

**Candidate websites structure and political action:
a case of the Bangkok governor election 2004 in Thailand**

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Abstract

Interactive websites allow candidates to finely target an audience, communicate with them directly and persuade them to participate in political activity that may influence the political behavior of others. Earlier researches about them indicated that structure and message content helped voter to learn more about candidates and their issue position, helped them stay longer and come back again that might finally foster relationships building with voters more. In Thailand, though candidate websites were just new campaign tools that were used in the Bangkok governor election 2004, they could gain much attention from users and tend to be powerful weapons for the upcoming general election in 2005. Therefore, the article examined the structure of 10 candidate websites and political marketing functions related to political action among users during the Bangkok governor election 2004 campaign using content analysis.

The exploration indicated that all candidate websites had elements that enable the political marketing functions more than to help promote the political action among their users indeed. Moreover, they were like another new top-down communication tools by providing information about the candidates and their campaign more than to create a sphere of political education and dialogue talks among them and visitors and to gain voters mobilization and participation which should be in e-democracy. The finding helps candidates and related organizations to design and develop their websites that fulfill voters expectation and enhance their communicative acts. In addition, it contributes to refine the theoretical framework that is suitable for Thai political context too.

Introduction

Internet is increasing political participation among economically- and educationally- advantaged political agents. (Bonchek, 1997) Through the 2000 presidential online campaigns, the world wide web showed its potential as an effectiveness political campaign tool for its primarily involving persuasion to vote for them. (Park and Choi, 2002) Interactive web sites allow candidates to find their target audience, communicate with them directly and persuade them to participate in political activity that may influence the political behavior of others. Earlier studies of the internet and candidate website tended to focus either on users or usage patterns or production characteristics. During the past decade, web scholars identified three sets of approaches to web analysis: discursive or rhetorical, structural or feature, and sociocultural. (Schneider and Foot, 2004) Research about the candidate websites indicated that structure and message content helped voter to learn more about candidates and their issues position, helped them stay longer and came back again that might finally foster relationships building with voters more. However, study of candidate websites tended to focus either on web content or structure elements of a webpage or site that Schneider and Foot (2004) argued for limitation in understanding of communicative phenomena on the web.

Therefore, the paper concentrates on the structures of Bangkok candidate websites and political marketing functions related to political action or communicative acts among web users using content analysis.

Research Purpose

1. To explore candidate campaign websites structures and do a comparative analysis of their structures during the Bangkok governor election 2004
2. To analyse the function of candidate campaign websites in the context of political marketing.
3. To explore the extent to which candidate websites structures enable the political action among site visitors during the campaign.

Research questions

1. what are the structures that appear in candidate websites in the Bangkok governor election 2004?
2. what are the political marketing functions of candidate campaign websites?
3. To what extent do these candidate websites elements enable the political action among the sites visitors?

Research methodology

Data collecting

In order to analyse the Bangkok governor candidate website systematically, I firstly surveyed the overall candidate websites that were promoted from the first phase during the study period from the search engine that is www.Google.com on August 15th, 2004 and found webindex of candidates for the Bangkok governor election 2004 in www.Sanook.com. After that I linked to Sanook.com website and each of the eleven candidate websites showed in the webindex. However, there was a candidate who did against the elective law during the campaign so there are 10 candidates websites left as follows : www.ourbangkok.org, www.chalermonline.com, www.manabkk.com, www.pavena-bkk.com, www.betterbangkok.com, www.karoonforbangkok.com, www.drivuth4bangkok.com, www.chuvit-online.com, www.bhichit.com, www.nitipoom.com

Secondly, I browsed 10 candidate websites once a week after the mid of the month leading to the election day which was the peak campaigning period for the Bangkok governor election 2004: August 17th, 22nd, 27th and 30th, 2004 to save all of their webpages into CD rom in order to see the development in structures & message contents and also to observe various forms of political action among the users. So these sites were like ethnographic field notes that provided firsthand accounts of my own experience for them. Moreover, as a web user, I participated in the political action by emailing to the candidates to ask them questions and shared my opinion related to their policy issue for a better Bangkok to see their responses.

In addition, I also raised some questions and shared idea in the webboard to see the reaction and participation from both users and also the candidates themselves and to observe how the candidates used their websites for political campaigning.

Coding schemes and data analysis

Coding schemes

To examine the web structures or content features appeared, this paper used an ad-hoc scheme developed by the author based on analytical framework of Bieber (2000), previous researches on candidates' websites: Gibson & Ward, 2000; Ward & Gibson, 2003; Schneider et al., 2003; Schneider & Foot, 2004, and the political content typologies proposed by Hillwatch Inc. (2004).

To identify the web functions, the paper used the concept of generic functions of political marketing management proposed by Henneberg (2003).

Finally, to analyse websites structures enable the political action among site visitors, the paper developed the scheme that was created by Foot and Schneider in their research on candidate websites structure and relationships between the elements of structure and political action during the 2000 election season in the United State and also their related studies: Foot & Schneider, 2002; Schneider & Foot, 2002; Foot et al., 2003; Schneider & Foot, 2004.

The basic structure scheme included coding items for layout, message content, interactivity and other features on sites, the structure scheme that make it possible for the political action included information gathering & persuasion, political education, political talk, voter mobilization, candidate promotion campaign, and campaign participation. Finally, the political marketing functions scheme was comprised of product function, distribution function, cost function, communication function, news-,management function, fund-raising function, parallel-campaign management function, and internal-cohesion management function.

Data analysis

First of all, the paper used content analysis to overview of basic structure or content features of these ten websites, examine message functions and strategies provided, and study the relationship between the structure and political action. Each websites was coded in for the presence and absence of the subtopics in each elements in the coding sheet contained the schemes of structure, political action and political marketing as said above. Then, the collected data would be counted to show the frequency of the issue concerns in order to compare each aspects appeared in the websites more clearly. Moreover, the paper also used the qualitative method to describe and interpret the linking of these website potential attributes: structures and functions in creating the political action among users.

