

GOODMAN RESEARCH GROUP, INC.
Program Evaluation • Consultation • Market Research

Formative Evaluation of the Ganga Web site

SUBMITTED TO

Independent Broadcasting Associates

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INTRODUCTION

In 2005, Independent Broadcasting Associates (IBA) received funding from the National Science Foundation (NSF) to create a series of radio programs for National Public Radio that features the Ganges river basin in South Asia. The radio programs, which are in the process of being produced, will describe the 650 million people who are supported by the river, as well as its cultural and religious significance. The programs will also describe the political and/or economic environment of the river and its surrounding areas. Each of these topics will encourage listeners to divorce themselves from U.S. cultural ideas in order to understand a different worldview.

In addition to the radio programs, IBA is also creating a companion Web site designed to house the radio programs and provide listeners with additional information about the river and related topics. The Web site, once completed, will feature the eight different locations along the river by describing the geographical, historical, mythological, cultural and religious characteristics of each. The Web site will also house lessons about the Ganga designed for high school students.

Goodman Research Group, Inc. (GRG) was contracted by IBA to conduct a formative evaluation of the Ganga Web site in order to obtain information that would support and guide IBA with the site's continued development. As a first step in this process, GRG conducted a Web-based survey of visitors who reviewed an early version of the Web site including the home page, the site's introduction, and the information provided for one of the river's eight locations that was reflective of IBA's plans for the remaining seven river locations.

The purpose of this report is to present the findings from this initial formative evaluation of the Web site. The next section describes the evaluation's methodology in more detail. Results are then presented to describe the participants, how they used the Web site, their impressions of the site, and their interest in continuing to use the site in the future. The final sections of the report include conclusions and recommendations.

METHOD

PARTICIPANTS

Two groups of participants were recruited to participate in the formative evaluation: subscribers to IBA's listserv and other NPR listeners.

Subscribers included people who had actively joined the listserv by signing up via IBA Web sites and those who were added to the list by IBA because they had purchased materials or provided feedback about past IBA offerings. The subscriber list consisted of 363 active email addresses. GRG contacted these subscribers (referred to hereon as IBA listeners) to invite them to participate in the evaluation. After this initial invitation, IBA listeners were emailed up to three reminders (from IBA or GRG) to complete the survey. A total of 53 IBA

listeners completed the survey during the month it was posted online, yielding a response rate of 15%.

GRG also recruited a matched of NPR listeners (n=55) to participate in the evaluation who may or may not have heard IBA programs. NPR listeners were recruited from GRG's Participant Database and by posting announcements on national message boards. NPR listeners were given two weeks to complete the survey. During that time, they received up to three email reminders. Forty-eight of the 55 participants completed the survey, for a response rate of 87%. Respondents received \$20 for their participation.

In total, 101 participants viewed the Ganga Web site and completed the feedback survey.

INSTRUMENTS AND PROCEDURES

Participants in the IBA and other NPR listener groups were given the same instructions for reviewing the Ganga Web site. The objective of their review was to provide IBA with suggestions for how to modify existing features and develop new ones. All participants were asked to review both the introductory history provided on the main Ganga page and the Gaumukh section of the site. Instructions were provided for how to access each of these sections, and participants were encouraged to review each as they normally would if visiting a Web site for the first time.

Participants were also provided with information about the stage of the Web site's development to provide context for their review. For example, they were told that they were reviewing the main page and Gaumukh sections because these were more complete than the rest of the site. They were also told that the site was still under development, though it included the basic structure. Participants were asked to keep these facts in mind as they reviewed the site and provided their feedback,

After reviewing the Web site, participants were asked to complete a Web-based survey hosted on the GRG survey Web site (see Appendix A for a copy of the survey). The Web Survey included both closed- and open-ended questions, and measured the following:

- How respondents accessed the Web site,
- The amount of time spent on the site,
- The site's navigability,
- Impressions of the Web site,
- Learning associated with the site, and
- The site's influence on respondents' interest in continuing to use Ganga offerings.

RESULTS

PROFILE OF RESPONDENTS

Table 1 presents a profile of respondents who completed the feedback survey. As shown in the table, slightly more women than men completed the survey and most respondents were between the ages of 31 and 60. Participants were a highly educated group, with over half having a graduate degree. Most were White. IBA listeners and other NPR listeners did not differ in their demographic profiles.

Table 1
Profile of Web Survey Respondents

		% Respondents
Gender	Female	64%
	Male	36%
Age	19-30 years old	15%
	31-45 years old	33%
	46-60 years old	37%
	61-75 years old	15%
Educational Level	High School diploma or GED	5%
	2-year college degree	9%
	4-year college degree	34%
	Master's degree	34%
	Doctorate/Professional degree	18%
Race/Ethnicity	African American	1%
	American Indian	2%
	Asian/Pacific Islander	11%
	Hispanic	1%
	Native Hawaiian/Pacific Islander	1%
	White	80%
	Other	7%

Number of respondents ranges from 100 to 101 across questions.

Of the respondents who indicated "other" for their race/ethnicity, three described themselves as Indian, one as Jewish and one as Eurasian. The remaining two did not provide a description.

In addition to reporting their race/ethnicity, participants also provided information on the country of their birth and current residence.

- The majority of participants (76%) were born in the United States; 10% were born in India and 5% were born in Great Britain. One respondent each was born in: Canada, China, France, Germany, Hong Kong, Japan, Sierra Leone, Sri Lanka, and the Ukraine.
- Most participants (80%) currently reside in the United States, with many participants living in California, Massachusetts, New York, or Minnesota. Seven percent of participants live in India, 5% live in Great Britain, and one percent each live in Bangladesh, Canada, Germany, New Zealand, and Puerto Rico.

Experiences and Interests Related to the Ganges Web Site

The Web Survey asked respondents to report their interest in environmental issues in general and water-related issues in particular, using a scale of 1 (*Not at all*) to 5 (*Extremely*). As seen in Table 2, IBA listeners reported being more interested in each of these topics at a statistically significant level compared to other NPR listeners.

- IBA listeners reported being *very interested* in environmental issues, on average, while other NPR listeners reported being *somewhat to very interested*.
- IBA listeners, on average, were *somewhat to very interested* in water and/or water-related issues. Other NPR listeners reported being *somewhat interested* in these topics.

Table 2
Mean Interest Ratings, by Listener Group

	IBA Listeners (n=53)	Other NPR Listeners (n=48)
Environmental issues	3.98	3.56**
Water and/or water-related issues	3.72	3.04*

*p<.05; **p<.01

To learn whether any respondents were currently working in fields related to Ganges Web site content, GRG also asked respondents to provide a job description. Respondents listed a variety of jobs. Several were employed as educators, including all levels from elementary teachers through college professors and senior lecturers. Others were employed in fields related to the arts or media, including artists, writers, musicians, and radio and television producers.

IBA listeners were more likely to be employed in areas related to Ganges content compared to other NPR listeners (18% and 4% respectively, p<.05). These included writers and educators focused on Indian studies, an environmental researcher, and those specializing in Middle-Eastern studies.

Finally, respondents answered two questions about their travel experiences to provide information on whether they had visited regions of the world featured in the Web site (see Table 3). IBA listeners were more likely to have traveled to India than were other NPR listeners. There was not a statistically significant difference between groups in the percentage who had traveled to Southeast Asia.

Table 3
Percentage of Respondents Who Have Traveled to Areas Related to the Ganges, by Group

	IBA Listeners (n=53)	Other NPR Listeners (n=48)
Traveled to India	38%	6% **
Traveled to Southeast Asia	32%	17%

**p<.01

ACCESSING THE GANGA WEB SITE

Respondents answered a variety of questions about the systems and technology they used to access the Ganga Web site, including the type of computer and operating system used, the type of Internet connection used, and the location from which they viewed the site.

Most survey respondents accessed the Ganga Web site using a Windows-based computer: 68% of IBA listeners and 90% of other NPR listeners. IBA listeners were more likely to be using a Macintosh computer (30%) compared to other NPR listeners (10%). One respondent from this group was working from a Linux system.

