Tracing the online development of the Ministry of Defence (MoD) and the armed forces through the UK Web Archive

This paper has been developed from the ‘Big UK Domain Data for the Arts and Humanities’ (BUDDAH) Research project

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The Role of the Reserves in Home Defence and Security - A Discussion Document

This second Discussion Document of the New Chapter to the Strategic Defence Review is designed to explain our outline concept for the role of the Reserves and to invite comments. The closing date for comments is the 13 September 2002.

Read the document here...
Digital Content

- Videos
- Interactive Elements
  - Games, Quizzes, Sliding Pictures, ability to alter how website is displayed
- ‘Hidden’ Content
  - Code, Metatags, URLs
- Images
  - Photographs, graphics, logos
- Navigation Elements
  - Navigation Structure, breadcrumbs, drop down menus, toolboxes, search
- Text
- Audio
- Links
- Background
  - Colour, visuals, logos, images
- Splash Pages
- Content Position
  - ‘below the fold’
Desktop Layout
Responsive Design, one web page using multiple sets of CSS rules to change the layout and format of the page based on the size of the user’s browser window.

CSS - Cascading Style Sheets, is a style sheet language used for describing the presentation of a document written in a markup language (such as HTML)
Meta tags from Royal Navy Homepage, 10 December 1997

<title>The Royal Navy</title>
<meta name="description" content="The Royal Navy exists to support the United Kingdom's foreign and security policy by providing a capable presence wherever in the world our national interests so require."/>
<meta name="keywords" content="Royal Navy, Naval, Royal Marines, Commando, Admiralty, Royal Naval Reserve, Royal Fleet Auxiliary, MOD, Submarine, Ship, Aircraft, Maritime, Fleet, HMS, NATO"/>
Army site temporarily unavailable.

Normal service will resume shortly.

In the meantime, if you are interested in Army careers, please call for further information on 08457 300 111 or visit your local Army Careers Office. The address will be in the phone book under 'Army'.
NEW MODEL ARMY Channel 4 9pm Tuesdays
This 4 part series starts Tuesday 8th August and covers 18 months in the life of the British Army when the traditions of centuries are challenged. To give us your feelings about the programme please click below.

A day in the life...
All in a day's work for 29 Commando Regiment Royal Artillery. Prior to their recent deployment to Sierra Leone this interesting article covers the variety of challenging jobs and environments, members of the Commando Gunners can expect to encounter in a day's work.

NowAsk The Online Careers Team
The Army has launched Britain's first live Online career service. Are you interested in having an Online chat with soldiers and officers about Army careers?

Army Foundation College
Join the Army Foundation College. Leaving school soon? If you are 16 years old and interested in a career as an Army soldier, the AFC will give you a head start in one of the most dynamic jobs there is.

Young Officers
Is leadership nature or nurture? Turn your gut what it takes to be a young Officer? You'll need leadership, motivation and determination. Can you meet the challenge?
People are extremely short of attention and time - bad design and bad initial user experience is potentially lethal to our users’ desire to engage with the Army on digital. Interaction with the Army website has to result in a rapid, attractive, relevant, usable and useful digital experience.

Career v Joining

frequency of the word ‘career’ on the British Army homepage decreases and is replaced by ‘joining’

recruitment links change from being labelled as ‘careers’ to ‘joining the Army’

main recruitment page URL changes from: army.mod.uk/careers to army.mod.uk/join
UK Web Archive results for recruitment terminology on army.mod.uk.

- "Career"
- "Joining"
- "Career" AND "Joining"
When you join the Scots Guards, you get more than just a career – you get a life!

Despite the language of recruitment changing the underlying message remains fairly consistent:

“Life in the Battalion is varied and challenging, one day you could be driving across the Polish plains in a Warrior Armoured Vehicle, and the next your packing your kit to go on an adventure training exercise in Northern Australia.”
BORED OF THE SAME ROUTINE?

Find out more
armyjobs.mod.uk
08457 300 111
Text ARMY to 61110

ARMY
BE THE BEST
REGULAR & TERRITORIAL

CONTACT US  APPLY NOW
‘Start Thinking Soldier’ led to an increase in interactive elements and online digital games on the British Army website.
Army Challenge: Bosnia

The injured occupant is lying in the road holding his stomach in.

Do you...

- Drag casualty onto roadside. Put protruding organs back, place casualty on back and put dry dressing on wound then evacuate to medics.

- Check for danger, seal road, lie casualty on back, raise head and draw knees up slightly. Put wet dressing over wound. Moisten lips if thirsty then evacuate.

- Due to the presence of landmines, leave casualty and go to Base and report to medics giving details of casualty and grid of accident.

