

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

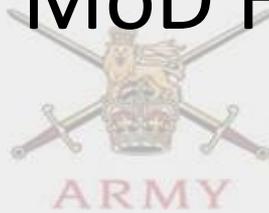
This paper has been developed from the 'Big UK Domain Data for the Arts and Humanities' (BUDDAH) Research project

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MoD Homepage



- About Us
- Agencies & Organisations
- Careers in Defence
- Consultations
- Contacts
- Defence Issues
- Doing Business
- Key Facts
- Links
- Publications and Reports
- Search

Ministry of Defence

[About Us](#)

Who we are and what we do

[Defence Issues](#)

Policy and other issues of interest

[Agencies and Organisations](#)

UK Defence and Veterans' organisations on the web

[Doing Business](#)

Information and resources for business

[Careers in Defence](#)

Job opportunities in the MOD Civil Service and Armed Forces

[Key Facts](#)

Basic information on the MOD and UK Armed Forces

[Consultations](#)

Details of public consultations

[Publications and Reports](#)

Public reports issued by the MOD

[Freedom of Information](#)

Pilot Publication Scheme

[Links](#)

Other related websites

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](#)



[Latest news on Operations Veritas & Fingal \(Afghanistan\)](#)

[NAO report on Saif Sareea II published](#)

[Gold medal for RAF officer](#)

[Villagers return, 60 years on](#)

[Royal Squadron assists with heart transplant operation](#)

Videos



Interactive Elements

Games, Quizzes, Sliding Pictures, ability to alter how website is displayed

Links



MINISTRY OF DEFENCE
'Hidden' Content

Code, Metatags, URLs



Background

Colour, visuals, logos, images



Digital Content

Images

Photographs, graphics, logos

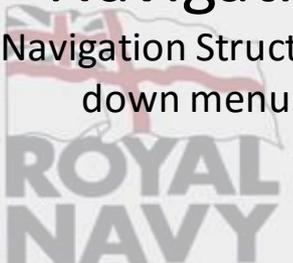


Splash Pages



Navigation Elements

Navigation Structure, breadcrumbs, drop down menus, toolboxes, search



Content Position

'below the fold'



Text



Audio



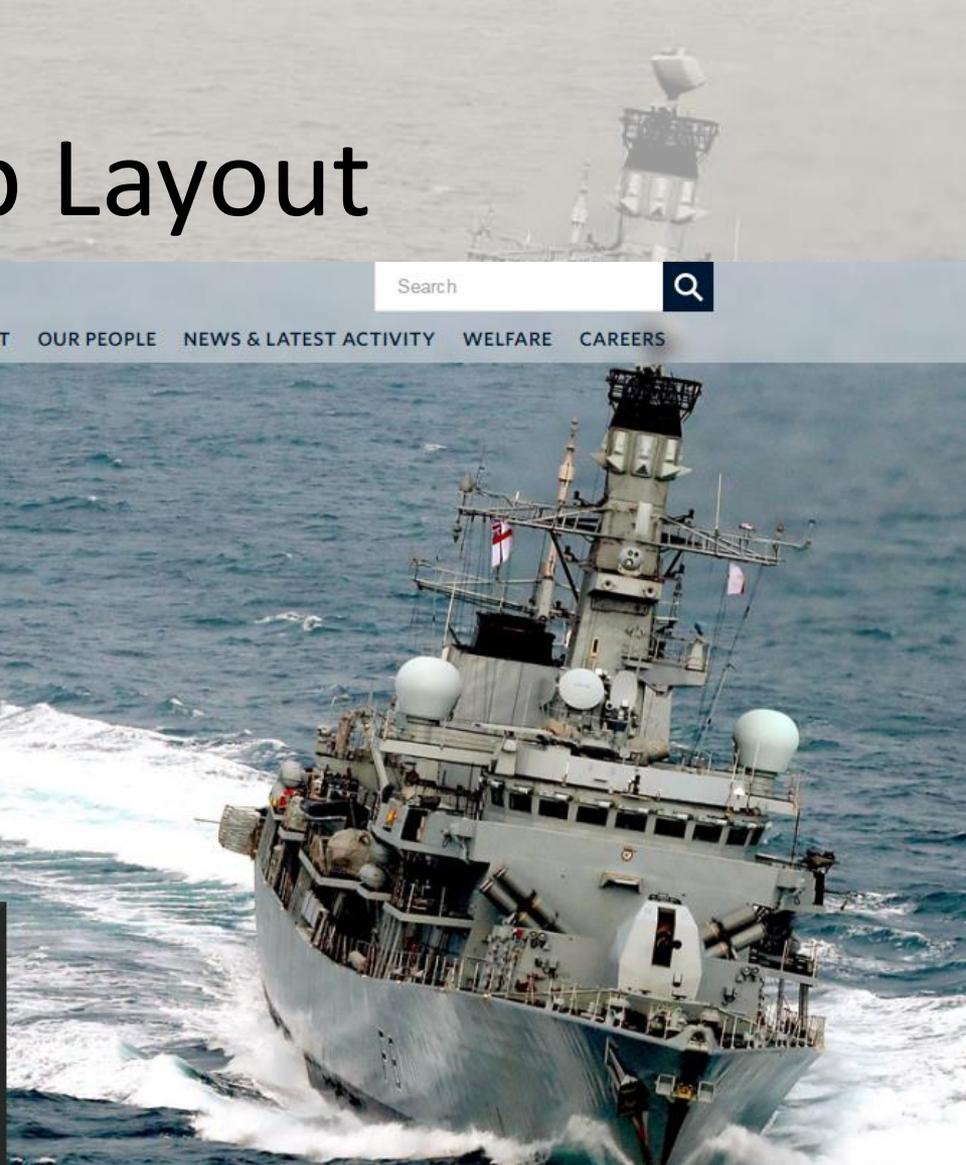
Desktop Layout



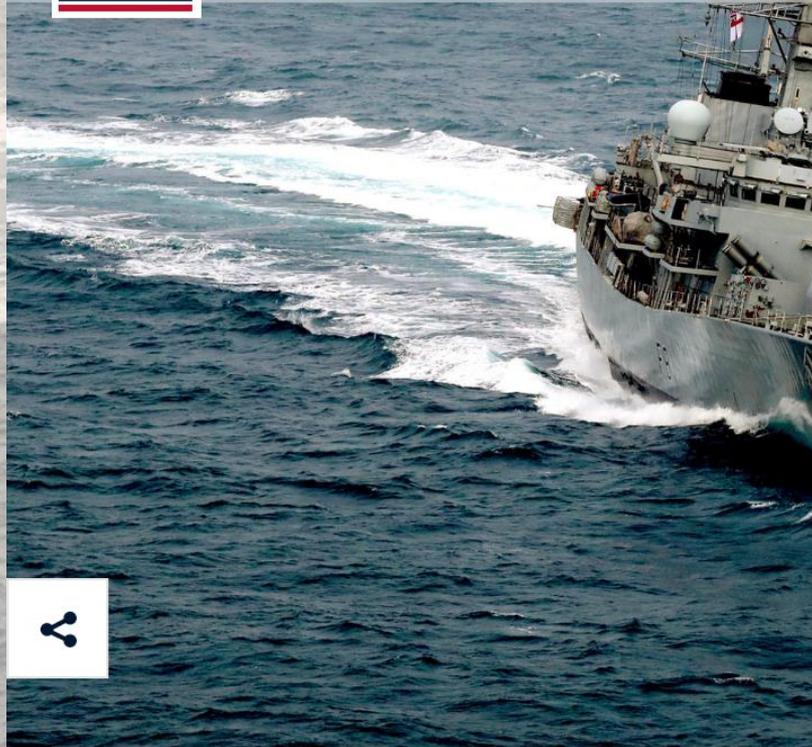
[WHAT WE DO](#) [OUR ORGANISATION](#) [THE EQUIPMENT](#) [OUR PEOPLE](#) [NEWS & LATEST ACTIVITY](#) [WELFARE](#) [CAREERS](#)

