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Department of Child and Youth Studies

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ISANS Content Analysis: Through the Lens of an Immigrant Woman of Colour

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ABSTRACT

The current study is a content analysis following an inductive approach, whereby the literature has laid out criteria for objective analysis. Along with the objective criteria, the current study includes a subjective criterion of cultural congruency and incongruency to collectively determine the holistic quality of the 'ISANS' website (Immigrant Services Association of Nova Scotia). ISANS is an organization that supports and assists the migrants and refugee communities in Nova Scotia. The current study aims to analyze the quality content of the website that was available to support and assist migrant and refugee families, whilst emphasizing the importance of the availability of support services in various dimensions along with its cultural appropriateness. The qualitative study further determines and outlines the key principles and areas where improvements were required to attain a better quality of the content present on the ISANS website. The current study advocates promoting the availability of good quality information and support resources on virtual/digital platforms to assist migrant and refugee communities to help them reach a culturally balanced integration into Canadian society.

TABLE OF CONTENTS

Introduction	11
A Context to Study.....	17
- Immigrants/Refugees and Challenges (Part 1).....	17
- Use of Digital/Internet Platforms.....	18
- Use of ‘Google’ Search Engine.....	21
- Limited Time Spent on Websites	23
o <i>Relevance</i>	25
- Accessibility.....	26
o <i>Digital Literacy and Prior Knowledge</i>	27
o <i>Interface</i>	31
o <i>Relevance</i>	32
Methodology	33
- Why Content Analysis?	34
- Why ISANS?	38
Research Design	42
- Step 1 Observation of Challenges	44
o <i>Immigrants/Refugees and Challenges (Part 2)</i>	45
▪ Challenges in Accessing Health Care.....	46
• <i>Relevance</i>	49
▪ Lack of Mental Health and Social Support	49
• <i>Relevance</i>	51

▪ Language Incompatibility.....	52
▪ Differences in Family Functioning.....	54
• <i>Relevance</i>	62
- Step 2 Establishing Relevant Markers of Objective Quality (Pattern Recognition).....	63
○ <i>Linguistically Accessible Language</i>	64
○ <i>Mental Health Support</i>	66
○ <i>Preventative Health Care</i>	68
○ <i>Social Support (includes cultural support)</i>	69
○ <i>Child/Youth/Family Support Services</i>	71
- Step 3 Developing Themes	73
○ <i>Linguistically Accessible Language</i>	74
○ <i>Mental Health Support</i>	75
○ <i>Preventative Health Care</i>	77
○ <i>Child/Youth/Family Support Services</i>	78
○ <i>Social Support (includes cultural support)</i>	79
- Step 4 Organizing Website's Content	81
○ <i>Including and Excluding Criteria</i>	83
- Step 5 Analysing Quality	84
Analysis	89
Summarized Results	193
- Objective Perspective	193
- Subjective Perspective.....	196
- Relation with Maslow's Hierarchy of Needs Theory	198

Discussion	200
- Lack of Scope of Services and Procedural Outlines	201
- Absence of Established Eligibility Criteria	205
- Inconsistencies Within Programs and Services	206
- Inconsistent Interface	207
- Culturally Incongruent Content	210
Concluding Principals of Quality.....	214
- Clear Scope of Services and Procedural Outlines.....	215
- Presence of Client Eligibility Criteria.....	216
- Distinction in Types of Service(s) Provided	216
- Improved Interface	217
- Culturally Diverse and Accommodating Content.....	218
- Maslow's Need for Hierarchy Markers for Quality	218
Maslow's Hierarchy of Needs: Relevance and Prioritization of Support for Immigrants/ Refugees	219
Reliability and Validity	223
Future Research	225
Limitations	226
Ethics	227
Summary.....	227
- What was done?	227
- Why it was done?	227
- How it was done?	229

- What was Found?	230
Reference	232

LIST OF TABLES AND FIGURES

Table 1: <i>Title: Organization of Website's Content</i>	83
Table 2: <i>Title: Objective and Subjective Measures of Themes</i>	86
Table 3: <i>Title: Information Organization with Respect to Themes for Analysis</i>	88
Table 4: <i>Title: Objective Analysis – Programs Database/Explore our Programs Webpage</i>	103-104
Table 5: <i>Title: Objective Analysis – Get Settled Webpage</i>	107
Table 6: <i>Title: Objective Analysis – Statement on the Conflict in Ukraine</i> <i>Webpage</i>	161-162
Table 7: <i>Title: Objective Analysis – Ukraine Settlement Response Webpage</i>	180

Figure 1: <i>Title: Flow chart for Content Analysis for Current Study</i>	44
Figure 2: <i>Title: Flow chart for Categories/Themes Distribution</i>	74
Figure 3: <i>Title: ISANS Website – Homepage (Immigrant Services Association of Nova Scotia, 2022)</i>	82
Figure 4: <i>Title: ISANS Website – ‘Building a future for immigrants in Nova Scotia’ (Refers as Pre – Home Page 1)</i>	92

Figure 5: Title: ISANS Website – ‘Building a future for immigrants in Nova Scotia’ (Refers as Pre – Home Page 2)	93
Figure 6: Title: ISANS Website – ‘Get Settled’ Web Page	109
Figure 7: Title: ISANS Website – ‘Learn English’ Web Page	112
Figure 8: Title: ISANS Website – ‘Do Business’ Webpage	115
Figure 9: Title: ISANS Website – ‘Connect with Community’ Webpage	119
Figure 10: Title: ISANS Website – ‘Diversify Your Workforce’ Webpage.....	120
Figure 11: Title: ISANS Website – ‘Pre-Arrival Services’ Webpage 1	124
Figure 12: Title: ISANS Website – ‘Pre-Arrival Services’ Webpage 2.....	125
Figure 13: Title: ISANS Website – ‘Pre-Arrival and New Immigrants’ (Link from Pre-Homepage Webpage, and Webpage title was Start your Journey with ISANS).....	128
Figure 14: Title: ISANS Website – ‘Find Employment’ Webpage.....	130
Figure 15: Title: ISANS Website – ‘Sign Up to Become an ISANS’ Client Webpage.....	132
Figure 16: Title: ISANS Website – ‘Already an Isans Client’ Webpage.....	134
Figure 17: Title: ISANS Website – ‘Support for Employers’ Webpage 1.....	137
Figure 18: Title: ISANS Website – ‘Support for Employers’ Webpage 2.....	138
Figure 19: Title: ISANS Website – ‘Get Involved’ Webpage.....	140
Figure 20: Title: ISANS Website – ‘About’ Us Webpage 1	143

Figure 21: Title: <i>ISANS Website – ‘About’ Us Webpage 2</i>	144
Figure 22: Title: <i>ISANS Website – ‘Donate’ Webpage</i>	145
Figure 23: Title: <i>ISANS Website – ‘Careers’ Webpage</i>	147
Figure 24: Title: <i>ISANS Website – ‘Resources’ Webpage</i>	149
Figure 25: Title: <i>ISANS Website – ‘FAQs’ Webpage 1</i>	152
Figure 26: Title: <i>ISANS Website – ‘FAQs’ Webpage 2</i>	153
Figure 27: Title: <i>ISANS Website – ‘Event’ Webpage</i>	160
Figure 28: Title: <i>ISANS Website – ‘Seeking Support in Difficult Times Final Community and Client Resources.pdf’</i>	163
Figure 29: Title: <i>ISANS Website – ‘Statement on the Conflict in Ukraine’ Webpage</i>	165
Figure 30: Title: <i>ISANS Website – ISANS Story: ‘Over 250 Immigrant Youth in Need Receive Soccer Gear’ Webpage</i>	166
Figure 31: Title: <i>ISANS Website – ‘ISANS Virtual Open House’ Webpage</i>	168
Figure 32: Title: <i>ISANS Website – ‘Our Impact’ Webpage 1</i>	170
Figure 33: Title: <i>ISANS Website – ‘Our Impact’ Webpage 2</i>	172
Figure 34: Title: <i>ISANS Website - ‘Translation’ Webpage</i>	175
Figure 35: Title: <i>ISANS Website – ‘Skills Match’ Webpage</i>	177
Figure 36: Title: <i>ISANS Website – ‘Ukraine Resettlement Response’ Webpage 1</i>	183
Figure 37: Title: <i>ISANS Website – ‘Ukraine Resettlement Response’ Webpage 2</i>	185
Figure 38: Title: <i>ISANS Website – ‘Ukraine Resettlement Response’ Webpage 3</i>	186

Figure 39: Title: ISANS Website – ‘COVID’ Webpage.....	188
Figure 40: Title: ISANS Website – ‘Live Chat’ Webpage.....	190
Figure 41: Title: ISANS Website – ‘Privacy Policy’ Webpage.....	192
Figure 42: Title: ISANS Website – ‘Sign-Up Now’ Webpage	193
Figure 43: Title: A Theory of Human Motivation.....	220

Introduction

As an immigrant, new to Canadian culture, and a woman of colour, I can testify that I grew up in a different environment. I was raised in a traditional small-town Indian family, where family ties, friends, community, traditions, and religion played a significant role in my growing-up experience. My parents followed a set of traditional practices that had been used in my family for generations. For example, I was born into a joined family; which meant that I lived with my parents, grandparents, uncles, and aunts in the same household. All my family members had a close-knit relationship, and it was appropriate for my uncles and aunts to live with their parents, which were my grandparents. This represented my microsystem; a close-knit family connection whereby, the involvement of relatives (extended family), family friends, and neighbours (in some cases, where families have shared the same neighbourhood for generations), was perceived as normal and appropriate (Bronfenbrenner, 1992).

Nonetheless, this changed when my mother and I migrated to a western country and learned more about the norms and customs of a foreign country. My mother and I adjusted and learned the different tools and techniques that were deemed appropriate in the new country's social and legal context. Meanwhile, to successfully acculturate into the new society, I was searching for resources that would support new migrants and families like mine. During this search, I found some resources that offered help in areas such as ESL (English as a Second Language), finding housing, employment, etc. These are a few examples of resources that are needed to be available for migrant and refugee communities to help them settle into a new society. Particularly important are resources that help the migrant and refugee communities in the settlement process in a new country along with helping them balance between maintaining their cultural heritage and integrating into a new country. The need for overall resources to

support migrants and refugees in their acculturation and settlement process inspired me to question and analyze the quality of the information that was available, thus inspiring my research objective, which is: 'To analyze the quality of information on the ISANS website'. ISANS was an acronym for Immigrant Services Association of Nova Scotia. This organization provides services and programs that assist and supports migrants and refugees to successfully settle into the new society. The organization's functioning primarily revolves around providing settlement services to new Canadians in Halifax, Nova Scotia.

The present study was a content analysis on a website that was in the English language. Additionally, the analysis of the content's quality was conducted in the English language. Therefore, the study was relevant and applicable to English-speaking migrants and refugees. Unless, any form of translation method (i.e., interpreters, translation devices, or any translation software, etc.) was applied for comprehension of the information.

I believe that this study would serve the purpose of spreading awareness about the quality of available support services which allowed the new Canadians to balance their cultural traditions whilst adopting the new country's norms. The immigration report to the Canadian Parliament in 2020 highlights that there were yearly more than 300,000 migrants and refugees permitted in Canada (Immigration & Refugees and Citizenship Canada, 2020). Canada has welcomed people that belong to diverse cultural and ethnic groups. Therefore, there was a requirement for information about Canadian laws, regulations and other support services to be made visually more accessible for new Canadians who were new to the country.

In this research, I evaluated the quality of information and resources that revolve around supporting immigrants and refugees as newcomers. The study used content analysis where I analyzed the quality of the information available on the online platform. This research conducted a content analysis on the ISANS (Immigrant Support Association of Nova Scotia) website. I chose this website as this website hosts information and resources that aim to support

the new migrant communities that arrive in Nova Scotia. ISANS organization was one of the major organizations that provide settlement services for newcomers. In addition to providing settlement services, the organization offers courses and programs that assist newcomers which enhances their participation and settlement in a culturally different society. Among other organization present in Nova Scotia that provides support to newcomers, ISANS has more than one office and has higher popularity due to its location, Barnard, et al., (2011). The location contributes to the popularity by advertisement through the association of other businesses in the proximity. This can lead the newcomers to become aware/learn about the organization faster and could potentially reach out to the organization for information and assistance.

An additional reason for choosing the ISANS website was its strong web presence on search engines. Upon searching for ‘Supports for Immigrants and Refugees’ on search engines (searched from Halifax; Nova Scotia as geographical location); the ISANS website appears in the first 10 results produced by multiple search engines. This phenomenon was relevant for the google search engine as it was mostly used. ISANS organization not only has a website, but it holds recognition and ranking within search engine’s platforms due to its initial appearances in search results. Additionally, the organization also has social media presence; this means that the organization was present on Facebook, Instagram, Twitter, and LinkedIn as well.

Another important reason for choosing the ISANS website for quality analysis was due to the support received from IRCC (Immigration, Refugees and Citizenship Canada). The ISANS organization received funding and support from the IRCC to develop and promote its Settlement Online Pre-Arrival (SOPA) program. According to the published news on the ISANS website, on 16th January 2019; *“HALIFAX – Today, Immigration, Refugees and Citizenship Canada announced \$13.1 million dollars in funding for ISANS to continue its Settlement Online Pre-Arrival (SOPA) program. This ground-breaking program developed*

and overseen by ISANS ensures that immigrants arrive prepared for their new life in Canada” ({ISANS} Immigrant Services Association of Nova Scotia, 2019). The news article, further went on to describe the details of the program and the plans that entailed their four-year program. The funding support received reflected the support received from the immigration to assist the newcomers in their settling and acculturation process. However, due to support received by the ISANS organization, and other above-mentioned reasons, it was deemed an appropriate choice, to conduct a content analysis on the ISANS website.

The current study aims to analyze the quality of the information on the ISANS website. Analyzing the quality of available information was deemed appropriate and important as multiple studies such as (Oxman-Martinez et al., 2012); (Fantino & Colak, 2001); and (Salami et al., 2017); have suggested that immigrants and refugees experience multiple challenges, and support was required for them to assist them in getting settled and accustomed to a new country. In addition to the experienced challenges, studies such as (Deka & Lahkar, 2010) have directed that digital platform or web-platform was used to find information; and aspects such as interface, language, prior knowledge, digital literacy, interface etc., can hinder or affect the accessibility to the information. Therefore, it was deemed appropriate and important to analyze the quality of the information that was available to support the migrants and refugee communities.

The ‘quality’ was determined in two ways; objective and subjective. The criteria for objective ‘quality’ were determined by themes that emerged from the literature that discusses various challenges experienced by new Canadians. The said literature in Step 1 of the Research Design comprises studies that discuss multiple challenges experienced by immigrants and refugees after arriving in a new country. These challenges are experienced in various areas by newcomers, directed towards areas where support was required. These various areas where support was required were represented as themes.

Each of these themes was further developed and defined with an individual criterion based on the respective support services. The presence of support services and information relevant to these themes/areas represented the objective quality of the content present on the website.

The criteria for subjective ‘quality’ were determined by cultural appropriateness. The subjective analysis was based on my perspective as an immigrant woman’s perception of the cultural appropriateness of the content supported by the theoretical framework of Maslow’s Hierarchy of Needs. The information was categorized into three areas; culturally congruent content, culturally incongruent content and culturally irrelevant content.

I strongly believe that there should be presence and awareness about relevant resources related to the settlement process that can help migrant and refugee families and communities. Some of the examples of these resources were family support services, ESL classes to ways to overcome language barriers, methods to apply for housing and employment, and awareness about family and children’s rules and regulations. Mentioning such information might strike curiosity among new Canadians, and they might conduct their research on their time and might potentially learn more. I believe that the presence of relevant support services for migrants and refugee communities was important as this information helps the newcomers become more aware of a new country, especially which might have different rules, regulations, norms and culture as compared to their home country. This was believed to be important as new Canadians cannot be expected to look for information that they were not aware of its existence. This phenomenon was also referred to as digital literacy and/or prior knowledge. Studies have shown that search engines produce results that were most relevant to words entered in the search bar. In order to enter correct or relevant words in the search bar, a certain level of prior knowledge was required about the desired information (Çoklar et al., 2017).

Being an immigrant, I can testify to this as I could only find information that was informed to me by my acquaintance and classmates, as I was still new in the country and wasn't completely aware that certain support services existed. My classmates informed me about organizations and services, which I then "googled" and then the respective/relevant information was displayed. Doing this regularly and researching on my time, led me to become aware of resources and organizations which support migrants and refugee communities. Through this process of learning about relevant support services and learning more through the suggestion that was recommended by the search engine. I was able to find the services that I needed. Through this process; I realized that quality information needed to be available on multiple platforms for better awareness within migrant and refugee communities.

The results from this study highlighted the quality of information available on the 'ISANS website to assist migrant and refugee communities in the process of settling in a new country. This study advocated the availability of quality and relevant information on virtual (i.e., organization's respective website, organization's social media platforms) and physical platforms (such as publishing journal articles, pamphlets distribution, magazines, newsletters etc.). Prominent availability along with the better quality of information on virtual and physical platforms would create awareness and potentially better accessibility for migrant and refugee communities. This increased accessibility would help newcomers towards a balanced settlement in a new society; where they can better acculturate into society while maintaining their cultural heritage and traditions. Simultaneously, learning about laws, regulations, processes of settlement and other family support services etc. Awareness regarding the same would prevent unintentional misdemeanours. For example; running a business from home without proper licencing; can be possible as many countries do not require licencing to run a business from home. Ignorance regarding such regulations can cause one to commit unintentional misdemeanours.

A Context to Study

This present section discusses the context of the current study along with the relevance of the objective of the research. This section elaborates on the pathway of the study and briefly discusses the studies that supported and directed the pathway to the research objective. This current section summarized the literature and the relevant aspects together, to establish their significance to the current study and the pathway towards addressing the study's objective.

The current research focused on conducting a content analysis, which examined the quality of the available information regarding support services for new Canadians on the ISANS website. The quality of the content was determined by two pathways, i.e., objective and subjective. The objective quality was determined through themes that emerged from the literature review. Subjective quality was determined through my perspective of cultural appropriateness. Analysis through both these methods collectively determined the overall holistic quality of the website's content. The following sections; 'Immigrants/Refugees and Challenges', 'Use of Digital/Internet Platforms', 'Use of 'Google' Search Engine', 'Limited Time Spent on Websites', 'Accessibility (Interface and Digital Literacy and Prior Knowledge)' contains detailed literature that was relevant to the current study.

Immigrants/Refugees and Challenges (Part 1)

I would like to start this current section by briefly discussing the literature that highlights the support that migrants and refugees in Canada require to settle in their new country. Statistics and census reports have shown that there were high numbers of migrants, and refugees permitted in Canada (Immigration & Refugees and Citizenship Canada, 2020). However, the migrants and refugees come from many countries, which have different cultures,

and traditions along with different cultures and diverse backgrounds. Nonetheless, these refugee and migrant communities often need assistance to adapt and acculturate to their newly adopted country. These migrant and refugee communities experience challenging situations and circumstances. These challenges were then further increased by the lack of information. I believe this lack of information to be an added stressor after experiencing the challenges of migration, acculturation and settling into the new society's norms and customs (Linton et al., 2017). Stewart, (2014) reported that refugees experience multiple challenges in the process of resettlement in countries; i.e., language difficulties, acculturative stress, societal prejudice, and isolation that jeopardize their integration and assimilation into the new society and host country. Refugees also experience these challenges, in addition to violent conflicts, traumatic incidents and separation from family members. The study essentially highlights that those refugees are a vulnerable set of populations and they require extra resources for culturally relevant supports and interventions (Stewart, 2014). The above study suggested that the migrants and refugee community require a wide variety of support and information upon arriving in a new country. There were additional studies that discuss these challenges in depth which vary in fields/areas. These areas further lay the framework for developing themes. These themes were then surfaced as the criterion for the objective analysis of the content's quality. These respective studies are discussed in detail in the Step 1 section of Research Design.

Use of Digital/Internet Platforms

This current section highlights that 'the digital platform was the most useful platform for finding information by a majority of the population; since the current study was based on a website, which was part of an online platform. The current section discusses studies that suggested that most people use digital platforms to find information. The use of the internet has increased with technological advancements and especially during the unprecedented time

of the pandemic. The use of the internet and the digital platform was magnified during an unprecedented pandemic in March 2020, and significant use of the internet was witnessed globally. With a drastic cut in direct human contact, people found the use of the internet to be largely beneficial. People made wise use of the internet; not only for the online purchase of goods and services but also as a medium for social gatherings where they joyfully celebrated events like marriages, anniversaries and birthdays with their families who were dispersed around the world. Canada's Prime Minister Justin Trudeau, announce and launched Universal Broadband funding specifically dedicated to providing Canadians with high-speed internet (Prime Minister Justin Trudeau, 2020). This article further elaborated that this funding was used for building infrastructure across the country; especially in rural areas where internet speed was hard to reach. The Canadian government has invested up to 6 billion dollars in providing internet to Canadians in the past five years. The aim of providing Canadians all over with better quality and high-speed internet was expected to achieve via a partnership with Telesat (Prime Minister Justin Trudeau, 2020).

