizer
 - Liability of Newness: Younger organizations at greater risk (Singh, Tucker, and House, 1986).
 - Internet as great equalizer (Bennett & Fielding, 1999; Browning, 2002)
- Institutionalism and Isomorphicism over organizational fields (Powell & DiMaggio, 1991)

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Methods

- This is an exploratory/descriptive study of the use of information technology by interest groups working on the 2003 War on Iraq.
- Subjects are selected with the use of a standard search engine (Google) Convenience sample
- Data is collected with a content analysis procedure. Subjects will be classified on the basis of technology used (on the website), types of message sent and type of organization.

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Results

- Data Collected in Spring & Summer 2003
- 65 Usable Sites from 70 Found
- Coded into Established, SMO & Other



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Web Site Characteristics

- Advocacy
- Affiliation
- Alert
- Articles
- Banner ads
- Blog
- Case study
- Chat
- Contact list
- Disability
- Email link
- Event
- Expertise database
- Fax_link
- Find a representative
- Forum
- GIS/Mapping
- Invite friends
- Legislation
- Letter
- Links
- Listserv
- Member
- News
- Newsletter
- On-line Fundraising
- Petition
- Press
- Private
- Statistics
- Survey
- Video
- Volunteer Recruitment

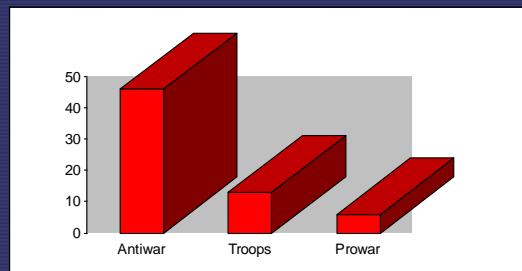
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What types of technology do organizations concerned with the war on Iraq use?

- Events, articles, news, on-line fundraising and links most frequently coded
- Fax Link, Chat & GIS were the least often coded
- Tools used varied by organizational type

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What types of messages do they send?



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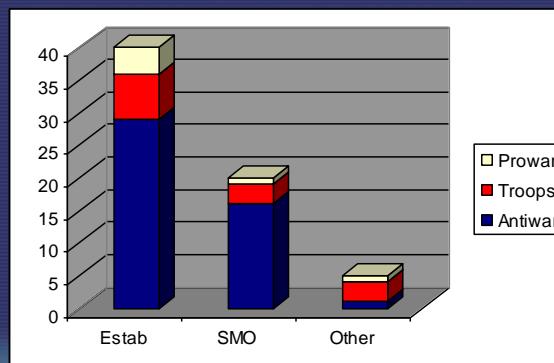
Do established organizations differ from social movement organizations in terms of the use of technology?

- In total technology use there was no significant difference (Mann-Whitney $U=318$, $p=.197$) between the groups
- Types of technology differ



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Do established organizations differ from social movement organizations in terms of the types of messages that they send?



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Discussion

- Some support for the Internet as equalizer position
- Less support for other perspectives
- Limitations
- Implications
- Future Research



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