**PROTECTING
OUR
NATION'S**

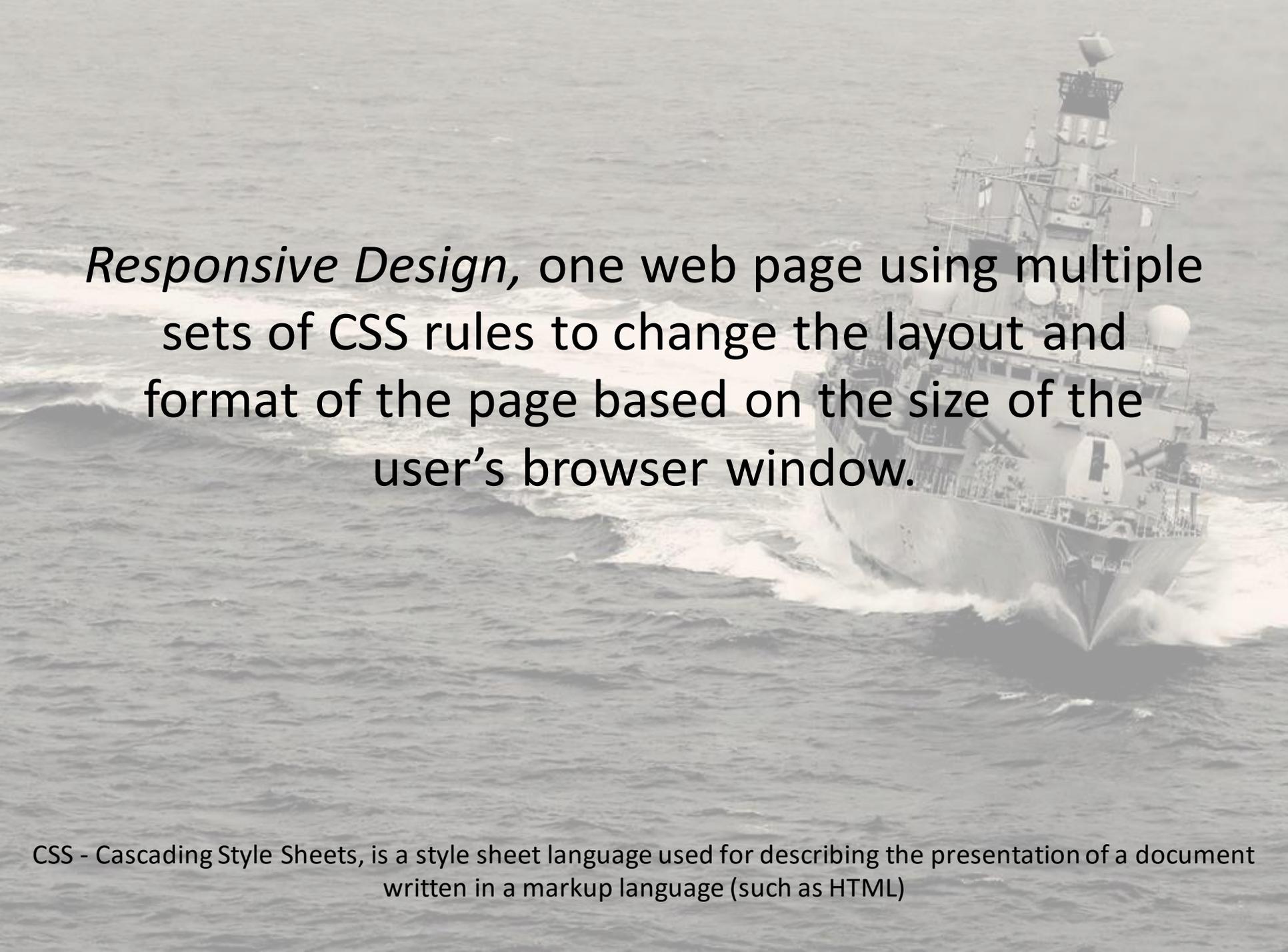


Mobile Layout



**PROTECTING
OUR NATION'S
INTERESTS**



A large, modern naval ship, possibly a destroyer or cruiser, is shown from a high-angle perspective, sailing on the open ocean. The ship is white with dark accents and features various antennas, radar domes, and gun turrets. The sea is dark blue with white foam from the ship's wake. The overall image has a slightly desaturated, greyish-blue color palette.

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)



PROTECTING OUR NATION'S INTERESTS

GUARDIAN AND DIPLOMAT

In times of conflict or peace, the Royal Navy is key to the prosperity of Britain and the stability of the high seas. Explore our role on the global stage.



MADE IN THE ROYAL NAVY

FIND OUT MORE [▶](#)

LOOKING FOR A UNIT, SQUADRON OR COMMANDO?

SEARCH FOR A UNIT [▶](#)

WHY NAVY?



