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## **Redesigning a Multicultural Website to Promote Immigrant's Integration in Finland**

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The topic of this Bachelor's thesis is redesigning a multicultural website to promote immigrant's integration in Finland. By redesigning the website immigrants will have the opportunity to get essential information's that will enhance their integration into the Finnish society. This information variety includes institutions made for immigrants, social amenities, and the legislations concerning immigrants in the Finnish society.

There are different tools used in reconstructing the website but the evident ones are Photoshop, hypertext markup language and dreamweaver and pictures.. The hypertext markup language represents the text on the website after it is redesigned. The pictures were part of the website design process. The theoretical aspect of this thesis work includes electronic media and immigrant's integration, cultural perspective and website and internet. Process evaluation was used in evaluating this thesis work. The process evaluation looks at how the final product, which is the website was realized.

The outcome of the project includes production of more contents pages. The website is more informative than the previous website. The new website has welcome notes from 12 different languages aimed at attracting people from different ethnic background. There is also information on the basics of the public services in the Finnish society. The association will gain more from the renewed website because it tells more about the association services and its future plans. In addition, web visitors will access the basic social amenities within the society

Key themes: - Integration, immigrants, website, internet

## Table of contents

<b>1 INTRODUCTION .....</b>	<b>1</b>
<b>2 BACKGROUND.....</b>	<b>2</b>
<b>2.1 AIMS OF THESIS.....</b>	<b>3</b>
<b>2.2 LEARNING OBJECTIVES .....</b>	<b>4</b>
<b>3. ELECTRONIC MEDIA AND IMMIGRANTS INTEGRATION .....</b>	<b>4</b>
<b>3.1 CULTURE PERSPECTIVE AND WEB SITE .....</b>	<b>7</b>
<b>3.2 INTERNET AND WEBSITE .....</b>	<b>8</b>
<b>3.3 PRINCIPLES OF WEB SITE DESIGN .....</b>	<b>10</b>
<b>3.4 PURPOSE OF INFORMATIONAL WEB SITE .....</b>	<b>11</b>
<b>4 PROJECT IMPLEMENTATION.....</b>	<b>12</b>
<b>4.1 TYPE OF WEB SITE .....</b>	<b>12</b>
<b>4.2 PROJECT ACTIVITIES .....</b>	<b>12</b>
<b>5 EVALUATING THE THESIS PROJECT.....</b>	<b>15</b>
<b>5.1 METHOD OF EVALUATION.....</b>	<b>15</b>
<b>5.2 WEBSITE LAYOUT AND PICTURES .....</b>	<b>17</b>
<b>5.3 BUILDING THE WEBSITE CONTENTS.....</b>	<b>18</b>
<b>5.4 THE DREAMWEAVER, PHOTOSHOP AND HTML CODES .....</b>	<b>20</b>
<b>5.5 AUTHOR'S PERSONAL DEVELOPMENT.....</b>	<b>20</b>
<b>5.6 OTHER ANALYSIS.....</b>	<b>22</b>
<b>6 ISSUE OF ETHICALITY .....</b>	<b>22</b>
<b>7 CONCLUSION.....</b>	<b>24</b>
<b>LIST OF REFERENCES .....</b>	<b>26</b>

# 1 Introduction

This is a bachelor's thesis work for rebuilding a multicultural website to promote immigrant's integration in Finland. The task of this thesis work is to reconstruct the structure of the multicultural Finland association's website. In doing so, in-depth information will be added to the web pages to facilitate immigrant's integration in Finland. The website is also redesigned in other give background information about the association and the reason for its existence.

In addition, part of the reasons for redesigning the website is to make it a social utility for communicating with the association's clients. (Ray, 2007 17-18) "The websites fulfills entertainment, information exchange, surveillance, diversion and social utility functions simultaneously, which brings the user back and explains the "stickiness" of the websites" Stickiness of the website means the users will always see the website as an irresistible effective substance.

I am interested in this project because the web site that is redesigned will seek to foster the integration of immigrants into the Finnish society. Being a foreign citizen, it is also motivating to be part in the web design that will be an online social help. I'm also interested in this project because this website will give immigrants the opportunity to join an association that will improve their social and interpersonal relationship.

The redesigned website gives information about the society guide in Finland. This guide includes how to get a job, housing, health care, education and transportation in Finland. The website also gives information on how to start a life in the Finnish society. The new website provides links to other institutions representing foreign citizens in Finland. It also gives web visitors an access to legislation and publication concerning immigrant in Finland and Europe. After rebuilding the website, it now has a welcome note from 12 different languages.

The term MF association used in the body of this thesis work refers to multicultural Finland association. The word HTML means Hypertext Markup Language. The term foreign citizens used in this thesis work also mean immigrants.