Literature reviews and analysis framework

Generic Functions of candidate websites in the concept of political marketing management

There is an indication of voter influence from information obtained via the internet. Chandrasekaran (1996) reported that after the 1996 elections, "9"% of voters surveyed said information they found on the internet influenced their vote, while Buie (1999) believes that millions of Americans will use their computers to participate In the political process in the 2000 election. (cited in Benoit and Benoit, 2000) Hunsen (1999) found that viewing presidential primary web sites in early 1999 changed perceptions about candidates, but not levels of trust or support. The internet, as a completely new medium for political campaigning, is already beginning to exert its potential for disseminating information and thereby affecting the voting behavior of millions of voters. (cited in Benoit and Benoit, 2000)

Henneberg (2003) review generic functions of political marketing management concerned with the main exchange relationships of a political actors (e.g. a political party) in the complex network of political relationships that can be used to analysed both the traditional media and the website as follows:

1. Product function: mean to offer something that is valued by the voter or citizen.

Product concept in political marketing is related to the brand (image) of candidates. Candidate characteristics are the "cues" that voters assess when considering their voting decision Brennan (2003 cited in Henneberg, 2003) links different elements of the political product to underlying benefit and value systems and shows the dynamic interaction of these with voters of differing loyalty and/or voting experience. Dermody and Scullion (2000 cited in Henneberg, 2003) link the "consumption" experience of political policies as a crucial value-creating element to the product concept.

2. Distribution function: the distribution function is concerned with the conditions regarding the availability of the exchange offer to the exchange partner. The function has two aspects, namely the campaign delivery and the offering delivery. The campaign delivery includes the dissemination of information regarding crucial political policies on important agenda points, placing the candidate in the right channel and making sure that the distribution medium fits the ideological umbrella. The offering delivery aspect refers to the fulfillment of political promises. As services are co-created (i.e. the electorate and the executive powers are enacting and inscribing policies together in a participatory fashion, coordination and monitoring of this offering delivery is crucial for the success of this function. So, the complicate issue is that of how policies are enacted in the social reality, constitutes part of the product expectations by the voters.

3. Cost function: Niffenegger (1989 cited in Henneberg, 2003) perceived price as a psychological construct, i.e. to refer to voters' "feeling of national, economic and psychological hope or insecurity". The cost function in political marketing refers to the management of actual and perceived attitudinal and behavioral barriers on the part of voters. Therefore, facilitating the political exchange process in terms of cost, implies for the political party to minimize the opportunity costs of voters' decision making process as well as of the electoral act itself. In addition, it can also mean enhancing the benefits from political

involvement and the voting process as a symbolic act as well as from the participatory elements of enacting policies. The cost function imply that campaign management can try to to reduce the necessary efforts (monetary and non-monetary) efforts for the voters to process political information, form opinion, evaluate alternatives, and participate in political discourse in the wider sense.

4. Communication function: Communication serves the function of informing the primary exchange partners of the offer and its availability. For political parties, this means providing political content, political images and cues but also aiding the interpretation and sense-making of a complex political world. (Kotler and Kotler, 1999, cited in Henneberg, 2003) The communication function interacts with the campaign delivery aspects of the distribution: the former defines the content while the latter provides the medium. The communication function prescribes a dialogue with the exchange partners, i.e. muliti-directional flow of information and shared agenda-setting.

5. News-,management function: The function represents a communication function too. Wring (2002a cited in Henneberg, 2003) call this "free" communication activities which are concerned with managing publicity that is not directly controlled by the political organization, public relations organization and also media organization . Information-interpretation and agenda-setting aspects are crucial requirements of managing "the news". News-management includes utilising distribution channels with inherently high credibility levels and the exchange partners of this function are mostly journalist and other leaders. (Franklin, 1994, cited in Henneberg, 2003)

6. Fund-raising function: Fund-raising in the commercial world is integral to the price/cost function. Political candidates and parties depend to a varying extent (depending with the arrangements of the political system) on membership fee, donations, and free services, etc.

7. Parallel-campaign management function: This function describes the requirement of co-ordinating the campaign management activities of a political party with those of "parallel" organizations such as single issue groups that perceive an overlap of their agenda with that of the party. The use of parallel campaigns and the endorsement by other organizations can increase the perceived trustworthiness of the political messages.

8. internal-cohesion management function: The function is concerned with the relationships with party members and party activities as well as all the "touch-point" agents of the party. The internal marketing function serves a critical role in securing internal stability and therefore the credibility of the party regarding its outside image which has implications for their assessment by the voters.

The functional analysis directly related with political marketing communication and management for its concern with exchange relationships with several stakeholders operating in several submarkets. However, in this article, we aim to analyse the political marketing function of the candidate websites that are designed to fulfill the voters expectation and provide them the opportunity to participate in the political action in the Bangkok governor election 2004

Structures or content features of political candidate websites

Basic elements of political candidate website

The opening up of website structure is augmenting the growing boom in political communication on the internet. Bieber (2000) proposed the analytical steps which help Identify the main characteristics of political projects on the internet in four elements; layout, content, dimensions of interactivity and organizational structures that can be used as a general pattern for the analysis of political websites in all aspects such as personal pages, websites of parliaments or legislative bodies. However, the analytical framework should be complemented by consideration of their position and function of the political system too. These four elements are as follows (Bieber, 2000):

1. Layout. The websites of the major parties use the most up-to-date techniques of web design that is frames, audio and video files, java-applets, plug-Ins, active server pages. The sites use graphic elements to foster a consistent style and to provide new forms of presentation. Moreover, the site statistics such as hits, page view or page impressions' are also included in this category. Finally, the number of external links may be regarded as further indicator of the penetration of websites.

2. Content. Range, accuracy and depth of site content can be seen as the second category of examination. In general, the content may be comprised of programmatic papers, biographies of important party members, organizational structure, press release, archive, newsletter, speeches, addresses, current news and reports, 'on-line only' material (on-line magazine), lists of hyperlinks, web directories, guestbooks, games, download area (text, graphics, tools), on-line forms (membership form), on-line shop, on-line chat rooms, and discussion areas. The longer the party sites are on-line, the broader and deeper the site content. Accompanied by the acceleration of site-updates, special coverage of party events and the production of "on-line only" content reveals the development of a genuine media format that easily surpasses the older modes of intra-party communication such as magazines or newsletters for party members.

3. The interactive elements. In general, the interactive elements may be divided into four dimensions which are marketing communication, content provider, virtual marketplace and virtual community and we can use them to analyse the content provided in the web.

Interactivity refers to users having the potential to be both sources and recipients of contents and interaction. (Heeter, 1989, cited in Sundar, Kalyanaraman, and Brown, 2003) Paisley (1983) defined interactivity as the ratio of user activity to system activity. (cited in Sundar, Kalyanaraman, and Brown, 2003) Williams et al (1988) defined interactivity as the degree to which participants in a communication possess control and exchange roles in mutual discourse. While, Kioussis (2002) formulated a definition which assigns three central

dimensions to interactivity: the information technological structure of the medium, the context of communication settings and the perception of users.

