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Involved Versus Informational Production in Profit and Non Profit Organizational Websites:A Corpus-Based Study

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Abstract
The present study examines the language of organizational websites as a register through Multidimensional Analysis (MD) given by Douglas Biber's (1988). Corpus was collected and complied from five hundred homepages of organizational websites of goods and services like Pakistan, India, United States of America, United Kingdom and Australia. Data was tagged by 'MD' tagger developed by Douglas Biber (1988). Dimension 1 of MD Analysis was used to analyze data. The scores and frequencies of linguistic features were calculated quantitatively while the data was interpreted qualitatively. By analyzing the co-occurrence of linguistic features, the research tried to establish online organizational websites of various cultures as 'promotional register' but it made the idea clear that organizational websites or advertisement language is a language to promote information and product. The results of this research showed that advertisement language is highly informational and less involved. It has the quality of involvedness also but that is very least in number. The nature of organizational websites is neither involved nor hybrid. It is basically informational according to the present study.

INTRODUCTION

This research is corpus-based research on linguistic features of home pages of profit and non-profit organizations. In profit and non-profit organizations, websites work as a growing channel of marketing, business and internet communication. The present study is based on involved vs. informational production of home pages of various organizational websites. For this purpose, this work is to apply the methodology of corpus linguistics by applying dimension 1 of MD analysis by Biber (1988) i.e., 'involved vs. informational production.' As the corpus is the rise of computers in linguistics. In this context, Mason (2000) remarks that "Corpus linguistics is all about analyzing language data in order to draw conclusions about how language works. To make valid claims about the nature of language, one usually has to look at large numbers of words, often more than a million. Such amounts of text are clearly outside the scope of manual analysis, so we need the help of computers" (Mason 2000, p. 3). This new field of computational linguistics evolved, providing a solid tool for analyzing vast amount of text.

Early MD studies focused on register variation in English, as Biber (1988) identified five main dimensions of variation in a general corpus of spoken and written registers. He used factor analysis to identify the groups of linguistic features associated with each dimension (i.e., the linguistic features that co-occur in texts with markedly high frequencies). For the analysis of specific register of promotional language in the home pages of different organizational websites of (goods and services) in Pakistan and across different countries like Australia, USA, UK and India. The language used in the homepages by Pakistan is promoting their goods and services as a very peculiar register as it is supposed to combine specific features of homepages of both organizations and promotional language.

There is a contradiction that either home pages are informative, interactive or hybrid and the people who work on home pages they did not compare goods and services in the aspect of their language. This is a basic gap in all previous researches and this research will fill this gap and will compare all countries goods and services to clear that home pages are having which kind of feature either those are informational, interactive or hybrid.

LITERATURE REVIEW

Previous studies worked on different perspectives of websites. Websites provides standardize goals, choice and flexibility to its audience. "It keep an internationally standardized goal with locally tailored strategies" (Shiu & Dawson, 2004, p. 192). Home page and internet sales provide the customer conveniences, flexibility and choice. Websites should be standardized or localized to meet the needs of corporations' worldwide businesses (Duncan & Ramaprasad, 1995; Keegan, 1989). Different works has been done on home pages/web pages in different

areas and in different perspectives like marketing, advertisement, gifts, media, newspaper etc except language. No such work is available purely or directly available on language.

Home pages have been studied on many different perspectives using different methodology in different subjects. For example, Moraes (2009) analyze websites/ home pages which contains fan fictions-stories written by fans under the perspective of the socio-rhetorical analysis of textual genres. The corpus is the result of a research of ethnographic nature carried out on a specific fan fiction websites: Fanfic addiction. It was based on the socio-rhetoric analysis of textual genre.