IBA and other NPR listeners did not vary in the operating systems they used or in their Internet service. Most respondents (85%) were using Windows 2000, ME, or XP systems to access the Ganga Web site; 9% were using Windows 98 or older and 5% were unsure of the operating system being used.

Most respondents (90%) connected to the Ganga site using at least a broadband speed connection; 7% used a dial-up connection and the remaining respondents either were using a wireless satellite connection or were unsure how to respond to this question. As seen in Table 4, approximately half of respondents (52%) used Internet Explorer to access the Ganga Web site; Mozilla Firefox and Safari were also used by several respondents.

Table 4
Internet Brower Used to Connect to the Ganga Web Site

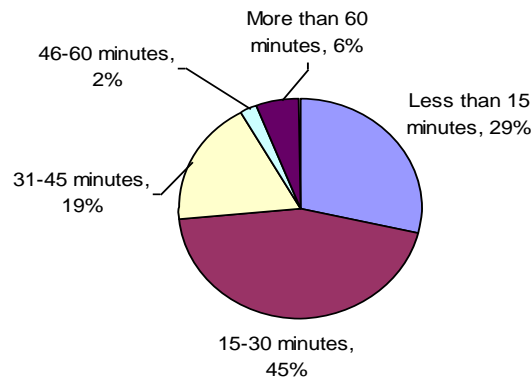
	% respondents
Internet Explorer	52%
Mozilla Firefox	17%
Safari	11%
Netscape	7%
AOL	2%
Linux	1%
I don't know	3%

N=101

TIME SPENT AND SECTIONS VISITED ON THE GANGA WEB SITE

Respondents were asked to select, from a list of five options, the category that most accurately described the amount of time they spent reviewing the Web site. As seen in Figure 1, almost half of the respondents spent between 15 and 30 minutes reviewing the site. Over one-quarter spent less than 15 minutes on the Ganga Web site and 19% spent 31 to 45 minutes.

Figure 1
Amount of Time Spent Reviewing the Ganga Web Site



As part of their review, respondents were asked to visit the Gaumukh section of the site by going to the different features that they would normally visit if on a Web site for the first time. As seen in Table 5:

- The maps, Mythology of Ganga, and How the Ganga Came Down to Earth were used by the largest percentage of respondents.
- Approximately half of the participants viewed at least one of the two QuickTime Excursions and one of the two Slideshow presentations.
- The least used feature was the New York Times article.

Table 5
Percentage of Respondents Who Visited Each Web Site Feature

	% respondents
Maps	89%
History and Culture: Mythology of the Ganga	80%
History and Culture: How the Ganga Came Down to Earth	71%
Environment	59%
Glossary of Terms	59%
Bibliography	56%
QuickTime Excursion: Trekking to the source of Ganga	55%
History and Culture: Slideshow of Dev Prayag: The confluence	46%
History and Culture: Slideshow of the Gangotri Past and Present	44%
QuickTime Excursion: Re-installing the Goddess in Gangotri	40%
History and Culture: Reading: "Seeing Creation and Evolution in the Grand Canyon", New York Times October 6, 2005	39%

N=101

WEB SITE NAVIGABILITY

To learn about the current navigability of the Web site, GRG asked respondents to report the ease with which they found the information they wanted on the site, using a five point scale from 1 (*Very Difficult*) to 5 (*Very Easy*). Ratings for the Web site's navigability did not vary based on the type of operating system or Internet connection being used. This question yielded a range of responses:

- 13% found the Web site *very easy* to navigate,
- 21% found it *somewhat easy*,
- 32% found it *neither easy nor difficult*,
- 26% rated it as *somewhat difficult*, and
- 8% found the Ganga Web site *very difficult* to navigate.

After providing their rating, respondents were given the opportunity to describe what they found easy or difficult about the site. A total of 71 respondents provided feedback in response to this question. GRG coded the responses based on theme.

The most common response received (by 49% of respondents), regardless of the rating provided, was that the site's organization was not intuitive. Several participants reported learning about content on the site from prompts in the survey rather than based on their own navigation. Many of these indicated they did not realize that the *Look, Listen, Resources, Discuss* options provided specific

information for each section. The term Resources also seemed a bit of a misnomer to participants. Responses included:

Had to go back and check each link – the first impression is that the introduction is all there is and it wasn't until I got to the survey that I realized I had to click on all the links on the left side

I simply never looked under “Resources” where the most interesting material was buried.

The difference between the side links under Ganges in general and Gaumukh specifically always threw me off.

The navigational menu on the left was not entirely self-explanatory or obvious in its structure.

You clicked on the navigation at the top, arrived at the page, but then had to enter another page to read the information being presented.

In addition to this overall feedback about navigability, respondents reported whether they experienced any technical difficulties while reviewing the Web site. Approximately one third of respondents (34%) experienced technical difficulties. There was not a relation between either the operating system or type of internet connection and technical difficulties. Of the respondents who did experience these difficulties,

- Most (72%) were related to problems loading the QuickTime excursions.
- A small number of respondents (16%) reported having trouble with links that were broken or not working properly.

Feedback on Feature Format Options

Respondents answered a series of questions about the formats in which they would prefer new Web site features to be presented. When provided with the list of format options presented in Table 6 and asked to select the one they were most likely to use, there was no clear favorite.

Table 6
Feature Formats that Respondents are Most Likely to Use

	% respondents
Flash Tours	16%
QuickTime Tours	19%
Slide Shows	22%
I would use them all equally	20%
I don't know	23%

N=101

When asked why they were most likely to use a particular format, most respondents said they picked the format that is the easiest for them. Many of those who selected both Flash and QuickTime did so based on the program that was already loaded on their computer. Those who chose the slide show as their preferred format felt that it was the easiest and most accessible of the choices.

Although most respondents did select a clear favorite from the options provided, they were flexible in the formats that they would use.

- 45% reported that they would use features presented as Slide Shows,
- 38% would use QuickTime tours, and
- 31% would use Flash tours.

Respondents did not have suggestions for other formats that they would like to see added to the Web site. Fifteen respondents took the opportunity to provide a format suggestion. Responses included adding pod-casts or other downloadable resources, mpeg files, and video that could be viewed in Microsoft Media Player.

OVERALL IMPRESSIONS OF THE GANGA WEB SITE

Respondents provided feedback about the Web site through ratings questions about both the site overall as well as specific features. They were also given the opportunity to describe their favorite thing about the site by answering an open-ended question. Results from each are presented below.

Web Site Ratings

Respondents were asked to provide four ratings of the Ganga Web site using a scale of 1 (*Poor*) to 5 (*Excellent*). Three of the four ratings are presented in Table 7. For each, respondents provided average ratings of between *good* and *very good*. The quality of information provided on the site was rated slightly higher than the site’s organization or the Web site overall. Ratings for these items did not vary based on the type of operating system or internet connection used.

Table 7
Ratings of the Ganga Web Site

		Poor	Fair	Good	Very Good	Excellent
		1	2	3	4	5
The quality of information presented on the site	mean=3.79	2%	8%	26%	37%	27%
The site’s organization	mean=3.49	4%	13%	34%	30%	19%
The Web site, overall	mean=3.50	3%	6%	43%	34%	14%

N=101

The fourth area rated was the overall appearance of the site, including the graphics, pictures, and colors used. Ratings for this area varied based on the type of Internet connection being used. Respondents with a fast connection, who were most likely to be able to view the appearance-based features, rated the

appearance of the Web site higher than those with a slow connection (mean ratings of 4.57 and 3.44, respectively). Those with a broad-band connection or better rated the appearance of the Web site as *very good* to *excellent* on average, while those with dial-up rated the appearance of the site as *good* to *very good* ($p < .01$).

Ratings of Individual Features

Respondents rated how useful they found each feature in the Gaumukh section, using a scale of 1 (*Not at All*) to 5 (*Extremely*). As seen in Table 8, ratings did not vary much from feature to feature. Features that were easy to access, such as written descriptions, maps, and slideshows, were rated higher than were features that involve video or accessing material from another site.

