

# **Developing the effectiveness of the interorganizational communication of a limited-resourced NGO**

Sini-Emilia Asikainen

Bachelor's Thesis  
Degree Programme in International  
Business  
September 2014



Degree Program in International Business

<b>Author</b> Sini-Emilia Asikainen	<b>Group and year of entry</b> GloBBA 2011
<b>Title of report</b> Developing the effectiveness of the interorganizational communication of a limited-resourced NGO	<b>Number of report pages and attachment pages</b> 39 + 25
<b>Teachers</b> Kevin Gore, Elizabeth SanMiguel	
<p>In this thesis the current interorganizational communication of an NGO, the UN Association of Finland (UNA), is analyzed and evaluated, and recommendations for the future are made. Currently the UNA has 67 member organizations. It communicates with these organizations primarily through e-mail. The UNA has faced problems with e-mail, such as uncertainty about whether the messages reach the entire target audience effectively. The limited resources (time, budget, and staff) prevent the UNA from researching the issue itself, hence it commissioned this research.</p> <p>This thesis is based on applicable theories and two-phased empirical research. The preferences and opinions of the recipients of the UNA's messages have been researched through surveys. The main research method is a quantitative questionnaire, but qualitative in-depth interviews were conducted as well.</p> <p>The key finding is that the existing channel is recommendable, but more targeted messaging is desired. To achieve this, the UNA is advised to utilize a software solution that would also diminish other problems that e-mail possess. The findings benefit both the UNA and the member organizations. Furthermore, this research can be utilized by external parties, such as other organizations struggling with the same issues worldwide.</p>	
<b>Keywords</b> Interorganizational communication, effective communication, media richness, media synchronicity, e-mail, communication channels, software solution	

## Table of contents

1	Introduction .....	1
1.1	Background for the research .....	1
1.2	Case organization introduction .....	2
1.3	Thesis topic .....	3
1.4	Demarcation of research .....	3
1.5	Beneficiaries of the research .....	6
1.6	Key concepts .....	6
2	Theory background for interorganizational communication .....	8
2.1	Communication challenges .....	9
2.2	Media richness theory .....	10
2.3	Theory of media synchronicity .....	13
2.4	Appropriateness of e-mail .....	16
3	Empirical research .....	20
3.1	Research methods .....	21
3.2	The interviews .....	22
3.3	The questionnaire .....	24
3.4	Questionnaire results .....	25
3.4.1	Channels .....	25
3.4.2	Desired content of messages .....	27
3.4.3	Desired frequency of messages .....	28
3.4.4	Demographics of the respondents .....	28
4	Discussion .....	30
4.1	Interpretation of results .....	30
4.2	Recommendations for the commissioning party .....	31
4.3	Limitations of the research .....	34
4.4	Learning during the process .....	35
	References .....	37
	Attachments .....	40
	Attachment 1. Interview questions .....	40
	Attachment 2. Interview notes .....	41

Attachment 3. Questionnaire introduction .....	50
Attachment 4. Questionnaire in English.....	51
Attachment 5. Questionnaire in Finnish.....	56
Attachment 6. Feedback for the UNA from the questionnaire.....	62

# **1 Introduction**

Effective communication requires an open mind. The likeliness for succeeding in communication will decrease if the needs of the target audience are not openly examined, and if the context of the communication is not carefully considered. In order to communicate effectively an effort for understanding the other party has to be made. (Blundel, Ippolito & Donnarumma 2013, 1-2.)

Effective communication can be difficult especially for non-governmental organizations (NGOs) which have limited resources. This thesis helps such an NGO to identify and acknowledge the needs of the recipients of its messages by examining and applying some applicable communication theories, and by presenting the results of the research made concerning this situation. Finally, recommendations for future actions are proposed.

## **1.1 Background for the research**

The idea of doing a thesis for the UN Association of Finland (UNA) appeared because of my interest for the social and political field. Luckily it turned out that the UNA was interested in having a student doing a thesis for them. The UNA had a couple of suggestions for a possible topic, the topic at hand being one of them. It has been challenging for the UNA to contact its member organizations through e-mail, as it rarely receives feedback about its communication. As a result the UNA does not know if it reaches the desired target audience as effectively as possible within the scope of its resources. Another challenge is that the staff of the UNA does not often have the possibility to personally meet with the representatives of the member organizations. Furthermore, challenges arise from factors such as outdated e-mail addresses and people in charge of communications changing within the member organizations. (Hurmalainen 2013.)

## 1.2 Case organization introduction

The UN Association of Finland is a non-governmental organization founded in 1954. It aims at promoting and supporting the operations and principles of the United Nations (UN). It provides information about the operations of the UN to a wide audience. The purpose is to enhance international concord and peaceful co-operation of different nations. To achieve this and to inform and educate people, the UNA arranges meetings, seminars, courses, and presentations, and publishes different information material about the activities of the UN. However, the UNA of Finland is not a part of the official United Nations system. (The UN Association of Finland 2013.)

The United Nations is an intergovernmental organization that promotes international co-operation and peace. It was established in 1945 after the second World War with the intention to prevent such conflicts from occurring again. Its purposes include preserving international peace and security, supporting human rights, encouraging social and economic development, protecting the environment, and providing humanitarian aid in cases of distresses such as natural disasters, famines, and armed conflicts. (United Nations.)

The UNA has four people working in its office permanently, with the assistance of varying number of interns and other temporary employees. At the moment the UNA has 67 international member organizations that pay an annual membership fee and are a crucial part of the operations of the UNA. Therefore, they are important stakeholders. (Hurmalainen 2013.) The organizations are of different sizes and fields, including for example trade unions and juvenile associations of different political parties, along with other domestic and international parties that are interested in the actions of the United Nations. What the organizations have in common is the interest to have an impact on those matters that the UNA works with. (Hurmalainen 2014.) The contact person for this thesis has been the Communications Officer of the UNA.

### **1.3 Thesis topic**

The thesis topic, developing the effectiveness of the interorganizational communication of a limited-resourced NGO, was formulated based on the needs that came up in the discussions with the commissioning party. The UNA asked me to research the efficiency and effectiveness of the current communication with its member organizations, and whether it could be improved considering the limited resources. Limited resources mean that the UNA is bounded in time and staff and that it has a limited budget. The biggest challenge in terms of external communications is that there is only one person, the Communications Officer, in charge of communication activities in the UNA. Therefore, she does not always have the resources to study the current interorganizational communication or to research potential new communication channels. (Hurmalainen 2013.)

As mentioned, currently the UNA communicates with the member organizations a lot through e-mail. The association feels this is problematic due to several matters. The UNA does not usually receive direct feedback about its communication, or the feedback is not timely. Also outdated e-mail addresses and natural staff turnover in the member organizations cause uncertainty. Due to these reasons the UNA is not sure if its messages reach the desired targets at all times. Besides e-mail, also for example Facebook and Twitter are used in order to deliver information on current activities of the UNA to the member organizations. (Hurmalainen 2013.) Of course there is the possibility that the current channels are the best possible ones. In order to find out what the situation is, research had to be done.

### **1.4 Demarcation of research**

In this thesis the focus is on developing the interorganizational communication by asking for feedback from the recipients of the e-mail messages, and mirroring those results to applicable communication theories. The idea is to find a solution that will increase the satisfaction of the current member organizations about the UNA's communication. As mentioned, the UNA also communicates with other parties, such as the public, but those parties are demarcated from this research. The commissioning

party also pointed out the problem of outdated e-mail addresses and staff turnover inside the member organizations, but these issues will not be comprehensively covered in this research.

The following research problem was formed based on the needs of the commissioning party:

**Developing the interorganizational communication of the UN Association of Finland to a more effective direction considering the limited resources.**

And the actual research question is:

**How to develop the interorganizational communication of the UN Association of Finland to increase its effectiveness considering the limited resources?**

Investigative questions (IQ's) are the steps that have to be taken in a research process in order to solve the research problem and in order to answer the research question.

The investigative questions for this research are as follows:

1. How effective does the current interorganizational communication of the UNA seem to be?
2. What kind of content should the UNA offer to the member organizations and how often?
3. What is the optimal way for the UNA to communicate with the member organizations?
4. What recommendations can be given to the UNA for developing the interorganizational communication?

An overlay matrix that combines the research problem, -question, and investigative questions with the theory and the survey is presented in table 3 on the following page.



Table 3. Overlay matrix

<b>Research Problem &amp; Research Question</b>	<b>Investigative Questions</b>	<b>Theoretical Framework</b>	<b>Survey questions</b> (see attachment 4)
Developing the interorganizational communication of the UN Association of Finland to a more effective direction considering the limited resources.	How effective does the current inter-organizational communication of the UNA seem to be?	Theory of media synchronicity by Dennis & Valacich, 1999 (subchapter 2.3)	1-3, 9
	What kind of content should the UNA offer to the member organizations and how often?	McCrae 2013 (subchapter 2.1)	7-8, 10
	What is the optimal way for the UNA to communicate with the member organizations?	- McCrae 2013 (subchapter 2.1) - Blundel et al. 2013 (subchapter 2.4) - Carlson & Zmud 1999 (subchapter 2.4)	3-4, 10, 16
How to develop the interorganizational communication of the UN Association of Finland to increase its effectiveness?	What recommendations can be given to the UNA for developing the inter-organizational communication?	- McCrae 2013 (subchapter 2.1) - Blundel et al. 2013 (subchapter 2.4) - Carlson & Zmud 1999 (subchapter 2.4) - Toivonen 2014. (subchapter 4.2)	2-4, 6-8, 10, 15-16

## 1.5 Beneficiaries of the research

Developing the interorganizational communication will not only benefit the UNA, but the member organizations as well, as they would get more out of their membership as a result. That is because they would be more efficiently informed on the different ways to engage to the activities arranged by the UNA, and their opportunities to contribute to the focal points of the activity would increase. Moreover, the member organizations would be able to receive information that is more interesting to them. Furthermore, this research can benefit also external parties, such as other organizations worldwide struggling with similar issues, or anyone interested in the subject.

## 1.6 Key concepts

In this subchapter key concepts of the thesis are explained.

**Effective communication.** *Effective* communication means that the communication is successful in generating the desired or intended outcome (Blundel et al. 2013, 14). The desired outcome can for example be that the message is understood in the intended way, or that the awareness of the receiver about the subject matter increases due to the message. *Efficiency*, on the other hand, is doing things in an optimal way, for instance optimizing the amount of resources (time, money etc.) spent in endeavoring for the achievement of the desired outcome (Investopedia 2014).

**Communication channel.** A communication channel (also referred to as communication medium) is the route or the technology that is used to convey a message to the recipient. (Blundel et al. 2013, 7-8.) There are many things to consider when choosing the right medium for communication. They include the target audience: the number of people in the audience, the type of the audience (values, lifestyle), costs, time, restrictions, and the desired response to the message. (Varey 2002, 181.) Communication channels include for example e-mail, telephone, letters, and so on.

**Message content.** The content in effective messages should be something close to the recipient, personally relevant, current, and motivational. Effective communication delivers a concrete message rather than an abstract phenomenon. Simplicity and visual aids help in delivering a message. (Ferguson 1999, 149-150.)

**Non-governmental organization (NGO).** NGO's are organizations that do not seek for profit, and that are independent from governments. They can be local, national, or international, and they endeavor for public good. (United Nations Rule of Law.) Employees of NGO's can be either voluntary workers or paid staff.

NGOs perform a variety of services and humanitarian functions, bring public concerns to governments, monitor policy and programme implementation, and encourage participation of civil society stakeholders at the community level. Some are organized around specific issues, such as human rights. (United Nations Rule of Law.)

## 2 Theory background for interorganizational communication

In this chapter relevant communication theories are examined and applied to the commissioning party's situation. The chapter includes a basic communication process, challenges in organizational communication, and two communication theories that are related to the subject. Finally the suitability of e-mail in the commissioning party's case is examined by applying the studied theories with the additional contribution of other relevant sources.

Figure 1 below illustrates the communication process with feedback (Blundel et al. 2013, 8).