In the area of home pages, there are two different categories, i.e., goods and services. The major difference between goods and services is that goods are the things which we use, or we can move them from one place to another while services are the things which we only can avail with the help of someone or a facility which provide us some aid and services cannot move from one place to another. In other words, we say that goods are tangible whereas services are intangible. Goods are material things means we can feel that entity, These are physical entity so that we can easily move goods from place to another place. According to Senior (1863) goods as material things, meaning that goods are tangible and have physical dimensions. While services are not moveable and even these are not any physical entity, these are intangible whom we cannot move from one place to another but we can get benefits from them by availing those services. e.g. banks, hospitals, NGO's etc. They provide us services by fulfilling their duties. As Harker (1995) humorously claims, though usefully described services as 'something that you cannot drop on your foot', which vividly illustrates the intangible characteristics of services.

The websites are also working as a marketing tool which helps companies to develop new links for their marketing. As cited in Qiongyan (2010, p.2), "Websites, as the growing channel for business, are not only an exhibition windows and effective publicity tool for the companies but also an integral business link for major cross-border companies" (Sullivan, 1999). Websites are a source of information, interaction as well as a marketing tool. There is a transformation about internet usage from using it as an information source to a media or channel that can be used for shopping. Although it is important to use internet as an information source, but it is also important to sell products and services for travel and tourism marketing area (Walle, 1996).

Research Questions

This research will answer the following major question:

- Is the language of home pages involved, informative or hybrid?

Some of the related research questions are as follows:

- Is there any difference between the home pages of goods and services?
- Does the language of home pages differ across cultures with respect to involved vs. informational production?

Research Objectives

The objectives of this research are as follows:

- To identify that home page language is involved, informative or hybrid.
- To investigate where the home page language lies on the first dimension of Biber.
- To explore whether there are differences between the home pages of goods and services.
- To see if the language of home pages varies across cultures.

METHODOLOGY

This study highlights the implicit role of home pages through corpus-based approach (CBA). CBA is used in the investigation of word usage, their frequency, their dimension, their informative and interactive mode. etc. It utilizes a large and principled collection of natural texts as the basis for analysis. It makes extensive use of computer for analysis, through automatic and interactive techniques. It depends on both quantitative and qualitative analytical techniques, especially functional interpretations of language use (Biber et al., 1998; Conrad, 1999). This corpus comprised of five countries (Pakistan, India, Australia, UK & USA) home pages of goods and services to be analyzed through Douglas Biber's model of analyzing dimension 1, i.e., 'involved vs. informational'.

The samples for this study will include the corpus of total 500 home pages of goods and services, 100 pages from each country, i.e. Pakistan (PK), Australia (AU), United States of America (USA), United Kingdom (UK) and India (IND).

- Fifty home pages of goods from each country
- Fifty home pages of services from each country

Step-I Compilation of Corpus

Corpus for this study was self created. Corpus is compiled from five different countries like Pakistan, India, Australia, UK and USA respectively by copying home pages from their respective websites. The copied home pages of both goods and services were saved in the form of word file in separate folders of all countries. After

saving in word file, the whole data was converted manually in the plain text in notepad.

Step-II Tagging Corpus

Corpus saved in plain text form was tagged through MAT tagger as used by Biber to analyze dimension scores in promotional genres. Tagged data is saved with respective file name in notepad resulting in five tagged corpora of home pages.

Step-III Selecting Dimension

Dimension 1 of Biber, i.e. 'involved vs. informational production' have been selected to be studied in all five countries home pages of goods and services. It is to be analyzed that either goods are more informational or involved or services are having high frequency of involved feature or informational feature..

Step-IV Putting tagged Corpus into Excel file

Tagged corpus from MAT tagger was then put into excel sheet to analyze whole data quantitatively. In dimension 1 of Biber, the linguistics features noun , attributives adjectives, preposition, type-token ratio and word length are mostly occur, which are NN, JJ, PIN, TTR and AWL respectively. These features were separated from each country corpus in a separate excel sheet and fond the mean values of them.

Step-V Data Analysis

In the light of selected software, each linguistic feature was studied separately in an account of each country's goods and services. It was also observed that which country's which country has more involved or informational feature.

Step-VI Data Presentation

After analysis, data was pasted in an excel sheet to find the mean values of each country and to make graphs to present data in a graphical and tabular form.

