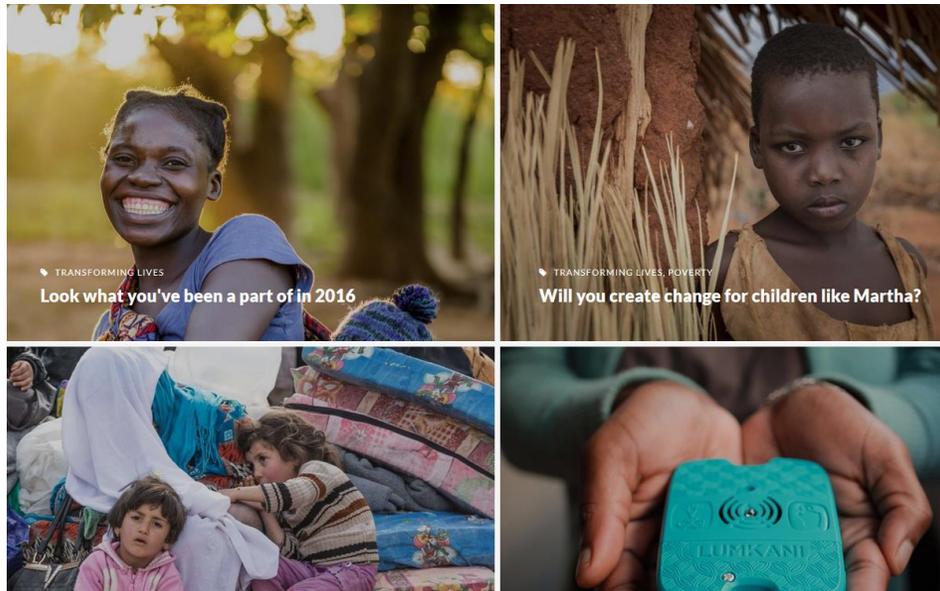


# Australian NGOs Online

## Sachini Muller and Terence Wood



Tweets Tweets & replies Media

**Oxfam Australia** @OxfamAustralia · 6h  
Conflicts at roots of all these emergencies(#Syria, #Iraq) are years old but have reached new depths of suffering



**Population double the size of Australia's in need of aid across the...**  
More than 47 million people are in need of humanitarian aid in the Middle East at the start of 2017, equivalent to almost double the Australian popul...  
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**Oxfam Australia** @OxfamAustralia · 6h  
Pop. double size of #Australia's in need of

Become an Union Aid Abroad-APHEDA Activist  
Join one of our State Activist Groups



Save the Children Australia

SYRIA EMERGENCY  
DONATE NOW

Like Follow Share More

Donate Message

Charity Organization in Carlton, Victoria, Australia  
Open Now

‘Aid Online: An Analysis of How Australian Aid NGOs Use the Internet’, Development Policy Centre Discussion Paper No. 47, <http://tinyurl.com/hfpwgux>