In general, interactivity can be divided into three levels: with face to face interactivity being highest and Information-retrieval systems (which don't allow changes in system content) being lowest (cited in Sundar, Kalyanaraman, and Brown, 2003). A recent research on political web sites adopted the functional view of interactivity and divided three levels of interactivity: low, medium and high. The site with no extra links is described as low interactivity, the same site with a link to access extra information about the candidate is described as medium and a form function with a link to the candidate's email address to facilitate correspondence with the candidate is described as high interactivity. Therefore, the degree to which these functions are used and the extent to which they actually serve the dialogue or discourse function is still the important issue to examine.

4. Organization. The off-line organizational structure is the factor that complements the three categories of on-line characteristics. The analysis should look at the job profiles for public relations professionals, technical administration and daily maintenance provided by webmasters for their prime task is to formulate and control most parts of the site content.

content features of candidate website

Hillwatch inc. (2004) apply benchmark methodology and create content structure framework that deconstruct a website's content "offerings" to compare and contrast against the content available in the web of competitors. The identified 99 distinct content fall within any one of the 8 different categories. These are: platform information, candidate information, media center, grassroots, engage, community support, target voters, donation or raise money, site policies, and downloads.

Schneider and Foot (2004) analysed the 2004 US Presidential candidate campaign sites and divided the features into five dimensions: features of campaign web sites; main site, store site, fundraising site, action management site, blog site, comparative site, interest group site and other site, type of information; biography, campaign ads, campaign news, campaign finance as issue, endorsements, issues, information about voter registration, campaign speeches, campaign calendar of events and comparison to opponents, opportunities for engagement; volunteer, internships, sign up for email, send links from site, offline distribution of campaign materials, letter to editors, online donations, individualization, and e-paraphernalia, links to other web sites; civic and advocacy groups, government entities, opponents, political parties and press organizations and other features on sites; accessibility for disabled, audio and video materials, onsite campaign blog, information about donors, information about campaign finance, privacy policy, photos from campaign events, and Spanish language.

Ward and Gibson (2003) studied the candidate websites in the 2001 general election and found the predictable pattern in local site content in ten dimensions which comprised of candidate biography, local policy issues, national policy issue, join and volunteer, links to other sites, email, interactivity, multimedia, press and news and electoral statistics. Moreover, there are only just a third of candidates (29.8%) actually updated their site during the campaign and very few (6.3 %) regularly updated their site every couple of days.

Schneider et al (2003) analyse the type of information from 587 websites produced by candidates running for a U.S. House, Senate or gubernatorial office in the 2002 general election using the scheme developed by themselves: basic elements of information (biography and Issue statement), and additional types commonly produced and distributed by campaign (campaign news, press releases, campaign event photos, information about voter registration, endorsement of the candidate and text or audio files of candidate speech campaign. They found that nearly all candidates 97% use web sites to disseminate at least one of the basic

information elements about candidate biography or an issue statement. Eighty-five percent of campaign sites provide both of these types of basic candidate information and most provide at least one other type of information. Fifty percent of campaigns provide two or more types of information in addition to a biography and issue statement.

Candidate websites structure enable the political action among site visitors during the campaign

Schneider and Foot (2002) framed the dimensions of online structure and explored the relationship between online structure and political action enabled by campaign websites during the 2000 election season in the United States into six categories : information gathering and persuasion, political education, political talk, voter mobilization, candidate promotion campaign, and campaign participation

1. Information gathering and persuasion. For web user, seeking information is a first step of political action and campaign seek to persuade information seekers to become supporters. The most common online structure employed by candidate sites to facilitate information gathering and persuasion was what Kamarch (1999 cited in Schneider and Foot, 2002) termed “brochure-ware, “including candidate biographies, campaign news, candidate speeches, and position paper. Moreover, the sites exploit the multi-media capacities of the web to present more detailed information in a variety of forms and on a broader range of topics than traditional printed or broadcast media could contain for example the link of news topic to online newspapers and other tv. Websites, a short video or audio advertisements to visitors of the web. The forms of action encourage by these features were mainly online however the offline action can also happen for some sites explicitly suggested the site visitors print issue. Moreover, the sites may provide the opportunity for visitor to add their name to the campaign’s email list that help extending the reach of the candidate’s web site and opportunities to directly contact and interaction between the campaign and the visitors.

2. Political education. The sites can encourage site visitor to participate in political self-education, that is to become informed about the processes of the political and electoral system. Visitors to these sites could access resources and engage in activities designed to instruct them about voter registration and mobilization, writing letters to newspaper editors and other press contact. Moreover the sites may provide access to lists of campaign contributors. The political education are primarily presented as online actions. However, the online actions of political education were clearly intended to catalyse other offline political action such as voter registration and candidate promotion.

3. Political talk. Internet has changed how campaigns talk to voters, and also how campaigns maintain communications between staffs members, volunteer and consultants. There are now much faster and easier methods for raising money, recruiting volunteers, and getting the campaign message out? via the web, e-mail, and interactive web forms. (Fablis online encyclopedia)

political talk or we can use the word “conversation” or “interaction” while individual participants have the freedom to participate with some level of equality and reciprocity. For citizen feedback included opportunities for individuals to respond to the campaign, usually via email, to particular issues or concerns, interactive dialogue provide a feature facilitating “instant messaging” among individual site visitors then individual site visitors can find other visitors and engage them in conversation. The political talk functioned as an autonomous place in which individuals are able to discuss issues free from constraints imposed by the “owner” of the space- what McAdam (1986) calls “micromobilisation contexts” and Evans and Boyte call “free spaces” (cited in Schneider and Foot ,2002)

In addition to conversation, the storytelling can be seen as the visitors telling their campaign experiences or accounts of their voting action through email to the campaign site producers, therefore, the sites facilitate the creation and dissemination online of citizen-produced narratives and reports regarding personal political action engaged in offline.

4. Voter mobilization. The sites urge site visitors to be sure to vote to creating structures enabling individuals to mobilize other potential voters especially during the final days leading to the election day. The mobilising capacities can be summed up in five main aspects : reduce costs for collective actors that help distributing material coordinating collective action and recruiting new members, reduce individuals' costs for engagement and participation that help interact with and support a collective actor via internet instead of physically present at a certain time and place, reduce intra-organizational hierarchy and intensify the actor's sense of involvement that means everyone has the same rights and possibilities to take part in campaigns, facilitate the formation of collective identity or the common sense of belonging through interaction and discussions of ideas and interests and effective in suggesting the strength and prospects of a collective actor. (Schmidtke, 1998) It help in online and offline political action, such as using the message strategy “get out the vote” that help directing visitors to the campaign home page to obtain voter registration information, and telephoning the friends to remind them to vote etc.