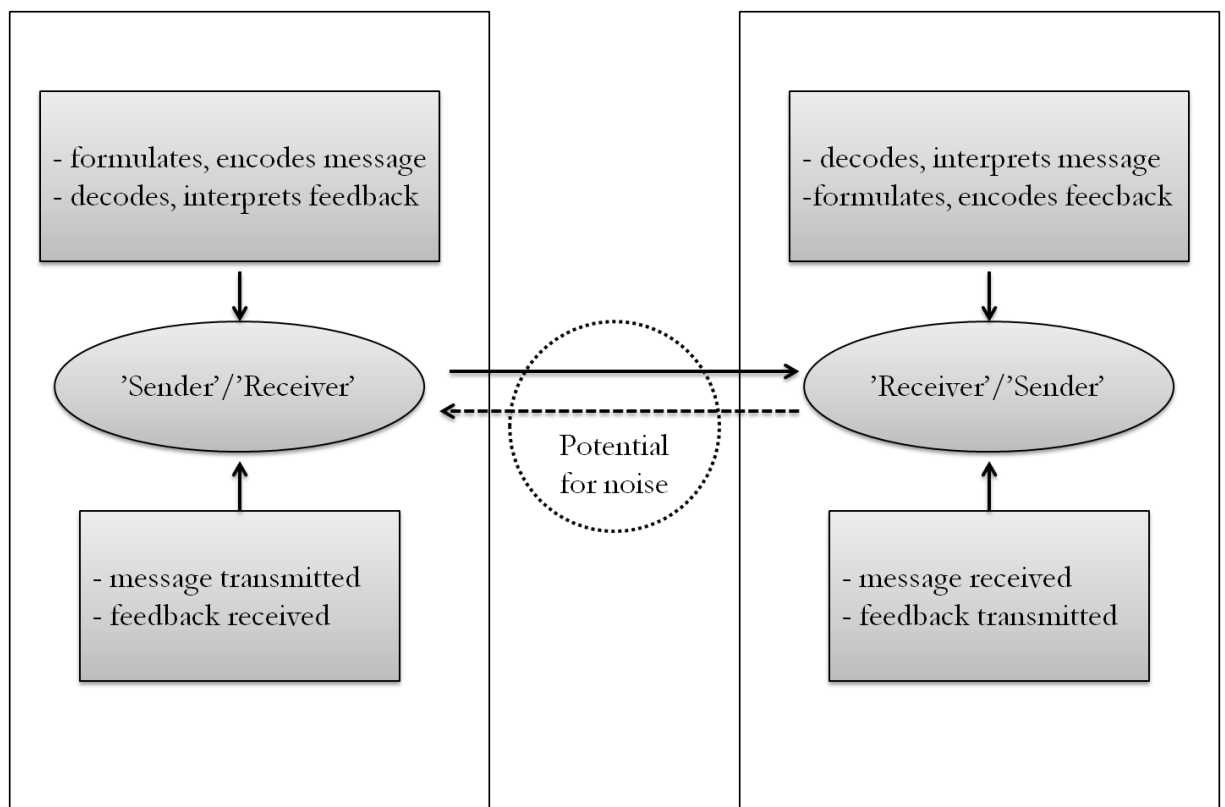


Figure 1. Linear model of communication with feedback. Adapted from Blundel et al. 2013.

First the sender creates the message and sends it to the receiver. The receiver interprets the message, and then creates an answer. This includes giving feedback to the sender. Depending on the situation; that is, the nature, content, and channel of the message,

the roles of the sender and the receiver can change throughout the communication process. There is always a possibility for noise in delivering messages. Noise disturbs the message and this can result in the receiver not understanding the message the intended way. The concept of noise is discussed more in detail in the following subchapter.

## **2.1 Communication challenges**

In order for a communication process to be successful, the receiver has to understand the message the way that the sender meant to, and both sides have to agree that the receiver did in fact understand the message (Clark & Gibbs 1986, 1-39). In other words, the receiver has to be able to decode the message the sender encoded, and after that the receiver should give feedback to the sender.

Communication can be disturbed by noise. Noise is a barrier to effective communication that can distort or disrupt a message in a way that the receiver will not receive the message the way it was intended to. (Blundel et al. 2013, 5.) Examples of noise can be lost signal in phone calls, water smudging the ink of a letter, and even a wandering mind distracting the receiver from focusing on decoding the message. According to Blundel et al., diminishing noise plays an important role in gaining success in communication (Blundel et al. 2013, 6).

One of the fundamental points to remember in communication is that there is always a degree of difference between the message that the sender intends to convey and the message that the other person actually receives. In other words, messages are always subject to a certain amount of noise. (Blundel et al. 2013, 6.)

A limited-resourced NGO has to be creative in making the most of its communication. There are some matters a limited-resourced NGO should consider in its communications. First of all, targeting specific audiences is important, as not everyone can be reached. Also it is advisable to divide the target audience into smaller groups and then tailor the messages according to the group's interest. This way the content can be per-

sonal and relevant, hence more interesting to the receivers. Choosing the right channels is crucial too: it is good to use the same channels the target audience already uses. Also utilizing free software to improve the communication capacities of an organization is advisable. “Understanding and using these strategies in your communications program will stretch your limited budget much further, making your efforts more efficient and result in greater reach and impact.” (McCrae 2013.)

## **2.2 Media richness theory**

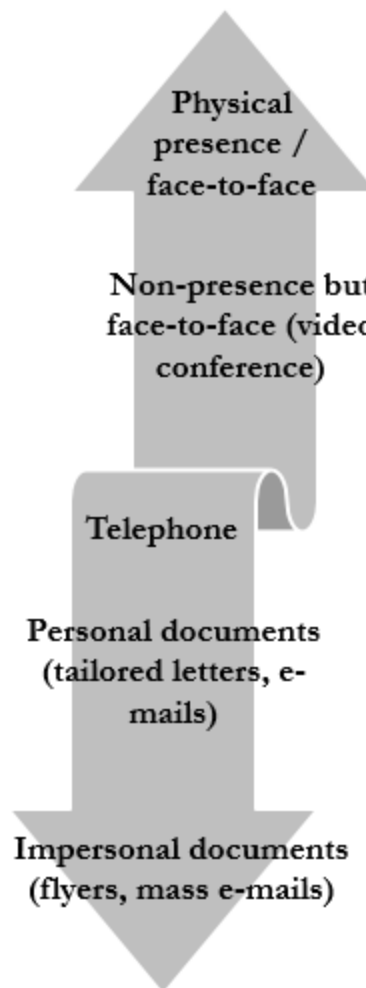
The media richness theory was originally developed in 1984 by Daft and Lengel to evaluate the richness of communication media within organizations. After 1984 the authors have made additions to the theory by producing corrective material. The purpose of the theory was to deal with challenges in organizational communication, such as ambiguous or confusing messages and misinterpretations of messages (Daft & Lengel 1986, 554). According to this theory, the more equivocal and indefinite a task is the richer the format of the chosen media should be. In general, richer and more personal media are more effective in delivering messages than leaner media. Daft and Lengel have described media richness as “the ability of information to change understanding within a time interval”. (Daft & Lengel 1986, 560.)

“The more learning that can be pumped through a medium, the richer the medium” (Daft & Lengel 1988, 226). According to Daft and Lengel the richest media are able to handle several information cues at the same time, establish a personal focus, utilize natural language, and they allow rapid feedback. (Daft & Lengel 1988, 226.) Information cues include for example voice, letters, and signs (Åberg 2000), and body language, such as head nods and posture (Daft & Lengel 1988, 226). The more ambiguous a message is the more information cues are needed for the recipient to understand the message correctly (Daft & Lengel 1986, 560). Natural language means all the languages people use when communicating with each other, including speech, touch, writing, and so on. Natural languages are dissociated from constructed and formal languages such as computer programming languages. (Lyons 1991, 68-70.) Obviously the resources of the communicator limit the choice of the medium. That is why many times senders are forced to choose less rich media, such as e-mail. This sets potential limitations such as

lack of feedback and possibly the inability to tailor the messages according to the receiver.

Of course the richest medium is not always the most convenient option considering the circumstances and the content of the message. Like mentioned earlier, messages with high equivocality need a richer medium than simpler messages (Daft & Lengel 1986, 560). Also matters such as the personal content of the message, and whether the message is positive or negative, can affect the choice of medium. In figure 2 on the following page the richness of different media according to Daft and Lengel is depicted, face-to-face on the top being the most rich and effective medium, and impersonal documents in the bottom being the least rich and least effective medium. Teleconferences are considered the second richest, as cues such as facial expressions and tone of voice are included. Telephone is considered richer than tailored letters, as tone of voice and possibility for rapid feedback are enabled. And obviously tailored, personal documents are richer than impersonal documents. However, both of them possess restricted information cues and slow feedback. (Daft & Lengel 1988, 226.)

Richer, more effective media



Leaner, less effective media

Figure 2. Richness of different media. Adapted from Daft and Lengel 1988, 226

The media richness theory has evolved over time as it has been studied by many, and new contributions to it have been made. It has also gained criticism, and new theories have been built based on the theory. For instance, Carlson and Zmud established the channel expansion theory in 1999. Their purpose was to explain why many studies indicated that managers would use leaner media for tasks that are highly equivocal. The theory proposes that a person's choice of medium depends a lot on their experience with the medium itself, the other communicator, and the topic at hand. (Carlson & Zmud 1999, 153-170.) For example, especially nowadays young adults have grown with the internet, which foreshadows that they are more likely to send an e-mail than make a



phone call, as that is the medium they are more comfortable with. Another theory based on media richness theory is the theory of media synchronicity, which is presented next.

### 2.3 Theory of media synchronicity

Theory of media synchronicity was established by Dennis and Valacich in 1999 in order to better clarify media richness theory and its application to new media. New media means for example computer-mediated media, such as e-mail. According to the theory media synchronicity is the extent to which people collaborate on mutual activity simultaneously. The capabilities of different media according to Dennis and Valacich can be examined in table 1 below. (Dennis & Valacich 1999, 3.)

Table 1. Relative Trait Salience of Selected Media. Adapted from Dennis and Valacich 1999, 3

	<b>Feedback</b>	<b>Symbol variety</b>	<b>Parallelism</b>	<b>Rehearsability</b>	<b>Reprocessability</b>
<b>Face-to-face</b>	high	low-high	low	low	low
<b>Video conference</b>	medium-high	low-high	low	low	low
<b>Telephone</b>	medium	low	low	low	low
<b>Written mail</b>	low	low-medium	high	high	high
<b>Voice mail</b>	low	low	low	low-medium	high
<b>Electronic mail</b>	low-medium	low-high	medium	high	high
<b>Electronic phone ("chat")</b>	medium	low-medium	medium	low-medium	low-medium
<b>Asynchronous groupware</b>	low	low-high	high	high	high
<b>Synchronous groupware</b>	low-medium	low-high	high	medium-high	high

Dennis and Valacich (1999, 2-3) believe that there are five dimensions that can influence communication:

1. Immediacy of feedback
2. Symbol variety
3. Parallelism
4. Rehearsability
5. Reprocessability.

Immediacy of feedback is the capability of the channel to promote fast bi-directional communication. In other words, it is the extent to which a channel allows the receiver to give feedback on the message quickly. The authors point out that even though immediate feedback is highly beneficial because it allows the sender to correct the elements in the message that have possibly misled the receiver, it causes two problems. First, to allow immediate feedback, the sender and the receiver have to interact simultaneously. And scheduling a specific time for this may demand considerable effort. Second, “media that enable rapid feedback create expectations for rapid feedback that can interfere with communication”. For instance, interacting face-to-face demands quick feedback, as the other party feels pressured to respond to the message received. Often long pauses in a conversation are considered unpleasant. This interferes with careful consideration, which stimulates hasty action. For instance, great amounts of information require proper deliberation without feeling hurried to respond or give feedback. (Dennis & Valacich 1999, 2.)

Symbol variety means the number of methods in which messages can be communicated. Dennis and Valacich point out that some information might be easier to communicate in one format than another, and that the availability of verbal and non-verbal symbols can drastically affect social perceptions of the message. If a channel does not provide a specific set of symbols when needed, it affects the result negatively. Sometimes for example graphics or tables are required in order to communicate the message effectively, thus for instance a telephone does not provide the needed symbols. Fur-

thermore, sometimes personal emotions need to be communicated, and in that situation e-mail might not be as good a medium as face-to-face talk. However, people who have more shared experiences might have less need for verbal and nonverbal symbols than people who do not know each other as well. (Dennis & Valacich 1999, 2.) For instance good friends might be able to understand each other's emotions also through written messages.

Parallelism refers to the amount of possible simultaneous conversations within the same medium. For example, old landline telephones enable one conversation at a time between only two people, but online chats, for instance, allow several participants in one conversation, and also multiple simultaneous conversations. (Dennis & Valacich 1999, 2.)

Rehearsability is to the ability of the sender to adjust and modify the message before sending it. This way the sender can be more certain that their message says exactly what they intend to say. (Dennis & Valacich 1999, 2-3.) For example, as mentioned, in face-to-face or telephone conversations the participants feel more pressured to answer quickly, but in e-mail or other letters one can edit the message carefully before sending it. However, the authors point out that channels that allow high rehearsability usually do not have as much possibilities for feedback (Dennis & Valacich 1999, 2-3).

Reprocessability means the extent to which the message can be re-examined. This allows the receiver to carefully look into the received message in order to better understand its meaning. "Reprocessability becomes more important as the volume, complexity, or equivocality of the message increases." (Dennis & Valacich 1999, 3.)

According to Dennis and Valacich the media richness theory ranks different communication channels from richest to leanest too simply and without considering the context.

The "richest" medium is that which best provides the set of capabilities needed by the situation: the individuals, task, and social context within which they interact. Thus, concluding that face-to-face communication is the "richest" media is inappropriate. (Dennis & Valacich 1999, 3.)

