An Ideal Framework for Non-Profit Websites: Veterans Afflicted with Post Traumatic Stress Disorder

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Abstract

Purpose. The purpose of this applied research project is to develop an ideal framework for non-profit websites that are dedicated to serving veterans afflicted with PTSD. The framework is then used to evaluate the veteran non-profit websites. The results of the study are used to make recommendations for improvement. *Methods.* A content analysis was conducted using a sample of 30 veteran non-profit websites. Six websites were based in each of the regions of the United States. Those regions are the Northeast, Southeast, Southwest, Midwest, and West. *Results.* The results of the study varied. Most websites were completely aligned in terms of vertical scrolling and being platform-independent. Most websites were not aligned in terms of including a privacy statement or privacy information. Privacy/security was the category that needs the most improvement. *Conclusion.* The conclusion contains an overall summary of results and recommendations for future users. Privacy/security and accountability were areas where most of the websites had no alignment and design was the category where most of the websites showed complete alignment. One key recommendation in this study is for non-profit organizations to include a privacy policy in their websites and to respect the fact that some users wish to remain anonymous. If the elements in the ideal framework are present in future websites, they will be more user-friendly for individuals looking for necessary information.

Executive Summary

After evaluating the sample websites, it was evident that most of the websites were informative, however, could use work in some areas. Recommendations for most of the websites were including a frequently asked questions (FAQ) section and a site search option as far as website usability is concerned. Symptoms/treatment information is a recommendation for website content and having attractive websites is necessary and preferred for website users in terms of design. When considering accountability and privacy/security, which were the categories in which the websites showed the least amount of alignment, maintaining currency and including a personal statement were among the highest recommendations. Table Ex. Sum shows a summary of the results and recommendations.

Table Ex. Sum: Summary of Results and Recommendations		
	Summary of Results	Summary of Recommendations
1. Usability • 1.1. Vertical Scrolling • 1.2. 12-Point Font Size/Readable Font • 1.3. Site Search Option • 1.4. FAQ Section	Majority of the websites are completely aligned in terms of vertical scrolling and having 12-point font that is readable, while most websites have no alignment when it comes to a site search option and an FAQ section.	Recommendations for veteran non-profit websites are to contain a site search option and an FAQ section to ease usability for the user. This will help assist future users and researchers.
2. Content • 2.1. Symptoms /Treatment • 2.2. Contact/ Emergency Information • 2.3. Help Feature	A substantial number of websites showed complete alignment in terms of displaying contact/emergency information on the websites. There was a severe lack of alignment in providing a help feature. Symptoms and treatment were substantially lacking in alignment.	It is strongly recommended that non-profit websites contain a section that lists symptoms/treatment and a help feature.

3. Design • 3.1. Attractiveness /Aesthetics • 3.2. Platform-Independent • 3.3. Site Navigation	Almost every website operates on multiple platforms and most websites contain information that makes it easy for the user to navigate through. Attractiveness/Aesthetics scored the lowest with 57%.	Non-profit organizations should have websites that are attractive and aesthetically pleasing, but should not be too colorful to cause distractions to the user.
4. Accountability • 4.1. Currency/Update Frequency • 4.2. Attributions (Sources/References) • 4.3. Ownership /Sponsorship Disclosed	Most of the sample websites have no alignment when it comes to accountability. Accountability is among the categories where most of the websites showed no alignment.	It is recommended that non-profit organizations contain currency, attributions, and disclosure in their websites considering the alignment is so low.
5. Privacy/Security • 5.1. Personal Information Requirement • 5.2. Inclusion of Privacy Statement	The alignment is spread out among the websites for the avoidance of personal information. Most websites have no alignment when it comes to including a privacy statement.	It is recommended that veteran non-profit websites do not require people to list personal information and to include a personal statement.

About the Author

John Edward Crawford holds a bachelor's degree in political science from Texas State University and has a long-term goal of working with the federal government. He is a combat veteran who served in the United States Navy for six years as an air traffic controller and aircraft handler. During those six years, he served in both Operation Enduring Freedom and Operation Iraqi Freedom. John may be contacted at jecrawford105@gmail.com.

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Chapter I: Introduction

Post-Traumatic Stress Disorder (PTSD) is a mental disorder that can affect individuals who have experienced or witnessed a traumatic event. PTSD affects nearly 8 million Americans. Additionally, women are more prone than men to develop the disorder, and military personnel have proven to be high risk populations. Those affected by PTSD experience high anxiety, nightmares, flashbacks, and depression – frequently exacerbated by alcohol and substance abuse. By all accounts, the number of PTSD sufferers are rising (NIH Medline Plus, 2009).

Post-Traumatic Stress Disorder was added to the third edition of the Diagnostic and Statistical Manual of Mental Disorders classification scheme in 1980. This validation of the disorder brought with it the validation of countless sufferers, but more specifically, countless veterans who had suffered the horrors of war since World War I (Department of Veterans Affairs, 2016).

Currently, throughout the United States, there are over 20 million military personnel who are either actively serving or have formerly served in the armed forces. For many, the transition from military to civilian life can be challenging, but for those suffering from PTSD, the difficulties can be especially problematic. According to the U.S. Department of Veterans Affairs (2016), approximately 11-20 veterans out of every 100 who have served in Operation Enduring Freedom (OEF) or Operation Iraqi Freedom (OIF) are diagnosed with Post-Traumatic Stress Disorder each year. Also, according to a dissertation written by Rizwana Rizia (2016, 1), over 50% of those who served in OEF or OIF suffer from mental illness. With respect to Gulf War (Desert Storm) veterans, an estimated 12 out of 100 suffer from PTSD, and about 15 out of every 100 veterans who served in Vietnam were diagnosed with PTSD at the time a study was

conducted during the 1980's. This particular study is the most recent available, conducted by the National Vietnam Veterans Readjustment Study (NVVRS). Additionally, it is estimated that 30 out of every 100 Vietnam veterans have PTSD in their lifetime. Knowledge about PTSD began about 40 years ago, however, policy research for PTSD is underdeveloped (Purtle, 2014, 501).

Non-profit organizations have emerged to serve the needs of veterans with post-traumatic stress disorder. Some organizations deal with families, some deal with pets, and some operate as a hotline or service for veterans. One way that these organizations communicate with veterans and donors is through websites. Strong websites increase the effectiveness of these organizations by providing information and services when a veteran needs them.

Today, the World Wide Web has become a tool that is used by millions of people around the world. The internet has become a platform when it comes to finding information, especially when it comes to PTSD or any type of healthcare. "It has been repeatedly found that people suffering from depression are more likely to use the internet as a source of information than people with other health conditions" (Zermatten et al. 2010, 1). It is important to keep in mind that out of the nation's 22 million veterans, roughly 6 million seek benefits from the Department of Veterans Affairs. Only a plurality of that number reports mental illness such as PTSD (Carter, 2013, 1). This includes people of all ages. There are studies that have even been done on children with injuries in order to offer web-based intervention (Marsac et al. 2010, 1). This is important because children are often considered a delicate group. Many veteran non-profit organizations are being created with the purpose of aiding veterans who may need it. In this era of technology, organizational websites have become widely used sources of information that help individuals if necessary. If an organization does not have a web presence, or has a poorly constructed website presence, the organization could fail to reach those most in need of its services. An effective

user-friendly website is necessary for veterans with PTSD because many of the veterans are older, disabled, or in some way functionally debilitated. An effective website makes information more accessible to its user, thereby also providing a reliable avenue of assistance. It is a widely held belief that the internet remains a strong tool because of its interactive capabilities (Kenix, 2007, 69). It is also said that there are very few constants in the non-profit sector and as new health problems emerge, new organizations are created to address the needs (Waters, 2007, 59).

Purpose

The purpose of this study is to develop an ideal framework for non-profit websites that are dedicated to serving veterans afflicted with PTSD. The framework is then used to evaluate the veteran non-profit websites. The results of the study are used to make recommendations for improvement. Organizations need to have the best websites possible and a model is provided for non-profit organizations to use to improve their websites. These are websites that have not been evaluated before and this study fills a gap within the literature.

