

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

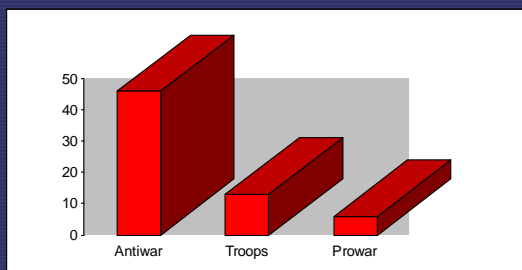
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What types of technology do organizations concerned with the war on Iraq use?

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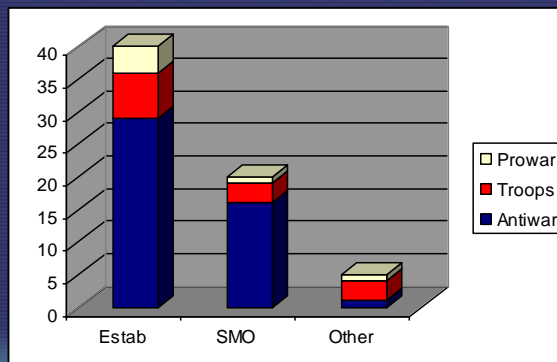
Do established organizations differ from social movement organizations in terms of the use of technology?

- 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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