

Results from Discussion Group:

Measures to Assess & Improve Quality in Web-based Info Services

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Sub-group 1

How assess if web -site has a problem with:

- Content
- Web editing skills
- Fresh info
- Quality of external links
- Moderation – editorial policy

- Lack of repeat visitors
- Feedback on quality of content (guest book, forum, e-mail, phone, face-to-face, consultation)
- Maintenance process
- Surveys (on-line + otherwise)
- Lack of resource to moderate timely: queue
- Contemporary feedback (partners)
- Peer group feedback
- Unwillingness of professional co-operation)

What could be done in the short term?

- Respond to the feedback!!! Don't be precious!
- Tackle issue by issue – not as a whole / integral problem
- Involve / re-engage with those providing initial feedback
- Tackle issue relating to '1st' click initially, then second click + third = re-engage by showing the changes to the widest audience possible
- Set up a task force
- Subscribe to relevant news sources

That would feed into...

How could they maintain quality + avoid issues long term

- Change information maintenance system
- Wider professional involvement (working groups)
- Re-training (web editing, consulting, communication)
- Regular check + update of content (verification of facts + meet changing trends)
- Develop checklist (criteria)
- Develop better consultation procedures
- Find a fresh angle = develop 'USP' = unique selling point
- More moderators, better trained = 'cascade' that training to selected young people = act like 'prefects' (like in Harry Potter).

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Sub-group 2 – on Accessibility

1. Multilingual?? Yes or no

- assess who are the users e.g. in Italy there are also German speakers
e.g. in Luxemburg there are 3 languages
e.g. for minorities
- assess the needs of the users
- assess the purpose of the information, e.g. info on mobility / partners for exchanges

Think about: - cultural differences!
- slang

2. Accessibility

- Easy to find:
 - To reach (light design)
 - Clear domain
- Easy identified as type of web-site
e.g. information site + from whom it is
organisation site
portal site
- Easy to see for who the site is for
- Easy to contact the organisation (standard form / e-mail)
- Assess if technically www is also to be used for disabled youngsters vulnerable youth (fewer opportunities)
- Easy to move and see where you are in the site, included site map
- Only moving to "closed link" so that users have to come back to original site
- Only 3 clicks to final information
- Promotion by & for young people including tools
- Belongs to certain rings of topics
- Google finds it

3. Future

- Digital television
- Live help
- SMS
- Providing info– easily accessible through a small screen
- Interactive white boards
- Electronic voting (big brother), 3rd generation mobile phones

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Sub-group 3

Knowing the target group	Different information for different age groups?
short-term	Be question driven rather than categories
medium-term	Create designated areas for 3 ages groups (12-15 / 16-20 / 21+) or separate sites
long-term	
Quality	Show generic site + background data-base with keyword search so it is quality for ? age groups
Identification organis er	Identification organiser
short-term	Put your name on the site !
medium-term	Leave it there or combine it with 'aim'
long-term	
Quality	Register your domain names and owner + organisation name
Aim	Aim: not clear what site is supposed to do
short-term	Put a mission statement online + organisation values (e.g. charter)
medium-term	Statement includes all your policies, minimum quality standards, confidentiality
long-term	
Quality	Keep it up to date!
Clear message / structure	Clear message / structure
	↳ see aim ↳ broken links / Poor navigation
	↳ bad homepage / Poor titles
	↳ bad graphics
short-term	Site map – software solutions
medium-term	Review and quality assure the site and make the necessary changes consulting customers.
long-term	

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Sub-group 4

Interactivity	Young people involved in evaluation	Young people involved in content Building quality system	Fulfilling the needs of Young people
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1. Quality

2. Project