Summary of Chapters

Chapter 2 discusses the literature describing an ideal framework for a veteran non-profit website. It provides the background for the conceptual framework that consists of five categories that were found in the literature. The five categories are **usability**, **content**, **design**, **accountability**, and **privacy/security**. Chapter 3 introduces the methodology used in the study and describes the procedures in which the content analysis was conducted on the sample websites. Chapter 4 discusses the results and findings of the content analysis of the veteran non-profit websites. Recommendations are also included for future website users. Chapter 5 is the

conclusion of the applied research project and contains a recap of results and recommendations for the sample websites and for future users.

Chapter II: Model Website Design

This chapter reviews the literature on non-profit website design to develop an ideal model website for organizations that serve veterans afflicted with PTSD. The framework is then used to evaluate veteran non-profit websites. The results of the study are used to make recommendations for future users. The literature revealed five categories as crucial to websites that deal with veterans afflicted with PTSD. This chapter discusses each of the categories individually. The first category, usability, focuses on the simplicity it takes to use a website efficiently and effectively. If a website is difficult to use, the user will most likely be deterred from using the website or even become skeptical about the organization it represents. According to Green and Pearson (2006, 67), "the idea of website usability has been around for some time." The second category, content quality, focuses on the veteran him/herself and should include information about PTSD and possibly what can be done to help treat or prevent it. Category three, design, focuses on the aesthetic quality as well as whether the website has options for donors to make contributions financially. Whether the website is designed to work on any type of platform is also important, which will be discussed later in the chapter.

The fourth and fifth categories center on accountability and security/privacy which deals more with information on a personal level. Accountability includes disclosure and references. Privacy/Security incorporates policies and user authentications. Following a brief discussion of the categories, a conceptual framework is provided with a table containing each category as well as the supporting literature that was used to determine the categories and methodology for an ideal model of a non-profit website with a focus toward veterans who suffer from Post-Traumatic Stress Disorder.

Usability

Usability focuses on the easiness of using the website itself. Is the text readable? Is there a frequently asked question (FAQ) section? A high level of usability is associated with a positive attitude toward the website and that results are higher for online transactions. However, poorly designed websites with a low level of usability lead to negative financial impacts (Tarafdar & Zhang, 2005). Basic information and helpful resources that assist the user if necessary should be included in each website.

Vertical Scrolling

Sadly, there are many websites that are so wide that it requires the user to have to scroll left and right to view everything on the screen. Vertical scrolling should be the only type of scrolling possible for the user. Vertical scrolling, along with basic website usability, is possibly the most critical area in effectiveness and efficiency. It is especially important for veterans with PTSD because a majority of these individuals are senior citizens, such as in their 60's or older. Older adults sometimes find it difficult to navigate these websites. According to Shirley Ann Becker (2004, 387), the internet, proven to be beneficial and important, provides opportunities for older adults who are 60 or older, especially individuals who suffer from chronic illness, because these people often find access to other means of information challenging. Once the website design is complete, the resolution of the type of monitor is sometimes not considered, which can make it difficult for people to use and scroll through. When a website is designed this way, the website is less easily navigated which may result in some individuals not making an effort to scroll back and forth. As a result, people miss hidden information and it becomes confusing and frustrating (Cappel & Huang, 2007, 118). Vertical scrolling should be the only option available.

Font Size/Type

Readable text should be expected when dealing with a veteran who has PTSD, especially for an older individual. Considering that most websites contain a heavy amount of text based information, the way the information presents itself may deter a user from using the site or have an impact on usability (Ling & Schaik, 2006). Small font sizes can affect the reader's ability to properly view the information content legitimately, even for individuals with good eye sight. Font size should always have a display of 12-point or larger (Becker, 2004, 394). Jonathan Ling and Paul Schaik (2006) explain that the fact that many fonts are designed to be printed poses a problem because they are less easy to read on screen, therefore the choice of font is difficult to determine at times.

The size and type of font can produce differences in usability. Michael Bernard et al. (2003) compared font size and type. He used serif and san serif fonts, and found that 14-point was more legible, led to faster reading, and preferred to 12-point font. Tasks were performed more quickly with serif font; however, sans serif was more popular among users. Each analyzed website was assessed using a minimum of 12-point and text in a readable type and color.

Site Search

The site search capability lets individuals type in their desired interest rather than scrolling through the screen and clicking links. Users differ in how they go about finding information that is relevant to them. Many website designers do not try to provide this option as they deem it unimportant or unnecessary (Cappel & Huang, 2007, 119). Some users prefer the site search because it makes it easier to navigate. It frustrates some to have to click around on links to get the information they want. "Search-dominant users" tend to favor looking for and using a search box

immediately whereas a "link-dominant user" will prefer to browse and search first and then opt for the search box when there is no other option. "Search-dominant users" and "link-dominant users" each make up half of users (Cappel & Huang, 2007, 119). Fifty percent is high enough that a site search should have capability. It is also extremely necessary for non-profit websites (or any website) that aims to help veterans afflicted with PTSD.

Frequently Asked Questions (FAQ)

Many users get confused or lost when scrolling through a website. A frequently asked question section helps alleviate the issue (Cappel & Huang, 2007, 120). Users are not given guidance on common problems when a FAQ section is not available. Other means of getting help may take longer and be more confusing, such as having to call a help line (Cappel & Huang, 2007, 119).

Cappel & Huang (2007) recommends multiple links to the FAQ section, including one from the navigation bar. It is important especially for websites that provide support and information and can help alleviate problems and confusion for users. This is essential for veterans who struggle with PTSD.

Content

This section covers the information that should be included in websites that are focused towards veterans who are struggling with PTSD. The sub-headings discuss content that should be useful in websites that are made for these individuals. Veterans who struggle with PTSD should be able to find symptoms or treatments, contact information, and a help feature.

Treatment/Symptoms

A veteran with PTSD might have a number of symptoms. When a veteran gets on a non-profit website to find information on treatment related situations, he/she should be able to find that information. PTSD and other psychological trauma issues are a major problem, and many individuals who suffer from these illnesses turn to the internet for desired medical information. There are websites that lack information related to PTSD and other sorts of trauma (Bremner et al. 2006).

Bremner et al. conducted a study to evaluate the quality of internet sites that are related to psychological trauma. PTSD and stress were among the illnesses in the study. After evaluating 80 different websites that were related to the topic it was determined that a majority of the websites are not providing appropriate information for trauma or medical information. It was also determined that 42% of the websites contained inaccurate information, and 75% did not provide a source for the information. These are unacceptable results, especially since the individuals or victims have medical conditions, PTSD to be specific in this case. Websites, including non-profit websites should be incorporated to have updated information about treatment, symptoms or any other medical necessity. If a user is going to be bounced around from site to site then it becomes more trouble than it is worth. It is important, when thinking about the word treatment, because treatment is not just medicine related. Treatment means more than something that a doctor or medical professional prescribes or encourages a person to do. Treatment is defined as the management and care of a patient (medical dictionary). If a non-profit website offers services to PTSD veterans providing means of entertainment or relaxation to help the veteran relax, then this would count as a form of treatment. If a website helps veterans gain easier access to K9 service dogs, this would also fall under the category of treatment.

Contact/Emergency Information

Searching for information on any website can be difficult and confusing, therefore basic contact information should be included somewhere on the website in case the user needs help finding information on any topic. When contact/emergency information is not available it shows that the website could be out of date or unreliable. The inclusion of contact/emergency information is essential to many individuals out there and is an absolute necessary feature that needs to be included in a website.