INTERNATIONAL PARTNERSHIPS



PREVENTING CONFLICT



PROTECTING OUR ECONOMY



PROVIDING SECURITY AT SEA

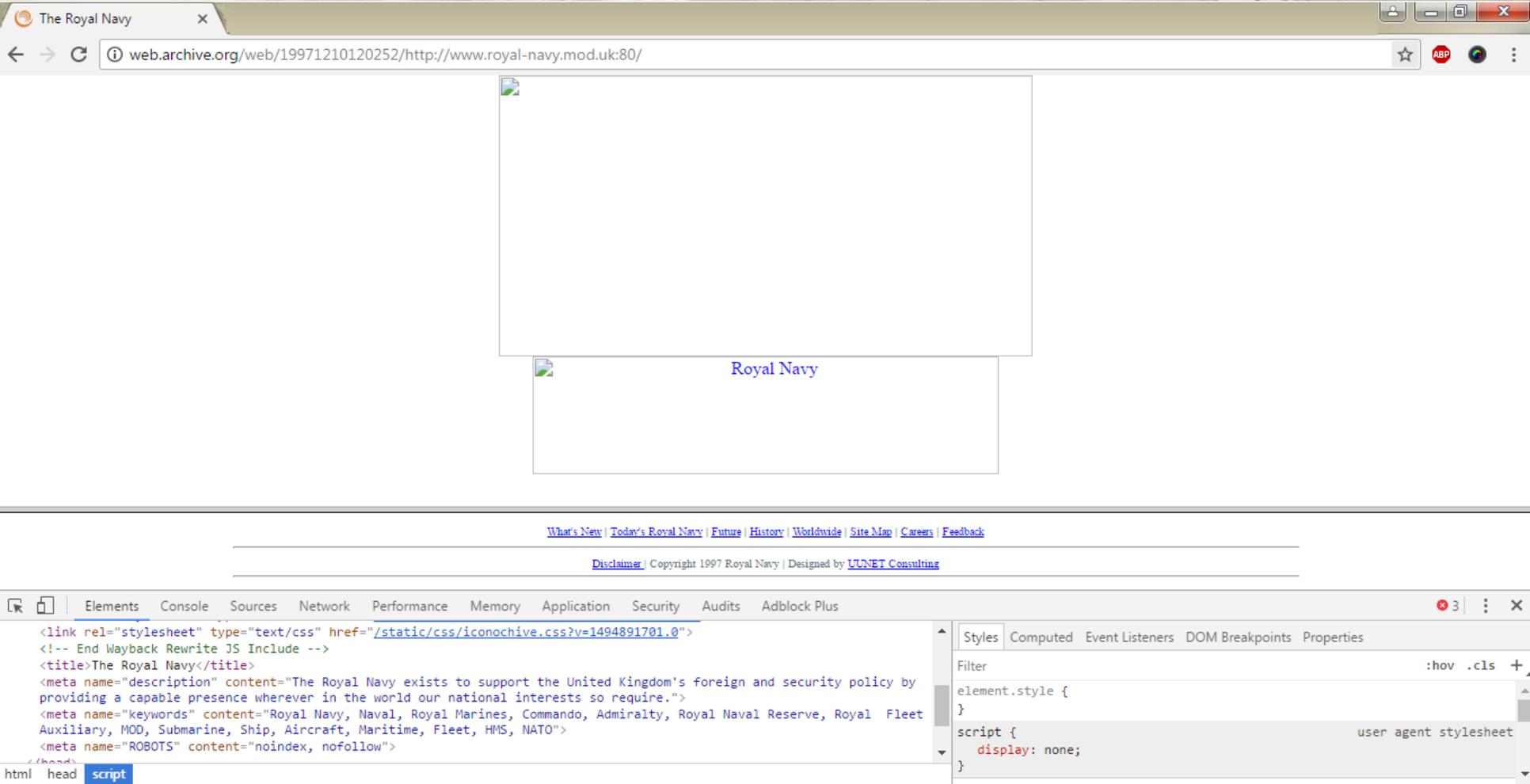


PROVIDING HUMANITARIAN ASSISTANCE



READY TO FIGHT

Royal Navy Homepage, 10 December 1997



The screenshot shows a web browser window displaying the Royal Navy homepage. The browser's address bar shows the URL: <http://www.royal-navy.mod.uk:80/>. The page content is mostly obscured by a large, empty rectangular box, likely a broken image placeholder. Below this box, the text "Royal Navy" is visible in blue. At the bottom of the page, there are several navigation links: [What's New](#), [Today's Royal Navy](#), [Future](#), [History](#), [Worldwide](#), [Site Map](#), [Careers](#), and [Feedback](#). Below these links, a footer contains the text: [Disclaimer](#) | Copyright 1997 Royal Navy | Designed by [ULNET Consulting](#).

The browser's developer tools are open at the bottom, showing the "Elements" panel with the following HTML code:

```
<link rel="stylesheet" type="text/css" href="/static/css/iconochive.css?v=1494891701.0">
<!-- End Wayback Rewrite JS Include -->
<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">
<meta name="ROBOTS" content="noindex, nofollow">
```

The "Styles" panel shows the following CSS rules:

```
Filter
element.style {
}
script {
  display: none;
}
user agent stylesheet
```

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'.

British Army Homepage, 15 August 2000

INTERNET ARCHIVE
Wayback Machine

1,546 captures
12 Dec 1998 - 28 Mar 2017

army.mod.uk Go

JUN AUG DEC
1999 2000 2001

About this capture



ARMY

- Serving Soldier
- Soldier Welfare & Family
- Army Careers
- Press Centre
- Units & Organisations
- Around the World
- Ceremonial & Heritage
- Equipment
- Sport & Adventure
- Picture Library

Friday, 21 April 2000

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 you your feelings about the programme please click below
[Click here to find out more](#)

A day in the life...
All in a days 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 days work.
[Click here to find out more](#)

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?
[NowAsk :\) >](#)

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.
[Click here to find out more](#)

Young Officers
Is leadership nature or nurtured?
Have you got what its takes to be a young Officer? You'll need leadership, motivation and determination. Can you meet the challenge?
[Click here to find out more](#)

Home • Contacts • Search [Back to Top](#)

Search
Find

Royal Army Dental Corps

Territorial Army

UOTC
University Officer Training Corps

TA Army Medical Services

Be at the cutting Edge

Middle Wallop 2000

Quick Links

- Badges
- The Edinburgh Tattoo 2000
- Where Do You Fit In?
- Press Releases
- Army Foundation College
- Ex Kazakh Apogee
- Reserve Mobilisation

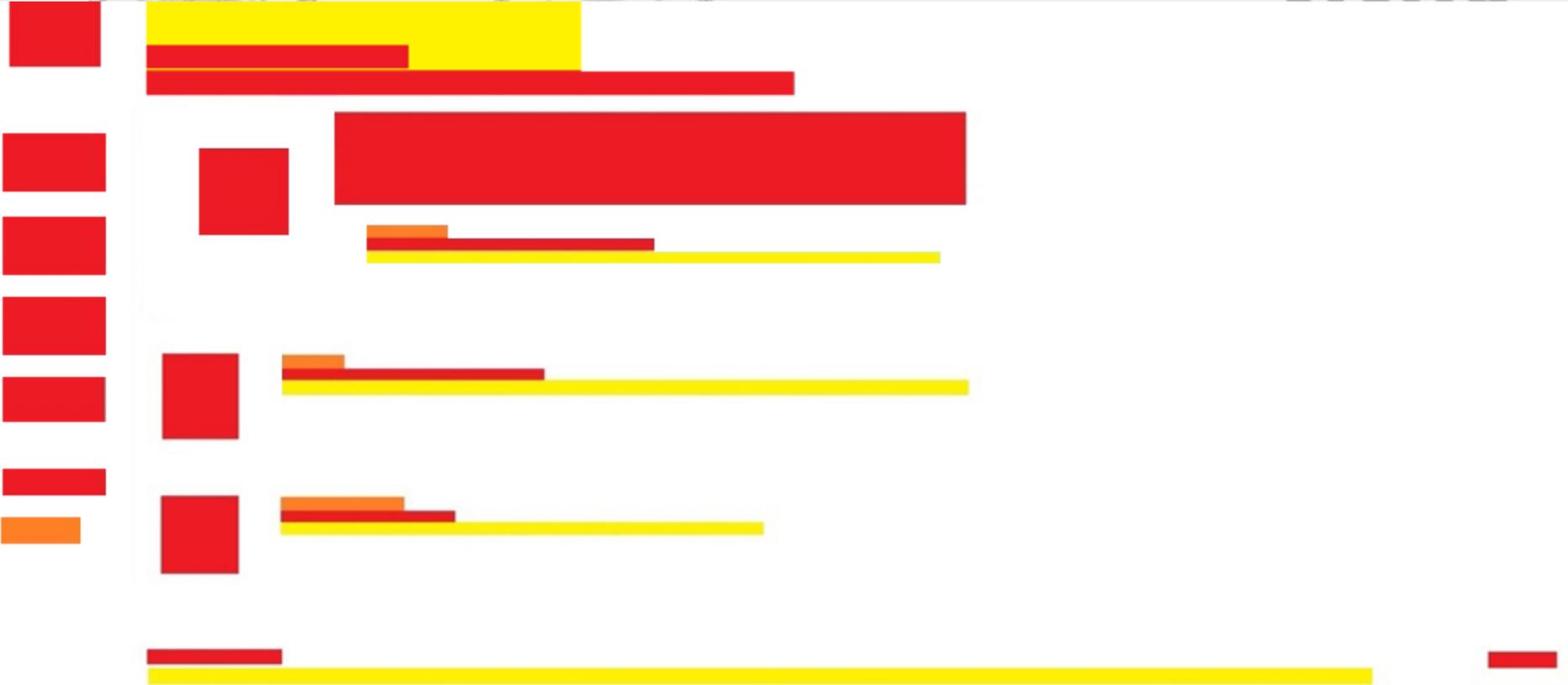
British Army Homepage, 15 August 2000



British Army Homepage, 6 October 2003



ROYAL
AIR FORCE



NAVY

AIR FORCE

ARMY

MINISTRY OF DEFENCE



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.