Table 8
Respondents' Ratings of Individual Web Site Features

		Not at All 1	A Little 2	Generally 3	Very 4	Extremely 5
History and Culture: Mythology of the Ganga	mean=3.63	1%	8%	33%	43%	15%
Maps	mean=3.57	2%	9%	32%	43%	14%
Glossary of Terms	mean=3.55	6%	10%	27%	35%	22%
History and Culture: How the Ganga Came Down to Earth	mean=3.54	4%	8%	32%	41%	15%
History and Culture: Slideshow of the Gangotri Past and Present	mean=3.48	7%	9%	29%	39%	16%
Environment	mean=3.45	3%	7%	45%	32%	13%
History and Culture: Slideshow of Dev Prayag: The confluence	mean=3.40	4%	11%	38%	34%	13%
QuickTime Excursion: Trekking to the source of Ganga	mean=3.39	9%	7%	29%	46%	9%
Bibliography	mean=3.28	3%	21%	32%	32%	12%
History and Culture: Reading: "Seeing Creation and Evolution in the Grand Canyon", New York Times October 6, 2005	mean=3.26	8%	15%	28%	41%	8%
QuickTime Excursion: Re-installing the Goddess in Gangotri	mean=3.10	10%	7%	50%	28%	5%

Number of respondents ranged from 39 – 90 across questions; ratings were only provided by respondents who indicated they had visited the feature.

Favorite Web Site Features

Respondents were asked, in an open-ended question, to describe their favorite part of the Web site. The most common response, given by nearly one-third of respondents (31%) was the photos and graphics. About one-fifth each said their favorite part was the format of the site or a specific section of the site, such as the Introduction or History sections. See Table 9 for a complete list of response categories and representative quotes in each category.

Table 9
 Respondents' Favorite Thing about the Web Site

Photos/Pictures/Graphics (31%)	<ul style="list-style-type: none"> ▪ The photography was excellent. Great pictures; though more content will eventually be needed to balance them. ▪ The photographs were beautiful and the graphics at the top of the main page were very exotic and intriguing. ▪ The photography and satellite images, with potential for being an interesting source of information on the Ganges
Format/Organization (23%)	<ul style="list-style-type: none"> ▪ I like that you can browse thematically or geographically and access the themes even if you choose to browse by geography. ▪ Perhaps the fact that at the very beginning, we're told what the site is about and the [navigation is easy] thereafter. ▪ The brief, though informative, glimpses into each part of the Ganges. Also, the red highlighted words that reveal the meaning is helpful in understanding the text.
Specific Section/Topic (27%)	<ul style="list-style-type: none"> ▪ I enjoyed the introduction on each section, as it was informative, engaging and educational without being overbearing ▪ I liked reading about the history and mythology - I also was interested in how the mythological past was tied together with the ecological future. ▪ I wandered over to the sitemap, and read something about fresh water dolphins. This interested me because I once read a story about a guy who took a trip on a boat along part of the Ganga River. He said some weird creature with no eyes popped out of the water, later determined to be an eyeless dolphin, which used sonar, because the water was so black and polluted, it couldn't see.
Audio/Video clips (13%)	<ul style="list-style-type: none"> ▪ I really enjoyed the "QuickTime Excursions" section, though the clips took a while to load. I grew impatient but the result was well worth the wait. ▪ I liked that there were many different types of media that could be used to learn about the subject - films, songs, pictures, verbiage etc.
Stories/Writing Style in general (11%)	<ul style="list-style-type: none"> ▪ I enjoyed reading the story as I like to learn about this sort of thing. ▪ The text was very well-written and interesting. This is all new information to me and I found it fascinating. ▪ I thought for the most part the writing was very good; there was almost a lyrical quality about it. Also, it's very easy to follow and seems perfect for students.

N=97

IMPRESSIONS OF THE WEB SITE'S PURPOSE AND INTENDED MESSAGE

Respondents were asked, in an open-ended format, to describe their perception of the Web site's purpose. All respondents indicated that the purpose of the site was to educate. Many also noted the multi-dimensional focus of the site by listing more than one content area in their purpose statement; respondents mentioned cultural, ecological, and historical perspectives presented on the site and often commented on the interaction between these different areas.

- 52% described the purpose of the Web site as educating people about the importance of the Ganges River using several different perspectives,
- 24% provided a statement about educating people about the river, in general,
- 13% provided a general statement about education that was not focused on the river or specific topics, and

- 7% believed the purpose of the site was to educate students in classrooms.

Representative comments about the perceived purpose of the site included:

Educate the world about the history, cultural and scientific properties of the Ganges.

I feel that the purpose of the website is to isolate different points along the Ganges in order to convey the individual nature of the Ganges for different regions of India and Nepal. In doing so, the ecological and cultural situations become clearer on multi-levels.

Learn more about the culture of India.

History and current issues of Ganga.

Provide a comprehensive overview of the Ganges' environmental, cultural, agricultural and religious significance to India, Nepal and Bangladesh, and explain how the environmental challenges affecting the river may affect the people who look to it for physical and spiritual sustenance.

The purpose is to inform the visitor about the Ganga, area by area.

Educate and inform.

Primarily, to fit a structured classroom exercise. Secondly, a good resource for someone what has "Googled" Ganga.

Respondents provided similar responses when asked to describe the message(s) the developers of the site were trying to convey. Well over three-quarters of respondents (87%) felt the Web developers were trying to increase awareness and appreciation of the Ganga and its significance to those who live near the river. As with the previous responses, many answers to this question reflected the multi-context focus of the site. Responses included:

I feel this website's developers are trying to convey a very important message of preserving the environment by reducing the pollution along the route of this sacred river. By making people aware how significant this river is to so many Indians, and all the culture and history surrounding this river, we can increase global awareness regarding the massive pollution along Ganga's borders and work towards cleansing this sacred river of life.

*Knowledge about a significant geographical entity in India and how geography forms the basis of religion, tradition, history and culture
Current political and cultural situation vs. tradition and religion in India and in the West.*

The message is two-fold. Firstly, it is to acquaint the visitor with the geography of the river, area by area, including the condition of the river, past and present. Secondly, it is to explain the use and significance of the river over time, especially the spiritual significance.

Promote understanding and appreciation of India and its culture. That there is inevitable change with modern developmental methods to cater to the needs of an increasing population, and this change must be reconciled with the cultural and emotional needs of a deeply religious people.

After describing their perceptions of the Web site's purpose and intended message, respondents rated their interest in the site's subject matter using a five-point scale from 1 (*Not at All*) to 5 (*Extremely*). While both listener groups reported being interested in the Web site's subject matter, IBA listeners reported being more interested than did other NPR listeners at a statistically significant level ($p < .01$). IBA listeners reported being *very interested* in the subject matter on average (mean rating = 3.96), while other NPR listeners were between *somewhat* and *very interested* (mean rating = 3.48).

WEB SITE SUGGESTIONS

Survey respondents were given the opportunity to suggest other topics that they would like to see covered on the Web site and to make overall suggestions for how to improve the site.

A total of 73 respondents provided a topic they would like to see added to the site. Almost half of those (44%) said "no" or did not feel that they could make suggestions at this point in the site's development. GRG coded the remaining topics based on theme. The largest group of these respondents (26%) provided a specific content suggestion that could not be coded based on theme. A sample of these statements is provided below; a full list of these suggestions can be found in Appendix B.

A contrast to the advantages and disadvantages that the Amazon also conveys.

Water sanitation statistics, future projects on the river.

About Ganga erosion and fate of displaced people.

Health issues. Diseases that have centered around the river. Animal life and the river and perhaps crops grown by the river.

Comments that could be coded by theme focused on religion and/or mythology, a resource list, the history of the river, map-based information, and more pictures. See Table 10 for sample comments.

