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, customisation, interactivity, and persuasive ability over other media channels. Normally via websites, expensive campaigns could be done not only faster and cheaper, but also successfully (Ward, 2012). Web interactivity seems to be highly beneficial to ENGOs in advocating environmental campaigns and trigger interaction (Petersson, 2010; Ward, 2012). 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 (ENGO), Malaysia environmental NGOs (MENGO), Internet, website, online campaigns, web interactivity

1.0   INTRODUCTION

Almost all environmental NGOs (ENGOs) use websites to advocate their environmental campaigns to people at large. Brulle, R. J. (2010), Petersson (2010) and Pınar Özdemir (2012) consider websites have improved the campaigning ability of ENGOs as websites increase international collaboration and ease communication problems. Further, campaigns via websites enable ENGOs to address the public in a cost efficient way, and in return give the government and the public the control to engage only with issue-related concerns. For example, grievances about the idleness of international politics with regard to popular global environmental issues such as pollution, wild life, forestry and climate change unite people locally, regionally, and globally. It is also observable that the issues for mobilisation and the synthesis of these trends are potentially important for ENGOs to campaign and advocate specific environmental issues and potentially mobilise government and public action on these issues. Online communication reflects all the advantages, namely speed, low cost, accessibility, customisation, interactivity, and persuasive ability over other media channels. Normally via websites, expensive campaigns could be done not only faster, but cheaper. This is supported by Ward (2012) who emphasised that the WWW revolutionised the speed and efficiency of communication between individuals and organisations – from simple electronic mailing lists to more complex activities such as broadcasting live campaigns and protests.

Web interactivity seems to be highly beneficial to ENGOs in advocating environmental campaigns and trigger interaction (Petersson, 2010; Ward, 2012). Previous studies indicated the various potentials of the web interactivity in offering benefits to the ENGOs. However, Ward (2012) argued that the website as a medium for environmental campaigns has vast untapped potential for ENGOs. In June 2013, the Malaysian Environmental NGOs (MENGO) was chosen as a case study in order to find out to what degree their interactivity facilities on their websites to give people access to various opinions and issues. The analysis of web interactivity in the MENGO's websites, leads to identifying how interactivity is structured to incorporate discussion rooms, emails, eforms, etc. that increase organisational openness and feedback. The analysis of web interactivity also leads to identifying how the MENGO use interactivity feature to advocate environmental campaigns among communities.

1.1   OBJECTIVE OF THE STUDY

This study will focus on the online environmental campaigns through website interactivity to answer the research question: How is web interactivity structured and employed by the selected the MENGO to conduct campaigns on important issues and encourage dialogue among the audience?

1.2   CASE STUDY EXECUTIVE SUMMARY

In 2001, a group of Malaysian Environmental NGOs (MENGO) as an independent agency was formed under the external support of Danish International Development Assistance (DANIDA) which has overseen supported programmes for environmental assistance to Malaysia since 1994. Officially, this organisation is a "virtual federation/association" of 19 different ENGOMs (MENGO, 2009). Among the pioneer environmental movement members of MENGO were the Malaysian Nature Society, the Consumers' Association of Penang, the Environmental Protection Society of Malaysia and the Worldwide Fund For Nature (Rohani *et.al.*, 2010) and indeed, they can even be acknowledged as pioneers in the developing world, long before the word 'environment' even became fashionable. The groups under MENGO represent a range of interests which focused on the environment and environmental issues.

MENGO provides its members with an organised forum for networking, knowledge sharing, resources and capacity to achieve their respective objectives (Malaysian Environmental NGOs, n.d.), whereby each member reserves the right and freedom to hold and present views that are different from those held by the majority of the members in the group (Rohani *et.al.*, 2010). However, due to continued positive economic development in Malaysia, it was decided that in 2001, Malaysia gradually phased out the assistance provided by DANIDA.

MENGO is known to undertake a variety of activities, ranging from awareness raising, policy analysis, community development, fundraising, advocacy, education, campaigning, and many others on a broad spectrum of issues and initiatives including environment, consumer, community, gender, poverty, health, sustainable livelihood and others. MENGO also undertakes regional and international activities and projects.

