

Appendix A

Values, SPSS Coding Variables, and Operational Statements

Equity Coding Variables and Operational Statements

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

Privacy Coding Variables and Operational Statements

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

Publicness Coding Variables and Operational Statements

Welcome	A welcome message is displayed on the portal or homepage welcoming the visitor.
Address	An address is provided for directing written queries on questions not covered by site content.
Phone	A phone number is provided for directly contacting the agency, department, etc.
Publicat	The site has a list of downloadable site relevant publications.
Index	The site has an index or map detailing the site's organization.
Search	Ability to search within the site using keywords or phrases.

Participation SPSS Coding Variables and Operational Statements

Email	Ability to e-mail individuals within the agency other than the webmaster.
Eupdates	Ability to notify the citizen of activity or additional information availability by e-mail.
Comments	Ability to make comments on the site and or services delivered.
Personal	Ability to customize the site to suit the citizen's interests.
Broadcas	The use of streaming audio and or video for public hearings, speeches, etc.