



Researching GCAP's e-advocacy in 2007

Through a formal partnership between GCAP and the University of Wolverhampton, we will undertake a comprehensive study of GCAP's 2007 e-campaign. This research partnership presents an opportunity to better understand our online user's needs, improve our e-campaigning and contribute to research about non-profit outreach. In particular, this investigation will help us:

- Understand our constituents' background, interests, motivations and needs
- See how users perceive us, as organizations through our websites
- Understand the relationships between online engagement and offline action
- Learn how our approaches to e-advocacy may encourage or discourage participation
- Answer questions proposed by e-campaigners across the GCAP network

This investigation is part of a PhD thesis with the University of Wolverhampton's Statistical Cybermetrics Research Group and Business School. It will be conducted by Brian Cugelman who co-authored the GCAP websites evaluation in 2006 and brings 10 years of e-campaigning experience to the project.

A brief needs assessment will be sent out in early September and the full study will be conducted the first weekend after the Stand event on 17 October 2007. Due to budget limitations, this study will only be carried out in Arabic, English, French, Portuguese and Spanish. However, if your campaign is being conducted in another language, we welcome your participation provided you can help us translate the main survey.

To protect rights and confidentiality of all participants, the partnership agreement outlines ethical guidelines for this research project. In summary, each individual will be informed about this project so they may provide informed consent. Each national coalition will be provided a full copy of their data, but not data from any other coalitions. The aggregate findings will be published in a final report.

Participation is voluntary and is open to all GCAP coalitions with a web presence. It will only require a small investment of time and input, estimated to be no longer than 20 minutes. If you have any questions or wish to confirm your participation, please email b.cugelman@wlv.ac.uk.

Learn more:

- View GCAP's online network (<http://cybermetrics.wlv.ac.uk/GCAP/gcap-online-network.htm>)
- Read the partnership agreement (<http://cybermetrics.wlv.ac.uk/GCAP/gcap-partnership.htm>)
- Learn about the overall research project (<http://cybermetrics.wlv.ac.uk/GCAP/index.html>)