

# The website as a communication tool for International Affairs

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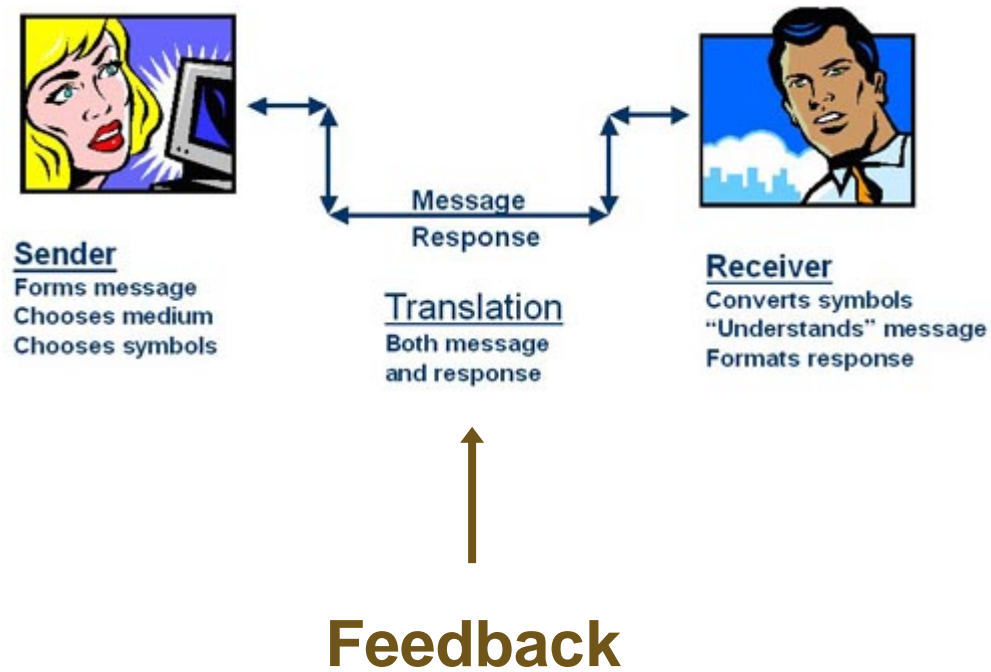


- **what were the limitations of the old decentralised websites**
- **how the institutional portal works to make it useful for users**
- **what is the future we are working towards in our website**
- **the UAB international website**

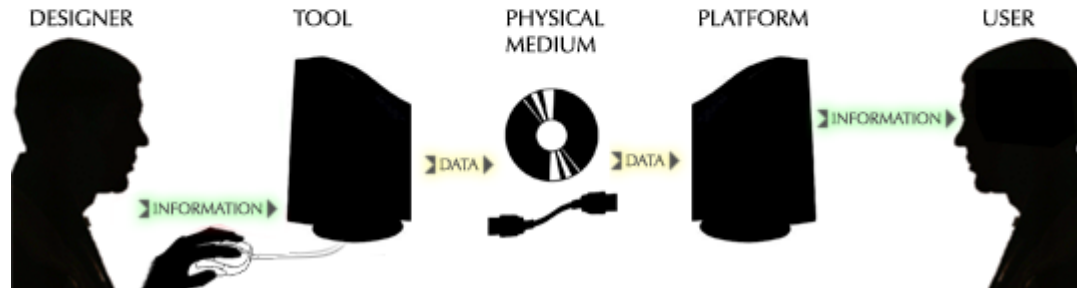
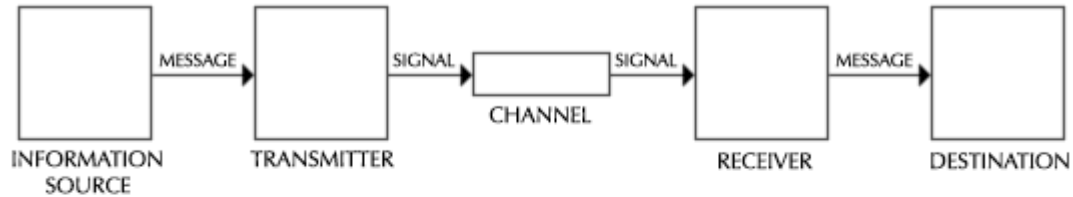


# Communication theory

## -Basics-



Shannon's general communication model\*



Analogous model for tools and platforms

## Limited Feedback

Working definition

“Who says What  
To Whom  
in What Channel  
with What Effect.”

*Harold Dwight Lasswell*

*American political scientist and a communications theorist of the 1900's*

## Lasswell's maxim versus UAB

**Who** → The University

**What** → the information

**(to) Whom** → to all the university community, society and everyone that has a relation with the University

**The Channel** → The institutional portal of the UAB

**With what effect?**

*Key question, answer comes next*

## What is the effect we expect our website to have?

1. To give information and news
2. To offer the documents and tools needed to make easier any process (inscription, enrolment, etc.)
3. To maximize customer satisfaction by:
  - Increasing competence
  - Reducing waiting time
  - Putting an end to confusion (*everybody goes by the book, everything is published, there is little room for doubts and mistakes*)

# 1. What were the limitations of the old decentralised websites

- They worked as a notice board (one way communication)
- They were open to inaccuracies
- They were not uniform either in content or in appearance
- They did not respond to the users needs

## **2. How the institutional portal works to make it useful for users**

- **More visual. Same appearance in every site**
- **Easier to navigate and get feedback**
- **Capable of sustaining more information**
- **It works in transversally. The transmitter holds the original source of information, therefore:**
  - The information is always updated
  - There is no duplicated information
  - It makes possible to navigate to any place of the site from any menu
- **Complies with the AAA standard of the Web Accessibility Initiative (WAI)**

## Some difficulties when working with an integrated system

- One mistake can affect the whole website
- How to fit in ALL the information in an orderly way
- Matching specific needs of people with what is possible.

## **The idiosyncrasy of the language issue**

**As a result of the pledge for multilingualism, it was clear from the start that everything would be published in three languages.**

**Catalan**

**Spanish**

**English**

*Although we do it in a categorized way.*

### **3. What is the future we are working towards in our website**

- **To include all university areas**
- **To respond to all users needs (online enrolment, etc.)**
- **To always be ready for change (communication is a continual process)**

## 4. The UAB international website

### - INTERNATIONAL PROJECTION

### - INTERNATIONAL COMMUNITY

-Students

-Teachers

-Staff

-Associates

-Include: Postgraduate School, UAB services (accommodation, sports, languages, etc.), International Welcome Point (visas, etc.), Departments, Research...

### - MOBILITY AND EXCHANGE

**To see the things we've talk about...  
let's take a tour through the Mobility and  
Exchange website!!!**

*Questions, comments, suggestions...*



# THANK YOU!

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