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Journalism and Mass Communication Department

In partial fulfillment of the requirements for

The degree of Master of Arts

By Andalib Mohamed

Under the supervision of Dr. Naila Hamdy

January/2016.

To the soul of my Grand mother, the heart of my Son, and the smile of

my mother

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ABSTRACT

The Internet has many advantages over the other media in the provision of information services especially in the field of human rights.

In Egypt the image of the human rights organization has been affected severly after the Egyptian revolution due to continuous media attack on them; therefore, it became vital to change this image.

As the websites is the primary tool that permits the organizations to connect with their audience and permit the audience to know their activities, analyzing the websites of the human rights in Egypt from user perspective become vital

This study aims to assess the interactivity and public involvement allowed by the sites to see whether they use their websites in an efficient way that permit them to reach their audience nationally and internationally or not, moreover, it tries to figure out reasons behind this level of interactivity.

"Reception based analysis" technique was used for the first time in Egypt, to map both the interactivity level and the amount of public engagement allowed by the site in a sample of 10 existing human rights websites along with Heeter and Burgeon 7 dimensions of interactivity (content and availability of choice, effort user must exert, responsiveness to users, ease of adding information, facilitation of interpersonal communication, modality and information rich, and ability to make two ways communication)

The results of the analysis indicated the overall level of opportunities for interactivity in the websites of human rights NGOs in Egypt is very low; moreover, the overall level of public engagement allowed by the site is low.

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CHAPTER 1

INTRODUCTION

"Activists were once defined by their causes, but now they are defined by their tools" (Gladwell, 2010).

In the past, human rights non-governmental organizations (NGOs) were mainly depending on interpersonal communication to advocate for themselves and to connect with their target audience; however, interpersonal communication alone became insufficient nowadays (Mahmoud, 2010).

Therefore, organizations began to see other effective way of communication that could complement face to face interaction and interpersonal communication, provide them a platform that sustains activities over time, help them to maintain relationships, facilitate dialogue and conversations, join the similar interests, and promote the sense of community (Kasper, 2013).

Now, the Internet and web 2.0 technologies became important and effective agents that NGOs all over the world can use to promote and advocate for themselves. The number of Egyptians who use the Internet became 27,25 million users ("Egypt indicators," 2015).

New technology tools helped the organizations to move beyond low technologies and difficult means of finding parterres that can be time consuming, inefficient, and limited in number to more accessible world (Kasper, 2013).

Websites of NGOs became the front images of the organizations in front of the audiences and are increasingly becoming the representation of the organization to the outside world; they help the organizations to get funds for their projects by increasing their publicities. Moreover, they help the organizations to extend their networks by making it easier for them to

find new counterparts whom they could engage in their activities and do joint works with them (Bassiouny, 2012; Bach & Stark, 2001).

Websites can be prepared and maintained at a very low cost and permit general public to access information by their home or office computers (Grobman, 2005).

So, Today through websites, NGOs and individuals have all been empowered so far as they have the means to effectively communicate their stories, agendas, laws, and agreements (Selian , 2002).

Therefore, interactivity of websites became important and effective online advocacy tool that organizations should take could care of it in order not to waste precious time and resources on inefficient web charter (Kingston & Stam, 2013).

Nowadays, organizations do not have to spend money on time and space with earned promotion; however, they do have to invest in hiring people who have time and talent in producing blogs, webinars, videos, interactive websites, and social media messages that could attract the attention of their target audience toward the organization and can spin off promotional benefits (Harvey, 2011).

1.1 Statement of the Problem

In Egypt, after the Egyptian revolution, media starts to attack severely the human rights organizations and the people working in them and these attacks harmed severely the image of this kind of organizations and created a negative perceptions and believes about them among the Egyptian; hence, changing these images and perceptions become vital ("Silence is not an Option", 2014).

In addition, Human rights non-governmental organizations (NGOs) depend on people to support them and support their causes in order to make a change.

Human rights organizations not intend only to get their message out, but also want their message to get heard in order to make an effective change in the policies and the practices (Antorini, 2010).

Knowing how the Human rights use the Internet capabilities give us insight and help us to understand how they operate in support of humanitarian goals.

Furthermore, Organizations may be very successful in providing vital services, but if the right people, the board, the potential funders, and the leaders are unaware of the organization's success then its continued existence may be at risk (Grobman, 2005).

Knowing these facts but no studies or researches evaluated the interactivity of the websites of human rights organizations after the Egyptian revolution to see if these websites are used as active communication tool that permit engagement with a large number of audiences who can support the organization and per consequence create trust and cooperation between the organization and the audience or not.

In general, Increased interactivity contributes to higher involvement with the site and more positive attitude toward the portal; moreover, users do not participate in a site unless they know that their participation is efficient (Sundar & kim, 2005).

Therefore, This study will be a descriptive analysis that steer the light for the first time on the websites of human rights organization in Egypt after the Egyptian revolution
in order to identify and assess the level of interactivity in these websites and see whether the provider of these sites use their websites in an efficient way that permit them to reach their audience nationally and internationally or not .

In addition, the study will try to assess the level of community participation allowed by each site, which can give a great insight about how each organization deal with the audiences.

Moreover, it will try to figure out the barriers that confront the providers of the websites and could affect the level of interactivity or the level of community participation they wish for and how we could overcome these barriers.

CHAPTER 2

LITERATURE REVIEW

This literature review is organized into five main sections, following the main divisions of my research. The literature review starts with the foundation of human rights laws in the world and then includes background information about Human Rights NGOs worldwide, in Egypt specifically, connection between human rights NGOs and the Internet, and definition of interactivity across the Internet era.

Articles, studies, and books have been written on these subjects that support my study. This literature review will refer to the most relevant articles, studies, and books written on the subject.

2.1. Foundation of Human Rights in the World

Most researchers agreed that the French revolution was the start point for Human rights laws in the world (Hegazy, 2008, and Mahmoud, 2010). Many of the ideas that animated human rights movements came from the repercussion of the Second World War and the violence of the Holocaust (Selian , 2002).

Then, the United Nations adopted the French ideas and developed them (Hegazy, 2008; Mahmoud, 2010).

People who promote and protect the human rights through peaceful nonviolent means are called human rights defenders. The human rights defenders usually uncover violations, subject violations to public scrutiny, press for those responsible to be accountable, and empower individuals and communities to claim their basic rights as human beings ("Human Right Defenders," n.d).

Human right defenders appeared in the history before any law that protects human rights. Throughout the history, courageous and visionary people have sought to extend the boundaries of human right protection to outside its regional boundaries ("Human Right Defenders," n.d). On the 10th of December, 1948, the Universal Declaration of Human Rights was issued; the declaration aimed to spread security and peace to be reflected on people's wellbeing and prosperity (Basiouny, 2012).

The first Human Rights Commission who was asked to identify the common rights for all human beings intended to gather a wide scope of influences in human rights principles in order to cover the rights shared by all individuals regardless of race, religion, creed, nationality, social origin, and sex, to assure security and civil liberties and to support political, social, and economic equity (Roosevelt, 1948).

According to the declaration of human rights, everyone has the responsibility to protect human rights, so every one regardless of their occupation can be a human right defender. The United Nations wanted to create a document that would inspire an apparatus of international order and justice, preserving interstate peace and preventing genocide, a document that would be backed by a complex of international organizations. They want to develop a mechanism that could monitor the behavior of nations, provide a platform for diplomatic resolution of conflicts and, if necessary, make use of military force to uphold its values (Ishay, 2010).

Since the issuance of the UN declaration, human rights NGOs started to appear all over the world (Mahmoud, 2010). However, though the establishment of the Arab league precedes the establishment of the UN, the first charter of the Arab league did not contain any article that discusses human rights; nevertheless, after many years from the creation of the league, a

committee was formed to review violations against Palestinians done by the Israeli troops; however, this committee did not review any violations in Arab countries other than Palestine (Bassiouny, 2012; Mahmoud, 2010).

Human rights are not static; their boundaries cannot be fixed all the time. The contours of human rights shift as the pattern of oppression changes and the rights claims arise from the denial of human dignity in whatever form; therefore, the scope and the content of human rights laws always change ("Human Rights Defenders," n.d).

2.2. History of Human Rights Organizations

Nongovernmental organizations (NGOs) have become important actors in the soft power of international diplomacy since the 20th century, especially after the cold war; their roles became important in many fields starting from the environmental issues to the human rights and the humanitarian supports

According to Sleinberg (2011), NGOs constitute an unfettered sector, but at the same time their roles are highly influential especially when they deal with human rights issues.

In both advanced and consolidating democracies, NGOs have developed into major societal actors, because they meet real political and social needs and they serve as source of political legitimacy. They serve as providers of voice to voiceless people along with allowing dissent to find content and logical reasons rather than fester unproductively (Bach &Stark, 2001).

Moreover, NGOs decrease the effect of social inequalities that began to appear in the new market economies by providing services to people in need and that stabilize the society and balance the augmented tension between self-interest and common good (ibid).

2.1.1. General roles of human rights NGOs.

Human rights NGOs are nongovernmental organizations that seek to defend political, civil, cultural, and social rights. They target marginalized groups and help them to gain their rights, and they translate complex international issues to activities to be undertaken by concerned citizens (Sleinberg, 2011).

There is great diversity among human rights NGOs; some of them defend all human rights in general, while others protect specific rights of particular vulnerable groups. But all of them frequently engage in advocacy and lobbying to convince the United Nations, the super national bodies, and the national governments to adopt their policies regarding human rights (Selian , 2002).

According to Antorini (2010), the kind of advocacy that human rights NGOs play is social work advocacy. Social work advocacy mainly advocates social change, has its origin in the legal sphere, and it is mainly dived into client and cause advocacy which both include aspects of empowerment.

These aspects may be completed by legislative advocacy, which is seeking changes in legislations or administrative advocacy that is seeking change in administrative procedures and politics by either representation or influence; however, these kinds of advocacy require the lobbying of the public who may put a lot of pressure on policy makers and politicians (ibid).

Human rights non-governmental organizations (NGOs) exercise a great pressure on political powers especially concerning moral and legal issues. They identify their primary goals as monitoring and reporting the government behaviors as well as creating international

mechanisms to end violations and ensure the accountability of the government (Sleinberg, 2011; Hakem, 2007).

Furthermore, the extensive resources available to human rights NGOs permit them to engage in lobbying campaigns, mobilize mass demonstrations, and ensure for them media visibility that has major impacts on governments and policy makers (Sleinberg, 2011).

According to Mahmoud (2010), Human rights organizations watchdog the actions of the national governments and sometimes criticize and argue the government's flagrant violations.

NGOs are not safe for ruling systems; on the contrary, NGOs try usually to transform ruling systems to be more responsive to the needs of the citizens and they try to promote change that usually creates tension between NGOs and both the governments and the donors (Bach& Stark, 2001).

The exercise of human right NGOs is influenced through public discourse, political advocacy, and legal proceedings. Using their preferential access to the media and diplomatic mechanism, human rights NGOs set agenda, frame the moral issue and factual allegations, and promote both the soft power and the hard power (Sleinberg, 2011).

Besides, by discussing issues with other organizations, their experiences and ideas, as well as the point positioning and actions, human rights organizations have more power to promote the wellbeing of people (Antorini, 2010).

Human rights organizations have been developed widely in the past few years. Many global nongovernmental organizations active in the field of human rights have been evolved throughout the world and that encouraged the development of these organizations in the developing countries (Mahmoud, 2010).

Today, despite the wide number of international laws that protect the human rights globally, human rights NGOs and defenders are needed all over the world to monitor and challenge abuse and violations ("Human Right Defenders," n.d).

2.1.2Role of human rights NGOs in developing countries

In developing countries, the role of human rights NGOs is vital, because governments in these countries do not take into account the campaigns and the protest that protestors make, as much as taking into consideration the outside pressures and as much as caring for their accountability in international forum (Bassiouny, 2012).

According to the Amensty report in 2013 about human rights defenders, many human rights defenders continue to face harassment, intimidation, and other abuses, especially in developing countries. They face these abuses despite the existence of mechanisms that could protect them; hence, defenders who work in such field develop strategies and tactics to protect themselves and others based on their experience. But they also need to be able to call a wider human rights community for support.

Therefore, human rights organizations all over the world today try to build local, national, and international networks to be able to find solutions to shared problems, monitoring the safety of their defenders, circulating quickly information about defenders at risk, assessing regional and international protection mechanism for their defenders, and increasing the legitimacy of human rights organizations, and have greater mobilization for their defenders and more political pressure over the abusers ("Human Right Defenders," n.d).

Human rights NGOs obtain a great support from the general public all over the world; in addition, journalists, experts, and academics repeat their technical claims and military analyses without question (Sleinberg, 2011).

Human rights organizations target not only the local audience, but also the regional and the international audiences. The majority of the media works they present are translated into foreign languages in order to reach their international counterparts as well as the UN and its affiliated bodies (Bassiouny, 2012).