Dennis and Valacich conclude that face-to-face conversation is not always the richest medium, as the media richness theory claims. The richest medium depends on which of the five dimensions (immediacy of feedback, symbol variety, parallelism, rehearsability and reprocessability) are most vital in a specific communication situation. Thus no conclusion can be made on which channel is the richest in general. “It is unlikely for any one theory to explain all aspects of communication in the new media”. (Dennis & Valacich 1999, 3.)

## **2.4 Appropriateness of e-mail**

As mentioned earlier, the UN Association of Finland primarily uses e-mail in contacting its member organizations. Here the abilities and features of e-mail are examined in this context by applying the aforementioned theories alongside with other applicable sources.

When applying the theory of media synchronicity, the communication of the UNA towards its member organization requires mostly symbol variety, rehearsability, and reprocessability. E-mail is a good channel in terms of the needs concerning symbol variety because it allows the use of pictures, tables, graphics, and so on, which can be highly useful for an NGO trying to deliver a message. Powerful pictures and factual tables make a message much more effective. As Daft & Lengel have said, “The more learning that can be pumped through a medium, the richer the medium”. As previously mentioned, a rich medium can handle numerous information cues simultaneously. (Daft & Lengel 1988, 226.) Nowadays e-mail is able to do that. Even though it does not allow cues such as facial expressions and tones of voice, perhaps in this kind of formal messaging that is not an issue.

E-mail also allows rehearsability and reprocessability as the sender has the opportunity to carefully modify the message, and the receiver is able to take their time in processing the message. This way the sender can increase the probability of the message being understood correctly. Organizational e-mail messages do not encourage for instant feed-

back. However, as noted, that would actually interfere with rehearsability and reprocessability, which are more vital in the UNA's communication. Parallelism is not needed in this kind of informative, organizational messaging. It would also be complicated and confusing if there would be several communicators trying to convey their messages simultaneously.

Carlson and Zmud (1999, 153-170) stated that a person's choice of medium depends on their experience with the medium, the recipient, and the topic. In subchapter 2.1 it was mentioned that according to McCrae (2013) the sender should choose a medium that the receivers already use. Nowadays e-mail is widely used, and most people are comfortable with using it and find it effortless. Because of the easiness and the fact that people are used to using it, e-mail is an obvious choice of medium.

Blundel et al. (2013, 204) point out that e-mail is "a mixture of text-based and conversational communication". According to the authors e-mail possesses the following characteristics (Blundel et al. 2013, 205):

- non-interruptible
- leaves a permanent record
- lacks the cues of verbal communication (such as facial expressions)
- allows sending out multiple copies
- possibility for synchronicity
- allows asynchronicity.

The fact that e-mail is non-interruptible can be both a positive and a negative feature. It allows the sender to carefully modify the text in a way that it is appropriate and correct, but it also means that the receiver cannot ask for clarifications in between. Like traditional letters, an e-mail message leaves a permanent record. For example in a case of dispute this can be utilized as there is written proof of everything that has been said. As mentioned before, e-mail does not allow the use of all the cues of verbal communication, such as facial expressions and tone of voice. Sometimes this can lead to problems when the other party is misunderstood for instance for being impolite. In casual

online messaging there are additional cues such as “smileys” to help reduce misunderstandings, but so far they have not been accepted in professional communication.

Blundel et al. point out that even though e-mail allows producing customized letters in great volumes, “such letters require careful targeting and drafting” (Blundel et al. 2013, 214). There is a possibility for synchronicity in using e-mail, if both parties are online at the same time (Blundel et al. 2013, 205). However, “synchronous communication is a potential but not an inherent feature of the communication channel”. The sender cannot be sure of the synchronicity or immediate feedback, unless they choose another channel, such as telephone. (Blundel et al. 2013, 208.)

Blundel et al. present common problems in using e-mail. According to the authors perhaps the most prevalent problems are junk mail or spam, along with overload of e-mail messages. “Many senders have unrealistic expectations of the e-mail, assuming that their messages will be read, understood, and responded to in a very short period”. (Blundel et al. 2013, 208.)

Table 2 below combines the advantages and disadvantages of e-mail as a channel for interorganizational communication by applying the theories presented earlier. Only the features relevant for the commissioning party are presented.

Table 2. Advantages and disadvantages of e-mail in interorganizational communication

Advantages	Disadvantages
1. Allows sending out multiple copies 2. Appropriate symbol variety 3. High rehearsability 4. High reprocessability 5. Inexpensive 6. Easy 7. Recipients are accustomed to it	1. Lack of personality 2. Spam 3. Out-dated e-mail addresses 4. Low to medium feedback
– non-interruptible – leaves a permanent record	

As can be seen from table 2 above, e-mail has more relevant advantages than disadvantages. The biggest disadvantages in the UNA's case are spam, lack of personality, and outdated e-mail addresses. Feedback would be beneficial, but the UNA would not be able to continuously process high amounts of feedback anyway, due to the previously mentioned limited time and staff. However, this thesis generated some feedback for the commissioning party through surveys. The interview notes can be examined in attachment 2, and free comments from the questionnaire can be examined in attachment 6. Lack of personality is a major disadvantage of e-mail. Like mentioned in 2.1, the receivers should be divided into smaller sections and the messages should be tailored according to each section's interest. This way the messages would be more interesting and relevant to the receivers. (McCrae 2013.) Spam is always a problem when organizations use e-mail as the receivers may already receive a high number of e-mail messages. Therefore, there is a possibility that the sender's e-mail message will get ignored. In this thesis the issues of spam and impersonality are solved. However, as mentioned in 1.4, this research will not focus on the issue of the outdated e-mail addresses.

The UNA needs a cost- and time efficient channel. Other examples of potential communication channels besides e-mail include social media and software solutions. If no existing channel seems proper, perhaps a completely new software or application could be developed. The UNA continuously employs students and interns, so perhaps someone capable could create a software solution as a school project or work placement in exchange for a small monetary compensation.

### 3 Empirical research

After determining the research question and the investigative questions, interview questions were created and four interviews conducted. After this a web questionnaire was created and sent to all the member organizations that were on the UNA's mailing list. After implementing the surveys the results were analyzed, and recommendations for the commissioning party were made. The research design is illustrated in figure 3 below.

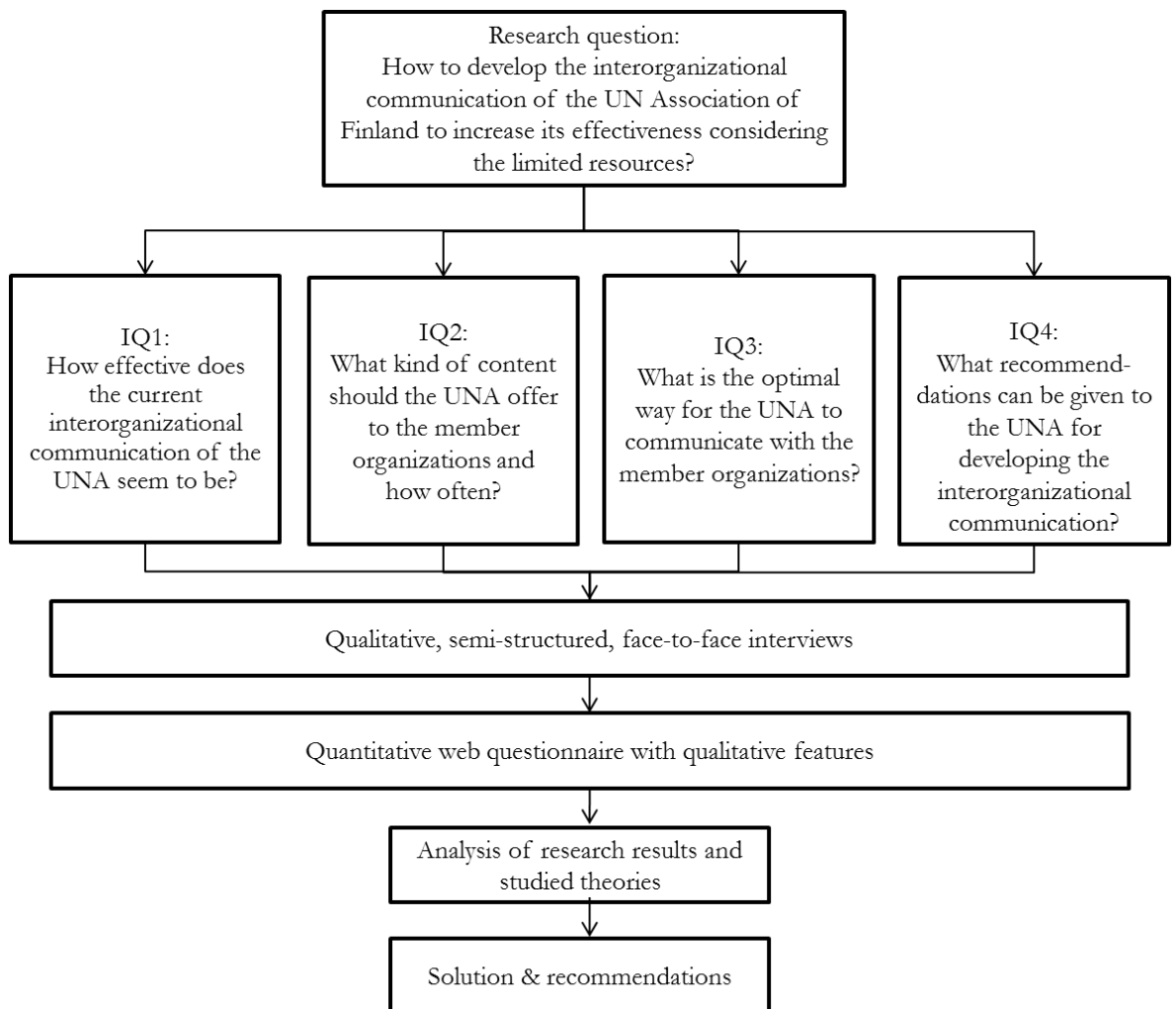


Figure 3. Research process illustrated



### 3.1 Research methods

A quantitative research method was selected as the main method in this case, because the population is quite large. The population includes all of the member organizations' personnel responsible for communications. An online questionnaire is easy to distribute and quick to answer, which makes the process easier for both the researcher and the target group. The purpose was to gain a general idea of the opinions and viewpoints of the whole population, hence qualitative research would not have worked as a main method. However, some qualitative features were included in the quantitative questionnaire as well, such as fields for free comments. "Survey research designs are procedures in quantitative research in which investigators administer a survey to a sample or to the entire population of people in order to describe the attitudes, opinions, behaviours, or characteristics of the population" (Creswell 2005, 354). In a survey research quantitative, numbered data are collected through questionnaires or interviews. The data are then statistically analyzed, and conclusions are drawn to answer the research question. (Creswell 2005, 354.)

The quantitative research is a conclusive, descriptive, and cross-sectional survey. The objective of conclusive research is to test specific hypotheses and examine relationships. The research process is formal and structured, and the sample size is large and representative. The findings are used as input into decision making, ergo, the research is conclusive. In descriptive research the goal is to create a profile of the population: what are their preferences, how they behave, and so on. Cross-sectional research means that the sample is surveyed once, as opposed to longitudinal research, where the sample is surveyed again after a certain period of time. (Čater 2013.) Advantages of questionnaire research (Čater 2013) are

- ease: questionnaires are rather easy to administer
- reliability: using multiple-choice questions enhances reliability of the responses
- simplicity: it simplifies coding, analysis, and interpretation of the data.

The ancillary research method was qualitative, semi-structured, in-depth, face-to-face interviews. The UNA wanted to gain deeper knowledge about the issue, and also to

sustain relations with the representatives of the selected member organizations. Therefore, interviews were conducted.

The goal of any qualitative research interview is to see the research topic from the perspective of the interviewee, and to understand how and why they come to have this particular perspective. Qualitative research interviews have the following characteristics: a low degree of structure imposed by the interviewer; a preponderance of open questions; and a focus on 'specific situations and action sequences in the world of the interviewee' rather than abstractions and general opinions. (Cassell & Symon 2006, 11.)

### **3.2 The interviews**

The semi-structured in-depth interviews were carried out first. Four representatives from different kinds of member organizations were selected by the commissioning party. The interviewees were selected so that the group would be diverse and rather descriptive of the whole population. The aim was to receive feedback and suggestions on the current communication, and also to get additional ideas for the web questionnaire. The interview questions were generated together with the communications officer of the UNA. The questions were used as a guideline for the interviews in order to assure that all the important issues were covered, but the interviewees were allowed to talk about anything that came to their minds. The interviews were in Finnish as that was the native language of all of the interviewees and the interviewer as well. The interview questions can be seen in attachment 1. After I had interviewed the selected people, a person from the UNA discussed other issues with them. This was a good opportunity for the UNA to meet with these representatives face-to-face, which they do not get to do as often as they would want to. The interviews helped me generate quite many new questions for the web questionnaire. The interviews were recorded in order to make sure all relevant information would be available in detail for later analysis. The interviews can be examined in Finnish in their entirety in attachment 2. Key outcomes from the interviews are presented below.