## 2 Background

I got acquainted with this project work in the month of May, in the year 2007. I contacted the teacher in charge of the project to ask if I could use the project for my Bachelor's thesis work. After some days I made the decision and agreed to undertake the project. I had a meeting with the association to get some information and their expectations from the project. What appealed to me most were the multiculturalism of the project work and the goal of the association which is to seek for a social change in the Finnish society.

Multicultural Finland association came into existence in 2001. In the autumn of 2004, the association became a registered association as a member of the Swedish people's party; the target group of the association are immigrants in Finland. The aim of the association is to create different platforms and activities related to multiculturalism by giving the foreign citizens adequate opportunity for becoming a member of the Finnish society. The association also aims to improve the integration of immigrant by given information on how to get services made by the Finnish state for immigrants through the association's webpage, and the brochure that states the aims of the association.

Multicultural Finland association consist of 15 board members who are from different countries but they are in a similar professional field that involves in multicultural work. The board members are in charge of the association's events and activities and the language used within the association is Swedish and English language. The svenska kulturfonden funds the multicultural Finland association. The association has the Laurea University of applied sciences, Luckan (The Swedish-Finnish cultural and information centre) and SELMA as its cooperation partners. The association organized interactive seminars in 2006; the aim of the seminar was to discuss the betterment of immigrant's integration in Finland. Similar seminars and activities with association's members are in plan for the future.

The main purpose of this work is to redesign and improve the contents of the multicultural Finland association's web site. In addition, the web site will be the

communication link between the association and the potential clients who are foreign citizens in Finland. The previous website lacks in-depth information on social amenities and institution's established for immigrants in Finland. These aforementioned are extensively presented in the redesigned website. In addition, the website was redesigned in order to give immigrants the chance to access legislation and regulations concerning foreign citizens in Finland.

This bachelor's thesis work falls under the multicultural Finland research project umbrella. This thesis work and the other project which seeks to determine the needs of immigrant association in Finland falls under the same project. Although the other project is a research based thesis work but the relationship between this two projects is that they are both seeking to enhance the integration of foreign citizens into the Finnish society.

A website would be a good tool to enhance immigrant integration because in Finland computer and internet usage is extensive. So, this will make it easy for immigrants with the knowledge of using computer. In addition, the website and internet are tools that will reduce the time and money used in visiting social institutions by the foreign citizens. In addition, these tools will decrease the shame and stigma experienced by foreign citizens in social institutions. Choi (2006, 3) supports this point "the Internet has much potential for seeking and providing social support with increased anonymity and decreased shame and stigma"

## **2.1 Aims of Thesis**

The aim of this thesis work is to recreate the web site of MF association. In doing so, new contents will be added to the existing one, which will improve the web site significance. The web site will act as an information background, which will give links to the website of other political and cultural associations that represent foreign citizens in Finland. This will include links to institutional and third sector actors involved in multicultural work within the Finnish society. The organisation hopes to attract the public in becoming members by redesigning the web site. In addition, the website will have an electronic library of existing immigrant association with the description of the services and other activities offered.

Furthermore, there will be a multicultural library of current events gathered from various media sources collected by the board members of MF association. This will include current research, articles as well as relevant legislation dealing with integration & immigration topics. A photo gallery from recent MF association activities and a space for an advertisement for the society contributors will be in the webpage. It will be an informational webpage, which describes the most important aspects of MF association.

## **2.2 Learning objectives**

Being the author of this thesis work, I would like to broaden my knowledge about the important things that could be included to the website that will enhance foreign citizens' integration in a foreign society. I will like to know the cultural factors that need to be considered in building a web site for people of diverse culture. I will also like to learn more about the impact of electronic media in the integration of immigrants in a society. As a student in the social work field I will be willing to know how a social worker could use the website as a medium to improve client's social situation. In addition, I will also like to learn the importance of using the website as a tool in the social work field.

On the technical side, I would like to learn what is involved to plan and implement a project of designing a web site. Part of the author's objectives would also be to learn how to use the tools of creating a web site. The author will be hoping to learn more on how to update a web site. Finally, it will be motivating for the author to know how the association aims to make the target group be aware of the webpage after its completion.

## **3. Electronic media and immigrants integration**

The Internet has thus brought about a new phase in the development of ethnic communication and ethnic community relationship. If many previous studies found that the use of the ethnic press contributes to the slowdown of the process of acculturation, or assimilation of ethnic groups into the mainstream culture in a society, then in the age of cyberspace, the role of ethnic media in fortifying the cultural traits of ethnic immigrants is expected to be further strengthened.

Considering the fact that new media technologies can be cohesive as well as fragmenting, it may not be right to say that on-line publications are definitely turning ethnic groups into enclaves. The cohesive force of new media technologies may also pull them into the direction of assimilation and acculturation, drawing them faster into the mainstream culture, but the question is: Can they be assimilated into the mainstream culture without losing their own cultural roots and ethnic identity? The new media technologies may eventually turn the world into a global village, but there may be condominiums for different cultures and communities inside such a village.

