

Environmental Online Campaigns Through Website Interactivity: The Case of Malaysia Environmental NGOs (MENGO)

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Abstract : Online campaigns reflect all the advantages; namely speed, low cost, accessibility, customization, interactivity, and persuasive ability over other media channels. Normally via websites, expensive campaigns could be done not only faster and cheaper, but also successfully. Web interactivity seems to be highly beneficial to ENGOS in advocating environmental campaigns and trigger interaction. This paper looks into the environmental online campaigns through websites of the environmental NGOs in Malaysia (MENGO); particularly on how is web interactivity structured and employed by the selected the MENGO to conduct campaigns on important issues and encourage dialogue among the audience. In this study, a quantitative method for website content analysis was conducted to investigate the availability of the coded units and to determine on which level(s) the units were placed. Twelve (12) interactivity features were coded, including the placement of units of analysis for interactivity category as units of analysis until the fourth level (Level 0-Level 3). The result demonstrates how the MENGO do not effectively structure and employ the web interactivity to conduct campaigns on important issues and encourage dialogue among the audience. It is suggested that the MENGO should redevelop the interactive website in order to effectively advocate environmental campaigns on important issues and encourage dialogue among the audience.

Keywords : environmental NGOs (ENGOS), Malaysia environmental NGOs (MENGO), internet, website, online campaigns, web interactivity

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