Two out of the four interviewees hoped to receive messages approximately once a month, and the other two any time the UNA has something to say. Three out of four respondents preferred quite short, compact messages. One had a wish of receiving a

bigger quantity of information at most once a month, rather than short messages too often. Three out of four mentioned the desire for targeted messaging. Two of the interviewees said they are definitely not fond of general mass messages. Also two out of four said they want to receive messages about current issues, and everyone was interested in mostly receiving messages concerning their own organization's field. All of the interviewees were interested in deeper co-operation and having more face-to-face meetings with the UNA's staff.

It was surprising that two out of the four interviewees preferred traditional paper mail as a communication channel. The other two preferred e-mail. The reason for favoring paper mail was that the interviewees already receive too many e-mail messages, and they preferred non-common communication channels in order to keep up their interest. According to the interviewees this would ensure the messages would not be ignored. These responses cannot be explained by demographic factors such as higher age; one of the interviewees was in his twenties. Also both of these interviewees were accustomed to using e-mail. In figure 4 below the desired channels are depicted.

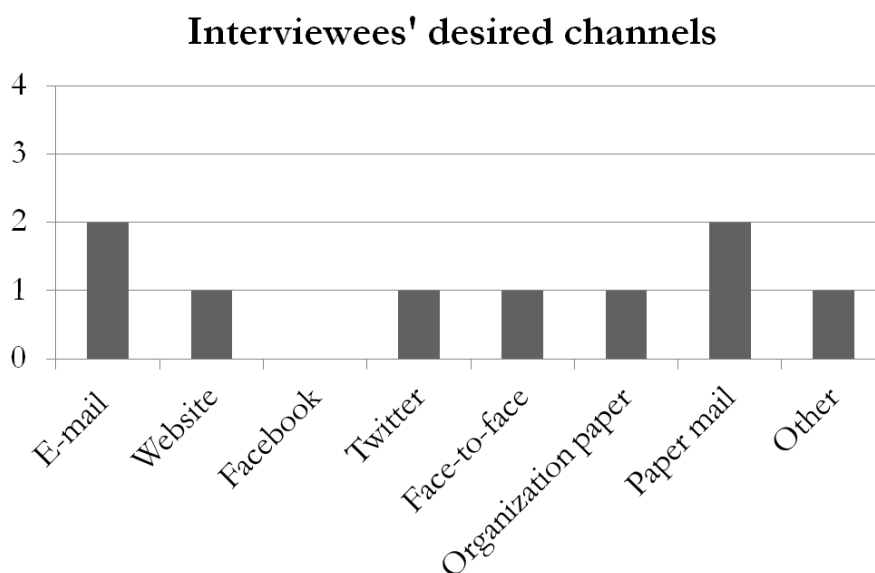


Figure 4. Interviewees' desired channels

### 3.3 The questionnaire

The web survey questions were created based on the needs and suggestions of the commissioning party, the interview outcomes, and on my own ideas and studied theory. The questionnaire was distributed to the entire population, meaning all the people in the UNA's mailing list containing the member organizations. The list included staff responsible for communication operations. The number of organizations on the list was 64, so not all of the current 67 organizations were included. The list contained several e-mail addresses per organization. Overall the questionnaire was sent to 119 e-mail addresses. Also it was mentioned in the questionnaire introduction that the link should be forwarded to all relevant parties. The questionnaire introduction can be seen in attachment 3. Links to both Finnish and English questionnaire were provided in order for everyone willing to be able to answer. Most of the recipients answered the questionnaire in Finnish, but there were a couple who answered in English as well. The questionnaire in English can be seen in attachment 4, and the questionnaire in Finnish can be seen in attachment 5.

An intern from the UNA tested the questionnaire before it was sent to the recipients, in order to ensure the questions would be understood the intended way. She was chosen to answer the pilot because an external party would not have understood all the questions as they are closely related to the UNA's operations. In order to generate more responses the UNA raffled a prize among the respondents.

It is not certain whether all of the e-mail addresses were up-to-date. However, none of the sent messages bounced back. There is also the possibility that some of the messages went to the recipients' junk mail. Therefore it cannot be said how many people in reality received the questionnaire link. 26 people answered the questionnaire. This means that the response rate was at least 21.85%. If the response rate is calculated by dividing the number of responses by the number of member organizations on the e-mail list (64), the response rate was 40.63%. In such a small population the results can change drastically according to the response rate. The smaller the sample the less generalizable the results. Nevertheless, these results can be used at least as initial indicators of the preferences of the population.

### **3.4 Questionnaire results**

A good starting point is to note that the respondents replied that they are very interested in receiving messages from the UNA. On the scale of one to five, five being the most interested, the average answer was 4.0. No one answered 1.

#### **3.4.1 Channels**

Currently almost all of the respondents (92%) receive messages from the UNA through e-mail. Also 38.50% receive information by browsing the UNA website. 19% receive information via Facebook, whereas less than 8% via Twitter. One of the respondents said they do not receive any messages from the UNA through any channel. In this question the respondents were able to choose multiple options.

Majority of the respondents, almost 81%, said they want to receive messages from the UNA via e-mail. 62% chose Facebook, and 54% chose the UNA website. 35% of the respondents also like to use Twitter. Still 27% of the respondents were keen on face-to-face discussions as an information channel. Also in this question multiple response options were offered. These results indicate that deeper co-operation is desired. As mentioned, the interviews gave the idea that traditional paper mail would be a desired communication channel. However, the questionnaire results suggest otherwise, as only three out of the total 26 people (11.50%) chose paper mail. The results of desired channels can be examined in the chart on the following page.

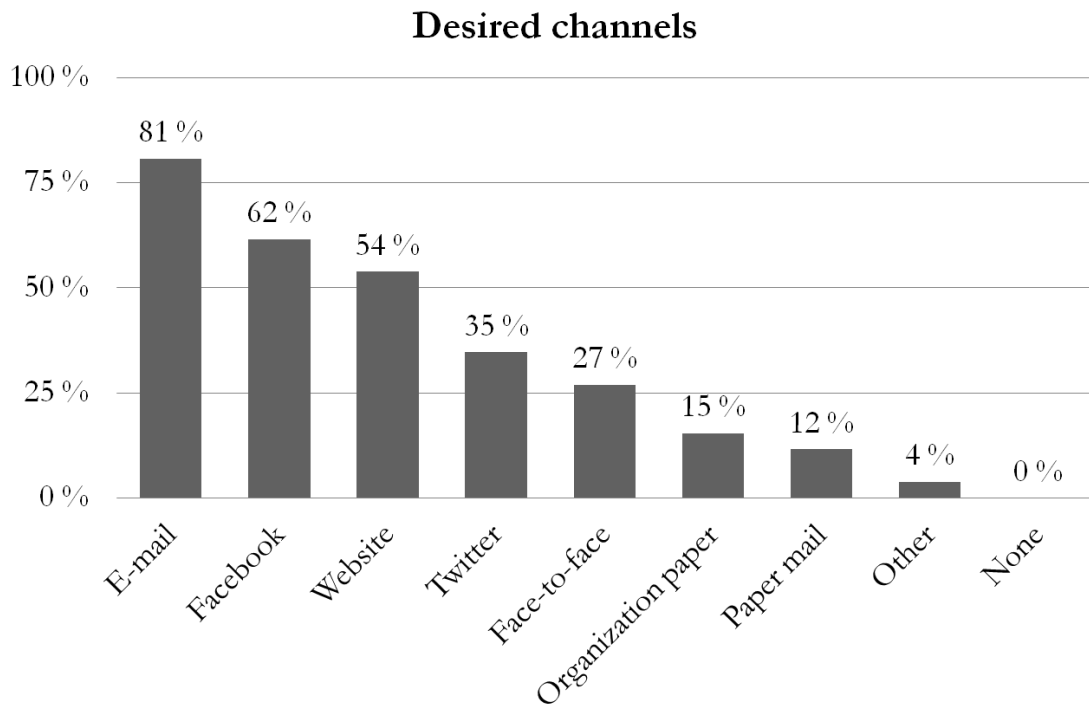


Figure 5. Questionnaire respondents' desired channels

The respondents were asked to rank provided channels, number one being the best option. This result complies with the desired channels almost completely (see Figure 5). On average the channels were ranked as follows:

1. E-mail
2. Facebook
3. UNA website
4. Twitter
5. Face-to-face
6. Paper mail
7. Organization paper

After the respondents were asked to choose the most desired communication channels, they were asked with an open question why they chose these channels. 85% of the respondents answered this optional question. A majority of 55% said they chose the channels they chose because they are accustomed to them. 32% mentioned easiness and 23% quickness. Among other reasons mentioned was for example environmental friendliness. These results are depicted on the following page in figure 6.

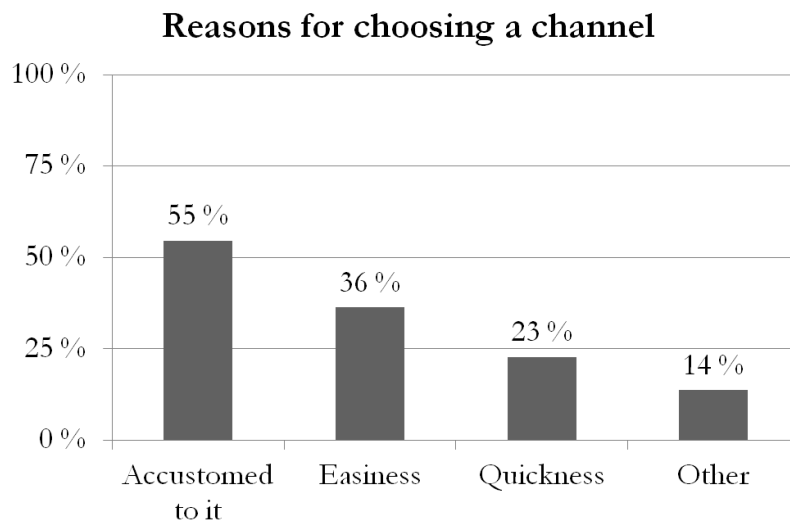


Figure 6. Questionnaire respondents' reasons for choosing a channel

### 3.4.2 Desired content of messages

In this question the respondents were able to choose multiple options. 85% of the respondents said they want to receive messages concerning matters that are closely related to their organization's field. 27% wished they could themselves choose the message content. 42% responded they want to receive messages about any matters the UNA thinks are relevant. The desired content of messages can be examined in figure 7 below.

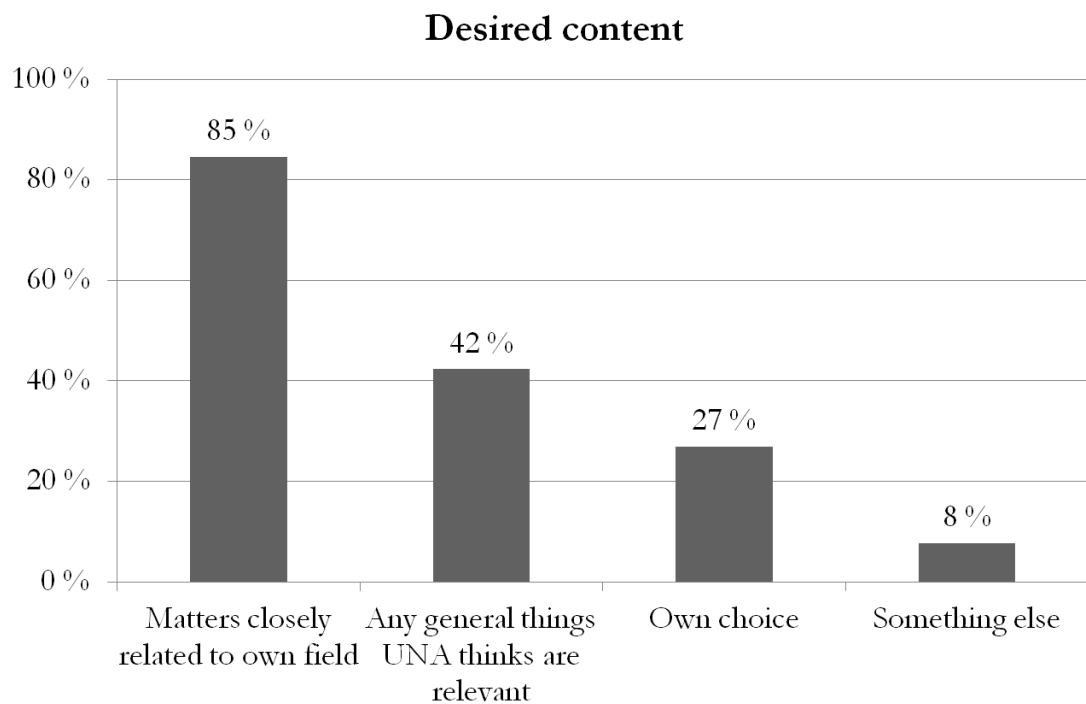


Figure 7. Questionnaire respondents' desired content

### 3.4.3 Desired frequency of messages

Most of the respondents hoped to receive messages once a month. The second most desired frequency was three to six times a year, and the third most desired frequency was twice a month. What is positive is that none of the respondents said they never want to receive messages from the UNA. These results are depicted in figure 8 below.