Hierarchy of Corpus

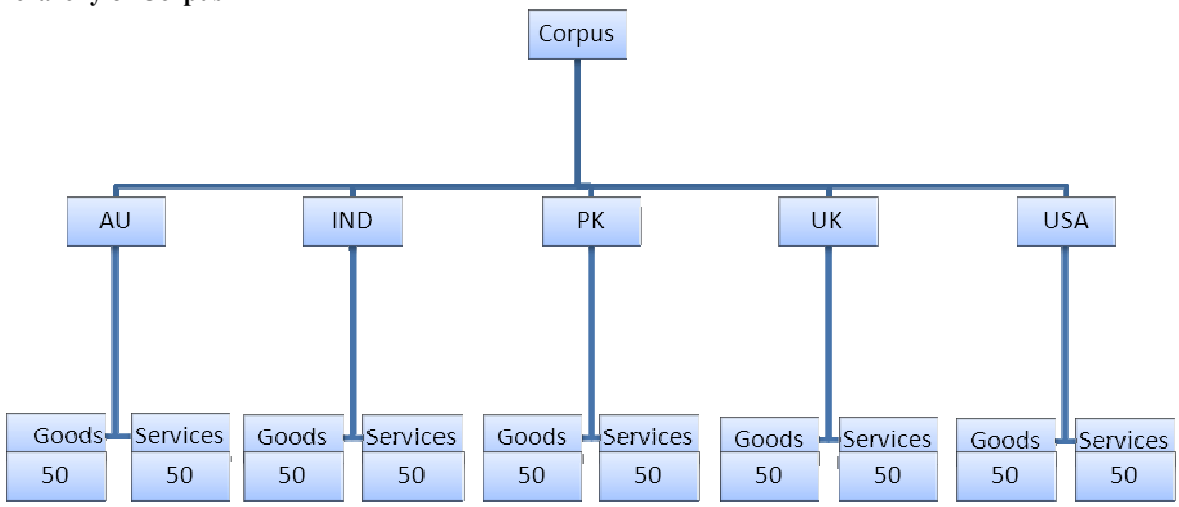

Figure 1.

Language of advertisement is basically promotional in nature. Sometimes it fully provides information regarding the product then we say that the product/web page is informational while in some cases when we talk about services they provide us some extra kind of information. At that time we say that the home page is communicative. Communicative, we can say that involved or interactive. In this research, the main purpose is to analyse the nature of home pages of different organizations like goods and services in Pakistan and across counties to check that either the home pages of goods and services are involved or informational in nature..

RESULTS

According to Biber (1988) home pages are having mixed characteristics of involved, informational and hybrid features. He claimed that the countries which comes on the negative pole in MD analysis those are informational and if the readings comes on positive pole in MD analysis those are positive featured home pages. Along these if reading of corpus comes in between that is called hybrid in nature. This research find various kinds of results when the whole corpus of home pages of goods and services passes through MAT tagger. The comparison of all goods and services of all countries gave different results which are given in the form of graphs below. So that it can be clear that either goods and services both have which kind of more highlighted feature involved or informational. The comparison in the light of dimension 1 of Biber, i.e., 'involved vs. informational production has been drawn which is as follows:

Comparison of Goods among all Countries

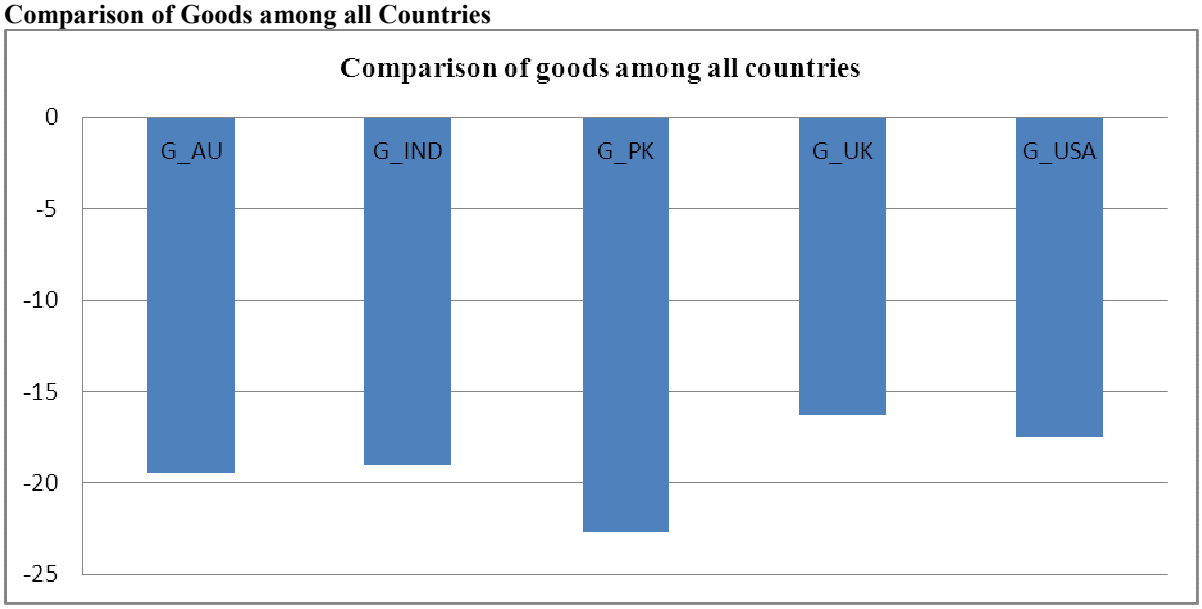

Figure 2. Graph showing comparison of home pages of goods among all countries on dimension 1 'involved vs. informational production'

The above given graph is showing a comparison of home pages of goods among all countries on dimension 1, i.e., 'involved vs. The graph is showing that Pakistani goods are on the highest value of nearly -25 which is highest from all the rest of countries goods. This hierarchy is showing that home pages of goods are highly informational as compared to the rest of countries. After Pakistan, goods of Australia and India are more informational nearly the value of -20. Australia and India are coming on the second highest position regarding informational production. USA goods are on the third number of having the features of informational production. Whereas, UK goods are on the third number having the value of nearly -16. This is showing that UK goods are less informational as compared to other countries while PK goods are highly explicit or we can say that highly informational in nature. But we cannot say that all these countries goods are little bit involved in nature because all countries goods home pages are coming on a negative pole and according to Biber's dimension 1, 'involved vs. informational production' all the features which came on negative pole are called informational while on positive pole they are involved or interactive in nature. So all these countries goods are informational in nature where Pakistan goods home pages are highly informational as compared to other countries while UK goods are less informational from the rest of countries. This is how we can make a difference between all countries goods home pages.

