

# Formulating Non-Profit's Communicative Capacity: Concept and First Results

Using a big data approach, the paper explores the concept of communicative capacity of the Russian third sector through their online representation. The rise of the internet has given non-governmental organizations (NGOs) a lot of possibilities in terms of communication - specifically to raise awareness, bring new donors and volunteers, and create communities. However, according to the existing research, many nonprofits are either poorly presented online, or use a very limited toolbox and a small scope of technologies, and thus seem not to use their communicative capacity to the fullest. The existing research is based on surveys (Skokova et al., 2021), interviews with NGOs representatives (Korneeva, 2016), website content analysis (there was no such research in Russia, but in other countries - e.g. Zinaida & Havivi, 2019). The samples in such studies are very limited thus they cannot capture the broader and detailed picture of NGOs communication. The current study suggests an alternative measuring tool to estimate the Russian NGOs communicative capacity - an automated analysis of non-reactive data collected from NGOs websites. We present the preliminary results of analysis of data from over 15,000 organisations to discuss the best practices for NGOs to use online communication. A similar approach was not used before to explore the communicative capacity of organizations.

The concept of communicative capacity involves in general both online and offline communication, public and private, internal and external. We introduce the measuring instruments to assess external public online communication. The model involves a website as the channel of communication and a citizen as a receiver. The channel can also include social network pages, search engines (such as Yandex, Google), advertising as a medium in this communication. To measure the communicative capacity of the website we study 1) representation in search engine results and factors that affect that representation; 2) content clearness and transparency; 3) adaptation for mobile users and users with disabilities; 4) website traffic; 5) presence of tools to raise funding and engage volunteers. To measure the communicative capacity of social networks we study social networks' audience and engagement. In addition we study NGOs representation in mass media. Study performed through collecting website URLs from several databases, websites crawling and website developers tests, QA engineering tests, social networks APIs. Descriptive statistics and clustering approaches are then applied to the data collected.

The presented paper is the first to provide the largest and the most detailed landscape of current online representation of the Russian NGOs. The findings can be used to study nonprofits in other countries and to increase online communicative capacity of the third sector.

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