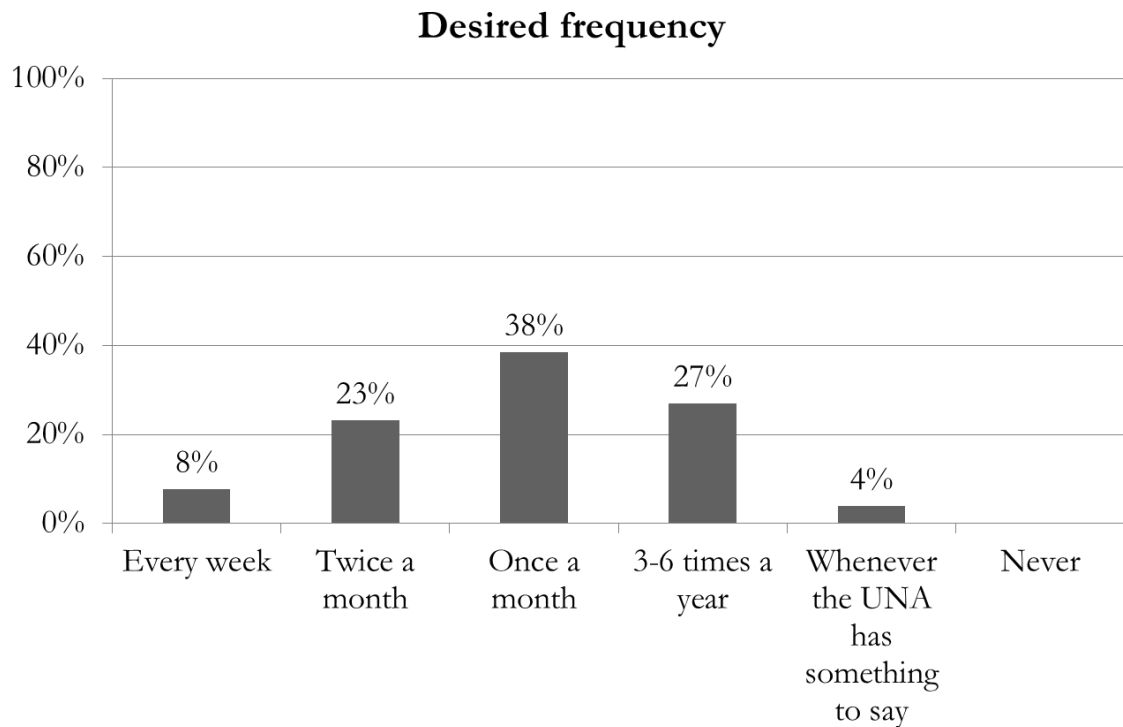


Figure 8. Questionnaire respondents' desired frequency of messages

### 3.4.4 Demographics of the respondents

73% of the respondents were female and 23% male. One of the respondents did not state their gender. The average age of the respondents was 38 years. The youngest respondent was 20 years old, and the oldest respondents were 63 years old. The median age was 33 years. From figure 9 on the following page can be seen that most of the respondents were around their thirties.



### Age of the respondents

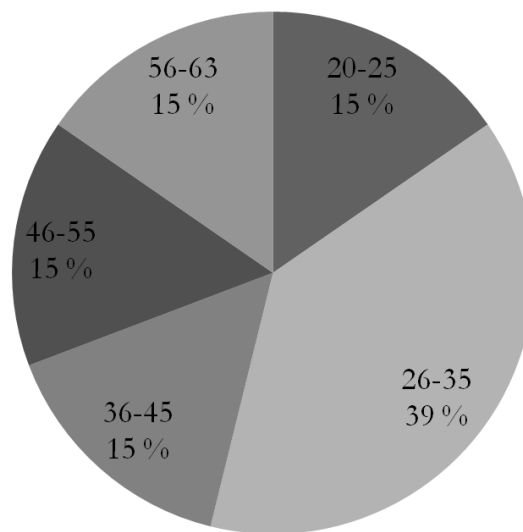


Figure 9. Ages of questionnaire respondents

Figure 10 below shows that 35% of the respondents had less than two years of experience in their organization. Almost half of the respondents had maximum of three years of experience, and 34% had at least nine years of experience.

### Experience in the organization

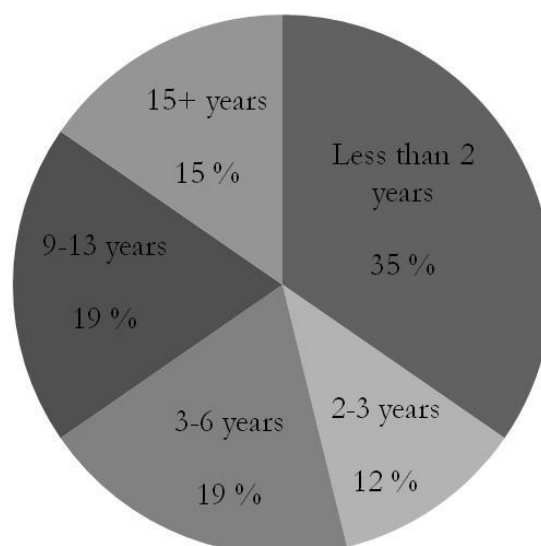


Figure 10. Questionnaire respondents' experience in the organization

## 4 Discussion

The aim of this thesis is to help a limited resourced NGO, the UN Association of Finland (UNA), to find out how effective its current interorganizational communication is, and how it could be developed to make it more valuable and interesting to the members. As a result the UNA was hoping to receive some concrete suggestions for future development that consider the limited resources. In this chapter the results of the research are examined and recommendations for the commissioning party are given.

### 4.1 Interpretation of results

The first investigative question asked how effective the current interorganizational communication seems to be. The web survey questions related to this matter were questions one to four, and ten. The research results indicate that the communication toward the member organizations could be more effective. One problem is that some people who should be on the mailing list are not. This is a problem that is quite easy to amend by, for example, calling through the member organizations and asking if someone's e-mail address is missing. This could be conducted for instance by an intern. In the interviews it came up that all of the interviewees were truly hoping for deeper co-operation with the UNA. Presumably it would be fruitful for the UNA to try to engage more members into its actions. Perhaps it would be good to begin by having a discussion with the members about their hopes and wishes concerning the co-operation, if the resources allow it.

81% of the respondents replied they want to receive messages through e-mail, and the majority mentioned also Facebook and the UNA website. This indicates that the respondents are rather satisfied with the current channels. These results are supported by the perceptions of McCrae (2013) presented in 2.3. That is, preferring the channels the recipients are already accustomed to. Nowadays the quantity of information is unprecedented. People do not have the energy to familiarize themselves with the excessive amount of information they receive. Therefore, easiness and quickness in communication are advisable to pursue. Concise messages are read and processed more certainly.

The second investigative question asked what kind of content the UNA should offer to the target audience, and how often. Survey questions seven and eight aimed at finding an answer to this question. The results presented in chapter 3 indicate that targeted messaging would be useful for the UNA. This outcome is supported by Ferguson, whose idea about the message content was presented in 1.4. According to Ferguson (1999, 149-150), content that feels close and personal is also effective.

## **4.2 Recommendations for the commissioning party**

Perhaps the most important question to answer is “What is the optimal way for the UNA to communicate with the member organizations?” Having examined the theories and analyzed the research results, e-mail seems to be the most suitable channel for the UNA to communicate with its members. The positive features of e-mail were listed in table 2 in 2.4. E-mail is easy to use, inexpensive, allows sending large quantities of information with proper symbol variety, and people are familiar with the channel. Also both the sender and the receiver are able to go through the message multiple times without distractions (rehearsability, reprocessability), which prevents confusion and misinterpretation.

However, e-mail has two major disadvantages. As mentioned in 2.4, a major problem of e-mail is the large quantities of messages received. Many inboxes nowadays suffer from an overload of e-mail messages, which decreases the willingness and the probability of the receiver going through every message. Another key problem is impersonality. Both the theory and the research results indicate that targeted and tailored messaging is recommendable. As it would be too time-consuming to tailor each message manually, computer programming could be utilized. Like mentioned in 2.4, an inexpensive and easy way for the UNA to overcome this problem would be to employ a student or an intern, who could develop a software system as, for example, a work placement project. Having consulted a software expert from Futurice, a quite simple way of implementing this would be a system where the receiver can choose in advance the areas they want to receive content about (Toivonen 2014). This process is depicted in figure 11 on the following page.

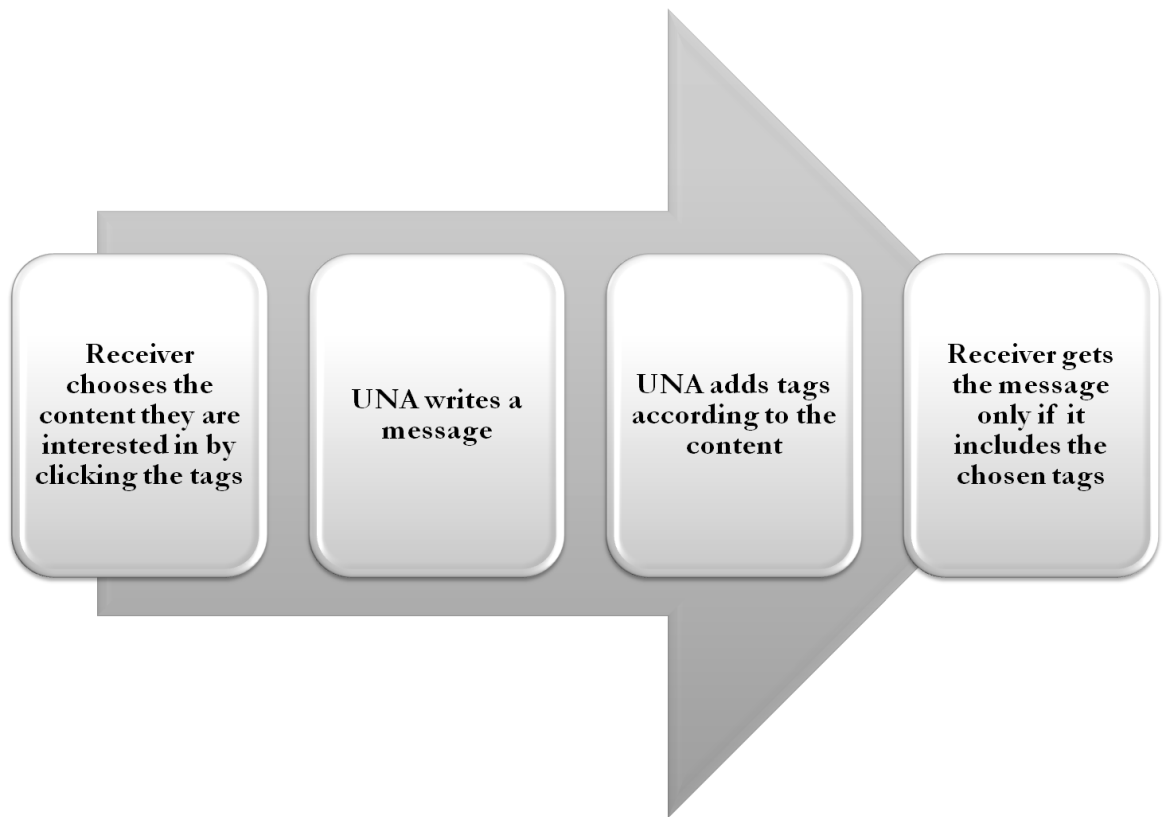


Figure 11. Software process flow

In this system, first the receivers will choose the content they are interested in receiving information about. This is demonstrated in figure 12 on the following page. After the UNA has the information on who is interested in what kind of content, it is able to add tags to the messages it writes. If the message contains information about for example environmental issues, the UNA will add this tag to the message. When they send out the message, only people who have chosen that same tag will receive the message. Obviously one message can contain content concerning different areas of interest. It could be done so that the recipients would only receive those parts of the message that include the tags they have chosen. Therefore only one message could be sent at a time, but the recipients would still only receive information on issues that they are interested in reading about.