The use of the internet and other online mediums was prevalent as companies and organizations in different fields use the internet and digital platform for their daily functioning. This was shown by multiple studies conducted in different fields, such as medicine, health care, and caregiving, and they point towards the fact that the digital method was the most frequently used by the majority of the population to find information (Eysenbach & Köhler, 2002). Hsiao & Dillahun, 2018 conducted a semi-structured interview among 18 immigrants and found that ICTs (Information and Communication Technologies) "easily addressed immigrants' settlement needs, however minimally addressed their financial and cultural needs and was not used to address emotional needs" (Hsiao & Dillahun, 2018). The study also concluded that ICTs (Information Communication Technology fostered immigrants' social capital and facilitated their adaptation" (Hsiao & Dillahun, 2018).

Additionally, the internet and digital platform were also used and perceived as mediums of bridging family conflicts and generational gaps. This was studied by Elias & Lemish, 2008 who examined the roles of media in immigrant families in family conflicts and generational gaps. The study concluded that the mass media contributed toward inwards-orientated integration by “vesting in mother-tongue linguistic skills and transmitting cultural heritage and spending time with family members” (Elias & Lemish, 2008). In addition, with “outwards oriented integration by learning about host language linguistic skills and adoption of local youth culture and spending time with peers” (Elias & Lemish, 2008). The involvement of digital platforms was also perceived as a platform for multicultural exposure for the ethnically segregated population. A study by Yoon, 2018 highlighted the importance of digital media practices. This study explored a multicultural sense of belonging and identity through digital media practices of the youth of Korean immigrants. The study concluded that young adults had digital media as a way to experience multicultural facilitators, even though there was offline ethnic segregation (Yoon, 2018).

The Internet medium has also established itself as a powerful medium and can influence the beliefs and behaviour of people, who were new in a country. This was explored by a study conducted by Boamah, 2018 among Ghanaians Immigrants in New Zealand explored the information culture and how the information in New Zealand’s context influences the beliefs and behaviours of Ghanaian immigrants. The results indicated that most Ghanaians Immigrants were interested in education, health, and environmental issues. The study concluded that most Ghanaians preferred the “World Wide Web along with libraries and academic databases” (Boamah, 2018, p. 585). The use of “Social Media, WhatsApp, and mobile phones was also considered reliable ways of communicating information” (Boamah, 2018, p. 585).

Organizations such as government agencies are advancing to an online digital platform for a better customer service approach. This was elaborated by an article by Gintova, 2019

which explored the use of social media platforms such as Twitter and Facebook by Canadian Federal, Provincial and Municipal government agencies. The study further;

“Analysed experiences of government social media users and how they interact on Twitter and Facebook accounts maintained Canadian federal government agency Immigration Refugees and Citizenship Canada (IRCC). The findings indicated that the Canadian Immigration Agencies are using social media as a customer service tool and migrant social media users are turning to government social media to hear directly from the government agencies and expecting personalized answers” (Gintova, 2019, p. 1).

The above-discussed studies have shown that digital platforms had been gaining popularity over the past years, and have become a crucial part of the daily functioning of many organizations in multiple fields along with many migrant communities across many countries.

Use of ‘Google’ Search Engine

This present section discusses that the digital platform ‘Google’, was mostly used and popular medium for searching for information. ‘Google’, has gained enough popularity and reliance over the years; in terms of a credible medium to gain information regarding anything. This was discussed by Brophy & Bawden., 2005 and suggested that people often turn to a digital platform, and “Lookup”, or “Google It” when they need to find resources or learn about something new. This reliance on ‘Google’, led me to speculate about the availability of support resources available for migrants and the refugee population. Therefore, to examine the availability of support services, I searched on google and upon viewing the search results produced by the search engine, ‘ISANS’, was the most popular website that repeatedly appeared, and remained in the top 5 of the search results. Due to the ranking, and repeated appearances on the search engine, it was deemed important to analyze the quality of the ISANS website’s content.

As discussed in the previous ‘Use of Digital/Internet Platform’ section; a digital platform or web-based platform was mostly used to gain access to information, within the web-based platform, it was acknowledged that the ‘Google’ search engine was predominantly used. A study by Deka & Lahkar in 2010 examined the performance of the five most used search engines, by using five sets of experiments using fifty queries to examine the search results produced by the search engines. Each search engine produced a different set of results. However, the evaluation demonstrated that “Google had a significantly higher rate of performance in retrieving web resources as compared to the other four” (Deka & Lahkar, 2010, p. 757). Another study by Goth advocates “Google” as the most ‘commonly known’ and ‘used’ search engine to find information. The research states that “Google” has become a prominent platform and an inventory of information (Goth, 2008). The study was conducted as a comparison with another search engine, whose results concluded that ‘Google’ as a search engine was mostly used.

Denham et.al., (2020) concluded that Google was the most used search engine, mostly used by caregivers of stroke survivors. The study systematically reviewed the results produced by the search engine, which were 20 websites. The study additionally concluded that participants used the search engine to find social and emotional support, addressing issues like social isolation and providing insights into delivering care and developing services for patients (Denham et al., 2020). Similar results were conferred by a study that surveyed 400 Australian adults and results from this research concluded that people found comfort and support in online research regarding their health conditions (Lee et al., 2015). This research additionally contributed that people feeling a sense of relief and comfort by conducting their online research, which helped them gain extra information and a perspective regarding their chronic health conditions.

It was founded by Gálová that google was the most used search engine and contains the largest database of information. The author of this study conducted a comparative analysis among the lexemes searched in German and Czech, to learn the preference of the general public. This research article further discusses the language adaptability feature of google, i.e., google can translate its results into multiple languages (109 languages). Due to this feature, the software was even more accessible to migrant communities and new Canadians (Gálová, 2017). The aforementioned studies have elaborated that 'google', happens to hold a large database in multiple fields due to its excellence in adaptability in multi-facet industries in multiple countries. 'Google' has gained popularity and reliance on the masses of people around the world. This was discovered and affirmed by GT (Google Trend) which researched and evaluated the search patterns of the users (Bragazzi et al., 2017). Studies have also highlighted that people often turn to 'Google', to find information regarding health and health-related questions due to the high coverage of its database. Sünkler and Lewandowski conducted a comparative study between two search engines, i.e., Google and Bing. Participants were asked to search for a few pre-determined tasks and evaluate them on their relevance to results. The participants in this study concluded that Google produced results that were more relevant to the search criteria and therefore were deemed superior compared to Bing in terms of finding accurate results from their search criteria (Sünkler & Lewandowski, 2017).

Limited Time Spent on Websites

This current section discusses the studies and web-based statistics that have suggested that people spent limited time on a website, despite it being a popular medium to find information. The following studies have demonstrated that many factors, such as digital literacy, website interface language, online navigation skills etc., contribute to the amount of time spent on the website and the accessibility of the content. There was research that elaborates

and discusses the number of minutes people spent on websites trying to find any type of information and potential factors that may influence the time spent. Research by Eysenbach & Köhler in 2002 concluded that participants were able to find the information that they were looking for in 5 minutes on the first page of search results (Eysenbach & Köhler, 2002). These results suggest that if the relevant results were found on the first page of search results, people were less likely to view second or consecutive pages for additional or relevant information. Similar results were concluded by Pakkala et.al., who conducted an analytical study for website visitors and it was found that among all web visitors, only 15 to 20% of visitors visited the websites more than 9 times and only 20% of the population spent more than 10 mins on a website. This study implied that the majority of the population (80%) spent less than 10 minutes on any website (Pakkala et al., 2012).

Additionally, parents who were digitally literate and had a higher motivation to find information online may spend more time on websites. However, the number of time parents would spend on the website would entirely depend on the relevance of the information on the webpage and the digital navigational skills. If the users/parents were finding the information they were looking for, they were more likely to stay longer to learn more details, or may leave sooner if they found what they were looking for. However, if parents/users were not able to find the information they were looking for, they were more likely to leave a webpage and visit another website to find more relevant information. This similar user behaviour was shown in the study by Eysenbach and Köhler, (2002), where users preferred to stay longer on a webpage if they found relevant information. The majority of participants did not visit the second page, as they were able to find the relevant information on the first page.

Relevance

The current research aims to conduct a content analysis on the 'ISANS' website, to determine the quality of the present information. Additionally, the including and excluding criteria have been established with the help of the aforementioned studies and statistics in the 'Limited Time Spent on Websites' section. The first page, i.e., the homepage of the ISANS website, was of high importance as it usually acts as a keyhole to most information/services the website/organization provides. The relevant services and support information were usually displayed on the homepage, as a snapshot or display of contents page to provide readers or website visitors a brief overview as an index or list of contents of the goods and/or services provided by the organization or website. The next navigational move was usually determined by whether or not the website/organization addresses or answers the user's requirements or not. If the organization does address a particular requirement, the user was more likely to explore how that requirement would be addressed, and if it would be addressed to an optimum level. For example: 'I', as an immigrant, need assistance with finding 'ESL classes' and 'finding employment', Upon coming upon the homepage of the 'ISANS' website homepage, I learned, if the organization provides those respective services or not. The homepage acts as a traffic driver, if the organization provides support services with finding employment and finding ESL classes, I am more likely to click on the respective link that would lead me to the page that contained more information, which examined how my need to find ESL classes and Employment would be addressed, and if the services would prove to be helpful or not. Therefore, the study analyzed the home page and the second page of each of the navigational links on the homepage of the target organization's website.

Accessibility

The current section of the literature review consisted of studies highlighting factors that contribute to the accessibility of any given content on the web-based platform or digital platform. I believe that accessibility was a crucial aspect of learning and the mere existence of the resources was not enough. The following studies elaborated on the importance of accessibility and the potential factors that can create hindrances to accessing the resources. It was important that the information about supporting resources also needs to be accessible enough for a major part of the population (old and new residents) to be aware of, if not knowledgeable.

The accessibility factor was measured and examined by de Reuver et al., 2018, where the study examines the digital platform in detail and emphasizes the design, structure, longevity, and accessibility. This research addresses the various aspects of digital platforms and suggests methods to use them on an optimum level in the field of research (de Reuver et al., 2018). The results imply that there was a variety of digital platforms, and the design, structure, longevity, and accessibility; and would collectively make a difference in their usage, and there could be different ways to access these digital platforms, based on their designs, structure and longevity.

Added research on the accessibility factor was conducted by Arif, & Kanwal who studied the importance of digital libraries and their acceptance in an Islamic University in Pakistan. The study reported that even though the university accepted the digital medium of their library, external factors such as enough training to access the information online, electricity, and accessibility to female students remained an obstacle. The study emphasized the obstacles and advocated for a change toward more accessibility of digital platforms (Arif & Kanwal, 2009). The results from this study imply that immigrants and refugees that arrived in Canada come from various socio-economic circumstances, and may not have the training

and skills to navigate themselves through the new modes of functioning on the online platform. Therefore, despite the resources being available for them, those might not be of any assistance, as long as the information on the websites was not accessible to them.

Due to the multiple factors hindering accessibility of the content, I believe that there needs to be good quality information on the platforms. The presence of good quality information would provide better support for individuals with lower accessibility. The results from analyzing the content through objective and subjective ways determined the quality of available resources in different fields. The availability of resources in various fields where support was required, along with the cultural congruency of the content determined the holistically quality of the content present. Therefore, the study aimed to conduct a content analysis on the resources and information that was available on the ISANS website and evaluate the quality of the present resources.

Digital Literacy and Prior Knowledge

Accessibility can be affected by many factors; some of these influential factors were from the user's part; i.e., digital literacy, prior knowledge, online navigational skills etc., however, some other influential factors were from the digital part i.e., interface, design, language adaptability features etc. The current section discussed the studies that include digital literacy and prior knowledge as influential factors on the user's behaviours and their apparent effect on the ability to attain information.

This was examined by Çoklar et al., 2017 who conducted a correlational study where information literacy and digital nativity were predictors of online search. The results demonstrated that there was a high correlation between information literacy and information search competencies. In other words, if the user was aware of the contextual knowledge about a given topic, the user was better competent in finding information. The search engine produces

the results based on the words entered in the search bar. If the more relevant words were entered in the search bar, the search engine would produce more relevant results. If the user was not aware of any contextual knowledge; the lack of awareness would impact the words entered in the search bar, thereby producing less relevant results. Information literacy essentially represents awareness about a particular topic that the user was trying to find any information about.

The results further demonstrated that there was a low correlation between digital nativity and information search competencies. Digital nativity was roughly defined in terms of familiarity and comfort with the digital platform (Çoklar et al., 2017). If an individual was not as confident with the digital platform, this further impacted their information search competencies. The results from this research implied that information literacy had more influence on online search. In other words; participants who knew the information beforehand, or were aware of concepts remotely related to the information that they were searching for; impacted their judgement of online search (Çoklar et al., 2017).

The research demonstrated the importance of an awareness of a specific type of information being already known to the general public, i.e., the knowledge or awareness that this information was available/exists and can be accessed. If the information was not known, the participants would not know what to search for during an online search. This establishes the importance that the quality information should be displayed on multiple platforms to have quality support more visually accessible for newcomers; especially on the physical and virtual platforms where the migrants and refugees would easily come across and learn/search more about it.

Similar to the above study, digital literacy has been deemed important in most fields, the following studies examined and explored digital nativity and literacy in schools and educational institutions. This was achieved by Hatlevik et.al., who explored digital

literacy/competencies among students in Norwegian schools. The results demonstrated that there was diversity among students' digital competencies (Hatlevik et al., 2015). An additional study along a similar line was conducted by Lakkala et al., who explored the digital competencies of teachers in Finland. This research implied the importance of digital platforms and advocated the need for teachers to be digitally literate and competent to build a supportive relationship with their students. This research highlighted the importance of the growing importance of digital media and its prevalence (Lakkala et al., 2011). Given that this research discusses the importance of teachers having digital literacy, I believe that it was also important that parents and extended families should be digitally competent as well as be able of finding important information on the web and support themselves with important information while being able to cultivate a relationship with their children.

Along similar lines of digital literacy, alternative research by Kodagoda and Wong (2008) explored digital literacy and its influence on search outcomes. The results indicated that people who had low literacy rates, 'took longer time to complete a task', 'spent more time on web pages, but didn't gain from the information, 'were a lot less focused on search techniques and strategies, 'kept revisiting the webpages', and 'experienced difficulty in navigating their way through the search engine and webpages' (Kodagoda & Wong, 2008, p. 173). The results from this study demonstrated that web visitors with lower-digital literacy experienced difficulty in navigating their way through the search. Additionally, they spend more time and the information they found was irrelevant.

I believe that there may be chances that the few migrant communities and new Canadians may not be as digitally literate and may experience the same difficulties in finding the information on websites as the participants in the previous study. In such cases, the complexities of the web pages add to the problem instead of helping. I believe that the

information on the web pages should be more prominent, and easily accessible in terms of navigation and finding information, along with the language adaptability feature.

In terms of adaptability and familiarity, it was found by Koponen and Väättäjä (2009) that the journalists who used smartphones regularly were confident. This study interviewed journalists who were smartphone users and used their mobile phones, on regular basis in their professional life and work-related tasks. The results from this study showed that the participants who were qualified and digitally literate, not only found that it was easy and convenient to navigate through the technology but also chose to use it on a regular or daily basis (Koponen & Väättäjä, 2009). A qualitative study by Kodagoda et al., (2009) examined digital literacy. Participants were tested for digital literacy in advance and were divided into two groups, (i.e., high literacy and low literacy). The participants were provided with a task, followed by a semi-structured interview. The results showed that lower literacy participants functioned differently compared to high literacy participants (Kodagoda et al., 2009). The above studies lead me to conclude that digital literacy plays a major role for an individual to navigate their way through the sea of online information to find specific and relevant information that they need. In the case of my study, where the migrants and refugees might not be as digitally literate, may find it difficult to find relevant information. Hence, I believe that quality information regarding support and settlement services should be available on multiple platforms for new Canadians to easily access. For example; ISANS has a stronger virtual online presence which appears easily when relevant search criteria were searched, along with having higher physical availability, i.e., location of the organization, having pamphlets/posters at visually accessible areas at grocery stores and religious establishments, schools, colleges etc.

Interface

Some influential factors were from the digital part i.e., interface, design, language adaptability features etc, that influence the online behaviours of users in turn affecting accessibility to information. The current section discusses the elements that influence factors that can cause hindrance to the accessibility which exists from the online platform's end. These components were variations on the website or webpage that represents a certain image. These variations were manifested for potential dramatic or cosmetic projection of a website. For example, a website that was dedicated to a horror show/book would have certain colours, fonts, and animations that would accurately represent the said horror show/book. This design of any website was referred to as an Interface or Website Presentation of the website.

Studies have shown that the website's design and/or interface can potentially impact the user's experience in attaining information. It was found out that the website's appearance also makes a difference in accessibility and web traffic (number of visitors per unit time i.e., hour, day, week etc...). A study by Hong et al., (2004) researched to examine website visitors' attitudes toward the web interface (the design of the website). The researchers conducted a comparative analysis between two types of websites ('all text design' versus 'text and image design'). The results showed that people were more inclined toward the 'image and text design' format of the website (Hong et al., 2004). This study demonstrated that the design of the website plays a significant role in the time spent by the viewers on the webpage. The research demonstrated that the users were inclined towards a website or a webpage that had more pictorial representations. The presentation or interface of the website plays a major role in determining how long a user would stay on the web page and browse for information (Hong et al., 2004). However, the amount of information gained from a website was also an important factor. I believe that the interface of the website should be balanced, in terms of having equality of images corresponding to the textual information. I believe that the multimedia content; i.e.,

images would increase the time spent on the website, and the corresponding textual information would be informative/educative for the reader. The website should serve its purpose, i.e., providing appropriate information to the readers. The readers may tend to stay longer on a website because of more pictorial representations. However, the images/graphics/ and pictorial representation were done for cosmetic appearance to increase the footfall (i.e., frequency of web visitors in a certain set time). The cosmetic beautification of the website may not serve the actual purpose of providing accurate information to the readers. Therefore, I believe that the website's interface should be balanced, along with accurate representations of texts and images.

Relevance. Reviewing the above studies by Çoklar et al., 2017., and Kodagoda et al., 2009., led me to conclude that higher digital literacy leads to quicker access to the content on the website. Similarly, lower digital literacy leads to slower access to the content on the website. Additionally, the interface of the website could potentially cause difficulty in accessing the information for people with lower digital literacy; but have little to no effect on the accessibility for people with higher digital literacy. The rate of accessibility could differ for various people based on factors such as digital literacy, language, interface etc, and other potential unknown factors. However, these variables were subjective to individual experience and may vary across different demographics. The only constant in the equation was the content on the website that remains the same. Therefore, it was deemed important to examine the quality of the ISANS website's content to examine whether good quality information was present to assist newcomers.

Methodology

I conducted a content analysis on the ISANS organization's website. This content analysis was aimed at determining the quality of information on the website. The current study follows a method of inductive content analysis. An inductive method is a bottom-up approach that entails initial stages of 'observation', followed by recognition of 'pattern'. After recognition of the pattern a generalized or tentative 'hypothesis' was formed. This general hypothesis is/can be put through further testing, thus proving or disproving of hypothesis, which further establishes the theory based on results. Results being congruent or incongruent to the established hypothesis establishes the reliability of the theory (Burney & Saleem, 2008). The current study was initiated by observation of literature (elaborated in Step 1 of the following Research Design section), where multiple studies have suggested that migrants and refugees experience challenges and a variety of support was needed for them. These studies were further reviewed and a pattern of different areas was established where support was needed. These areas were further developed into themes. These themes reflected various areas where challenges were experienced and where respective/relevant support services were needed (elaborated in Step 2 and Step 3 of the following Research Design section). This further leads to the hypothesis that the availability or presence of information regarding these support services was reflect the objective quality of the content that was present on the website. Presence or absence reflected the positive or negative objective quality respectively.