(Zhang & Xiaoming 1999, 29)

With the advent of the Internet, migrants nowadays are given even more alternative sources to solicit social support via computer mediated support (CMC). In an online environment, migrants can establish an increasing network of supportive relationships that crosses nationalities and includes family members, friends, and even strangers. Through online interactions, they are able to share and exchange ideas in various forms, which are considered highly valuable in decreasing the sense of isolation and relieving the substantial psychological and physical pressure. In this capacity, computer mediated social support CMSS is expected to be an irreplaceable supplement to the traditional social support and it plays a crucial role in improving international migrants' lives.

(Wenli 2007, 1)

The communication via the Internet exhibits a variety of socially supportive messages and behaviours. This online supportive network, be it constituted by enhanced pre-existing offline bonds or by newly established online relationships, has therefore become an alternative source for social support. The advantages of online social support over traditional face-to-face social support have been carefully examined in literature. First, the Internet eliminates barriers related to time and distance this is beneficial in that they provide support for individuals whose schedules may not allow them to attend local meetings, for those who live too far away from available meetings, and for those who lack transportation.

(Choi 2006, 3)



The Internet is, thus, seen as a new discursive space that allows groups normally silenced in traditional media to 'voice themselves and thus become visible and make their presence felt. It is seen as being able to challenge traditional media because societal groups, institutions, or states do not have to compete for access; it 'can be used by anyone, at any time, from any place on the planet' (Witschge 2007, 130)

Favell (2001, 45) describes Integration as a point in formalising the idea of associative membership within the political space of the nation which, by defining boundaries and the lines of in and out between citizens and foreigners, establishes the shape and unity of a modern nation-state. Favell (2001,104) goes further to define integration not as a fattening process of uniformity, but cultural diversity, coupled with equality of opportunity in an atmosphere of mutual tolerance.

Viewed as a process, the concept of integration indicates on the one hand the further strengthening of relations within a social system and, on the other hand, relating additional actors or groups to an existing social system and its core institutions.

(Penninx 2006, 138)

Integration involves the formation and maintenance of a set of relations in which a person gives and receives affective support and social approval. To say an individual is highly integrated in this sense requires the existence of a social network of ties. Most proximate among these are friendships and affiliations with community organizations, particularly those in which there is face-to-face interaction and a process of identification has taken place.

(Pillemer 2000, 8)

According to Milosevic (2004, 47) integration is a process which involves regulation, adjustment and co-ordination of varieties of actors and units within a particular system with a vision for keeping the system operational. Archibugi (1999, 3) in his own work defines integration as a process that is opposite to segregation, separation or marginalization

### **3.1 Culture perspective and web site**

According to Hall's theory, the expression of message, especially the informative aspect of the message, varies in different cultures. In other words, consumers from low-context cultures which means the western countries may tend to draw substantially more information from the explicit content presented in communications by interacting with various messages (e.g., searching, editing, and manipulating provided contents) than do those from high-context cultures which means eastern countries. Therefore, it is expected that western countries web sites are more likely to utilize the informative nature of Web sites by implementing more consumer-message interactive functions

(Cho & Cheon 2005, 120)

On the web, one challenge is to decide how the information should be presented to people from different cultures. The presentation, the tone, and even the type of information are important facets of communications to be considered. This perspective of advertising as a form of communication that is sensitive to communication differences between cultures has been used by many previous studies.

(Singh et al 2005, 132, 133)

Although the internet is a global medium, its users and creators have different background, live in different environment, and belong to different cultures. Different styles of computer mediated communication (CMC) among member of different cultures can lead to misunderstanding and problems in communication. Differences in the standards for writing time, dates, addresses, and numbers can also cause confusion; the same goes for differences in symbols, colours, and metaphors.

Even a particular style of writing may be considered friendly in one culture and offensive in another. It is therefore important to study how people from different cultures have behave in CMC, such as how they choose representations and how they work together and govern themselves. This can lead to better understanding of how cultural diversity is spread in online communities and help

an internet user from different cultures in ways to appropriate to their cultural background.

(Ulrike et al 2006, 89)

Cross cultural web design nowadays requires dealing with design issue that include culture-specific colour connotations, preferences in layout, animation, sounds, and other effects that are characteristics of today's generation of web site. In order to do this successfully, the designer must study the target group of the web site. While user participation is ideal in the designing process, a study of the design elements prevalent in the culture may also provide the web designer with some useful guidelines. Values and behaviour indoctrinated through cultural influences may be reflected in design practices.

(Wurtz 2006, 275)

### **3.2 Internet and website**

A web site is a collection of related pages usually including home pages and related sub pages. Every webpage is a text document. A text document is a file that contains words, letters and numbers without any formatting.