I want to receive information on issues concerning:

- ☐ The United Nations
- ☐ The UN Association of Finland
- ☐ The environment
- ☐ International politics
- ☐ National politics
- ☐ Co-operation possibilities
- ☐ Education
- ☐ All of the above

Figure 12. Demonstration of the option window in the software system

This software tool would help to solve both of the crucial disadvantages of e-mail: impersonality and overload of e-mail messages, as the recipients would not have to receive messages with content that does not interest them.

Surely these kinds of software already exist, but in order to utilize the existing ones the UNA would most likely have to pay excessive fees. Therefore, a student work placement or such would be the most inexpensive and convenient way to go. According to the expert from Futurice this kind of software system can be implemented rather easily as a student project in about one to two months, so it would not be either too time-consuming or too costly (Toivonen 2014).

As stated in the introduction, the UNA has also faced problems of outdated e-mail addresses and staff turnover in the member organizations. In the empirical research it also came up that not all the people are on the mailing list who should be or want to be. These issues could not be covered in this thesis, but all of them could be solved as another student- or intern project. First of all, as mentioned, someone could call through all the member organizations in order to update the mailing list. After that, in order to prevent the list from getting out of date again, computer programming could be utilized once more. The UNA could ask a student to create a system that would keep the mailing list up-to-date. Also the idea of discussing the member organizations'

hopes concerning the co-operation could be solved by another student for instance by conducting a survey.

### **4.3 Limitations of the research**

One major limitation of the research was the confusion caused by the e-mail addresses. As said in 3.3, the questionnaire link was sent altogether to 119 e-mail addresses, even though there were only 64 different member organizations on the list at that moment. This means there were several e-mail addresses per some of the organizations. Therefore, it cannot be identified how many people answered the questionnaire from each organization. Furthermore, the questionnaire was only meant for people responsible for communications to answer. In the questionnaire introduction the respondents were asked to forward the message to all relevant parties. This means that the questionnaire could have been sent to even more e-mail addresses than those 119, and there is no way of knowing either the exact number of valid recipients, or the actual response rate.

As said, depending on the state of the above-mentioned issues, the response rate can be anything between 21.85% and 40.63%. However, it is not likely that there were either multiple responses per organization, or that all of the 119 e-mails were valid. Therefore, one can assume that the response rate is closer to 40 percent than 22 percent. Nevertheless, as mentioned in 3.3, in a small population like this the results can radically change according to the response rate. It has to be noted that in reality the results only represent the sample who responded, not the whole population. The results can merely be used as initial indicators of the preferences of the population.

Some of the questions were left optional so that it would be as easy and quick as possible for the respondents to fill in the questionnaire, and to ensure that the most important questions would get answered. For example, it was not compulsory for the respondents to rank the preferred channels because this question was slightly time-consuming. Therefore, the response rate for this question was lower, hence the results for it are less generalizable.

#### 4.4 Learning during the process

At first I struggled a lot with finding relevant theory for this particular case. Mostly the problem was using the wrong keywords in the search. This taught me how important it is to be precise in the choice of words. After having browsed through numerous sources, I finally came across the media richness theory and the theory on media synchronicity, which were really interesting and applicable to the case at hand. These theories were of course supported by many other theories and sources, which are not all visible in this thesis. Even though some information would not be directly useful for a certain research topic, all knowledge helps understanding the bigger picture of the subject. Even though I have already gained experience about applying theory to practice in school, the thesis process has yet increased my theory-applying skills.

Naturally my knowledge about communication has increased extensively as I have read about this broad topic from several authors. Like Blundel et al. say, in order to succeed in organizational communication “you need an understanding of the broad principles of communication, and a flexible set of practical tools” (Blundel et al. 2013, 2). I feel this is what I have achieved. It was also interesting to see how the research topic evolved during the process as I was getting more acquainted with the subject, even though the basic idea remained the same. This is what happens when familiarizing oneself with any subject – the understanding evolves and deepens.

The opportunity to conduct a research independently in practice was very interesting and a highly useful experience. Luckily I already knew in advance that in order to succeed in making a research, careful planning was required, hence there were no major struggles there. Still, right after sending out the questionnaire, one more question that should have been added to the survey came to my mind, even though I had carefully gone through the questionnaire multiple times on different days. I decided to add the question even though some respondents already answered the questionnaire while I was adding the additional question. Also Webropol did not allow me to change the order of the questions anymore, hence the added question had to be the last one even though it would have suited better somewhere else. Still I believe it was useful to add

the final question as the responses for it helped to analyze the results more deeply in spite of the fact that not everyone answered it.

It has truly been interesting to see how the results of the empirical research intertwine with the theory background, and how they support each other. And, having familiarized myself with the theory helped in designing and conducting the research more properly. After conducting the surveys I got to develop my analyzing skills further when analyzing the results. Also managing a big project like this independently has given me practical experience that will surely be useful in the future.

In the beginning of the thesis process my major concern was whether or not I will be able to find an answer to the UNA's problem: how to develop the communication toward the member organizations. I had no idea if I would find a decent answer, but I was hoping it would come up during the process. I am quite happy with the end result: preserving the current channel that everyone is used to, but making it more effective by enabling targeted messaging through computer programming. The idea for the software solution came up quite late in the process in a discussion with an acquaintance of mine – to whom I am very grateful.



## References

Blundel, R., Ippolito, K. & Donnarumma, D. 2013. *Effective Organisational Communication. Perspectives, principles and practices*. 4th ed. Pearson Education Ltd. Edinburgh.

Carlson, J. R. & Zmud, R. W. 1999. Channel expansion theory and the experimental nature of media richness perceptions. *Academy of Management Journal* (42). 153-170.

Cassell, C. & Symon, G. 2006. *Essential Guide to Qualitative Methods in Organizational Research*. Sage Publications. London. Thousand Oaks. New Delhi.

Čater, B. 2013. Ph.D., Associate Professor. University of Ljubljana. Lecture notes on Marketing Research. Ljubljana.

Clark, H.H. & Wilkes G. D. 1986. Referring as a Collaborative Process. *Cognition*. pp. 1-39.

Creswell, J. W. 2005. *Educational Research. Planning, Conducting, and Evaluating Quantitative and Qualitative Research*. 2nd ed. Pearson Merrill Prentice Hall.

Daft, R.L. & Lengel, R.H. 1986. Organizational Information Requirements, Media Richness and Structural Design. *Management Science*, USA. URL: [http://www.communicationcache.com/uploads/1/0/8/8/10887248/organizational\\_information\\_requirements\\_media\\_richness\\_and\\_structural\\_design.pdf](http://www.communicationcache.com/uploads/1/0/8/8/10887248/organizational_information_requirements_media_richness_and_structural_design.pdf). Accessed: 14 Apr 2014.

Daft, R.L. & Lengel, R.H. 1989. The Selection of Communication Media as an Executive Skill. *The Academy of Management Executive* (1987-1989): 225–232.

Dennis, A. R. & Valacich, J. S. 1999. Rethinking Media Richness: Towards a Theory of Media Synchronicity. URL:

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.108.7118&rep=rep1&type=pdf>. Accessed: 16 Apr 2014.

Diffen. Effectiveness vs. Efficiency. URL: [http://www.diffen.com/difference/Effectiveness\\_vs\\_Efficiency](http://www.diffen.com/difference/Effectiveness_vs_Efficiency). Accessed 19 Jan 2013.

Ferguson, S. D. 1999. *Communication Planning. An Integrated Approach*. SAGE Publications. California, USA.

Hurmalainen, E. 13 Nov 2013. Communications Officer. UN Association of Finland. Interview. Helsinki.

Hurmalainen, E. 6 Feb 2014. Communications Officer. UN Association of Finland. E-mail.

Investopedia 2014. Efficiency. URL: <http://www.investopedia.com/terms/e/efficiency.asp>. Accessed: 24 Jul 2014.

Kokko, A. 7 Apr 2014. Pääsihteeri. Kansallinen Sivistysliitto ry. Interview. Helsinki.

Lyons, J. 1991. *Natural Language and Universal Grammar*. New York: Cambridge University Press. 68–70.

Lönnqvist, M. 25 March 2014. Pääsihteeri. Sosiaalidemokraattiset Nuoret ry. Interview. Helsinki.

McCrae, S. 25 Oct 2013. Ideas for communicating inexpensively as small nonprofit NGOs in developing countries. URL: <https://blogs.commonsgorgetown.edu/csic/2013/10/25/ideas-for-communicating-inexpensively-as-small-nonprofit-ngos-in-developing-countries>. Accessed: 15 Jan 2014.

Puustinen, M. 2 Apr 2014. Viestintäjohtaja. Opetusalan Ammattijärjestö OAJ ry. Interview. Helsinki.

The UN Association of Finland. YK-liitto. 3 Dec 2013. URL: <http://www.ykliitto.fi/yk-liitto>. Accessed: 11 Jan 2014.

Toivonen, V. 3 Jun 2014. Software Consultant. Futurice Ltd. Interview. Helsinki.

United Nations. UN at a Glance. URL: <http://www.un.org/en/aboutun/index.shtml>. Accessed: 12 Jan 2014.

United Nations Rule of Law. Non-governmental organizations. URL: [http://www.un-rol.org/article.aspx?article\\_id=23](http://www.un-rol.org/article.aspx?article_id=23). Accessed: 19 Aug 2014.

Varey, R. J. 2002. Marketing Communication. Principles and practice. Routledge. London .

Vuolle, M. 26 March 2014. Tiedottaja. Suomen Rauhanturvaajaliitto ry. Interview. Tampere.

Åberg, L. 2000. Viestintä – tuloksen tekijä. 8th ed. Tammer-Paino Oy. Tampere.

## Attachments

### Attachment 1. Interview questions

Haastattelukysymykset Suomen YK-liiton jäsenjärjestöjen edustajille

1. Kuinka paljon tiedätte YK-liiton toiminnasta? Mitä YK-liiton toiminnasta on erityisesti jäänyt mieleen?
2. Saavuttavatko YK-liiton viestit teidät tällä hetkellä jotain kautta? Jos kyllä, niin mitä kanavia pitkin?
3. Mikä on mielestänne paras/mielekkäin kanava?
4. Kuinka tyytyväinen olette YK-liiton viestintään? Mikä siinä on hyvää? Mitkä asiat ovat jääneet mieleen erityisen toimivina ratkaisuin?
5. Miten YK-liiton viestintää jäsenjärjestöille voisi mielestänne parantaa?
6. Millaisia viestejä haluaisitte saada YK-liitolta? (sisältö, kuinka usein)
7. Olisitteko kiinnostunut hyödyntämään enemmän YK-liiton palveluja/tekemään lisää yhteistyötä? Millaista yhteistyötä? Onko teillä henkilöresursseja tiiviimpään yhteistyöhön?
8. Jos joku järjestöstänne on YK-liiton hallituksen jäsen, saatteko hallitustyöskentelyn kautta tietoa YK-liiton toiminnasta? Jos ette, minkä arvelette olevan siihen syynä? Jakaako YK-liiton hallituksessa istuva jäsenjärjestön edustaja hallituksen kokouksissa saamiensa tietoja ja asiantuntijuutta eteenpäin järjestössään tavalla, jolla tietoa voidaan hyödyntää jäsenjärjestön toiminnassa?