Comparison of Services among all Countries

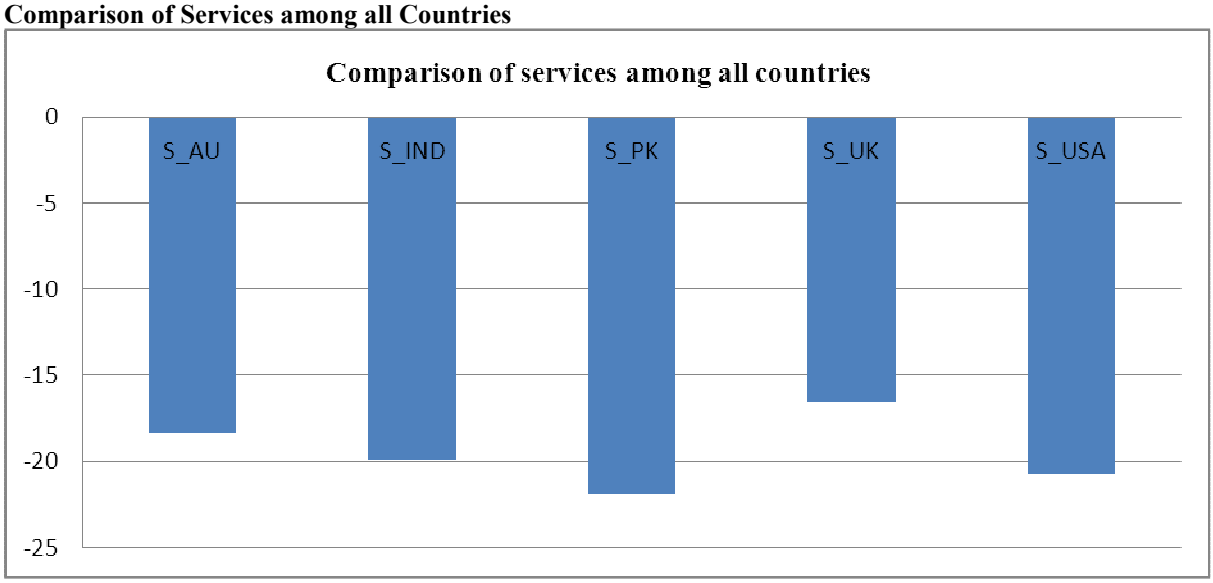

Figure 3. Graph showing comparison of home pages of services among all countries on dimension 1 'involved vs. informational production'

The above mentioned graph is about the comparison of home pages of all countries services on dimension 1 of Biber. This graph is showing that home page of Pakistan are having highest value among all countries. This highest value of Pakistan is showing that services home page in Pakistan are highly informational in nature as compared to other countries services home pages. Then services of USA are nearly the value of Pakistani services. We can say that among all these countries, Pakistani and USA are having the highest ratio of informational features. They are highest in number in the comparison of rest of countries services. Then India services are on the third number in hierarchy. They are also having some high degree of informational features but less than Pakistani and USA services home pages. Australia is less informational from these three countries while UK services home pages are least value showing that this country home pages are least informational among all these countries. We can compare and build a view that Pakistani services are highly promotional whereas, UK services are least promotional in nature but do not give us any impression of involved feature.

Comparison of Corpus among all Countries

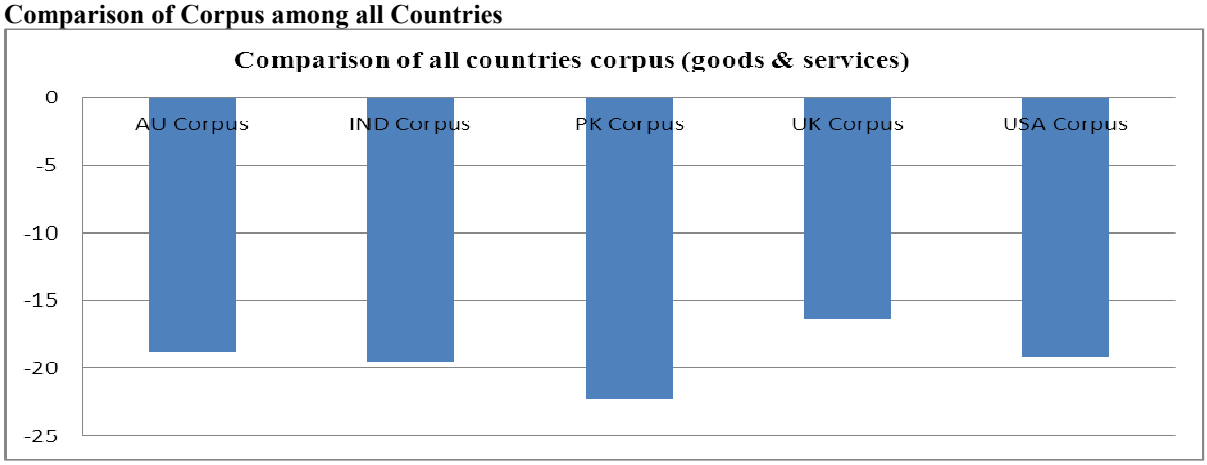

Figure 4. Graph showing comparison of corpus among all countries on dimension 1 'involved vs. informational production'