The reports of human rights NGOs are seriously taken into consideration by the international authorities that in some cases not only embarrass the governments that do wrongdoings concerning the human rights but also send to them special reporters or special delegations in order to monitor the situation in case of violation.

2.3. Human Rights Organizations in Egypt

In Egypt, a single organization of human rights was taking over the task of preaching the principles and the culture of human rights alone for a long time; this organization was the Egyptian organization of human rights (Bassiouny, 2012; Mahmoud, 2010).

The Egyptian organization for human rights was established in 1985; it was the first organization concentrating on human rights in Egypt. It was addressing the human rights violations, detecting them, documenting them, and informing the public opinions about them (Bassiouny, 2012; Mahmoud, 2010).

The first founders of human rights organizations in Egypt were mainly people who had past experience in political works and parties' members in addition to regular well-educated citizens who had interests in enhancing the humanitarians' conditions in the country. They were engaged in human rights work because they faced several political problems and breakdowns (Mahmoud, 2010).

However, by the end of the nineties, many human rights organizations and institutions began to appear and work in new areas of human rights, which a single organization was not able to manage (Bassiouny, 2012).

In the year 2000, the number of the human rights NGOs in Egypt reached 63 organizations; all of them were concentrated in Cairo except for five, which were located in other governorates (Mahmoud, 2010).

2.3.1.Effect of law N0 84

In 2002, the number of organizations that work in the domain of human rights increased severely after the issuance of the NGO Law N0 84 for the year 2002. The law encouraged people to open new NGOs, facilitated NGOs licenses, and added the legal

recognition for human rights NGOs long after its absence from Law N0 32 for the year 1964 (Bassiouny, ND; Mahmoud, 2010). Before that law, NGOs have faced decades of arbitrary restrictions on their registrations, activities, and funding ("Roadmap to Repression, 2014").

In 2005, the human rights organizations played a new role in Egypt, they monitored for the first time the presidential and the parliament elections and they reported violations and the wrongdoings of the candidates (Mahmoud, 2010)

In 2010, many human rights organizations in Egypt defended the right of the martyr Khaled Said and accused the police of killing him by torture ("Egyptian Organization for Human Right report", 2010).

2.3.2 Status of human rights organization in Egypt after the revolution

Since 2011 uprising, security forces have attacked several NGOs, arrested, and in some cases beaten staff and volunteers. On February 3rd, 2011, military forces attacked Hisham Mubarak law center and all those present in the center at time where arrested and held for one day before being

released and the same situation happened later on with the Egyptian Organization for Human Right ("Roadmap to Repression," 2014).

The repression reached its peak with raids on Egyptian and international NGOs in December 2011 followed by the trial of NGO workers, which ended by the prison verdict in 2013 between one and five years in prison for 43 NGOs' workers (ibid). In 2012, the number of the human rights organizations reached 143 all over Egypt (Bassiouny, 2012).

Human rights organizations have also faced years of attacks by Egyptian media that date back to rule of Hosni Mubarak. The media campaigns against NGOs in Egypt have denigrated human rights defenders as foreign conspirators and accused them of intending to destabilize Egypt, it also succeeded in convincing many Egyptians that the authorities restrictions over human rights NGOs are in their interest and for their security ("Roadmap to Repression," 2014).

On March 3rd, 2014, as result of the continuous attack on human rights organizations in Egypt, many human rights organizations around the world called on the UNHCR to urge the Egyptian government to stop ongoing harassment against human rights defenders including threats and defamation and to acknowledge publicly the legitimate role of civil society in the promotion of human rights ("Silence Is Not an Option," 2014).

Consequently, the Constitution of Arab Republic of Egypt involved an article, which states "the citizens have the right to form nongovernmental associations and foundations on democratic basis, which acquire legal personality upon notification." (P.22)

Such associations and foundations have the right to practice their activities freely. Administrative agencies may not interfere in their affairs or dissolve them or dissolve their boards of directors or boards of trustees without a court judgment.

However, The establishment or continuation of nongovernmental associations and foundations, whose statues or activities are secretive or conducted in secret or which are of military or quasi military nature, is prohibited as regulated by law ("Article 75 of Constitution of the Arab Republic of Egypt," 2014, p.22).

2.3.3. Effect of competition on the work of human rights NGOs

The growing number of international human rights NGOs worldwide combined with their limited resources for funding opportunities and public attention has created a rivalry environment, where all the groups working in the same sector compete with each other and feel unsecure and uncertain (Kingston&Stam, 2013).

In addition, The great competition between human right NGOs and the authoritarian systems, which try to oppress the human rights in different societies, required NGOs to use every possible tool in order to survive, to attract more supporters for their causes, and to achieve their goals (Kingston & Stam, 2013; Hakem, 2007)

For a long time, human rights NGOs used the interpersonal communication as a main tool to achieve their target audience; however, due to the effect of the globalization and with the technological development, interpersonal communication became insufficient and not able to secure interactions between the human rights organizations and their target audience (Mahmoud, 2010).

Therefore, human rights organizations had to find out other forms of communications that allow them to communicate with a large sector of the community, explain their roles and their goals to their target audience, and clarify their importance to the public in order to increase their supporters in the shortest time possible (ibid).

That is why this kind of NGO began to consider interactive technologies as an important tool to expand social interactions and promote new connections among diverse social actors (Bach & Stark, 2001).

2.4. Connection between the Internet and the Human Rights NGOs

NGOs usually use the media to call the government to take or resist an action, to raise awareness around key dates and events, to highlight popular misconceptions or factual error, or to criticize a government action. Moreover, media can be important to NGOs in several aspects including creating environmental or political pressure, countering popular misconceptions, providing alternative viewpoints or commenting on an issue, and serving as public education tools ("NGO Media Outreach," 2003).

Human rights definition, role of media, sociology of journalism, and news production processes are the main inputs of human rights reporting that generate news contents and news production practices (Dias, 2013).
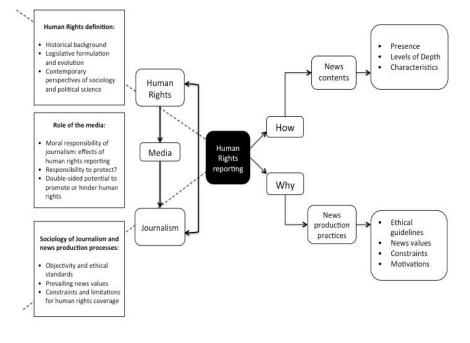
Figure 1.taken from Reporting Human Rights: A Study of Broadcast News Representations and Journalist Practices, 2013, p.3

2.4.1.Internet as a medium

One of the main tools that NGOs use today to reach their target audience while saving a lot of money is the Internet. The Internet has many advantages over the other media in the provision of information services especially in the area of human rights. Nowadays, the Internet has become an important and popular tool to spread information and provide education. Moreover, it has many advantages over the other media including its ability to provide access to wide information for a large population without additional costs and at any time, while maintaining privacy and anonymity and that empowers individuals to tell their true stories without fear (Shepherd, 2000).

This information can be without any difficulty further processed, forwarded, and stored. This provides a great opportunity for people and organizations around the world to gather and publish information and share ideas and strategies (Pietro, 2000).

Moreover, the Internet allowed the audience to read, watch, and hear the information simultaneously and allowed them to interact with the senders of information and have casual

conversations sometimes with them. Additionally, it also helped in overcoming the geographical and the location boundaries, which stood for a long time against the spread of useful information and opinions and against the knowledge transfer (Abd El Meguid, 2008).

According to Abd El Meguid (2008), the Internet has transferred the power from the government's and the authorities' hand to the public hand. Unlike the traditional media, a single government could not control the Internet and that gives more chances to the people to express their opinion or reach any information they need freely without any interferences from the government.

One of the most important reasons why over the last decade national governments and international organizations were forced to share their power with NGOs lies in the evolution of Information Communication Technologies (ICTs). Advanced ICTs including Internet and social media have increased the NGO's ability to mobilize information, to help to create new ideas, to persuade, to gain power, and to apply pressure. This has broken the monopoly over information, which national governments tried to maintain for a long time, and deprived them from the reverence they enjoyed for a long time (Pietro, 2000).

Besides, any user can reach millions of people around the world through the Internet and express their point of view regarding any subject they want and publicize for themselves (Abd El Meguid, 2008).

The growth of new Internet based media helped to facilitate public access to a wide range of information. Information and communication technologies have played a major role in making NGOs voices heard more loudly by citizens and governments around the world. Thanks partly to use of ICTs, NGOs gained an important place in international scene (Pietro, 2000).

The Internet has enabled resources poor NGOs to gather information and spread their work faster than ever before, particularly among their own public (Fenton, 2009). There are evidences that ICTs, especially Internet and email, made NGOs more effective in connecting people, organizing events, establishing networks, and spreading information about their activities (Pietro, 2000).

Digital technology has transformed information from discrete property to knowledge that requires knowing the subject and cannot be conceived without a communication network in which it is both produced and consumed. Furthermore, this kind of technology allowed people to respond to changes that happen in the world (Bach &Stark, 2001).

NGOs have been using technology since the earliest international humanitarian emergencies; they have used the same types of equipment as host nations and have often been on the forefront of technology when unique or challenging requirements have taken place. This continues today as NGOs become more experienced in accessing and leveraging technology and working collaboratively with other NGOs to enhance their capabilities in a specific region (Barrigan & Hemingway, 2002).

2.4.2 . Internet and NGOs today

Today, Many NGOs around the world are launching communication models that intend not only to get their messages out but also to make sure their message is heard; this includes the creation of portals containing a collection of best online content and opinions around a particular topic in order to attract more attention and supporters rather than competing with sites of similar focus (Pietro, 2000).

An example of this portal was the Canadian council for international cooperation poverty portal. The portal permits a number of labor unions, social services organizations, and

International NGOs to share information and databases about poverty on central common sites and to find common solutions for the problems. Therefore, by sharing the same database behind the scene, all the participants on the portal get more exposure and the impact of the project was enhanced (ibid).

Communication and networking are integral to NGOs' basic tasks of getting information to supporters, channeling and interpreting information from varied sources, collecting demands and transmitting them to diverse audience, and mobilizing individuals and groups (Bach & Stark, 2001).

Freedom of information on the Internet and as facilitated through ICTs played a vital role in strengthening human rights because it strengthened the public sphere and enhanced the networking capacity of vast interest groups (Selian , 2002).

The spread of ICTs made it possible for NGOs not only to connect with citizens but also to establish efficient networks that allow NGOs to pin forces to increase their influence and make the more developed ones be able to provide advices to less developed and recently set up NGOs (Pietro, 2000).

NGOs collect data from a wide variety of sources and because NGOs do not normally have the ability to obtain the data necessary; they have inducement to join into association to rapidly gain additional information and facilitate information exchanges (Barrigan & Hemingway, 2002).

Internal communities of interested people are built and reinforced through the network facilitated by new communication technologies (Fenton, 2009).

According to Tsalki (2002), the Internet is more useful for intra and inter-organizational networking and collaboration rather than bringing new form of communication; it is useful for

promotion and awareness. The use of the Internet for intra and inter-organizational debating and sharing of information increased sociality and interactivity and augmented communities (Fenton, 2009).

Broad network linking people and organizations helps institutionalize ways of communications that are not yet easily susceptible to censorship or monopoly control as communication was in the past (Bach & Stark, 2001).

Some of the largest advancements in NGOs' technology have and will continue to be made online. With the increasing availability and high-speed connections and the expansion of mobile-based services, media real time data sharing and voice data sharing have become easier and more reliable (Barrigan & Hemingway, 2002).

The easy mobility of contents and the ability of instant information transmission have given users control and two-way communication opportunities that have not been possible with traditional media (liu, 2003).

Now, many of the grassroots groups involved in new social movements began to reject the mainstream media and seek widely to establish alternative means of communicating their messages, which is something that the Internet facilitates (Fenton, 2009).

A study done in 2014 about the human rights NGOs and their problem with global communication found out that international human rights organizations struggle to communicate through mainstream media (Thrall, Sweet & Stecula, 2014).

Forty percent of the 245 NGOs included in the study failed to appear in one news story and 25% did not appear at all between 2010 and 2012. Moreover, the study figured out that media coverage usually focuses on a small number of large organizations that have greater resources (Thrall et al., 2014).

However, today, NGOs and individuals have all been empowered so far as they have the means to effectively communicate their stories, agendas, laws, and agreements (Selian , 2002).

Online technologies forced users to engage in activity formally regulated to production such as data entry and information production than just consuming it and that blur the line between users and producers and transformed organization from information broker to knowledge network facilitator that facilitate the transfer of information and knowledge among people, market the information and transform them to knowledge form and know how techniques and skills (Bach &Stark, 2001).

 At the present time, private sector technology consulting firms have recognized the needs and market potential of NGO sector. Now Microsoft and Google have large teams developing applications and plugs for humanitarian use (Barrigan & Hemingway, 2002). NGOs have no option today other than using the power of the Internet to reach global audience and to bring up relationships between the organization and potential future stakeholders (Grobman, 2005). Now NGOs have to create content that is compelling for both the media and the public (Thrall et al., 2014).