Army Media and Communication, *Army Digital Strategy*, 8 Jan. 2016

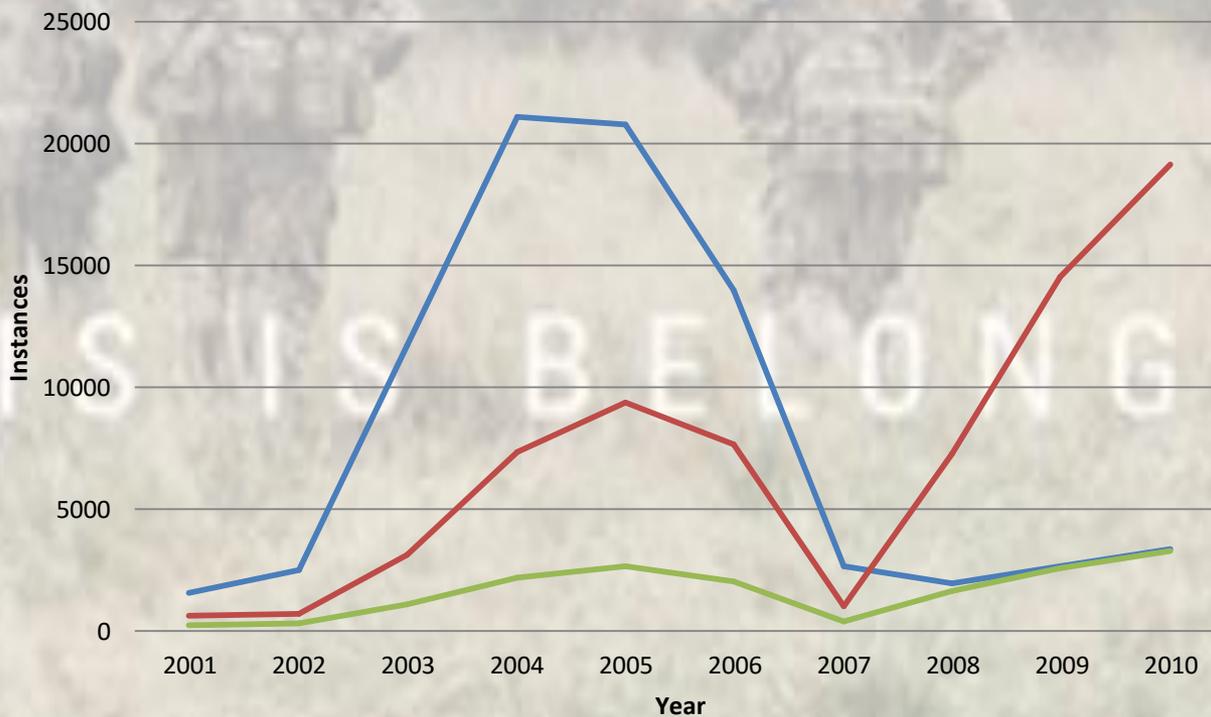
Career v Joining

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"

A background image showing two soldiers in military uniforms. The soldier on the left is wearing a tan helmet and a microphone, looking towards the right. The soldier on the right is wearing a dark jacket and is high-fiving the first soldier. The background is a light, neutral color.

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.”

JOIN THE ARMY OFF

ROYAL CANADIAN

Trades

The Opportunities on O

The RLC TA offers many join the RLC Territorial Ar

Please select

or in the midst of a monsoon delivering aid to locals. You could be drinking out of a coconut in the jungle, trekking high in the Himalayan mountains or diving deep in the ocean.

will have the chance to travel to many more countries through operations, exercises and expeditions. Take a look at this map to find out just a few of the places the Army is active in the world today.

FROM PAGE 9

LIFE IN THE FIELD

ANTHONY JONES
CORPORAL ROYAL LOGISTIC CORPS



What's it like your job on Working in disposal in get pretty n the operator soldier resp for actually the bombs, it must have b times worse



DON'T JOIN T
DON'T LEARN
DON'T TRAVI
DON'T MAKE
DON'T PROV
DON'T SURPI
DON'T BECOI

A
C
You dis
Bas
you
to s
You bec
The hel
inte

Search Army Jobs

CONTACT US >

APPLY NOW >

Find out more

armyjobs.mod.uk

08457 300 111

Text ARMY to 61110

BORED OF THE SAME ROUTINE?



ARMY
BE THE BEST
REGULAR & TERRITORIAL

AFGHANISTAN



SEE THE WORLD

It suits you. We invite you to come and



ARMY

- > Why the Army?
- > See the world
- > Be part of a team
- > Work hard — then play hard
- > Day-to-day living

BACK IN THE OFFICE
ON MONDAY

SHARE

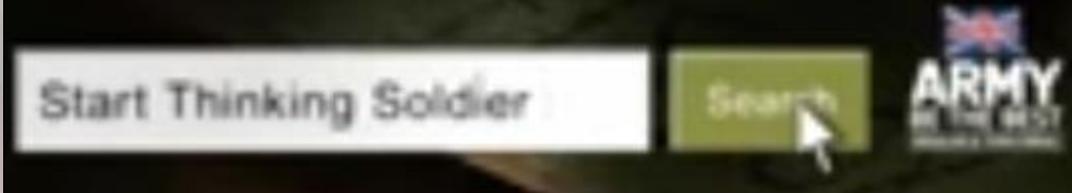


[C] Blow the wall?

03
MISSION
RANG
DEBRIEF

POTENTIAL.

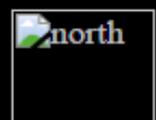
the Army with the skills
er.



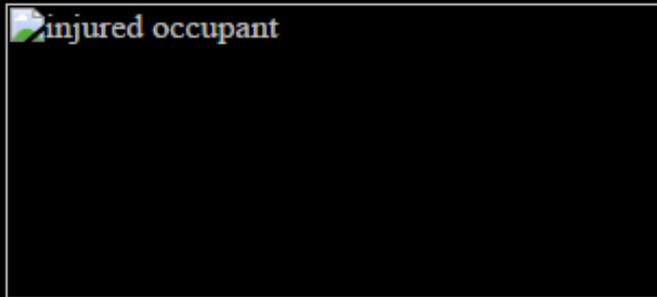
‘Start Thinking Soldier’ led to an increase in interactive elements and online digital games on the British Army website.

Army Challenge: Bosnia

 BOSNI

 north

 sidebar

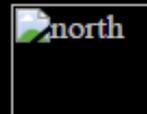


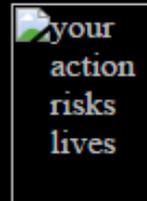
The injured occupant is lying in the road holding his stomach in

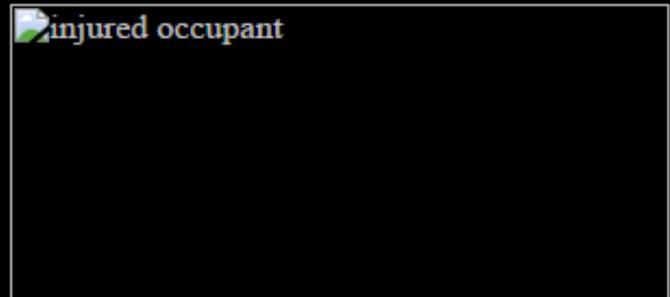
Do you...

