Content Analysis coding scheme of VU web sites

Course #: _____ Coded by: _____ Date coded: _____

Main/Home Page Analysis

Is the main page navigation a different layout than the rest of the site (this includes being in a different location on the screen even if the content of the buttons is the same)? **DIFFERENT   THE SAME**

Does the main page appear to be "dynamic" (the content is different from week to week, either because of announcements or because the current week's module appears here) or static (the content on the page is exactly the same throughout the whole course)?

DYNAMIC   STATIC

If the main page appears to be dynamic, is it dynamic because (circle all that apply):

ANNOUNCEMENTS ARE POSTED   THE CURRENT MODULE APPEARS
 OTHER:_____

Is the main page primarily graphics and navigation, only graphics and navigation, or mostly content?

ONLY GRAPHICS & NAV   INCLUDES CONTENT (TEXT)

Does the main/home page include any of the following elements? (yes or no?)

ATTRIBUTE	y/n
The word "welcome" (go to course page, FIND welcome)	
The professor's name (either on Carrie's list or otherwise appears likely to be the instructor)	
The instructor's photo	
The instructor's email address (not a link to somewhere else, but the actual email address)	
Addresses students at least once as "*you*" (go to course page, FIND you)	
Uses "*we*" or "*our*" to refer to instructor & class (go to course page, FIND we and FIND our)	
Refers to students at least once in third person (*students* are expected to… or *the student* will…) (go to course page, FIND student, read to see if the word is used as described above. FIND NEXT)	
An Announcements area	
Some description of what the course is about	
Some info about how to use the site/what to do	
A way to print/printer friendly version	
One or more links within the text in addition to the navigation (go to course page, look for links, mouseover to be sure)	

Other graphics, even small ones, than the instructor's photo and navigation (do not count logos on the bottom of the page)	
Mentions last modified date (bottom of page)	
Repeats main navigation at the bottom of page	
Mentions copyright	

Course #: _____

Is the main page (nonbold) body text serif or sans serif?
Serif   Sans Serif   Mixed   There is None

Are the main page headline text serif or sans serif?
Serif   Sans Serif   Mixed   There are None

Look and Feel Analysis

Navigation Location(s):

LOCATION	Always/Sometimes/Never
Top	
Left	
Right	
Bottom (code for main page only)	(yes/no)
Other?	

Are the navigation buttons:
Words only   Words plus artwork   Artwork only   Some of each (a mixture)

On the level one pages, is there a clear visual indication within the navigation area of what page you are on, after you have clicked and the page has opened? (Do not include buttons highlighting only during mouseover) (Go to course page, check to see how the level 1 navigation works. Ignore text only links which change color after the link has been visited. You can tell those because they stay a different color no matter which page you are on.)
Yes   No   Not Applicable   Can't Tell

Does the repeating navigation graphic include whole photoreal photographs? **YES   NO**

Does repeating navigation graphic include special effects/color modified/collaged photos? **YES   NO**

Does the repeating navigation graphic include artwork (other than treated photos)?   **YES   NO**

Does the page design include a background image on the page, outside of the navigation?   **YES   NO**

What is the dominant background color? **WHITE   Other:_____**

Course #: _____

What kind of color scheme is used in the repeating navigation, ignoring colors in photoreal photos and photoreal colors components of composited photos? (Include lettering and artwork in your consideration. Even a little of a color counts.)

Rainbow (unmatching weird colors)   Complimentary (diverse but coherent)

Analogous (distinctly more than one color, but they are close on color wheel)

Uniform Chroma (shades of the same basic hue plus black, white, grey)

CAN'T TELL

Is the repeating navigation color scheme, not including ignoring colors in photoreal photos and photoreal colors components of composited photos, predominantly:

Natural, subdued (muddy or very soft colors, 75% or more in color scheme web page)

Unnatural, Intense (brighter and stronger than 75%)

A LOT OF BOTH

CAN'T TELL

Does the color scheme, ignoring colors in photoreal photograph include: (*circle all that apply*)

Warm (reds, yellows, browns)   Cool (greens, blues)   NEITHER   CAN'T TELL

Are there different navigation color schemes on different pages (color coded)?   **YES   NO**

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Site Structure – Main and SubNavigation Elements

PAGE FUNCTION	y/n	level	actual label
Overview/Welcome/Home/Main			
Help			
Syllabus			
Webtalk/Discussion			
Chat			
Email			
Communication (if broader than just webtalk or just chat)			
Modules/Units/Weeks/Topics/ sessions /lessons			
Grades			
Announcements (if own page)			
Meet the Instructor(s)			
The Class/Class list/attendees/ who's who/people (if broader than just class or just instructor)			
Syllabus			
Calendar			
Resources			
Site map			
Readings			
Assignments			
Exercises			
Exams			
Requirements			
Tour			
Set Up			
Portfolios			
What to Expect			
Intro			
Glossary			
Credits			
Groups/Teams			
Guidelines			
Q&A			

Total primary navigation links (matches # clickable links on top in tour): _____

Course #: _____

Does the page design include one or more popup menus?   **YES   NO**
Please describe: _____

Does the page design use Frames?   **YES   NO**
Please describe: _____

Does the page design use Flash? **YES   NO**
Please describe: _____

Course "Demographics"

Name of the college offering the course: _____

Name of the department offering the course: _____

Producer's name: _____

*Date last offered:*_____

Is this course part of a series of courses?   YES NO
If yes, how many other courses are in the series so far? _____

VU Widget Inclusion Analysis

Which of the follow VU widgets are used in the course:

WIDGET	y/n
webtalk	
gradebook	
query	
notebook	
bookmark	
CCK	
content exchange	
attendance	
checkoff	
chat	
classlist	
polling	
feedback	
Nate's Navigation	

Course #: _____

Learning Object Analysis

FORMAT	y/n
Flash Interactive	
Streaming Audio	
Streaming Video	
Powerpoint	

Content Structure Analysis (units/topics/weeks/modules)

What are the chunks of course content called/how are they organized?
Modules Topics   Weeks Sections Lessons Units   Other: _____

How many modules/topics/etc. are there in the course? ___ (leave blank if can't tell)

Is there a substructure for the modules/topics? Please describe:

_____

How do students know when to do what module?

Are assignments embedded within content pages? **YES   NO CAN'T TELL**

Are exams or quizzes embedded within content pages?   **YES   NO CAN'T TELL**

Are webtalk discussions embedded within content pages? **YES   NO CAN'T TELL**

Are modules broken into multiple pages? **YES, PAGES   NO, ONE LONG SCROLL   CAN'T TELL**

Is there an optional printable view? **YES   NO   CAN'T TELL**

How long is the main/home page (in pixels) (see tour)? _____