Internet based services not only are a key for communication platform, where a large number of documents are posted or where international discussion takes place, but also can be used as a platform for organization. That is what happened in 1992, when a group of citizens from all around the world have met online for the first time to prepare common strategies for earth summit in Rio (Pietro, 2000).

According to a study done by Hyujin Seo and Jiyoung Kim and Sungun Young (2009), about global activism and new media, advocacy NGOs, like the human rights organizations, need

more active public support for their campaigns than other types of NGOs in order to promote social change and social justice.

Human right advocacy seeks to change public opinions and administrative procedures as well as laws (Antinori, 2010).

Media has always been a very important tool to initiate these changes, especially Internet and web 2.0 applications because they are very suitable to advocate different supporters and different causes (ibid).

Making better use of new media may help the NGOs with less capacity and tight budget to better sustain their programs over time, promote their organizational image in a better way, and raise funds more easily (Seo , Kim & Young, 2009)

Furthermore, the Internet and advanced information technologies have greatly enhanced the soft powers of the NGOs and permitted them to easily drive the attention of the media and the government to their issues. This increased visibility helped human right NGOs to have major impacts on governments and public policy makers (Sleinberg, 2011).

Women's and human rights NGOs in developing countries have linked with more experienced NGOs in Europe and in the USA, the later work the global media and lobby their government to pressure leaders in developing countries to abide to human rights laws, creating a circle of influence that is accelerating change in many parts of the world (Pietro, 2000).

The Internet has also given NGOs more opportunities to promote their wares, get their voices heard, build communities, and engage in communication when it comes to mainstream news; however, NGOs began to be trained to deliver what mainstream organizations are crying out for news that conforms to established news criteria and provides journalistic copies at little or

no cost; therefore, the line between the professional PR agencies and the large scale campaigning NGOs began to be blurred (Fenton, 2009).

Moreover, the Internet has facilitated the networking and the mobilizing functions of many NGOs working across national borders as a countervailing face to the influence of elites and government leaders who run traditional international organizations and helped the NGOs to have more power and to become more effective as a defending force for human rights (Selian, 2002).

Thanks to advanced ICTs, NGOs have experienced rapid growth in their power in policy-making arena. This power was obvious in 1998, when 600 NGOs from all around the world defeated the multilateral agreement; which would permit 29 of the world's richest nations to harmonize rules on foreign investments. NGOs called the agreement a global threat that could affect harmfully the women and the minorities' right and mobilized people to reject it (Pietro, 2000).

Likewise, global activists who rely on information and pictures about humanitarian ties have begun now to use the Internet tools severely (Barrigan & Hemingway, 2002).

Websites of NGOs are their front images in front of the audiences and are increasingly becoming the representation of an organization to the outside world; they help the organizations to get funds for their projects by increasing their publicities. Moreover, they help the organizations to extend their network by making it easier for them to find new counterparts whom they could engage in their activities and do joint works with (Bassiouny, 2012; Bach & Stark, 2001).

Websites can be prepared and maintained at a very low cost and permit general public to access information by their home or office computers (Grobman, 2005).

Raising funds is essential to the existence of all NGOs and this task requires the active solicitations of donations in varying scales from individuals, corporations, and governments (Mehta, 2014). Through web pages, an organization can communicate easily information about donations, volunteers' opportunities, products, services, publications, and general facts about the organization

Funders and donors are looking for forums and trusted filters to make sense of available information, avoid information noise, and pick out information they need to guide their strategies and activities (Kasper, 2013). Therefore, it is common for donors to seek the organization through their websites, so if the organization's website is organized, the donor usually gains positive impression about the entity and being able to see the stuff they are trying to find easily will encourage them to communicate with the organizations and give them funds (Grobman, 2005).

Organizations try to achieve broad audiences and to attract as much funders as they can (Mehata, 2014). According to Bach and Stark (2001), websites of an NGO are perceived as vital calling cards that permit the NGO to remain in the good graces of foreign donors.

Moreover, people are now seeking privilege of well-resourced sites that give them credible information that is why they visit trusted websites for them, which work in the field rather than watching or hearing news from mainstream media (Fenton, 2009).

In fact, many web designers responsible for communication strategies in NGOs are not yet taking full advantage of the potential of the Internet's interactivity (Banna , Hassan & Meloche, 2009). One fortuitous perspective for observing changes within an NGO lies in their use of interactive technologies such as the Internet that is widely held to have a positive impact on both democracy and organizations (Bach &Stark, 2001).

Knowing NGOs communication capabilities and how they collect and use information is essential to understand how they operate in support of humanitarian assistance (Barrigan & Hemingway, 2002). In the human rights NGOs, the Internet and advanced information technologies are usually used to enhance their soft power mechanism, attract more supporters for their work, expand their networks, and catch the attention of the media and the government for their issues (Sleinberg, 2011).

It is also used to form a collective identity and voice their individuals by grouping their grievances and showing them to the public community (Hansen, 2013).

When NGOs work in humanitarian field, it must be able to exchange information internally as well as externally with the communities and other countries involved in coordinating a relief effort. They must be able also to communicate with donor agencies and the media to create awareness about humanitarian needs (Barrigan & Hemingway, 2002).

Accurate and timely information helps the human rights organizations to find quickly necessary interventions and avoid costly mistakes and inappropriate use of resources (ibid). Visitors usually point a browser to a particular organization because they have interest in the organization's cause and they could not find appropriate information anywhere else; therefore, it is important for organizations to communicate their objectives, activities, and accomplishments effectively in order to attract funding participation and public support (Grobman, 2005).

2.4.3 Human rights' advocacy and the Internet

Human rights advocacy is linked to Internet usage, from information sharing and online debates to protest coordination and fundraising (Kingston&Stam, 2013). Unfortunately, many human rights organizations only make moderate use of the new techniques to promote their goals and

still seek effective web strategies to advocate human rights in a proper way (Sleinberg, 2011; Kingston & Stam, 2013).

Past researches have indicated that many NGOs use the Internet simply to enhance their existing activities and programs and they do not use the capabilities that the new technologies offer (Hakem, 2007; Mahmoud, 2010).

Having an unorganized website that lacks simple staff directories can create frustration among the users and give an impression to them that the organization is not successful and that could harmfully damage the image of the organization and make the user stop recommending the organization to others and that can decrease the traffic to the website and as consequence to the organization (Grobman, 2005).

According to Antinori, lack of experience and expertise, lack of experience and awareness, belonging of most of the mangers of the human rights institutions to the generation of "digital migrants," and low transfer of younger generation of social workers to their private knowledge in new media into professional practices are the main reasons for the moderate use of human rights organizations for web capabilities.

Furthermore, lack of grants for infrastructure investments makes the large international NGOs use advanced technology more than their small locally located counterparts (Barrigan & Hemingway, 2002)

On the other hand, Kingston and Stam (2013) argued that adult and young people represent potential human rights NGOs' supporters and donors; these two groups, around the world, become more dependent on the Internet and other web 2.0 technologies for information and networking. So as a consequence, how the NGOs market to themselves and silk web strategies and Internet campaigns matter now.

2.4.4 Importance of websites for the organizations

Nowadays, it is becoming more important that the human rights NGOs have a website and other new media tools, because these tools permit them not only to spread information, but also to achieve their target audience and spread their point of views and their positions in general or regarding critical cases or toward a particular event ("Applications in the Service of the Organizations," 2010).

It became important also that this kind of NGO notices that they should consider expanding their online public relation to include more diverse modes of new media and they should be wise to recognize the potential of new media tools for enhancing two-way communication with the public and layout their public communication strategies (Seo, Kim & Young, 2009).

Organizations may be very successful in providing vital services, but if the right people, the board, the potential funders, and the leaders are unaware of the organization's success then its continued existence may be at risk (Grobman, 2005).

Thus, a well-planned online public relation communication strategy is important because it will promote the organizational purpose and it will help the organization to survive financially. Especially in its first few years, the organization will be building a solid image, which usually attracts grants and contracts and maintains the donors' base for the organization (ibid).

According to Antorini (2001), social works, the kind of work that human rights NGOs do, intervene at the points where people interact with their environments. Also in view of the fact that interactivity is the most important feature that new media offers and one of the main goals that the human right organizations try to achieve in order to assure democratic participation of their audience, the measurement of interactivity in the websites and in the new media tools of human rights organizations has become vital.

One key to uncovering the complexities of the relationship between information communication technologies and social change in human right context may lie in the assessment of the degree of functional interactivity in the new media technologies that they use (Selian, 2002)

2.5. Definition of Interactivity in the Internet Era

Interactivity has been identified as one of the characteristics of the new media being provided via the World Wide Web (Mahmoud & Auter, 2009).

Defining interactivity is mainly an issue because it is still relatively a new concept and it is a valid way of thinking for communication studies (Banna et al., 2009).

The concept of interactivity has been mentioned for the first time in the late 1920s, when Berlot Brecht and Water Benjamin criticized the one-way direction of the mass media and said that this form of communication is very limited; however, the importance of interchange of the message between the sender and the user has been mentioned for the first time in Willbur Scharmn's book, The Process and The Effect of Mass Communication, which was published in 1954 (Mahmoud & Auter, 2009).

In general, the definition of interactivity has always been summarized into four areas, which are the medium, the user perception, the process, and the combined approach (Mahmoud & Auter, 2009; Banna et al., 2009)

According to Mahmoud and Auter (2009), definitions that focus on user perception like Day 1998, Wu 1999, and Kiousis 1999 definitions describe interactivity as a characteristic of the user not a characteristic of a medium. Such definitions confirmed that the essence of interactive communication is the use of information by the users based on their own perspective, perceptions, and choices.

Other definitions like those of Carrey 1989, Massy and Levy 1999, and Mawani 2000 focused more on types of channels involved in the communication exchange and considered interactivity as a functional feature of the medium (Mahmoud & Auter, 2009).

Meanwhile, definitions that focus on process usually highlight the interchange between the user and the senders; these definitions focus on responsiveness, action and reaction, and participation as key dimension to interactivity (ibid).

However, other definitions like the definition of Carrie Heeter combine process, users perception, and the medium together.

2.5.1 Cyber Interactivity

The last decades have witnessed a revolution in the mass media field. The primary cause for this revolution was the new media. New media have many advantages that discern them from traditional media such as selectivity, immediacy, demassification, inexpensiveness, and the interactivity. Yet interactivity is considered to be the main characteristic of the new media (Mahmoud & Auter, 2009; Banna et al., 2009).

The concept of interactivity has developed more during the last century, with the interactive feature of new media, because the receiver began to gain recognition as an active participant rather than passive reader and viewer (Mahmoud &Auter, 2009).

The varied forms of new media and their different configurations revealed the connection between the characteristics of interpersonal communication and the characteristics of mass media (Mahmoud & Auter, 2009)

Before the web, interactivity was seen as an attribute of interpersonal communication (Morris & Ogan, 1996). However, with the rise of the web as a commercial medium, interactivity appeared as an important factor that distinguishes the web from other traditional

media and it became a crucial concept in computer mediated environment because it is a central advantage of the medium (Banna et al., 2009).

People now seek and select information rather than receive information by the senders and enjoy doing that. The extent to which the communicator and the audience are willing to facilitate each other's communication needs is used to determine the level of interactivity in the medium (Ha & James, 1998).

Chung, Deboran,, Yoo ,and Chan (2012) stated that there are 3 stages of interactivity in any website. The lowest stage is the execution of control: in this stage the provider of the website has more control over the content and limits the actions of the users to only take oriented searches. In this stage, you find the users only capable to link to external sites download files, rate the content, and so forth but cannot be involved in the content generation itself. In other words, all the interactivity in this stage is between the user and the provider in order to give the provider the chance to know the need of the audience before they express it.

The second stage is the human-medium stage. In this stage, the users express their own opinion by uploading public content.

The third, highest stage of interactivity is human-human stage; this stage is all about Communications between users; it includes creating online communities through messaging systems and user created profiles.

A relatively high level of interactivity of networked electronic media confirms the presumed suitability of those electronic media for multidirectional processes which support the idea that human rights organizations in the process of empowering people to exchange information may help the effective change by supporting decentralized, participatory development.

On the contrary, lower level of interactivity presumed the tendency of the provider to have more centralized power structure (Selian ,2002).

In general interactivity gives sites their stickiness or continuing appeal beyond information content, which users have come to routinely expect (Bucy & Erik, 2003).

People expected to find in the site, more than just information, especially if the site belong to an entity that suppose to promote for public involvement, that 's why they expect videos, audio, and testimonies and they expect to find a way by which they can ask all the questions that come in their mind and get answers (Ibid, Bassiouny , 2012).