# The questions:

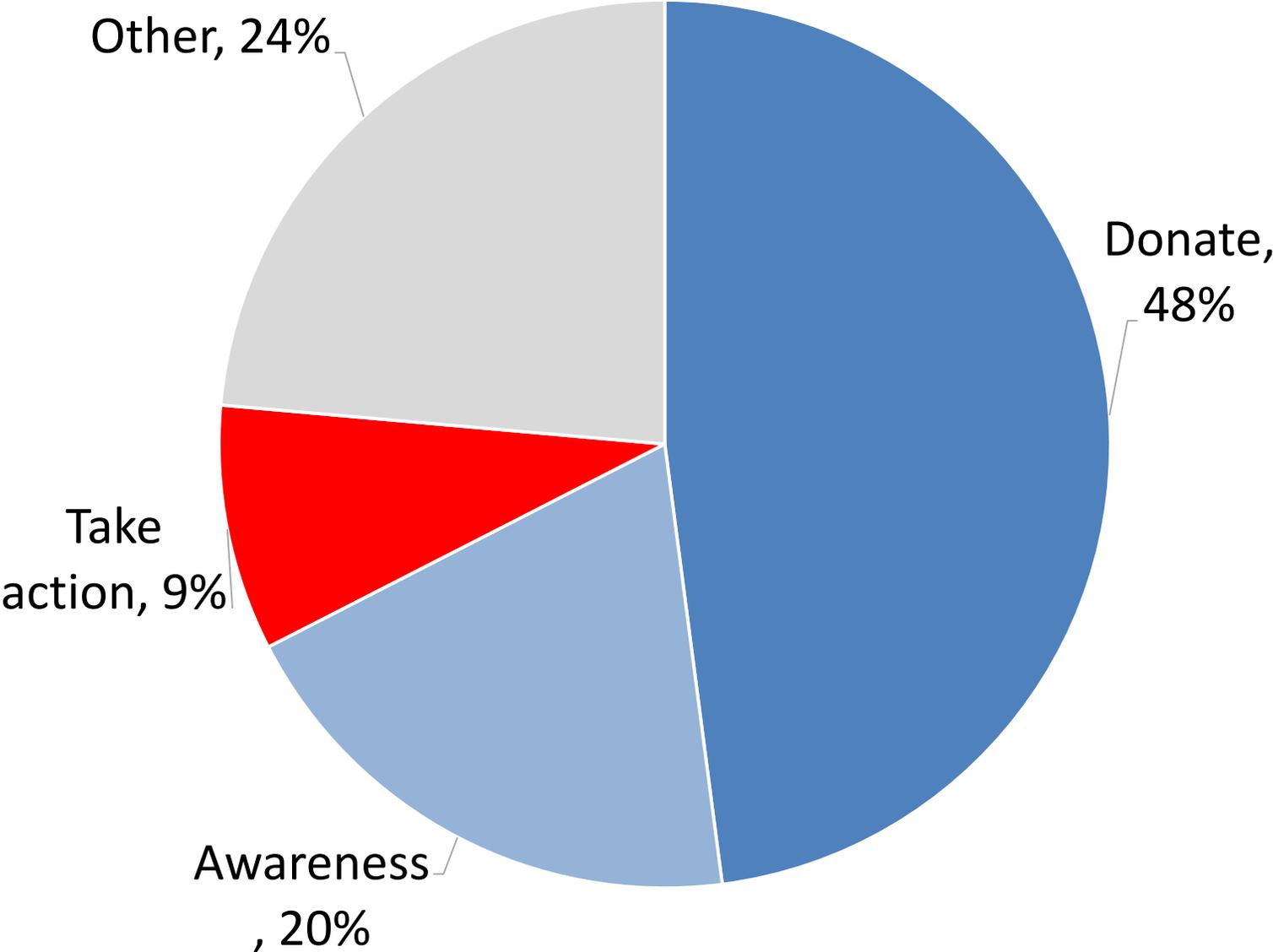
1. To what extent are Australian aid NGOs devoting internet media space to the following ends:
  - (a) soliciting donations;
  - (b) raising public awareness of issues;
  - (c) encouraging the public to take action on issues.
2. To what extent are different media (webpages, Facebook, Twitter) used differently with respect to these ends.
3. How much variation exists between NGOs in what they use internet media for?
4. Are NGOs that receive more money from the Australian government aid program less likely to devote internet media space to raising awareness and encouraging the public to take action?