"Stress Gym" is an intervention website which was developed to help U.S. military members learn how to manage mild to moderate stress and depression using a self-help intervention that is available 24/7 and includes progress tracking (Williams et al. 2011, 286). To provide a little more background information, Stress Gym was developed after the wars in Iraq and Afghanistan began. With the repeated deployments of military personnel along with the separation between them and their families, an ample amount of stress and depression has been created. The lack of mental health care providers and lack of accessibility and affordable care in certain areas throughout the country are reasons that Stress Gym was created (Williams et al. 2011, 287). Regarding contact/emergency information, Williams et al. (2011, 290-291) meta-analysis of 13 papers that reported on internet support groups for depression found that it was insufficient when it came to quality and strength in decision-making. However, when a user faced an emergency or a situation where immediate assistance was needed, the Stress Gym website has a large button stating, "Need Help Immediately?" was provided on the home page. The button will remind you to call 911 if necessary, and provides emergency and non-emergency phone numbers in the area in which they are located. The Stress Gym website is a good example when it comes to

showing individuals how useful this feature can be; however, all websites should include a contact/emergency information feature to assist veterans afflicted with PTSD.

With respect to elderly citizens, contact/emergency information is crucial. These are individuals who are more prone to emergencies and have a higher chance of being involved in a situation where assistance is needed. The National Library of Medicine (NLM), as well as Becker (2004) recommends that contact information be provided, especially when it comes to elder citizens or senior-friendly sites. Specifically, an option that provides the user with an opportunity to e-mail or make a phone call to a person associated with the site to obtain the necessary information the user desires. A significant number of non-profit websites do have this feature, however, less than 50% of commercial websites do not contain contact/emergency information. As far as non-profit websites go, there is progress being made, however, every non-profit website should contain this information.

Help Feature

The help feature is similar to contact/emergency information in that its purpose is to provide assistance when necessary. Again, many veterans with PTSD are elderly and may need help when faced with difficulty finding the information they need or get confused when searching or scrolling through websites. Becker (2004, 395) states that "a help feature promotes technical and contextual assistance necessary to minimize long searches on a website". Approximately two-thirds of state homepages offered support; whereas less than 50% of commercial and non-profit websites provided a feature or information regarding what to do when assistance was needed. Holt and Morrell (2003, 108) also raise a concern about why a website should be easy to use by older adults, and its simple: the number of older adults is increasing, older adults have buying power,

and they are seeking sources of reliable information. They understand that they need to learn how to use these resources, which means they need to be a targeted audience.

Furthermore, studies have shown that health care websites are consistently written at too advanced a level for many internet users. In one study, readability was determined by means of copying and pasting the content of the target page into a Microsoft Word software program and obtaining the Flesch-Kincaid Grade Level scores provided by the package. What this device does is measure readability based on average sentence length and average number of syllables per word (Ipser et al. 2007, 305). This measure will not be used for this study; however, the readability level can act as a help feature if made in more of an easy and simple way.

Design

Design refers to the layout of the website. Is it colorful (but not too colorful that it hurts the eyes)? Is the text easily readable? Design should take into account ease of navigation. Active duty and former military prefer websites that are aesthetically pleasing and easy to navigate through (Williams et al. 2011, 286).

Attractiveness/Aesthetics

The concept of aesthetics refers to "an artistically beautiful or pleasing appearance" (Wang et al. 2010, 122). This may include shapes and colors, the relationship between different shapes and colors, objects on the website being represented, and the normative and emotional value being represented. The attractiveness of a website may sound unimportant or irrelevant to some, however, the more aesthetically pleasing a website is, the more it can help a user search with greater ease and less confusion (Wang et al. 2010, 121).

Given the recent shift from a functional vision (computers as tools for cognition) to a more experimental vision (interactive systems as a medium for emotions, sociability, and pleasure), it is becoming clear that basic usability is not enough to satisfy the average person. People are concerned with much more when searching the internet. There is more of a focus on the way a website looks and its capability to engage the users in fulfilling interaction (De Angeli et al. 2006, 271). Two websites were compared with identical content but different interaction styles. One of the websites was traditional and menu-based while the other was more interactive. They found that the interactive one was more engaging because of its higher aesthetic quality and was preferred (De Angeli et al. 2006, 278). Sutcliffe (2001, 183), along with Hartmann et al. (2007, 387) explain that web designers are focused on aesthetic quality because it appeals to the user and makes the website more interesting.

Research shows that the "visual aesthetics in computer interfaces strongly determines user satisfaction and pleasure" (Williams et al. 2011, 289). It was also determined that users were willing to wait through slower loading time if the website had attractive qualities and was pleasing in an aesthetic sense. According to Lin & Gregor (2006), appealing content is a characteristic that helps a user maintain concentration as well as encourages learning on an e-learning website. "Stress Gym" finds that color is an important aesthetic as the main colors on the website are blue, green, and ivory. Research was conducted to explore the meaning of colors and color combinations in different nations. Williams et al. 2011, 289 found that blue was the most favored color in 5 of 8 countries. Blue was also found to be associated with notions of secure and comfortable feelings. The point of this is to show how important an attractive website can be and how it can help the user in many ways when searching the internet. It is safe to say that an attractive website plays a

vital role when it comes to the effectiveness of a non-profit website, especially one that is focused on veterans with PTSD.

Platform-Independent

For a non-profit website to be successful and effective it needs to be accessible everywhere on any type of computer or device with internet capabilities. This is especially important for veterans and current military members, mostly because these are individuals who move quite frequently and will not have access to the same computer in one place that they had at another (Williams et al. 2011, 288).

The military veterans and civilians who live in rural areas where fast internet service is not available, except possibly in a community center or library, tend to find it difficult to search the internet. Going back to the Stress Gym intervention website, it was created to be compatible with popular computer platforms, web browsers, and Adobe Flash software which is said to be nearly ubiquitous. Users are not blocked from using this website because they do not have a particular computer, nor are administrative privileges to install specific software needed (Williams et al. 2011, 288-289). Having access to websites, particularly ones for PTSD, on any computer platform makes it easier and more convenient for the user.

Site Navigation

A survey, conducted in 2004 among non-profit leaders, revealed that internet usage among non-profit websites showed a love/hate relationship. Roughly, two-thirds of the non-profit budgets for internet activities when it came to donors and volunteers, as well as education services showed related revenue opportunities (Long & Chiagouris, 240, 2004). However, about one-half of these leaders reported that they are not satisfied with their progress in the use of the internet. Particularly,

many want to see improvements in site navigation and in the structure and presentation of the home page (Long & Chiagouris, 240, 2004).

The non-profit sector is still sorting out how to best use the internet. They seem to be behind as far as the other sectors are concerned. In the United States, more than 70% of the population is online, and nearly 60% of users have access in their homes (Long & Chiagouris, 240, 2004). With most of the population becoming more familiar and knowledgeable about the internet, it is important to make sure that non-profit websites, especially ones that deal with veterans with PTSD, have the necessary knowledge and have issues such as site navigation worked out to be easily readable and easy to figure out.

Astani & Elhindi (2008, 463) speak about navigation and its importance in websites. They believe that a successful website should match the users' expectations and should allow them to make predictions about where to find information. Websites should make the users feel comfortable exploring the website. This means that the design, layout, number and effectiveness of hyperlinks, and website organization are all related to navigation. One of the biggest problems people have with navigation is that they tend to get lost with.

One of the first difficulties viewers face is disorientation which is caused by an unfamiliarity with the structure of the website. This causes the users to have difficulty in deciding which node to view because they are unable to visualize where the information they are looking for is located (Bernard, 2006, 8). Websites should only supply the amount of links that are believed to be necessary to the user.

Accountability

The accountability of the websites was assessed to determine the effectiveness and validity of the non-profit organization. People seek organizations which are accountable and transparent, often using the internet as a search tool (Stone & Wilbanks, 2012, 79).

Currency

When viewing a website of any kind, how often it gets updated or whether it gets updated at all, is a big deal. The use of a non-profit website that has not been updated in a number of years is practically useless and irrelevant. "Viewers suggest that a more valuable, dynamic, and updated content can attract more viewers" (Astani & Elhindi, 2008, 462). This is a pretty easy concept to understand for most. Inaccurate and outdated information means that a website lacks a certain amount of quality information, not to mention a lack of help for an individual who may need it. Ipser et al. (2007, 303) speaks about the vast information there is that describes health interventions on the internet. The paper he writes and discusses the "systematic retrieval and quality assessment of websites containing on the treatment of anxiety disorders" (Ipser et al. 2007, 303). He believes that the date of creation or an update of the website enclosed is an important piece of information when looking at the validity of a website.