(Millhollon et al 2006, 9)

A Webpage is a collection of information, consisting of one or more Web resources, intended to be rendered simultaneously, and identified by a single URI (Uniform Resource Identifier. More specifically, a Web page consists of a Web resource with zero, one, or more embedded Web resources intended to be rendered as a single unit, and referred to by the URI of the main Web resource, which is not embedded.

(Woojong 2004. 39)

A web site is one of many interfaces to the internet, making it easy to receive text, pictures, and multimedia files from computers without having to know complicated demands.

(Sherman & price 2001, 7)

Apart from information gathering, entertainment, social interaction, communication, and for purchasing products & services. Web sites are used for sharing ideas, and building communities. Because of constant interaction with the web site and with the other visitors, a web site can become a solid part of their daily life

(Maulana & Eckhardt 2007, 228)

The internet is a global network of computers and transmission facilities. It is a tool that enables a variety of amazing applications. E-mail, chat, and newsgroup are a few of the many applications supported on the internet. Perhaps the most important internet application is the World Wide Web because it is this application, often called "the web" that let us view the information on the internet.

(Long & Long 2001, 31)

The internet represents one of the newest and most accessible media outlets. Websites can act as an introduction to a particular group in addition to providing legitimacy and access to extensive resources for those already involved. The internet itself, along with various chat rooms, bulletin boards and email distribution lists foster a sense of community providing "contact between previously disconnected people" who often share similar interests while incurring few social costs

(Adams & Roscigno 2005, 762)

The internet stands apart from other media in enabling its "users" to interact. From this perspective, the internet will always be, at its core, a tool for interpersonal communication. Newer forms of internet communication facilitated by blogs, forums, and social networking sites depart from the email model in two key ways: they provide a channel for one person to reach many (often anonymous) others and they are increasingly associated with specific topics. The internet has also brought a participatory quality to any and every online pursuit. Communities arise, allowing people to connect personally, professionally, and culturally with others.

(Riegner 2007, 437-438)

Among the many advantageous characteristics of the internet, interactivity is considered its most unique asset, and it is critical to understand the interactivity of the internet for more effective persuasion, engagement and interaction with consumers on the internet.

Corporate website can also serve various marketing communication functions. They can serve public relation functions (posting and disseminating news release; serving as centres for crisis communication; posting, and monitoring public opinion; announcing public affairs)

(Cho & Choen 2005, 99,100)

### **3.3 Principles of web site design**

In designing websites there are certain principles highlighted by web developers and information technologies practitioners. The most important philosophies are e.g. (*get it right and make it nice*). This two phrase falls under the standards, usability and visual designs, these three phrases should the basis for any web developer to build a web site.

Key components of getting things right within their scope, standards define what is right-or at least they should do. In the case of world wide web, standards specify the precise syntax and semantics of the various languages used to create a web pages, and the protocols (rules governing how the way computers exchange data over the internet) to retrieve pages. By conforming to standards, web designers should be able to ensure that their pages will display and behave in all browsers

(Chapman & Chapman 2006, 21)

Getting it right, that is, making a site that works- in the sense that it displays and behaves correctly, conforms to standard and is accessible to everybody-is only a beginning. Making it nice begins with ensuring that the site is usable by people who visit it. That is to say, when somebody reaches the site, it must be clear what it offers, how it's organized and what actions, if any, they have to take. These matters are not amenable to standards, since they are subjective and dependent on a host of factors that cannot easily be quantified

(Chapman and Chapman 2006, 22,)

The web is primarily a visual medium and good visual design is essential for sites to convey information and perform their function effectively

It is sometimes assumed that the visual design of web sites is concerned only with making the site more attractive to user, or with adequately displaying or illustrating the products, services or information the site offers- or even the simply with the exhibition of the graphic designer's skills

In order for a web site to function at its maximum potential, it is essential that visual designs is considered hand in hand with the technical and functional aspects of it's design, and this cannot happen unless web designers of every kind have an understanding of the basic principles of visual design

(Chapman & Chapman 2006, 3, 24-25, 31)

### **3.4 Purpose of informational web site**

The purpose of informational site is to provide information about a company, organization, group, hobby, or activity. Informational site offer information, similar to that found in pamphlets, handbooks, or other types of printed items. In fact, the goal of many of many informational sites is simply to replace printed material.

(Lazar 2005, 11)

There are many reasons why an individual or organization might decide to publish a website. These include (but are certainly not limited to) attracting business or offering a service or product; sharing a special skill, knowledge, or perspective; giving specific answers whenever users need them; shrinking distances and reducing isolation of all kinds; supporting learning and intellectual stimulation and pursuing personal interests

(Horton et al 1996, 36).

News, reference works, technical information and reference material (e.g. standards), railway and airline timetables, TV and radio listening, weather and stock reports... In fact, just about any form of information that can be presented on a web site will be on the informational web pages.