The literature review revealed that Human rights organization in order to put pressures on policy makers requires the lobbying of public. In the past such mission was easy through interpersonal communication; however, it become much more difficult now. Now organizations have to find ways that could permit them to reach audience quickly and with low cost, because late report leads to late intervention. (Barrigan& Hemingawy , 2002)

The literature also reveled that In Egypt after the revolution, the reputation of human rights organization become negative due to media attack on them. Human rights defenders have been accused to be betrayals; therefore, this image should be changed (Bassiouny , 2012 ; Silence is not an option , 2014)

A lot of researches recommended that the organization should take care of their website, if they want to gain a positive image among their audience (Sundar& Kim, 2005)

Therefore, it become vital nowadays to assess the level of interactivity of the websites of Human rights organization, to know how these organizations work and how the negative image created by the media could be changed.

CHAPTER 3

THEORETICAL FRAMEWORK

This research tries to identify the level of interactivity in the websites of human rights organizations in Egypt and its effect on the image of the organization, tries to assess the level of community participation allowed by each site, and tries to find out the main barriers that face the organizations while maintaining their websites and how we could overcome them in order to maintain a good image about the organization

3.1. Models and Theories

This research used both the community participation theory and Heeter and Burgoon dimensions of interactivity to see and measure relationships between both the independent and the dependents variables.

3.1.1. Community participation theory.

Community participation theory defines participation as means of empowerment of individual and communities. Theories of community participation received academic attention since the early 1990s, but it was widely debated since the 1960s (Wilcox, 1994). According to the community participation theory, citizen participation is the process that provides the individual the opportunity to state their opinion and influence public decisions that happen through public involvement. This involvement ensures that the citizen has a direct voice.

According to the theory, participation can be direct in the classical democratic sense or can be through representatives for their point of view in a pluralist republican model. Citizens choose to participate when they feel that they can influence the planning process and when they expect a satisfying experience (Parker, 2002).

According to Wilcox (1994), there are five interconnected levels of community participation:

1- Information level, in which organizations tell people what is planned.

2- Consultation level, in which organizations allow community to offer some opinions, listening to feedbacks but not allowing new ideas.

3- Deciding together, in which the organization encourages the sharing of new ideas and opinions and provides all the opportunities needed for joint decision-making.

4- Acting together level, in which the organization and the supporters of its cause work hand in hand to promote for the cause.

5- Supporting independent community level, in which organizations promoting involvement, like what the human rights organizations are supposed to do, should be prepared to negotiate greater level of participation; however, organization which tend to be authoritarian and that want only their voice to be heard are stuck in the first two levels of this continuum to give the citizen a wrong impression of participation (Wilcox, 1994).

Moreover, high level of community participation reduces isolation between the planner and the public, generates a spirit of cooperation and trust, provides opportunities to disseminate information, assists in identifying alternative solutions, and provides credibility of the organization to increase public support (Parker, 2002).

On the other hand, interactivity theories show that increased interactivity contributes to higher involvement with the site and more positive attitude toward the portal.

3.1.2. Heeter and Burgoon dimensions of interactivity.

According to Heeter (1989), interactivity is a multidimensional concept that includes the following:

1-Content and availability of choice: the amount of choice available to user and the extent to which users are provided with a choice of available information.

2-Effort users must exert: how easy or difficult it is to find information on particular site and to measure it based on how many clicks it takes to find specific information, and how many tools are provided on a site to help the user navigate the site.

3- Responsiveness to users: how responsive the website is for the user, and whether there is a quick response for the user questions and comments.

4- Ease of adding information: the degree to which users can add information and feedback.

5- Monitoring the information and the system use: who has visited the site and which part they visited.

6- Facilitation of interpersonal communication: the degree to which a media system facilitates interpersonal communication between specific users.

Heeter focused on action and reaction in his definition; he proposed that interactivity is a series of episode physical actions and reactions of embodied human with the world including the environment and objects and being in the world and he combined in his definition the Medium, the perception, and the process (Mahmoud & Auter, 2009; Banna et al., 2009; Downes & Mcmillan, 2000).

Moreover, Burgoon (2000) added two additional dimensions to Heeter, which permit interactivity in communication technology (Chou, 2003).

These two dimensions are as follows:

1- Ability to make two-way communication: receivers' and senders' ability to exchange verbal and nonverbal messages and feedback.

2- Modality and information richness: amount of multimedia in the site.

In general, interactivity gives sites their stickiness or continuing appeal beyond information content, which users have come to routinely expect (Bucy and Erik, 2003).

The combination between Heeter and Burgoon definitions can be used today to assess the level of interactivity in any website and as a consequence knows the power of impact that these websites have on people.

CHAPTER 4

METHODOLOGY

This research is a descriptive exploratory research that aims to assess the level of interactivity and the level of community participation in the websites of human rights organizations in Egypt and aims to figure out barriers that confront websites providers in Egypt. No studies or researches evaluated the websites of human rights organizations after the Egyptian revolution and that banned us from knowing more insights about how the providers of these sites deal with their audience.

The assessment of these websites become vital nowadays because after the Egyptian revolution, the image of human rights organizations became negative due to several media attacks on them; therefore, these organization had to do extra effort to change this negative image, especially as they depend mostly on public supports on their works ("Silence not an option", 2014; Sundar & Kim, 2005).

Past studies suggested that increased interactivity contributes to higher involvement with the site and more positive attitude toward the portal (Sundar & kim 2005). Using this technique may help the organization to change their image, hence, knowing the level of interactivity and the amount of public involvement allowed by the human rights organizations' websites can help us to know where this organization stand in accordance with the public.

4.1. Research Questions

This research is a descriptive exploratory research. After reviewing the literature, we found out that there is no data available about the topic, especially after the Egyptian revolution; hence, research is needed to know where the websites of Egyptian human rights organizations stand from interactivity.

Therefore, The research questions answered the following:

1-What is the level of interactivity in the websites of human rights NGOs in Egypt?

2-What are the creative models that the NGOs use in order to assure the interactivity of their websites with their target audience?

3- what is the level of the public involvement, allowed by the site developers, in Egypt?

4.2. Methods and Research Designs

The research aimed to assess interactivity, from the viewpoint of users, in the websites designed to provide information and support in areas of human rights and to know the barriers that confront the websites providers in Egypt in order to overcome them and enhance the image of their organizations.

The research was based on reception based content analysis to allow focal Interpreters to evaluate the content of these websites based on their own understanding, perception and interpretations and then their analysis was used as ground for questions asked for experts and officials who work in human rights organizations

4.2.1 Reception based content analysis

In a paper titled with " Traditional, Interpretive, and Reception Content Analysis: Improving the Ability of Content Analysis to Address Issues of Pragmatic and Theoretical Concerns", Aron Ahuvia, Professor of Marketing at University of Michigan, suggested that we should view

content analysis as a method for counting interpretation of content not as a method for quantifying the content.

Therefore, Ahuvia 's paper, suggested a new form of content analysis based on the new reconceptulization called " the Reception Based Content Analysis".
Reception based content analysis allows researcher to quantify how different audiences will understand the content (Ahuvia, 2001).

According to Ahuvia (2001), reception researches is a general term for studies in which users or audiences are asked how they understand and evaluate a particular content; however, reception based content analysis is a fusion for reception research and content analysis in which direct users inputs are used to code the content producing quantitative results.

Reception based content analysis is designed around a simple premise if you want to know how a group of people understand anything it make sense to ask them (Ahuvia, 2001) .

In its paper, Ahuvia suggested that content consumers understanding are inherently important, because consumer perception is the only motive that lead them to consume the content; therefore, researcher should give a voice for the people whose understanding are of interest, focal interpreters, and give them the chance to assess the content by themselves.

Reception based content analysis was designed to ensure that the coding reflects the focal interpreters' understanding as accurately as possible

Since, the analysis of focal interpreters matter a lot in the reception based content analysis; they are the one who analyze the content based on their own understanding and perception not the researcher nor its assistants (Ahuvia , 2001).

> "Reception based analaysis is fusion of survey and traditional content analysis that is designed to increase confidence that the coding reflect the view of the one who analyze the content, focal interpreters, not the researcher"(Ahuvia , 2001, p.143)

In a simple content analysis the research select a representative sample of content, then train the coders in a system of formulated rules for classifying content categories, then the coders follow the rules to produce coding. If all goes well, the coders should agree on coding rules, such high agreement level constitutes an important indicator that the coding was successful. These coding then form the data to be analyzed and interpreted by the researcher (Wimmer&Dominick, 2006)

However, reception based content analysis are intended to be more flexible; it is same as traditional content analysis in the selection of sample, but it differs in the selection and training of coders .the value of inter-coders agreement and the number of coders needed differ as well. (Ahuvia, 2001, Wimmer &Dominick, 2006).

In the reception-based content analysis, the coders are representative of focal interpreters; they code the content according to their own understanding and perception rather than following predetermined rules (Ahuvia, 2001)

The number of coders needed depend on the observed level of variance and the desired level of confidence; however, it usually need more than one or two coders to assume agreement or variance in their interpretation for the content, but in general if the variance is 0 or approach to 0, an additional coder will be sufficient (ibid).

Since there is no coding rules in reception based content analysis, intercoder agreement is no longer valuable and it is not use to judge the quality of coding process; moreover, the variance in coder results can be considered as finding as long as the coders have interpretation for this variances, because creating consensus where none naturally exists distort the finding (Ahuvia,2001, Wimmer &Dominick, 2006).

Finally, in reception based content analysis, there is no coding rules; however, coders

analyze the content based on their own interpretation and perception. the goal of reception based analysis is to measure subjective readings of focal interpreters analysis ; therefore , training the coders has no value (Ahuvia , 2001)

Importance of using reception based analysis. This research is concerned with how interactivity and the public involvement is evaluated and interpreted in human rights organization websites by natural users, so it make sense to get their inputs when coding these websites to know their level of interactivity and the level of public involvement allowed by them. Using reception-based analysis will increase the validity and the importance of the research, because assessment findings will be based on interpretations of real users.

Selection of coders. In my research, I chose coders who frequently use the websites of human rights organization, are familiar with them, and have basics technical requirements needed for professional assessment for websites in general.

Therefore, I chose three coders who have adequate qualifications related to assessment and evaluation of websites. My first coder, Shehab Yassin, was graduated from school of law, Ain shams university; he is interested in human rights since it is part of his profession and he is a frequent user for the human right organization websites.

My second coder Ehab Sameih, is an Information technology (IT) manger; he took a lot of courses in IT related to the evaluation and designing of websites and he is very interested in the Interactivity topic.

And finally my third coder, Ahmed Fathi, mass communication teacher assistant; he teach subjects related to online and digital content and he do his master in this field and he is generally interested in the field of human rights organization in Egypt.

As mentioned before all three coders are users for the human right organization websites so

knowing their evaluation and interpretations will be of value for the research and for organizations themselves.

 Pilot study. In the Pilot study, I gave the coders Heeter's and Burgoon dimensions to be used as their guideline. Heeter and Burgoon dimensions include the following:

1- Content and availability of choice: amount of choice available to user and the extent to which users are provided with a choice of available information.

2- Effort users must exert: how easy it is to find information on particular site and to measure it based on how many clicks it takes to find specific information, and how many tools are provided on a site to help the user navigate the site.

3- Responsiveness to users: how responsive the website is for the user, is there a quick response for the user questions and comments?

4- Ease of adding information: the degree to which users can add information and feedback.

5- Facilitation of interpersonal communication: the degree to which a media system facilitates interpersonal communication between users.

6- Ability to make two-way communication: receivers' and senders' ability to exchange verbal and nonverbal messages and feedback.

7- Modality and information richness: amount of multimedia in the site.

8- Monitoring of information use: potential of system to track users, the use of monitoring device on the site to record those that visited the site.

Hence reception based analysis is flexible and want always to give the users voice to explain their own understanding and express their own perception and believes, I started to discuss with the coders the importance of each dimension for our research

So the three coders stated that information about the tracking concern the developers only and they are not widely revealed in Egypt, so it is not necessary to include them as parameter of assessment for interactivity; in addition, while doing the pilot we faced the same problem that 's why I excluded the dimension of "Monitoring Information Use" from the research.

Moreover, the coders suggested to add a category called "Interactive Usage of the site"; they clarified that the most important activities by which the site is used, for example, promotion for events, advocacy, and collecting donation, can be a parameter of assessment for the site level of interactivity. Finding that their suggestion could ad a value for the research, I add the dimension of promotion of the organization activities to be evaluated in the analysis.

Furthermore, in the pilot study we found that the level of variance between the three coders is (0.001), so no more coders were needed.

Finally, in the pilot study, I explained the process for three coders and gave them guidelines; however, I did not give them the questions in order not to interfere with their judgments.

The results of coders ,as mentioned in Table 1 , indicated that in general the result of coder 2 (IT) are significantly higher (0.001) than its correspondents; however, the rates of coder 1 (law) and coder 3 (media) were statistically comparable.

Table 1.