Attribution (References, Sources)/Disclosure (Ownership)

When looking at attribution, we are dealing with sources and references (Zermatten, 2, 2010). Do the websites, that will be analyzed, contain a list of sources or references which explains where and how they get their information?

Disclosure is its own sub-category; however, it does not make much sense to make it its own sub-category within the literature review because it is similar to attribution. Disclosure of a

website is important because it talks about ownership. Ownership of a non-profit website needs to be mentioned on the website because every user who is operating the site has a right to know who is responsible for creating the website. Individuals who are sponsoring it or advertising about the website is also important (Zermatten et al. 2010, 2).

Security/Privacy

According to Williams et al. (2011), some individuals, veterans included, are not comfortable giving out personal information. They value their personal privacy and security. The ability to remain confidential when searching these websites should be an option for individuals interested in certain organizations.

Avoiding Personal Information

Many veterans and civilians prefer to visit or conduct work on a website while remaining anonymous. Regarding "Stress Gym" the intervention website, the users remain anonymous, however there is a database created for the users to save and retrieve their work. Remaining anonymous, especially when it comes to health issues such as PTSD, is generally important to military and civilian personnel. In fact, about 50% of veterans deployed to the wars in Iraq and Afghanistan that tested positive for mental health problems, PTSD included, kept it a secret and did not speak up about it out of fear of losing their jobs or harming their career. Civilians who are between the ages of 65-86 who were involved in research concerning Alzheimer's disease were also not comfortable discussing issues such as personal memory loss with family members or professionals (Williams et al. 2011, 289). The confidential process is the more popular approach of "Stress Gym" as well as other websites.

Privacy Policy

Websites of all types should contain a privacy policy somewhere on the screen. It helps make the user aware that the information they give will be confidential since many are uncomfortable talking about their illnesses. Security and privacy are determinants of reach and loyalty. Reach has to do with number of visitors reached and loyalty has to do with views per person (Tarafdar & Zhang, 2008, 16-17).

Conceptual Framework

The information listed above is a brief view of the information that will be analyzed from non-profit organizations that focus on veterans afflicted with Post-Traumatic Stress Disorder, as well as the literature from which came the idea to use the categories and sub-categories. This information is summarized in table 2.1 (conceptual framework) which lists the categories and sub-categories and links them to the supporting literature. The next chapter describes the methodology used to evaluate veteran non-profit websites.

Table 2.1: Conceptual Framework

Title-An Ideal Framework for Non-Profit Websites: Veterans Afflicted with Post-Traumatic Stress Disorder	
Purpose-The purpose of this study is to develop an ideal framework for non-profit websites that are dedicated to serving veterans afflicted with PTSD. The framework is then used to evaluate the veteran non-profit websites. The results of the study are used to make recommendations for improvement.	
Category	Supporting Literature
1. Usability	
1.1 Non-profit websites should require only **vertical scrolling**.	• Green, D. & Pearson, J.M. (2006) • Becker, S.A. (2004)

1.2 Non-profit websites should contain a **font size** of 12-point minimum, as well as a readable font type.	• Cappel, J.J. & Huang, Z. (2007) • Ling, J. & Schaik, P.V. (2005) • Bernard, M., Chaparro, B. S., Mills, M. M. & Halcomb, C. G. (2003) • Tarafdar, M. & Zhang, J. (2005) • Bernard, M., Liao, C. & Mills, M. (2001)
1.3 Non-profit websites should contain an option where the user can use a **site search**.	
1.4 Non-profit websites should contain a section for **frequently asked questions (FAQ).**	
2. Content	
2.1 Non-profit websites should have content on **symptoms/treatment** options for veterans with PTSD.	• Bremner, J. D., Quinn, J. & Veledar, E. (2006) • Williams, R. A., Gatien, G. & Hagerty, B. (2011) • Becker, S. A. (2004) • Ipser, J. C., Dewing, S. & Stein, D. J. (2007)
2.2 Non-profit websites should contain contact/emergency information for veterans with PTSD.	
2.3 Non-Profit websites should contain a **help feature** for veterans with PTSD.	
3. Design	
3.1 Non-profit websites should have a website that is **attractive and aesthetically pleasing**.	• Wang, Y. J., Hong, S. & Lou, H. (2010) • Angeli, A. D., Sutcliffe, A. & Hartmann, J. (2006) • Williams, R. A., Gatien, G. & Hagerty, B. (2011) • Lin, A. C. H. & Gregor S. (2006) • Long, M. M. & Chiagouris, L. (2006) • Astani, M. & Elhindi, M. A. (2008) • Bernard, M. (2006) • Sutcliffe, A. (2001) • Hartmann, J., Sutcliffe, A & Angeli A.D. (2007)
3.2 Non-profit websites should offer services that are **platform-independent**.	
3.3 Non-profit websites should have **site navigation** that is easily readable and easily accessible.	
4. Accountability	
4.1 Non-profit websites should ensure that their websites are **current** and **updated** frequently.	• Astani, M. & Elhindi, M. A. (2008) • Ipser, J. C., Dewing, S. & Stein, D. J. (2007) • Zermatten, A., Khazaal, Y., Coquard, O., Chatton, A. & Bondolfi, G. (2010)
4.2 Non-profit websites should contain **attributions (sources or references)**.	

4.3 Non-profit websites should disclose **ownership** and whether there is advertising on the site.	
5. Privacy/Security	
5.1 Non-profit websites should consider avoiding veterans with PTSD having to give their **personal information** on the site.	• Williams, R. A., Gatien, G. & Hagerty, B. (2011) • Tarafdar, M. & Zhang, J. (2008)
5.2 Non-profit websites should require that a **privacy statement** be included.	

Chapter III: Methodology

Purpose

The purpose of this chapter is to present the research methodology used to determine how well non-profit websites that serve veterans with Post Traumatic Stress Disorder meet the ideal components mentioned in the previous chapter. This helps in making recommendations to enhance the effectiveness of websites and create an ideal model for other veteran non-profit websites. The notion of the word model is aspirational in this situation. The objective is for veteran non-profit organizations to model their websites using an ideal framework. It is similar to a young person modeling his/her behavior after an admired or worthwhile adult (Shields & Rangarajan, 2013, 164). Each website is evaluated through a content analysis using the categories listed in an operationalization table (table 3.1).

Operationalization Table

The operationalization table (table 3.1) is developed using the conceptual framework developed in Chapter 2. It includes 5 categories (**usability, content, design, accountability, privacy/security**) which are used to rate the selected websites. The operationalization table is also a coding that is used to rate each website individually.

Table 3.1: Operationalization Table

Title: An Ideal Framework for Non-Profit Websites: Veterans Afflicted with Post Traumatic Stress Disorder	
Purpose: The purpose of this study is to develop an ideal framework for non-profit websites that are dedicated to serving veterans afflicted with PTSD. The framework is then used to evaluate the veteran non-profit websites. The results of the study are used to make recommendations for improvement.	
Organization:	
Categories	Levels of Alignment
1. Usability	
1.1 Vertical Scrolling	None, Limited, Adequate, Complete
1.2 12-Point Font Size/Readable Font	None, Limited, Adequate, Complete
1.3 Site Search Option	None, Limited, Adequate, Complete
1.4 Frequently Asked Questions (FAQ) section	None, Limited, Adequate, Complete
2. Content	
2.1 Symptoms/Treatments	None, Limited, Adequate, Complete
2.2 Contact/Emergency Information	None, Limited, Adequate, Complete
2.3 Help Feature	None, Limited, Adequate, Complete
3. Design	
3.1 Aesthetics/Attractiveness	Low, Medium, High
3.2 Platform-Independent	Low, Medium, High
3.3 Site Navigation	Low, Medium, High
4. Accountability	
4.1 Currency/Update Frequency	None, Limited, Adequate, Complete
4.2 Attributions (Sources/References)	None, Limited, Adequate, Complete
4.3 Ownership/Sponsorship Disclosed	None, Limited, Adequate, Complete
5. Privacy/Security	
5.1 Personal Information Requirement	None, Limited, Adequate, Complete
5.2 Inclusion of Privacy Statement	None, Limited, Adequate, Complete
Location:	
Budget:	
Founding Year:	

Content Analysis

After reviewing the literature, an ideal model of what non-profit websites that are related to veterans with PTSD should include was derived. The internet is a widely used tool by the world and will continue to be in the future. Getting information out by use of the internet reaches a larger group of people, especially if the websites include the features that were derived from the literature. Using a content analysis, each website was judged on an ideal model derived from the literature. Every category will be used to determine if the website is following the ideal model of what a website in this category should include.

