Codebook

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1. USAGE OF WEBSITES

Behaviors and habits of target groups' representatives towards the use of the website.

2. USAGE OF SOCIAL CHANNELS

Behaviors and habits of target groups' representatives towards the use of social media channels.

2.1. Instagram

Behaviors and habits of the target groups' representatives towards the use of Instagram.

2.2. Facebook

Behaviors and habits of the target groups' representatives towards the use of Facebook.

3. USAGE OF NEWSLETTERS

Behaviors and habits of the target groups' representatives towards the use of newsletters.

4. DIGITAL CONTENT & CONTENT TYPES

Digital content and content types important for target groups' representatives.

4.1. Visual content

Importance of visual content for target groups' representatives.

4.2. Textual content

Importance of textual content for target groups' representatives.

5. GOOD WEBSITE PRACTICES

Good website practices defined by target groups' representatives.

5.1. Content

Content that target groups' representatives expect to find on an art organization website.

5.2. Structure

Structure that target groups' representatives expect to find on an art organization website.

6. BAD WEBSITE FEATURES

Bad website features defined by target groups' representatives.

7. USAGE OF COMPUTERS & OTHER DEVICES

Computers and devices that target groups' representatives usually use.

7.1. Desktop PC & laptop

Habits of target groups' representatives towards the use of desktops and laptops.

7.2. Mobile phone

Habits of target groups' representatives towards the use mobile phones.

8. DIGITAL COMMUNICATION CHANNELS

Ways how target groups' representatives communicate digitally.