Along with the objective lens, the analysis process involved a subjective lens. The subjective lens incorporated my Indian cultural perspective of an immigrant which involved analyzing the website's content through my cultural context. The analysis of content through a subjective lens followed a pattern of categorizing the content into 'culturally congruent content', 'culturally incongruent content advice' and 'culturally irrelevant' by analyzing suggestive language (if any present). The pattern of categorization was taken from Ostry et al.,

(2008). The analysis entailed examining the information on the website to establish its cultural congruency. I believe this aligned with the current analysis of the ISANS website as the ISANS organization supports migrants and refugees who belong to a plethora of cultural diversity. However, the decision, of whether the advice (if any) on the website was congruent or not, was made within the appropriateness of my cultural perspective as an Indian-immigrant woman of colour and Maslow's Hierarchy of Needs.

Why Content Analysis?

I believe that content analysis was an appropriate tool to analyze the information represented on the website while highlighting the genuine content present on the website. Research by Ostry et al., 2008; Hasim et al., 2018; Takaffoli et al., 2020; Melian and Camprubí, 2021; has demonstrated that content analysis, as a method has proved to be a useful tool to analyze information. These studies and the importance of using content analysis were discussed below in detail.

The first research that I would like to discuss to establish the importance of content analysis was by Ostry et al., 2008. The research by Ostry et al., conducted content analysis on websites that were highly visited for seeking health and nutrition information. These websites were nutrition-based websites that Canadians used to find information about health and diet. The study aimed at spreading knowledge, understanding and awareness about the nutritional health content "to provide policymakers with better communication and health promotion tools" (Ostry et al., 2008). The researchers included multiple websites (commercial and non-commercial or government websites) and found out that the non-commercial websites were better, in terms of advising about health and nutrition, screening and editing appropriate articles for health and nutrition (Ostry et al., 2008). This study found uneven information and a lack of

clarity in some aspects of the websites. The authors were able to deeply analyze the information presented on the website.

The researchers in the aforementioned study developed a coding model and quantified the language of the website into congruent advice, incongruent advice, no advice, and mixed advice the website gave. This was determined by analyzing the texts that used suggestive language terms that were used in the website which was then quantified and elaborated on the ratio of congruent and incongruent advice. This analysis was better able to represent the website's information and what its content implied (Ostry et al., 2008). The results from this study showed the quality of the information displayed on the websites. Learning about the quality of the website's content was important for policymakers and organizations to update the correct information and prevent misconceptions about nutrition. I believe that content analysis as a method for analyzing the quality proved to be a useful tool as it provided critical analysis through which it was identified that there was inconsistent advice, such as; "uneven messaging about fruit and vegetable" (Ostry et al., 2008, p. 648); in addition to advice that was incongruent with the central component of Canada Food Guide, i.e., 'Eat a Variety of Foods.

Additionally, the researchers followed a method of categorizing the information on the website as congruent, incongruent, no advice, and mixed advice. This method of categorization stimulated the adaptation of categorization of the ISANS website's content into culturally congruent, incongruent, and not-relevant content. This enabled me to organize the content based on its appropriateness and thereby determine its subjective quality. The content analysis presented as useful to interpret the information and identify misleading advice; i.e., in the current context of the study determining culturally congruent and incongruent content (Ostry et al., 2008). I believed this to be an important factor to incorporate as the subjective analysis revolved around the cultural appropriateness of the ISANS website's content. Especially, as the organization outlines its major services around immigrants and refugees while assisting the

culturally diverse population. This method of content analysis established the importance of emergent congruency and non-congruency adaptation for cultural perspective. This led me to conclude that content analysis was an appropriate tool for analyzing content on web-based platforms, to depict and narrate information present. The information displayed on the website was collected, organized and analyzed thereby representing the true themes that emerged towards the conclusion of the study. I believe that following the method of content analysis for examining the ISANS website was a useful tool to analyze the website's content to examine the overall quality of information that was available to support new Canadian families.

The second research that I would like to discuss to highlight the requirement for content analysis was by Hasim et al., (2018). The study by Hasim et al., 2018 focused on identifying sustainability initiatives highlighted by the university's website (Hasim et al., 2018). The researchers conducted a content analysis on thirty-nine Australian Universities' websites and reviewed the publicly available data, i.e., information on the website and pdf documents attached. These universities had committed to sustainable initiatives. The researchers started by searching the term 'sustainability, on the search bar of websites. This was further followed by analyzing the presented data. The identified data that was relevant to sustainable practices were then classified. This categorized data was further reviewed, and themes that were relevant to sustainability were analyzed and highlighted. The analysis from the thirty-nine universities' websites leads to emerging of twenty themes. These themes were 'statements of future vision', 'policy and plan', 'special position', 'committee/team', 'department/office/unit', 'reporting', 'energy-efficient, 'water efficiency', 'waste management (reduction/reuse/recycling)', 'biodiversity/ecosystem preservation', 'pollution prevention/emission control', 'green transportation/travelling', 'green building and infrastructure', 'Green procurement/purchasing', 'Green IT, office and laboratory', 'education (academic programs) and research community engagement, 'knowledge enhancement (campaigns and training

programs)', 'alliances with other higher education associations, 'collaborations' (Hasim et al., 2018, p. 5-6). These themes proved evidence that the universities' made an effort to publicly identify themselves as an organization that follows eco-friendly practices (Hasim et al., 2018). I believe that the study by Hasim et al., (2018) suggested a method of analyzing the web text which enabled the representation of web content, and organization of the content while being able to highlight the initiative taken by universities to follow sustainable and eco-friendly practices. Following the similar pathway as the aforementioned study, i.e., analyzing the content, followed by organizing the information into relevance to the emerged themes, led to establishing an optimum representation of the content and clarity of the genuine support resources available on the 'ISANS' website.

The third study that I would like to discuss was by Melian and Camprubí, (2021), which examined the accessibility of museum websites for a vulnerable population. This examination for accessibility was achieved by content analysis. Along the lines of emphasizing accessibility, the study by Melian and Camprubí, (2021), highlighted the importance of accessibility for a vulnerable group of population and demonstrated that content analysis has proved to be a useful tool to analyze not only the information available; but also, the web site's functionality in terms of accessibility. Content analysis was conducted on the websites, with the vision of being accessible and functional for tourists with special needs. The websites were analyzed to examine if the websites were functional enough in terms of colours, contrast, page layout, graphics, font size, font colour website navigation etc. The appropriate standards were determined by Disability Rights Commission. The current state of websites was measured against the standards set by Disability Rights Commissions, and the websites were analyzed to examine if their standards were appropriate for multiple disabilities (Melian & Camprubí, 2021). This study highlighted that website functionality plays an important role in the accessibility of a website, and consequently the information on it. The results from this study

concluded that websites were not accessible and improvements were required in multiple areas on the web-based information platform.

I believe that in the aforementioned study; content analysis proved to be an efficient way to examine the website quality, technical functionality, latest information, and other relevant aspects. This study has also further demonstrated that the accessibility of information on a website was hindered due to its potential technical malfunction; however, content analysis proved itself to be an appropriate tool to examine the functionality of forty-five Museum websites in Barcelona. Accessibility was an important factor for a diversity of population to have access to the information on the virtual platform.

The above-mentioned studies have demonstrated that content analysis was a useful tool to analyze the information available on websites or any other online platform. The aforementioned studies have also demonstrated that content analysis proved to be an efficient way to examine the website quality, technical functionality, latest information, and other relevant aspects. These studies have further demonstrated that the accessibility of information on a website was hindered due to its potential technical malfunction; however, content analysis proved itself to be an appropriate tool to examine the functionality of the website.

Why ISANS?

This research would be content analysis on the I-SANS website. This website holds a collection of information and resources which were needed and deemed helpful for migrant communities and new Canadians in navigating their way in a new country. ISANS is the primary and most important immigrant settlement organization in Nova Scotia. Therefore, it was important to examine this website, as it is the organization that almost all immigrants and refugees requiring assistance in Nova Scotia would visit. This website has information and resources for seminars for job search, settlement resources, employment support programs,

housing, ESL classes etc. This analysis would revolve around the availability of information and overall quality of overall support programs in the Canadian communities which assist children, youth, parents and families of migrant and refugee communities. The objective of this research was to analyze the information and its quality on the ISANS website. I believe that this aspect needs to be addressed as it was important to educate the new Canadians about the available support resources that were available to new Canadians to assist them in learning about the new country and overall assistance in settling into the new society

As discussed previously, this research conducted a content analysis on the ISANS (Immigrant Support Association of Nova Scotia) website. This website was chosen as it serves the information and enlists the resources that aim to support the new migrant communities that arrive in Nova Scotia. In Nova Scotia, there were few resources for new immigrants and smaller immigrant communities. Therefore, ISANS was considered a rational choice for migrants and refugees; as opposed to in places like Toronto, where communities were larger and there were more Settlement agencies. Additionally, the organization of ISANS was located at a physical location that was consequently shared by other businesses/organizations such as a shopping centre (which offers more than 170 stores and services), along with multiple grocery stores, restaurants, banks and salons in Halifax Nova Scotia. Since the location of the office was at a central hub of shopping and other accessories for the general public, people were more likely to notice its advertisement conduct their web research on the services of ISANS organization and read their website on their time. This was supported by Claver-Cortés et al., (2020) who demonstrated that the geographical location of an organization influences the business inflow and popularity (Claver-Cortés et al., 2020). Claver-Cortés et al., (2020) conducted a study to analyze the MNE Multi-National Enterprises' location decisions. The research explores that an MNE was bound to locate in an area with a higher degree of agglomeration, being one of the

research's objectives. The study proved that agglomeration influenced and favoured the innovation of MNEs (Claver-Cortés et al., 2020).

Similar results were inferred by Barnard et al., 2011, which concluded that the location of the business contributed to the business's popularity. The study established the importance of gaining popularity in a physical location of an organization. This was proved evident by a study by Barnard et al., (2011) researched South African SMMEs which aimed at “investigating the macro-environmental factors that may influence location decisions and how these decisions would impact business performance of SMMEs (Small Medium and Micro Enterprises)”, (Barnard et al., 2011). The study constitutes a collection of 175 SMMEs and a questionnaire developed by researchers was used to collect information on “factors influencing location decisions as well as its measurement on business performance” (Barnard et al., 2011, p. 111). The results demonstrated a positive relationship existed between location, rental rates, inflation, interest rates, green buildings, and business performance (Barnard et al., 2011).

The website was also chosen due to its repeated appearance on a virtual platform established its popularity (Eysenbach & Köhler, 2002). The study by Eysenbach and Köhler, (2002), and Yoga et al., (2019) established the frequent use of digital platforms to find information. Upon searching for “Organizations that help immigrants” on ‘google’ as a search engine; ‘ISANS’ was displayed repeatedly. This was predominantly due to ‘Google’, having access to the user’s geographical location, based on country, state, city and suburb. Additionally, ‘Google’, keep a record of previously searched information and often repeats the same search results if searched again. Due to its repeated display, geographical location, and being on the top of the first few displayed results; ‘ISANS’ was perceived as popular.

The method design and framework of the current study were based upon previous research which suggested that digital media/platform was the most used platform for searching for information (Forkner-Dunn, 2003), and Google was the most used search engine by web

visitors (Deka & Lahkar, 2010). Additionally, studies have also demonstrated that web visitors select the first few websites on the top of the first page of the search results (Eysenbach & Köhler, 2002). Hence, the framework for this research was designed by a similar pathway, i.e., Google's first page of web page results, and one of the websites that occur on the top. When searching for immigrant support websites, the ISANS website was one of the first five results on the first page of the search results.

The aforementioned studies have suggested that an organization's location and repeated online appearances impact its business performance, and locations with higher agglomeration benefit a business in terms of the location itself acting as an advertisement spot, thereby increasing footfall. People were more likely to become aware of its existence thus contributing to the popularity of the organization and may reach out to that organization when they need to. Previous research has demonstrated that the physical location of the isans' organization, contributes to its popularity. Due to its location and a strong online presence, it was safe to conclude that the ISANS organization was well known, if not popular. Therefore, it further led me to believe and advocate that the organization should use its presence and popularity for spreading awareness about resources such as parenting support programs, family support groups, settlement programs, assistance programs regarding employment and housing assistance, along with language classes. This paper focused on establishing a foundation to spread awareness in the migrant and refugee communities that resources in multiple areas are available to assist new Canadian families and parents to help settle in the new country.

Research Design

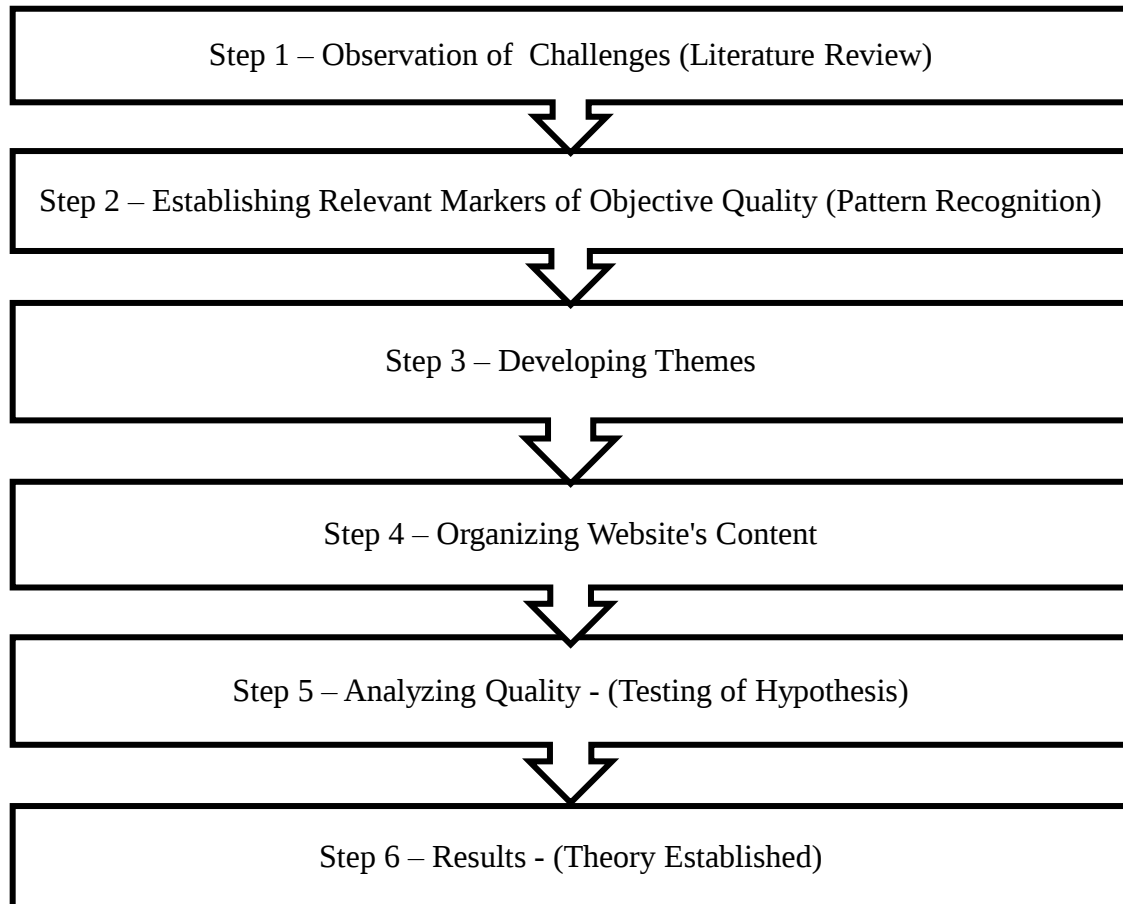
The current study follows an inductive approach whereby, the study follows a non-traditional upside-down approach. The inductive approach begins with a stage of observation of a certain phenomenon that leads to a recognition of a pattern. This is then followed by forming of a tentative hypothesis, which is further tested. The results from testing led to accepting or rejecting the hypothesis thereby confirming a theory (Burney & Saleem, 2008); (Bhandari, 2022); (Streefkerk, 2022). The method of inductive approach was applied to the current study, whilst following a modified flow chart from Hasim, et al., (2018) study. See Figure 1: Flow chart for Content Analysis for Current Study.

- The first step of observation entailed reviewing the literature which suggested that migrants and refugee communities are a vulnerable group of population and require support in settling in a new country.
- The second step of the inductive approach was the recognition of the pattern. Challenges in various areas were recognized, and its implication referred to areas where support services are needed. These areas of support services were recognized as patterns, which in turn became the markers of the objective quality. The themes that emerged through literature, guided the further analysis process. The emergent themes provided a foundational basis for the objective analysis of the ISANS website. “A literature review provides the basis for building a new conceptual model or theory, and it can be valuable when aiming to map the development of a particular research field over time.” (Snyder, 2019, p. 334).
- The third step entailed, developing the criteria for each of the themes in the Canadian Nova Scotian context. These developed criteria were used to determine the presence of relevant information on the website’s content for objective analysis.

- The fourth step entailed organizing the web pages into categories. The categorization of the webpage was adopted from the organization's homepage. Two additional categories were created to harbour the webpages that weren't already categorized by the organization's webpage.
- The fifth step was forming and testing a tentative hypothesis. This was achieved by hypothesizing that, the presence of information relevant to the themes would reflect the positive objective quality. In addition, the presence of culturally congruent content (determined by the researcher's cultural and immigrant background), would reflect the subjective quality. The objective and subjective would collectively determine the overall quality of the website's content. The objective perspective included the aspects which were relevant to the developed themes, and the subjective perspective included the analysis of the website's content quality with respect to cultural appropriateness/congruence from my Indian cultural perspective.
- The sixth step was conducting the analysis itself, and the results would either confirm or deny the hypothesis, thereby forming a theory. The theory is that the presence of content that is relevant to criteria for objective themes and culturally congruent would reflect a positive good quality. The absence of information that is relevant to the objective theme along with the presence of culturally irrelevant or culturally incongruent content would reflect negative quality. See Figure 1: Flow chart for Content Analysis for Current Study.

Figure 1:

Title: Flow chart for Content Analysis for Current Study



Note. Adapted and modified from “Commitment to sustainability: A content analysis of website for university organizations”, by M. S. Hasim *et al* 2018 *IOP Conf. Ser.: Earth Environ. Sci.* **117** 012046, p.4. (Doi: 10.1088/1755-1315/117/1/012046).

Step 1 Observation of Challenges

In this research, step 1 signifies attaining information and observing various challenges experienced by the migrant and refugee communities. The following section titled ‘*Immigrants/Refugees and Challenges (Part 2)*’ contains studies that elaborated on various aspects of challenges experienced by migrants and refugee demographics. The following literature highlighted many areas where challenges are experienced, thereby implying that

those are the areas where more support services are needed. These areas were then represented as themes that guided the objective analysis process. The analysis of quality was two-dimensional, i.e., objective and subjective. The objective analysis reflected the availability of most needed support services, and the subjective lens analyzed the cultural appropriateness of the present service through my perspective as an immigrant woman's colour and Maslow's Hierarchy of Needs thereby reflecting the overall quality.

Immigrants/Refugees and Challenges (Part 2)

Past studies, statistics and census reports have shown that there were high numbers of migrants, and refugees permitted in Canada (Immigration & Refugees and Citizenship Canada, 2020). However, the migrants and refugees come from many countries, which have different cultures, and traditions along with different cultures and diverse backgrounds. Nonetheless, there are times, when these refugee and migrant communities need assistance to adapt and acculturate to the newly adopted country. The current section elaborates on challenges experienced by migrant and refugee communities. I believe this to be an added stressor after experiencing the challenges of migration, assimilation acculturation and integration into the new society's norms and customs (Linton et al., 2017). The current section includes the studies that elaborate on the challenges experienced by the migrant and refugee communities in explicit detail. This literature review highlights the areas of assistance and support services that are needed by immigrants and refugees. These required support areas were then established as drafted themes and supported by finalized relevant literature in Step 2. Step 2, highlighted multiple areas of support, that were identified by studies. These areas were established as themes and/or areas, which became the foundation for the analysis of the objective quality of content on the ISANS website.

A report was submitted to the Canadian Parliament by IRCC (Immigration & Refugees and Citizenship Canada, 2020), and according to the 2020 Annual Report to the Canadian Parliament on Immigration, in 2019 there were 5,774,342 travel documents issued, 404,369 temporary work permits, 74,586 individuals transitioned from temporary to permanent status, along with 341,180 permanent residents were admitted to Canada (Immigration & Refugees and Citizenship Canada, 2020). These people have migrated to Canada from different countries, that have different cultures, traditions, beliefs, religions and practices. Migration has increased the cultural diversity within Canadian communities, and therefore, it was important for Canadian communities, and the migrant and refugee communities to learn about each other cultures, traditions, norms, health care, medical resources, and the system as a whole of a new country in order to encourage smoother settlement and acculturation process into new Canadian communities. Stewart, (2014) reported that refugees experience multiple challenges in the process of resettlement in countries; i.e., language difficulties, acculturative stress, societal prejudice, and isolation that jeopardize their settlement and acculturation into the new society and host country.