The websites were rated on a four-level scale of alignment, with the exception of design, to determine their strengths and weaknesses. The idea of using this type of rating system came after reading an applied research project written by Kyle Carvell (2016, 66-67), a former graduate student from Texas State University. This scale determines the level of support that is included, if there is evidence of support, at all. For instance, if a feature is not displayed or there is a significant lack of detail, or is unorganized, it will fall in the no alignment measure. The four levels of alignment are: **No Alignment**, **Limited Alignment**, **Adequate Alignment**, and **Complete Alignment**. No alignment exists when there is no evidence in the ideal component, or the evidence is not aligned with the component. Limited alignment exists when the website contains minimal to no evidence supporting the component. Adequate alignment occurs when the website contains most of the evidence of the ideal component. Complete alignment is demonstrated when the website includes all the information in a component, possibly including multiple examples. **Design** was the only category rated on a three-level scale: **low alignment**, **medium alignment**, and **high alignment**. Table 3.2 shows the levels of alignment in association with the information included in each website.

Table 3.2: Levels of Alignment

No Alignment	Limited Alignment	Adequate Alignment	Complete Alignment
- website contains no evidence in the ideal component, or the evidence is not aligned with the component.	- website contains minimal to no evidence supporting the component.	- website contains most of the evidence of the ideal component.	- website includes all of the information in a component, possibly including multiple examples.

Sample Websites

The thirty non-profit websites that were evaluated were all founded in or after 2007 and are focused on veterans who suffer from PTSD. The list of websites, the URL of each website, and the state each organization was founded, is listed in table 3.3.

Table 3.3: List of Websites		
Organization	**URL Address**	**State**
Pets & Patriots Foundation	http://www.petsandpatriotsfoundation.org/	FL
Project STRAIT for Veterans LTD	https://projectstrait.org/	FL
Patriot Rovers, Inc.	http://patriotrovers.org/	NC
Homes of Light LLC	http://homesoflightllc.org/	GA
Stop Soldier Suicide	http://stopsoldiersuicide.org/	NC
Veteran Sportsmen	http://www.veteransportsmen.com/	TN
Arizona Veterans Helping Veterans	http://www.azvhv.org/	AZ

Warfighter Scuba	https://www.warfighterscuba.org/	AZ
Operation Freedom Bird	http://www.operationfreedombird.org/	AZ
Creative Drill Sergeants	https://www.creativedrillsergeants.org/	AZ
Veterans Family United Foundation	http://www.veteransfamilyunited.org/	OK
North Texas Wounded Warrior Golf Association	http://www.ntwwga.org/Index.aspx	TX
America 4R Veterans	http://america4rmarines.org/	PA
PTSD Veterans Association of Northport	http://www.ptsdveteransassociation.org/	NY
Frets 4 Vets	http://www.frets4vets.org/	DE
Veterans Rowing and Kayaking Inc.	http://www.veteransrowing.com/	CT
One Warrior Won	http://www.onewarriorwon.org/	ME
Catch a Lift Fund	https://catchaliftfund.org/	MD
Racing 4 Vets	http://www.racing4vets.org/	OH
Stiggy's Dogs	http://www.stiggysdogs.org/	MI
Calvary House	http://www.calvaryhouseusa.org/	MI
This Able Veteran	http://www.thisableveteran.org/	IL
Summit for Soldiers	http://themountaingoats.weebly.com/	OH
Creativets	http://www.creativets.org/	IL
Shelter to Soldiers Inc.	http://sheltertosoldiers.org/	CA
Fix'd Inc	http://getfixd.com/	CA
Healing Veterans Through Backyard Agriculture	http://www.hvtba.org/	NV

Vetscape	http://vetscape.org/	HI
Idaho Veterans Network	http://idahoveteransnetwork.com/	ID
For Veterans Sake Foundation	http://www.forveteranssake.org/	CA

The thirty non-profit websites listed above were chosen from the Guidestar website, which is a non-profit organization information source. The use of a cluster sample was chosen to get an even number of websites for each of the five regions throughout the United States. The five regions are: Northeast, Southeast, Southwest, West, and Midwest. The websites were chosen systematically after the country was divided into the five regions. A systematic sampling format is favored for content analysis when texts stem from repetitive events (Krippendorff, 2004, 115).

Figure 3.1: Geographic Map of Regions

With any content analysis involving websites, bias can be a weakness. Websites could be rated unintentionally unfairly, which is the reason there will be another person who examines a portion of the websites as well. This should ensure interrater reliability. A single rater can create a weakness in reliability. Reliability is a key issue in coding because everyone involved needs to understand the operational definitions, so they can code the material in a similar way (Johnson, 2014, 86). The individual who assisted me in rating the websites needs to understand the information and what they are examining. The strengths and weaknesses need to be set forth, so everyone knows what they are looking for. Each website was examined one at a time to determine the validity of each. The only expectation was that the websites would vary in terms of content and organization.

Inter-Rater Reliability

The inter-rater reliability issue was resolved by having an independent evaluator rate a sample of five non-profit websites that have already been rated by the primary researcher. The independent evaluator used the same coding sheet (see Appendix A) to determine the rating of the five websites. The independent evaluator was in agreeance with the primary researcher in every category except for one. This helped make the primary researcher's responses look valid. The next chapter discusses the results and findings of each website as per the five categories. Recommendations are also made for the websites to consider increasing effectiveness.

Chapter IV: Results and Findings

This chapter contains the results of the content analysis that was done to thirty veteran non-profit websites. Rating the websites determined how well they met the criteria for the ideal model. Recommendations were also made to show what the websites can do to improve in the future. The charts listed below describe each of the categories as they pertain to the thirty non-profit websites gathered for this study.

Usability

Usability refers to the level of difficulty it takes to use the website. Components such as readable text and accessible information are crucial for a website. Table 4.1 indicates that most of the websites are completely aligned in terms of vertical scrolling and having readable 12-point font, while most websites have no alignment when it comes to a site search option and an FAQ section. Vertical scrolling rated the highest with ninety six percent and having an FAQ section rated the lowest with sixteen percent.

Table 4.1: Results Concerning Website Usability

Category	Levels of Alignment				
Usability	**No Alignment**	**Limited Alignment**	**Adequate Alignment**	**Complete Alignment**	**Total n=30**
Vertical Scrolling	0%	0%	3%	96%	**100%**
12-Point Font Size/Readable Font	0%	13%	10%	76%	**100%**
Site Search Option	70%	3%	0%	27%	**100%**
Frequently Asked Questions (FAQ) Section	80%	3%	0%	16%	**100%**

*percentages are rounded to nearest whole number

Best Practiced Websites

Among the best practiced websites in this category are the *Pets & Patriots Foundation*, *Patriot Rovers Inc.* and *Veterans Family United Foundation*. Both websites were completely aligned in all four sub-categories under usability. Recommendations for veteran non-profit websites are to contain a site search option and an FAQ section to ease usability for the user. Figure 4.1 shows a completely aligned FAQ section from the *Veterans Family United Foundation* website.