According to the Socio-Economic and Environmental Research Institute (n.d.), the contributions of the MENGO had largely influenced the movement and management of the environment in this country. MENGO had defined its own identity and roles and involved in various activities impacting many different sectors in Malaysia (Rohani *et.al.*, 2010). Besides working on improving public awareness, MENGO also organised major conferences to bring together international speakers and scholars, local researchers, government officials and members of civil society to address key subjects. Many of these conferences challenged the mainstream concept of development and emphasised the need for a development which was ecologically sound and socially just (Rohani *et.al.*, 2010). Interestingly all these activities took place much earlier, before the Rio Summit that introduced the concept of sustainable development. Nevertheless, not long after that, realising the importance of the Internet and websites, MENGO had a consensus building of external communication for the member organisations (MENGO, 2009), whereby its main goal was to become a distributor of environmental resources to drive force behind the Government with their particular emphasis on campaigns, advocacy, mobilisation, volunteerism, fundraising and relationship building. MENGO to some extent appeared to carry a unique opportunity to utilise the websites as a public sphere in the way that many early scholars predicted.

2.0   LITERATURE REVIEW

Environmental online campaigns

Cox (2013) defined advocacy campaigning as a strategic course of action involving communication undertaken for a specific purpose. A campaign's purpose is to inform people about an issue and convince them that it represents a problem as well as to mobilise them for protests. The ultimate aim of campaigns is to try to influence corporations and decision makers to change their behaviour or rectify a problem. Since the major ENGOs have been increasingly using the Internet as a tool for political leverage and lobbying, they were also using it for environmental campaigns (DeLuca, 2010; Cox, 2013). The online campaigns are targeted, exactly planned as a consistent communication strategy (Hagemann, 2009).

It is especially the social web (also web 2.0 or social software) that really empowers ENGOs and improves their campaigns. Web 2.0 helps and facilitates information dissemination, to present itself and to create and maintain an active network of stakeholders. This is mainly because it

relies on the interactive potential of the Internet: People can participate actively and produce own content instead than just receiving it as well as connect easily to each other. Therefore, it is important to relate the environmental online campaign to advantages of other website features such as web interactivity, design, and navigation (Hubmann-Haidvogel *et.al.*, 2009).

Many organizations around the world have been campaigning for change (Day News, 2013). In recent years, new campaigns have mushroomed in relation to the issue of accelerated climate change and conservation of natural resources. With increased global connectivity through the Internet, environment campaigns have gone online. The belief is that small actions build up overtime and produce change.

Several successful international campaigns have been advocated online. For example, Greenpeace's Unfriend Coal campaign and the Wilderness Society's petition to protect Victoria's forests show 'clicktivism' can lead to people doing real things in the real world in 2011 (The guardian, 2013). On Earth Day 2011, Greenpeace ran a campaign almost entirely on the Internet and the Facebook, by calling on Facebook to 'unfriend' coal. It targeted the social networking giant who had built massive data servers that were powered by coal.

Day News (2013) highlighted that "Protection for Antarctica's unique ocean ecosystem" online campaign was launched in 2012 to protect the last virgin ocean frontier on Earth whereby humans press on to unchartered Antarctic territories in order to fulfill the needs of an increasing population. The Southern Ocean is the home of around 10,000 species found nowhere else such as penguins, squid, whales, and seals. Antarctic waters are now under threat from humans. The campaign being waged now specifically asks for protection of 40% of Antarctic waters. The campaign includes the Ross Sea and the East Antarctic Coastal Region. If this is approved, it will be the largest marine protected area in the world.

In mid-March 2010 Greenpeace started its Nestlé campaign. It claimed Nestlé was buying palm oil from a company (Sinar Mas) who was destroying the Indonesian rainforest, an important orang-utan habitat (Greenpeace International, 2010). The ENGO requested Nestlé to remove palm oil from Sinar Mas from its supply chain. After only two months and mainly Internet-based activism, Greenpeace's campaign was successful (Totz, 2010): Nestlé announced it will stop using all products that come from rainforest destruction (Nestlé, 2010).