The above mentioned graph is about the comparison of corpus (goods & services) among all countries on dimension 1 of Biber. The graph is showing the highest ratio of Pakistani corpus among all countries corpus. Pakistani corpus is highly informational in nature showing the highest value while here Indian corpus is on second highest position of informational production. Means we can say that after Pakistan, Indian corpus is showing it is also highly informational in nature. India and USA corpus both are almost parallel to each other regarding informational production. Australia corpus is less informational among these three countries corpuses but higher than UK corpus. UK corpus is least informational among all countries corpuses. We can make a view that PK corpus is highly informational in nature showing in this graph while UK corpus is less informational among all. All countries corpuses are showing their highest level of informational production while UK corpus shows that it is least informational. If we built a hierarchy between these countries corpuses, we can clearly analyse that PK corpus is on the highest pole and UK corpus is on the lowest pole on the degree of informational production.

Comparison of all Countries Goods & Services

Figure 5. Graph showing comparison of all countries goods & services on dimension 1 'involved vs. informational production'

This above given graph is about the comparison of all countries goods and services separately. In this graph, PK goods are highly informational having the highest value. After PK goods, PK services are more informational than PK goods. Then the rate of more informational home pages are USA services home pages. Australia goods and India goods are almost equal in number as we can say that almost parallel ratio of being informational. Australia services are more informational than Australia goods. Same is the case with India. In India, services home pages are more informational than India goods. In Pakistan, goods are more informational as compared to PK and USA are also having more informational features in their services as compared to goods home pages. Whereas, UK goods and services are less informational as compared to all other countries goods and services. Pakistan and USA home pages of goods and services are considered to be highly informational while UK is very least informational in its good and services. But we cannot consider it to be involved in nature. In the above given graph, the results shows that all countries home pages use only informational features to promote their profit and non-profit organizations. They use mostly five main features in their home pages which are AWL (word length), TTR (type-token ratio), JJ (attributive adjectives), PIN (preposition) and NN (nouns) respectively to promote their information in written text. These features helps to promote the text and these are the characteristics of informational production and we have seen that all results came on the negative pole in dimension 1 which shows that the whole countries corpus is informational in nature. Where in different countries the ratio is different but either it is high or low frequency, it is informational in nature.

Comparison of the Present Study Corpus with Biber (1988) Work

After conducting and analyzing the whole research on home pages of goods and services, there is a need to compare this research with the work of Biber. Because the idea was taken from Biber's work. As Biber's work was on all dimensions of MD analysis collectively but this study has covered only one dimension, i.e., 'involved vs. informational production' which is dimension 1. Below given scores are the mean scores of dimension 1 for each genres by Biber which are as followed:

telephone conversation			
face to face conversation			35
			30
			25
personal letters, speeches, interviews			20
			15
			10
			5
romantic fiction			
mystery and adventure fiction, general fiction, professional letter, broadcast			0
			-5
science fiction, religion, humor			
popular lore, editorials, hobbies			-10
biographies, press views			
academic prose; press reportage			-15
official documents			-18.1
			-20

