Appendix A

Values, SPSS Coding Variables, and Operational Statements

Equity Coding Variables and Operational Statements

TTY  Does the site offer teletypewriter services?
TDD  Does the site offer telecommunication devices for the deaf?
Bobby Site has been rated disability accessible by the nonprofit site rating group Bobby?
W3C  The site is W3C (World Wide Web Consortium) compliant?
Sec508 The site is section 508 compliant (Rehabilitation Act of 1973)?
Textver The site has a text version for the color blind or for individuals with low speed modems?
Flang The site can be accessed in a language other than English

Privacy Coding Variables and Operational Statements

NoCookie The site has language declaring that it does not use cookies or details their specific use and advises user he/she can opt out.
NoShare The site has language stating that it does not share the user’s personal information or details its specific use and advises user he/she can opt out.
Nmonitor The site has language stating that it does not use software to monitor users while on the site or details how and why monitoring is conducted.
Nmarket The site has language declaring that it prohibits commercial marketing, i.e., does not sell or rent user information.
Breacnot The site has language indicating that users will automatically be notified by web broadcast if the security of the site is breached.
Publicness Coding Variables and Operational Statements

Welcome  A welcome message is displayed on the portal or homepage welcoming the visitor.

Address  An address is provided for directing written queries on questions not covered by site content.

Phone  A phone number is provided for directly contacting the agency, department, etc.

Publicat  The site has a list of downloadable site relevant publications.

Index  The site has an index or map detailing the site’s organization.

Search  Ability to search within the site using keywords or phrases.

Participation SPSS Coding Variables and Operational Statements

Email  Ability to e-mail individuals within the agency other than the webmaster.

Eupdates  Ability to notify the citizen of activity or additional information availability by e-mail.

Comments  Ability to make comments on the site and or services delivered.

Personal  Ability to customize the site to suit the citizen’s interests.

Broadcast  The use of streaming audio and or video for public hearings, speeches, etc.