(Chapman and Chapman 2005, 6)

## **4 Project Implementation**

### **4.1 Type of web site**

The type of web site rebuilt is a hierarchical web pages. Although it will be informational web site but the physical structure of the pages and contents will be hierarchical. The hierarchy website enables site builders to “break down information they’re presenting into categories and subcategories” (Campbell 2005, 3).

The reason for using a hierarchy style is that it will be easy for site visitors to navigate easily. Site visitors will locate their place of interest without any difficulties. “The great thing about a hierarchical structure is that it funnels your visitors exactly where they want to go. Your navigation gets them to the right floor, and the subcategories direct them to the right department on that floor. It’s quick, easy and intuitive, just like moving through physical place” (Campbell 2005, 4)

### **4.2 Project activities**

This is a thesis work for rebuilding the MF association webpage’s. In this section, how the task of the thesis work is completed is comprehensively explain below. The idea plan marks the inception of this thesis work, it was written in the month of April 2007. This plan gave a short description of what the thesis work contains. In addition, the plan also includes how and where the thesis activities will be implemented. Subsequently, the thesis plan was created from the month of October 2007 till March 2008.

This thesis plan gave a full description of the project and the association that own the project. The plan includes a theoretical background which will serve as basis for what will be created in the project. This aspect of the thesis work had to do with writings, making research from books, journals and academic publication. This is the most enormous from the thesis work. When the thesis plan was approved in the month of April 2008, it paved the way for the practical aspect of the thesis work to commence.

The practical aspect of this bachelor's thesis work was accomplished through a team work. There were three individuals in the team, which includes the thesis author and the other two members were from the Luckan shop (Finland - Swedish information centre). The thesis author is the leader of the team and the final decision is made by the author. The other two members will work together with the author on the technical tools used in the process of redesigning the website. It is worth mentioning that the evaluations of this bachelor's thesis duties were made after the each sub tasks of the thesis were accomplished.

In order to design or redesign a website the web developer or designer needs to draw up the layout or template which will serve as a structure for setting up a website. The first task of this thesis was drawing up the website layout. Three web layouts were drawn up before chosen the structure used to redesign the website. All the layouts were sketched by the thesis author, however the team decided on the chosen layout. The above mentioned duty was accomplished in the month of May 2008.

While trying to get a desired website layout, the task that had to do with pictures of individuals and statues was ongoing. The purpose of the pictures was made clear to the people who volunteered. At this stage of redesigning the website, it was decided that the new contents of the website must be in the process of development. The MF board members had already outlined the contents that must be presented on the web. However, the thesis author was given the freedom to add contents that will improve the value of the website.

The website contents were the major work in recreating the website. How the website contents were created will be describe below. The homepage was the first page to be recreated on the website. Majority of the pictures used can be found in this section, the reason is to show web visitors that this website is a multicultural site. This notion is depicted by showing pictures of individuals from different cultural background. The text on the homepage was not changed from the previous website.



The multicultural Finland page is the third contents on the website. The page has the tabs of (about us and ideology) has its sub tab. The (about us) section consists of the MF association's information. The information is a rewritten text prior to the redesigned website. The information was later translated to Finnish and Swedish language. The (ideology) content on the previous website was made as sub content on the renewed website. Nothing was changed in the ideology text on the new website.

The digital library tab is a newly created content which is not present on the previous web site. It has multicultural library and electronic library as its sub tab respectively. The electronic library provides links to the institutions representing foreign citizens in Finland. The multicultural library will give web visitors the chances to read about the legislation and articles concerning foreign citizens. The information in this section was sourced from infopankki and the author's previous study visits. The task of the digital library section was entirely made by the author.

The society guide is the fifth tab on the website. It is a newly created content, which is not present on the previous website. The sub contents of the society guide is as follow i.e. are you new in Finland, employment, transportation, education, health care, housing and other amenities. The author used own experiences during the first few days in Finland to create some aspect of this web site. The Information bank provided up to date information for the author concerning this sub content.

Furthermore, the sub tabs of employment, transport, education, health care and housing were created by getting some information from the website of the institution responsible for the distribution of the services. The information bank was also vital in the text creation of the amenities mentioned above. Finally, the last sub tab in the society guide which is the other amenities was created with references from the Helsinki city web pages.

The membership content was on the website before it is redesigned. However, some information was added to the existing text in the previous website.

The activities and photo gallery tabs are newly created contents on the renewed website. These two contents will be updated based on the association's upcoming activities and the photographs taking from MF association's organized activities.