Comparison between Mean values of Rates of the Three coders

	Coder 1	Coder 2	Coder 3	*p* value
Mean ± SD	1.0 (0.0-8.0)	3.0 (1.0-9.0)	1.0 (0.0-8.0)	0.001**
p value versus coder 1	---	0.001**	0.666 (NS)	
p value versus coder 2	---	---	0.001**	

*Note .NS = p > 0.05 = not significant; **p < 0.01= highly significant.*

Conducting the Analysis. At the beginning of the process, I gave the three coders a coding sheet for each website that include 32 questions about the level of interactivity in the site and 19 questions about the level of public involvement allowed by the site.

Each website from the sample was analyzed by three coders in given times. All the coding took place in September, October, and November 2015.

The coders entered the website through homepage then navigated through the websites. Their navigation took approximately an average of 30 minutes. The entire website was coded including all pages and links associated with this site in order to obtain comprehensive overview of the website. The analysis was not limited to homepage, because the content of home pages was very limited and in most cases did not necessarily reflect the content available in a given website.

Rogger (1998) clarified that interactivity is not just a matter of either you have or you do not have certain features; however, it is a continuum that reflects the capability of the website to talk back to users from low to high.

Therefore, the Coders gave a rate for each dimension based on their interpretations on how the dimension was applied on the site and to which extent it supported the Interactivity.

Moreover, the same technique was used to assess the amount of community participation allowed in the site using Wilcox continuum of community participation. In this part, coders were asked to answer questions about the amount of public engagement and involvement allowed by the site.

Finally the mean of the three coder was calculated then an overall ranking for each website was given based on the Sum of the three coders.

The reception based content analysis allowed us to answer the following research questions:

1- what is the level of interactivity in the websites of Human rights organizations?

2-What are the creative models that the NGOs use in order to assure the interactivity of their websites with their target audience?

3- what is the level of the public involvement, allowed by the site developers, in Egypt?

4.3. Sample

Before conducting the research we found a list on Arabic Network for Human Rights Information (ANHRI) that include approximately all the websites of human rights organizations in Egypt. The population of ANHRI was 76 websites .I used the lottery method to choose 10 websites from the population (simple random sample) . I took all the name included on the list and I assigned for them numbers, then I placed all the numbers in a bowl and I mixed them all, and then blindly, I selected the numbers from the bowl   Population members having the selected numbers were included in the sample to know their interactivity level and the amount of public involvement they allow.

The human rights NGOs that we are going to investigate their websites are as follows:

1- Maat Organization for Human Rights and Peace, www.maatpeace.org

2- Egyptian Organization for Human Rights, www.eohr.org .

3- The Egyptian Association for Community Participation Enhancement, www.mosharka.org .

4- New Woman Foundation, www.nwrcegypt.org .

5- Andalus Institute for Tolerance and Antiviolence Studies, www.andalusitas.net/default.aspx .

6- Egyptian Initiative for Personal Rights, www.eipr.org .

7- Land Center for Human Rights, www.lchr-eg,org .

8- Habi Center for Environmental Rights, www.hcer.org .

9- Human Rights Association for the Assistance of Prisoners, www.hrcap.org .

10- Al-Shehab Institution for Promotion and Comprehensive Development,www.shehabinstitution.org

All the pre-mentioned websites are chosen randomly the 1ˢᵗ of April, 2014; In March 2015, I made sure that the chosen websites still work as well as their NGOS, especially after the continuous closure of many of human rights organizations in Egypt in the past year.

Using Simple random sample eliminated the possibility of classification error increased external validity and allow us to obtain a representative group (Wimmer&Dominick,2006).

4.4. Quick Reviews about the Organizations

This section is based on information that the organizations give through their websites.

4.4.1. Maat Foundation

Maat Foundation for Peace, Development, and Human Rights is a civil nonprofit organization founded in 2008. The foundation is an extension and expansion of the activities of Maat Center for Juridical and Constitutional Studies ("Maat For peace," n.d).

The founders of the organization believe that there can be no development, democracy, and

respect for Human rights without the expansion of culture of peace within the community (ibid).

Therefore, the foundation seeks to merge rights based approach to principles of democracy and human rights.

4.4.2. Egyptian Organization for Human Rights ("EL Monzma el Masrya li Hokook el Ensen")

The organization was founded in 1985 and is now considered one of the oldest and most professional nongovernmental organizations (NGOs) in Egypt.

EOHR has a national membership of 2,300 and has 17 provincial branches located throughout Egypt ("Egyptian Organization for Human Rights," 2008).

EOHR is a nonprofit NGO working within the framework of the principles established in the Universal Declaration of Human Rights and other international human rights instruments regardless of the identity or affiliation of the victims or violators. It acts against both governmental and nongovernmental human rights violations (ibid).

EOHR is part of the wider international and Arab human rights movement. It cooperates with the United Nations human rights bodies, as well as other international and regional human rights organizations.

4.4.3. The Egyptian Association for Community Participation Enhancement ("Mosharka")

"The Egyptian Association for Community Participation Enhancement" is a nongovernmental, nonprofit organization working actively in building capacities of a number of organizations, networks, and coalitions that are the most active in implementing the Convention on the Rights of the Child (CRC) and the Convention on the Elimination of all Discrimination Against Women (CEDAW).

4.4.4. New Woman Foundation Egypt ("EL Maraa el Gedida")

The New Woman Foundation (NWF) is an Egyptian feminist nongovernmental organization. It began its activities in 1984 as study group, initially formed by a number of women who were activities on issues of democracy and social justice.

The organization has since evolved to embrace numerous activities as well as different generations. It has also taken on different legal forms and was recently registered with the Ministry of Social Affairs in 2004 as a foundation in accordance with law 84/2002 ("New Woman Foundation," n.d).

NWF believes in women's unconditional right of freedom equality and social justice and considers women's social, political, economic, citizenship, and reproductive rights as an integral part of human rights. In this context, NWF believes that the struggle of women cannot be separated from the struggle of nations and people for freedom and liberation from oppression (Ibid).

4.4.5. Andalus

Andalus Institute for Tolerance and Antiviolence Studies (AITAS) is an independent research institution established in 2004. AITAS works in Egypt and the MENA region to strengthen the values of tolerance and eliminate all forms of discrimination. AITAS is inspired by the "Declaration of Principles on Tolerance," proclaimed and signed by the member states of UNESCO on 16th November, 1995. Andalus Institute for Tolerance and Antiviolence Studies is committed to become a pioneer organization in Egypt in the field of tolerance and antiviolence studies. Its mission is to spread the culture of tolerance through educating the younger generation, employing the media to promote respect for human rights and the value of tolerance, and strengthening the rule of law by ensuring that national legislation and governmental behavior

are non discriminative or violent.

4.4.6. Egyptian Initiative for Personal Rights (EL Mobdra el Masrya lil Hokook el Watnya)

The Egyptian Initiative for Personal Rights has been working since 2002 to strengthen and protect basic rights and freedoms in Egypt, through research, advocacy, and supporting litigation in the fields of civil liberties, economic and social rights, and criminal justice ("Human Rights Web Archive," 2012).

4.4.7. Land Center For Human Rights ("EL Ard")

It is an organization handling the rights of farmers in Egypt. The organization focuses on giving attention to the farmers' rights and the agrarian sector in Egypt underlying the new policies of liberating the markets and studying how that affects their lives and the agronomical economy; moreover , it try to discuss the violations that the female rural laborers are exposed to domestically or at work (Land Center for Human Rights, 2015).

4.4.8. Haabi Center for Environmental Rights

The Haabi Center for Environmental Rights was founded in July 2001, guaranteeing the Egyptian citizens environmental rights, especially their right of having access to resources and the participation in the management of them and access to information on the status of these resources, by introducing alternative environmental policies, legal empowerment, going to the courts, and organizing campaigns in coordination with other civil society organizations (Anhari, 2012).

It helps citizens to claim their environmental rights, by both monitoring policy and litigating upon request of local communities, and guarantees their right to live in safe and clean environment (ibid).

4.4.9. The Human Rights Center for the Assistance of Prisoners (HRCAP) ("EL Markez el Masry li Mosaadet el Soganaa")

The organization was established in 1997 as a nonpolitical, nonprofit civil organization. It aims to provide legal assistance to prisoners and to advocate for the reform of prisons so that they become places of correction and rehabilitation.

4.4.10. Al-Shehab Foundation for Comprehensive Development ("Moa'set el Shehab lil Tatouyr we el Tanmia el Shamla")

Al-Shehab Foundation for Comprehensive Development is an NGO that started its activities in Ezbet Al-Haggana, a slum area of Cairo, in January 2001.It was founded as a civil nonprofit organization, named Al-Shehab Center for Comprehensive Development, whose goal was to develop the local community in different disciplines ("Al Shehab Institution," 2015).

CHAPTER 5

FINDINGS

The research was based on reception based analysis . the reception based analysis allowed us to assess the level of interactivity and to assess the level of public involvement allowed by the site , the assessment was based on the perception of a sample of focal interpreters whom the website address .

5.1. Level of Interactivity in the Websites of Human Rights NGOs in Egypt

The study shows that the level of interactivity in the websites of human rights organizations in Egypt is very low (mean = 1.3) as shown in Table 2. 100% of the sites are not interactive as they could be.

Table 2.

Mean Values of Interactivity of The Websites Based on The Three Coders' Results.

Name of the organization	Coder 1	Coder 2	Coder 3	Mean of coders	Sum of coders
1. Maat	1.58	1.42	1.42	1.47	4.42
2. EOHR	1.54	1.29	1.46	1.43	4.29
3. Mosharka	1.33	1.21	0.96	1.17	3.50
4. NWRC	1.38	1.62	1.42	1.47	4.42
5. Andalus	1.12	1.25	1.50	1.29	3.88
6. EIPR	1.21	1.29	1.25	1.25	3.75
7. LCHR	1.46	1.38	1.25	1.36	4.08
8. HCER	1.42	1.79	1.29	1.50	4.50
9. HRCAP	1.21	1.50	1.08	1.26	3.79
10. Shehab	1.39	1.25	1.12	1.25	3.67
Mean value	**1.36**	**1.4**	**1.27**	**1.3**	**3.5**

According to the sum of the three coders, the interactivity levels in 10 websites are presented in Figure 2 as follows.
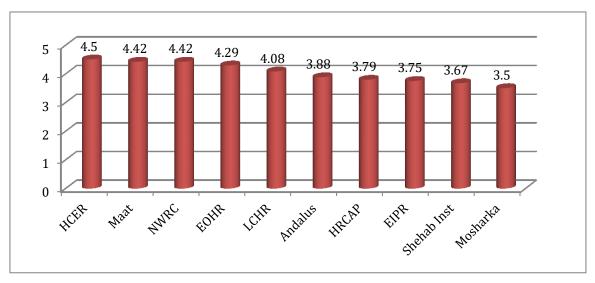
Figure2.Rank of interactivity level in the 10 websites.

The above figure shows that the overall rank of interactivity in the websites of human rights organization is very low . HCER have higher level of Interactivity than its counterparts ; however, Mosharka have the weakest interactivity level .

The content and availability of choice. The availability of content and the variety of choices presented in the websites are relatively moderate (mean = 4.2); there are varieties of content choices; the visitors can find them online. Table 3 presents the Mean values of Coders' Rates of content and availability of choices for each of the NGOs' websites.

Table 3.

Mean Values of Coders' Rates of Content and Availability of Choices

Website number	Website name	Mean of coders	Sum of coders
1	Maat	6	17
4	NWRC Egypt	6	17
2	EOHR	6	17
8	HCER	5	16
7	LCHR	4	12
5	Andalus	4	11
3	Mosharka	4	11
6	EIPR	3	10
9	HRCAP	2	7
10	Shehab Institution	2	7

Note.0 to 3.3 = Low, 3.4 to 6.5 = Moderate, and 6.6 to 10 = High.

Moreover, as illustrated in Table 4, 80%of the sites are written in Arabic and in English, which indicate the tendency of the organizations to reach wide audience.

Table 4

Available Languages for The Site.

Website number	Website name	Language of the site
1	Maat	English/Arabic
4	NWRC Egypt	English/Arabic
2	EOHR	Arabic
8	HCER	English/Arabic
7	LCHR	English/Arabic
5	Andalus	English/Arabic
3	Mosharka	Arabic
6	EIPR	English/Arabic
9	HRCAP	English/Arabic
10	Shehab Institution	English/Arabic

However, Table 5 indicates that 50% of the sites do not update news about their NGOs activities online and another 50% do not publish their release online.

Table 5.

Availability of Updated News About The NGO Activities And The Releases of the Organization Online.

Website number	Website name	Updating news about the NGO activities online	Publishing the release of the NGO online
1	Maat	Yes	Yes
4	NWRC Egypt	Yes	Yes
2	EOHR	No	No
8	HCER	Yes	No
7	LCHR	No	No
5	Andalus	Yes	Yes
3	Mosharka	Yes	Yes
6	EIPR	No	Yes
9	HRCAP	No	No
10	Shehab Institution	No	No

The amount of effort the user must exert. As indicated in Table 6, the ease of the users to find

information on the sites selected in the sample is relatively moderate (mean = 4.8).

