The development of government website labels
2010-2022

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Abstract

Labels are one among several elements that supports users, when interacting with the
state or municipality through a website (Rosenfeld, Morville & Arango, 2015). When websites
are associated with low usability and weak or misleading labels, the user interaction
is affected. Several studies have studied the usability of public websites at a certain point
in time (e.g. Baker, 2007; Youngblood & Mackiewicz, 2012; Venkatesh, Hoehle & Aljafari,
2014). This presentation reports on the findings of a study that investigated the development
in government websites’ labels in the period 2010-2022. The specific purpose of the project
was to study the online presence of Danish government and municipal institutions over time
departing from four specific years (2010, 2014, 2018, and 2022) to see how the institutions
have taken on the e-government paradigm (Taylor & Lips, 2008), and how labels and the
communication have changed over time.

The empirical basis of the study is based on selective crawls of the Danish web performed
by Netarkivet in Denmark (Nielsen, 2016). The government domain, including state admin-
istrations and ministries, government institutions, regions and municipalities, was included
in the harvest, but this work focuses on labels from state administrations and ministries’
websites. The data was handed out as WARC-files, which enables an analysis of specific
HTML-tags on the websites, and specifically menu items such as labels. A similar approach
is used in Luthfiyanto & Kusumo (2020) and Svarre (2021). This presentation will report on
methodical reflections regarding isolating labels in WARC-files along with the results of the
study.

References:


A Multiple Web Crawler: A Case Study on 14 University Websites in Indonesia. In: 2020
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**Keywords:** E-government, Information architecture, Labels