# The methods:

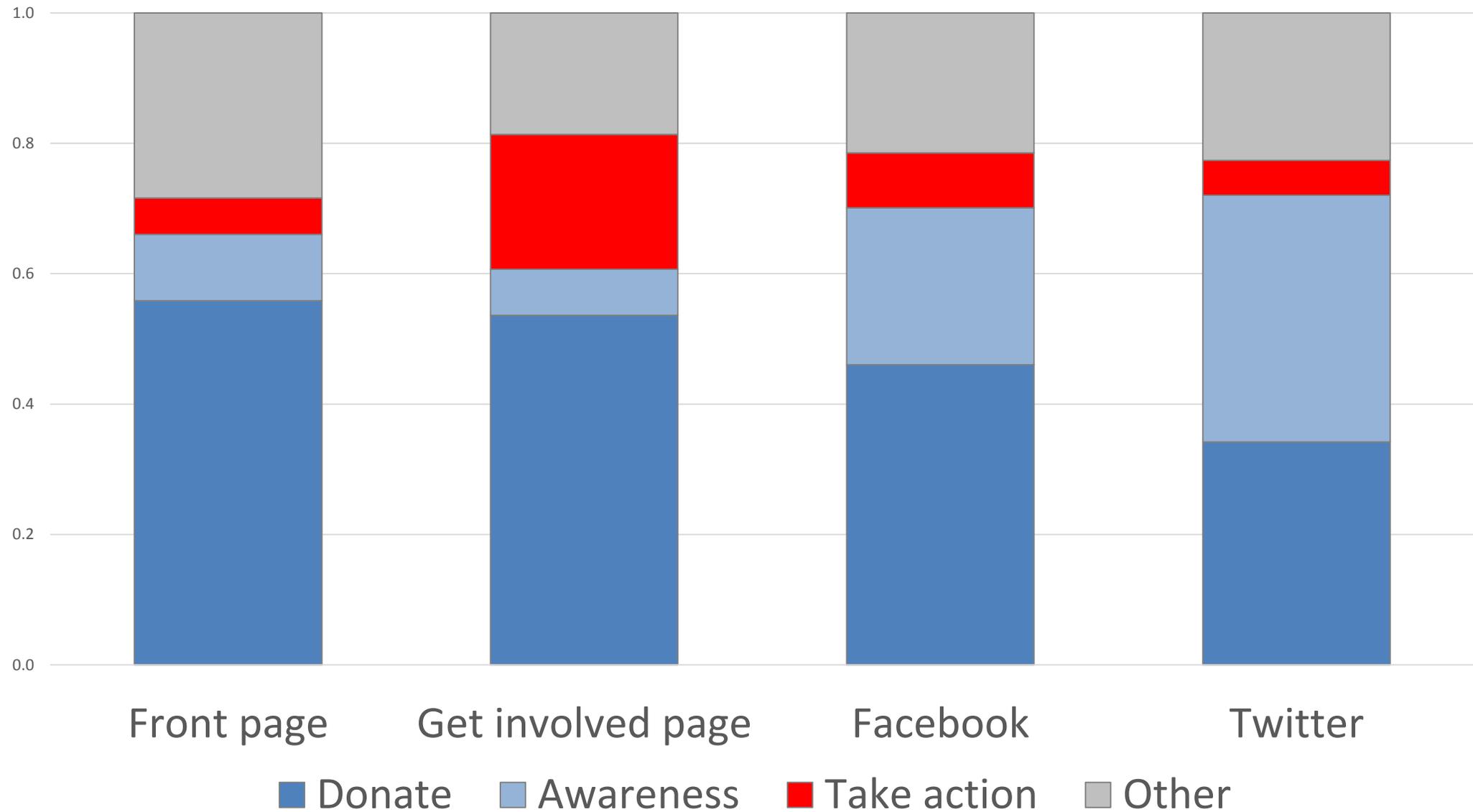
1. Going through the following internet media of the largest 50 NGOs: website front page, website 'get involved page', and Facebook and Twitter feeds
2. and calculating what portion of the media were devoted to soliciting donations, raising awareness, and encouraging people to take action.
3. Combining our NGO internet media data with other data on NGO attributes, particularly how dependent they were on government funding.

Coding was complicated but we had clear rules and discussed 'judgement calls' carefully.