Table 6.

Mean Values of Coders' Rates for "The Amount of Effort The User Must Exert"

Website number	Website name	Mean of coders	Sum of coders
1	Maat	7	21
8	HCER	7	20
2	EOHR	5	16
5	Andalus	5	16
6	EIPR	5	16
4	NWRC Egypt	5	15
7	LCHR	5	15
10	Shehab Institution	4	13
9	HRCAP	3	9
3	Mosharka	2	5

Note.0 to 3.3 = Low, 3.4 to 6.5 = Moderate, and 6.6 to 10 = High

Moreover, Figure 3 shows that in 80% of the sites, users can find different tools that help them to navigate throughout the site; however, in EOHR site, there is no hot link that takes the visitor back to home page.

Furthermore, in both EOHR and Mosharka, the search engine does not exist, and in 90% of the sites that contain search engine, coders reported that the search engine is not specific or does not work most of the time.
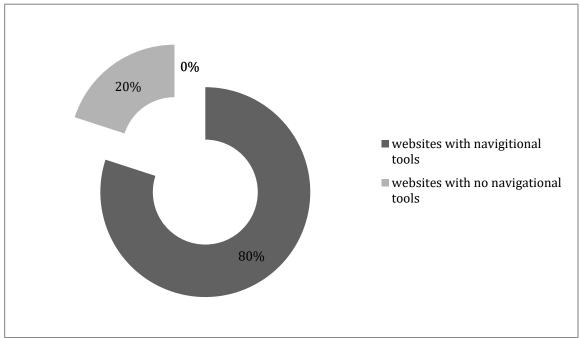
Figure 3.The previous chart indicates that only 2 websites (EOHR and Mosharka) out of the 10 have neither navigational tools nor search engine.

The ease of adding information. Audiences of human rights organizations are not empowered to add information to the sites (mean = 1.7) as shown in Table 7. HCER and NWRC Egypt are the only sites that have a comment space; moreover, only one site, Mosharka, permits photos uploading.

Table 7.

Mean Values of Coders' Rates for "Ease of Adding Information"

Website number	Website name	Mean of coders	Sum of coders
4	NWRC Egypt	4	13
8	HCER	4	12
2	EOHR	2	5
1	Maat	1	3
3	Mosharka	1	3
5	Andalus	1	3
6	EIPR	1	3
7	LCHR	1	3
9	HRCAP	1	3
10	Shehab Institution	1	3

Note.0 to 3.3 = Low, 3.4 to 6.5 = Moderate, and 6.6 to 10 = High

Responsiveness to users. The amount of responsiveness to users that human rights organization websites in Egypt have is borderline moderate, as indicated in Table 8 (mean = 3.3).

Table 8:

Mean Values of Coders' Rates for "Responsiveness to Users"

Website number	Website name	Mean of coders	Sum of coders
2	EOHR	5	16
4	NWRC Egypt	5	16
6	EIPR	4	12
1	Maat	4	12
8	HCER	4	12
10	Shehab Institution	3	10
7	LCHR	3	8
3	Mosharka	2	6
5	Andalus	2	5
9	HRCAP	1	3

Note.0 to 3.3 = Low, 3.4 to 6.5 = Moderate, and 6.6 to 10 = High

In 80% of the sites, as indicated in Figure 4, there is a "Contact us" page where the email of the organization is mentioned.

However, in only 30% of the sites, there is a space where users can send their feedbacks or questions (Maat, lCHR, and Shehab Institution), but sometimes it takes the organization one week to respond back to users questions. Help page is only available in Maat website, and in HCER there is a space where user can send message to the admin called "share with Habi".
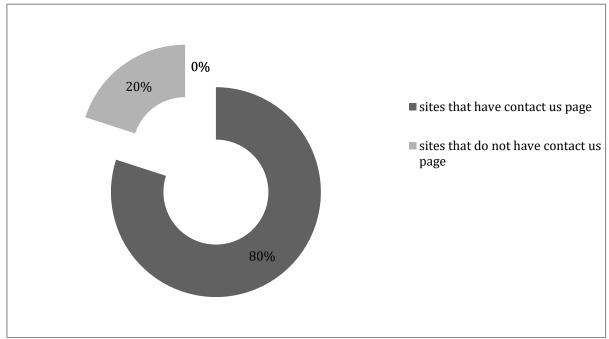
Figure 4. The previous chart indicates that only two websites (Andalus and Mosharka) out of the 10 have no "contact us" page.

Facilitation of interpersonal communication. The websites presented in the sample show very weak indications for their ability and willingness to engage with their audiences, as shown in Table 9 (mean = 1.3). None of the sites provide chat rooms, discussions groups, online forums, or live chat.

The only way for the visitors to engage in interpersonal communication is through sending emails for the responsible site, which shows a great excision of control from the responsible site to the visitor.

Table 9.

Mean Values of Coders' Rates for "Facilitation of Interpersonal Communication"

Website number	Website name	Mean of coders	Sum of coders
8	HCER	3	9
2	EOHR	2	7
1	Maat	2	5
4	NWRC Egypt	1	3
7	LCHR	1	3
3	Mosharka	1	2
9	HRCAP	1	2
10	Shehab Institution	1	2
5	Andalus	0	1
6	EIPR	0	1

Note.0 to 3.3 = Low, 3.4 to 6.5 = Moderate, and 6.6 to 10 = High

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Ability to make two-way communication. Human rights organizations' websites are not well presented with the interactive feature of making two-way communication (as shown in Table 10). Their willingness to let the visitors engage with the site or with themselves through the site is very low (mean = 0.8).

None of the sites permits the users to make conversation with each other and none of the sites permits users to upload any video or testimony to the site.

Table 10.

Mean Values of Coders' Rates For "Ability to Make Two-Way Communication"

Website number	Website name	Mean of coders	Sum of coders
4	NWRC Egypt	2	5
2	EOHR	1	3
5	Andalus	1	3
6	EIPR	1	3
1	Maat	1	2
3	Mosharka	1	2
8	HCER	1	2
7	LCHR	0	1
9	HRCAP	0	1
10	Shehab Institution	0	1

Note.0 to 3.3 = Low, 3.4 to 6.5 = Moderate, and 6.6 to 10 = High

Modality and information richness. As shown in Table 11, the rate of use of the multimedia in the sites is low (mean= 2.3).

Table 11.

Mean Values of Coders' Rates For "Modality of Information Richness"

Website number	Website name	Mean of coders	Sum of coders
4	NWRC Egypt	4	13
7	LCHR	4	12
8	HCER	4	11
1	Maat	3	9
2	EOHR	3	9
5	Andalus	2	6
6	EIPR	2	6
3	Mosharka	1	4
9	HRCAP	0	1
10	Shehab Institution	0	1

Note.0 to 3.3 = Low, 3.4 to 6.5 = Moderate, and 6.6 to 10 = High

Only one site contains audio materials, which is Maat. Moreover, as indicated in Table 11,50% of the sites contain video materials; 30% of them usually post video materials and 20% of them only included one video on the Home Page.

Furthermore, only three sites contain testimonies from eyewitness (Maat, EOHR, and LCHR)

Table 12.

Availability of Videos on The Website.

Website number	Website name	Availability of videos	Frequency of availability
1	Maat	Yes	Usually
2	EOHR	Yes	Usually
3	Mosharka	Yes	Only one video
4	NWRC Egypt	No	-
5	Andalus	Yes	Usually
6	EIPR	No	-
7	LCHR	Yes	Only one video
8	HCER	No	-
9	HRCAP	No	-
10	Shehab Institution	No	-

In addition, as indicated in Figure 5, 60% of the sites are linked to social media outlets, mostly with Facebook and Twitter pages, and 80% permit the visitors to subscribe to their RSS application; however, HCER is the only site that has interactive maps.

0%
0%
40%
60%

■ sites linked to social media
■ sites not linked to social media
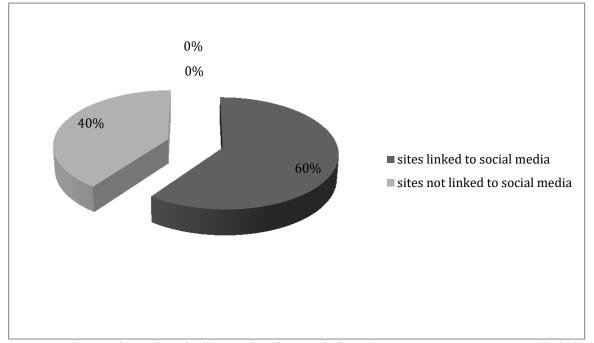
Figure5: The previous chart indicates that four websites (EOHR, HRCAP, Maat, and Shehab Institution) out of 10 are not linked to social media.

Promotion of the Organization Events and Activities. 100% of the site does not take full use of their website to promote for their activities. As indicated in Table 13, the mean value of coders rates for the capability of the site to promote for events and activities online is 1.5

NWRC is the only site that contains titles for the upcoming events; moreover, Andalus and HCER infrequently post information about their upcoming events.

Sometimes, Mosharka, NWRC, and Andalus encourage user to participate in their events through materials that the NGO posts online.

Table 13.

Mean Values of Coders' Rates for "Promotion of the Organizations' Events and Activities

Website number	Website name	Mean of coders	Sum of coders
4	NWRC Egypt	4	12
5	Andalus	3	9
8	HCER	2	7
7	LCHR	2	5
6	EIPR	1	4
2	EOHR	1	2
3	Mosharka	1	2
10	Shehab Institution	1	2
1	Maat	0	1
9	HRCAP	0	1

Note.0 to 3.3 = Low, 3.4 to 6.5 = Moderate, and 6.6 to 10 = High

5.2. Level of Community Participation and Public Engagement Allowed by the Sites

The study revealed that the amounts of public involvement allowed by the sites are very low (mean = 1.07). 100% of the sites are stuck in the first level of community participation continuum, which is the information level (as indicated in Table 13).

Table 14.

Mean Values of Level of Community Participation Allowed by the Site.

Site number	Coder 1	Coder 2	Coder 3	Mean of coders	Sum of coders
Site 1	1.29	1.29	1.12	1.24	3.50
Site 2	0.95	0.95	1.11	1.00	3.00
Site 3	1.00	0.89	1.00	0.96	2.89
Site 4	1.16	1.00	1.21	1.12	3.37
Site 5	0.89	1.05	1.00	0.98	2.95
Site 6	1.05	0.89	1.05	1.00	3.00
Site 7	1.21	1.05	1.05	1.11	3.32
Site 8	1.37	1.47	1.16	1.33	4.00
Site 9	0.95	0.89	0.95	0.93	2.79
Site 10	1.05	1.16	1.00	1.07	3.21
Mean value	**1.09**	**1.06**	**1.06**	**1.07**	**3.85**

Fifty percent of the sites permit sharing and another 60% allow user to download information from the site through a very complicated process, as shown in Table14. The download is only available for reports in PDF format. Mosharka only chose one report throughout the site to make it available for download.

However, visitors cannot post or upload any information to or from the sites. The only site that permits uploading for photos only is HCER.

Table 15:

Availability of Sharing and Downloads Options.

Website number	Website name	Share	Download
1	Maat	Allowed	Reports only
2	EOHR	Allowed (on Facebook only)	-
3	Mosharka	-	Only one report
4	NWRC Egypt	Allowed	Reports only
5	Andalus	Allowed	Publication (section of information center)
6	EIPR	-	PDF files
7	LCHR	-	-
8	HCER	Allowed	-
9	HRCAP	-	Reports only
10	Shehab Institution	-	-

Furthermore, none of the sites take full range of the capabilities that the website permits through technological development to engage audience with them in real life. HCER is the only site that contains space where user can ask about information of upcoming events of the organization to participate in them or for information about past events.

Additionally, donations through the site are not allowed by any website presented in the sample.

As indicated in Figure 6, the three coders ranked the public engagement in the 10 websites as follows:
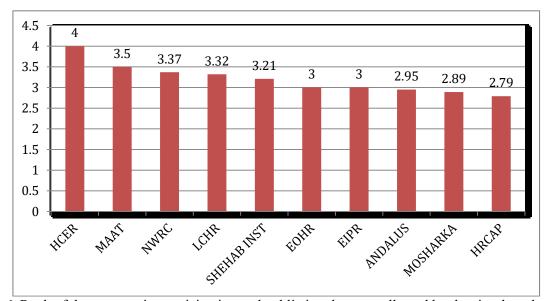
Figure 6: Rank of the community participation and public involvement allowed by the sites based on the sum of the three coders.