Table 10
 Topics that Respondents Suggested Adding to the Ganga Web Site

<p>Content focused on religion and/or mythology, and the river (15%)</p>	<ul style="list-style-type: none"> ▪ Perhaps more on the religious aspect. How do Muslims view the river in their mythology, if different? ▪ How the river is viewed by non-Hindus. ▪ More content or links to the actual beliefs/philosophies of Hindi and Muslims.
<p>Adding a resource list (7%)</p>	<ul style="list-style-type: none"> ▪ I definitely could use some more original source material...quotes from experts on both the pollution and the religious aspects. ▪ Resources for a person to learn more about how to become active without being in a formal group.
<p>History-based content (5%)</p>	<ul style="list-style-type: none"> ▪ Historical timeline. ▪ Maybe something about the history of the Moghal Empire and the conflicts between Islam and Hinduism. ▪ The Ganga in ancient historical texts.
<p>Map-based information (3%)</p>	<ul style="list-style-type: none"> ▪ The location of ancient capitals all along the river's course. ▪ I would like to see a more detailed map and maps of the individual areas.
<p>More pictures (3%)</p>	<ul style="list-style-type: none"> ▪ More photos – a photo gallery – maybe even one that people could upload photos to. ▪ Additional pictures – perhaps a link, would give the reader more insight on the visual aspect.

N=73

In addition to the topics suggested, 90 respondents provided a suggestion for how the site could be improved. As with the previous suggestions, GRG coded these responses by theme. The most common suggestions were recommendations for content to be added to the site. Sample responses are provided below and all content-based suggestions are provided in Appendix C.

More on the consequences for river people's lives, not only the religious meaning of the river. Set out local people's efforts at campaigning.

By adding a temporal dimension to the rise and decline of cities along the river's course, vis-à-vis various development interventions.

By having a regular update on the Ganga cleaning situation, and any other educational topics as appropriate.

Suggestions that could be coded by theme are presented in Table 11. Sample statements are provided from category as well as the percentage of respondents who made each suggestion.

Table 11
 Suggestions for Web Site Improvement

<p>Improve the site's navigation (21%)</p>	<ul style="list-style-type: none"> ▪ Better navigation as it gets confusing when one goes several layers down. ▪ Make it easier to understand the organization of the Web site. ▪ Navigation is not entirely coherent and intuitive.
<p>Make background more user-friendly (19%)</p>	<ul style="list-style-type: none"> ▪ I didn't like the background. It is not particularly attractive, somewhat distracting, and sometimes makes it hard to read the text. ▪ The background color/texture looks like mud. It adds nothing and is distracting. ▪ Don't make me read over the texture – looks like sackcloth. That's very old style.
<p>Provide more and/or better graphics or video (18%)</p>	<ul style="list-style-type: none"> ▪ The graphics and colors could be bolder. ▪ Graphically it is not very interesting. ▪ More graphics, live video. ▪ Use something other than QuickTime for the excursion links.
<p>Make text presentation more user friendly (17%)</p>	<ul style="list-style-type: none"> ▪ Make the type darker and make titles for each section. ▪ The type could be easier to read. ▪ Too much unbroken text, set too wide. Since this site is too text-heavy, confine it to a fixed width column.
<p>Streamlining and improving the text (17%)</p>	<ul style="list-style-type: none"> ▪ It is a little overwhelming in its scope. ▪ I found the information to be poorly organized and very verbose. I'd like to see more charts, graphs, and tables to summarize the information rather than page after page of text. ▪ Use shorter sentences. Try to use fewer parentheses.
<p>Provide more/better map-based information (14%)</p>	<ul style="list-style-type: none"> ▪ The graphic map is an interesting concept, but it is very colorless and unappealing. ▪ More and more detailed maps. I think maps give lost of information and people can seek out their own particular interests while getting the all-important view. ▪ Perhaps more maps on the pages would be helpful since some of us are very uneducated in the geography of the area.

N=90

LEARNING ASSOCIATED WITH THE GANGA WEB SITE

Each survey respondent was asked to write two things learned as a result of reviewing the Ganga Web site. A total of 148 learning statements were provided by respondents. GRG coded these statements based on theme. The most common responses are presented in Table 12.

- Approximately one-quarter of respondents reported learning something about the Ganga's geography.

- Approximately one in ten learned something about the people of the Ganga, the pollution of the river, vocabulary/spelling of terms related to the river, or the religion and/or culture surrounding the river.
- Seven percent each reported learning about the spiritual significance of the river, the weather along the river, or the fact that Ganga is both a river and a goddess.

Table 12
Content Learned about as a Result of Visiting the Ganga Web Site

The geography of the river (26%)	<ul style="list-style-type: none"> ▪ The first 100 miles are not known as the Ganges. ▪ That the river is very long but mostly impassable. ▪ The location and geography of the Ganga at its source high in the mountains, where it goes by another name.
The people of the river (12%)	<ul style="list-style-type: none"> ▪ That Ganga is the most populous river basin in the world ▪ The Ganges effectively bisects Bengal into Hindu and Muslim populations. ▪ About the people along the river.
The Ganga and pollution (10%)	<ul style="list-style-type: none"> ▪ About the environmental problems that the Ganga is facing. ▪ The pollution and lack of ability to improve its quality. ▪ That pollution and lack of water are getting worse for the population that survives because of the river.
Vocabulary and/or Spelling (9%)	<ul style="list-style-type: none"> ▪ What a barrage is. ▪ Spellings CAN be different due to religion or linguistics. ▪ Gaumukh means cows mouth.
General learning about religion and/or culture (8%)	<ul style="list-style-type: none"> ▪ A list of 10 don'ts when visiting the Ganges. ▪ Cultural religious beliefs/practices. ▪ About the religious ceremony/parade that honors Ganga.
The spiritual significance of the river (7%)	<ul style="list-style-type: none"> ▪ Why the Ganges is important to the people surrounding it. ▪ The spiritual importance of the river. ▪ That some believe that they can wash away their sins by bathing in the river.
The impact of weather on the river and its flow (7%)	<ul style="list-style-type: none"> ▪ How much the river changes during the year and the importance of the water. ▪ The river receives 80% of its annual water during four months of the year from the monsoons. ▪ How important the rainy season is and how much it affects the river and surrounding areas.
That Ganga is a river and a goddess (7%)	<ul style="list-style-type: none"> ▪ I learned that the Ganges River is considered a goddess by some. ▪ Ganga refers to a goddess as well as a river. ▪ That Ganges is also the Mother goddess.

Continued Involvement with Ganga Offerings

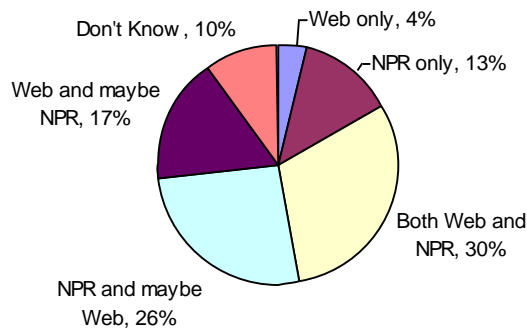
In addition to providing feedback about the site, respondents were asked several questions about whether they plan to seek out Ganga offerings in the future. These questions focused on listening to the radio programs as well as whether and how they planned to continue using the Web site.

Ganga Radio Programs

Respondents were asked whether they would listen to the Ganga radio programs once they are produced. The vast majority of respondents (90%) indicated that they would listen to the radio programs. The remaining 10% said they did not know if they would listen. None of the respondents said that they would not listen to the Ganga radio programs.

Figure 2 shows the percentage of respondents who plan to listen to the Ganga programs in different ways. A large group of respondents indicated that they will listen to the programs via both the Web site and NPR, and a similar number indicated that they will listen on NPR and might also seek out the programs on the Web site.

Figure 2
Ways Respondents Will Listen to Ganga Radio Programs



The Ganga Web Site, in General

As a final measure of overall appeal and interest in the site, GRG asked respondents how likely they were to visit the Web site again on a scale of 1 (*Not at All*) to 5 (*Extremely*). IBA listeners were significantly more likely to visit the site again than were other NPR listeners ($p < .01$). IBA listeners reported being *somewhat to very likely* to return to the Web site, with an average rating of 3.62 out of 5. Other NPR listeners were *a little to somewhat likely* to return as indicated by an average rating of 2.79.