Finally on the web contents, the welcome page on the website is the first tab on the website. Nevertheless, it was the last page to be created on the website. The information on the welcome page consists of greetings from countries with a global picture in the middle of the picture. Although the welcome page is the last page to be created but some work was still done on the pictures and the text information. The website content were created in the month of June, July and August 2008

## **5 Evaluating the thesis project**

### **5.1 Method of evaluation**

The evaluation method for this thesis work and authors personal development is be process evaluation. Process evaluation is used because designing a web site is process and the task must be completed on a process basis. Knowing how the final product came to being is a core feature of this method of evaluation.

Where outcomes are evaluated without knowledge of implementation, the results seldom provide a direction for action because the decision maker lacks information on what produced the observed outcomes (or lack of outcomes). Pure pre-post outcomes evaluation is the black box approach to evaluation Process evaluation attempts to unpack the black box of impact evaluation by seeking to understand, and so evaluate, the process by which a program is delivered

(Hall & Hall 2004, 46)

In this regards, the process which the web site was completed will be critically analysed and evaluated. Stufflebeam (2000, 279) espouses this point as follow

“Process evaluations assess the implementation of plans to guide activities and later to help explain outcomes”. This evaluation will be made through the life span of the project. It will as well include the changes in the initial plan.

In addition, this process evaluation will also include the how the individuals have performed.

The following questions will provide the process of the outcome of the web site E.g., how useful were the picture? Were there enough pictures for the web? What were the difficulties in the process of taking the pictures? What were the difficulties in sketching the web layout on a paper? How many web site layout sketching were made before making a final decision? Why the author chooses the particular style used for the web?

In essence, a process evaluation is an ongoing check on a plan’s implementation plus documentation of the process, including changes in the plan as well as key omissions and/or poor execution of certain procedures. Still another objective of process evaluation is to periodically assess the extent to which participants accept and can carry out their roles. A process evaluation should contrast activities with the plan, describe implementation problems, and assess how well the staff addressed them.

(Stufflebeam, 2000 294)

Furthermore, how the author has met the target set by the association regarding the contents of the web will also be evaluated. Although the contents of the web will be built but how the content was built will be question? Contents such as the multicultural library, the electronic library, basic information of the association, the description and purpose of the association, photo gallery and advertisement space. The other process aspects that will be looked at will be how the author has managed working on the Dreamweaver and use the HTML codes and the use of Photoshop in cutting and measuring the pictures.

From the review of different theories and literatures and practical working process of completing this thesis work, the author’s own personal development will be evaluated. During the process of completing the thesis work, what has changed in the ways the author thinks about the web in integrating people to a society.

During the process of the design, which areas were difficult and which ones the author found easy. How has the author managed to overcome the difficulties entangled? The table 1 below shows the process evaluation method of this thesis work.

TABLE 1. Evaluation of the thesis work

The pictures (how useful were the pictures and was the pictures enough. the difficulties in getting desired pictures)
Drawing the web site lay out. (how many layout is drawn and why a particular style was chosen)
Building the web site content. (This concern the information put on the web in the process of redesigning. Why were certain contents presented on the web site)
Working on the Dreamweaver and Photoshop.
During the thesis process, how the authors learning has developed. what has changed in the authors perception regarding the web site and integration
Difficulties entangled by the author during the process of completing the whole work

Although process evaluation will be used for this thesis work, but this thesis work will also be evaluated from the criteria the web site must meet. There are some criterions set by the MF association which this website must meet. A feedback from the association will seek to show if the criterion has been met after completing the website. What the association thinks about the web's content and the physical aspect will be focal point in this area of evaluation

## 5.2 Website layout and pictures

The process evaluation is the method used in evaluating this thesis project. The evaluation of the thesis work starts after the task of the website layout and pictures had been accomplished. Afterwards, the different sub tasks were evaluated after completion. In terms of web layout, three website layouts were drawn.

Though the team searched for other options on the internet but the template used was from the paper sketched layout. The reason for chosen this particular web layout is because of its uniqueness in structuring the web-contents, sub contents and pictures. The team also chooses this layout in other to better the previous website structure.

The pictures of the individuals on the website are important because it seeks to show multiculturalism. Furthermore, web visitors can be sure they are at the right place while surfing the website. The pictures also aim to show visitors that this website is built for people irrespective of their cultural background or countries. It was difficult to get desired pictures for this thesis work because people feel reluctant to let their pictures appear on a public website. There were not enough pictures for this website because the qualities of some pictures are bad. However, the monuments pictures were enough and seem useful as presumed by the team.

### **5.3 Building the website contents**

Building the website content is the most immense part of this thesis work. The evaluation for this aspect was made during the life span of creating the contents. This is due to the writings, readings and internet surfing that had to be made before and during the creation of the contents. This aspect of the thesis work was made more strenuous because the practical aspect of the work was also in progress.