In relation to fundraising online campaign, Garecht, Joe (n.d) indicated that online fundraising campaign is a more all-encompassing effort, similar to an annual or capital campaign, but of shorter duration. A true online fundraising campaign marshals all of your online efforts and directs them into a fundraising push towards a defined goal. You create a campaign message, recruit leaders, launch and spread your message, and track results. Apart from that, the technical aspects of web design such as interactivity and navigation must be correctly and strategically planned and placed. This generally results in a higher return than simple one-shot online fundraising tactics (Garecht, Joe, n.d).

Already deemed the successful online campaigns, it proves that the innovative use of the Internet as a campaigning tool drastically empower NGOs. These online campaigns were planned and designed specifically for the Internet. Certainly, these big events proved that the Internet afforded rapid communication between distant people and organisations and allowed people to monitor campaign progress; it could not only inform, educate, manage resources, and fundraise, but could also strongly increase advocacy.

Brulle, (2010) indicated that the Internet could exist almost entirely in cyberspace; and he stressed that the aim of ENGOs was not just to mobilise the public but to build membership, encourage dialogue, and develop a network of activists ready to act on short notice. With an effective online advocacy campaign, even small public interest groups could have a considerable impact (Petersson, 2010). Interestingly, Pınar Özdemir (2012) and Van Laer & Van Aelst (2010) argued that there were strong evidence on the connection between the use of the Internet and online campaigning among ENGOs. Ward (2012) further examined the possibility of the Internet providing new ways of campaigning and investigated what actually constituted the Internet campaign, who the target audience was, and the strategies used. She discovered that ENGOs used the Internet more strategically for online campaigns around specific goals, whereby well-planned campaigns triggered the desired response.

Interactivity

Many websites are ineffective because they do not pay enough attention to the users' demand for "interactive design" (Gustafson, 2011). Interactivity emerges as a unique characteristic distinguishing the web from other media and it has been defined differently by different scholars. (Nielsen, 2012) indicated that more interactive features on

websites have been incorporated into some sites, including dialogue boxes, guest books, chat forums, interactive virtual environments and web pages as social space.

In another study, Jarett (2008) highlighted that the interpersonal interaction between individuals in Web 2.0 has been specifically valued for its capacity to empower users socially and politically. This practice has been described as 'a revolution' making the Web more democratic. Therefore, it is implicitly obvious that the interactivity is about conversation, interaction and reaction. A good website engages people in dialogue as it uses the interactivity to involve and encourage organisation employees and visitors to interact and react. Web interactivity is designed to encourage open dialogue between the public and the public, and also the public and the organisations.

Jarett (2008) said that:

> *"…a digital environment promoting interactivity has fostered a greater capacity and a greater interest by audiences to change, alter and manipulate a text or a textual narrative, to seek co–participation in authorship, and to thus redefine the traditional author–text–audience relationship".*

Sinha and Ivory (n.d.), classified interactivity as the web support that encourages interaction between the web pages (content) and the users. An interactive webpage for example encourages user input, enables contribution of user content, provides contact information, remains accessible, and provides links between content areas. Sinha and Ivory (n.d.) said, interactivity allows the user to take part and be equally involved. Good interactivity is more than sound effects, or flash animation. It allows the user to give and receive."

Email, for example, is very popular today as it can be used for reactive question-and-answer sessions. It is a fast means of interpersonal communication between the environmentalist or the web producer and site visitors. According to Sinha and Ivory (n.d.), email has gained popularity in the environmental field due to a number of favourable properties, such as being fast (delivering messages takes from a few seconds to a few hours), indifferent to a geographical distances, cost effective, typically relying on already existing technical equipment, and requiring only minimal computer literacy. Due to these properties, email has become the primary tool for exchanging information in environmental online communication. Since email is the most common communication or network application, mailing lists are available to anybody with access to email.