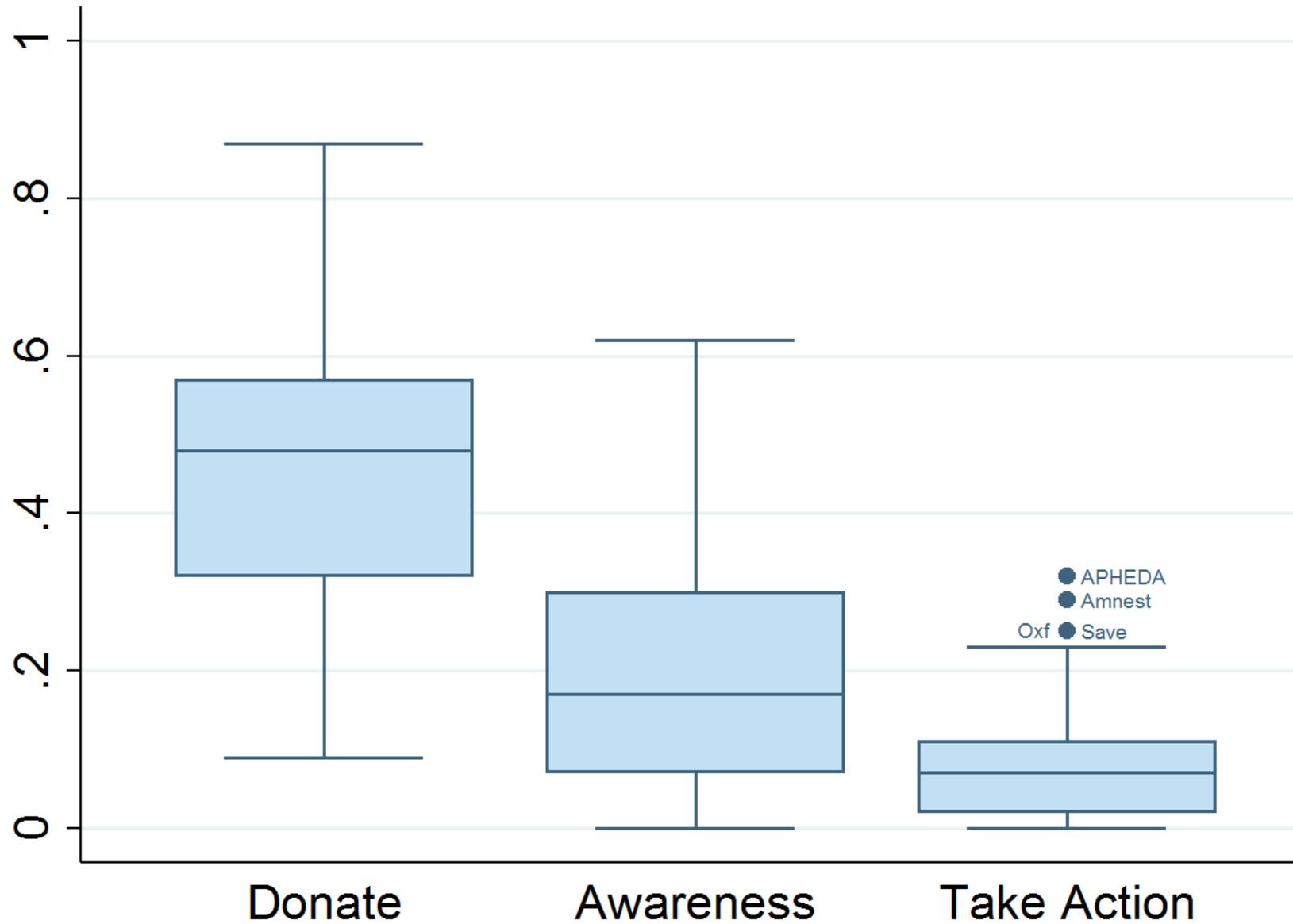
# Overall what do Australian NGOs devote their web presence to?