Challenges in Accessing Health Care. This necessity for support services for migrants and refugees was even more prominent in terms of preventative measures that were deemed important. The article by Pottie et al., 2011, discussed preventative health care for migrants and various factors that affect their health. This study was conducted in Canada and the research article gives a brief snapshot of the statistical data of the incoming migration in Canada. The paper cites that, in the permanent residence category, there were 66,000 families, 131,000 economic class migrants and more than 28,000 refugees; and in the temporary residence category, there were 165,000 migrant workers.

These migrants and refugee workers contribute to the Canadian economy, demographics and population as some migrate with their families. New migrants and refugee communities require support services to assist them in the resettlement process along with ensuring that they have adequate access/availability to health support resources. Therefore, the new Canadian families need to become knowledgeable about the workings of government agencies, medical systems, settlement programs, and other children and family support services. This was explored and elaborated by Beiser (2005) where the researchers explored the health of immigrants and concluded that Canada admits almost 200,000 immigrants every year (Beiser, 2005). This study advocated the requirement of better health resources for new Canadians. The study highlighted that there were rigorous measures that were taken to ensure that healthy immigrants were admitted, however, few policies were directed toward the immigrants to support and maintain their health after they arrive in Canada. The study was based on the external stressors that were caused because of migration and resettlement processes which in turn impact the health of immigrants. This study essentially highlights that immigrants go through a process that affects their health and more resources and policies are needed to help support immigrants and their health (Beiser, 2005).

Coming from a perspective of a migrant woman of colour, I believe that the presence of resources and information to guide and support the health of newcomers is of utmost importance. A lack of support services can render the new Canadians unaware, and aloof regarding the new country's system of overall functioning. Some examples of the guiding/advising information are; finding health clinics, doctors, health insurance, provincial health cover etc., along with respective policies and procedures for the same to access the same resource. I believe that there was a need for a holistic approach toward migrants and refugee communities to provide them with a wholesome supportive and functioning life in a new society, which helped them integrate and settle in a new country.

The aforementioned study by Beiser, (2005) demonstrated that there was a lack of resources for supporting the immigrants and their health. Along similar lines, the study by Swinkels et al., 2011 examined and emphasize inequities in health to identify clinical care gaps, results suggested that there were multiple infectious diseases, four mental health conditions, three paternal and child care issues and other physical and health issues were found to persist among immigrants. The health practitioners who worked for immigrants reported that there was a shortage of coverage and resources to assist the migrants with these issues (Swinkels et al., 2011). The above studies have demonstrated that there was a scarcity of resources and support services for migrants and refugee communities to assist them in resettling in a new country. The study by Swinkels, et al., (2011) elaborated that a lack of resources and failure to address the said concerns can escalate to higher mental health and physical health crises among migrant and refugee communities. In addition to the lack of resources, there were existing barriers that hinder the accessibility to the resources that were already abundantly present. This was explored by Ahmed et al., 2016, who evaluated multiple studies and explored the factors that influence the accessibility of primary health care by the immigrant population in Canada. The study concluded that the barriers were based on five themes; i.e., culture, communication, socio-economic status, health care system structure and immigrant knowledge. This study reviewed sixty articles and identified the aforementioned various areas which were hurdles toward accessibility of resources for primary health care (Ahmed et al., 2016). The availability and accessibility of these resources were explored by another research that discusses clinical guidelines for refugees and migrants which outlines clinical preventive care, i.e., educating potential migrants and refugees about vaccinations against multiple infections and diseases and providing these to at-risk immigrants. The research elaborates on detecting and providing mental health support for refugee and migrant families. The research suggests that migrants require external support and care, i.e., vaccinations, health care, mental health support, and

family support (Pottie et al., 2011). The above studies have highlighted that there were not only limited resources but barriers as well; services that were already present for health care were for migrants and refugee communities. Additionally, the study also highlights the importance of having preventative health care measures for migrants and refugee communities. The study advocates the importance of preventative measures, that need to be in place for migrants and refugee communities, who could potentially be unaware of the new country's system and agencies (Pottie et al. 2011).

Relevance. This present study highlights the importance of having quality resources available to support migrant and refugee communities. The above studies have highlighted that migrants and refugees experience challenges in receiving health care services with additional hindrances to access to health care services. Being an immigrant myself; as per my experience, when I arrived in Canada, I was not aware of the health services provided here in Nova Scotia, along with the ways and methods to access them. The health care system in Canada was very different from my home country, and the difference creates misconceptions regarding services and facilities; that further add to challenges to accessing proper health care. Due to my experience and the highlighted need for proper health care availability by the aforementioned studies, it was deemed important of having preventative health care guidance as a drafted theme. The theme of preventative health care guidance essentially entailed information or services that would guide and advise the newcomers regarding the health care system and ways to access the required services.

Lack of Mental Health and Social Support. The importance of the support systems for migrant and refugee communities was explored in the following study by Simich et al., (2005) who conducted a qualitative study among 137 service providers and policymakers and

interviewed about perceived social support. It was concluded that many immigrants experience systemic challenges, i.e., limited resources, lack of integration of policies and programs narrow service mandates; and perceived social support. The study concludes that perceived social support plays a vital role in an immigrant's mental health (Simich et al., 2005). This led me to wonder if the differences in culture and traditions can also lead the new Canadians to be marginalized. Additionally, if the migrants and refugees were unable to conform to the new social norms and customs, this can also affect the migrant and refugee's mental health. This further led me to conclude, that there was a need for a platform that would provide culturally accommodating mental health support to the migrant and refugee communities that would help them integrate better into society and receive better social and community support. There was additional research by Stewart et al., 2011 aimed to explore other challenges and barriers experienced by senior immigrants. The findings showed that most seniors reported financial and language difficulties, health problems, discrimination, family conflicts and social isolation, in addition to inadequate support from social and health services (Stewart et al., 2011).

In an additional study, the researchers conducted a study among women who were primary caregivers and belonged to different communities. The study hypothesized that there would be a lack of social support and potential social exclusion, and this hypothesis was proven to be correct (Hynie et al., 2011). This study further highlights the need for higher connectivity and community support among newcomers in Canada.

In addition to having mental health support services available the importance of social support and social capital was studied by Hanley et al., (2018), who conducted a four-year longitudinal study that explored how Syrian refugees who were sponsored to Montreal were able to find social support and build social capital for employment and housing. The study was administered by surveying 626 Privately-Sponsored refugees and showed that family support

and social connections helped them in finding employment and housing. The researchers found evidence of strong social capital among recently resettled Syrians.

Relevance. This study by Hanley et al., (2018) focused on employment and housing alone, however, in addition to housing and employment, it was also important for the refugee families to be aware of the overall functioning of a Canadian, Nova Scotian society for proper settlement and acculturation. Whilst having a stable social circle that enacts as a concrete support system for the newly arrived. According to Maslow's Hierarchy of Needs, apart from basic physiological needs, physical safety, mental and emotional security, community support and other factors that could potentially contribute to refugee and immigrants' psychological well-being. Maslow referred to these needs as psychological needs, which were the 2nd in the hierarchy of needs (Maslow, 1943) as cited in (McLeod, 2007).

The aforementioned studies have highlighted that the process of migration and assimilation takes a toll on the mental health of immigrants and refugees, and enough support and resources were needed through the process of settling into a new country. The above studies collectively discussed the challenges experienced by new Canadians (Refugees and Migrants). Some of the challenges were the lack of social support and social exclusion, due to race, ethnicity, language, religion, and immigrant status. This research highlighted the importance and the need for support resources to support the migrant and refugee communities even within senior communities. Due to the highlighted importance of social support and mental health support by the aforementioned studies; it was deemed important to have social support and mental health support as a drafted theme; to become the foundation for the quality analysis of the ISANS website content.

Language Incompatibility. An additional aspect that can be a potential hindrance for the newcomers was communication; and the challenges caused by language difference that prevents the newcomers to access the available support services. The severity of language differences and their consequences were discussed in detail in the following studies. Language difference hinders accessibility to content on web-based platforms or digital platforms. The following research discusses the language element, that causes potential hindrance in the process of gaining information. A study by Berland et al., 2001, analyzed website content and its information. These websites had information related to health and breast cancer, depression, obesity and child asthma. The research aimed to analyze these websites for information and their accessibility in English and Spanish. The results from this study demonstrated that less than 1/4th of the results from the search engine were relevant. The clinical element on websites were less than 45% and was in English. The language used on the websites required a minimum of high school level education (Berland et al., 2001). The results from this study showed that the websites and their information were not completely accessible, relevant and adaptable to the major migrant demographics.

I believe that having awareness about language adaptability/translation features on browsers serves as an advantage as most migrants and refugees have English as their second or third language. However, making optimum use of this feature is influenced by the digital nativity or digital literacy and prior knowledge of each individual. This further contributes to the accessibility of the content present on the website. Language adaptability is a feature that is usually available on the browser through which the website was viewed. This feature in the browser essentially enables the website's text to be translated into desired/multiple languages. The number of languages the browser can translate to varies across different browsers. If the browsers have language adaptability, new Canadians were more likely to visit to gain more

information, especially when that information was accessible in multiple languages which could be close to their culture and easily comprehensible.

Language barriers have also resulted in potential hindrances to community support for migrants and refugees. This was explored and studied by Fleming who advocated the importance of the promotion of ESL (English as Second Language). This article discusses the importance of immigrants for the economic survival of the country. However, there were shortages of ESL resources for the newcomers as learning English or French (the two official languages of Canada) plays a vital role in the integration and assimilation process for migrants. Due to the scarcity of resources in the process of integration and assimilation of migrants into a new environment, it becomes harder and more challenging for new arrivals in the country (Fleming, 2007).

In such cases, children were the first receivers of the information, who then translate, explain and communicate to the parents. This phenomenon was studied by Hua and Costigan who explored the concept of language brokering and its effect on levels of stress, quality of relationship with parents, and parental psychological control and added expectation. This study explored the effect of the language barrier on children as they act as informal translators for their parents. One hundred and eighty-two Chinese adolescents who lived in Canada participated in the study and reported to enact as language brokers (informally translating for parents). The study concluded that higher frequencies of the brokerage were associated with poorer psychological health for adolescents, higher parent-child conflict and adolescents perceived that their parents were highly psychologically controlling as it incorporated a higher sense of accountability from children towards parents (Hua & Costigan, 2012).

The study further highlighted that, due to the lack of ESL sources, and lack of accessibility for the new Canadians, their children were bestowed the responsibility of translating for their parents. Furthermore, I believe that this may result in involving children in

situations that might not necessarily be deemed appropriate for them, thereby exposing children and adolescents to too much information, which may further cause them an increase their mental stress and deteriorate the parent-child relationship quality (Hua & Costigan, 2012). The language barrier happened to be one of the challenges experienced by migrant and refugee communities, therefore it was important to have linguistically accessible language as a theme/factor that would determine the objective quality of the website's content.

Differences in Family Functioning. The studies in this section discuss cultural differences in the family functioning of migrants and refugees. It was reported by Fantino and Colak, (2001) that children experience multiple challenges like identity crises along with additional reporting perceived marginalization and discrimination. This was further researched and discussed that children of refugee families experience identity crises, while they were trying to settle in a new home country. This article elaborates on the aspect that children of refugee families have special needs due to their past traumatic experiences (Fantino & Colak, 2001).

I agree with the foundation this article was based on, i.e., children of refugee families having special needs due to their past traumatic experiences (i.e., fleeing war zones, separation from loved ones, and experiencing loss) that I have witnessed in my past job while working with a Bhutanese refugee family. I was placed as a family mentor with a Bhutanese refugee family. Being a migrant woman of colour, and being part of family support services, I was seen as an ideal candidate who could enact a bridge between family support services, and the family who belonged from a different cultural background (which was culturally closer to my cultural background). I was the bridge who was able to explain the cultural and traditional beliefs to the family support services and; represent family support services' goals, intentions and purposes to the family. This experience resulted in me learning and realizing that there was a

need for a bridge for a smooth flow of communication between the families and agencies which work with children and families.

This experience highlighted that there was a need for more resources to be made available to the refugee children and families, and it was even more important that the newcomers were aware of the resources available to them for ongoing child and family support. Therefore, the website must have essential information on the social services, that would provide Canadian parenting techniques, along with other resources to assist children, youth and their families but also have information on child protection and other major supports for parents and families; in case the parents were unable to comply with the Canadian parenting standards. According to Resner & Lincroft, 2006 there was a need for policy change and to make culturally accommodating supports available for migrant and refugee communities, the need for the same was further elaborated by Oxman-Martinez et al., 2012 explored perceived ethnic discrimination and social exclusion among newcomer immigrant children in Canada. This study examined the relationships between ethnic discrimination, social exclusion, psychosocial functioning and academic performances among 13-year-old immigrant children from China, Hong Kong and the Philippines. The results demonstrated that perceived discrimination from peers and teachers negatively impacted their academic performances, social competencies, and self-esteem. Besides, children reported feeling like an outsider and were socially isolated (Oxman-Martinez et al., 2012). A similar study was conducted with participants who belonged to South-East Asian ethnic identification and were migrants in Canada. A study by Beiser and Hou, administered a questionnaire to 647 participants who held a Southeast Asian ethnic identification. The study concluded that when experiencing racial discrimination, unemployment and ethnic identity attachment; these factors magnified the risk of depressive affect. However, a strong association of their respective cultural and ethnic identity provided a

psychological advantage who experienced difficulties with the dominant society's language (Beiser & Hou, 2006).

The results from this (Beiser & Hou, 2006) study were similar and in line with the study by Beiser et al., (2011) which analyzed immigrant children who migrated from Hong Kong, Mainland China and the Philippines. This study was conducted on children who settled in Vancouver, Calgary, Edmonton, Winnipeg, Toronto and Vancouver. The study compared the mental health of children in different places and concluded that children in Montreal and Toronto were at greater risk of experiencing emotional problems. This was concluded based on human capital, social capital, institutional receptivity, and perceptions of welcome as explanations for regional disparities. Additionally, parental linguistic fluency, depressive symptoms and neighbourhood organization were added factors for children's mental health in Toronto and Montreal (Beiser et al., 2011). The current study highlighted the challenging processes of resettlement and acculturation of the new country. This study essentially outlined the factors that influence parental mental health, which further impacts the mental health of children.

I believe that the web-based platform(s) which provide the resources and information to the new Canadians, should also incorporate more information and detailed resources to assist the newcomers (migrant and refugee communities) to help them take care of themselves and adopt ways to protect their children's mental well-being in a new country.

Beiser et al., 2002, conducted a secondary analysis of the data measuring poverty among children who were Canadian-born and Foreign-born or had foreign/immigrant parents. This study aimed to measure the effect of poverty on mental health. The results showed that children's mental health was indirectly affected by single-parent status, ineffective parenting, family dysfunction, and parental depression (Beiser et al., 2002). This study demonstrated that challenges are exacerbated by poverty, which further impacts the overall family functioning

and children's mental health. This led me to conclude there is an additional requirement for the information and resources regarding proper parenting practices and available family support resources should be made available to parents and families, by making them physically and virtually accessible through viable sources.

Additionally, an alternative perspective was provided by Mogro-Wilson et al., (2016), who explored the settings of Puerto Rican families and found out that there was high involvement of fathers in parenting practices with their children. The study was a qualitative study where eighteen participants were interviewed and the results concluded that parenting styles and values were heavily dependent upon 'family's culture, 'respect', 'personalism', 'sympathy or solidarity; besides, with 'pride' and 'cultural expectation as a sense of responsibility towards the family' (Mogro-Wilson et al., 2016, p. 273). The study concluded that social workers who were involved in helping Puerto Rican families should be mindful of their culture and the importance of the father's involvement and role in the family (Mogro-Wilson, et al., 2016).

The cultural difference in child-rearing practices was further demonstrated by Sánchez et al., (2020), the study which explored and compared the belief system regarding child-rearing and development among Peruvian and Spanish families living in Spain. The study was administered by involving 43 Spanish and 39 Peruvian families in a Delphi process, where they had to rank issues regarding 'child and adolescent needs', 'functions of the family context', 'functions of the school context', and 'the value of childhood and adolescence for society' (Sánchez et al., 2020, p. 1). The results showed that the responses among the Peruvian and Spanish families were similar. The article advocated that the families who migrate to a host country find themselves in situations of vulnerability that hinder the exercise of their parental responsibilities. The author further goes on to mention that those migrant families require and

need to adopt parenting support programs, however, these programs were not sensitive to the acculturation process (Sánchez et al., 2020).

On the other hand, a study by Takaffoli et al., (2020) aimed at examining Iran's laws and macro policies regarding child welfare. The study conducted a content analysis and established clarity in defining child welfare laws and policies. According to the authors, the study focused on three main criteria i.e., "problem frame", "state–parent relationship and the role of the state" and "the mode and aim of intervention" (Takaffoli et al., 2020, p. 1). However, they emphasized that "the executive laws were more focused on punishing parents than supporting and empowering them about child protection" (Takaffoli et al., 2020, p. 1). The study focused on the laws, regulations and policies that were based in Iran. However, Canada has migrants from all over the world, and potentially from Iran as well. The punishment-oriented policies in Iran can cause misconception among migrants and refugees from Iran; leading them to falsely believe that Canada may also follow a similar approach towards parents and families.

Similarly, other countries may also follow a variety of approaches to their laws. I found this study relevant to include as a way to establish a connection and to imply the importance of the presence of accurate information and services to educate newcomers regarding child and family laws, and services in Canada. Some of the aforementioned studies have demonstrated, that there was a lack of cultural sensitivity towards the acculturation process (Sánchez et al., 2020), and heavy emphasis on punishing parents rather than empowering them, (Takaffoli et al., 2020); which could easily lead to misconceptions, hesitation and lack of knowledge among migrant families towards the community service authorities, and child protection workers. Migrant families could be reluctant when approached by child protection officials for investigation and substantiating any reported harm or abuse inflicted on migrant children.

Iran's executive laws focus on punishing parents, rather than assisting them with resources and services to support their parenting techniques.

I believe that due to varying levels of knowledge about child welfare services and varied laws in their home country, the migrants were highly unlikely to have any knowledge of Canadian legislation for children and families when arriving in a new country. Given the above situation that exists, it becomes all the more necessary to have ample literature including resources on child/family support services, social services and child protection for the migrants' parents to access and make informed decisions regarding their children and families. I believe that this misconception needs to be rectified. Perhaps, this can be achieved by making the information regarding child protection services, social services and other resources like family support programs should be made available on a virtual and physical level, to be more accessible for migrant and refugee communities.

This was further supported by a literature review of twenty-four articles by Salami et.al., (2017), who reported that African immigrant families utilize physical discipline, integration of respect, and cultural and religious beliefs hold a very high value in parenting practices across trans national borders. Additionally, the study stated that "African families lack community support in the destination country, access to services, and lack of formal support" (Salami et al., 2017, p 27). The study additionally, mentioned that there was a "conflict of methods in parenting styles, and fear of social services and language barriers acted as an additional challenge" (Salami et al., 2017, p 27). The study advocated that there was a high need for "culturally appropriate policies and practices that build on the strengths of African immigrants in destination countries while addressing their unique challenges" (Salami et al., 2017, p. 27). Similar inferences were made by Maiter et al., (2004), who concluded that there "are many ethnic groups that use harsher methods to discipline their children" (Maiter et al.,

2004, p. 309). The study was conducted through a mixed-method, where a focus group of 29 parents from South-Asian cultural orientations commented on child discipline, maltreatment and neglect. The results from this study concluded that even though norms around appropriate parenting practices were not different significantly, the families reported that they were hesitant to report any child abuse to child protection services if occurring in their ethnic community. Migrant families and their children were more at risk to come in contact with child protection services (CPS), due to the child-rearing practices that conflict with the laws and regulations of the host countries (Resner & Lincroft, 2006).

The above article elaborates and highlights the different viewpoints of parenting and child-rearing from a cultural perspective and a viewpoint from a western host country perspective. In many migrant communities' corporal punishment was commonly accepted and practiced throughout many families. Corporal punishment has been a socially accepted norm for decades in many countries. The same countries also follow a very strict and disciplinarian approach to child-rearing. Children were groomed to be subservient towards their parents and other elders of their family. However, due to the difference and potential conflicting approaches; the migrant and refugee families perceived the western parenting styles as too permissive. After arriving in a new country, the parents struggle to adapt to new ways of parenting their children in a new environment as a result of a lack of knowledge of Canadian parenting and often get caught in the complex structure of the welfare system. This adds another layer of stress and anxiety to both the parents and their children. Due to this gap in parenting styles from different cultures, it was all the more important that the new Canadians (refugees and migrants) become completely aware of the parenting practices that were deemed appropriate in the Canadian context. The researchers concluded from the interviews that immigrant families were fearful when interacting with child protection workers. Also, the child protection workers concluded that their approach was to minimize their fear through their

interaction with families; this was achieved by ‘providing knowledge’, ‘brokering services’, ‘doing dignity and ‘status work’ and ‘learning culture’ (Križ et al., 2012 p. 316).