5. Candidate promotion campaign. The sites also provided a structure to encourage sites visitors to promote the candidacy of the site sponsor, including opportunities for both online and offline action. The site can encourage the site visitors to coproduce, to join the production of web artifacts and spheres, to coproduce of content by providing online chats, bulletin boards, newsgroups and electronic mailing lists produced by organisations other than the campaign and to facilitate the online production of letters to newspapers editors by providing email links and sample texts. In addition to the coproduction, the site may provide other forms of action designed to promote candidates by encouraging the visitor to register candidate preferences in various online polls, to download electronic campaign paraphernalia such as graphics or electronic “bumper” stickers for use on personal web sties, to send the page to a friend link, to send online postcard or e-cards in which visitors selected an image, typed in a greeting, and provided an email address to which the message was sent

For candidate promotion campaign, the sites enable both online and offline political action. For online action the site encourage the supporters to download camera-ready print and broadcast-quality audio advertisements for placement in newspapers and on radio stations. For offline political action, the sites may facilitate the voter-to-voter contact via radio talk shows and phone bank, by providing the lists of talk show phone numbers, enable visitors to purchase campaign materials such as cups, shirts, sign etc., urge voters to promote candidates offline by hosting various kinds of parties, ask voters to coproduce material offline or to participate in the creation of campaign materials etc., and ask the supporters to write “open letters to voters explaining why they support the candidate.

6. Campaign participation. The sites not only to catalyse candidate promotion by users, but they also attempt to recruit users to participate in the campaign. Most commonly, the sites provided opportunities for individuals to register as a campaign volunteer. Moreover, the campaign web sites also include calendars and other features that advertise campaign events that facilitate visitors to have an offline participation by providing an opportunities to interact with the candidate and other campaign members. For online participation always become in a form of coproduction, as virtual visitors contributed questions and comments to exchange with candidates that were at least partially archived and displayed simultaneously or at a later date on the campaign sites.

Finally, the sites also encouraged participation through the volunteer or financial contributions or donation to cover the costs associated with running for the elective campaign or provide the opportunities for individuals to donate to the campaign by incurring expenses for campaign promotion.

Finding

Candidate websites structure

The survey of the candidate websites structure during the Bangkok governor election 2004 campaign in Thailand using content analysis showed the basic elements proposed by academics and researchers in this field: layout, campaign message, interactivity and other features that could be described in detail as follows: (see table 1)

Layout

In terms of layout, the candidate websites paid attention to the design and layout especially in the homepage by providing the campaign content structure in brief instead of using pictures and other graphic features except for the www.pavena.com and when scrutinizing in each webpage contained in all of the candidate websites, all of them showed the consistency in design format as shown in their homepage. The presence of subtopics in the layout of candidate websites described that all websites were well planned and designed to attract users and to serve the campaign purpose because all of them contained these items more than half of them (4:6). Three of the candidate websites: www.betterbangkok.com, www.chuvit-online.com and www.drivuth4bangkok.com used all subtopics features which were frame, audio/video file, Java-applets, graphics elements, site statistics in their homepage and other kinds such as hits, page view and impressions, while other three of them: www.ourbangkok.org, www.chalermonline.com, and www.karoonforbangkok.com contained five subtopic features and the rests: www.mana.com, www.pavena-bkk.com, www.bhichit.com, www.nitipoom.com contained four of them differently.

Variation in types of web layout showed that all had the feature of frame which was the tool for dividing the homepage in sections and saving the text and graphic features in the same place or be static when users would like to slide the screen, java-applets tool that enable the animation features and interactivity among users in various forms, and graphic elements:

still images, cartoons, photos, animation pictures and graphs that were used differently.

Moreover, the feature that was nearly universal among them were site statistics or number of site visitors (90%). However, other kinds of site statistics which were hits, page view and impressions that could invite and attract users to visit the files while travelling in the web were contained in 60% of them. Finally, the last feature in the layout that were audio and video files were contained in only 40% of them for the first two websites:

www.ourbangkok.org and www.drivuth4bangkok.com had only audio files for visitors to download their campaign songs and radio spots that they bought radio time to advertise them and the last two websites: www.betterbangkok.com and www.chuvit-online.com had both audio and video files for visitors to download their campaign songs and video clips that they joined in TV programs such as “the Puppet Government” or in Thai “Ruttaban Hun” to show their visions and policy debate

Campaign message

The campaign message that appeared in the 10 websites followed a predictable pattern in four elements: platform information, candidate information, campaign information, and additional information. (see in table 1) The candidate and campaign information were presented with a larger proportion when comparing with the rests. Though the sites contained many types of campaign message, the overall frequency of subtopics showed that only 40% of the sites provided more than half of them.

However, most of them provided typical message used in the coding schema for the evidence (see in table 1) showed that all websites provided policy issues or position papers of the candidates, campaign ads in a form of slogan, campaign news/press and photo releases and campaign calendars or schedule, 90% of them provided a brief candidate biography, cover stories from news media in various forms such as news, exclusive interviews, scoop, article, gossip column etc using media quotation or direct linking to news media websites ., and also an address of campaign office, 60% of them had candidate letters to confirm their

position and ask for support and voting, and 50% of them had personal philosophy or vision of the candidates. Other types of message were provided less than half of them that were candidate works, report from campaign trail, photo galleries, staffs and others (40%) , issue compared or discussion, social activities, campaign songs, endorsement, information about donation/volunteers, and history or information about Bangkok (30%), spouse/family, and audio/video clips (20%), study or research related, information about campaign finance, information about voting and laws, and problem issued confronted (10%).

When exploring the variation in each elements of campaign message: platform information: candidate information: campaign information and additional information, the data showed that candidate information and campaign information were provided with a larger proportion in all websites. In terms of platform information, all websites were used for presenting the policy issues or the position of candidates to solve problems of Bangkok metropolitan and to bring better life for Bangkokians in many webpages. Some website that was www.betterbangkok.com provided a typical format of policy issues together with a file download for policy booklets that visitors could deliberately print and save. However, most of the websites weren't pay attention to the policy discussion or comparing since the evidence showed that only 30% of them provided this content type. Moreover, the rest of message types in this element: the opponents statement and opponents history or biography were no found in any of them. The overall frequency of subtopics in this section indicated that all of them were used for presenting only the policy issues of the candidates in stead of providing an insight information and knowledge about policy discussion of them and their opponents to users.

For the candidate information, nearly all of the websites or 90% of them provided a brief of candidate biography and covered stories in news media. A half of sites (50-60%) offered candidate letters and personal philosophy or vision, a third of them (30-40%) offered social activities or outstanding experience in politics and professional of the candidates and

their works whereas only 10% or one websites offered the information of the candidate spouse and family and video clips. However, the overall frequency of subtopics in this section indicated that 70% of the sites contained at least four types of information or a half of all items in this section.