# Is there variation in how NGOs use different media?



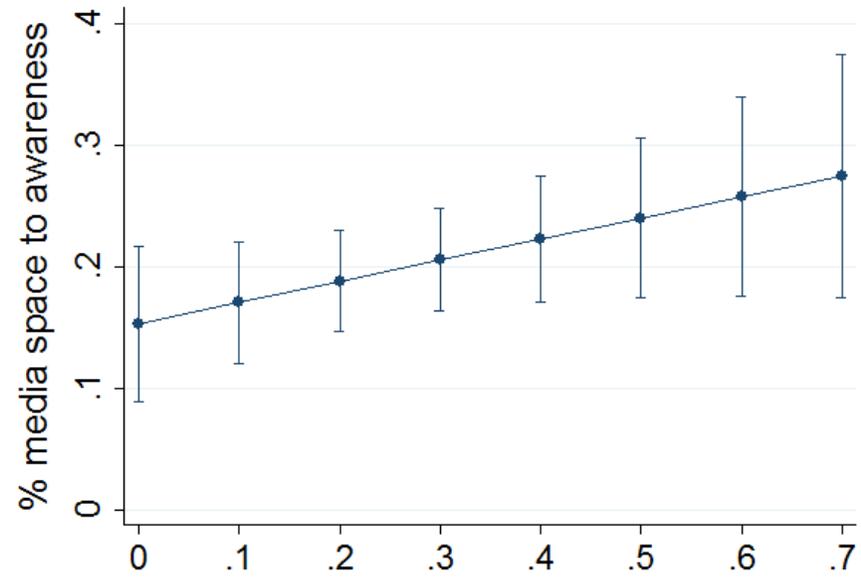
Is there variation in the purpose for which NGOs use the internet?



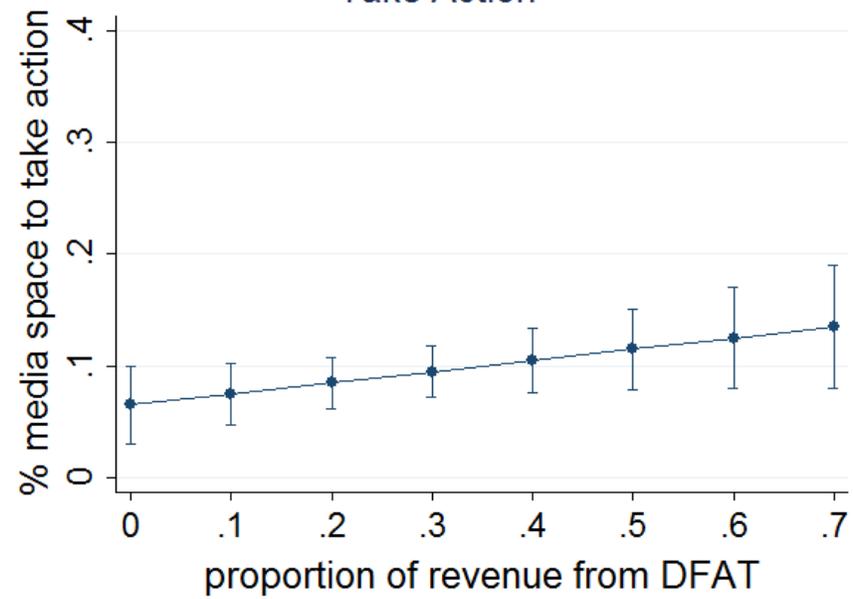
# Does more government funding change how NGOs use the internet?

	<b>Awareness</b>	<b>Take Action</b>	<b>Donate</b>
Proportion of funding from DFAT	0.17*	0.10*	-0.17
Faith-based	-0.06	-0.01	0.07
Revenue Million (ln)	0.00	0.02	0.04
Adjusted R-Squared	0.09	0.10	0.08
n	50	50	50