Based on the aforementioned studies, I believe if these steps and measures were taken on a general and informant level; i.e., made more easily accessible on a public website, the migrants would be less fearful of the government authorities. Child protection workers start their interaction with migrants by providing knowledge, thereby having more knowledge would lessen the fear factor. In hindsight; I believe that immigrants and refugees would benefit more in the future and long run to have this information beforehand. These studies provide a glimpse, that migrants and refugees perceive the child protection workers and social services in a fearful and intimidating light. However, spreading more awareness about their functioning, and services on a general public level like a website that provides information to newcomers; would lessen the stained perception of the authorities.

Nonetheless, being a migrant myself, I experienced multiple stressors as well as risk factors involved when migrating and settling into a new country. This process can become more challenging when children and families were involved in the resettlement process. Therefore, I believe that more quality information regarding family support services is needed to create awareness in migrant and refugee communities and make their settlement transition smoother. The study by Rossiter and Rossiter discussed the future of immigrant children, and the potential growth their future holds in a newly adopted country. The research team conducted interviews with officials from social service agencies and community groups, criminal justice and forensic mental health system. These officials come in contact with children and youth from migrant communities and it was concluded that factors like school, community, peers, family and individual factors play an influencing role in shaping the youth’s future (Rossiter & Rossiter, 2009).

Relevance. I agree with the conclusions the above-mentioned studies have made; i.e., the community contributes to the children's and youth's growth and development. The aforementioned studies have also demonstrated that children who belong to refugee families need additional support and resources. This leads me to the conclusion that the migrants' parents need sufficient resources to enhance their parenting skills with their children. These resources would be supporting and assisting the newly arrived families to build up a strong foundation with their young children. These studies additionally acknowledged the importance of culture, and the importance it holds for the migrant and refugee community. I believe this to be valid as my culture and ethnicity play a major role in my identity and my individuality. This leads me to wonder that, if some migrants and refugee families were not able to conform to the dominant society; in the case of this study, due to ethnic identity attachment, these communities can often experience marginalization and social isolation, which can also affect their mental health. Hence, there was a need for support services that encouraged the flow of information and resources for children, youth and family newcomers. Therefore, the concept of child/youth/family support services was important to be considered; as that would help them to smoothly settle into Canadian society while maintaining their respective culture and traditions.

These aforementioned studies have provided enough evidence that immigrants and the refugee population were vulnerable populations and were heavily prone to discrimination and isolation. It was only deemed necessary that this group of the population needs extra cultural and social support and acceptance for them to successfully acculturate and integrate smoothly into a new country. Therefore, it was considered important to analyze the quality of the content available on the ISANS website, which mentions providing support to migrant and refugee communities. The content analysis focused on analyzing the quality of the website's overall content present, which was done by examining the presence of the relevant and required

support services as deemed needed by current literature. The dominantly needed support services that were drafted as themes from the current review of published literature are; ‘Linguistically Accessible Language’, ‘Mental Health Support’, ‘Social Support’, ‘Preventative Health Care Guidance’ and ‘Child/Youth/Family Support Service’. The content of the website was then analyzed through two pathways; i.e., objective and subjective. The objective analysis entailed examining the availability of relevant support services to each theme and the objective pathway of analysis entailed the examination of the present through the lens of cultural appropriateness from my perspective as an immigrant woman of colour and Maslow’s Hierarchy of Needs.

Step 2 Establishing Relevant Markers of Objective Quality (Pattern Recognition)

Step 1 overviewed the major portion of literature which revolved around a wide array of challenges that are experienced by immigrants and refugees. The literature (in Step 1) broadly reviewed multiple areas of challenge. Step 2 used the implication of these areas of challenges to filter and shortlist themes. This stage involved converting these wide arrays of challenges into themes that reflected areas where supporting resources are needed. These themes then became the markers of objective quality. This stage highlighted the relevant literature, thereby emphasizing the importance of these areas. This step essentially established the including and excluding criteria by reviewing the literature and drafting the relevant and dominant themes for analysis purposes.

Previous step 1 gave an overview of published literature and reviewed the studies that were relevant to the current study. This process was followed by the reviewing of literature, which enabled the formation of a theoretical framework for the analysis process of the website. Upon reviewing the literature, factors that emerged, that further determine the objective quality of the website. The website’s content was examined for the presence of information relevant to

the themes, thereby determining the objective quality. The following literature provides a brief review which filtered and highlighted the dominant areas of support that were needed to support migrant and refugee communities. Therefore, these potential emergent themes were then contributed to defining the objective 'Quality', through which the analysis on the website was conducted.

Linguistically Accessible Language

This section comprises the studies which concluded that language was one of the barriers to the accessibility to resources. The study by Ahmed et.al., 2016 reviewed sixty articles and identified various areas of challenges that contributed to the accessibility of resources for primary health care. The study concluded that the barriers were based on five themes; i.e., culture, communication, socio-economic status, health care system structure and immigrant knowledge. This study established that communication was one of the hurdles that hindered accessibility for migrant and refugee communities (Ahmed et al., 2016). Language difficulties were also reported as one of the barriers and challenges for refugees and immigrants. Stewart, (2014) reported that refugees experience multiple challenges in the process of resettlement in countries; i.e., language difficulties, acculturative stress, societal prejudice, and isolation that jeopardize their integration and assimilation into the new society and host country.

Fleming, 2007, advocated the importance of the promotion of ESL (English as Second Language). This article discusses the importance of immigrants for the economic survival of the country. However, there were still shortages of ESL resources for the newcomers as learning English or French (the two official languages of Canada) plays a vital role in the integration and assimilation process for migrants. Due to the scarcity of resources in the process

of integration and assimilation of migrants into a new environment, it becomes harder and more challenging for new arrivals in the country (Fleming, 2007).

In many cases, children were the first receivers of the information, who then translate, explain and communicate to the parents. This phenomenon was studied by Hua & Costigan who explored the concept of language brokering and its effect on levels of stress, quality of relationship with parents, and parental psychological control and added expectation. The study concluded that higher frequencies of the brokerage were associated with poorer psychological health for adolescents, higher parent-child conflict and adolescents perceived that their parents were highly psychologically controlling as it incorporated a higher sense of accountability from children towards parents (Hua & Costigan, 2012).

The aforementioned study further highlighted that, due to the lack of ESL sources, and lack of accessibility for the new Canadians, their children were bestowed the responsibility of translating for their parents. The language barrier happened to be one of the challenges experienced by migrant and refugee communities. There is additional research by Stewart et al., (2011) which aimed to explore other challenges and barriers experienced by senior immigrants. The findings showed that most seniors reported financial and language difficulties, health problems, discrimination, family conflicts and social isolation, in addition to inadequate support from social and health services (Stewart et al., 2011).

A study by Berland et al, 2001, analyzed website content and its information. The research aimed to analyze these websites for information and their accessibility in English and Spanish. These websites had information related to health and breast cancer, depression, obesity and child asthma. The results from this study demonstrated that less than 1/4th of the results from the search engine were relevant. The clinical element on websites were less than 45% and was in English. The language used on the websites required a minimum of high school level education (Berland et al., 2001). The results from this study showed that the websites and

their information were not completely accessible, relevant and adaptable to the major migrant demographics.

The aforementioned studies have demonstrated that language differences can become barriers by hindering accessibility to important resources and information. Therefore, it was deemed important to establish linguistically accessible language as an important theme. The linguistically accessible language was defined as a delivery mode of information that was easily accessible and understood. The aforementioned study concluded that the language used on the websites required a minimum of high school level education (Berland et al., 2001). The current analysis would examine the textual content and examine the language used as a mode of delivery for information.

Mental Health Support,

This section comprises studies that suggested that the migrant and refugee populations require mental health support. Stewart, (2014) reported that refugees experience multiple challenges in the process of resettlement in countries; i.e., language difficulties, acculturative stress, societal prejudice, and isolation that jeopardize their integration and assimilation into the new society and host country. The refugee experiences these challenges in addition to violent conflicts, traumatic incidents and separation from family members. The study essentially highlighted those refugees were a vulnerable set of populations and they require extra resources for culturally relevant support and interventions (Stewart, 2014). This further led me to conclude, that there was a need for a platform that would provide culturally accommodating mental health support to the migrant and refugee communities that would help them in their resettlement processes while receiving better mental health support if needed. Similar conclusions were made by Swinkels, et al., (2011) elaborated that a lack of resources

and failure to address the said concerns can escalate to higher mental health and physical health crises among migrant and refugee communities

The importance of the support systems for migrant and refugee communities was explored in the following study by Simich et al., which conducted a qualitative study among 137 service providers and policymakers and interviewed about perceived social support. It was concluded that many immigrants experience systemic challenges, i.e., limited resources, lack of integration of policies and programs narrow service mandates; and perceived social support. The study concludes that perceived social support plays a vital role in an immigrant's mental health (Simich et al., 2005).

In my personal and professional experience, cultural differences and language differences can hinder access to social support. These differences in culture and traditions can also lead the new Canadians to be marginalized. Additionally, if the migrants and refugees were unable to conform to the new social norms and practices, this can also affect the migrant and refugee's mental health. This further led me to conclude, that there was a need for a platform that would provide culturally accommodating mental health support to the migrant and refugee communities that would help them in balanced settlement into the new society and receive better social and community support while being culturally and traditionally grounded. Similar conclusions were made by Resner and Lincroft, (2006) who suggested the increase in migration and the need for policy change for migrant families. The article quotes that there was an increase in migration and almost one-fourth population was refugee children and youth (Resner & Lincroft, 2006).

The above literature has suggested that there was a need for mental health support to be available for migrant and refugee populations; therefore, the theme of mental health support emerged as an important one. Mental health support was defined by the presence of or having access to mental health professionals who were licenced to provide counselling and therapy

services. The current research examined the website's content for the presence of information that refers to access/presence/ of services that would provide mental health support or services that would guide clients to get access to required support services.

Preventative Health Care

This study by Beiser, 2005 advocated the requirement of better health resources for new Canadians. The study highlighted that there were rigorous measures that were taken to ensure that healthy immigrants were admitted, however, few policies were directed toward the immigrants to support and maintain their health after they arrive in Canada. The aforementioned study demonstrated that there was a lack of resources for supporting the immigrants and their health. Along similar lines, the study by Swinkels et.al., examined and emphasize inequities in health to identify clinical care gaps, results suggested that there were multiple infectious diseases, four mental health conditions, three paternal and child care issues and other physical and health issues were found to persist among immigrants. The study by Swinkels, et al., (2011) elaborated that a lack of resources and failure to address the said concerns can escalate to higher mental health and physical health crises among migrant and refugee communities.

Additionally, the following study highlights the importance of having preventative health care measures for migrants and refugee communities. The study advocates the importance of preventative measures, that need to be in place for migrants and refugee communities, who could potentially be unaware of the new country's system and agencies (Pottie et al., 2011). The health practitioners who worked for immigrants reported that there was a shortage of coverage and resources to assist the migrants with these issues (Swinkels et al., 2011).

The above studies have demonstrated that there was a scarcity of resources and support services for migrants and refugee communities to assist them in resettling in a new country. Especially services that would assist the migrants and refugees in maintaining their physical health. The aforementioned studies suggested that there was a need for resources in health care, in addition, to supporting services that would serve as preventative measures for migrants and refugee communities. The preventative health care measures were defined as services that would support, guide and provide information regarding the Canadian health care system, procedures and accessibility to various services, as these procedures may vary for immigrants and refugees. The current study examined the website's content for the presence of any information that would provide any information regarding health care and procedures for navigating around health care services for migrants and refugees.

Social Support (includes cultural support).

The importance of the support systems for migrant and refugee communities was explored in the following study by Simich et al., which conducted a qualitative study among 137 service providers and policymakers and interviewed about perceived social support. It was concluded that many immigrants experience systemic challenges, i.e., limited resources, lack of integration of policies and programs narrow service mandates; and perceived social support. The study concludes that perceived social support plays a vital role in an immigrant's mental health (Simich et al., 2005).

This further led me to believe that there was a need for policy change and make culturally accommodating supports available for migrant and refugee communities, the need for the same was further elaborated by Oxman-Martinez et al., (2012) who explored perceived ethnic discrimination and social exclusion among newcomer immigrant children in Canada. This study examined the relationships between ethnic discrimination, social exclusion,

psychosocial functioning and academic performances among 13-year-old immigrant children from China, Hong Kong and the Philippines. The results demonstrated that perceived discrimination from peers and teachers negatively impacted their academic performances, social competencies, and self-esteem. Besides, children reported feeling like an outsider and were socially isolated (Oxman-Martinez et al., 2012). A similar study was conducted with participants who belonged to South-East Asian ethnic identification and were migrants in Canada. A study by Beiser and Hou, administered a questionnaire to 647 participants who held a Southeast Asian ethnic identification. The study concluded that when experiencing racial discrimination, unemployment and ethnic identity attachment; these factors magnified the risk of depressive affect. However, a strong association of their respective cultural and ethnic identity provided a psychological advantage who experienced difficulties with the dominant society's language (Beiser & Hou, 2006).

The importance of social support and social capital was studied by Hanley et al., (2018), who conducted a four-year longitudinal study that explored how Syrian refugees who were sponsored to Montreal were able to find social support and build social capital for employment and housing. The study was administered by surveying 626 Privately-Sponsored refugees. The study showed that family support and social connections helped them in finding employment and housing. The study concluded that the researchers found evidence of strong social capital among recently resettled Syrians. The need for social support emerged in research by Stewart et al., 2011, which aimed to explore other challenges and barriers experienced by senior immigrants. The findings showed that most seniors reported financial and language difficulties, health problems, discrimination, family conflicts and social isolation, in addition to inadequate support from social and health services (Stewart et al., 2011).

The aforementioned studies highlighted the importance of social support among immigrants and refugee communities. Especially, refugees who experience challenges such as

violent conflicts, traumatic incidents and separation from family members. The study essentially highlights that those refugees are a vulnerable set of populations and they require extra resources for culturally relevant supports and interventions (Stewart, 2014). Therefore, social support emerged as an important theme. Social support was defined as a social circle that surrounds an individual, such as family, friends, religious ties, cultural ties, spiritual ties, community connections etc. The current study evaluated the content of the website for information and resources that were discussed to help the new Canadians to establish connections such as religious ties, cultural ties, spiritual ties, community connections etc.

Child/Youth/Family Support Services

This section comprises a compilation of literature that establishes that there was a need for overall family support services to be made available and accessible to new Canadians. This was established as an important and required theme in the current study, as migrant and refugee families experience challenging processes. This was further researched by Fantino and Colak, (2001) who discuss the identity crises experienced by the children of refugee families, while they were trying to settle in a new home country. This article elaborates on the aspect that children of refugee families have special needs due to their past traumatic experiences (Fantino & Colak, 2001). Therefore, the website must have essential information on the social services, that would provide Canadian parenting techniques, along with other resources to assist children, youth and their families but also have information on child protection and other major supports for parents and families; in case the parents were unable to comply with the Canadian parenting standards.

This was further supported by a literature review of twenty-four articles by Salami et al., (2017), who reported that African immigrant families utilize physical discipline, integration of respect, and cultural and religious beliefs hold a very high value in parenting practices across

trans national borders. Additionally, the study stated that “African families lack community support in the destination country, access to services, and lack of formal support” (Salami et al., 2017, p 27). The study additionally, mentioned that there was a “conflict of methods in parenting styles, and fear of social services and language barriers acted as an additional challenge” (Salami et al., 2017, p 27). The study advocated that there was a high need for “culturally appropriate policies and practices that build on the strengths of African immigrants in destination countries while addressing their unique challenges” (Salami et al., 2017, p 27).

These aforementioned studies have demonstrated, that there was a lack of cultural sensitivity towards the acculturation process (Sánchez et al., 2020), and heavy emphasis on punishing parents rather than empowering them, (Takaffoli et al., 2020); which can easily lead to misconceptions, fear hesitation and lack of knowledge among migrant families towards the community service authorities, and child protection workers. Migrant families were reluctant when approached by child protection officials for investigation and substantiating any reported harm or abuse inflicted on migrant children. Iran’s executive laws focus on punishing parents, rather than assisting them with resources and services to support their parenting techniques (Takaffoli et al., 2020).

I believe that due to a lack of knowledge of child welfare services and their laws in their home country the migrants were highly unlikely to have any knowledge of the legislation for children when arriving in a new country. Moreover, the social services were perceived as police to look after their children. Given the above situation that exists in this country, it becomes all the more necessary to have ample literature including resources on social services and child protection for the migrants’ parents to access and make informed decisions on appropriate parenting with their children. I believe that this persistence of fear needs to be rectified. Perhaps, this can be achieved by making the information regarding child protection services,

social services and other resources like family support programs should be made available on a virtual and physical level, to be more accessible for migrant and refugee communities. Therefore, having the presence of culturally appropriate family services was determined as an important theme to reflect the quality of the website's content. Child/Youth/Family Support Services was defined as any services that provide support and guidance to new families. The presence of the same was determined by the availability of services/information such as youth groups, daycare, new mother's classes, parent's support groups etc.

Step 3 Developing Themes

Step 2 entailed establishing themes that emerged from literature, which became the indicators of objective quality. In this step 3, each of the emerged themes was defined and determined in detail. These emerged themes were further developed towards determining their respective criteria for analysis of the content. In terms of, the application of each theme towards the content on the website, to determine the objective quality. Each theme is an umbrella term and reflected a broad category which harboured a wide variety of information. The defining and determining of the themes entailed describing each theme in Canadian, and Nova Scotian context and elaborating on each aspect of each theme. The website's content was examined for the presence of criteria for each theme to fully evaluate the objective quality of the website's content.

The objective analysis revolved around the factors that contribute to the theme, for example, therapists and psychologists contribute to the Mental Health Support theme. The subjective analysis entailed analysis from my perspective as an immigrant. The analysis through these two pathways reflected the 'quality' of the website's content. These themes offered a framework that provided a pathway for the optimum analysis and true representation

of the information present on the website. The following themes represented, determine and contribute to the overall ‘quality’ of the website’s content. According to Figure 3, The emerged themes were ‘Linguistically accessible language’, ‘Mental Health Support’, ‘Preventative Health Care, ‘Child/Youth/Family Support Services’, and ‘Social Support (includes cultural support)’. The overall published literature has highlighted that immigrants and refugees require multi-dimensional support. However, current literature highlights the following themes were areas where more support resources were required. Therefore, the presence of these themes on the content of the website reflected the website’s content quality.

Figure 2:

Title: Flow chart for Categories/Themes Distribution



Linguistically Accessible Language

Studies have suggested that language plays a significant role in accessibility, especially for a population whose English is a second language. Studies have also concluded that language and communication barriers can hinder the process of acculturation and settling into a new society, whilst adding on to the existing stressors of accessibility to an array of resources that exist to support newcomers (Ahmed et al., 2016); (Fleming, 2007); (Hua & Costigan, 2012); (Stewart et al., 2011).

According to the website of the bureau of accessible language “Accessible language is a language that accommodates people of all ages and abilities, including those with cognitive disabilities, people with low literacy skills, and speakers of English as a foreign language” (Ditch the Fancy Vocabulary for Accessible Language, n.d.). The linguistically accessible language was a mode of delivery for any information that was easily accessible and understood, especially by a diverse population who have English as their second or third language.

The analysis of the content’s quality would be attained through an objective as well as a subjective lens. Analysis through an objective perspective would involve examining the textual content and examining the language used as a mode of delivery for information. The measures that would contribute to the accessibility of the language were the

- use of active voice,
- use of examples for explaining complicated ideas,
- absence of filler phrases,
- absence of slang words that were natively used (new-comers may not be aware of them),
- use of full forms while using abbreviations (Ditch the Fancy Vocabulary for Accessible Language, n.d.).

The analysis through a subjective lens also incorporated the examination of the content from my cultural perspective, thereby examining the cultural congruency and/or appropriateness of the content.

Mental Health Support

Multiple studies have demonstrated that the migrant and refugee population experience multi-faceted challenges; studies have also concluded that there was a need for mental health support to be available for migrants and refugees to assist them in the settling and acculturation

process (Stewart, 2014); (Swinkels et al., 2011); (Stewart et al., 2011); (Simich et al., 2005); (Resner & Lincroft, 2006); (Linton et al., 2017).