The figure above indicated that the amount of public participation allowed by HCER is better than its correspondents; besides, HRCAP is the least site that allows public participation. However, in general the amount of public engagement allowed by the human rights websites in Egypt is very low. The results mentioned in figure 6 indicated that all the sites belong to the first level in Wiclox continuum, which is the information level. In this level, organizations only use

their website as information tool. This level give the people a false impression of participation; however , organizations that have websites allocated in this level tend to be authoritarian

5.3. Creative Models of Interactivity

As the websites of human rights organization in Egypt lack the simplest dimensions of interactivity, the creative models are very rare. The only model, which the coders found it interesting, was Radio Maat. Radio Maat is a live online radio that belongs to Maat Peace Organization; it provides information about human rights status in Egypt and it presents soft news about the ongoing human rights related events.

Furthermore, it allows the public to participate and say their problems and opinions regarding the human rights situation in Egypt.

CHAPTER 6

DISCUSSION

This study has been of value, because no research assessed or analyzed the websites of human rights organizations in Egypt after the Arab spring.

Furthermore, there are very few researches that tackled the issue of human rights organizations websites in Egypt; the last one of them was done in 2009 by Amani Hassan to assess the communication strategies used by nonprofit organizations in Egypt from audience perspective.

Moreover, information about human rights NGOs is very rare; no book tackling the issue has been written yet in Egypt.

This research is the first research that tackles the issue of interactivity and assesses the level of public involvement allowed by the sites provider in the websites of human rights NGOs in Egypt in such details.

The sample size used in this research is big as, according to Arabic Network of Human Rights, there are only 76 websites related to human rights available online in Egypt .The sample was chosen randomly, so we can generalize the findings .

Furthermore, this research is the first of its kind that uses the methodology of the reception based analysis to interpret the interactivity and the public involvement allowed for the user by human rights organizations through their websites.

And, as mentioned before, in this technique, a number of coders who are similar to consumers of the content report their subjective interpretations of the content (Wimmer &Dominick, 2006).

According to Alhuvia (2001), reception based analysis is used to understand how the main reader interpret the content of mass media; it allows the focal interpreters voice in explaining their own understanding, which gives more value to their answers.

Using the reception based analysis technique gives the study the advantage of understanding how the expert sees different dimensions of interactivity and public engagement in the websites of human right NGOs.

6.1. Level of Interactivity in the Websites of Human Rights NGOs in Egypt

According to Stack and Batch (2001), websites of the NGOs are their front image to the audience and their primary representation for the outside world. Past researches indicated that the more the interactivity in the site, the more positive attitude the audiences take toward the portal (Sundar &Kim, 2005).

Researches indicated that visitors usually point a browser to a particular organization because they have interest in the organization causes and they could not found information elsewhere. Hence, viewers could transform easily to big supporters for the organization if only the organization provides them with the information they need as they are already convinced with the cause (Sleinberg, 2011; Kingston & Stam, 2013).

Our study indicates that the general level of interactivity in the websites of human rights NGOs in Egypt is very low, which reveals the unfortunate fact of the incapability of these websites' designers and holders to take full advantage of the technological advancements existing today.

The amount of content and the availability of choices in most of these websites are moderate. The availability of variety of choices is significantly existent; most of the sites are written in more than one language, which presumes the desire of the websites' developers of these

sites to reach a wide variety of audience from different parts of the world.

The amount of effort the users exert to find information in the websites is relatively moderate; the sites are designed to permit the users to find main information easily; however, the problem in most of the site lies in the accuracy of their search engine, so websites need to improve the search engine optimization to help the users to find quickly the exact information they need.

Moreover, responsiveness to users in all the sites is moderate. The majority of the sites have a "contact us" page where the email of the organization is mentioned; however, it takes up to one week for the organization to answer back the users questions and feedbacks. Additionally, few organizations allocate a specific space in the site where users can leave their feedbacks and questions and that shows the negligence of most of these organizations for the importance of taking feedback from the public.

On the other hand, users are not empowered at all to add information to the sites. Only one site gives the chance for the user to add comment. The sites are not well presented with the interactive feature of interpersonal communication and they show a very weak indication for their willingness to engage in communication with their audiences.

Ability to make two-way communication is totally absent from all the sites; for example, no site permits users to engage in live chat with the responsible one or with each other, which is a very simple process with a little cost. The sites as well do not give a lot of attention for the use of different kind of multimedia on their platform. Using diverse and coherent kind of multimedia helps the audience to grasp the message more easily.

No organization takes advantage of technological advancements that the new media offers to make better promotion either for the organizations or their activities and none of the sites permits the users to donate online.

According to Stack and Batch (2001), website of the NGO is increasingly becoming the representation of the organization to the outside world; the website increases the publicity of the NGOs and helps them to gain funds and extend their network.

Raising fund is necessary for the existence of the NGO nowadays and this task requires a lot of donations (Mehta, 2014). Therefore, if there is no NGO permitting donations through its website, that indicates that there are mistreatments by these sites developers regarding the potential of technology that the new media offers even for their own benefit.

All the mentioned-above results show that human rights organizations try to improve the presentation of content they present to their audience and try as well to increase their functionality; however, they also show that no single site from those studied managed to take the advantage from the whole range of opportunities offered by the ICTs in terms of personalization, feedbacks, immediacy of content, and multimedia to give a rich and useful experience for their audience.

Furthermore, the results also show that website developers for human right NGOs in Egypt are still missing many opportunities that the Internet offers and still are not taking full advantage of the benefits they could get out from using interactive tools for more active communication.

These results highly contradict the main role that this kind of NGOs is supposed to do, which is empowering the community and giving voice to voiceless people (Bassiouny, 2012; Antorini, 2010, Grobman, 2005).

Moreover, it indicates a high tendency of the organization to take full power over the content presented to the public rather than supporting decentralized participatory development. The reason behind that could be political as all the content of the organization website is their responsibility, so if they allow for the public the freedom of expression and anyone misuses this freedom, this could affect negatively the reputation of the organization and could lead the organization into legal problems.

These results as well go with the previous finding of past researches, which indicated that many organizations use the Internet simply to enhance their activities, and programs and they do not get use of the capabilities that new technology offers (Hakem, 2007; Mahmoud, 2010; Hassan, 2009).

Past researches pointed out that if the website is organized, easy to use, and interactive, the users usually gain a positive attitude toward the entity. They also indicated that accurate and timely information may help the organization to find quickly necessary interventions and gain all kind of public support (Barrgon, Hemingway, 2002; Stack & Bach, 2001).

Human rights organizations in Egypt are missing great opportunities to enhance their image in the mind of their audience, expand their network, find fund opportunities, and find necessary interventions for their causes by providing a low level of interactivity in their websites. Interviews revealed that lack of money, lack of specialists, and lack of time are the main reasons behind the low level of interactivity in the websites of human rights organization in Egypt. The interviewee stated that they prefer doing on the ground activities with people with the funds rather than maintaining and enhancing their websites, because websites creation and maintenance usually cost them a lot of money.

In most cases , they do not find specialists that could manage their website with low cost , especially if they are allocated outside Cairo .

Abu el Oyoun mentioned that it took for him 6 month to find someone in Assiut that could change certain features in the website of his organization.

Finally the nature of the organization and the nature of its target audience sometimes limit high level of interactivity to match the low educational standards of the target audience and their unfamiliarity with the use of new technological feature.

6.2. Creative Interactive Features in the Sites

The creative interactive features in the sites of human rights organizations in Egypt are very rare; however, Radio Maat is a good feature that Maat for Peace Organization has included to enhance the interactivity of their audience with their organization. Radio Maat is an online radio that presents political programs as well as soft news related to human rights. Unfortunately, the three coders reported that the radio is not working now; however, the idea behind it may add a lot of value for Maat Organization and could permit the voice of their user to be heard without any geographical boundary.

According to Okail, Maat's Head, Radio Maat was closed due to financial problems concerning its fund ; however , the organization try today to open a new outlet in you tube channel, Maat TV.

6.3. Level of Community Participation in the Sites

According to Parker (2002), citizen participation takes place when the organization provides the individuals with opportunities to express their opinion and influence public decisions by their involvement.

Therefore, the coders in this part focused on seeing whether the Egyptian human rights

organizations give a real space where their audience can express their opinion or not.

The results of the three coders revealed that the level of community participation and public engagement allowed by the sites of Egyptian human rights NGOs is very low; all the sites are stuck in the first level of community participation continuum, which is the information level.

According to Wilcox (1994), organizations located in the first level of continuum tend to be authoritarian and only want their own voice to be heard and disregard the positive and the active role that the audience could have in the process of supporting the community and making a real change; they tend to give citizen a wrong impression of participation.

The mentioned-above results show that human rights organizations tend to present one-sided passive information, totally controlled by the producers, to their audience and use their websites as information tool rather than knowledge network, where all the people can transfer knowledge and information easily with each other and with the producer of the content.

In other words, human rights organizations want to be only information provider rather than using their websites as platform where users can engage in an active communication process and have a direct voice.

There is an execution of control over the content from the provider. In 100% of the site which has been analyzed, coders revealed that the providers of the website try to limit the actions of the users to only tacking oriented search and try to have a severe control over the content.

Consequently, the actual number of materials added by user in all the 10 sites was 0. This particular result goes with the finding of past researches, Parker (2002) and Wilcox (1994) indicated that citizens choose to participate when they feel they can have an influence on the planning process and when they feel they can make a change. The three coders agreed that none of the sites empower or encourage the visitors to participate by providing them with enough

space where they could interact and exchange their thoughts and knowledge; that is the reason why visitors avoid participation.

They also state that HCER is better than the other sites, because it is user friendly and easy to use; but it does not allow full range of involvement for the visitors.

The majority of human rights organization tend to control the content presented by the public online; they consider the website as personal representation for the organization only and they fear that the public opinions cause legal problems for the organizations and ruined its credibility that 's why they limit their interactions online.

They only permit the interactions of the public in social media outlets related to the organization or through emails with the site responsible. According to the organizations officials people tend to link between what is written on the website and the opinion of the organization; however, in social media people tend to accept more voices.

They stated that anything written in the website is the responsibility of the organization. Written materials in the website could put the organization in legal problems if it contain libel, slender, or defamation or could damage the credibility of the organization if it is not truthful, that is why organizations limit the public participation in their website, because they could not control public opinion.

6.7 Importance of Interactivity and Public Involvement

Past researches indicated that the amount of public involvement allowed by the site gives the site adhesiveness and positive appeal beyond information content, which the user routinely expects (Bucy & Erick, 2003; Gorbman, 2005).

When the provider of information allows the user to engage more with the site, he encourages decentralized participation rather than centralized authoritarian power and that helps the user more to involve more with the site (Mahmoud, 2010; Wilcox, 1994; Chung et al., 2012). Users now want their voices to be heard, want to have direct impact, and want to feel that they have power over the content; therefore, sites that allow them to do that are considered their favorites.

After the Egyptian revolution, due to media attacks on the human rights organizations in Egypt, a lot of human rights organizations start loosing their reputation. People started to call the human rights defenders as betrayals and the only way to change this image is through sending positive images regarding these organizations either online or through ground activities.

6.8 Solutions for enhancement

Websites should put their interactive features in a clear spot and should simplify the use of these features to be convenient for any user. As the personal variance the coders have in the use of technological advancement affected their speed of discovery of certain technological features available on the site.

Organizations should consider hiring media specialist that could manage and maintain the websites. Hiring media specialists is essential, because ordinary people could not write based on the journalistic standards and sometimes could not use the right terminologies; moreover, media

specialists have the techniques and strategies necessary to reach the right audience and to promote for the organization.

Furthermore, hiring media specialists will help the organization to gain more coverage in the media firstly because they know media people, and secondly, because they can write good press releases that could be published easily in the media.

Moreover , Organizations should consider more involving the public in their sites. The interviews revealed that most of the organization fear from the public involvement, media experts states that this fear is due to the incapability of the organization to find time to monitor what is written online; therefore , hiring media specialists can solve this situation and help the organization to involve more the public in their websites

CHAPTER 7

CONCLUSION

The research investigated the extent of interactivity and the amount of public involvement allowed by the sites of 10 human rights nongovernmental organizations located in Egypt.

Three coders, presenting the focal interpreters of these sites, used the technique of reception based analysis to record the interactivity level as well as the amount of community participation allowed by each site.

Interactivity level was mapped out based on Heeter's (1989) and Burgoon's (2000) dimensions of interactivity named content and availability of choice, efforts users must exert, responsiveness to users, ease of adding information, facilitation of interpersonal communication, ability to make two-way communication, and modality and information richness.

The coders also agreed to add another category called the interactive usage of the site to see whether the site is used to promote the activities and the events of the organization through the site in an interactive way or not.

The study stressed the importance of enhancement of the level of interactivity in the websites of human rights organizations in Egypt.

The results show that the presence of content, the availability of choices, and the moderate effort that the users must exert in finding information are the most obvious options currently found in the websites.

However, the overall level of opportunities for interactivity was very low. Websites' developers do not take full advantage of the range of opportunities that the Internet offers and from the benefits that could come from using interactive tools for more active communication

with the user that could benefit both the users and the organizations themselves by expanding their network and their popularity.