**25.3.2014 - Demarinuoret - Pääsihteeri Miikka Lönnqvist**

**1. Kuinka paljon tiedätte YK-liiton toiminnasta? Mitä YK-liiton toiminnasta on erityisesti jäänyt mieleen?**

- malli-YK-toiminta, YK-nuorisodelegaatti, järjestöllinen tiedotus, YK-liiton ständit isoissa tapahtumissa
- kokee ettei YK-liiton toiminta ole kovin tuttua

**2. Saavuttavatko YK-liiton viestit teidät tällä hetkellä jotain kautta? Jos kyllä, niin mitä kanavia pitkin?**

- sähköposti ainoa kanava
- YK-liitto ei poikkea saavuttavuudellaan muista järjestöistä

**3. Mikä on mielestänne paras/mielekkäin kanava?**

- sähköposti aikansa elänyt, s-postia tulee hirvittävän paljon
- pitää paperipostia huomattavasti vaikuttavampana: jää paremmin mieleen & käsitellään sähköpostia tarkemmin
  - antaa informatiivisemman kuvan järjestöstä
- jokin innovatiivinen tapa hyvä
  - jää mieleen
  - esim. tekstarit tai muu vastaava yllättävä markkinointitapa
- some on hyödyllistä viestintää, mutta siinä pitäisi voida erottua joukosta, ja erottuminen on nykyään vaikeaa, joten ei ehkä panostaisi siihen

**4. Kuinka tyytyväinen olette YK-liiton viestintään? Mikä siinä on hyvää?**

**Mitkä asiat ovat jääneet mieleen erityisen toimivina ratkaisuin?**

- ei ole erityisen tyytyväinen muttei tyytymätönkään
- tavallista viestintää
- sähköpostiviestintä on informatiivista, saa tarvitsemansa tiedon, sopivan mittaisia

**5. Miten YK-liiton viestintää jäsenjärjestöille voisi mielestänne parantaa?**

- voisi olla ehkä henkilökohtaisempaa ja kohdennettua
  - tämä on tärkein asia viestinnässä
- massapostitus huonoa
- olisi hyvä jos kysyttäisiin mitkä teemat kiinnostaa ja viestittäisiin niiden mukaan

**6. Millaisia viestejä haluaisitte saada YK-liitolta? (sisältö, kuinka usein)**

- ajankohtaisuus
- jos on ajankohtaista asiaa, viestejä saa tulla useamminkin, pitää olla jotain kerrottavaa
- aina kun on asiaa, saa lähettää
- yhteiskunnalliset teemat eli omaan toimintaan liittyvä kiinnostaa

**7. Olisitteko kiinnostunut hyödyntämään enemmän YK-liiton palveluja/tekemään lisää yhteistyötä? Millaista yhteistyötä? Onko teillä henkilöresursseja tiiviimpään yhteistyöhön?**

- Demarinuoret voisi toimia YK-liiton äänitorvena
- halutaan vaikuttaa YK-liiton sisältöön ja kertoa mielipiteitä, tällaiset haastattelut tervetulleita
- halutaan tehdä yhteistyötä YK-liiton tarpeiden mukaan
- henkilökohtainen tapaaminen on paras muoto yhdessä tekemiselle, esim. puolen tunnin tapaaminen on parempi ja tehokkaampaa kuin pitkien viestien lukeminen ja niihin vastaaminen
- haluaa antaa palautetta suullisesti, koska suullinen palaute monipuolista
- kokee, että resursseja riittäisi henkilökohtaisiin tapaamisiin ja yhteistyöhön

**8. Jos joku järjestöstänne on YK-liiton hallituksen jäsen, saatteko hallitustyöskentelyn kautta hyödyllistä tietoa YK-liiton toiminnasta? Jos ette, minkä arvellette olevan siihen syynä?**

- heikosti tietoa hallitustyöskentelyn kautta

- hallituksen jäsenet toimivat itsenäisesti eivätkä muista tiedottaa järjestöä, ainoastaan merkittävistä asioista tiedotetaan
- oletetaan että muut tietävät → ei tajuta viestiä

**1. Kuinka paljon tiedätte YK-liiton toiminnasta? Mitä YK-liiton toiminnasta on erityisesti jäänyt mieleen?**

- aika vähän, ei ole seurannut kymmeneen vuoteen
- tietää että YK-liitto tukee YK:n sanomaa perusidea on tiedossa
- YK-liitto on kattojärjestö
- messuilla törmännyt YK-liittoon

**2. Saavuttavatko YK-liiton viestit teidät tällä hetkellä jotain kautta? Jos kyllä, niin mitä kanavia pitkin?**

- henk.koht. ei saa yk-liiton viestejä
- kokouksissa (6 krt/v) tulee infoa

**3. Mikä on mielestänne paras/mielekkäin kanava?**

- sähköposti on hyvä kanava
- some ehkä, mutta sähköposti mieluisin, facebookiin tieto hukkuu

**4. Kuinka tyytyväinen olette YK-liiton viestintään? Mikä siinä on hyvää? Mitkä asiat ovat jääneet mieleen erityisen toimivina ratkaisuin?**

- viestit eivät kulje, mutta johtuu omasta liitosta eikä YK-liitosta

**5. Miten YK-liiton viestintää jäsenjärjestöille voisi mielestänne parantaa?**

- juttu Rauhanturvaajalehdessä YK-liitosta olisi kiva, tavoittaisi kaikki liiton jäsenet, lehteä tulee luettua, tärkein liiton viestintäkanava
- haluaisi listauksen siitä mitä YK-liitto tekee & tavoitteet = guidelinet

**6. Millaisia viestejä haluaisitte saada YK-liitolta? (sisältö, kuinka usein)**

- ei kovin usein mielellään, ehkä 1krt/kk
- mieluummin harvemmin ja kerralla enemmän asiaa



**7. Olisitteko kiinnostunut hyödyntämään enemmän YK-liiton palveluja/tekemään lisää yhteistyötä? Millaista yhteistyötä? Onko teillä henkilöresursseja tiiviimpään yhteistyöhön?**

- ehdottomasti, etenkin viestinnän näkökulmasta
- virka-apua voisi tarvita, YK-liitossa on ammattityövoimaa
  - konsultaatiota ja apua viestinnässä
- ei ole varma onko henkilöresursseja tiiviimpään yhteistyöhön, koska on kiireistä

**8. Jos joku järjestöstänne on YK-liiton hallituksen jäsen, saatteko hallitustyöskentelyn kautta hyödyllistä tietoa YK-liiton toiminnasta? Jos ette, minkä arvelette olevan siihen syynä?**

- saa hyvin tietoa hallituksen jäsenen kautta kokouksissa, erityistapauksissa jäsen laittaa sähköpostia

**1. Kuinka paljon tiedätte YK-liiton toiminnasta? Mitä YK-liiton toiminnasta on erityisesti jäänyt mieleen?**

- tietää että on taustajärjestöjä
- ollut tekemisissä seur. asioiden kanssa: naisasiat, ihmisoikeudet, teemapäivät

**2. Saavuttavatko YK-liiton viestit teidät tällä hetkellä jotain kautta? Jos kyllä, niin mitä kanavia pitkin?**

- hakenut paljon nettisivuilta aineistoa ym., jäänyt mielikuva että nettisivuilla on aina jotain mielenkiintoista
- ei ole sähköpostilistalla, haluaa seurata YK-liittoa Twitterissä kotisivujen lisäksi

**3. Mikä on mielestänne paras/mielekkäin kanava?**

- mieluisin kanava on sähköposti, tulee luettua
- seuraa myös koko ajan Twitteriä ja Facebookia, Twitter on uutiskanavana paras, mutta sähköposti on hyvä olla lisänä

**4. Kuinka tyytyväinen olette YK-liiton viestintään? Mikä siinä on hyvää? Mitkä asiat ovat jääneet mieleen erityisen toimivina ratkaisuin?**

- aina löytänyt nettisivuilta hyvää sisältöä kun lähtenyt hakemaan, ei välttämättä sittenkään kaipaa sähköposteja

**5. Miten YK-liiton viestintää jäsenjärjestöille voisi mielestänne parantaa?**

- -

**6. Millaisia viestejä haluaisitte saada YK-liitolta? (sisältö, kuinka usein)**

- saa lähettää silloin kun on asiaa
- opettajia kiinnostavia asioita (varhaiskasvatus, peruskoulu, yliopistot...)
- ytimekkäät sähköpostiviestit parhaita, ehkä linkki eteenpäin jos on paljon asiaa

**7. Olisitteko kiinnostunut hyödyntämään enemmän YK-liiton palveluja/tekemään lisää yhteistyötä? Millaista yhteistyötä? Onko teillä henkilöresursseja tiivimpään yhteistyöhön?**

- haluaa tehdä yhteistyötä opettajiin liittyvissä asioissa
- on resursseja edustusyhteistyöhön
- toivoo oman viestinnän sisältöön aineistoa YK-liitolta

**8. Jos joku järjestöstänne on YK-liiton hallituksen jäsen, saatteko hallitustyöskentelyn kautta hyödyllistä tietoa YK-liiton toiminnasta? Jos ette, minkä arvelette olevan siihen syynä?**

- YK-liiton viestit saavuttaa suullisesti hallituksen jäsenen kautta

**1. Kuinka paljon tiedätte YK-liiton toiminnasta? Mitä YK-liiton toiminnasta on erityisesti jäänyt mieleen?**

- pääperiaatteet, toimintamallin
- aiemmin tiesi enemmän
- ei mitään erityistä jäänyt mieleen tapahtumista tms.

**2. Saavuttavatko YK-liiton viestit teidät tällä hetkellä jotain kautta? Jos kyllä, niin mitä kanavia pitkin?**

- saa sähköposteja, vuosikokouksien kutsut ja materiaali

**3. Mikä on mielestänne paras/mielekkäin kanava?**

- sähköpostia tulee kamalasti, alkaa olla huono keino koska ohittaa helposti
- jos sähköpostia käytetään, sitä pitäisi tulla säännöllisesti, jotta tietää odottaa
- perinteinen kirje mielekkäin, jokainen kirje tulee avattua, lyhyt ja ytimekäs lappunen tehokkain

**4. Kuinka tyytyväinen olette YK-liiton viestintään? Mikä siinä on hyvää? Mitkä asiat ovat jääneet mieleen erityisen toimivina ratkaisuin?**

- ei osaa sanoa
- YK-liitto voisi profiloitua tehokkaammin, jos viestintäkanava on sähköposti

**5. Miten YK-liiton viestintää jäsenjärjestöille voisi mielestänne parantaa?**

- paperipostilla lyhyitä ja ytimekkäitä lappusia
- somessa joku poliitikko voisi seurata YK-liittoa ja linkkaisi eteenpäin -> toisi näkyvyyttä
- jäsenjärjestöt voisivat nimetä YK-liittovastaavan, jonka tehtävä on seurata YK-liiton viestintää ja toimisi yhteyshenkilönä muille
  - kun tämä olisi jonkun työtä, se tulisi tehtyä

**6. Millaisia viestejä haluaisitte saada YK-liitolta? (sisältö, kuinka usein)**

- ei saa olla liikaa tekstiä, paperipostilla lyhyitä ja ytimekkäitä lappusia
- ajankohtainen sisältö
- selkeästi profiloitunutta
- ei yleistä
- puhuttelevia viestejä
- viestintään kannattaa satsata
- korkeintaan 1 krt/kk

**7. Olisitteko kiinnostunut hyödyntämään enemmän YK-liiton palveluja/tekemään lisää yhteistyötä? Millaista yhteistyötä? Onko teillä henkilöresursseja tiiviimpään yhteistyöhön?**

- jos on joku yhteinen kiinnostuksen kohde, niin halukas tekemään yhteistyötä
  - pitäisi olla selkeä fokus mitä ja miksi
- ei ole resursseja ns. ylimääräiseen yhteistyöhön, mutta jos yhteistyö on omaa toimintaa & YK-liitolta asiantuntija mukaan
- YK-liiton pitäisi tehdä enemmän yhteistyötä jäsenjärjestöjen kanssa eikä yrittää yksin

**8. Jos joku järjestöstänne on YK-liiton hallituksen jäsen, saatteko hallitustyöskentelyn kautta hyödyllistä tietoa YK-liiton toiminnasta? Jos ette, minkä arvelette olevan siihen syynä?**

- tietoa tulee tosi huonosti, ei tiedä miksi

### Attachment 3. Questionnaire introduction

Vastaamalla oheiseen kyselyyn autat Suomen YK-liittoa kehittämään jäsenjärjestöviestintäänsä. Kysely on lyhyt, ja vastaaminen kestää vain pari minuuttia. Jättämällä yhteystietosi kyselyn päätteeksi osallistut Marimekon sinisen YK-olkalaukun arvontaan!

Kysely on tarkoitettu YK-liiton jäsenjärjestöjen ulkoisesta ja sisäisestä viestinnästä vastaavalle henkilöstölle, joten pyydämme välittämään kyselyn tarvittaessa eteenpäin relevanteille tahoille organisaatiossanne. Vastaukset käsitellään luottamuksellisesti, eikä vastauksia yhdistetä yksittäisiin vastaajiin.

Kysely on osa HAAGA-HELIA Ammattikorkeakoulun kansainvälisen viestinnän ja markkinoinnin opiskelijan Sini-Emilia Asikaisen opinnäytetyötä.

In English:

By answering the attached questionnaire you help the UN Association of Finland to improve the communication towards their member organizations. The questionnaire is short, and it will only take a couple of minutes to answer. By leaving your contact information at the end you can win a blue UN bag from Marimekko!

The questionnaire is intended for staff of the member organizations of the UNA, who are responsible for external and internal communications. Please forward this e-mail to everyone relevant inside your organization. Your answers will be handled with confidentiality and no answers will be linked to any individual respondents.

The questionnaire is part of the thesis of international marketing and communications student Sini-Emilia Asikainen of HAAGA-HELIA University of Applied Sciences.

Link for the questionnaire in English:

<https://www.webpolsurveys.com/S/630676F5F0A19990.par>

Linkki suomenkieliseen kyselyyn:

<https://www.webpolsurveys.com/R/BCD67B6559858D6C.par>

SUOMEN  
YK-LIITTO



FINLANDS FN-FÖRBUND • UNA FINLAND

**Questionnaire for the personnel of the member organizations of the  
UN Association of Finland (UNA)**

Please answer all the questions from your own personal viewpoint. Even if you don't have experience of the communication of the UNA, any suggestions on desired communication are highly appreciated.

Your answers will be handled with confidentiality. After finishing this questionnaire you have the opportunity to leave your contact information in order to win prizes.