A similar pattern of results was found when respondents were asked if they plan to recommend the site to others. IBA listeners were significantly more likely than were other NPR listeners to recommend the Web site ($p < .01$), with 96% of IBA listeners and 69% of other NPR listeners indicating that they will recommend the site to others.

After indicating whether they would recommend the site, respondents were asked to explain their response. Of the 68 who responded to this question, most (56%) provided positive feedback about the site as supporting evidence for why they

would recommend it to others. IBA and other NPR listeners were similarly represented in the comments received. Sample statements included:

Very informative – one can learn so much!

It has a lot of interesting information...lots of personal pictures and a very human viewpoint.

It is great to learn about new areas and how others solve problems.

It is an extremely interesting topic and you have approached it from a different angle.

What content is available is rich in information that I believe falls outside the category of general knowledge for Westerners.

A notable group of respondents (31%) indicated that they would or would not recommend the site based on their perceptions of others' interest in the topic. For example, some indicated that they did not know anyone who would be interested in the topics covered on the site, while others stated they would only recommend the site to people with an existing interest in a topic featured. Comments included:

I don't know of anyone who takes a particular interest in this subject.

Yes, for people who are interested in the Ganga River, mythological issues, and environmental issues. Not for just anyone. They would have to have an interest in the topic.

I think it would be extremely useful for anyone interested in this particular topic.

Specific Web Site Features

To gauge interest in the Web-based discussions planned for the Web site, GRG asked respondents to rate the likelihood that they would read and take part in a feature of the site. IBA and other NPR listeners did not vary in the extent to which they were interested in this feature. As seen in Table 13, respondents were more likely to report an interest in reading the discussions compared to contributing to them.

- Over half of the participants reported that they were *generally* or *very likely* to read a Web-based discussion hosted on the site.
- Almost half of the participants indicated that they were *not at all likely* to contribute to a discussion themselves.

Table 13
Interest in Reading and Contributing to Web-Based Discussions on the Ganga Web Site

	Not at All 1	A Little 2	Generally 3	Very 4	Extremely 5
Read discussions on the Web site mean=2.78	20%	18%	32%	24%	6%
Participate in discussions on the Web site mean=2.03	44%	25%	19%	7%	5%

N=101

Although there was not much interest in contributing to Web-based discussions on the site, most respondents (n=83) selected at least one option from a list of possible discussion topics when given the option.

- 75% were interested in a discussion about *the interaction between culture and the physical environment*,
- 62% were interested in a discussion on *how cultural ideas about mythology relate to environmental issues*,
- 60% were interested in *cross-cultural comparison about issues related to Ganga*, and
- 55% were interested in having a discussion about *how other people deal with problems related to the water supply* on the Web site.

Respondents also provided feedback about their interest in having extended music recording and links to related resources included as part of the Ganga Web site. Interest was rated on a scale of 1 (*Not at All*) to 5 (*Extremely*). IBA listeners reported being more interested in each of these features than other NPR listeners (see Table 14).

- Regardless of this difference, both types of listeners reported being *somewhat to very interested* in the extended music recordings.
- IBA listeners were *very interested* in links to related resources, on average, and other NPR listeners were *somewhat to very interested* in this feature.

Table 14
Mean Interest in Additional Features, by Group

	IBA Listeners (n=53)	Other NPR Listeners (n=48)
Extended Music Recordings	3.72	3.21*
Links to related resources	4.06	3.60*

*p<.05

CONCLUSIONS

Participants believed the Ganga Web site was educational, multi-dimensional in focus, and intended to increase awareness and appreciation of the river and its significance.

When asked to describe the purpose and intended message of the Web site, respondents provided similar responses. These focused on the educational nature of the site as well as the multiple content areas featured, with a particular focus on the cultural, ecological, and historical significance of the river. Many also noted the interaction between the characteristics as well as the impact that they have on the Ganga's people.

The Web site was considered appropriate for a select group rather than a general audience.

Respondents believed the Web site would appeal mostly to those who already had an interest in the featured topics. When asked if they would recommend the site to others, many respondents indicated that they would only recommend the site to those who had an existing interest. Some believed that the site was not designed for, and thus would not appeal to, the general public.

The Web site was attractive to visitors.

When asked to rate different overall characteristics of the Web site, respondents gave the highest marks for the site's appearance. Respondents seemed particularly taken with the photographs and graphics included on the site; these characteristics were listed most often as respondents' favorite thing about the site and some requested that more of these kinds of features be added.

Reviews of the Web site and its features were positive but left room for improvement.

The quality of information presented on the site, the organization of the site, and the site overall were rated as *good* to *very good* by respondents. When asked to rate the individual features included on the site, all were considered to be *generally helpful*.

Respondents provided mixed feedback about the QuickTime features.

Approximately one-tenth of respondents chose the QuickTime Excursions as their favorite part of the Web site; yet, compared to other features, those that required QuickTime were considered some of the least helpful. Further, most of those who experienced technical difficulties reported having trouble with QuickTime, and only about one third reported they would use QuickTime features hosted on the site.

There is not a preferred platform for presenting video-based features.

Similar numbers of respondents indicated a preference for features presented in Flash, QuickTime, and slide show formats. In most cases, preferences were based on the program that was already loaded on their personal computer. Most did not have suggestions for how to make these types of features more accessible.

Respondents were not enthusiastic about Web-based discussions.

When asked about Web-based discussions that will be hosted on the Web site in the future, respondents indicated that they were *a little to generally interested* in reading them and only *a little interested* in contributing. Although these responses were not enthusiastic, respondents did seem interested in a list of topics that might be discussed on the site, with at least half of respondents indicating an interest in each of the four topics.

Participants did not find the navigation of the Web site intuitive.

When asked to rate the navigability of the site, one-third reported that the site was difficult to navigate and a similar percentage reported that it was neither easy nor difficult. When asked to comment on this rating, many respondents (including some who felt the site was easy to navigate) stated that the navigation should be more intuitive. Improving the site's navigability was also the top suggestion for how the Web site could be improved.

IBA listeners may be more interested in Ganga Web site content compared to other NPR listeners.

IBA listeners indicated they were more interested in the topics featured on the site and had more personal experience with the topics featured compared to other NPR listeners. They also reported that they were more interested in the site's content, and that they were both more likely to return to the site and recommend it to others, compared to other NPR listeners.

RECOMMENDATIONS

The conclusions from this evaluation indicate that the IBA team has created a solid early version of the Ganga Web site. The evaluation provides concrete examples for how to strengthen existing features and presentation, while at the same time indicating that existing features can be used as a template for moving forward with the remainder of the site's development.

GRG's primary recommendation is that IBA improve the navigation of the Web site.

Respondents suggested having the introduction included as part of the home page and adding a full written description of the site's organization. Many also stated

that the links to content were hidden, that the site included too many layers, and that the repetition of the *Look, Listen, Resources, Discuss* labels across pages was not effective.

GRG also recommends making several design changes in order to increase both the appeal and usability of the Web site.

Respondents made several suggestions for small design changes, such as choosing a less distracting background, increasing text size, setting a user-friendly column width for textual presentations, finding ways to differentiate the text from the background, and reducing the amount of text presented by using graphical and/or tabular presentations of content. Recall that respondents provided positive feedback about the information presented on the site. GRG believes that making these types of design changes will help enhance the content presented.

GRG recommends that video-based features be available in multiple formats.

Survey respondents indicated that they preferred video-based features that could be viewed using the presentation format that was already loaded on their personal computer. Many indicated that they would not attempt to view features that were presented in alternate formats. To reach as many visitors as possible, IBA may need to offer all video features in multiple formats, particularly if these features are meant to be some of the most meaningful on the site.

GRG recommends that IBA define their target audience for the Web site and revise the content and presentation as needed.