Check for danger
Your quick and safe action saves the casualty.
News

Chief of the General Staff responds to Iraq abuse allegations
Future Army Structure plan is announced
MOD announces independent review into deaths at Deepcut
Personal Clothing

The British soldier can expect to operate in extremes of climatic conditions, and this is based on the layer principle and is designed to provide the soldier with the required degree of protection. The MK 6 combat helmet, a light comfortable helmet with a ventilated front, improved weaning of the helmet, and the webbing equipment has been completely revised. Layered body protection, starting with a T-shirt, the system includes weatherproof combat jacket and a fully waterproof goretex outer jacket. Combat boots - the latest combat boots provide a high level of comfort.

Personal Load Carrying Equipment (PLCE) and Personal Armour.

Soldiers need to carry ammunition, water, food, spare equipment and protective clothing. They use the PLCE, a tough modular system of camouflage belt, pouches, socks and boots from a range of tactical and operational clothing. Every soldier has a Mark 6 Combat helmet, with a hard hat and a personal radio, or a headset, or a personal radio, or all three together. When additional ballistic protection is required, soldiers are issued Enhanced Body Armour which can be further reinforced with ceramic armour plates.
Royal Navy:
“WHY WE ARE THERE: Deterring conflict and protecting the nation”

“Submarine service: Our fleet of submarines silently patrol the oceans and is responsible for the formidable nuclear deterrent, the Trident missile system”

MoD: The UK's Trident force provides an operationally independent strategic and sub-strategic nuclear capability in support of NATO's strategy of war prevention and as the ultimate guarantee of the national security. Nuclear forces continue to make a unique contribution to ensuring stability and preventing crisis escalation. In 1998/99, a continuous at sea deterrent was maintained.
An MoD website should be exploited as a tool for placing information in the public domain and for enhancing the public perception of Defence.

‘An MoD website should be exploited as a tool for placing information in the public domain and for enhancing the public perception of Defence’

Director of Organisation & Management Development to Director General Information & Communication Services and Director General Management & Organisation, 28 Feb. 1997, attached draft paper ‘MoD’s use of the internet’
Gephi Visualisation of internal and external links of .mod.uk domain 2001 extracted from JISC UK Web Domain Dataset Host Link Graph, 1996–2010’
MoD Sites
Sites such as blogs.mod.uk and news.mod.uk
British Army Sites
Royal Navy Sites
RAF Sites

Gephi Visualisation of internal and external links of .mod.uk domain 2010 extracted from JISC UK Web Domain Dataset Host Link Graph, 1996–2010’
Gephi Visualisation of internal and external links of .mod.uk domain 2010 extracted from JISC UK Web Domain Dataset Host Link Graph, 1996–2010’
Supporting Britain’s Reservists and their Employers (SaBRE)
Percentage of Links Targeting .mod.uk Domain from Websites Determined to be of a Medical Nature

www.ta.mod.uk
www.army.mod.uk
www.mod.uk
www.royal-navy.mod.uk
www.armyjobs.mod.uk
www.veteransagency.mod.uk
The Territorial Army is an essential part of the British Army, representing a quarter of its personnel. It provides everyday people with the chance to do something different with their lives - an opportunity to face new challenges, develop new skills, meet new people, have lots of fun and, to top it all off, earn some extra money. Please explore this website to find out how the TA could become an exciting and worthwhile part of your life.
Territorial AMS Profiles Page, 04 June 2004

NURSE

Name: Captain Claire Colley
TA Role: Nursing Officer
Occupation: Sister, Neurosurgery ITU Age: 30
"In the Gulf I was part of a head and neck team, where I was able to put my expertise to good use."

Name: Lieutenant Katie Reynolds
TA Role: Nursing Officer
Occupation: Nurse, A & E Age: 25
"It's about the chance to do something extra and the opportunities it brings. I've also made good friends."

Name: Lieutenant Emma Jinks
TA Role: Nursing Officer
Occupation: Nurse, Plastic Surgery Age: 28
"Everyone's so open and willing to give you information and share their experience and ideas."

Read about Claire's interview
Read about Katie's interview
Read Emma's Profile

NURSE PROFILE
Captain David Burke
TA Role: Nursing Officer
Occupation: Nurse
Age: 32
read this profile
Conclusion

The use of a causal theory developed from a small study of the mod.uk domain allowed for targeted searches as well as the means to contextualise further content analysis and the results of link analysis

– The language of recruitment changed on the Army’s website from “Career” to “Join”
– Interactivity of Army recruitment online represented an evolution of earlier campaigns
– That areas of controversy regarding Defence had been dealt with on the MoD stile allowing the Armed Forces sites to avoid them
– Visualising the results of link analysis identified several areas to undertake further qualitative analysis

‘The Online Development of the MoD and Armed Forces’ Web Archives as Big Data, (http://sas-space.sas.ac.uk/id/eprint/6250).