The internet played a vital role in the completions of the website content because the author was able to browse the internet for information to improve the quality of the website. The information bank (infopankki) provided significant information's to complete this segment of the thesis work. The Helsinki city website was also vital in some aspect because it gave some information on leisure time places in Helsinki and Finland. Wikipedia and virtual Finland are other web pages that proved useful in building the website content. Although the author was sceptical using wikipedia as a source of information but the information on the website in Finland is consistent with wikipedia.

During the process of building the web contents, the author thought about including contents different from what the association had given to be included on the web site. This inventive thinking and writing created the society guide content. The reason for rebuilding the website is to promote immigrants integration and benefits in Finland. The society guide contents will seek to boost the purpose of the website and its value. This is the reason social amenities such as health care, housing, transportation, employment and education is published on the website.

One of the difficulties entangled during the process of creating the website content is text translation. The translation of the association's information from English language to Swedish and Finnish language was the obvious in this case. Even though the translator did the job, but according to the members of the team there were visible mistakes in the text. This caused impediment to the completion of the project because the team had to check carefully the translated text before publishing the text to the website. In addition, the author would have like to add an Estonian language text to the welcome page. The text proved elusive to find and it was difficult to find an Estonian language speaker.

The electronic library is the place on the website which has institutions representing foreign citizens in Finland. There is information of associations or projects from outside the Helsinki city. The author felt this website is not created only for the residents of Helsinki city. Including institutions from other cities will be important because web visitors can be from anywhere and any place. Moreover, the association's name is multicultural Finland and not multicultural Helsinki.

Other factor that impeded the creation of the web content is the time to have a team meeting. Although the author solely created the content but the team had to discuss on the prepared content before it is publish to the website. Nevertheless, it was difficult to get hold of the other team members because they are often busy with their daily work. When they will be free the thesis author will be busy with other things. This puts more responsibilities on the author to get things done individually.

Arranging the web contents on the website was not an easy task. This is a task that had to be done over time during the life span of the project. The questions of which content should appear first and what to name a content tab were a big task. An example of this is the digital library and the society guide tabs. It took some time to be precise with these names and the tab names are liable to be change in the future. The same applies to the (are you new in Finland) and other amenities sub-contents under the tab of society guide.

#### **5.4 The Dreamweaver, Photoshop and html codes**

In this part of the thesis work, the only programme that was easily understood in the practical aspect of the work is the Photoshop. Using the Photoshop to cut the pictures was not an easy task but in the process of the duty it became easier. How to use the dreamweaver was fully explained by a team member. The programme itself requires a continuous usage to be fully understood by the thesis author. The HTML code was difficult to understand; it looks too technical from my view.. More time could have been spent here but other team members made it clear that I should concentrate more on the text and physical structure of the website.

#### **5.5 Author's personal development**

During the lifespan of this bachelor's thesis work knowledge has been gained from the theory and practical aspect of the project work. I have understood what integration means and factors that could enhance or hinder immigrant's integration in a foreign society. Before this thesis work it was difficult for me to relate website or electronic media and immigrant's integration. After reading through different publications I have been able understood how electronic media could promote integration through an inclusive of ethnic communication in online cyberspace.

I have understood how the internet could give immigrants options to get social help through different online programmes. These online programmes give the immigrants great possibility to make friends from different cultural background; thus reducing any form of isolation in the foreign society. Besides, I have also

understood how the internet help immigrant ease the difficulties in travelling to social support offices and reduce in embarrassment in social offices.

It was educative for me to know the things to be included on the website that will facilitate immigrant's integration in a foreign society. An example of this could be how to begin life in the host society, information of the society or country, social amenities and services information, laws concerning immigration status, institutions representing immigrants. Majority of this knowledge were gained through surfing of the internet to see web pages designed for such purpose. However, reading through publications also gave some information on what could better immigrant's integration through the internet.

In the process of completing this thesis work, I have understood how a website is designed based on cultural background. This implies to both the information and the physical aspect of the website. It is worth mentioning that it is an enormous responsibility to depict how information should be on a website created for people of diverse cultural background. In this case, I have got to understand that image and pictures will play pivotal role in designing a website for individuals from different ethnicity. Knowledge has also being gained on how the web designers must be cautious by not depicting their own way of how information should be on a website instead of the web user's culture. It has been deemed necessary for website developer to study well the culture of the website users.

On the practical side of the thesis work, I have gained the knowledge of what entails planning and implementing a website project work. This aspect could be reflected on this thesis work planning and implementation above this section. It is an integral part of the learning objectives for this thesis work. The Dreamweaver and html and Photoshop are the evident tools used to complete the task. The Photoshop is the only tool that is easily explicable for me during the thesis process. Finally, I was able to learn how and where a website is updated including the principles which serve as a basis for designing website.



After the conclusion of the project it can be said that the goals of the project has been realized. The criterion given by the association on what should be on the website was extensively covered. Valuable contents were also added to the website to supersede what the association seeks on the website. The visible change on the renewed website makes it clear that the site is now more welcoming and informative. Finally, all the information added to the website is related to the themes of the association e.g. social change, integration, equality and empowerment.