Results from this evaluation indicate that IBA listeners were significantly more interested in the Web site than were other NPR listeners. Respondents also felt that the site would appeal mainly to those already interested in Ganga and other topics presented on the site. If the purpose of the Web site is to reach a broad NPR audience and/or the general public, the Web site may need to be revised and/or promoted in order to have broader appeal. If this is the case, a second wave of evaluation that assesses the needs and interests of the target audience is warranted.

APPENDIX

APPENDIX A: GANGA WEB SURVEY

Your Technology

What type of computer are you using?

- Windows
- Macintosh
- Other; Explain:

(If respondent selected "Windows", they were asked the following question.)

What type of operating system are you using?

- Windows 98 or older
- Windows 2000, ME, or XP
- I don't know
- Other; Explain:

What Internet browser did you use to access the Ganga Web site?

- Internet Explorer
- Netscape
- I don't know
- Other; Explain:

How did you connect to the Web site?

- Dial-up
- Broad-band (DSL, Cable)
- T1 or faster
- Other; Explain:

From which location did you access the Ganga Web site?

- Home
- Office
- School
- Other; Explain:

Overall Statements about the Ganga Web site

What was your favorite part of this Web site?

What, in your opinion, is the purpose of this Web site?

What message(s), if any, do you think the developers of this Web site are trying to convey?

Please rate the following aspects of the Web site (*Select only one response for each item.*)

	Poor	Fair	Good	Very Good	Excellent
Overall appearance of site (e.g. graphics, pictures, colors)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The quality of information included on the site

The site's organization

The Web site, overall

How interesting did you find the subject matter included in the Web site?

- Not at all interesting
- A little interesting
- Somewhat interesting
- Very interesting
- Extremely interesting

What are two new things you learned from visiting this Web site?

1.

2.

Are there other Web site feature *topics* that you would like to see added to this Web site?

In what other ways could the Web site be improved?

Use of the Gaumukh Section

Please indicate which features of Gaumukh you visited or used and then rate the overall usefulness of each of those features. (*Only rate the features you visited.*)

	I did not visit/use this feature.	Not at all useful	A little useful	Generally useful	Very useful	Extremely useful
QuickTime Excursion: <i>Trekking to the source of Ganga</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
QuickTime Excursion: <i>Re-installing the Goddess of Gangotri</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
History and Culture: <i>Mythology of the Ganga</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
History and Culture: <i>How the Ganga Came Down to Earth</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
History and Culture: <i>Slideshow of the Gangotri Past and Present</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
History and Culture: <i>Dev Prayag: The confluence</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
History and Culture: <i>Readings: "Seeing Creation and Evolution in the Grand Canyon," New York Times October 6, 2005</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bibliography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Glossary of Terms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How interested would you be in seeing the following features on the Web site?

	Not at all interested	A little interested	Somewhat interested	Very interested	Extremely interested
Extended Music Recordings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Links to related resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall, how much time did you spend exploring Gaumukh?

- Less than 15 minutes
- 15-30 minutes
- 31-45 minutes
- 46-60 minutes
- More than 60 minutes

How easy or difficult was it to find the information you wanted in the Gaumukh section?

- Very difficult
- Somewhat difficult
- Neither easy nor difficult
- Somewhat easy
- Very easy

What made it easy or difficult?

Did you experience any technical difficulties while using the site?

- Yes
- No

(If respondent answered "Yes," they were asked the following question.)

What technical difficulties did you experience?



Looking Forward

Based on what you have seen...

How *likely* are you to visit this Web site again to learn about different areas of the Ganga?

- Not at all A little Somewhat Very Extremely

In the future, how *likely* are you to read the discussions on the Web site?

- Not at all A little Somewhat Very Extremely

How *likely* are you to take part in a discussion on the Web site?

- Not at all A little Somewhat Very Extremely

Which topics are you most interested in discussing? (Check all that apply.)

- Cross-cultural comparisons about issues related to Ganga
- Learning how other people deal with problems related to the water supply
- How cultural ideas about mythology relate to environmental issues
- The interaction between culture and the physical environment

Will you recommend this site to others?

- Yes
- No

Why or why not?

Once the radio pieces are produced for National Public Radio (NPR), will you listen to them...

Yes No I don't know

On the Ganga Web site?

When they air on NPR?

In the future, which types of Web site feature format would you use?

- Flash Tours
- QuickTime Tours
- Slide Shows
- I don't know

Which type of Web site feature format are you most likely to use?

- Flash Tours
- QuickTime Tours
- Slide Shows
- I would use them all equally.
- I don't know

Why are you most likely to use that type of feature format?

In what other formats would you like to see Web site features available? (If there are no others, write "none.")

Information about you

What is the highest level of education you have completed?

- Some high school
- High school diploma or GED
- Trade or vocational school
- 2-year college degree
- 4-year college degree
- Master's degree
- Doctorate
- Other; Describe:

Are you:

- Female
- Male

In what year were you born?

In what country were you born?

(List of countries provided in drop-down menu.)

List other country of origin, if applicable:

In what country do you currently reside?

(List of countries provided in drop-down menu.)

List other country, if applicable:

Have you ever been to: (*Check all that apply.*)

- India
- Southeast Asia

In what state do you currently reside?
(List of states provided in drop-down menu.)

(The following three questions were only asked of NPR listeners.)

Which of the following most closely describes how often you listen to NPR?

- A few hours or more each day
- About an hour each day
- A few hours a week
- About an hour a week
- A few hours a month
- About an hour a month
- Less than one hour a month

What are your top three favorite NPR programs? *If you cannot name three, write "I don't know" in the box.*

1.

2.

3.

Which of the following most closely describes how often you visit Web sites connected to your NPR station and/or its programs?

- Daily
- A few times a week
- About once a week
- A few times a month
- About once a month
- A few times a year
- About once a year
- Never

How interested are you in topics about water and/or water-related issues?

- Not at all interested
- A little interested
- Somewhat interested
- Very interested
- Extremely interested

How interested are you in topics related to environmental issues?

- Not at all interested
- A little interested
- Somewhat interested
- Very interested
- Extremely interested

What is your job title?

Please provide a *brief* description of your work:

How do you describe yourself? (Check all that apply.)

- Caucasian or White
- Latino or Hispanic
- African-American or Black
- Asian or Pacific Islander
- Native American
- Other; Describe:

APPENDIX B: TOPICS THAT SHOULD BE ADDED TO THE GANGA WEB SITE

- Debunking errors. There are stories circulating in the US amongst right wing Christian asserting that Hindus will sacrifice their children to the river.
- I don't think it needs more topics; it needs to be organized in a way that allows a user to navigate easily among the different sections without having to back out and start over.
- I would like to see more about the dam at Theri.
- More on river and religion, river in literature and culture, the habitats surrounding each part of the river.
- Agricultural products, economics of exports and usual foods, features of traditional cuisines, an outline of politics? Traditional weaving?
- The mythological aspects might be featured more, not just in a "history" of the river, but in short presentations of mythological stories, with pictures for both children and adults to enjoy.
- difficult to say at this stage - will you have tables of population etc for the basin? levels of urbanization and water demand? etc
- ABOUT GANGA EROSION AND FATE OF DISPLACED PEOPLE
- A larger perspective of the Ganga system - such as time lapse of satellite imagery, enhanced to show rain patterns over the course of a year and/or temperature and wind direction (key is to understand what a monsoon is). There are some good animations available from NASA, I believe.
- The Ganga in ancient historical texts and accounts of foreign travelers.
- The location of ancient capitals all along the river's course
- interesting interviews with people involved in the river
- Health issues. Diseases that have centered around the river. Animal life and the river and perhaps crops grown by the river. Could you include a preface that would tell the complete story of the goddess, a translation of the Indian text?
- More on Hinduism generally, plus other information on other religious traditions and how they view/use the Ganges
- A contrast to the advantages and disadvantages that the Amazon also conveys.
- historical timeline
- photos
- Water sanitation statistics, future projects on the river.
- more photos ---a photo gallery...maybe even one that people could upload photos to.
- more content or links to the actual beliefs/philosophies of Hindi and Muslims
- This site is jammed with information that was difficult to navigate. I'd suggest organizing what you've got before adding anything more!
- Present day conditions
- Maybe a link to a site which discusses the Bhagavad-Gita or other Hindu beliefs. Maybe something about the history of the Moghal Empire and the conflicts between Islam and Hinduism. A link to a Yoga sight might be neat too.
- I'd like to see information that is relevant to today's world that would give me some motivation for reading this material and remembering it.