- 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.

 BOSNI

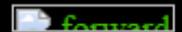
 north

 your
action
risks
lives



Check for danger

Your quick and safe action saves the casualty.

 forward



ROYAL AIR FORCE



M



Latest News

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

ARMY



NAVY



MINISTRY OF DEFENCE

ROYAL AIR FORCE



MINISTRY OF DEFENCE



Home · Contacts · Search
organization of the battlefield
EQUIPMENT

- Equipment
- Personal Equipment
- Armoured Vehicles
- Artillery and Air Defence
- Engineer Support
- Aircraft and Boats
- Misc. & Utility Vehicles
- Comms. Systems
- NBC Defence Systems

Personal Equipment

More Personal Weaponry



Personal Clothing

The British soldier can expect to operate in extremes of climatic conditions based on the layer principle and is designed to provide the soldier w

The MK 6 combat helmet - a light comfortable helmet with outstanding Improved webbing - the webbing equipment has been completely redesigned 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

- Serving Soldier
- Soldier Welfare & Family
- Army Careers
- Press Centre
- Units & Organisations
- Around the World
- Ceremonial & Heritage
- Sport & Adventure
- Picture Library

Home · Contact · Search



- Equipment
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organization of the battlefield
EQUIPMENT

Personal Equipment

More Personal Weaponry



Personal Clothing and Equipment

The Combat 95 clothing system has to satisfy stringent military requirements covering infra-red reflection, thermal signature and flame resistance. It is based on the layer principle and is designed to provide the soldier with exactly the right degree of protection for any operational environment. The British soldier can expect to operate in extreme climatic conditions, from the jungles of Belize to the arctic wastes of Norway. Combat 95 selects the best from developments in extreme sports and expeditionary wear. Soldiers are also issued with sleeping bags with Gortex covers, sleeping mats and Gortex waterproof clothing.

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 camouflaged belt, pouches, yoke and choice of a large or small ruc sack. Every soldier has a Mark 6 Combat helmet that delivers outstanding ballistic protection while allowing the soldier to still wear a respirator, ear defenders, a personal radio - or all three together. Where additional ballistic protection is required, soldiers are issued with Enhanced Body Armour, which can be further reinforced with ceramic armour plates.



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INDIVIDUAL EQUIPMENT

More Personal Equipment

Personal Load Carrying Equipment and Body Armour



Soldiers need to carry ammunition, water, food and protective equipment. They use Personal Load Carrying Equipment (PLCE), a tough, modular system of camouflaged belt, yoke and pouches. Every soldier has a Mark 6 combat helmet that delivers outstanding ballistic protection while allowing the soldier to still wear a respirator, ear defenders, a radio headset - or all three together. Where additional ballistic protection is required, soldiers are issued Enhanced Body Armour, which can be further reinforced with ceramic armour plates.

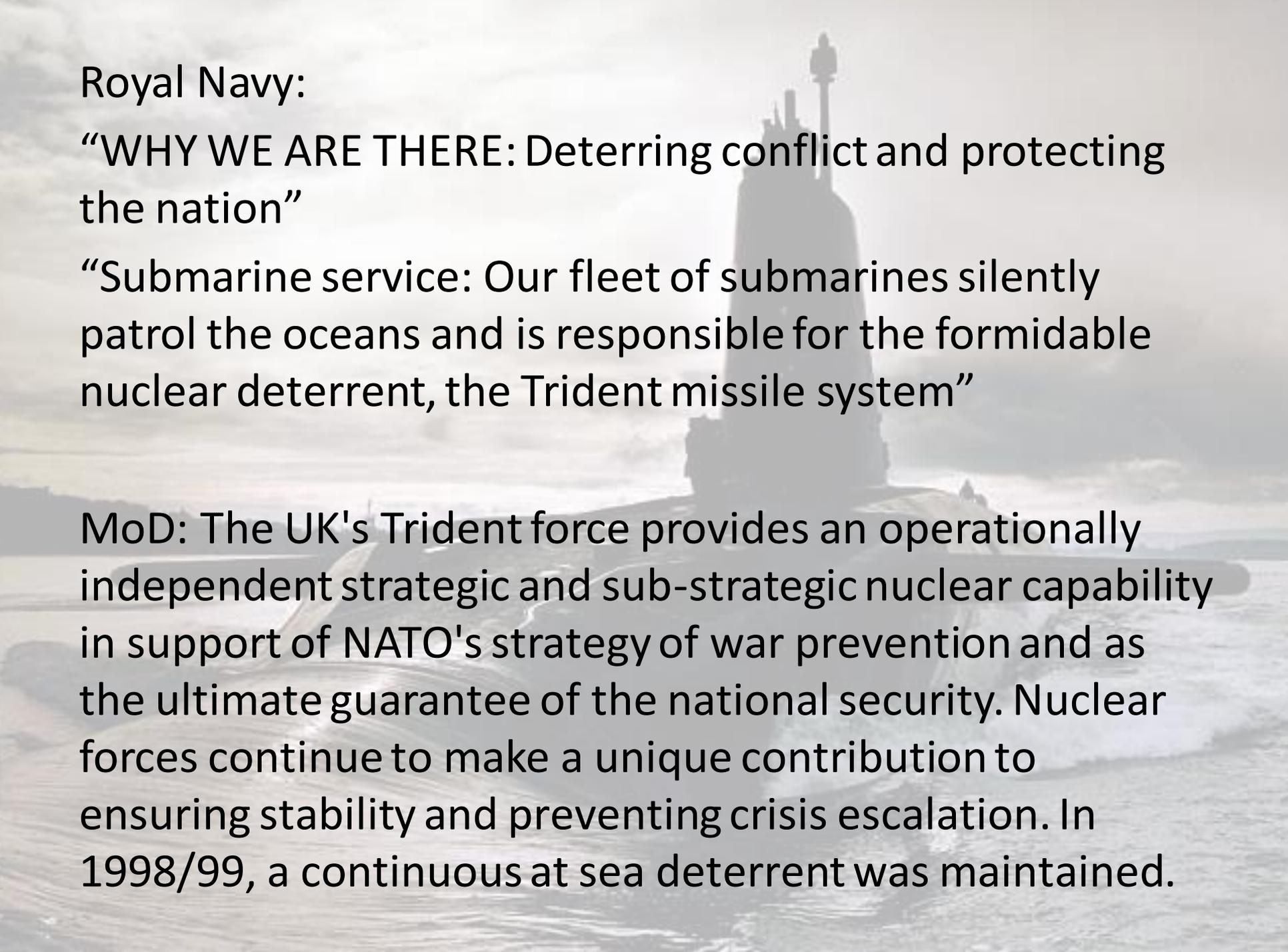


rch

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weapon and body armour close to hand, Cpl Jonathan Duffy
time for a wash and blister check. (Picture: Giles Penfound)





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.



A force for good in the world

- Defending the United Kingdom and its interests.
- Strengthening international peace and security.