Awareness



Take Action

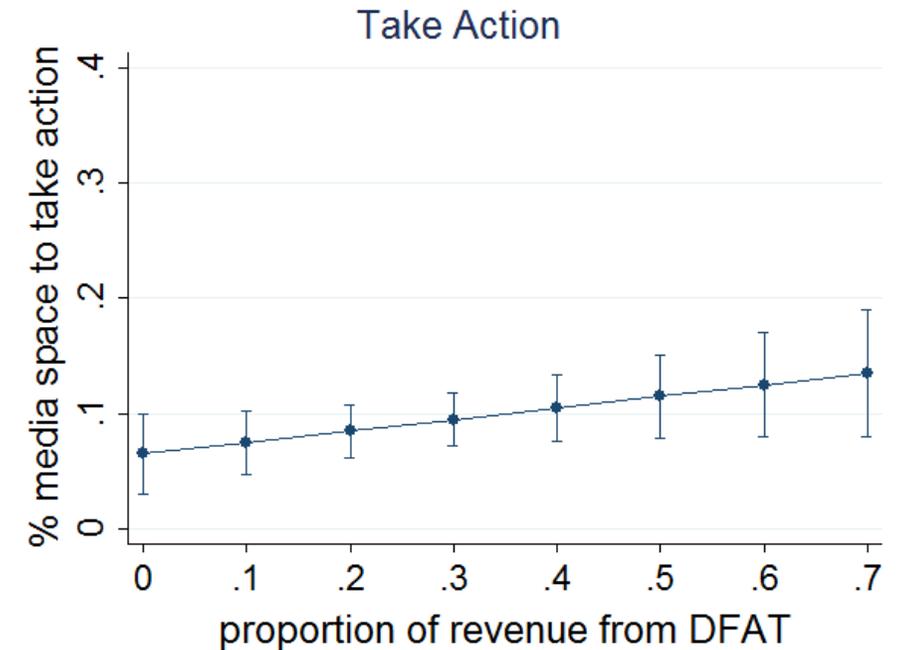
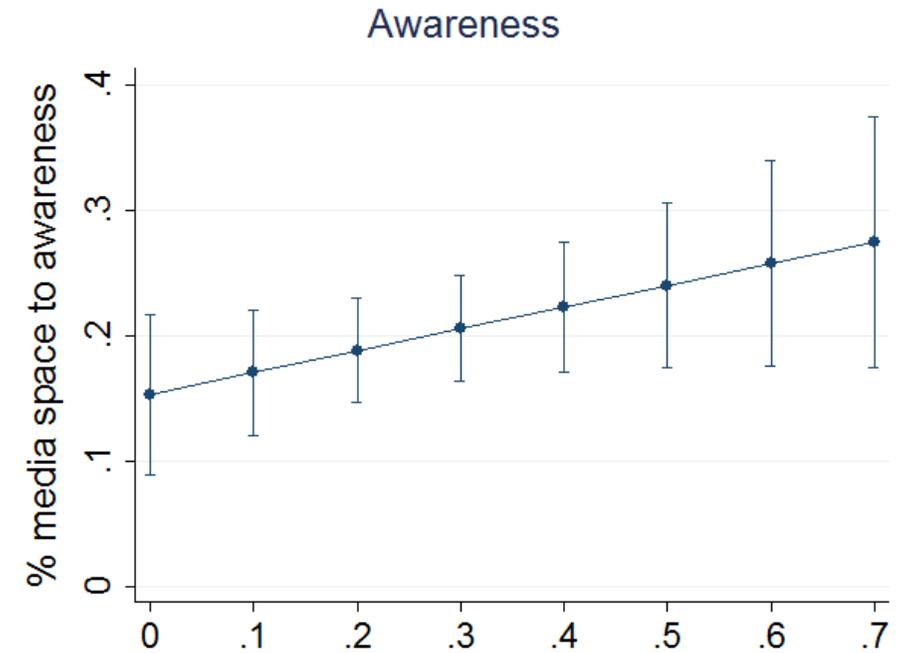


## Caveats and cautions

- Positive finding only somewhat robust.
- Our coding categories were broad; perhaps more specific ones would bring different findings.
- Average relationship; does not mean government never prevents activism.

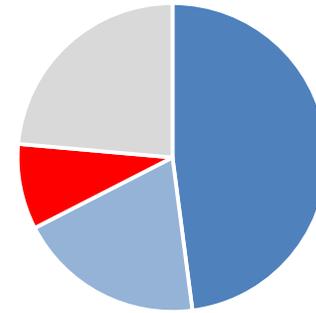
Nevertheless the positive relationship is a puzzle...

- Does government revenue free NGOs from the revenue chase?
- Maybe government more tolerant of activism and the like than the average suburban donor is?

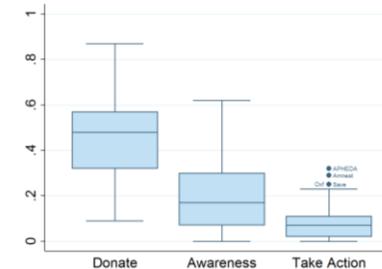


# Summary

NGOs devote a lot of internet media space to soliciting donations.



However there is variation across NGOs



Govt funding +vely associated with activism & awareness