- Perhaps more on the religious aspect. how do Muslims view the river in their mythology, if different?
- Perhaps other sites that dwell on this same topic
- I'd like to see the site with all of its planned features: audio, video, text for all of the locations down the river. With so many people dependent on the river, I'd like to see more environmental stories or at least links to more information.
- The best way to visit the Ganga.
- culture
- Resources for a person to learn more about how to become active without being in a formal group.
- How the river is viewed by non Hindus.
- Well for one, I'd like an answer to the very interesting and contradictory question posed on the relation between a river and goddess of the same name.
- I would like to see sections on legal action being taken to fight environmental destruction of the River or more information on what can be done to improve the conditions. Also, links to research articles might be helpful. To pretend this site is simply a site for information would be silly - this site seems to me to be a call to action.
- Flash graphics
- Once the whole site is completed, maybe you could add travel related information for people wanting to trace the river's path.
- Since I only looked at the intro page and the gaumukh page, I am not sure what is missing. I definitely could use some more original source material...quotes from experts on both the pollution and the religious aspects.
- I would like to see a more detailed map, and maps of the individual areas.
- opposing views
- additional pictures-perhaps a link, would give the reader more insight-on the visual aspect another link expanding religions of the area, and an additional link history
- Place names on the map might be deleted, for the wording is so tiny that there is no point. Excessive shades of brown were a nice contrast to the typical travel brochure showing splashes of primary colors. A middle ground would be welcome, but I'd rather not see India "Disney-ised" the way media sometime decline to show countless imperfect smiles as a result of chewing red stuff, lack of dental services, etc. I would like to see more of how the river serves hydro-power electrical generators. Water-wheels or whatever they are called, don't care so much about water pollution. Also, the sun disinfects water, so aerating water might be considered if the river has sufficient slope to generate enough hydro-electricity to power fountains here and there.
- View from a child's eyes.

APPENDIX C: SUGGESTIONS FOR IMPROVING THE GANGA WEB SITE

- (1)The background color/texture looks like mud. It adds nothing and it distracting. 2) The words are so small and light that I can hardly read them in my standard browser setting that works everywhere else. (3) The map is way too hard to read (4) There's too much scrolling, too many clicks, no obvious reason to make those clicks. (4) By the way, I am having trouble with the Ganga/ Gaumukh link (sometimes I end up in a place with a map and sometimes in a place with the mountain)
- A translation of the Indian names given.
- Add more pictures. Make it easier to understand the organization of the website. On the introduction page, show what information can be found on other pages (I was surprised to find the teacher resources, and would have liked to have known about them on the intro page instead of just coming to them).
- Better navigation as it gets confusing when one goes several layers down.
- Bigger print, more contrast in the text
- By adding a temporal dimension to the rise and decline of cities along the river's course, vis-a- vis various development interventions
- By having a regular update on the ganga cleaning situation, and any other educational topics as appropriate.
- color and video content
- COLOR! Movement!
- Colored maps. current event postings pertaining to the river
- Don't make me read over the texture - looks like sackcloth. That's very old style. Tell me what the site is about at the top of the first page. One sentence. Use "Ganga River" in the logo, to differentiate between the goddess and the river
- Each page should have links to all the other pages of the website.
- feedback
- First, I personally believe that the word "Ganga" (even though it means river" should be replaced with the word "Ganges". Reason, Ganga can be referred to any river, whereas this is specifically an insight into the Ganges River and therefore should be identified as the Ganges.
- Graphically it is not very interesting.
- greater detail on almost everything
- Home page organized with more simplified looking tabs. Better looking organization on the home page. Bolder, user friendly highlighted links.
- I felt it was a little disorganized,
- I found the information to be poorly organized and very verbose. I'd like to see more charts, graphs, and tables to summarize the information rather than page after page of text. First, a few picky things--on the page where visitors are given the option to browse geographically or thematically, you say "on the map above" but the map is adjacent to that text, not above it. Other than the placement of the map, I might also suggest using color to distinguish between the two choices. Use the two colors on each respective page (e.g. whenever I'm on a geographical page, the background is green and when I'm on a thematic page, each theme has its own color as well). Something to organize the information rather than page after page of grey... Also, I believe there is a typo on the homepage in the second to last paragraph: "it

nevertheless contains within it" should be "it nevertheless contains within it" Now, under the main page "Gaumukh," I didn't really find much. Put the introduction right there (not as a separate link). Show me more pictures. Give a list of links from the four thematic sections that pertain specifically to that section of the river. Visitors shouldn't have to search through ALL the content to find information on one section of the river.

- I guess I don't know enough yet about this whole project to make an objective comment, sorry! Site looks good to me, so far!
- I suggest that the area map on the Gaumukh portion of the site be linked to a map of India and a global map to help visitors to the site put the area in geographic context. I also would suggest more photos, and the ability to enlarge them by clicking on them.
- I think it is very easy to use and to navigate and will look forward to the addition of the listening portions of the site.
- I think that the graphic layout of this site is very limited and has a drab color scheme. The gray/cloth weave is not what I think of when I imagine the colors of India or Indian art. Also certain spots in the text jumped out at me, like the introductory page where the author writes "now back to the Ganga" and on the text below the map, where the author writes "Indians never agree on spelling". This seemed too informal for the tone of such a site.
- I think the learn, discuss, resources links which appear at the left of the page should be made into a side bar which is distinguishable from the rest of the page, perhaps a thin line separating them from the rest of the text. I think it would look best if they were within a bounded side bar box that was a different color.
- I would like to see each geographical link in menu have drop down choices... religion, culture, politics, environmental issues, landscape, environment, etc.
- I would suggest moving next from bottom left of home page to line up with next at top of page.
- Improved Language, more details of myths.
- In the attempt to show the Ganga in her completeness, the scale isn't quite clear, and the states through which the river flows were not easy to view on my machine. Traditional weaving used as a background, perhaps? Avoid Hindi words that would not be understood, such as sangam (one of the map choices for the Gaumukh maps).
- In the site intro, 500 million is closer to 1-of-12 humans on the planet than 1-of-10. In the Gaumukh intro, I think careens should substitute careers in the description of the river descending steeply to the plains, and the last sentence could be clearer as two sentences. In the Listen link, the text is interesting but could benefit from a little more copy editing, even if the form is actual speech.
- In USA, the river is not polluted although we are in modern society. So why Indian people cannot ask American people for help to solve the pollution problem?
- It badly needs an editor. The very first sentence contains a typo ("the this web site"), and there are problems with spelling, capitalization (goddess/Goddess, Web site/web site, etc.) and punctuation throughout. If the first person is to be used, the speaker needs to be identified. Many sentences are too long. It needs many more graphics and far less text. The textile background is difficult on the eyes. It needs more links, so people can navigate from, say, the water quality section of one part of the river to the water quality section of the next part of the river. It's not clear why the "learn" section is divided into water quality, ecological values and water resources, which seem so similar, and not, say, ecology and culture. The main map should be bigger. The 10

segments of river might be color coded, or given a little thumbnail photo or icon, or arranged along a stylized map, because to a non-Indian eye, all the names look the same. The navigation is very difficult. Try going to "The Geography of the River" and then on to... there are no options but to go to the home page or another section of river. Or to gaumukh/intro1.htm -- a dead end. On the next page of this survey there is a list of features that I simply couldn't find.