Figure 4.1: Completely Aligned FAQ Section
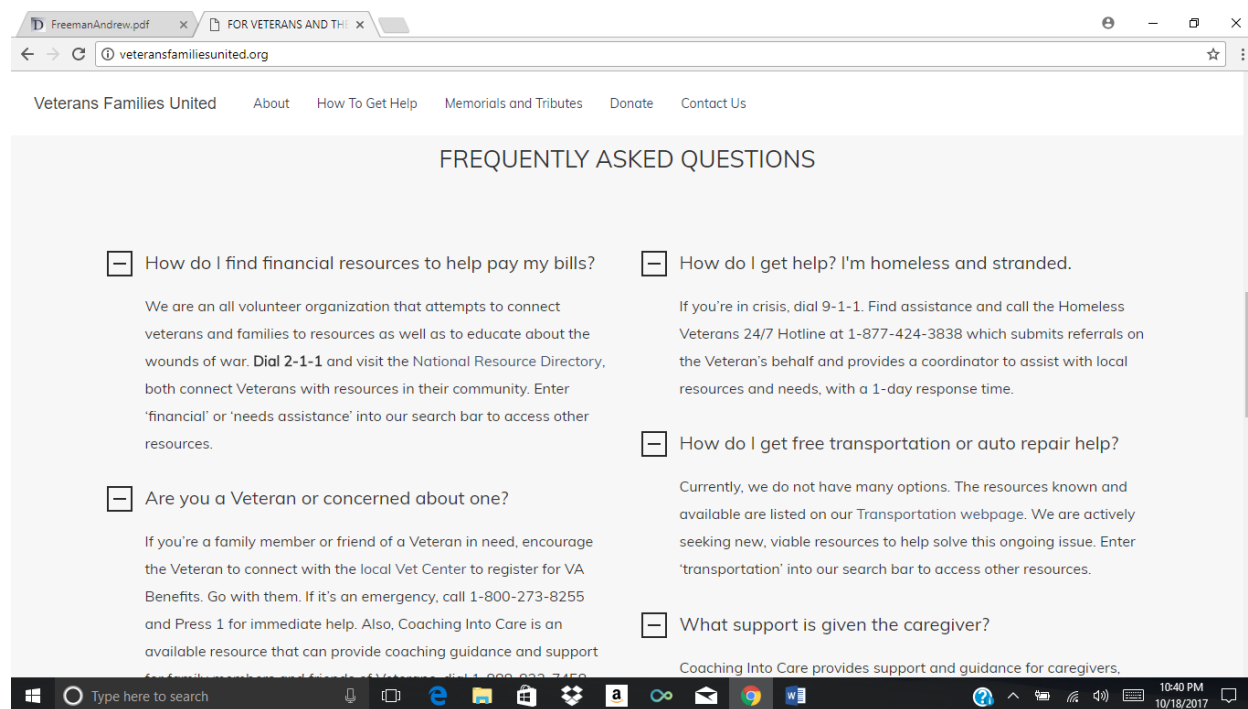
Content

Looking at the content of the thirty sample websites, a substantial number of websites showed complete alignment in terms of displaying contact/emergency information on the websites. Sixty three percent of the websites contained this information somewhere on the website, however there was a severe lack of alignment in providing a help feature. Only seven percent of the websites contained help options to assist the user if necessary (see table 4.2).

Table 4.2: Results Concerning Content

Category	Levels of Alignment				
Content	**No Alignment**	**Limited Alignment**	**Adequate Alignment**	**Complete Alignment**	**Total n=30**
Symptoms/Treatment	0%	30%	53%	16%	**100%**
Contact/Emergency Information	0%	13%	23%	63%	**100%**
Help Feature	80%	13%	0%	7%	**100%**

*percentages are rounded to nearest whole number

Best Practiced Websites

Fix'd Inc. and *Catch a Lift Fund* were strongest in terms of having a help feature. *Pets & Patriots Foundation* had a strong section that listed both symptoms and treatment options for PTSD. The symptoms were neatly displayed and easily accessible and the treatment options were easy to interpret and understand. It is strongly recommended that non-profit websites contain a section that lists symptoms/treatment and a help feature. Figure 4.2 shows the completely aligned list of symptoms listed on the *Pets & Patriots Foundation* website.
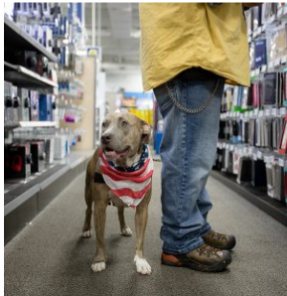
Figure 4.2: Completely Aligned Symptoms/Treatment Information

Veterans who served in combat zones have often experienced disturbing events that may lead to psychological trauma and post-traumatic stress disorder, or PTSD. Symptoms of PTSD include:

- Nightmares, often involving scenes witnessed by the veteran
- Vivid flashbacks of a disturbing event
- Hypersensitivity to sounds that remind the veteran of a disturbing event
- Hypersensitivity to sights that remind the veteran of a disturbing event
- Perceived threats in public places (and having to sit or stand against a wall to block a perceived threat in restaurants, crowded places, and stores)
- A feeling of panic that something bad is about to happen
- Feeling emotionally cut off from people, even loved ones and family
- Feeling anxious, jittery, or irritated and unable to focus on a task

The RAND Corporation conducted a study that showed PTSD and combat-related depression affects up to 20 percent of Iraq and Afghanistan veterans. Roughly 30 percent of post-9/11 veterans treated at VA medical facilities have screened positive for PTSD, according to the department. Medications may be helpful, but often lead to a host of crippling side-effects. A service dog can often mediate symptoms of PTSD far better than medications.

Dogs trained to assist people with PTSD learn a range of tasks, such as waking a veteran from a nightmare, standing in front of or behind a veteran to fend off crowds or approaching people, "sweeping" a room for other people before the veteran enters, enabling a veteran to remove himself from an upsetting situation to avoid a panic attack, carrying items that the veteran needs to avoid a panic attack, answer the doorbell, and even press a button on the phone to summon human help. Often, a dog by a veteran's side can give the veteran a sense of security not felt before.

You can fully sponsor a PTSD Service Dog for $5,500 and give the gift of freedom to a veteran battling post-traumatic stress disorder (PTSD) related to his or her service.

Design

As shown in table 4.3, design, which was based on a high, medium, and low scale of alignment, was an area where most websites rated high. Every website operates on multiple platforms and most websites contain information that makes it easy for the user to navigate through. Attractiveness/Aesthetics scored the lowest with fifty seven percent.

Table 4.3: Results Concerning Design

Category	Levels of Alignment			
Design	**Low**	**Medium**	**High**	**Total n=30**
Attractiveness/Aesthetics	17%	27%	57%	**100%**
Platform-Independent	0%	0%	100%	**100%**
Site Navigation	14%	7%	80%	**100%**

*percentages are rounded to nearest whole number

Best Practiced Websites

Most websites were highly aligned in all three sub-categories. Some examples are *One Warrior Won*, *Patriot Rovers Inc.*, and *Stop Soldier Suicide*. Non-profit organizations should have websites that are attractive and aesthetically pleasing, but should not be too colorful to cause distractions to the user. That was an issue with several of the websites. Figure 4.3 shows a website (*Stop Soldier Suicide*) with a highly aligned attractive design.