## **5.6 Other analysis**

It was not problematic working with the MF board members because some key members of the association were helpful during the lifespan of the project. However, certain disappointments occurred in terms of getting information from the association for the accomplishment of the project. Overall, the working relationship was cordial and cooperative in the sense that some major members of the association took part in the project directly and indirectly.

During the practical aspect of the thesis work the team functioned well and cooperated in getting the final result. However, it was difficult for the group to be unified and make decisions on the next duty. This was caused by the side activities of other team members. At some point the venue of the project had to be changed because of the time and personnel factors. This causes some certain impediment for the completion of the project.

## **6 Issue of ethicality**

The importance of ethicality in this thesis work is vital because it is a task designed for the public use. In addition, the author will also use a tool that belongs to some certain individuals in accomplishing the task. The issue of ethicality in this bachelors thesis planning consist of two parts. To redesign the webpage, the author needs to make use of different person's pictures from different cultural background in other to design web pages that depicts multiculturalism.

The individuals who volunteered to give their pictures are entirely aware of the primary reason for taken the pictures. This is defined as informed consent "Informed consent means the knowing consent of the individuals to participate as an exercise of their choice, free from any element of fraud, deceit, duress, or similar unfair inducement or manipulation" Mathew & Carole (2004, 18) . At the completion of the project the pictures were destroyed as promised by the thesis author.

In the process of publishing and updating this webpage's, the person responsible for the website needs to visit the administrator's page. This page stands as a framework for the original website. The administrator page requires a username and the password for the author of this thesis to publish and add information to the webpage's content. The username and the password cannot be reveal to anyone outside the project participants. The reason is to avoid theft and misuse of the MF association's information. This conforms with the privacy aspect of ethical responsibility to client in social work field "The social worker should respect the privacy of client and hold in confidence all information obtained in the course of professional services" Reamer (1995, 46) This regulation was respected and maintained by not revealing the username and password.

The other issue of ethicality in this thesis work is equality. Every social worker is obliged to seek for equality, in other word a change in the society. This equality is divided into three parts e.g. equal treatment, equal opportunity and equality of results. Banks (2001, 39) explains the three equality as follows, firstly, equal treatment is described as stopping disadvantages in access to services, which consists treating without prejudices or favour. Secondly, equal opportunity seeks to give people the means to obtain socially desired ends in order to improve the competitions in the society. Finally, equality of results seeks to remove all disadvantages in the society.

One of the purposes for redesigning the website is to create equality in the society, but the equal opportunity conforms more to this web site. This is because

the website seeks to give immigrants the information of social amenities that will improve their life situation in the Finnish society. In addition, this website will also allow immigrants know other institutions established to ease their integration in Finland. Equal opportunities can be gained through the factors mentioned above.

Social justice is the final ethical principle connected to this web site. The web site is redesigned to pursue social change in the Finnish society. In other words, to give foreign citizens the opportunity to get the information and services established for immigrants. Collen (228, 2004) describes the role of social workers and social justices as efforts that are centred on alleviating poverty, unemployment, discrimination and other injustice happening in a society. In addition, social workers must give access to important information, services, resources, equality of opportunity; and important contribution in making decisions for the clients.

## **7 Conclusion**

In conclusion, it's been educative undertaken this thesis work. Both the practical and the theory aspect of the work have proved to be task worth doing. Although, this is a social service field, however, this thesis work has shown the correlation between the social service and internet including website. This work has also shown that a website can be a useful medium in client communication in the social work field.

Integration of immigrant in foreign society is mostly done through counselling and client contact. This thesis work has illustrated that immigrants integration could be accomplished by using the web as a means of communicating through the website. Nevertheless, the client must be familiar with the usage of internet and web pages. This could prove to be the only obstacle and this point is not covered in the literatures and publications used for this thesis work.

The task of this thesis work also shows that the practical work aspect of this thesis work is not the only big part of the project. The text gathering and publishing was more immense in practice than constructing the physical aspect

of the website. This is because the text must be genuine and up-to-date and it must also be carefully scrutinized before it is published on the internet.

The evaluation of the work shows that this thesis work falls under the social services studies and not the information technology. This is the reason why it was teamwork but the other members were mostly involved in the construction of the physical aspect of the website. The thesis author took charge of the writings, information gathering and constructions of the website content to suit the social service field.

Finally, thesis work has shown how the website could be important in the life of immigrant. This work also shows that redesigning a website is not just information technology. Though, there is a need for having an individual with the knowledge of technology in designing a website. However, the technology expert does not determine the information that will be published on the web, which is the vital part of website. For more information on the redesigned website visit [www.multiculturalfinland.com](http://www.multiculturalfinland.com)

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