Centers for Disease Control and Prevention defines Mental health as “Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make healthy choices. Mental health was important at every stage of life, from childhood and adolescence through adulthood”. (Centers for Disease Control and Prevention, 2021)

The current study evaluated the content’s quality from objective measures as well as the subjective lens. The quality analysis through an objective lens included information regarding having access to mental health professionals:

- psychologist,
- therapist,
- counsellors,
- psychiatrists
- clinical social workers
- mental health nurse practitioners

that were licensed to provide counselling and therapy services. This included information that refers to access/presence/mediating services that would provide connections to mental health support or services that would guide clients to get access to required support services.

The analysis through the subjective lens evaluated content from my cultural perspective as an immigrant woman of colour, as well as from my interpretation of Maslow’s Hierarchy of Needs (Maslow, 1943) as cited in (McLeod, 2007). The subjective analysis entailed evaluating the content’s quality for cultural congruency; i.e., if the content contains any advisory language and if the language was culturally appropriate, or congruent; was evaluated from my perspective.

Preventative Health Care

Previous studies have elaborated that immigrants and refugees experience physical health challenges; in addition to highlighting that there was low access to health care services and preventative health care (Beiser, 2005); (Swinkels et al., 2011); (Pottie et al., 2011). Therefore, the theme of Preventative Health Care Guidance was deemed important to incorporate as a way to examine the quality of information on the website. The content of the website was analyzed through an objective lens and a subjective lens.

The objective analysis process entailed examining the aspects and sub-division of support services available i.e., information on preventative health care and relevant support services. According to the Nova Scotia Department of Health, Prevention was defined as “Prevention consists of an intervention that has been shown to reduce significantly the likelihood that a disease or a disorder will affect an individual/population or an intervention that disrupts or slows the progression of that disease.” (Nova Scotia Department of Health, n.d.). The Nova Scotia Department of Health enlists prevention activities as “include immunization, disease outbreak control, prevention of different types injuries (intentional and unintentional) in different populations (children and youth, workers, older Canadians), maternal and child health care, prevention of sexually transmitted infections, etc.” (Nova Scotia Department of Health, n.d.)

The current study examined the website’s content for the presence of any information that would provide any information regarding health care and procedures for navigating around health care services for migrants and refugees. In addition to services that would support,

- guide and provide information regarding the Canadian health care system,
- procedures and access to various services, as these procedures may vary for immigrants and refugees.

- include immunization information
- provide information on the prevention of different types of injuries (intentional and unintentional) in different populations (children and youth, workers, older Canadians),
- maternal and child health care,
- prevention of sexually transmitted infections, etc

Analysis through a subjective lens entailed examining the content from my cultural perspective. This was achieved by examining the content for quality from the cultural appropriateness aspect; i.e., if the information present was acknowledging cultural presence, and discussing any type of cultural/religious/ accommodations made for an ethnically diverse population. The information was further classified into culturally congruent advice, culturally incongruent advice, and no advice. The subjective analysis was attained through my lens as an immigrant woman of colour and Maslow's Hierarchy of Needs.

Child/Youth/Family Support Services

Multiple studies have elaborated that there were differences in parenting practices, and family functioning across many cultures and ethnic communities. Upon migration lack of knowledge may render the newcomers unaware of the new country's rules and regulations regarding family functioning and child protection (Fantino & Colak, 2001); (Salami et al., 2017); (Sánchez et al., 2020); (Takaffoli et al., 2020); (Mogro-Wilson et al., 2016); (Maiter et al., 2004); (Resner & Lincroft, 2006); (Linton et al., 2017); (Križ et al., 2012); (Rossiter & Rossiter, 2009). Family support services were deemed as an important aspect to utilize as a way to reflect the quality of the content on the website. Department of Community Services, Government of Nova Scotia refers to family support services as "Family Resource Centres (FRCs) provide community-based programs and services that support the healthy development

and well-being of children and youth by strengthening families and communities” (Department of Community Services, Government of Nova Scotia, 2012).

The analysis from an objective perspective included examining the content for support services that provide support and guidance to new Canadian families. This was determined by the availability of services/information such as

- Youth Groups,
- Day-Cares,
- Parent’s Support Groups,
- Parent Education and Learning,
- Family Support, (Family Crises Supports)
- Child Protection Laws and Regulations (Department of Community Services, Government of Nova Scotia).

The same content under the same theme was analyzed through a subjective lens, i.e., the analysis contained examining the quality content through the lens of cultural appropriateness. This aspect of the analysis was subjective to my cultural perspective and was evaluated and classified into three categories, i.e., culturally congruent advice, culturally incongruent advice, and no advice.

Social Support (Includes Cultural Support)

Social support has been deemed as an important form of support that significantly contributed to an individual’s mental, emotional and overall well-being. Multiple studies have elaborated on the multi-dimensional challenges experienced by immigrants and refugees; and results concluded that there was a need for social support or social capital within migrant and refugee communities (Simich et al., 2005); (Oxman-Martinez et al., 2012); (Beiser & Hou,

2006); (Stewart et al., 2011); (Stewart, 2014). Due to the emphasis on social support, it was considered an important aspect to contribute to quality.

Social support has been described as “support access to an individual through social ties to other individuals, groups, and the larger community” (National Cancer Institute, n.d.-b) as cited in (Ozbay et al., 2007, p. 37). The National Cancer Institute’s Dictionary of Cancer Terms defines social support as “a network of family, friends, neighbours, and community members that were available in times of need to give psychological, physical, and financial help” (National Cancer Institute, n.d.-b) as cited in (Ozbay et al., 2007, p. 37). Social support was a circle of people that surrounds a microsystem and potentially macro system of an individual, such as family, friends, religious ties, cultural ties, spiritual ties, community connections etc.

The current study objectively evaluated the content of the website for information and resources that were discussed to help the new Canadians to establish connections such as religious ties, cultural ties, spiritual ties, community connections etc. The objective analysis process entailed examining the content for aspects that contribute to social support, i.e., any information that explicitly discusses to provide

- religious ties, cultural ties, spiritual ties, community connections etc.
- community connection services to their clients for example Temples, Mosques,
- Connections from people from similar backgrounds etc.

The subjective aspect of the analysis revolved around examining the content for cultural accommodations, acknowledgement, and potential cultural presence. This analysis was subjective to my cultural perspective. The content was evaluated and classified into three categories, i.e., culturally congruent advice, culturally incongruent advice, and no advice.

Step 4 Organizing Website's Content

This step entails the organization of the data; i.e., the content of the website. The current study organized the data in the same order as it was done on the website. This decision was made to accurately represent the content to an optimum level. The organizational criteria were inspired by the website's classificational layout at the bottom of the homepage as shown in following Figure 4 and Table 1.

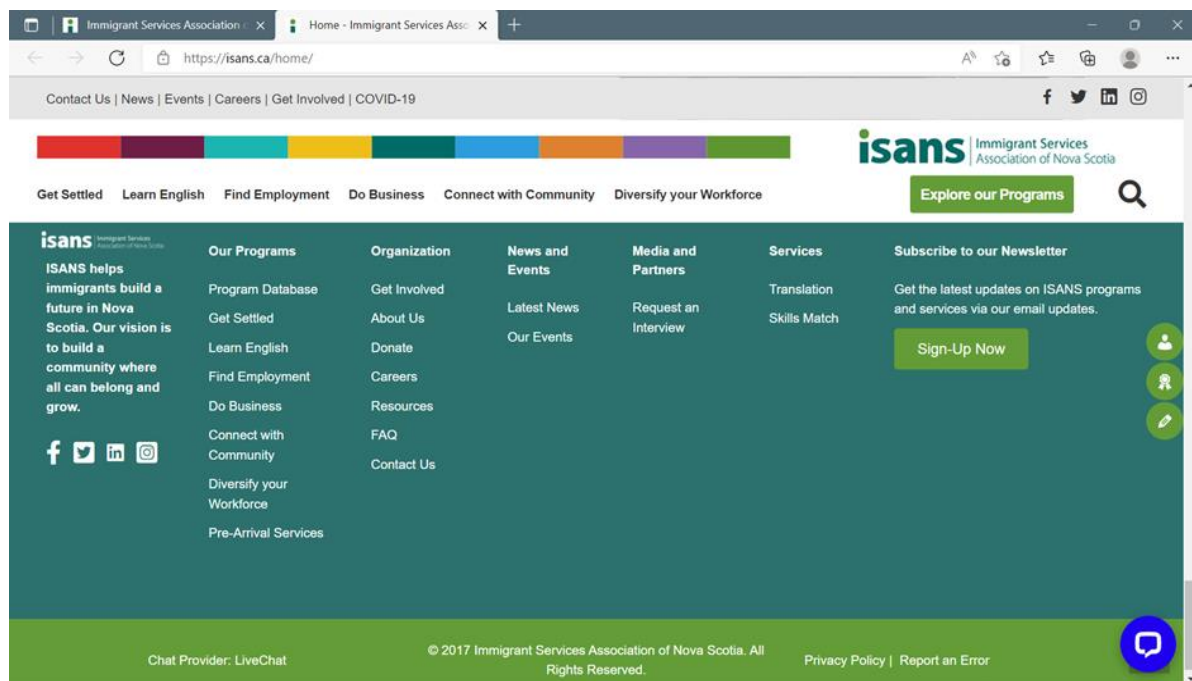
The current study included the analysis of each page whose navigational link was present on the homepage. Each of the web pages was organized into the category as classified by the website's homepage itself (as shown in Figure 4 and Table 2). In addition to having each webpage analyzed, additional two categories were made, i.e., 'Contacts', and 'Miscellaneous'. These categories were made to classify the extra navigational links present on the homepage that were not already categorized by the website. This way of organization of content ensured the optimum categorization of each link present on the homepage, thereby accounting for each webpage for the analysis process. The organized data; i.e., the webpages were then analyzed. This analysis was conducted by examining the web pages for the presence of criteria for each theme. The presence of criteria for any theme would reflect the positive objective quality and the absence would reflect the negative objective quality. For Example; the presence of information regarding health care services would reflect the presence of criteria of Preventative Health Care; thereby reflecting positive objective quality.

Each webpage (whose link was present on the homepage) was analyzed through two pathways; i.e., objective and subjective. In addition to reporting the quality of the website's content; the additional aspects of the web pages such as Interface layout, news, and impact stories, were incorporated into the discussion section. This decision was made due to the subjective nature of news. Additionally, the impact stories which were also known as Client testimonials vary as per each client's experience with the organization. Therefore, this aspect

might not serve the actual information regarding the services and information the organization provides.

Figure 3:

Title: ISANS Website – Homepage (Immigrant Services Association of Nova Scotia, 2022)



Note. Screenshot Retrieved from *Homepage*, by ISANS Immigrant Services Association of Nova Scotia, 2022 (<https://isans.ca/home/>).

Table 1:

Title: Organization of Website's Content

Our Programs	Organization	News and Events	Media and Partners	Services	Contacts	Miscellaneous
Program Database	Get Involved	Latest News	Request an Interview	Translation	Phone Numbers	(Uncategorized Navigational Links on Webpages that were not already categorized by website)
Get Settled	About Us	Our Events		Skills Match	Email-Ids	
Learn English	Donate				Addresses	
Do Business	Careers				Online Chat Support	
Connect with Community	Resources					
Diversify your Workforce	FAQ					
Pre-Arrival Services	Contact Us					

Note. Adapted from *Homepage*, by ISANS Immigrant Services Association of Nova Scotia, 2022 (<https://isans.ca/home/>).

Including and Excluding Criteria

The current study has established its inclusion and exclusion criteria based on past research. The website contained other aspects such as images, texts, videos, links (for redirection and/or further navigation purposes), graphics, etc. This information was included to represent as it was a part of the website. However, the raw data for the analysis particularly comprised the text, and this research focused on the textual information of the website. This was because the research question focuses on the 'Quality of information available on the

website to support migrant and refugee families. Due to the ‘information-oriented nature of the research, the textual information was considered to be as most relevant. The study by Hasim et al., (2018) included textual information in their study of content analysis of 39 websites and found that using keywords was most important in conveying accurate information (Hasim et al., 2018). Therefore, I believe that focusing on the textual information, demonstrated the accurate representation of information and established the genuine presence of the support services thereby ensuring accuracy and reliability in forming themes and categories for further analyzing purposes.

For example: if a webpage consists of 3 pictures, 1 video and 3 paragraphs of textual information; only textual information was analyzed. The remaining aspects of images and videos were not included in the study.

Furthermore, past studies and online publications like websites have suggested that website visitors tend to spend very little time on the website. This study indirectly implies that the majority of the population (80%) spent less than 10 minutes on the website (Pakkala et al., 2012). The aforementioned studies claimed that the majority of web users spend less than five minutes on any given website. Therefore, the current study will focus on analyzing the homepage and each webpage whose navigational links are present on/from the homepage.

Step 5: Analysing Quality

This step entails analyzing the content to establish the overall ‘quality’ of the website. The objective ‘Quality’ of the website was determined by the presence of the themes (that emerged from the literature) on the web pages. As explained previously, multiple studies have concluded that immigrants and refugees, experience challenges in multiple areas upon arriving in the new country. In addition, studies have concluded various areas where support was needed; these dominant areas were established as emerging themes. In this study the ‘Quality’

was determined by the five emerged themes/categories, i.e., ‘Linguistically Accessible Language’, ‘Mental Health Support’, ‘Preventative Health Care’, ‘Child/Youth/Family Support Services’, ‘Social Support (includes cultural support)’; as these themes reflected dominant areas where support was needed. Therefore, the presence of the respective support services reflected the presence of needed and relevant support for immigrants and refugee communities; thereby partially reflecting the quality. These themes offer a framework that provided a pathway for optimum analysis of the content quality of information present on the website. Each of these themes/categories was analyzed through two-fold process/pathways; i.e., objective and subjective. The analysis through these two pathways reflected the overall ‘quality’ of the website’s content.

The first pathway entails objective analysis that contained an impartial outlook on the content of the website. The analysis revolved around the services that were respective to each theme, i.e., factors that contribute to each theme; for example, ‘parents support groups’, ‘information on child protection laws and regulations, ‘youth groups’ contribute to Child/Youth/Family Support Services Theme.

The respective measures that contribute to each theme were enlisted below in Table 2. These measures represent the services that together constitute a theme or a cluster of support services under one category/theme. The availability of the relevant services or the presence of measures reflected the presence of support services available, thereby partially reflecting the objective quality of the website’s content. The objective analysis determined the partial quality through the availability of various support services respective to each theme; as concluded by studies to be the most needed support services. As discussed previously in Step 3, each of the themes has been elaborated and respective factors under each theme through objective and subjective pathways have been established as measures for analysis of the quality of the

content. The objective and subjective measures further contributed to the determination of the overall quality of the content.

Table 2:

Title: Objective and Subjective Measures of Themes

Emergenced Themes	Objective Measures	Subjective Measures
Linguistically Accessible Language	- use of active voice, - use of examples for explaining complicated ideas, - absence of filler phrases, - absence of slang words - use of full forms while using abbreviations	- Culturally Congruent Advice - Culturally Incongruent Advice - Culturally Irrelevant
Mental Health Support	- psychologist, - therapist, - counsellors, - psychiatrists - clinical social workers - mental health nurse practitioners	- Culturally Congruent Advice - Culturally Incongruent Advice - Culturally Irrelevant
Preventative Health Care	- guide and provide information regarding the Canadian health care system, - procedures and accessibility to various health care services, - include vaccine/immunization information - provide information on the prevention of different types of injuries (intentional and unintentional) in different populations (children and youth, workers, older Canadians), - maternal and child health care, - prevention of sexually transmitted infections, etc.	- Culturally Congruent Advice - Culturally Incongruent Advice - Culturally Irrelevant
Child/Youth/Family Support Services	- Youth Groups, - Day-Cares, - Parent's Support Groups, - Parent Education and Learning, - Family Support, - Child Protection Laws and Regulations	- Culturally Congruent Advice - Culturally Incongruent Advice - Culturally Irrelevant
Social Support (Includes Cultural Support)	- religious ties, cultural ties, spiritual ties, community connections etc. - community connection services to their clients for example Temples, Mosques, - Connections from people from similar backgrounds etc.	- Culturally Congruent Advice - Culturally Incongruent Advice - Culturally Irrelevant

The objective analysis process was conducted by examining the textual information for the presence of themes and the measures respective to each theme and the present content was

reported. A similar pattern was conducted in the study by Hasim., 2018 where the researchers explicitly searched for environment-friendly and sustainable practices adopted by the universities. The study gathered the data by searching terms that were most relevant for finding information regarding sustainability practice, i.e., ‘environment’, ‘green practice’, ‘facilities management office’, and ‘sustainability’. However instead of using the search bar as Hasim et al., 2018 did in their study; in this study, I analyzed the entire content of the webpage(s) for optimum inclusion and representation of the content present to report the relevant resources.

The analysis was conducted on the homepage and each webpage whose navigational links were present on/through the homepage. In addition to being available from the home page; reflecting the ease of access to the needed information; the data on the website’s homepage has been classified, and each category has multiple webpage (as per Table 1). Each of these web pages from every category was analyzed as per Table 3. The results section contained the screenshots/pdfs of the web pages that were added for a visual representation of the data/information display. The categorized links from the website were represented in a tabular format with respect to emerging themes for analysis. Table 3 provides an example of a visual representation of the objective analysis. The information attained from the website was classified into relevant themes according to the presence of content for better representation and optimum analysis of the quality of the present information. The presence of information that was relevant to the themes demonstrated the availability of resources. This was further analyzed for measured themes, thereby reflecting the partial objective quality of the information that was available. The following (Table 3) tabular representation displayed the information, which further represented which themes were present on which web pages. The themes represented the needed support which reflected the quality of the content of the website’s content in terms of which resources and information were available.

Table 3:

Title: Information Organization with Respect to Themes for Analysis

EmergEd Themes	Our Programs						
	Program Database	Get Settled	Learn English	Do Business	Connect with Community	Diversify your Workforce	Pre-Arrival Services
	Webpage 1	Webpage 2	Webpage 3	Webpage 4	Webpage 5	Webpage 6	Webpage 7
Linguistically Accessible Language	YES	NO	YES	YES	YES	NO	YES
Mental Health Support	YES	YES	NO	YES	NO	YES	NO
Preventative Health Care	YES	YES	NO	NO	YES	YES	YES
Child/Youth/Family Support Services	NO	YES	NO	YES	NO	YES	NO
Social Support (Includes Cultural Support)	YES	YES	NO	YES	YES	YES	NO

The second part of an analysis of quality was subjective analysis; which entailed analysis from my cultural perspective as an immigrant along with relevance to Maslow's Hierarchy of Needs Theory. The analysis through a subjective lens included examining the content for cultural congruency. Cultural congruency incorporated aspects such as cultural presence, culturally appropriate content/advice (if any advisory language was present), cultural acknowledgements made by organizations, along with any cultural or ethnic or religious accommodations made by the organizations for a diverse group of clients. Cultural Congruent information was determined by acknowledgement of any content on the website that was related or connected (remotely) to any cultural aspect. This refers to any accommodation, representation or recognition made by an organization towards any cultural aspect such as feast/festival etc. For example, the celebration of the Lunar New Year, Diwali, and recognition of the Ramadan period for celebrating Eid. This represented/signified if the organization was taking an initiative in declaring that they make any cultural or any religious accommodation to provide culturally appropriate service to their clients. This perspective of analysis incorporated

the categorization of information into culturally congruent advice, culturally incongruent advice, and no advice. The subjective analysis of quality was attained through my lens as an immigrant woman of colour and Maslow's Hierarchy of Needs. This was determined by the presence of the above-mentioned factors, If the content was culturally appropriate and relevant; it was perceived as and categorized as culturally congruent. If the content was lacking or absent in representing diversity and cultural aspects; the content was perceived as, and classified as culturally incongruent. The content under this category was determined by my perspective on the content where it could have had cultural representations. In addition, if the present content contains purely logistical information about services, and had no scope of incorporating the cultural aspect, this content was classified under no advice.

The aspect of culturally congruent information was deemed important to include as the website of ISANS, serves migrant and refugee communities that belong to a diverse multi-cultural background, and require culturally appropriate support services. This was supported by 'The Hierarchy of Needs by Maslow, as psychological needs (Community Support - Cultural, Religious, Linguistic associations) (Maslow, 1943) as cited in (McLeod, 2007). Therefore, it was deemed appropriate that the cultural aspect be incorporated into the study.

Analysis

The analysis of the website's content was done through the inductive approach of content analysis. The analysis of the content was determined by two pathways, i.e., objective and subjective. The objective aspect of the analysis was determined by the five areas where high support services were needed. These five areas were themes, as discussed previously in Step 3 Developing Themes. Each of these themes was developed by assigning criteria to each theme. The webpages were analyzed for the presence of the criteria for each of the respective themes.