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

[Learn more about the MOD](#)

News and Operations

Latest Defence News

- [MoD announces Airtanker Ltd as preferred bidder on STA programme](#) (28 February)
- [Defence Secretary launches Gold War exhibition](#) (28 February)
- [Iraq Abuse Courts-Martial - latest information](#) (25 February)
- [New £30m Royal Navy warship to be built in Portsmouth](#) (25 February)
- [Army explorers return from Antarctic adventure](#) (24 February)

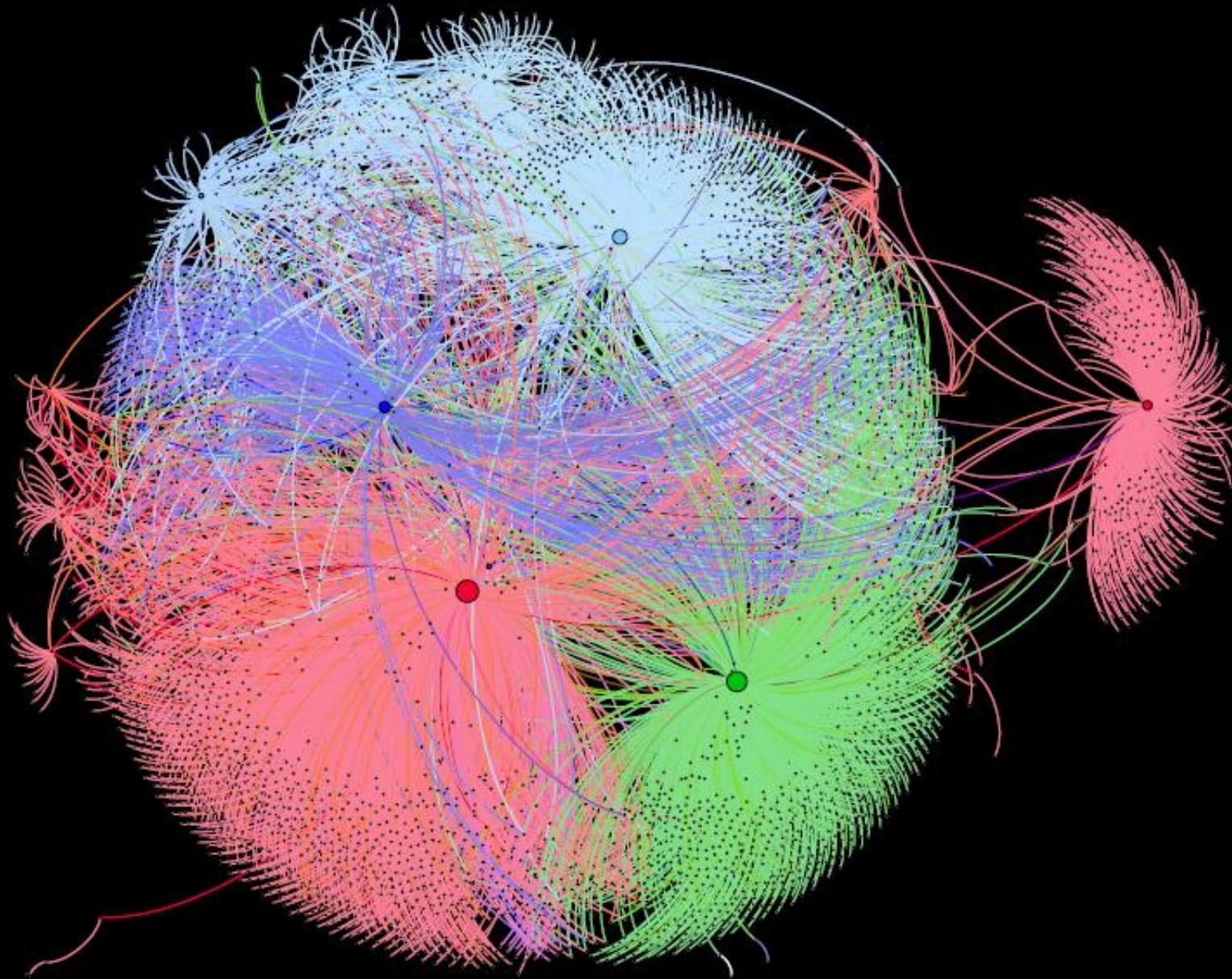
Director of Organisation & Management Development to Director General Information & Communication Services and Director General Management & Organisation, 28 Feb. 1997, attached draft paper ‘MoD’s use of the internet’

[More news from the MOD](#)
[Latest images from the MOD](#)

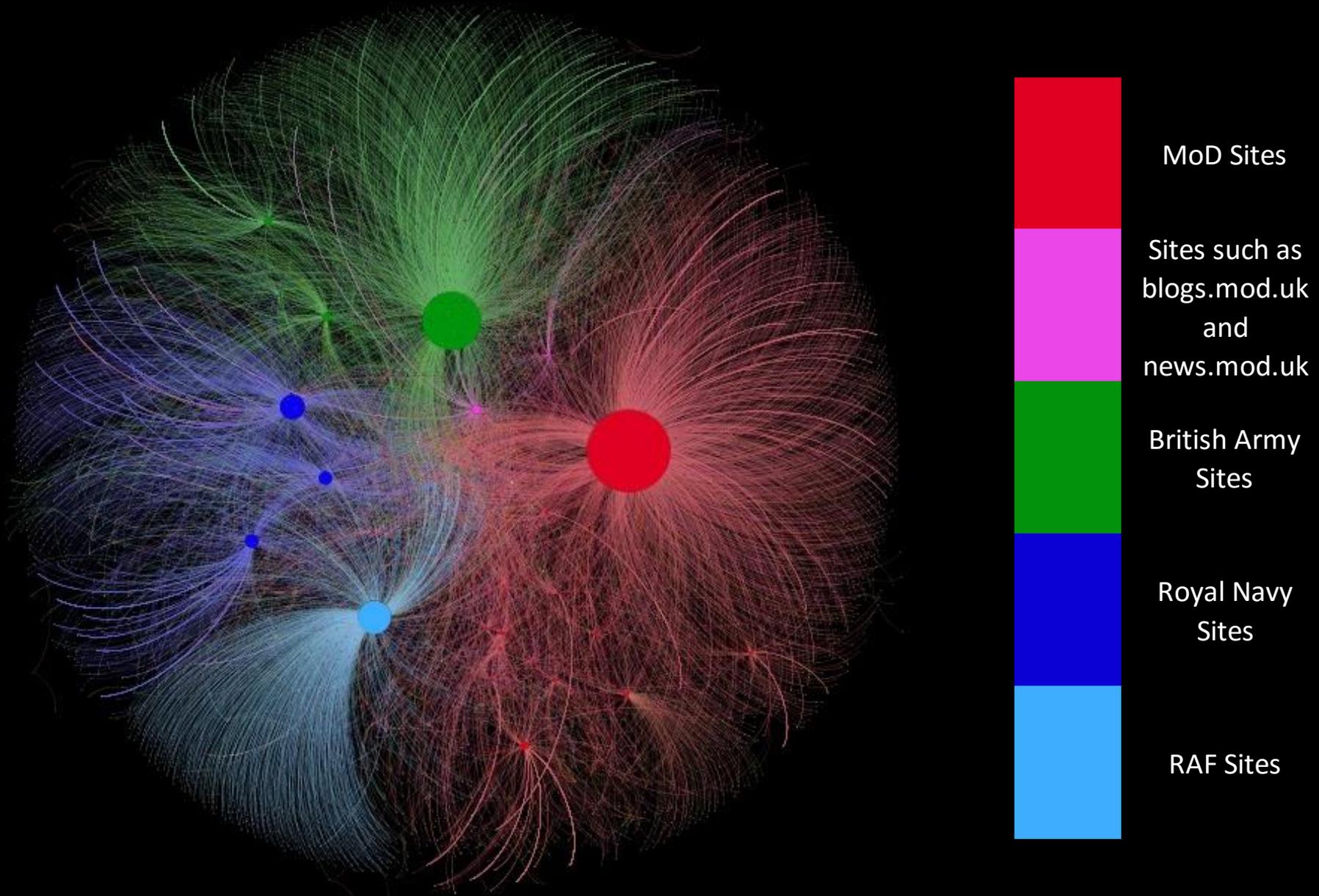
Current Operations

- [Operation Telic](#) - (UK military operations in Iraq) (Updated 7 February at 1705)
- [Operation Garron](#) - (UK military assistance to humanitarian relief in south Asia) (Updated 22 January at 2000)