An interactive technology allows fast-flow and fully accessible information. While it is often perceived as a characteristic of dialogue, interactivity is not limited to two people, or face-to-face communication. As far as EOC is concerned, it is obvious that the availability of various tools that allow interactive communication tells us little about how environmentalists and their audience use them.   The ENGOs via EOC can exploit the common interactive options such as email, chat rooms, online polls, bulletin boards, and others, as these feedback tools can help establish reactive and possibly interactive communication processes (Porter, 2008).

Additionally, Porter (2008) pointed that chat rooms which are considered a reactive communication are also available on the web. They are normally open to any topic, and are often characterised by trivial talk. However, as far as web-based communication is concerned, the environmental chat rooms could, in contrast, be guided by moderating hosts and defined topics. Information links could be supplied, thereby increasing the chance of a rational discussion. Online forums organised as discussion boards are another example of a powerful tool for interactivity. According to Porter (2008), an online forum is meant to add a discussion board to a website, as they widen opportunities for user-to-user communication. Using postings that are normally displayed on the environmental websites, web users can comment on information, messages or issues raised. This leads to inspiring, instructive discussions. Online polls and online surveys can also be offered. They can become part of communicative efforts that may make them more interactive. However, more often than not, both polls and online surveys remain reactive (Porter, 2008).

Interactivity needs to be measured to ascertain how the chain of communicative action unfolds such as searchable databases, email, dialogues, etc. Bortree and Seltzer (2009) argued that an environmental advocacy group could use its website to encourage visitors' involvement by providing dialogue or email facilities. They looked at interactivity on the websites of ENGOs as a facility that could exploit the potential of the Internet as a medium to trigger interaction. On the same note, they emphasised that the lack of interactivity facilities would fail to exploit the potential of the Internet to build relationships with supporters, volunteers and sponsors, and that would be a waste of the Internet's potential.

In summary, a website is a medium where interaction occurred based on what was communicated on the web pages. It is a medium for online interaction that potentially builds relations between web

sponsor and the audience. The interactive nature of the web makes campaign websites more appealing and attractive. Through website interactivity, newsgroups and mailing lists, people who are concerned about an environmental issue are able to find each other, exchange information and establish some sort of collective action. The interactive component of websites allows senders and receivers to engage in a two-way dialogue. Interactivity helps to remove the sense of isolation often felt by those who seek change, particularly when challenging financial and socio-political 'heavyweights' such as corporations or government entities. It is therefore worthwhile for this case study to investigate this crucial and important feature of environmental groups' web pages to understand the barriers and supporting elements that promote interactivity.

3.0   METHODOLOGY

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. The quantitative method in this study was used in order to count key categories and measure other variables because, as argued by Berger (2000), and Nuendorf (2002), the units analysed in a quantitative study were physically present and countable. For example, in this study, units like dialogue forms and other interactivity facilities were all physically present and countable. Twelve (12) interactivity features were coded. The researchers also coded the placement of units of analysis for interactivity category as units of analysis until the fourth level (Level 0-Level 3). Fourth level of the website content was the maximum level coded analysed as the sites broke into sub-sites and began to show a loss of their institutional uniformity.

RESULTS

Table 1.0 below shows the results on how the MENGO structured and employed interactivity features to conduct campaigns on important issues, encourage dialogue, and promote action among their web audience. It shows the availability of dialogue facilities on the MENGO site. Table 1.0 below also indicates that there were 12 units (units 58 – 69) used to analyse quantitatively the interactivity features available on the MENGO website. [see Appendices F and G on CD]. It also indicates the availability of the interactivity features and their placement.

The interactivity features coded were email, telephone, fax, dialogue box, forum, complaint form, rating poll, search tool, web user registration form, user login form, membership application form, membership renewal form, and feedback/guestbook form. All the information/features were coded as useful and relevant and reflected authority of the MENGO.

Table 1.0: Interactivity feature structured and employed by the MENGO to conduct campaigns and encourage dialogue among the audience.