The analysis process for the objective criteria took into account two aspects of information present; i.e., ‘the presence of the information itself’ and ‘the presence of referral’. The provision of information refers to the presence of the information itself; for example, the presence of step-by-step informative procedures of how to address health care services in Nova Scotia, or acknowledgment provided by the organization that they address or provide certain health care services. The ‘presence of referral’, refers to information that directs the user to external links for other professionals and/or other agencies. The objective analysis took both into account, and the presence of any criteria for any of the objective themes was present, perceived and recorded as ‘Yes’ in the table corresponding to the analysis of the webpage. Similarly, if no of the information or any external links was present regarding any criteria for any theme, that absence was recorded as ‘No’ in the table corresponding to the analysis of the webpage. The presence of both; i.e., ‘the information itself’, and/or ‘a referral to external link’, reflected the presence of some educating information for newcomers, as opposed to no information at all. Therefore, the decision was made to incorporate both into account. As the organization may not specialize or have professionals for each of the services highlighted by the criteria of objective themes. Hence, the presence of external links was perceived as a certain disclaimer or an acknowledgement from the organization’s part expressing/establishing their scope of services; thereby expressing that organization cannot provide certain services, and hence enlisted other agencies and organization that does provide those services.

The subjective aspect of the analysis was determined by my cultural perspective as an immigrant woman and Maslow’s Hierarchy of Needs. The content of the website was analyzed by the congruency aspect concerning culture; i.e., the information was analyzed to determine if the content provided culturally congruent advice, incongruent, and/or no advice (not applicable). Cultural congruency incorporated aspects such as cultural presence, culturally appropriate content/advice (if any advisory language was present), cultural acknowledgements

made by organizations, along with any cultural or ethnic or religious accommodations made by the organizations for a diverse group of clients. If the content was lacking or absent in representing diversity and cultural aspects; the content was perceived as culturally incongruent. In addition, if the present content contains purely logistical information about services, and had no scope of incorporating the cultural aspect, this content was classified under no advice.

This section contained an analysis to determine the overall quality of the website's content. The web pages were organized within the categories as established by the website, represented in Figure 4: ISANS Website – Homepage (Immigrant Services Association of Nova Scotia, 2022); and Table 1: Organization of Website's Content. The information on the website's homepage was organized into categories. There were multiple web pages under each category, and all of these web pages were analyzed through an objective and subjective lens. The analysis was conducted from the homepage and consequent links for web pages that were present on the homepage.

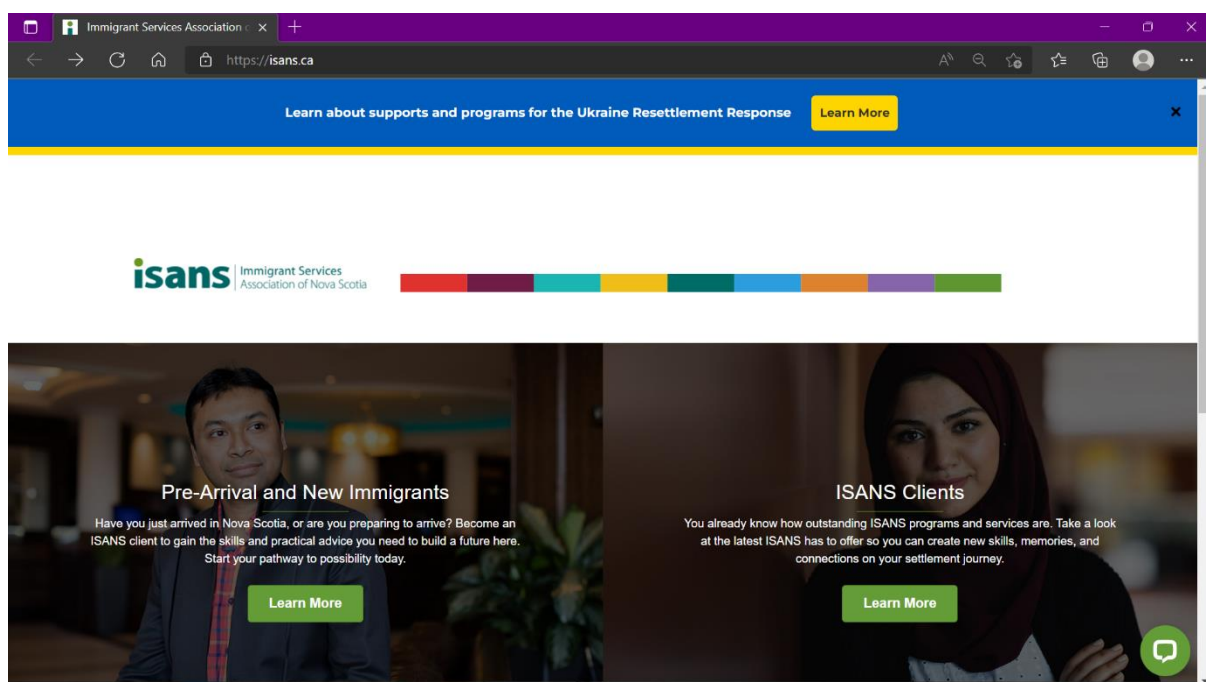
Upon arriving on the link of the ISANS website, the following webpage appears, as represented in Figure 1: ISANS Website – Pre – Home Page 1, (Immigrant Services Association of Nova Scotia, 2022) and provides a few navigational links that were highlighted in the service of the organization; which also could be potentially relevant to the visitor. This page was however a pre-homepage and contains quick navigational links. These quick navigational links were Pre-Arrival and New Immigrants, ISANS Clients, Employers, and Explore. Followed by additional links to News, Events, About Us, Careers, Media, Volunteer, and Contact. This was followed by a copyrights sign and the logos of four social media platforms i.e., Facebook, Twitter, LinkedIn, and Instagram, signifying the organization's presence on these said social networking sites as shown in Figure 4: ISANS Website – Pre – Home Page 1 (Immigrant Services Association of Nova Scotia, 2022), and Figure 5: ISANS

Website – Pre - Home Page 2 (Immigrant Services Association of Nova Scotia, 2022). This webpage additionally contains information regarding becoming an ISANS Client and further recognition of additional programs needed for refugees from Ukraine and relevant resettlement programs.

Figure 4:

Title: ISANS Website – ‘Building a future for immigrants in Nova Scotia’

(Refers as Pre–Home Page 1)

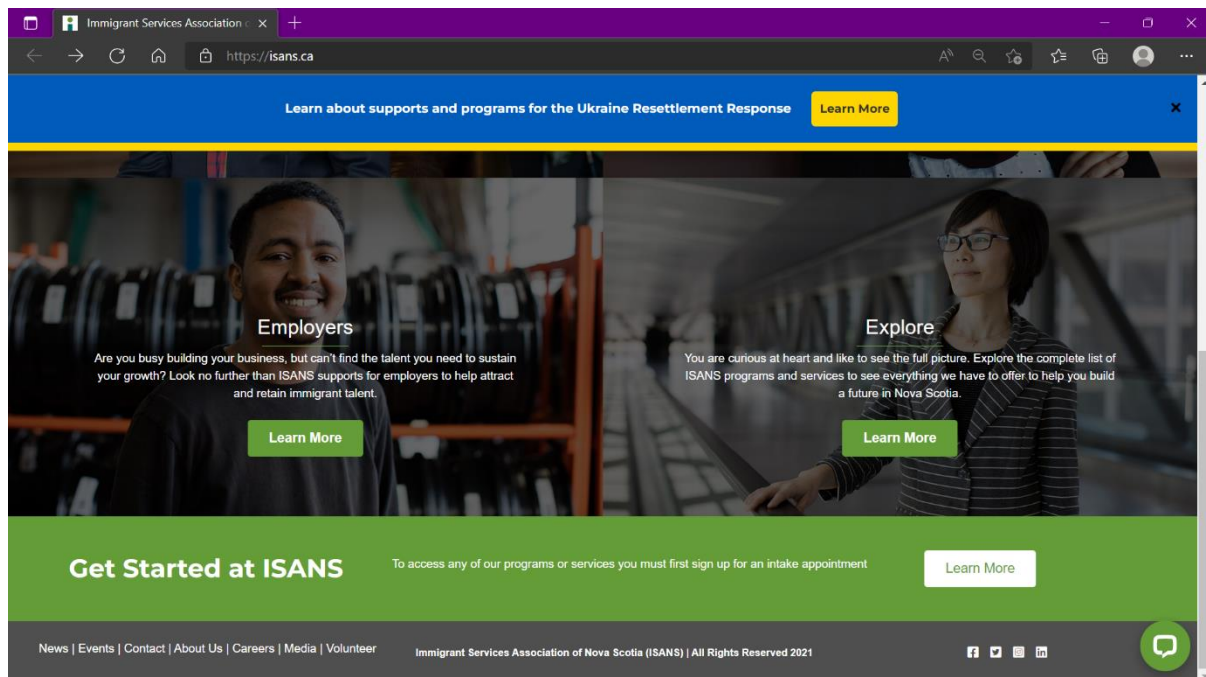


‘Building a future for immigrants in Nova Scotia’ (Immigrant Services Association of Nova Scotia, 2022p)

Figure 5:

Title: ISANS Website – ‘Building a future for immigrants in Nova Scotia’

(Refers as Pre–Home Page 2)



‘Building a future for immigrants in Nova Scotia’ (Immigrant Services Association of Nova Scotia, 2022p)

During the analysis process, it was observed that there were numerous inconsistencies within the webpage and multiple links. The first inconsistency that I observed was that there were links with similar names or titles (implied the same meaning), that were situated in multiple places within one webpage, upon clicking on those links, it was noticed that the information on the webpage was repeated and the URL/HTML remained same.

For example: - There were two navigational links on the homepage that had the titles *‘Explore our Programs’*, and *‘Programs Database’* respectively; however, the URL/HTML remained the same, i.e., - [‘https://isans.ca/explore-our-programs/’](https://isans.ca/explore-our-programs/).

Given the similar titles of the links that implied similar meanings, it was expected that the content in the respective could be similar. Nonetheless, different titles gave me an impression of a potentially different variety of information that could have been present to assist the newcomers.

The second inconsistency that I observed was that some links had the same titles/names for the navigational links, but the URLs/HTML were different, followed by different content and layout of the webpage.

For Example:- The link title on the Pre homepage read as – *‘Pre-Arrival and New Immigrants*, but it navigated to this URL, - [‘https://isans.ca/start-your-journey-with-isans/’](https://isans.ca/start-your-journey-with-isans/), and the link title on the Homepage read the same as the one Pre-homepage, i.e., – *‘Pre-Arrival and New Immigrants’*, but it navigated to this URL, - [‘https://isans.ca/sign-up-to-become-an-isans-client/’](https://isans.ca/sign-up-to-become-an-isans-client/).

Here the title was the same, which gave me as a visitor the impression that the information on consequent links would be the same, after visiting one link, I could potentially avoid going on the link with the same name, thereby depriving myself of the potentially important information.

The third inconsistency I noted was that the homepage of the website had links, which had different titles, implying the presence of different information, however, the URL/HTML were the same.

For Example: *‘Become a client’* – [‘https://isans.ca/sign-up-to-become-an-isans-client/’](https://isans.ca/sign-up-to-become-an-isans-client/), *‘Pre-Arrival and New Immigrants’*- [‘https://isans.ca/sign-up-to-become-an-isans-client/’](https://isans.ca/sign-up-to-become-an-isans-client/).

Here, I perceived that the first link would give me information on becoming a client and the second link would give me information that I need to become aware of as a newcomer,

as the names read as '*Become a client*', '*Pre-Arrival and New Immigrants*' respectively. However, upon clicking on the links, it navigated me to the same page.

The fourth inconsistency that I observed was that there were navigational links on the homepage, with different names and different URLs/HTML. However, the content remained identical to each other.

For Example: - the '*Homepage*' and '*Start My Journey*' Webpage had different links, with different navigational titles of links, but the interior layout of the webpage and the content remained the same.

Upon further analyzing the content of each link present on the homepage, it was observed that there were different titles of the navigational links implying that there was different information, however, this was not the case and the information kept on repeating itself on numerous occasions. This led me to conclude that the content on these web pages was the same, even though the pathway to get to these web pages was different. The layout appeared that there were multiple links, I perceived that the presence of multiple links reflected the presence of more variety of information, thereby more information for newcomers. Nonetheless, the URL/HTML remained the same, thereby reflecting that the content was the same. There were mere different titles of navigational links to land on the same webpage with the same information.

After observing these inconsistencies, a list was made of all navigational links present on the homepage corresponding to their URLs/HTML for the links present on the pre-homepage as well as the homepage. Each of the webpages was visited and was noted for the same URLs/HTML, along with the content present on these respective webpages. The list was analyzed for repetitions of URLs and HTML, along with content. Some links were repeated twice or more, and some were never repeated. Though, most of the links were repeated; as the

links present on the Pre-Homepage were 18, and the links present on the Homepage were 59. The total links present on the pre-homepage and homepage were 77. The links that had the same URL/HTML were counted as one since the content remained the same as well. The links were re-counted where the repeated links (even the ones with different titles/names) were accounted for as one. The recounted list of pre-homepage and homepage after accounted for repetitions contained only 40 links, this implied that there were 37 links present on the homepage and pre-homepage that were being repeated along with the content. The finalized list of web pages was made and placed in the respective categories. The list of services and programs was divided into five categories. These seven categories were as follows:

- *‘Our Programs’*
- *‘Organization’*
- *‘News and Events’*
- *‘Media and Partners’*
- *‘Services’*
- *‘Contact’*
- *‘Miscellaneous’*

The respective services or webpages (after accounting for repetitions) under each of these categories were:

“Programs”

- Program database OR Explore our Programs - <https://isans.ca/explore-our-programs/>
- Get Settled - <https://isans.ca/get-settled/>
- Learn English - <https://isans.ca/learn-english/>

- Do Business - <https://isans.ca/do-business/>
- Connect with Community - <https://isans.ca/connect-with-community/>
- Diversify your Workforce - <https://isans.ca/diversify-your-workforce/>
- Pre-Arrival Services - <https://isans.ca/pre-arrival-services/>
- Pre-Arrival and New Immigrants - <https://isans.ca/sign-up-to-become-an-isans-client/>
- Pre-Arrival and New Immigrants - <https://isans.ca/start-your-journey-with-isans/>
(One link from the pre-home-page that was not being repeated)
- Find Employment - <https://isans.ca/find-employment/>
- Start My Journey - <https://isans.ca/home/#start-my-journey>
- Become a client - <https://isans.ca/sign-up-to-become-an-isans-client/>
- ISANS Clients - <https://isans.ca/already-an-isans-client/>
- Employers - <https://isans.ca/support-for-employers/>

“Organization”

- Get Involved - <https://isans.ca/get-involved/>
- About Us - <https://isans.ca/about/>
- Donate - <https://isans.ca/donate/>
- Careers - <https://isans.ca/careers>
- Resources - <https://isans.ca/resources-and-publications/>
- FAQs - <https://isans.ca/frequently-asked-questions/>
- Contact Us - <https://isans.ca/contact/>

“News and Events”

- Latest News OR News - <https://isans.ca/news/>

- Our Events OR Events - <https://isans.ca/events/>
- Statement on the conflict in Ukraine - <https://isans.ca/statement-on-the-conflict-in-ukraine/>
- ISANS Story: Over 250 Immigrant youth in need receive soccer gear - <https://isans.ca/isans-story-over-250-immigrant-youth-in-need-receive-soccer-gear/>
- ISANS Virtual Open House <https://isans.ca/isans-virtual-open-house-2021/>
- Our Impact - <https://isans.ca/our-impact/>
- Supporting people affected by the situation in Ukraine - <https://isans.ca/supporting-people-affected-by-the-situation-in-ukraine/> (Page excluded as an error occurred).

“Media and Partners”

- Request an Interview OR Contact - <https://isans.ca/contact/>

“Services”

- Translations - <https://isans.ca/program/translation/>
- Skills Match - <https://skillsmatch.ca/>

An additional category was made to enlist the navigational links that were not already categorized by the website. These categories were “Contacts” and “Miscellaneous”. The category of Contacts incorporated the links or webpages from social media and live chat on the website.

“Contacts”

- Facebook - <https://www.facebook.com/isans.ca>
- Instagram - <https://www.instagram.com/isans.ca/>

- LinkedIn - https://www.linkedin.com/authwall?trk=ripf&trkInfo=AQGfJ5BINUzIPgAAAY_A5YJqQqXn6wGhhBqD7g8rTCtDVocMtu0_YMDIuGGC2PEmbSsu-JsTmn7aaGVvcrV5ikC1NdwSHOiCyqjazpSlo0T9mq_HTzhEC-WN4x3AMhXirjW6w4M=&originalReferer=https://isans.ca/&sessionRedirect=https%3A%2F%2Fwww.linkedin.com%2Fcompany%2Fisans
- Twitter - https://twitter.com/isans_ca

“Miscellaneous”

- Ukraine Resettlement Response - <https://isans.ca/ukraine-resettlement-response/>
- Covid - <https://isans.ca/covid-19/>
- Live Chat (sponsor) – <https://www.livechat.com/>
- Privacy Policy - <https://isans.ca/privacy-policy/>
- Sign-Up Now- <https://simplycast.ca/?q=forms/take&i=60ccc6745e1db8.27186984>

Analysis Homepage + Start My Journey Webpage (Same Content)

Objective

The first webpage page analyzed was the homepage of the ISANS website. The content was evaluated for the presence of objective support services and information relevant to the same. The presence of the same would have established the quality analysis from an objective lens; i.e., the availability of support services deemed necessary for supporting migrants and refugees. The presence of the most needed support services reflected the objective quality of the content on the website, as it demonstrated if the genuinely needed support services were available.

The homepage provided a brief overview of the organization and displayed links to various services and types of support provided by the organization, along with some programs. The information displayed on the homepage comprises precise text and more images. Additionally, the display of featured news stories and information under the 'Our Impact' page, and the video, that was present on the homepage enacted as testimonies of the clients, provided an example of the services provided by the organization.

The textual information present was in active voice and delivered the message in a precise manner, the textual information did not contain any slang words or filler phrases. The words where abbreviations were mentioned, contained respective full forms for the respective text. I believe these aspects to be important, as most migrants have English as an additional language; and having a simple and accessible language was important for an efficient flow of information, and for newcomers to understand the present content in an optimum way. I further believe that the presence of accessible language was of even more importance; especially on a platform such as ISANS organizations' website, which assists the newcomers in the steeling process in the new country. The presence of accessible language would enable the newcomers to understand the present content better and reach out to the organization in case needed.

The additional aspects of objective support services, such as information regarding Mental Health Support, Social Support, Child/Youth Family Support Services, and Preventative Health Care, were not present. Nonetheless, any information or relevant link that could navigate the user to these resources was not seen.

Furthermore, it was observed that the layout and content of this (Homepage) webpage were the same 'Start My Journey' webpage. Despite the URL or the HTML being different, the content was identical to that of the homepage. Therefore, the analysis was not conducted, as it would remain the same as that of the homepage.

Subjective

The website had pictures of people that belonged to diverse backgrounds. This display acknowledged the multicultural representations of clients that the organization caters to, I perceived this to be culturally congruent information. Additionally, the language used on the homepage was simple and precise; For example: *'ISANS was a non-profit organization that provides settlement and integration services to immigrants who are in or are destined for communities across Nova Scotia.'* I was able to gain an approximate impression of the services provided based on the brief display of services on the homepage. The homepage had an image of a Sardar male; coming from an Indian background, and being familiar with the Sikhism religion, gave a sense of inclusiveness as per the need for belonging (Maslow, 1943) as cited in (McLeod, 2007). The image represented that the organization recognizes people from diverse backgrounds; this gave me a sense of familiarity and approachability to the organization.

There was no advisory language used on the homepage, and I did not discover anything that was incongruent with my cultural orientation. But, majorly displayed information about the organization and provided brief navigational links based on anticipated potential preferences of website visitors. However, the about us section mentions *'that provides settlement and integration services to immigrants'*. The about us section further discusses the collective belonging and growing together as an inclusive community and mentions providing integration services. I perceived this to be meeting the needs of belonging; (Maslow, 1943) as cited in (McLeod, 2007) and being congruent to my cultural perspective. However, the statement did not acknowledge what integration meant and entailed for the newcomers. In the Indian community where I grew up, 'integration', as a concept was perceived in a negative light, as we perceived that integration requires one to completely give up their culture; and wholly adopt

and absorb themselves in a new country's dominant culture. I believe this was essentially stripping one of their cultural and individual identity, which can further add to mental and emotional stressors. This mental and emotional stressor is amplified when India's history of colonization is taken into account; as taking away one's culture has been a part of trans-generational trauma that yet persists.