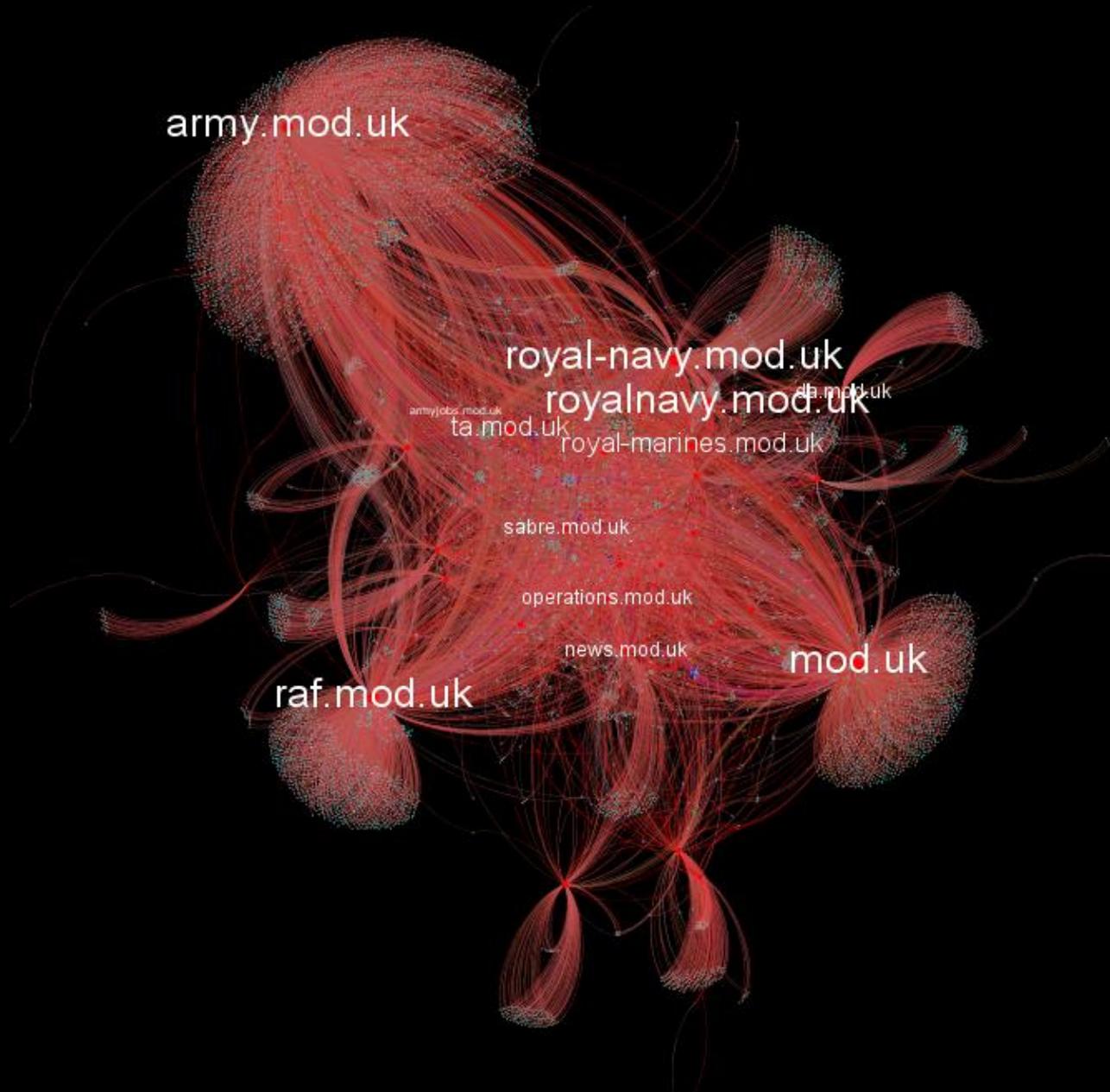
[More about UK Military Operations](#)



Gephi Visualisation of internal and external links of .mod.uk domain 2001 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'*



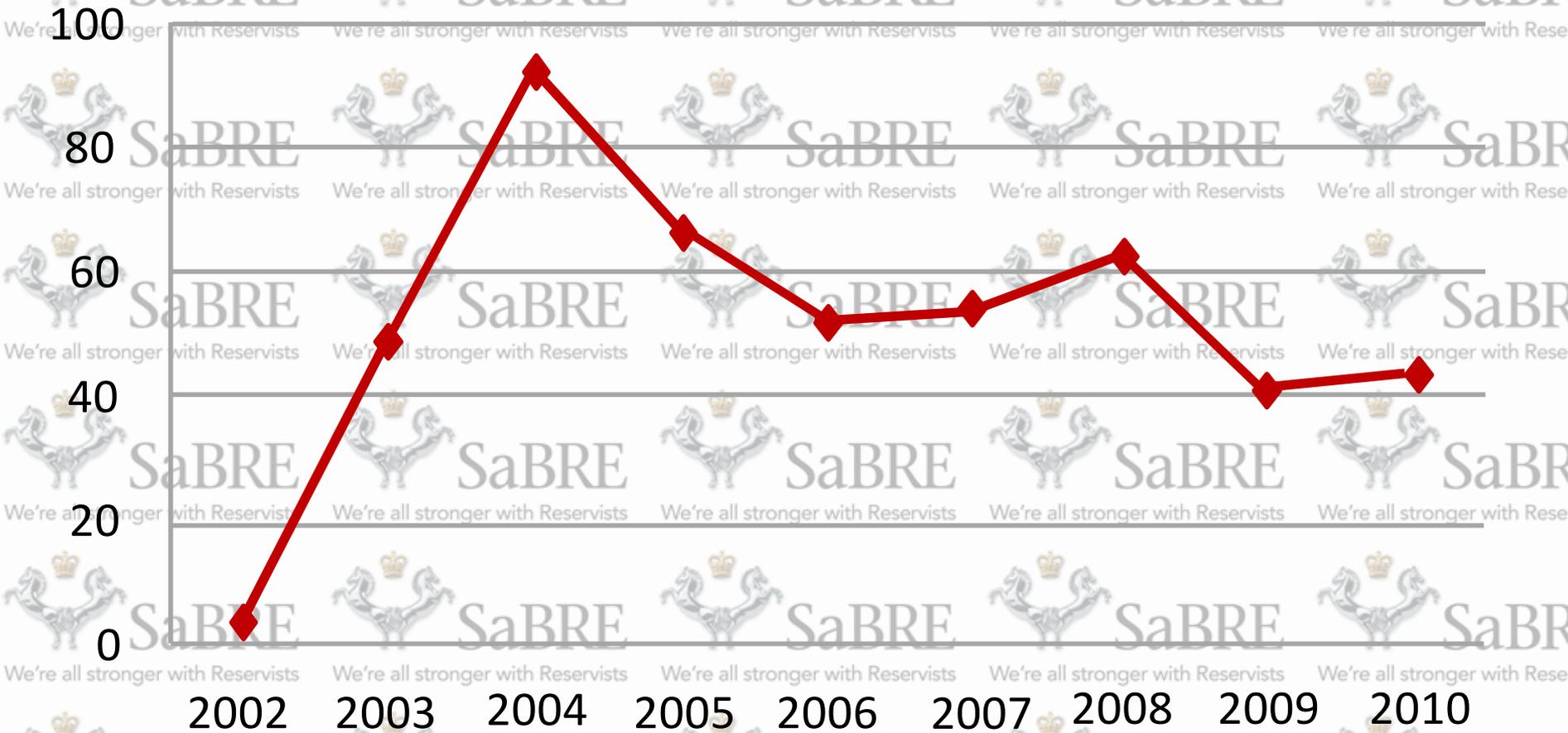
Gephi Visualisation of internal and external links of .mod.uk domain 2010 extracted from *JISC UK Web Domain Dataset Host Link Graph, 1996–2010'*