Interactivity (units 58-69)	MENGO
	Web site level
58. Email/telephone/fax	0, 1,1 (1),2 2 (1)
59. Dialogue box/forum/complaint form	1
60. Rating/poll tool	0, 1(1)
61. Search tool	0, 0(1) 2,
62. User registration form	1(1)
63. User login form	0, 1
64. Member application form	1, 2(1)
65. Member renewal form	2(1)
66. Feedback/guestbook form	-
67. Online donation form	-
68. E-cards/e-greetings	2(1)
69. Articles submission form	-
TOTAL (/12)	8

The MENGO provided adequate communication information that is contact details (email, telephone, and fax) on their sites. It placed these prominently on Level 0, Level 1, Level 1- 1st deep link, and moderately prominently on Level 2, Level 2 – 1st deep link.

The MENGO also provided dialogue boxes or forums prominently on Level 1; rating or poll tools. MNS placed this tool prominently on Level 1 and Level 1 - 1st deep link. Apart from that MENGO provided a search tool prominently on the homepage and moderately prominently on Level 2.

Other than that, the MENGO also provided user registration forms on its site. The forms were placed prominently on Level 1 and Level 1 - 1st deep link. The MENGO also provided login forms and placed them prominently on the homepage and Level 1. Apart from that, the MENGO provided a membership application form and placed moderately prominently on Level 1, Level 2, and Level 2 - 1st deep link.

With regard to a membership renewal form, the MENGO provided this interactivity feature and it was placed moderately prominently on Level

2 - 1ˢᵗ deep link. For a feedback/guestbook form, the MENGO provided this feature and it was prominently placed on Level 0 - 1ˢᵗ deep link. The MENGO did not provide an online donation form; nevertheless it provided e-cards and placed them moderately prominently on Level 2 and Level 2 – 1ˢᵗ deep link. Lastly, the MENGO provided an article submission form and placed this moderately prominently on Level 1 and Level 2 of its site.

As reflected in Table 1.1 below, one of the main objectives of the MENGO's using website best practice was to conduct environmental campaigns. Apart from that, the objective was also to encourage dialogue among their website audience. This was consistent with the data collected from the website content analysis which portrayed the campaigns available on their websites, as shown in Table 1.1.

Table 1.1: Environmental campaigns available on the MENGO website and the placements of the campaigns according to levels on the site.

MENGO	Environmental Campaigns (units 40-43) (what's new; calendar of events, on going campaigns, past campaigns)	Level	Total
	E.g.: MNS Belum-Temengor campaign and Fin – Best on Shark, Raptor Watch 2007 Poster Drawing Competition, Bird watching Workshop, and Gunung Kinabalu Climb: 6-11 May 2007	2, 2(1), 2(2), 2(3)	56
	E.g.: Protect Sea Turtles campaign, WWF Canoe Challenge 2005, Tracking Turtles	0(1), 1(2) 2, 2 (1) 2 (2)	50
	Save Ulu Muda, Highland- Save Hills Network, Malaysian Forest, Zero Waste, Natural Farming, Save Pulau Payar, Save Solok Tembaga, Save Sungei Kuantan Basin forest, save Penang, etc.	0, 1	8
	The Cyber Plant Conservation campaign, K. Kumarasivam Endowment Fund campaign. prominent	0, 1, 2(2) 1(1),1(2), 2(1), 2(2)	37
	climate change campaigns (MMCC, MCCG) organic farming campaigns (OFCC, kitchen gardening) sustainable energy campaigns (project ABC, DDC, and WCPJ)	0, 1, 2(1), 2(2), 0, 2, 2(1),2(2) 1, 2(1), 2 (2)	37
	Big total of campaigns across the MENGO website:		188

Table 1.1 above shows the number of campaigns, projects and activities available on the MENGO website, and the levels of placement of the campaigns. In total, the MENGO conducted 188 environmental campaigns across its websites. A total of 56 campaigns advocated on the site, such as MNS *Belum-Temengor, Fin – best on shark, Raptor watch 2007 poster drawing competition, Bird watching workshop, and Gunung Kinabalu Climb*: *6-11 May 2007*. The campaigns were placed on Level 2, Level 2 1ˢᵗ deep link and Level 2 2ⁿᵈ deep link of its site. Fifty (50) campaigns, such as *Protect sea turtles, WWF canoe challenge 2005, and Tracking turtles* were placed on Level 0 1ˢᵗ deep link, Level 1 2ⁿᵈ deep link, Level 2, Level 2 1ˢᵗ deep link, and Level 2 2ⁿᵈ deep link. Eight (8) campaigns, such as *Save Ulu Muda, Highland- save hills network, Malaysian forest, Zero*