In terms of campaign information, the evidence indicated that three kinds of information: campaign ads usually in a form of slogan, campaign news/press and photo releases and campaign calendars were provided in all websites (100%). Nearly half of them (40%) provided reports from campaign news trial, photo galleries, campaign calendars and information about campaign staffs, 30% of them provided campaign songs, endorsement and information about donation and volunteers and only 10% or one websites that showed information about campaign finance. The overall frequency showed that 60% of them used at least five types of information or a half of all items in this section.

In terms of additional information, nearly all of them (90%) used the campaign office address in order that visitors could directly contact to them, the following (30%) were information of Bangkok metropolitan and it's administration whereas the rest subtopics: information about voting and laws, history and also problem issues confronted were provided in only 10% or one websites. The overall frequency showed that most of the candidates weren't interested in providing knowledge about election and laws and problems issues of Bangkok to visitors in order that they could have enough information for making decision better.

Interactivity

Interactivity elements appeared to be as much outstanding as campaign message (see in table 1) for the data indicated that all of them (100%) paid much attention to webpage link or internal link in various signs and also a text "search for information", nearly of them (70-80%) had email link to candidate and/or campaign organization and web links especially for press and media organization while government, political and civic were found in only a few

websites, half of them (50%) had bulletins board systems, and file download materials such as article, biography and works of the candidates, wall paper for mobile phone, screen saver in a form of graphic animation, campaign songs, advertisements, and video clips etc to serve visitors demands for more information, a third of them (30%) had campaign new subscription, suggestion and comment form in order that visitors could post their opinion to the candidates and campaign staffs that would be shown in webpage orderly, send webpage to friends that helped spread candidate information rapidly and online forms for volunteers application and donation while some sites (20%) allowed visitors to take part in online polls asking for what problem issues of Bangkok should be firstly solved and the best method to get rid of drugs. However, the rest of subtopics in this element that were neglected in all of the sites were online game related to the politics and campaign, online form for telling good stories to others, chat room for real-time dialogues among visitors indeed, guest book, order forms of campaign message and materials and send link from site.

Therefore, the overall frequency of interactive methods used in the sites showed that none of them used more than half of these methods. only two third of them (60%) had five to eight types of interactivity whereas the rests had only three to four types. The results showed that candidate websites used only the typical formats of interactivity that were provided by all kinds of websites more than to design the types of interactivity that could provoke for visitors participation and engagement, helped foster relationships between candidates and visitors and influence the political mobilization among the visitors both online and offline that finally might result in voting for the candidates themselves.

Other features on candidate websites

The result showed that candidate websites nearly had other feature than the first three elements described above except for privacy policy that was contained by half of them. However it was not serious because these websites didn't have any information in detail but only a statement to create awareness to their users. In addition, the freshness or updating of

sites seemed to be another aspect that most candidates paid attention to because more than half of the websites (60%) were updated regularly especially for the campaign calendars and the like, campaign news and news/photo releases and covered stories from news media and some sites in this group had a little change in the look of their homepage to attract visitors and keep them directly and regularly informed throughout the campaign, a third of them were infrequently refreshed and the freshness seemed to be for promoting some outstanding issues or events occurred during their campaign activities by putting new stories at the top of their homepage and left the inside unchanged, and the rest was nearly updated but once a time in the final week leading to an election day for the covered new stories by news media in the homepage too.

In sum, these websites had all the elements proposed by academics and practitioners: layout, campaign message, interactivity and other features. However, the layout and campaign message seemed to be the most outstanding while the interactive tools might be in a first stage for most of them still had the regular formats of interactivity used in all websites than to design these potential tools specially for serving campaign purposes in promoting and mobilizing visitors to participate and have dialogue talks with the candidates and campaign staffs that might foster and develop relationships and impression between visitors and candidates more. Moreover, the freshness of websites were focused only on candidates information and campaign more than to provide other kinds of knowledge related to the election that could fulfill visitors expectation or information to show candidate characteristics or quality that made him or her differentiate than others.

Relationships between websites structure and political marketing functions

All candidate websites could functions in many aspects: product function, distribution function, cost or save function, communication function, news management function and fund-raising/volunteer recruitment function as follows. (see table 1 and table 2)

In terms of product function, an analysis of websites structure indicated that all of them (100%) seemed to concentrate on candidate image building by giving detailed policy/ and or position paper and campaign ads in a form of slogan together with current campaign news/news releases especially for www.ourbangkok.com, www.pavena-bkk.com and www.bhichit.com that seemed to be most outstanding in gathering their campaign trials orderly from the start time of campaign launching till the election day. Moreover, 90% of the sites presented candidate biography including education and work background, covered story in news media for their outstanding performance and works while a third of them: www.mana.com, www.pavena-bkk.com and www.drvuth.com used endorsement techniques by having former politicians, and/or media practitioners and/or, pressure groups, and/or celebrities, and/or Bangkokians to confirm their qualified and ambitions to solve Bangkok problems and make better Bangkok that resulted in better standard of living for all. In addition, some websites: www.pavena-bkk.com, www.karoonforbangkok.com and www.bhichit.com informed visitors about their prominent social activities, former position in politics and professional to show their qualifications suitable for the Bangkok governor. Moreover, the overall frequency in websites structure showed that all websites had larger proportion for providing candidate policy, candidate information and campaign, than others kinds of elements but differentiate in presentation techniques so the marketing functions in product function which implied as candidate image building and policy recognition seemed to be prioritized than the rests.

In terms of distribution function, we could say that all websites had this capacity for the characteristics of internet: cost, volume, directionality, speed, targeting and convergence (Novek, 2000) and its potentials in both connectivity and interactivity that enable distribution all kinds of campaign materials both texts and multimedia without any limitation in time and space. Finding showed that websites structure made this function possible in two main aspects:

Firstly, all sites had internal link and two thirds of them (70%) provided external links or link lists that visitors could find more related information about election, candidates and their campaign materials. For internal link, all websites offered webpage link that made users feel more convenient in gathering and finding more information or ignoring if they weren't interested in them without losing time. Moreover, nearly all of them (80%) offered direct access to candidate and campaign organization with email link that visitors could suggest and ask for some questions to them and in return candidates and campaign organization could use this channel to spread all campaign news and other materials directly to their target audience, and a third of them (30%) had email link/ or send webpage and files to friend and acquaintances that helped broadly spread campaign materials to audience who might never visit any candidate websites before. For external link, most candidates used external links to help provide more information about themselves and campaign news movement while some offered links that contained information about election and Bangkok metropolitan to educate visitors more. The data indicated that candidates usually provided link lists of news media to boost their campaign and promote themselves through news, article, scoop and other kinds of stories provided by media for 60% of them had media link lists while only 10-20% of them offered civic and advocacy group, government and/or political party link lists to serve educational purpose. However, the link lists offered by candidate websites could function in distributing more volume of campaign message directly to users and others and might effect

in gaining support from news media and other websites through covered stories and link lists in return too.