Figure 4.3: Highly Aligned Design
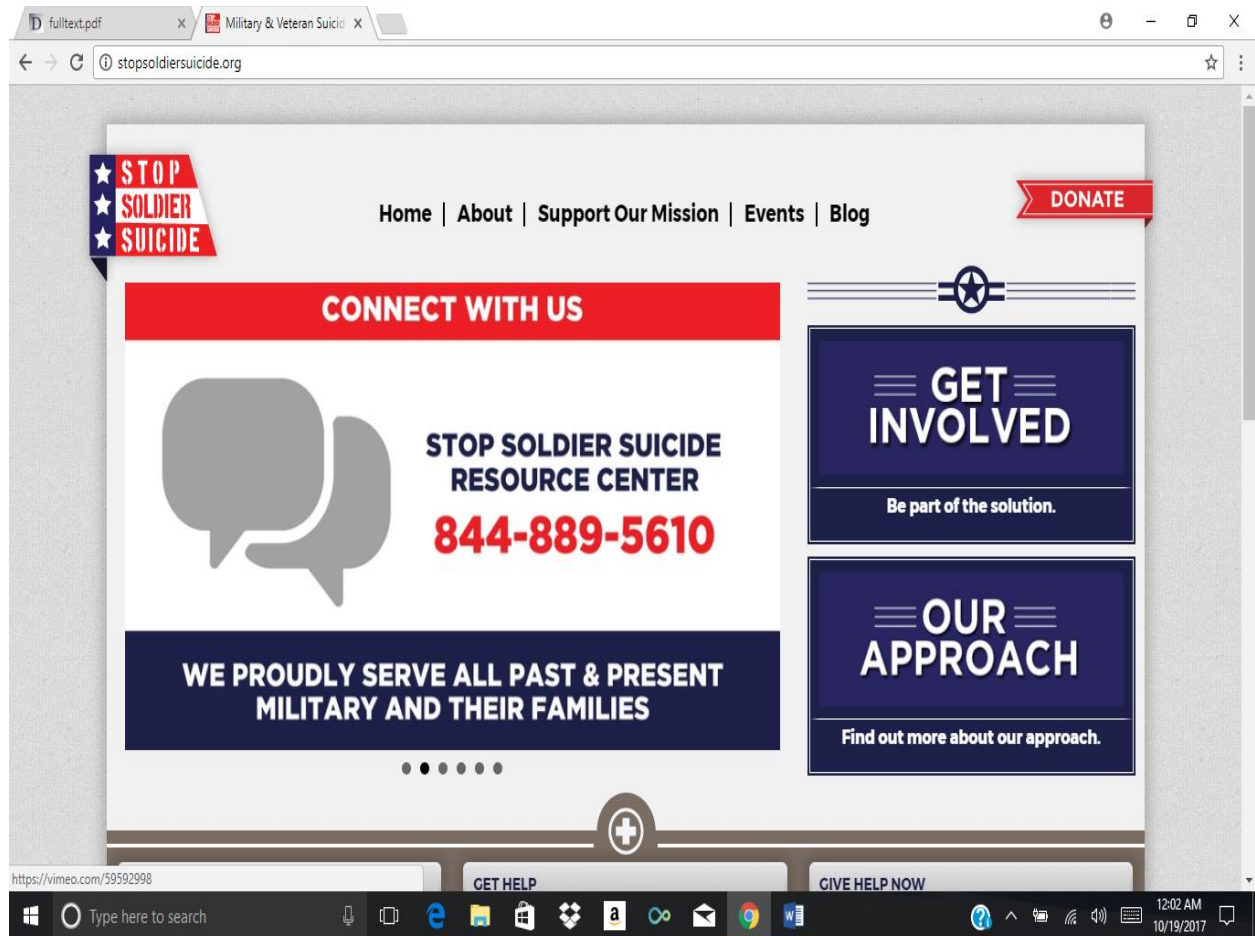
Accountability

Table 4.4 indicates that most of the sample websites have no alignment when it comes to

accountability other than currency/update frequency. Fifty three percent of the websites are

completely aligned when it comes to currency/update frequency which is still not very

impressive and most of the websites did not contain a list of attributions or provide sources.

Accountability is among the categories where most of the websites showed no alignment.

Table 4.4: Results Concerning Accountability

Category	Levels of Alignment				
Accountability	**No Alignment**	**Limited Alignment**	**Adequate Alignment**	**Complete Alignment**	**Total n=30**
Currency/Update Frequency	30%	0%	17%	53%	**100%**
Attributions (Sources/References)	67%	3%	13%	17%	**100%**
Ownership/Sponsorship Disclosed	57%	0%	0%	43%	**100%**

*percentages are rounded to nearest whole number

Best Practiced Websites

Most of the rated websites scored poorly in terms of accountability. However, three

websites did manage to stand out by having complete alignment in currency, attributions, and

disclosure. These websites were *Shelter to Soldiers Inc*., *Patriot Rovers Inc*., and *Summit for

Soldiers.* It is recommended that non-profit organizations contain currency, attributions, and

disclosure in their websites considering the alignment is so low. Figure 4.4 shows the completely

aligned list of sponsors involved with *Shelter to Soldiers Inc.*

Figure 4.4: Completely Aligned Ownership/Sponsorship
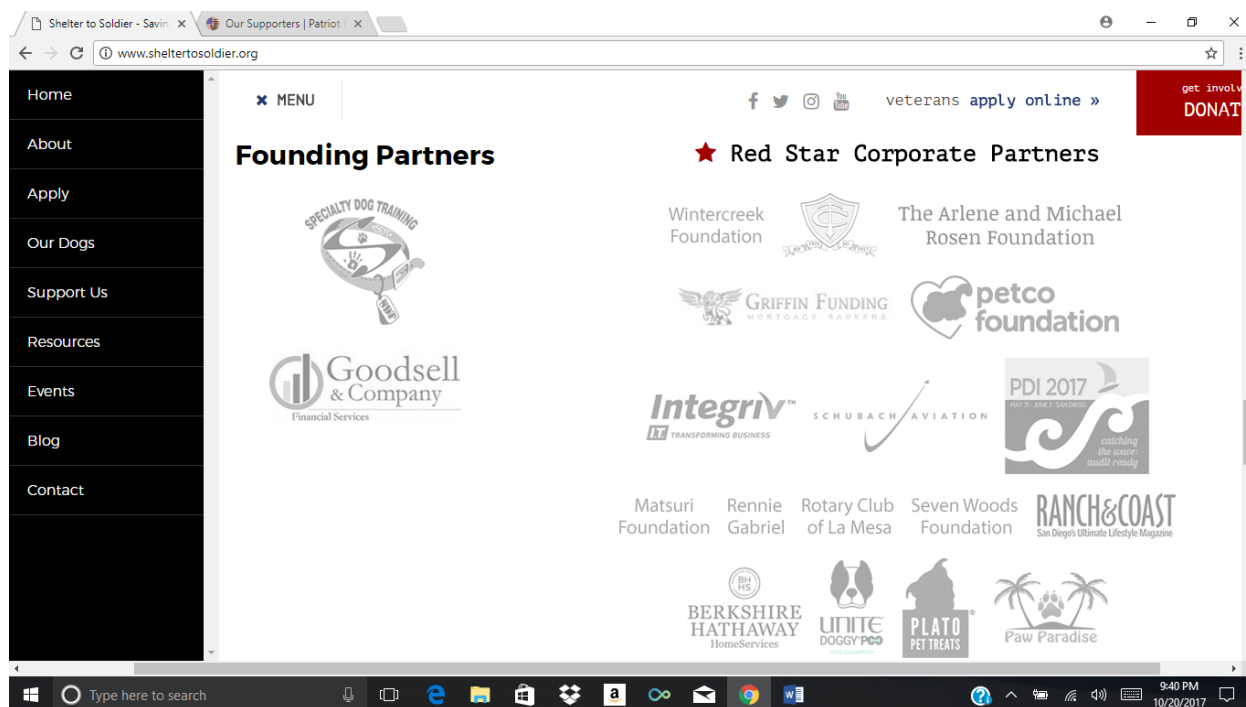
Privacy/Security

The privacy/security aspect of a non-profit website is one of importance and is important to many users. Table 4.5 indicates that the alignment is spread out among the websites for the avoidance of personal information and most websites have no alignment when it comes to including a privacy statement. Only seven percent of the non-profit organizations contain privacy information on their websites and they are only aligned limitedly. Only forty seven percent of the websites had options to contact the organization without requiring any personal information.

**Table 4.5: Results Concerning Privacy/Security**

Category	Level of Alignment				
Privacy/Security	**No Alignment**	**Limited Alignment**	**Adequate Alignment**	**Complete Alignment**	**Total n=30**
Avoidance of Personal Information	30%	3%	20%	47%	**100%**
Inclusion of Personal Statement	93%	7%	0%	0%	**100%**

*percentages rounded to nearest whole number

Best Practiced Websites

Stop Soldier Suicide is a good example of a website that believes in privacy/security practices. The website contains different forms of contact information and ways to get in touch with the organization without appearing to require an individual to give out personal information. Figure 4.5 shows this information and there is no sign that a person must volunteer any specific information. It is recommended that veteran non-profit websites do not require people to list personal information and to include a personal statement.