*waste, Natural farming, Save Pulau Payar, Save Solok Tembaga, save Sungei Kuantan Basin forest, Save P*enang, etc. were placed on Level 0 and Level 1. Thirty seven (37) campaigns were placed on the MENGO site; for example, *The cyber plant conservation and K. Kumarasivam endowment fund campaigns.* The campaigns were placed on Level 0, Level 1, Level 1st deep link, Level 1 2nd deep link, Level 2 1st deep link, and Level 2 2nd deep link. Other than that, MENGO also had a total of 37 campaigns about *Climate change* (MMCC, MCCG), *Organic farming* (OFCC, kitchen gardening), and *Sustainable energy* (project ABC, DDC, and WCPJ) campaigns. All the campaigns were placed on Level 0, Level 1, Level 2, Level 2 1st deep link and Level 2 2nd deep link.

4.0   DISCUSSION

Useful information does not work alone to help an interactive website to be effective and functional. The interactivity features on the MENGO website were structured and employed to conduct campaigns and encourage dialogue incorporated via discussion rooms and/or similar interactive components such as email and eforms. The MENGO site that had basic interactivity features, namely email and telephone and fax numbers enabled them to communicate to people pertaining to environmental campaigns as argued by Jarett (2008), Porter (2008), Bortree and Seltzer (2009) and Sinha and Ivory (n.d.), who stressed that the basic interactivity features should be made available on websites. The results in Table 1.0 indicate that the MENGO had developed moderate points of access for a supporter of their organisations through the interactivity features available on its websites such as the dialogue box, forum, complaint forms, rating/poll tool, search tool, user login form, member application form, member renewal form, feedback/guestbook form, and e-card greetings. The findings indicate that moderate interactivity features available on the websites could not fully trigger the desired response to environmental online campaigns.

The results in Table 1.1 reveal the campaigns carried out by the MENGO. The MENGO carried out 56, including large public campaigns in 2006-2010, such as the MNS Belum-Temengor campaign and Fin – Best on Shark and placed most of its campaigns and activities moderately prominently on Level 2, up to Level 2 – 3rd deep link. MENGO provided an online signature form for the MNS Belum-Temengor campaign. MENGO highlighted 50 environmental campaigns and other related activities. It was possibly one of the first environmental non-profits in Malaysia to utilise Internet technologies to aid its environmental campaign online, its activists, and increase communication both nationally and internationally for the organisation. Table 1.1 indicates

that the Protect Sea Turtles campaign conducted in 2005-2011 was highlighted with a pictorial icon and was prominently placed on its homepage – 1st deep link, and on Level 1 - 2nd deep link. The MENGO also displayed past projects such as Tracking Turtles which was placed moderately prominently on Level 2 – 2nd deep link. Table 1.0 shows that the MENGO site provided interactivity features to support its online campaigns, including basic contact information such as email, search tool, membership application form, feedback/guestbook form, and e-cards/e-greetings. The MENGO also advocated 37 environmental campaigns and related activities with regards to *Cyber Plant Conservation campaign* and *K. Kumarasivam Endowment Fund campaign.* Most of the campaigns were moderately prominently placed on Level 2. Finally, the MENGO placed 37 campaigns pertaining to climate change, o*rganic farming, and sustainable energy* which were placed prominently on Level 0 and Level 1, and moderately prominently on Level 2 – 1st deep link and Level 2 – 2nd deep link.