**1. Through which channels are you currently receiving information from the UNA?  
(You can choose multiple options) \***

- ☐ E-mail
- ☐ UNA website
- ☐ Facebook
- ☐ Twitter
- ☐ Through our board member - how?
- ☐ Some other channels, what?
- ☐ None

**2. If you don't receive information from the UNA, why do you think that is?**

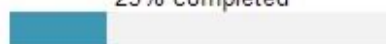
**3. Through which channels would you like to receive information from the UNA?  
(You can choose multiple options) \***

- ☐ E-mail
- ☐ UNA website
- ☐ Facebook
- ☐ Twitter
- ☐ Regular paper mail
- ☐ Face-to-face
- ☐ Notes/posters on office wall
- ☐ Our organization's magazine
- ☐ None
- ☐ Some other channel(s), what?

**4. Why did you choose these channels?**

Next -->

25% completed





## Questionnaire for the personnel of the member organizations of the UN Association of Finland (UNA)

5. I am interested in receiving messages from the UNA. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

6. I think it is important that I can give feedback to UNA concerning their messages. \*

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

7. On which matters would you like to receive information from the UNA?  
(You can choose multiple options) \*

- ☐ On matters that are closely related to the operations/field of our organization
- ☐ Matters that I have chosen myself
- ☐ Any information that the UNA thinks is relevant
- ☐ Something else, please specify?

8. How often would you like to receive messages from the UNA? \*

- ☐ Every week
- ☐ Twice a month
- ☐ Once a month
- ☐ A few times a year (3-6 times)
- ☐ Never
- ☐ Whenever the UNA has something to say

[<-- Previous](#) [Next -->](#)

50% completed



## Questionnaire for the personnel of the member organizations of the UN Association of Finland (UNA)

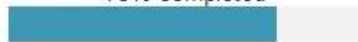
9. What do you especially remember about the messages/operations/actions of the UNA? \*

10. Please give any suggestions or feedback concerning the communication of the UNA towards you/your organization (for example how it could be improved). \*

[<-- Previous](#)

[Next -->](#)

75% completed



## Questionnaire for the personnel of the member organizations of the UN Association of Finland (UNA)

11. What is your position in the organization?

12. How long have you been part of the organization?

13. Year of birth

14. Gender

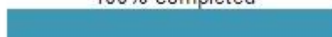
- ☐ Male  
☐ Female

15. Free comments (optional)

16. If you want, rank those channels that you prefer (1 is the most desired)

	1	2	3	4	5	6	7	8	9
E-mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UNA website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional paper mail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Face to face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Notes/posters on office wall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Our organization magazine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
None	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

100% completed



# SUOMEN YK-LIIITTO



FINLANDS FN-FÖRBUND • UNA FINLAND

## Kysely Suomen YK-liiton jäsenjärjestöjen henkilöstölle

Vastaathan kaikkiin kysymyksiin henkilökohtaisesta näkökulmastasi. Vaikka sinulla ei olisikaan henkilökohtaista kokemusta YK-liiton viestinnästä, otamme mielellämme vastaan ehdotuksia koskien toivotunlaista viestintää.

Vastauksesi käsitellään luottamuksellisesti. Kyselyyn vastaamisen jälkeen sinulla on mahdollisuus osallistua arvontaan jättämällä yhteystietosi.

### 1. Minkä kanavien kautta saat nykyään viestejä YK-liitolta/tietoa YK-liiton toiminnasta? (Voit valita useita vaihtoehtoja) \*

☐ Sähköposti

☐ YK-liiton nettisivut

☐ Facebook

☐ Twitter

☐ Hallituksen jäsenen kautta - miten?

☐ Jotain muuta kautta, mitä?

☐ En mitään kautta

## 2. Jos et mitään kautta, mistä luulet sen johtuvan?

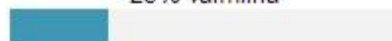
## 3. Minkä kanavien kautta haluaisit saada tietoa/viestejä YK-liitolta? (Voit valita useita vaihtoehtoja) \*

- ☐ Sähköposti
- ☐ YK-liiton nettisivut
- ☐ Facebook
- ☐ Twitter
- ☐ Perinteinen paperiposti
- ☐ Kasvotusten
- ☐ Ilmoitukset/julisteet toimiston ilmoitustaululla
- ☐ Oma järjestölehti
- ☐ En mitään kautta
- ☐ Jokin muu kanava, mikä?

## 4. Miksi valitsit kyseiset kanavat?

Seuraava -->

25% valmiina



## Kysely Suomen YK-liiton jäsenjärjestöjen henkilöstölle

### 5. Olen kiinnostunut vastaanottamaan viestejä YK-liitolta. \*

Vahvasti eri mieltä 1 2 3 4 5 Vahvasti samaa mieltä

### 6. Pidän tärkeänä sitä, että voin antaa palautetta YK-liitolle heidän viestinnästään. \*

Vahvasti eri mieltä 1 2 3 4 5 Vahvasti samaa mieltä

### 7. Mistä asioista haluaisit saada viestejä YK-liitolta? (Voit valita useita vaihtoehtoja) \*

- ☐ Asioista, jotka liittyvät läheisesti oman järjestömme toimintaan/alaan
- ☐ Aihepiireistä, jotka olen saanut itse valita
- ☐ Mistä tahansa yleisistä asioista, jotka YK-liiton mielestä ovat oleellisia
- ☐ Jostain muusta, mistä?

### 8. Kuinka usein haluaisit saada viestejä YK-liitolta? \*

- ☐ Joka viikko
- ☐ Kahdesti kuussa
- ☐ Kerran kuussa
- ☐ Muutaman kerran vuodessa (3-6 krt)
- ☐ En koskaan
- ☐ Milloin tahansa YK-liitolla on asiaa

[<-- Edellinen](#) [Seuraava -->](#)

50% valmiina



## Kysely Suomen YK-liiton jäsenjärjestöjen henkilöstölle

9. Mitä sinulle on erityisesti jäänyt mieleen YK-liiton toiminnasta/viestinnästä yms.? \*

10. Anna mitä tahansa ehdotuksia, miten haluaisit YK-liiton viestintää sinua/organisaatiotasi kohtaan parannettavan. \*

<-- Edellinen

Seuraava -->

75% valmiina



## Kysely Suomen YK-liiton jäsenjärjestöjen henkilöstölle

**11. Mikä on asemasi organisaatiossanne?**

**12. Kuinka pitkään olet ollut organisaationne toiminnassa mukana?**

Alle vuoden ▼

**13. Syntymävuosi**

2002 ▼

**14. Sukupuoli**

- ☐ Mies  
☐ Nainen

**15. Vapaa kommenttikenttä**



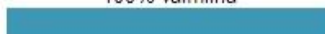
**16. Laita vielä halutessasi sinulle mieluiset viestintäkanavat järjestykseen (1 on mieluisin)**

	1	2	3	4	5	6	7	8	9
Sähköposti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YK-liiton nettisivut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perinteinen paperiposti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kasvotusten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ilmoitukset/julisteet toimiston ilmoitustaululla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oma järjestölehti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
En mitään kautta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[<-- Edellinen](#)

[Lähetä](#)

100% valmiina



**Mitä sinulle on erityisesti jäänyt mieleen YK-liiton toiminnasta/viestinnästä yms.?**

- YK-asioihin liittyvät kirjaset ovat työssäni arvokkaita.
- Valitettavasti ei juuri mitään.
- Ajoittain tilauksissa ja vastauksissa on ollut häiriötä, eikä vastausta ole kuulunut pitkiin aikoihin. Toisaalta täytyy sanoa, että tiedottaja on toiminut nopeasti ja paikannut paljon omalla toiminnallaan, kun olen asiaa uudelleen tiedustellut. Tilaisuuksissa Yk-liiton pöydästä on jäänyt ammattimainen, mutta rento kuva.
- En nyt osaa mainita mitään erityistä.
- Seminaarikutsut, joita henkilökohtaisesti en voi seurata, koska olen niin kaukana maalla :)
- Kampanjat.
- Seminaarit, kansalaisjärjestöjen kuulemiset/UM, yhteiset tapahtumat pääkaupungissa, messuilla etc.
- Oikein hyvä kouluvierailijakoulutus. Olen kuitenkin sitä mieltä, että se olisi voinut olla pidempi. YK-liitto ei ole niin aktiivinen viestinnässään kun ehkä toivoisin mutta se voi johtua myös siitä, etten ole kaikilla listoilla tai en vain kerta kaikkeaan ole huomannut kaikkea. Olimme juuri opintomatalla, jossa oletettiin meidän tietävän mm. valokuvanäyttelystä, joka saapu ensi viikolla Suomeen. Saimme kuitenkin vasta tällä viikolla siitä tietoa. Lähettämällä vaikka aikaisemmassa vaiheessa viestin ja sitten muistutusviestin lähempää näyttelyä voisi olla järkevää.
- Toiminnan monipuolisuus.
- Ovat tuoreita nykyään. Jäsenistömme haluaa saada tuoreita aiheita ja tietoja.
- Viestintä on aktiivista ja toiminta näyttää monipuolistuneen.
- Yleensä YK:n toiminnan aihepiireistä saatu tieto.
- YK liitto haluaa olla ajan hermolla ja uudistaa tiedostustaan koko ajan.
- Pallonkutistajat

- Osallistuin YK-liiton kouluvierailijakoulutukseen keväällä, ja olin hyvin tyytyväinen saamaani informaatioon. Olin positiivisesti yllätynyt siitä, kuinka paljon YK-liitto panostaa toimintaansa lasten ja nuorten parissa.
- Tjaa. Ei kauheasti mitään.
- Toiminta tärkeää, mutta valtakunnan mediassa aika näkymätöntä.
- selkeä ilme
- Annual meetings
- Nyt tietysti päällimmäisenä on Pallonkutistajat kampanja. Muita tapahtumia ja teemoja, joista YK-liitto on tuttu ovat nuorte ja opiskelijoiden YK-päivät, Maa-ilma kylässä -festarit, arktisen alueen hyvinvointia koskettavat seminaarit ja nuorten parissa tehtävä globaalikasvatus sekä vaikuttamistyö.
- nothing specific, a lot of text

**Anna mitä tahansa ehdotuksia, miten haluaisit YK-liiton viestintää sinua/organisaatiosi kohtaan parannettavan.**

- Ei erityisiä toiveita.
- Toivoisin nopeampia vastauksia, kun asioita tiedustellaan.
- Uutiskirje on hyvä juttu.
- Kohdennettua viestintää.
- Ottaisiko liitto jäsenjärjestöjensä lehti- tai kotisivujuttuja omalleen luettavaksi? Osastolle "Jäsenjärjestöiltä" tai sellaista?
- Säännöllisesti päivitettyä tietoa erityisesti YK-rauhanturvaamisesta
- Ei meillä mielestäni tässä asiassa ole niinkään ongelmia. On vähän jäänyt minulle epäselväksi omasta viestinnästä, mitä minun kuuluu levittää mutta se ei ole YK-liitosta riippuvainen. Kampanjoista voisi lisätä mm tietoa meille ja muista tapahtumista. Osan tietenkin käymme läpi meidän kokouksissa mutta esim. uudesta wasteland kampanjasta olen vasta hiljattain kuullut.
- Viestintä voisi olla paremmin kohdennettua esim. jäsenjärjestöt voisi tyypitellä ja kohdentaa viestintä sen mukaan.
- Ehkä olisi hyvä tavata laajemmalla ryhmällä kun vain vuosikokoukset.

- Jos asia liittyy oman liiton/sen jäsenten toimintaan, voisi viestintäyksikön pitää näistä asioista perillä esim. tiedotteella/uutiskirjeellä.
- jatkakaa samalla tavalla
- Viittomakielisten (suomalainen viittomakieli ja suomenruotsalainen viittomakieli) osuuksien julkaiseminen YK-liiton verkkosivulla.
- Perustavan laatuista YKsta perustiedotamista ei saa unohtaa.
- Ehkä alajärjestöjen tiedottajille voisi rakentaa jonkinlaisen yhteiskanavan, jonka kautta jakaa ideoita sekä edistää yhteistä toimintaa muutenkin kuin YK-nuorten kautta.
- Tunnen huonosti sitä mitä teette nykyisin, vaikea siis kommentoida.
- Suora tiedottaminen vain kun oikeasti asiaa tai jos liian yleistä asiaa ja usein, niin jää lukematta.
- lapsiin liittyvät aiheet maailmalta kiinnostavat meitä
- kansainvälisyys ylipäättään kiinnostaa oman vahvan kansainvälisen toiminnan takia"
- Suomen YK-nuorten näkökulmasta on ollut erittäin mukavaa, että yhteisiä tapaamisia ja toimintaa on tänä vuonna ollut enemmän kuin aikaisemmin. Yhteiset tapaamiset ja palaverit laskevat kynnystä tehdä yhteistyötä. Myös kouluvierailijakoulutuksen järjestäminen eri kaupungeissa oli hieno juttu.
- All OK
- Maybe the English version could be sent to the international organisations automatically, not the Finnish one