CONSOLIDATING ETHICS IN THE PUBLIC SECTOR IN TURKEY (TYEC2)

DISCUSSION PAPER

Developing a Website

Prepared by
Mr Gary Hickey, TYEC 2 Long Term Advisor
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1.Introduction

The project involves the development of a public website for the Platform of Ethics as well as the development of a web-based information and awareness portal for public officials.

There are various issues which are crucial to the success of a website and this paper outlines key issues. As such, it would be useful to debate and obtain views on these issues prior to embarking on the development of the website.

This paper is a discussion paper in that its purpose is to facilitate debate on some of the key issues which will need to be decided prior to the commissioning of a website

2. A single website
The suggestion here is that the public website for the Platform of Ethics and the web-based information and awareness portal for public officials should be combined into one site.

The advantages of this approach are that those with an interest in ethics would not have to visit two sites to obtain information and it would be easier to maintain and update one website than it would two sites. A disadvantage is that the audiences and, purposes of use of the audiences, may be so different that this could lead to a single website lacking clarity of purpose; in short, the website may try to cover so much that it becomes difficult too big and complicated to use easily.

3. The purpose of the website
The overall purpose of the website is to raise awareness of ethics, and promote high ethical standards in the workplace.

Underpinning this purpose are the following objectives:
- provide support to ethics trainers and Ethics Commissions
- share and promote effective practice in the workplace
- capture and share the work and outcomes of the Platform for Ethics
- provide information to the wider public and public officials on ethics and how to make a complaint

4. The target audience
The website has the following key audiences:
- Public officials, which can be broken down further into:
  - members of Ethics Commissions
  - ethics trainers
  - public officials generally

- The public
- Organisations and individuals with an interest in ethics

Clearly, there will be other people who use the website, for example academics may use the research to gain access to research. But it is to the above groups to whom the website is targeted.

5. The look and 'feel' of the website
Attention needs to be given to how the website looks. This includes:
- A colour scheme that reflects the image that is sought and is aesthetically pleasing to look at.
- The typography; so that consideration is giving to font style and size, spacing and imagery. And consistency in these.
- The accessibility of the website, for example to those with sight and hearing problems as well as the extent to which 'features' will 'work' on computers

The site should also be easy to navigate, and simple and quick to use.

6. Level of user interactivity
Ethics trainers and Ethics Commissions are key to the development of the ethical framework in Turkey's public administration. It is these groups who will promote and support ethical behaviour and environments at an organisational level. As such, it is crucial that these two groups engage with the website so that they can keep abreast of any new developments and information. It is also apparent that these are often made up of disparate people lacking in support and guidance. The website provides a mechanism for hosting virtual communities where ideas, experiences, problems, solutions and effective practices can be shared and the community can be used as a forum for mutual support. For these two groups of users the intention is that they subscribe to the website which will give them access to forums on the website and, possibly, a regular bulletin and/or email updates regarding new additions to the website.

Other groups of users are more likely to be using the website for a specific purpose, for example members of the public may want to find out how to make a complaint or an academic with an interest in ethics may want to access some research. These groups will engage less 'deeply' with the website than Ethics Commissions or ethics trainers. The focus here is to ensure that information is easily accessible and presented in an interesting way.

8. The content of the website
The website could include the following features:

- About us – this should include information on the Platform for Ethics as well as pictures and brief information on each of the organisations which make up the Platform.
- Contact us – this should include email and postal addresses and a telephone number.
- How to make a complaint – this would provide information on the step by step process of making a complaint and the investigative process
- A public broadcast on ethics – this will be a short 'video clip' aimed at the general public, promoting the importance of ethics in the public sector.

- Effective practice – the intention is, via research and annual competitions, to feature good practice in the development of strong ethical environments. This will be a combination of pictures and prose on good practice. This could even be accompanied by podcasts where 'owners' of the effective practice discuss the practice with an interviewer.
- Research – research reports will be hosted on the site.
- Legislation – an explanation of the legislation which underpins the ethical framework in Turkey will be hosted on the website.
- Forum for ethics trainers – ethics trainers only can sign up for this forum. They will be given a unique ID that will enable them to take part in on-line discussions and receive, possibly, a regular bulletin and/or email updates regarding latest ethics news and additions to the website.
- Forum for Ethics Commissions – members of Ethics Commissions only can sign up for this forum. They will be given a unique ID that will enable them to take part in on-line discussions and receive, possibly, a regular bulletin and/or email updates regarding latest ethics news and additions to the website.
- Elearning section – the site will host an elearning course for public officials.
- Events – there should be a section which provides information on upcoming events.
- A search facility – this will enable users of the website to find reports etc. This could be particularly useful as, overtime, an archive of reports etc is built up.

9. Monitoring user activity and the success or otherwise of the website

It would be useful if a regular analysis could be undertaken on:
- The number of hits
- The number of hits per page (so that popularity can be assessed)
- How many hits come from new visitors
- How people are finding the site
- What search terms people use
- Which websites provide a link to the website
- Who is the average visitor
- Analysis of feedback via emails and telephone calls