The findings revealed that the MENGO did not fully utilise the interactivity facilities to engage interaction with its online users even though they had developed multiple points of access for supporters of their organisations interaction and few mechanisms were present in the majority of their websites. Even though the overall number of interactivity features such as general email addresses were regularly provided by all MENGO but they were under-utilised. The results also indicated that the MENGO was not utilising the interactivity facilities fully to conduct campaigns or encourage dialogue. This has been supported by Sinha and Ivory (n.d.) who claimed that the number of non-profit organisations using the facilities of the Internet such as email has grown considerably, but this does not equate to an effective use of the Internet's potential. For example, the MENGO hardly used the personalisation features such online forms and dialogue facilities to encourage the commitment of the audience toward the MENGO website. It was a negative observation that the MENGO did not utilise both the feedback form and online donation forms, thus visitors were not offered many ways in which to morally or financially support them. Even though the interactivity facilities were dynamically generated on the sites there were no personalisation techniques in place throughout the bulk of the site to make the experience of the sites more interactive. These findings were considered to be disappointing, as the MENGO failed to enable interpersonal communication and exchange of views between the organisation and the audience.

The findings indicated that the MENGO had attempted to create some amount of relation-ship building content for their visitors by

developing the interactivity facilities on their sites, but at a minimal level. For example, the audience were not asked for their support via a direct appeal such as email. Whereas asking over email is a relatively new approach, it might be one that the MENGO site would want to consider in future. In other words, the MENGO website was not interactive enough as the majority failed to take advantage of the possibilities of interactivity, especially to communicate and advocate their online campaigns. It also means that the MENGO did not use web interactivity effectively to potentially mobilise better social and political actions. This again indicates the MENGO was not utilising their sites effectively to advocate their environmental online campaigns and to encourage dialogues among the community. The MENGO were not using the potential of the Internet fully to build relationships with supporters, volunteers and sponsors. This is in agreement with Bortree and Seltzer (2009) who argued that the lack of interactivity facilities would fail to exploit the potential of the Internet to build relationships with supporters, volunteers and sponsors, and that would be a waste of the Internet's potential.

5.0   CONCLUSION AND SUGGESTIONS

This study provides a snapshot of environmental online campaigns through MENGO website interactivity. It demonstrates how the MENGO did not effectively structure and employ the web interactivity to conduct campaigns on important issues and encourage dialogue among the audience. The important findings generated from this study need to be understood that it is important to have well-structured and employed interactivity features to encourage dialogue, draw people to want to take part or support the campaigns advocated via websites. The results have surfaced a potential conflict faced by ENGOMs with regard to website interactivity, whether in online communication terms or otherwise, that they are immersed in a dilemma of being seen as drifting away from their grassroots clientele and becoming less client-friendly.

What emerges from this study has suggested that:

- the MENGO members should understand why organisations pursue organisational strengthening of online campaigns, mobilisation, fundraising or internal experience sharing, and how certain they are in a simultaneous conflict between consenting to and resisting technological colonisation. It is also to explore whether the use of websites for campaigns had indeed been beneficial.

- a usability study that evaluates the effectiveness of the interface design via interactivity be conducted in future. This this could help improve the overall design architecture of an interactive MENGO website.
- a survey on web audiences could be conducted to understand and quantify implications and challenges emergent from environmental online communication. It is necessary to understand web audiences as co-creators of value and operant resources in EOC. This investigation could incorporate more discriminating means of measuring the usability and effectiveness of the ENGOMs websites in communicating environmental campaigns.
- further investigation on the interactive features of environmental online communication be conducted to establish how interactive websites help audiences to obtain information and find ways that they can affect change in their lives, communities, and beyond. The analysis would potentially be instructive to further understand the usefulness of interactivity facilities in making sure that their sites can effectively advocate environmental campaigns to the wider public.
- the MENGO increases IT knowledge, especially on web development and design, provide training, support for free-lance web designers, and enhance communication skills online. An ffective online environmental campaigns must come from good communication between environmental communicators and IT experts.

Reflecting on the above suggestions, an interactive website is relevant in the online environmental campaigns and that the MENGO should redevelope the interactive website in order to effectively advocate environmental campaigns on important issues and encourage dialogue among the audience.

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