Secondly, the websites structure showed the personality of candidates and target users through design and layout that could be divided in three groups: typical format as political party (www.ourbangkok.org, www.pavena-bkk.com), academic style (www.mana.com, www.karoonforbangkok.com, www.drivuth4bangkok.com, www.bhichit.com, www.nitipoom.com) and free style (www.chuvit-online.com, www.chalermonline.com, www.betterbangkok.com). For example www.ourbangkok.org which was in the first group, used typical style of political party website (Democrat party) that support him in this campaign, so the website was designed formally and plain that serve characteristics of voters who were elite, white collars, and usually in older age and conservative, not adolescence while www.chuvit-online.com which was in the free style group, were designed contrastly using colorful and attractive style through various forms of multimedia for example cartoon, animation, video clips, radio spot together with eight types of interactive tools for example file downloads and bulletin board system etc. to serve demands of adolescence or his target voters who liked something new, vivid and challenge, and the last group or academic style were designed specially to serve academics and knowledge workers so the layout was clearly and plain. Moreover, the sites usually contained information and other kinds of knowledge orderly and with typical format in language and presentation style, and offered various kinds of interactive tools for visitors but not as much vivid and lively as that of free style group.

In sum, the distribution function could easily occur in all candidate websites by the basic potentials of internet : interconnectivity and interactivity. The analysis in websites structure confirmed the relationships to distribution functions in two kinds: internal and external links and design layout in three groups: typical format as political party, academic style, and free style that reflected candidates personality and truly matched with their target voters styles and characteristics.

In terms of cost or save function, all candidate websites helped reduce the campaign cost both money and time expenses for the candidates that could be guaranteed from the sites statistics that ranked from thousands to nearly hundred thousands on August, 27th, 2004 and the increasing in number of visitors everyday. This implied that the campaign message could reach target voters or visitors who had potential and tended to go voting in the election day while candidates only paid for the web design, and the expenses in updating the content and look and also in technical support to make the system run efficiently. Moreover, the sites, in turn, helped visitors to save cost both money and especially for time expenses to find and gather more information through interactive tools provided in the web both internal and external link to other websites related that were offered in most of them as said above. In addition, most websites provided email link to candidate and/or campaign organization that visitors could ask for some question directly to them though it seem to be the universal answers for all than to be the specific answer for each question except for www.karoonforbangkok.com. Moreover, half of these websites had interactive tools that visitors could seek for opinion, share feeling and post some question to other visitors through webboard and a third had suggestion form, file downloads and newsletter subscription that provided more chance to access to information more rapidly and freely.

In sum, the basic characteristics of internet together with websites structure especially for campaign message and interactive tools enabled the cost function for candidates and visitors both money and time expenses, therefore the concept was connected and overlapped to the distribution function as said above. For candidates, the cost function showed in increasing number of visitors or target voters that they didn't need to do anything more than spending money to update and maintenance their websites in order to get visitors feedback, make them came back and reach more target while visitors could seek and gather more information and opinion.

In terms of communication function, website structure enable the communication from candidate directly to visitors through well planned layout of webpage, campaign information within, interactive elements and other features or we can say that the web could talk by themselves not only the information itself. Candidate websites did the communication function to serve marketing purpose in three aspects : attract and create recognition, inform and reinforce positive attitude and gain support and relationships as follows:

Firstly, communication purpose appeared in the websites was to attract and create recognition to visitors for the layout especially for frame, graphic elements and java-applet tools that contained in all websites were designed to make visitors recall and have more pictures about candidates. Therefore, websites structure contained the frame of homepage and each webpage, slogan, candidate pictures in various activities and styles and color that matched with specialized media used in daily campaign. Moreover, some sites provided campaign materials such as cartoon, wall paper, animation, posters and other kinds to attract and make visitor recall them more both online and offline because the sites offered visitors to download these materials deliberately for example www.betterbangkok.com, www.mana.com, www.pavena-bkk.com, and www.chuvit-online.com.

Secondly, communication purpose was to inform and reinforce positive attitude for all sites contained various types of campaign message or political content: policy issue, candidate information, campaign and others were provided to inform and reinforcement positive attitude to candidates through enough and clear information about them regularly. The overall frequency of subtopics in this elements indicated that all websites devoted most of their webpages to this element and most of them were frequently updated to serve users demands for current information and freshness The information provided might finally resulted in support and relationships building between candidates and visitors through interactive tools that would be described in the next topic.

Thirdly, communication purpose was to gain support and closely relationships with visitors and target voters through interactive tools especially for email link directly to candidate and staffs (80%), two way interactive dialogue among visitors through bulletin board system (50%) and one way suggestion form/comment and online poll. (40%). With various forms of interactive tools made it possible for one way and two way interaction between candidates and users and among users themselves, rapid political content and opinion diffusion and feedback seeking and gathering all the time that both candidates and visitors could learn each other direct and indirectly. However, it was pity that nearly all websites didn't use the element of interactivity to create two way dialogue talk between candidates and visitors indeed except for www.karoonforbangkok.com that opened the bulletin board system title "question and answer with candidate" to talk with visitors though it wasn't realtime. However candidates might gather feedback from users and made benefit in developing and adjusting their campaign activities to serve users demand and expectation more that might foster relationships and helped gaining support both online and offline from visitors.

In terms of news management function, all candidate websites had structure that enabled this function for all of them had many webpage for current campaign news/news and photo releases together with covered news stories of news media to enhance their image. Finding was that the sites didn't pay as much attention as to this function and could be divided into three levels: high, middle and low attention for their different in volume, updating and presentation technique. The first group that were www.ourbangkok.org, www.pavenabkk.com, www.bhichit.com, concentrated in this function in high level for their campaign news and releases were regularly updated and run in chronological orders from the start to the end of campaign. The second ones that were www.chalermonline.com, www.manabkk.com, www.betterbangkok.com, www.drivuth4bangkok.com, www.chuvit-online.com, and www.nitiphoom.com, paid attention to this function in a middle level as the sites would select

only outstanding and important news that served image building and agenda setting, therefore, the sites would update this section periodically not frequently as the first group. The last one that was [www.karoonfor bangkok.com](http://www.karoonforbangkok.com) paid attention to this function the least for there was only one campaign news story while the rests were covered news stories from news media.

