APPENDIX 3. INTERVIEW QUESTIONS TO MOST PARTICIPANTS

Questions to validate questionnaire responses –

- Did you use the EID columns consistently and as intended?
- Explain the highest and lowest values in your answers.
- Explain any apparent inconsistencies or incomplete answers.

Overall questions –

How to balance centralized authority (for Web management) with distributed activities for providing and maintaining content. Are strictly enforced policies, procedures, templates, and standards important in best practices, or are flexibility and individual creativity more effective? (If strict policies are seen as most effective, do you have strict policies in place?)

Where (and in what position) to have the ultimate responsibility for Web management. What authority does the Web manager have and to whom do they report? What organizational structures are most effective in Web management?

How to manage a broadly distributed Web infrastructure. How much redundancy, centralization, etc.? Is outsourcing an effective way to manage a Web infrastructure? What functions (if any) are best accomplished by contractors?

How to organize and manage Web-related staff to ensure the best outcomes for the organization, as well as professional and career development for staff.

How does management of intranet and extranet activities differ from management of Internet activities?

Describe your strategic planning process for web activities. How often does this happen?

Have the PMA and E-Gov initiatives influenced your web management practices? To what extent?