Figure 4.5: Completely Aligned Information Without Requirement of Personal Information
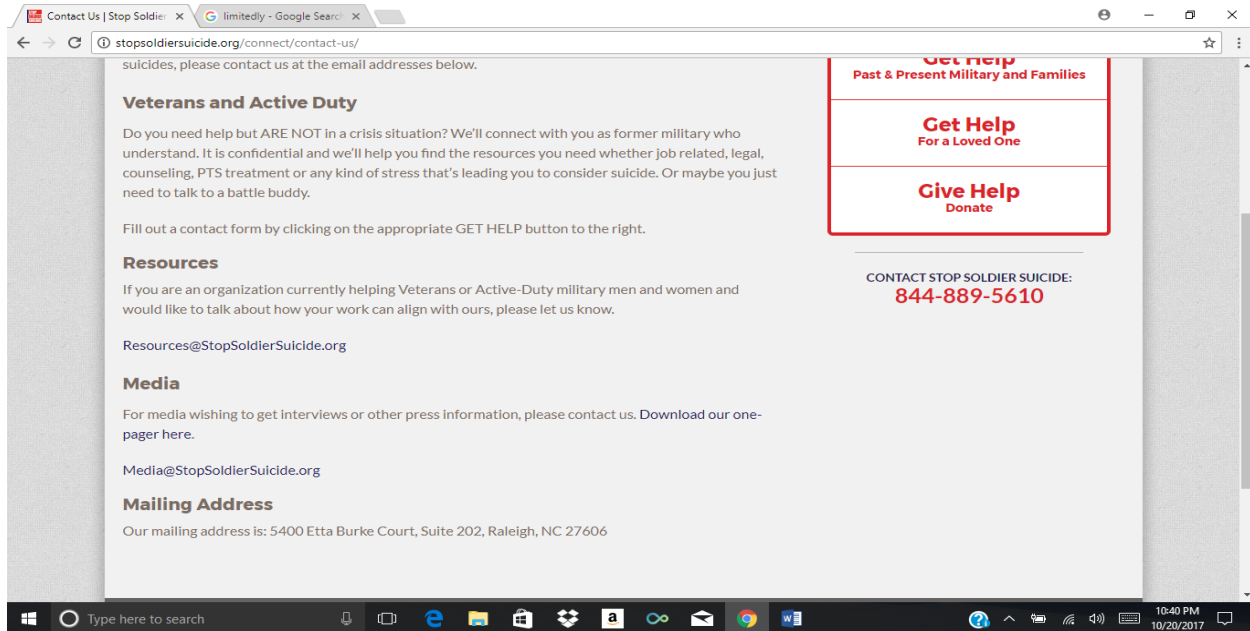
This chapter discussed the results and findings of the content analysis conducted on the thirty-selected veteran non-profit websites. The next chapter includes a summary of the results and recommendations and concluded the applied research project.

Chapter V: Conclusion

This chapter concludes the applied research project, which was a content analysis based on a conceptual framework. The purpose of this study was to develop an ideal framework for non-profit websites that are dedicated to serving veterans afflicted with PTSD. The framework was then used to evaluate the veteran non-profit websites. The results of the study were used to make recommendations for improvement. This chapter also includes a summary of the results of the content analysis and provides a summary of recommendations (table 5.1) as well.

Table 5.1: Summary of Results and Recommendations		
	Summary of Results	Summary of Recommendations
1. Usability • 1.1. Vertical Scrolling • 1.2. 12-Point Font Size/Readable Font • 1.3. Site Search Option • 1.4. FAQ Section	Majority of the websites are completely aligned in terms of vertical scrolling and having 12-point font that is readable, while most websites have no alignment when it comes to a site search option and an FAQ section.	Recommendations for veteran non-profit websites are to contain a site search option and an FAQ section to ease usability for the user. This will help assist future users and researchers.
2. Content • 2.1. Symptoms /Treatment • 2.2. Contact/ Emergency Information • 2.3. Help Feature	A substantial number of websites showed complete alignment in terms of displaying contact/emergency information on the websites. There was a severe lack of alignment in providing a help feature. Symptoms and treatment were substantially lacking in alignment.	It is strongly recommended that non-profit websites contain a section that lists symptoms/treatment and a help feature.
3. Design • 3.1. Attractiveness /Aesthetics • 3.2. Platform-Independent	Almost every website operates on multiple platforms and most websites contain information that	Non-profit organizations should have websites that are attractive and aesthetically pleasing, but

• 3.3. Site Navigation	makes it easy for the user to navigate through. Attractiveness/Aesthetics scored the lowest with 57%.	should not be too colorful to cause distractions to the user.
4. Accountability • 4.1. Currency/Update Frequency • 4.2. Attributions (Sources/References) • 4.3. Ownership /Sponsorship Disclosed	Most of the sample websites have no alignment when it comes to accountability. Accountability is among the categories where most of the websites showed no alignment.	It is recommended that non-profit organizations contain currency, attributions, and disclosure in their websites considering the alignment is so low.
5. Privacy/Security • 5.1. Personal Information Requirement • 5.2. Inclusion of Privacy Statement	The alignment is spread out among the websites for the avoidance of personal information. Most websites have no alignment when it comes to including a privacy statement.	It is recommended that veteran non-profit websites do not require people to list personal information and to include a personal statement.

The sample websites used for this study had problems in certain areas and excelled in others. Privacy/security and accountability were areas where most of the websites had no alignment and design was the category where most of the websites showed complete alignment. These categories should be considered for future users in terms of non-profit websites dedicated to veterans with post-traumatic stress disorder.

Best Overall Practiced Websites

- *Patriot Rovers Inc.*

The *Patriot Rovers Inc.* website stood out in terms of alignment. It showed complete alignment in website content, design, and accountability (one of the weakest categories). The website was easy to navigate through as well as attractive and easy to read.

- *Pets & Patriots Foundation*

This organizations website was highly aligned in website usability and content. The most impressive thing with the *Pets & Patriots Foundation* website was the fact that it included information directly associated with PTSD. The website listed symptoms of PTSD, as well as, information about the disorder.

- *Stop Soldier Suicide*

Stop Soldier Suicide rated high in terms of design and privacy/security. Privacy/security was a category where almost no website contained a personal statement. Stop Soldier Suicide appeared to be an organization that values privacy and respects the wishes of those who wish to remain anonymous.

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Criteria Coding Sheet				
Organization:				
Assessment Category	No Alignment	Limited Alignment	Adequate Alignment	Complete Alignment
1. Usability				
1.1 Vertical Scrolling	NA	LA	AA	CA
1.2 12-Point Font Size/Readable Font	NA	LA	AA	CA
1.3 Site Search Option	NA	LA	AA	CA
1.4 Frequently Asked Questions (FAQ) section	NA	LA	AA	CA
2. Content				
2.1 Symptoms/Treatments	NA	LA	AA	CA
2.2 Contact/Emergency Information	NA	LA	AA	CA
2.3 Help Feature	NA	LA	AA	CA
3. Design				
3.1 Aesthetics/Attractiveness	Low	Med	High	-
3.2 Platform-Independent	Low	Med	High	-
3.3 Site Navigation	Low	Med	High	-
4. Accountability				
4.1 Currency/Update Frequency	NA	LA	AA	CA
4.2 Attributions (Sources/References)	NA	LA	AA	CA
4.3 Ownership/Sponsorship Disclosed	NA	LA	AA	CA
5. Privacy/Security				
5.1 Personal Information Requirement	NA	LA	AA	CA
5.2 Inclusion of Privacy Statement	NA	LA	AA	CA
Location:				
Budget:				
Founding Year:				

Appendix A

Criteria Coding Sheet