In terms of fund-raising and volunteer recruitment functions, the websites structure indicated that only a few of candidates provided a chance for visitors to devote money and time to the campaign. The two aspects was found in only one website that was www.drvuth4bangkok.com as the site offered an information about how to devote money and participate in campaigning as volunteer, while the rests or three websites: www.pavena-bkk.com, www.betterbangkok.com and www.chuvit-online.com provided online application form that visitors could suddenly apply both online and offline by downloading the form to apply later at the campaign organization.

Websites structure enabled the political action among visitors

Finding indicated the relationships between websites structure and political action or communicative acts among visitors in six aspects: information gathering & persuasion, political education, political talk, voter mobilization, candidate promotion and campaign participation that could explain as follows: (see table 3)

Firstly, information gathering & persuasion seemed to be the most outstanding for all websites as they offered users an opportunity to seek for more information about candidates themselves, their policy platform, campaign information and studied these various kinds of information by themselves. The typical campaign content provided in websites were policy, campaign slogan, campaign calendar, campaign news and releases (100%), candidate biography and covered stories from news media (90%), letters of candidates (60%) while subscription for online campaign newsletter, campaign song, endorsement were provided by a third of sites.

For the slogan used websites to persuade visitors were the same as candidates used while campaigning offline for example www.ourbangkok.org; “Aphirak can manage”, www.karoonforbangkok.com; “Bangkok can be repaired...we can suddenly do it”, www.chuvit-online.com; “I will make Bangkok a happy metropolitan”, www.pavena-bkk.com; “all Bangkok’s problems can’t be delayed”, www.nitipoom.com; “I’ll use universal wisdom for Bangkokians” Moreover, some used other forms of campaign ads such as poster, radio spot, video clips, cartoon and offered visitors to download.

Another outstanding for Thai political context and culture was candidate letter provided in the sites to confirm their intention and experience that qualified for taking the position of Bangkok governor and finally asked for voting for them that were www.ourbangkok.org, www.chalermonline.com, www.karoonforbangkok.com, www.drivuth4bangkok.com, www.chuvit-online.com and www.nitipoom.com. A third of them used endorsement technique to confirm their intention and qualification more for example www.manabkk.com opened the space for ex politician and Bangkok governor, news media practitioner and Bangkokians to say good term about him while www.pavena-bkk.com opened the space of her homepage for Bangkokians to say something about her past activities and competency, and www.drivuth4bangkok.com used news release telling that he was supported by civic organizations and had name lists of activists, elite and celebrity who offered him or herself as candidate consults.

Secondly, political education seemed not to be the focus of all websites though 70% of the sites offered external link lists to websites related to political issue especially for news media link lists while other organization was neglected as described above. The offer of external link purpose seemed to be for campaign boost more than to provide political education that helped enhance visitors knowledge. In addition, a third of sites provided issue compared, history and information about Bangkok and information about donation and volunteers however, these sites didn’t give much detail about it or use any persuasion

techniques to attract visitors and provoke them to act. For example www.ourbangkok.org offered an article of policy issue compared that was reported in news media and provided information about Bangkok, www.chalermonline.com opened the section for Bangkok administrative system, www.betterbangkok.com had many webpage say about Bangkok in many aspects: history and current situation, problems, geography, administrative system etc., together with information about volunteer recruitment and name lists of volunteers while www.drvuth4bangkok.com offered the ways to support candidate in this election both donation and volunteer application.

Data above indicated that the sites didn't directly pay much attention to create political education to visitors but visitors could acquire some more knowledge indirectly by following the current and update news and information about candidate and campaign above, did double check or studied more from many candidate websites and others related.

Thirdly, political talk could be possible in most websites. However, in general the structure enable one way communication between the candidate and visitors more than dialogue talk or two way interaction indeed though websites had element of interactivity in many types: email access to candidate and campaign organization (80%), online polls (20%) and online feedback/comment form (30%) to receive citizen feedback than to react because email access to candidate and campaign organization didn't show the specific answer or feedback giving to the question and opinion posted. Two way communication between candidate and visitors could found in only one site: www.karoonnforbangkok.com for the candidate himself took charge in answering questions and comment of visitors and sent his answer back on the board two days after receiving the questions posted, while 50% of them opened the bulletin board system to give visitors a chance to talk and share opinion among them and to serve the feedback seeking purpose of the candidates themselves easier.

In sum, the interaction role between candidates and visitors wasn't equal though candidate tried to provide these interactive tools in the sites structure for candidate and staffs

didn't participate in this action to provoke more talk that could foster their relationships.

Moreover, the interactive tools didn't make real-time or dialogue talk between candidate and visitors and among visitors themselves. These made the sites dropped in the capacity in political talk that political figures should bring in consideration for the upcoming campaign.

Fourthly, a few of web had the structure for voter mobilization for only 30% of them had link to send webpage to friends and 20% used message strategy to provoke collective action for example www.betterbangkok.com had statement to persuade visitors to mobilize for Bangkok development with Bangkok Fan Club in many webpages, www.drivuth4bangkok.com provided message strategies in news release asking for campaigning the new concept of politics. However, besides of the channel provided directly to mobilize for collective action above, candidate used indirectly way to create mobilization for example some sites sent back email letter asking for support and help in campaigning others to vote for the candidate such as www.ourbangkok.org and www.manabkk.com. Moreover, the mobilization seemed happen beyonds the political talk among users through bulletin board system because visitors always showed their support to candidate and tried to persuade others to help campaigning by spreading information, telling other about the quality of candidate and asking friend to vote for candidate both online and offline. The outstanding website for voters mobilization using this interactive tool was www.drivuth4bangkok.com for everyday would have new posts to provoke for campaigning for him, and nearly the election day, there was many visitors that asked for voting for him while some said that they sent email message to ask their friends to help voting for the candidate too.

Fifthly more than half of websites had structure enable the candidate promotion through interactive tools: file download (50%), links from campaign sites (70%), bulletin board system (50%) and also send webpage to friend (30%). The action seemed overlapped with voter mobilization in some aspects for voters mobilization helped in candidate promotion

while candidate promotion could in turn increasing in voters mobilization that finally might result in voting.

Among these tools Download and bulletin board system seemed to be prominent in boosting the campaign and candidate image. Some sites provided one type of file download for example www.ourbangkok.com offered visitors to download campaign songs and www.pavena-bkk.com offered visitors to download screen savers for personal computer, while some of them provided various forms of files: audio/video and text for example www.drivuth4bangkok.com provided files download for candidate works that were sold in the bookstore at that time, www.betterbangkok.com persuaded visitors to download wall paper for mobile phone and candidate biography in a form of online pocket book and www.chuvit-online.com offer campaign song, video ads and document about his political party. In general, the sites that contained the structure enable a file download seemed concentrate on offline candidate promotion than to offer online link these files to friends or acquaintances. For bulletin board system provided in half of the sites was focus on online candidate promotion that the opinion posted might effect attitude of other visitors.

