Appendix B

Aesthetic Constructs SPSS Coding Variables and Operational Statements

1. blackwhi   Did the designer(s) avoid dominating the site with black text on white space?

2. graphuse   Do graphic images reflect the mission and or function of the organization?

3. infodens   Does the web page fit on one screen?

4. fontsize   Do the fonts and font sizes used add to the site's legibility?

5. usecolor   Is a natural color palette used, e.g., blues, yellows, grays of sky?

6. wspace   Does the site use white space to appropriately organize the information presented?

7. huimage   Does the site contain images of people other than that of the governor or agency/department head?

8. buimage   Does the site contain an image of a building representing a physical presence and stability?