Furthermore, amount of public involvement with the site was measured based on Wilcox continuum of community participation, which state that there are five levels of participation: information level, consultation level, deciding together level, acting together level, and supporting independent community level. Organizations, which promote involvement with their sites, add means of empowerment of individual and communities, for example, sharing tools and video and audio testimonies uploading.

The results of this part show that the site developers do not give enough chance for the users to engage with the site, which shows the tendency of the majority of the organizations to control the content and give the users a false feeling of participation.

Interviews indicate that lack of money, specialists, and time are the main reasons behind the low interactivity level of human rights organization in Egypt.

The nature of the organization and the nature of the target audience also affect the level of interactivity in the websites.

7.1. Limitations of the Study

The current study was limited in a number of ways. Giving a coder 10 websites to analyze was a hectic job, especially because the interactivity level of these sites was very low and that makes most of these sites boring, the boredom the coders felt affected somehow the reliability of their answers especially in late questions.

The number of coders was limited which hindered them from analyzing more websites. Having more coders would have allowed for more understanding of the content and topic;

however, using the reception based content analysis helped in providing a complete understanding of the research subject.

Despite the fact that the results of the three coders only were not enough to assume generalization, but they give the study the chance to know more insights about the websites of human rights organizations in Egypt.

Also, the sample of the study was a large sample. It consisted of 10 websites; however, future research should include a larger number of websites and should preferably include a large number of coders.

7.2. Implications for Future Researches.

Surveys and in-depth interviews would be needed to study interactivity on the basis of user's activities.

Further work should be done to examine opportunities for enhancing interactivity behavior and enhancing the medium interactive features at low cost to match the communication objectives of the NGOs.

And, finally, comparative analysis between the websites of human rights organizations in Egypt and in any other developed countries would be very useful to understand whether the low interactivity problem exists in all over the world and to figure out solutions that could help nongovernmental organizations to enhance the users interactivity.

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APPENDICES

<u>**9. 1Appendix A**</u>

<u>**9.1.1.Content analysis questions:**</u>

Site name:

Date of analysis:

<u>**1- Content and Availability of Choice**</u>

1-All the release of the organization is published immediately on the site

a- Immediately

b- Often

c- Not at all

2- The site contains up-to-date news about the NGO activities

a- Yes

b-   No

3- There is a variety of content choices the user can find on the website (reports , alerts ,

researches , news, etc.)

a- Yes , there is a variety of choices

b- No, there are limited choices

c- There is a number of choices, but they are not diverse

4-The site is written in more than one language

a- Yes

b- No

5- Rate from (1:10) the content and availability of choice.

2- The Amount of Effort the User Must Exert

1-A menu bar that provides a brief description of the sections of the site and has links to the primary sections of the site is available on the front page

a- Yes

b- No

2-Is there a menu bar on subsequent pages?

a- Yes

b- No

3- Is there a hot link that takes the visitor directly back to home page?

a- Yes

b- No

4- Is there a search engine?

a- Yes

b- No

If yes please answer the question below

5-The search engine works well on the site

a- When I am looking only for pages of the site, but when I am looking for specific information it does not help me

b- Not at all

c- All the time

d- It works but it is not specific

6- Rate from (1 to 10) the amount of effort the user must exert

3- The Ease of Adding Information

1-A comment space is available on the site

a- Yes

b- No

If yes please answer the question below

2-Comments could not be published without authorization from the NGO

a- Yes

b- No

3-Means by which user can add information to the site is available (share with us, upload,

etc.)

a- Yes (please specify the means)

b- No

4-All kinds of information a user wants to add can be posted anywhere on the site

a- Yes

b- No

5-Information or other user generated content could not be published without

authorization from the NGO

a- Yes

b- No

6-Rate from (1 to 10) the ease of adding information:

4- Responsiveness to the User

1-Help page is available on the site

a- Yes

b- No

2-Is there a contact us page?

a- Yes

b- No

3-The email of the organization is mentioned in contact us page

a- Available

b- Not available

4-Is there any space where users can send their questions or feedback to the site?

a- Yes

b- No

If yes please reply to the question below

5-Does the site reply quickly to the feedback or the questions of the user?

a- As soon as sent

b- After one day

c- After one week

d- After more than one week

e- No

6-All the information on the site may be react to (e.g., writing comment, download, upload

related info, and share)

a- Yes all (please specify in what way)

b- Only specific information in the site may be react to (please specify which , and in what way)

c- The site does not permit any reaction with the information

7- Rate from (1 to 10) responsiveness to the user

5- Facilitation of Interpersonal Communication

1-Is there a feedback mechanism between the visitors and the site responsible?

a- Yes (please specify the mechanism)

b- No

2-Is there a discussion forum where the visitors can discuss topics with each other or with

the person responsible for the site?

a- Yes

b- No

If yes please answer the questions below (3-4)

3-The chat room is available and in use

a- Available and in use

b- Available but not really in use

c- Not available

4-The discussion forum is reachable and clear

a- Clear and reachable

b- Hard to reach

5-Is there a bulletin board on the site or other means for user created profiles?

a- Yes (please specify in what way)

b- No

6-Posting features for stories and knowledge from local communities in written, audio, and video format is available for the visitor

a- Yes but in written format only

b- Yes but in audio and video format only

c- Available in all format

d- Not available

e- Others (please specify)

7-Rate from (1 to 10) facilitation of interpersonal communication

6-Ability to Make Two-Way Communication

1-The user of the site can make a conversation with other users

a- Yes

b- No

2-The user of the site can make a conversation with the person responsible for the site through the site itself

a- Yes

b- No

3-The user of the site can upload and download information to the site

a- Uploads only

b- Downloads only

c- Uploads and downloads

D-Neither uploads nor downloads

4- **Rate from (1 to 10) the ability to make two-way communication**

7- Modality and Information Richness

1-The site contains audio materials

a- Yes

b- No

2-The site contains video material

a- Yes

b- No

3-The site is linked to other social media outlets

a- Yes

b- No

4-There are hyperlinks on the site

a- Yes

b- No

5-Is there any interactive map on the site?

a- Yes

b- No

6-The site contains testimonies of the victims or the eyewitnesses

a- From the victims only

b- From the eyewitness only

c- Yes, from both of them

d- No

7- The site contains RSS

a- Yes

b- No

8- Rate from (1 to 10) the modality and information richness

8- Other Interactive Options: Please Specify

9- Donations

1-The site contains any feature that permits the user to donate for the organization through the

site

a- Yes

b- No

10-Promotion of the Organization Events and Activities   (Interactive Usage of the site)

1-The user can find on the web any information about upcoming events for the NGO

a- Yes

b- No

c- Not really: only titles without real information

2-The user is encouraged to participate in the events of the NGO through the site

a- Yes

b- No

3-Users have the space to ask about the past or the upcoming events of the NGO in the site

a- Yes

b- No

 4- **Rate from (1 to 10) the promotion of the organization events and activities**

11- Usage of the Website

The organization uses the website mostly to (c hoose as much as you want)

a- Mobilize people/organization purpose

b- Push the visitors to make action/reaction

c- Increase the awareness of the visitors

d- Publish information about themselves /advocate for themselves

e- Collect donations

f- Others (please specify)

12- Rating of the Site Interactivity

a- Excision of control

b- Human medium

c- Human-human

13- Update of the Site Information

a- Updated

b- Outdated (please specify the date of publishing the last information if available)

14- Rate on Alexa globally :

15- To which level of community participation the site belongs

a- Information level

b- Consultation level

c- Deciding together level

d- Acting level

e- Supporting independent community level

16- Actual number of materials added by user (please specify the kind of material) .

9.2.1Coder Instruction Sheet

Site name:

Date of analysis:

1. Content and Availability of Choice

1- All the release of the organization is published immediately on the site.

a- Immediately: releases are updated frequently

b- Often :releases were updated within the same week

c- Not at all

2- The site contain up-to-date news about the NGO activities.

a- Yes

b -No

3- There is a variety of content choices the user can find on the website (e.g., reports ,

alerts, researches ,and news).

a- Yes , there is a variety of choices: more than 4 choices are available

b- No, there is limited choices

c- There is a number of choices, but they are not diverse: less than 4 choices are available.

4- The site is written in more than one language.

a- Yes

b- No

2. The Amount of Effort the User Must Exert

1- A menu bar that provides a brief description of the sections of the site and has links to the primary sections of the site is available on the front page.

a- Yes

b- No

2- Is there a menu bar on subsequent pages?

a- Yes

b- No

3- Is there a hot link that takes the visitor directly back to home page?

a- Yes

b- No

4- Is there a search engine?

a- Yes

b- No

If yes, please answer the following question.

5- The search engine works well on the site.

a- When I am looking only for pages of the site, but when I am looking for a specific information, it does not help me

b- Not at all

c- All the time: I can find answers for all the questions related to human rights

d- It works but it is not specific

3. The Ease of Adding Information

1- A comment space is available on the site.

a- Yes

b- No

If yes, please answer the following question.

2- Comments could not be published without authorization from the NGO.

a- Yes

b- No

3- Means by which user can add information to the site is available (share with us, upload,

etc.)

a- Yes (please specify the mean)

b- No

4- All kinds of information a user wants to add can be posted anywhere on the site.

a- Yes

b- No

5- Information or other user generated contents could not be published without

authorization from the NGO.

a- Yes

b- No

4. Responsiveness to the User

1- Help page is available on the site.

a- Yes

b- No

2- Is there a "contact us" page?

a- Yes

b- No

3- The e-mail of the organization is mentioned in "contact us" page.

a- Available

b- Not available

4- Is there any space where users can send their questions or feedbacks to the site?

a- Yes

b- No

If yes, please answer the following question.

5- Does the site reply quickly to the feedback or the questions of the user?

a- As soon as sent

b- After one day

c- After one week

d- After more than one week

e- No

6- All the information on the site may be reacting to, for example, writing comment, downloading, uploading related info, and sharing).

a- Yes all (please specify in what way)

b- Only specific information in the site may be reacting to (please specify which and in what way)

c- The site does not permit any reaction with the information.

5. Facilitation of Interpersonal Communication

1- Is there a feedback mechanism between the visitors and the site responsible person?

a- Yes (please specify the mechanism)

b- No

2- Is there a discussion forum where the visitors can discuss topic with each other or with the responsible person of the site?

a- Yes

b- No

If yes, please answer the questions below (3-4).

3- The chat room is available and in use.

a- Available and in use

b- Available but not really in use

c- Not available

4- The discussion forum is reachable and clear.

a- Clear and reachable

b- Hard to reach

5- Is there a bulletin board on the site or other means for user created profiles?

a- Yes (please specify in what way)

b- No

6- Posting features for stories and knowledge from local communities in written, audio, and video format is available for the visitor.

a- Yes but in written format only

b- Yes but in audio and video format only

c- Available in all formats

d- Not available

e- Others (please specify)

6. Ability to Make Two-Way Communication

1- The user of the site can make a conversation with other users.

a- Yes

b- No

2- The user of the site can make a conversation with the responsible one of the site through the site itself.

a- Yes

b- No

3- The user of the site can upload and download information to the site.

a -Uploads only

b- Downloads only

c- Uploads and downloads

d- Neither uploads nor downloads

7. Modality and Information Richness

1- The site contains audio materials.

a- Yes

b- No

2- The site contains video material.

a- Yes

b- No

3- The site is linked to other social media outlets.

a- Yes

b- No

4- There are hyperlinks on the site.

a- Yes

b- No

5- Is there any interactive map on the site?

a- Yes

b- No

6- The site contains testimonies of the victims or the eyewitnesses.

a- From the victims only

b- From the eyewitness only

c- Yes , from both of them

d- No

7- The site contains RSS.

a- Yes

b- No

8. Other Interactive Options: Please Specify

9. Donations

1- The site contains any feature that permits the user to donate for the organization through the site.

a- Yes

b- No

10. Promotion of the Organization Events and Activities (Interactive usage of the site)

1- The user can find on the website any information about upcoming events for the NGO.

a- Yes

b- No

c- Not really: only titles without real information

2- The user is encouraged to participate in the events of the NGO through the site.

a- Yes

b- No

3- Users have the space to ask about the past or the upcoming events of the NGO in the site.

a- Yes

b- No

11. Usage of the Website

The organization uses the website mostly to (choose as much as you want)

a- Mobilize people/organization purpose

b- Push the visitors to make action/reaction

c- Increase the awareness of the visitors

d- Publish information about themselves/advocate for themselves

e- Collect donations

f- Others: please specify

12. Rating of the Site Interactivity

a- Excision of control: provider has more control over the content

b- Human medium: users express their own opinion by uploading public content

c- Human-human: communication between users exists

13. Update of the Site Information

a- Updated: there is information updated on the same day of analysis

b- Outdated (please specify the date of publishing the last information if available)

14. Rate on Alexa Globally

15. To Which Level of Community Participation the Site Belong

a- Information level

b- Consultation level

c- Deciding together level

d- Acting level

e- Supporting independent community level

16. Actual Number of Materials Added by User (Please Specify the Kind of Material).