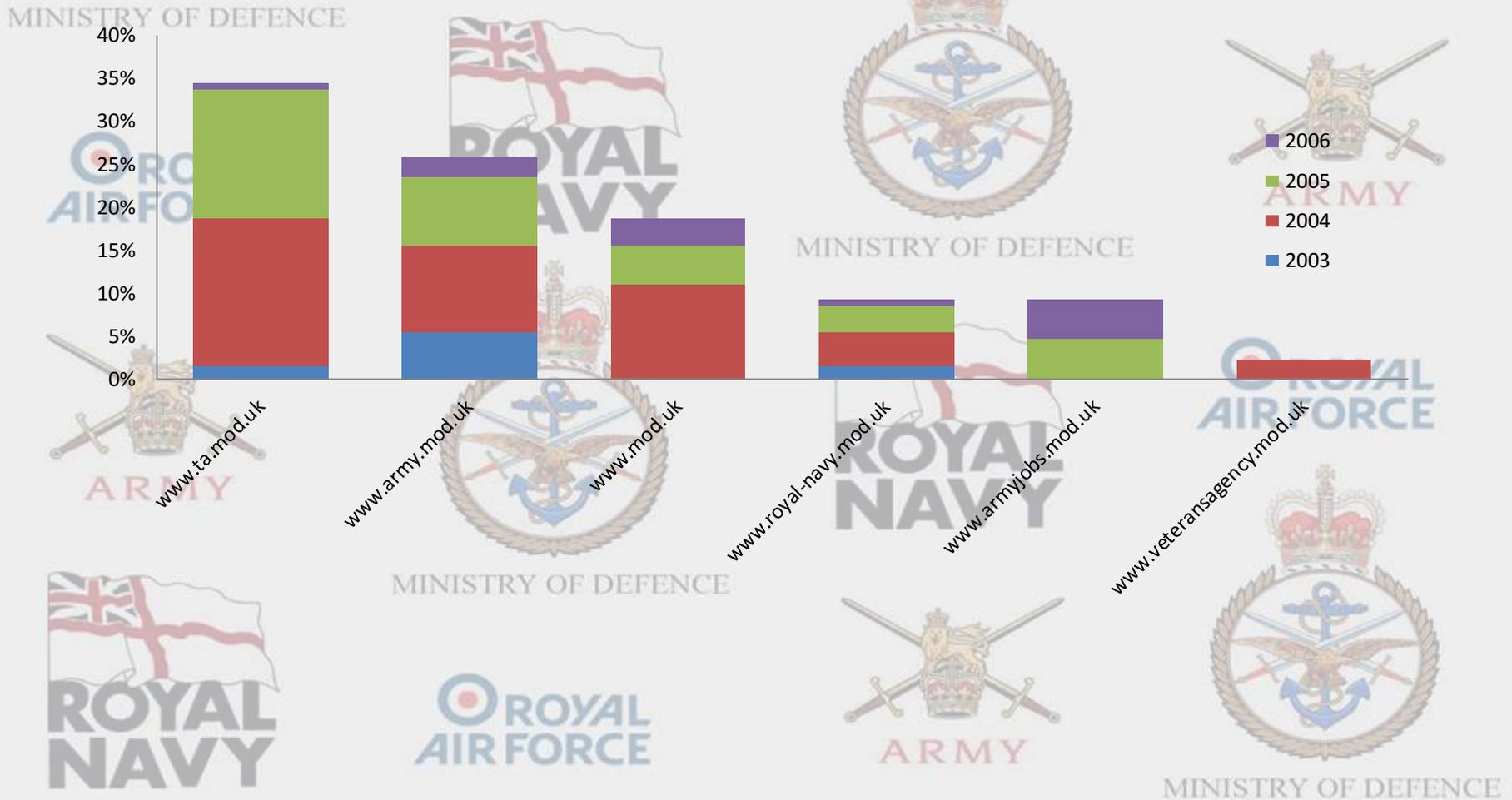
SaBRE

We're all stronger with Reservists
Supporting Britain's Reservists and
their Employers (SaBRE)

Websites Linking to sabre.mod.uk



Percentage of Links Targeting .mod.uk Domain from Websites Determined to be of a Medical Nature



TA Homepage, 30 June 2004



BE THE BEST

TERRITORIAL ARMY

TA Home >

What is the TA? > Employers > Pay > Contact > FAQs > Fitness > **Enquire >**

TA SOLDIER >

TA OFFICER >

TA MEDICAL >

TA SPECIALIST >

Privacy statement >>

Site Map >>

REGULAR **ARMY** JOBS

I need to know

to select your current TA query click here



MEET REAL TA NURSES



[read more >](#)

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 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.

Reserve Forces & Cadet Associations



Regional Events

[read more >](#)

All the latest news and events from the Regional TA headquarters, Reserve Forces & Cadet Associations (RFCA's).

Details of the current TA recruitment campaigns.

Find your Local Unit



Do you have Officer

MEET STEPHEN MURRAY



SaBRE Support for reservists and



FENCE

Territorial AMS Profiles Page, 04 June 2004



ROYAL AIR FORCE



TERRITORIAL ARMY MEDICAL SERVICES - PEOPLE

Home > Contact >

TA Home >

What is the TA? > Employers > Pay > Contact > FAQs > Fitness > Enquire >

Find out more in your own time get the TA guide

TA SOLDIER >

NURSE

TA OFFICER >

TA MEDICAL

- > Introduction
- > People
- > Benefits
- > Training
- > Next Steps
- > Employers

TA SPECIALIST

REGULAR ARMY JOBS



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."

[Read about Claire's interview >](#)



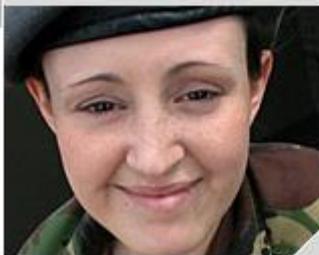
Name: Lieutenant Katie Reynolds

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."

[Read about Katie's interview >](#)



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 Emma's Profile >](#)

SPECIFIC PROFILES

- > **Qualified Medical Staff**
 - Doctor (Training Grades)
 - Doctor (Consultant & GP)
 - Nurse
 - Dental
 - PAM
 - Paramedic
- > **Students**
 - Students
- > **Employer**
 - Employer
- > **Essential Roles**
 - Combat Medical Technician
 - Non medical

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 site allowing the Armed Forces sites to avoid them
- Visualising the results of link analysis identified several areas to undertake further qualitative analysis