Sixthly, all websites had the structure enable campaign participation for they offered campaign calendar, schedule or daily movement that visitors could follow candidate campaign movement and join in candidate activities and appearance so the sites would update their calendar regularly. Moreover, a third of them provided volunteer sign-up and a few offered a membership form, online information about incurring expense and contributor information for www.drivuth4bangkok.com had both information about volunteer and donation and also the expenses, www.betterbangkok.com had online form of volunteer application and name lists of volunteers while www.pavena-bkk.com offered a form to apply online and offline at campaign organization. In addition, some website used other indirect techniques such as news release and email to the program to persuade visitor to participate in campaign activities. However, the techniques that is used for persuading campaign participation among

visitors, seemed not to be focused but just did function as another kinds of telling information about candidates and their campaign.

Limitation and suggestion for further study

The article focused on candidate websites structure and its relations to political marketing and political action or communicative acts among visitors using content analysis. However, the limitation in methodologies may cause in lacking enough data to explain a complicated factors involved in websites planning by candidate and their team members, the priorities in political marketing function of campaign websites and also the communicative acts occurred among their users. Therefore, further study may choose only the sites of the potential candidates and compared the structure, political marketing function and political action occurred in detail using many methods of data collecting such as content analysis, interview the campaign staffs, focus group or questionnaire to gather political action among users both online and offline, then adjust a theoretical frameworks that is suitable and complete for Thai political context more.

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Table 1 overview of candidate website structures

Candidate website elements (x indicates element was present)	Bangkok govenor campaign web sites (August, 27th, 2004)										N of sites (10)	% of sites (100)
	ourbangkok.org	chalermonline.com	manabkk.com	pavena-bkk.com	betterbangkok.com	karoonforbangkok.	drvuth4bangkok.co	chuvit-online.com	bhichit.com	nitipoom.com		
<u>layout</u>												
-frame	x	x	x	x	x	x	x	x	x	x	10	100
-audio/video files	x				x		x	x			4	40
-java-applet/plug in	x	x	x	x	x	x	x	x	x	x	10	100
-graphic elements (image/cartoon/hoto/animation/graph)	x	x	x	x	x	x	x	x	x	x	10	100
-site statistics (number of site visitors,)	x	x	x	x	x	x	x	x	x		9	90
-other site statistics (hits, page view, page impressions		x			x	x	x	x		x	6	60
<u>total</u>	<u>5</u>	<u>5</u>	<u>4</u>	<u>4</u>	<u>6</u>	<u>5</u>	<u>6</u>	<u>6</u>	<u>4</u>	<u>4</u>		
<u>campaign message</u>												
<u>platform information</u>												
policy Issues and position papers	x	x	x	x	x	x	x	x	x	x	10	100
Issue compared/discussion	x		x		x						3	30
study or research related	x										1	10
Opponents statement												
Opponents history/biography												
Others												
<u>total</u>	<u>3</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>		
<u>Candidate information</u>												
Biography/history/Education/work exp.		x	x	x	x	x	x	x	x	x	9	90
Social activities/outstanding experience				x		x			x		3	30
Candidate letters/motivations	x	x				x	x	x		x	6	60
personal philosophy/vision	x	x			x		x		x		5	50
Spouse/family		x			x						2	20
article/memos/documentaries/works					x		x	x		x	4	40
cover story in news media (news/scoop /Interview/gossip)	x	x	x		x	x	x	x	x	x	9	90
audio/video clips)					x			x			2	20
<u>total</u>	<u>3</u>	<u>5</u>	<u>2</u>	<u>2</u>	<u>6</u>	<u>4</u>	<u>5</u>	<u>5</u>	<u>4</u>	<u>4</u>		

Table 1 overview of candidate website structure

[illegible]

Table 1 overview of candidate website structures

Candidate website elements (x indicates element was present)	Bangkok governor campaign web sites (August, 27th, 2004)										N of sites (11)	% of sites (100)
	ouru Bangkok	chalermonline.com	manabkk.com	pavena-bkk.com	betterbangkok.com	karooforbangkok.com	drvuth4bangkok.com	chuvit-online.com	bhichit.com	nitipoom.com		
<u>Interactivity (engagement)</u> (cont.)												
Bulletin board system (BBS)					x	x	x	x		x	5	50
story telling												
Chat room/live chat												
Send webpage to friends		x		x			x				3	30
guest book												
Online forms for volunteer and donation				x	x			x			3	30
Order campaign material												
File downloads (including audio& video)	x			x	x		x	x			5	50
Send link from site												
<u>link lists/web links*</u>	x	x	x		x			x	x	x	7	70
-Civic and advocacy group					x						1	10
-government entities					x					x	2	20
-Opponents												
-political/politician parties	x							x			2	20
-press and media organization	x	x	x		x			x		x	6	60
-Other sites		x		x	x					x	4	40
<u>total</u>	6	5	3	7	6	4	5	8	3	3		
<u>Other features on sites</u>												
web directories												
Onsite campaign blog												
site Policies (technical/privacy policy)					x	x	x	x		x	5	50
Other languages												
updating cue	F	I	N	F	F	I	F	F	F	I		

Table 2 Marketing function appeared in candidate websites

Type of function	Bangkok governor campaign web sites (August, 27th, 2004)										N of sites (11)
	ourbangkok.org	chalermonline.com	manabkk.com	pavena-bkk.com	betterbangkok.com	karoonthorbangkok.com	drvuth4bangkok.com	chuvit-online.com	bhichit.com	nitipoom.com	
<u>Product function</u>											
-candidate image & endorsement	x	x	x	x	x	x	x	x	x	x	10
-issue	x	x	x	x	x	x	x	x	x	x	10
<u>Distribution function</u>	x	x	x	x	x	x	x	x	x	x	10
<u>Cost function</u>	x	x	x	x	x	x	x	x	x	x	10
<u>Communication function</u>											
- political images	x	x	x	x	x	x	x	x	x	x	10
- political content	x	x	x	x	x	x	x	x	x	x	10
-directly contact with candidate	x	x	x	x	x	x		x	x		8
-interactive dialogue among site visitors					x	x	x	x		x	5
-one way suggestion and comment/poll	x			x			x	x			4
<u>News-,management function</u>	x	x	x	x	x	x	x	x	x	x	10
<u>Fund-raising/volunteer recruitment function</u>											
membership fee,											
donations							x				1
free services											
online/offline volunteer				x	x		x	x			4

Table 3 online structure facilitating action in Bangkok governor campaign web sites in the 2004 election

[illegible]

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[illegible]