- It is a little overwhelming in its scope and its navigability could be improved too.
- It is already pretty good.
- It is very good.
- It needs some organizational improvement. Some of the info about links is unclear, and the introductory writing on the homepage could be made more clear/concise.
- It would be a lot easier to evaluate a complete product. I assume there will be links to the right of all the photos. Once this happens, it should be quite improved. Sometimes it was hard to know where the links were, that image had preceded function. Parts could be reconsidered...
- It would be great if maps were closer to the home page - they were one of the last things I came across, but really crucial for an introduction to a river. I didn't like the background. It is not particularly attractive, somewhat distracting, and sometimes makes it hard to read the text.
- It would be nice to have a photo gallery of the river and people using it in each area.
- looks fine to me
- Make everything center aligned.
- making the type darker and making titles for each section
- Many, and a significant number, of visitors to your web site will have vision issues. The type is too small and the type color too closely matches the background color. I have taught computer basics and internet searching to a regular class of 40 to 80 year old new computer users. This is a major issue with this group. Consider increasing the type size AND make the type black with the background you now have.
- more graphics
- More Graphics, live video.
- more objective in tone
- More of a personal touch. Maybe "stories from the ganges. People who have visited, or live near the river.
- More on the consequences for river people's lives, not only the religious meaning of the river. Set out local people's efforts at campaigning.
- More photos
- more photos
- More photos maybe?
- More pictures
- more pictures corresponding with links
- More, and more detailed, maps. I think maps give lots of information and people can seek out their own particular interests while getting the all-important overview.
- Most importantly, the black text against the green background does not make for easy reading.
- Much better interplay between information and activities--what's the purpose of the photomontage? What are we seeing? How do we use it? More interactivity. better navigation: the destinations are fine, but we don't know what they are or what order they should go in--include an image of the river(like the button in top left on internal

pages) with the destinations on it as navigation buttons rather than just the words at top

- Navigation is not entirely coherent and intuitive. A minor point that will be caught in testing is that on at least one page, the "Ganga" home button in the top left was not working.
- not a major problem, but would change the general background-would emphasize the written context
- Not sure
- Not sure.
- One error? Use of the word "career" on the first page of Gaumuk, did you mean careened? Perhaps more maps on the pages would be helpful since some of us are very uneducated in the geography of the area.
- One small typo on the Gaumukh - the river "careens" not "careers". The most important aspect that needs to be added - a visual helping show where one is in the story or exploration of the Ganga. I don't know who this will look, but browsing through more of the site, this felt overwhelming. I felt I needed an overall mental framework to help me explore all of the wonderful information. The site map was not available on all pages (this did help me when I looked at this), but would like a little graphic that shows me where I have been and how what I have seen and what I am currently exploring fit into the overall story - for example, am I dealing with the hydrology, water quality, geography, history, religion, etc of Ganga? Bringing in the regional nature of each topic adds a layer of complexity that I grapple with in thinking how to graphically/visually show this too...
- Organization and effects of links. When I got to the excursions (which I do understand is under construction currently), I would also repeated get the messages "This page cannot be displayed" WHILE the computer was displaying the page. ??? Overall, I'd like to see somewhat larger and more distinctive set off and framed perhaps print on a Menu aspect at the top left (the way many sites are organized) so I could travel more easily all over the site.
- Perhaps a search engine within the site?
- Possibly more maps to identify each section of the river and the surrounding populace.
- Probably different wallpaper- it made the font kind of fuzzy.
- Probably my fault. Some of the "flash" features required additional upgrading which I really don't like to do. Just because I don't know how much space it will take up on my computer etc. The graphic at the satellite image was illegible; at least to my 56 year old eyes. I think it was white maybe black would work better but you guys probably don't do that part any way. Maybe the Bibliography could have some indication on age appropriateness (e.g. for high school age, jr. high, etc.
- Quick summary of contents
- Rewrite the introduction. Don't start with what the river is not, nor statistics but what it IS, the most populous. The prose tends to be flat text book-like. Nothing like the radio pieces.
- Screen seems too wide for me. I had to scroll left and right to move the slide bar on the bottom to read the entire site. More vertical dimension would be preferred to the width.
- So far looks good. Could not access Gaumukh.
- Sound, video

- Text is well written but seems a bit long by web standards. I completely missed all the fun stuff under Resources. There should be direct links to such material on the first page.
- The addition of the radio spots will be terrific, I think.
- The aesthetic could look a bit cleaner. I think the font should be changed and the background color. Maybe more clean lines dividing up each page.
- The background color is quite dull. More large photos.
- The graphics and colors could be bolder. The type could be easier to read.
- the grey background makes everything very dark-and I'm viewing the site on a 22inch Tiger Mac-the pictures which are great are too small to see very well
- The maps could be better and also the spellings of the Indian phrases and words need to be thoroughly checked. Shouldn't the phrase be 'Raksha Gangam' and not 'Rakshta Gangam'? I can cite other examples.
- The navigation could be improved - the graphic map is an interesting concept, but it is very colorless and unappealing. Additionally, I would like to know what each of the ten locations represents - a key concept maybe? The (ostensible) first page of the site (the one that starts with the navigation panel) should present the overall concept and purpose before telling how to navigate. Lastly, the tone of the site text is extremely informal - to the point where it almost sounds like a high-school paper.
- The presentation could be a little more jazzy -- Sort of like an old book
- The presentation of the movies was a little slow loading and I grew impatient with that.
- The writing is VERY poor. It's almost as if a high school freshman wrote some of the pieces. The structure is sometimes out of whack. It's hard to sift through all the layers to get to the information. I think more information in fewer places would be helpful. Also, the topics for discussion are somewhat boring/lackluster. I think the topics themselves are fine, but they need to be written/described in a more appealing way. I think as it stands, this site might only appeal to people who know about this region/situation. The entire website seems like a somewhat boring PowerPoint presentation.
- There are a couple places where the words overlap on the Website that should be adjusted i.e. 1. On the Home Page "site map" should be set higher than the word "National" 2. On Gaumukh, check the spacing on the left under Discuss for 2005 IBA 2.
- TO ADD MORE NEW TOPIS AND OTHER RIVERS OF INDIA
- To me, the navigation is a little tricky. I understand it, but it could be smoothed out a little. For instance, if I click on Gaumukh from the intro page, it does not take me to the Gaumukh page. I think it is difficult to find everything that is on the site. It is almost as if you have to search for all the features. This will keep people from seeing everything this site has to offer. I actually had to go to the next page in this survey to find what I was supposed to be looking at. Also, when I went to Dev Prayag: The confluence, something glitched up and I wasn't able to see the whole picture. My scroll bar made the slideshow advance. It also did not pop up as a slide show, but as a tall page of pictures; after that loaded, it switched to a slideshow. Furthermore, you are not allowed to view the New York Times article without creating an account on their website, which many people will not do. I did not do so. Also, I could not even find the Slideshow of the Gangotri Past and Present. Then, the Environment section is not clickable.

- Too much unbroken text, set too wide. Since this site is so text-heavy, confine it to a fixed width column.
- Use shorter sentences. Try to use fewer parentheses. Try to make pages instead of scrolling. Try to include a larger map of the river. You could give the sense of flow by placing it on the left, from top to bottom. It would allow you to follow the flow as if descending the river. Is this not the way the river looks at things? You can put a compass on it for human logic.
- use something other than QuickTime for the excursion links; my computer (WinXP, P4, 648 Mb ram, cable internet, Firefox browser) completely locked up when I attempted to take the excursions
- very good so far - have to wait to see the final
- Very small criticism of layout: Listen Learn Resources Discuss repeated vertically down left hand side - so at first glance on Resources page lines up with Satellite Column (e.g. first glance suggested to me Listen Allahabad, Resources Bagalpur).
- When discussing the geography of the river, I think it would be a very good idea to include a map of it.
- Would be better to avoid off-handed cultural jokes...i.e. Indians spell things differently (on the first page or so under a pic). While that might be the case, this site will be open to people of all walks of life, so its better to avoid things that might be interpreted as insulting or put it in a more neutral way such as: the linguistic plurality of India has led to a flexible understanding of interpretation and translation. A radio clip with humor is a different issue--this web base has a more educational purpose and will be read by people who need to learn that any cultural and ecological issue is deep and worth exploring.