Table 1.
Biber's Mean Score of Dimension 1 for Each Genre

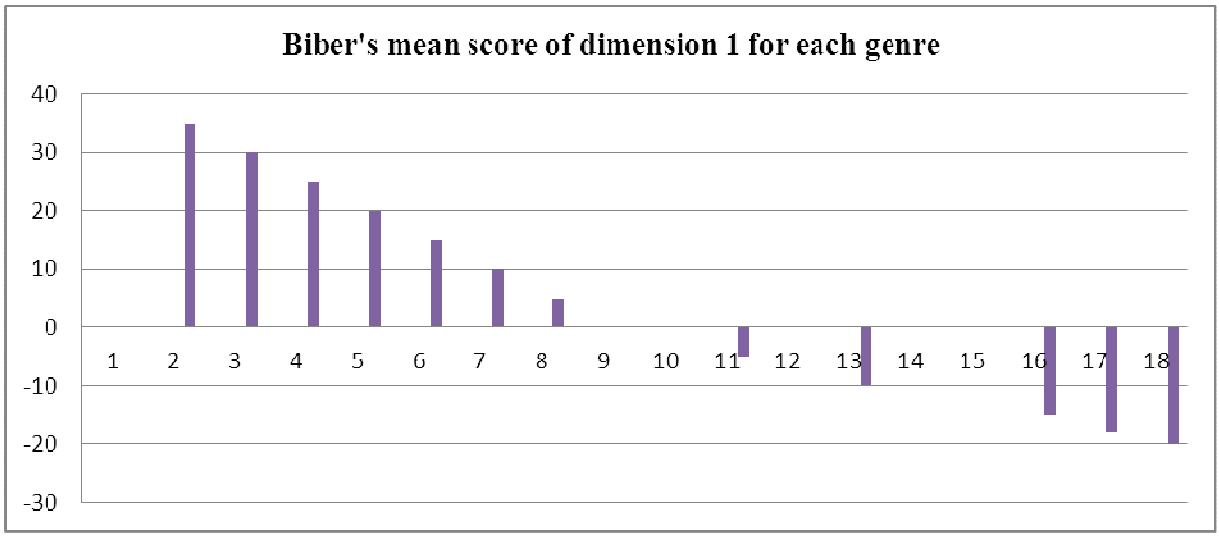

Figure 6. Mean score of dimension 1 for each genres. Dimension 1: 'involved vs. informational production'.

The above given scores are the mean score of all genres of Biber analysis in which some of its score is on the positive pole means that is involved production while some of genres are on negative pole or we can say that most of genres are on negative pole which are giving the indication of informational production. Means the whole data of Biber is a mixed production of involved and informational. While if the present study compares with the result of Biber's result then there is some different kinds of views we can make. Because the mean of whole corpus of home pages of goods and services is -19.24 and it is very near to the Biber's official documents whose mean score is -18.1. It is clear that the present study's corpora is highly informational and very near to official documents of Biber's results. The only difference is that Biber's result came on both involved and informational pole whereas the present study's results came on only negative pole. So we can say that this study's result are highly informational and even more informational than Biber's official documents. But are very close to official documents. We can also say that these home pages of goods and services can lie under official documents.

INTERPRETATION AND CONCLUSION

The whole research was conducted on the home pages of goods and services. After analyzing the whole data through MAT tagger of Biber to get the results on dimension 1, 'involved vs. informational production'. The results shows that home pages of goods and services are informational in nature neither involved nor hybrid. They found informational in different aspects. Some countries are more informational in their goods while some countries are more informational in their services. All the data was informational but vary on high and low positions. After getting this kind of result where the results deny the hypothesis/research question of the research. As the hypothesis was that home page language is usually have the features of involved, informational or hybrid. But the result shows the whole data on a negative pole which shows the informational features of the whole corpus where there is no concept of involved and hybrid feature. So, this research is fulfilling the requirement of research gap which was mentioned in research questions and objectives that home pages are not hybrid not involved but is highly informational in nature.

On the basis of these results, we can make our idea clear that advertisement language is a language to promote information and products. Any kind of advertisement language, either that is brochure language, any kind of online home page or web page language etc., all are promotional in nature which promote the products or informational effectively and more efficiently. But the issue is that either in home pages, goods and services have same kind of language or they are same in nature. After getting results on home pages of goods and services, we can clearly say that both use almost same kind of language. Both have same prominent feature which is the use of informational feature. The only difference is that in some places goods are highly informational and services are less whereas at some places in some countries services are more informational as compared to goods. But nature of both is promotional and now we can say that all the advertisement language is promotional in nature or we can also say that home page language is basically a promotional language and we can count it in a separate genre of promotional register.

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