

## You Can't Get There From Here: A Study of the Adoption of Electronic Advocacy Technology into Nonprofit Organizations.

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## Overview

- Study of the Adoption of Electronic Advocacy Techniques
- Extends previous studies
- Diffusion of Innovation Theory

## Research Questions

- What were the major factors that lead to a decision to employ electronic advocacy techniques?
- What types of interventions were used?
- What types of resistance were encountered and how were they overcome?
- How is electronic advocacy combined with traditional advocacy techniques?
- In what types of efforts has it prove effective?

## Research Methods

- Semi-Structured Telephone Interview
- Dimensional Sample of Previous Respondents (N=24)
- Website analysis and previous survey results
- Triangulation

## Findings

- A Total of 18 Usable Interviews
- Two organizations were no longer in operation

What were the major factors that lead to a decision to employ electronic advocacy techniques?

- Time Span: Operational programs 2-8 years--Most around four.
- Funding
- Networks
- Macro Events
- Internal: Board, Staff, Technology Champions

### What types of interventions were used?

- ▢ Early: BBS, Websites, E-Mail
- ▢ Later: More Refinements of Early Interventions

### What types of resistance were encountered and how were they overcome?

- ▢ Staff
- ▢ Partners/Targets
- ▢ Overcome by Training, Technical Support and Management/board action

### How is electronic advocacy combined with traditional advocacy techniques?

- ▢ Social Shaping
- ▢ Relative Advantage

### In what types of efforts has it prove effective?

- ▢ Coalitions
- ▢ E-Mail Campaigns

### Conclusions

- ▢ Some support for Diffusion of Innovation Theory
- ▢ Limitations
- ▢ Future Research