Category: Programs

This category comprises the web pages under the 'Programs' category that discusses the classes, workshops, training and overall services of the ISANS organization. This category contains fourteen web pages which were as follows (accounted for repeated webpages):

- Program Database OR Explore our Programs - <https://isans.ca/explore-our-programs/>
- Get Settled - <https://isans.ca/get-settled/>
- Learn English - <https://isans.ca/learn-english/>
- Do Business - <https://isans.ca/do-business/>
- Connect with Community - <https://isans.ca/connect-with-community/>
- Diversify your Workforce - <https://isans.ca/diversify-your-workforce/>
- Pre-Arrival Services - <https://isans.ca/pre-arrival-services/>
- Pre-Arrival and New Immigrants - <https://isans.ca/sign-up-to-become-an-isans-client/> (Link from the homepage, whose content was identical to the '*Become a client*' webpage)
- Pre-Arrival and New Immigrants - <https://isans.ca/start-your-journey-with-isans/> (One link from the pre-home-page that was not being repeated on the homepage)
- Find Employment - <https://isans.ca/find-employment/>

- Start My Journey - <https://isans.ca/home/#start-my-journey>
- Become a client - <https://isans.ca/sign-up-to-become-an-isans-client/>
- ISANS Clients - <https://isans.ca/already-an-isans-client/>
- Employers - <https://isans.ca/support-for-employers/>

Analysis: Programs Database /Explore Our Programs Webpage

Table 4:

Title: Objective Analysis – Programs Database/Explore our Programs Webpage

Objective Measures	Program Database/ Explore our Programs Webpage
Linguistically Accessible Language	-
- Use of active voice	YES
- Use of examples for explaining complicated ideas	NO
- Absence of filler phrases	YES
- Absence of slang words	YES
- Use of full forms while using abbreviations	NO
Mental Health Support	-
- Psychologist	NO
- Therapist	NO
- Counsellors	NO
- Psychiatrists	NO
- Clinical social workers	NO
- Mental health nurse practitioners	NO
Preventative Health Care	-
- guide and provide information regarding the Canadian health care system	YES
- procedures and accessibility to various health care services	YES
- include vaccine/immunization information	YES
- Provide information on the prevention of different types of injuries (intentional and unintentional) in different populations (children and youth, workers, older Canadians),	YES
- Maternal and child health care	YES
- Prevention of sexually transmitted infections, etc.	YES
Child/Youth/Family Support Services	-
- Youth Groups	YES
- Day-Cares	YES
- Parent's Support Groups	YES

- Parent Education and Learning	YES
- Family Support	YES
- Child Protection Laws and Regulations	YES
Social Support (Includes Cultural Support)	-
- religious ties, cultural ties, spiritual ties, community connections etc.	YES
- community connection services to their clients for example Temples, Mosques,	YES
- Connections from people from similar backgrounds etc.	YES

Objective. The webpage '*Program Database/Explore our Programs*' was initially analyzed through the objective lens as per Table 4; to examine the presence of support services, that were deemed as most needed by previous studies. This current webpage contained the list of programs, and each enlistment was a link, where the visitor could click on any programs if further information was required. This webpage contained information that was related to the objective criteria of determining the quality. The first criteria for determining quality were the language used within the displayed content. The language used on this webpage was accessible; however, there were no examples or any full forms used within the textual content. There were no slang words and filler phrases used within the content. The criteria for each theme and its respective presence have been shown in the following Table 5 *Objective Analysis – Get Settled Webpage*. The second criterion/category was the presence of mental health support services. Within the list of programs, there was no information regarding mental health support or any connecting information that would navigate the user to the information regarding mental health, psychologists, counsellors, etc. The third category/criteria for objective analysis was Preventative Health Care guidance, which determined the presence of information such as guidance and information regarding the Canadian health care system, procedures and accessibility to various healthcare services, etc. The program database had more than 50 to 70 programs, however, there was only one program '*Immigrants Health*', which contained the information about health care and guidance needed for the same.

Analyzing this link was not part of including criteria in this study, however, the link was clicked to examine the context and details of services provided under the *'Immigrants Health'* program to accurately represent the presence of the support services provided in the table. This webpage was not part of including criteria of this study, and yet had all the information that contributes to the criteria of Preventative Health Care. Since the organization provides preventative health care guidance to the newcomers, it was deemed important to examine include for a true representation of the information present/support services provided by the organization. Additionally, the webpage had a couple of programs, that were *'Disability Support'*, was there along with *'Accessibility Support Program'* as the last enlisted program. The fourth criteria for the objective analysis were Child/Youth/Family Support Services, which included information on Youth Groups, Parents Support Groups, etc. Upon analyzing the programs, few programs revolved around family and parental support services. These said programs were, *'Child Care (ECE)'*, *'Family Support Programs'*, *'Immigrant Youth Employability Project'*, *'Immigrant Youth Career Exploration'*, *'Mom & Baby Class'*, *Youth Life Skills'*, *'Youth Explore'*. The fifth criteria for the objective analysis were Social Support (Includes Cultural Support), which included information regarding community connections, cultural connections, religious connections etc. This webpage was analyzed and certain programs were seen that promote the cultivation of social connection, some of these programs were *'Growing Strong Neighbourhoods (community gardens)'*, and *'Community Connections'*.

Subjective. This webpage starts with the thematic layout of the navigational bar, followed by an advertising statement with a picture in the background. This webpage consists of a list of programs provided by the ISANS organization. The list of programs also enacts a navigational link for each respective program. Each program title had a brief description of the program for the visitors to gain information about the program, and to help decide if any

program(s) were relevant for them. The programs were randomly placed in a section, and each section ended with the '*Load More*', option, however, upon clicking the '*Load More*', option, nothing was loaded and the page remained blank until the next section began. This left me as a viewer very unclear, as I wasn't sure if there were more programs that I was missing out on or whether the list of programs ended.

Furthermore, this section contained numerous programs in various fields to assist newcomers. However, the majority of the programs revolved around English language proficiency, employment, and new country work culture. These aspects met the safety I needs and belonging needs but did not contain any information that addressed the physiological needs of newcomers. English language proficiency and new country work culture accounted for belonging needs and employment accounted for safety needs. There were very few programs that revolved around family support, parental support, and health care support. I believed this webpage provided space and opportunity to hold most of the information and services that the organization provides, in addition to displaying services that could have matched some of Maslow's Hierarchy of Needs. However, no other information relevant to Maslow's Hierarchy of Needs was present. Even though programs related to objective aspects were barely present, none of these programs that were present on this webpage appeared in the events calendar. This further left me, as a visitor unclear about how these support programs were executed or delivered to the new immigrants, as no information regarding the delivery mode was present on this webpage. Most of the content under this web page was the enlistment of the programs available, there was no culturally congruent or incongruent information present.

Analysis Get Settled Webpage

Table 5:

Title: Objective Analysis – Get Settled Webpage

Objective Measures	Get Settled
Linguistically Accessible Language	-
- Use of active voice	YES
- Use of examples for explaining complicated ideas	YES
- Absence of filler phrases	YES
- Absence of slang words	YES
- Use of full forms while using abbreviations	NO
Mental Health Support	-
- Psychologist	YES
- Therapist	YES
- Counsellors	YES
- Psychiatrists	YES
- Clinical social workers	YES
- Mental health nurse practitioners	YES
Preventative Health Care	-
- guide and provide information regarding the Canadian health care system	YES
- procedures and accessibility to various health care services	YES
- include vaccine/immunization information	YES
- Provide information on the prevention of different types of injuries (intentional and unintentional) in different populations (children and youth, workers, older Canadians),	YES
- Maternal and child health care	YES
- Prevention of sexually transmitted infections, etc.	YES
Child/Youth/Family Support Services	-
- Youth Groups	YES
- Day-Cares	YES
- Parent's Support Groups	YES
- Parent Education and Learning	YES
- Family Support	YES
- Child Protection Laws and Regulations	YES
Social Support (Includes Cultural Support)	-
- religious ties, cultural ties, spiritual ties, community connections etc.	NO
- community connection services to their clients for example Temples, Mosques,	NO
- Connections from people from similar backgrounds etc.	NO

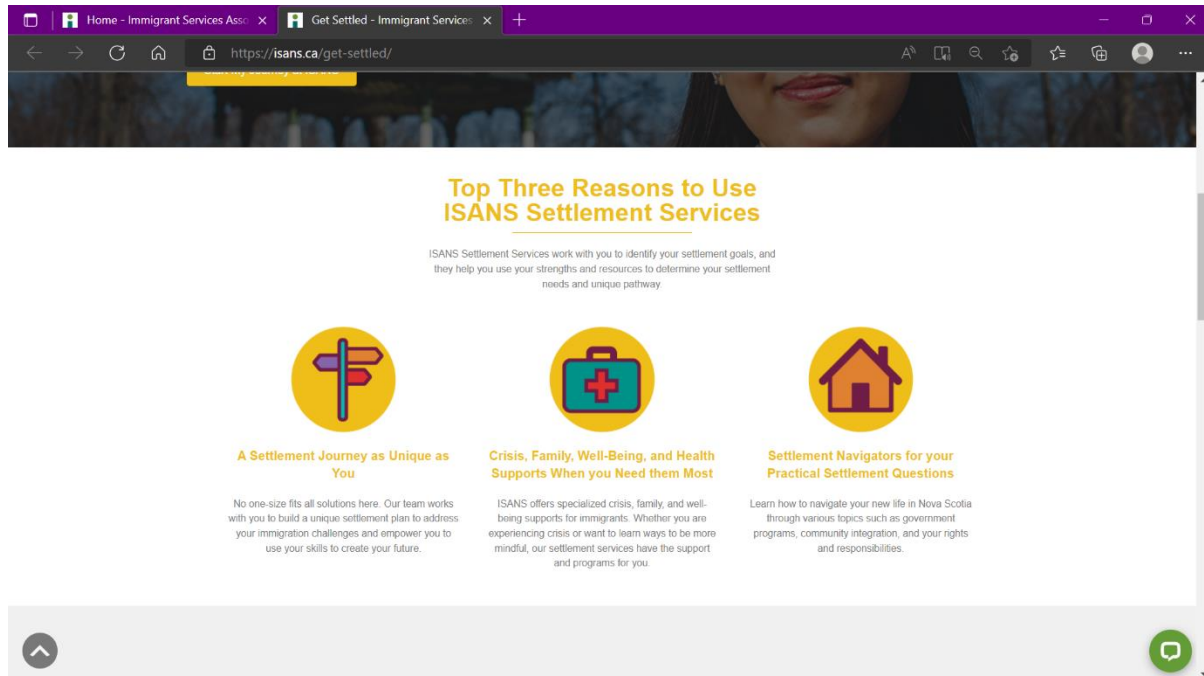
Objective. The webpage 'Get Settled' was analyzed for objective criteria as shown in Table 5; to examine the presence of support services that were deemed as most needed for newcomers. The first criterion that this webpage was analyzed through was the linguistically accessible language. The webpage contained succinct information, in brief sentences, that described the available support provided by the organization, which I believed was easy to understand. Additionally, there were no slang or filler words used in the webpage content. The

next criteria for objective analysis were availability of Mental Health Support, such as access to psychologists, counsellors and other mental health support services, followed by Preventative Health Care Guidance, Child/Youth/Family Support Services and Social Support. Upon examining the webpage for the same. No content explicitly mentioned that it provided mental health support or any other services in detail. However, there was a brief statement, that mentioned providing '*Crises, Family, Well-being and Health Support*', as shown in Figure 3 below. Based on this statement, I believed that the organization provides support in the above areas. Nonetheless, there was no navigational link present, whereby I as a visitor could navigate further to gain more details or verify the support services provided. Upon further analyzing the webpage, it was noted that there was no information or content regarding any social support or community connections available. Social Support was one of the criteria for the objective analysis, as past studies have suggested that social/community support plays a vital role in contributing to immigrants' and refugees' overall well-being.

Subjective. This webpage starts with the thematic layout of the navigational bar, followed by an advertising statement with a picture in the background. This was further followed up by a title '*Top Three Reasons to Use ISANS Settlement Services*', followed up by three sub-sections namely, '*A Settlement Journey as Unique as You*', '*Crisis, Family, Well-Being, and Health Supports When You Need Them Most*', '*Settlement Navigators for your Practical Settlement Questions*', as shown in the following Figure 6:

Figure 6:

Title: ISANS Website – ‘Get Settled’ Web Page



‘Get Settled’ (Immigrant Services Association of Nova Scotia, 2022m)

Each of these sub-sections was accompanied by a brief description of the services provided. This section of the webpage in comparison particularly had more precise information regarding a wide variety of services and supports provided for newcomers. this was followed up by a video and a navigation option for *‘Exploring all Programs’*, and *‘Impact Stories’*. The webpage ended with featured news stories which were titled as, *‘Domestic Violence Resources’*, *‘HIPPIY Program celebrates its new graduates’*, *‘(I’m)migrant Health and Wellness Forum’*. followed by the *‘Load More’* option to view more featured news stories. However, these feature news stories were dated April 2020, and June 2019. I believe that only news stories that were relevant to family support and health were featured in this part of the webpage, as featuring news stories were enacted as an example to highlight the positives of the organization’s functioning. However, I perceived these success stories as more of an

advertising nature, as they were not informative in terms of indicating the procedures followed to address aspects such as providing health support and providing support in family crises etc. For example, if I as a woman of colour am experiencing health issues of any kind, or have been experiencing domestic violence, I need to become aware of the privacy policies followed by the organization to support me appropriately. Along with connections to other organizations that would support and assist women in the required area. Additionally, the news stories featured here were dated one year old and two years old respectively. There were chances that the procedures of functioning of the organization could have changed in terms of addressing the customized needs of immigrants, which might not be reflected in the newsletter. I believe this information was needed and rather important to know and become aware of the potential future clients of the organization, of how they were addressing their needs, should they decide to entrust them with their time and resources to settle in a new country.

Some of the content present on this webpage was relevant to the objective criteria for this study, however, the subsection involved a very brief description, and I as an immigrant did not understand how aspects such as family crises were addressed. Even though the webpage mentioned domestic violence resources, the quality of the content was not clear to me if the family support workers were part of the ISANS organization if the organization was going to direct me to an external resource, and how this was executed. As a woman of colour, I need to have resources referred or present that were culturally appropriate for me and understand my cultural context, and my religious orientation; for me to be able to make the most out of the present support services. However, none of this information was present on this web page.

Most of the content present on this webpage met Maslow's Hierarchy Needs for Safety and Belonging. I perceived social support (including cultural support), mental health support, and linguistically accessible language (to establish a connection and communicate) as Love

and Belonging Needs, and Safety needs as preventative health care and child/youth/family support services. There were additional fragments of information that should have been included as a part of safety needs; such as legal advice, immigration advising, tenant and employment tribunals and mediating support for the same. However, none of this information was present. The web page had no procedural information that elaborated for readers on how to access the services that were present and provided by the organization. The webpage acknowledged providing multiple services for newcomers but these services were umbrella terms and were not clearly defined as though how many of these services is the organization willing to take. As a newcomer, it was difficult to comprehend if the organization provided services or stopped providing services after a few weeks of assistance or directed the clients to a different organization after a certain stage, or stayed with the client until the end of the process.

Analysis: Learn English Webpage

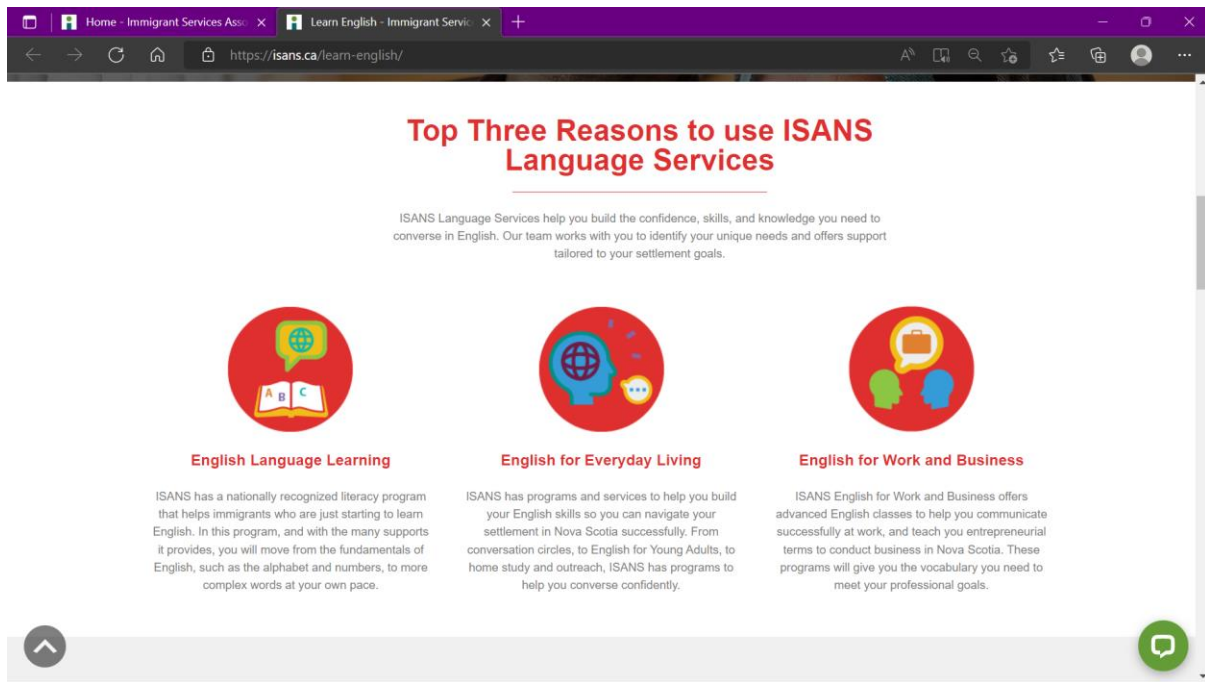
Objective. The webpage '*Learn English*', predominantly contained information about Learning English and support services provided for this purpose. This webpage did not have any information that was relevant to any of the criteria for objective analysis. However, the content present on the website was in simple and accessible language without any filler phrases or slang words.

Subjective. This webpage starts with the thematic layout of the navigational bar, followed by an advertising statement with a picture in the background. This was further followed up by the title '*Top Three Reasons to use ISANS Language Services*', followed up by three sub-sections namely, '*English Language Learning*', '*English for Everyday Life*', '*English*

for Work and Business'. Each of these sub-sections was accompanied by a brief explanation of details, regarding each of the subheadings as shown in the following Figure 7:

Figure 7:

Title: ISANS Website – ‘Learn English’ Web Page



‘Learn English’ (Immigrant Services Association of Nova Scotia, 2021a)

The explanation that entailed described what each program or type of program entailed, and how those programs were helpful in everyday life. However, the program’s explanation did not describe the curriculum of how that program was executed. Additionally, the description contained did not contain any accommodations or customization for people that belonged from a diverse language background, as some might need more time than others. For example; in my experience, some people from India; depending on their socioeconomic statuses, were enrolled in the English medium school which means that the entire delivery of all subjects and the entire education medium was in English. On the other hand, some people were enrolled in Hindi (mostly used language) medium or any other regional language medium.

People from the English medium would likely need less time to adapt to the communication system of Canada, as they already have a familiarity with the language. As compared, to others who were raised within a non-English speaking medium of the school, might require more time. The brief description does mention helping people according to their pace but does not necessarily give a concrete layout or plan of the program execution and how it was altered or customized to accommodate people from diverse language-speaking backgrounds. I believe that this information present on this webpage was rather culturally incongruent as there should have been a better description for customizing and altering their assisting programs for some cultural accommodations for people belonging to various backgrounds.

This was followed up by a video and a navigation option for *'Exploring all Programs'*, and *'Impact Stories'*. The webpage ended with featured news stories which were related to language and communication. These were titled as, *'ISANS Certifies as an Accredited Testing Centre'*, *'NEW Online Course for Health Care Professionals: Interprofessional Communication (IPC)'*, *'Communication Strategies for OSCEs'* followed by the *'Load More'* option to view more featured news stories. The feature news stories were dated June 2021, October and November 2020, which I believed to be older. The organization has been functioning and have had clients who were migrants and refugees with a variety of needs, however, the featured stories were events that happened in the year 2020, and 2021. I perceived this implied that either the website has not been updated to feature more recent stories or the organization may not have had any success story since then to be featured. I perceived the quality of this content as irrelevant, as this content had more of an advertising approach as the featured news stories were to highlight the success stories and glorify the organization's achievements. I did not believe this content to be informative or relevant for helping newcomers in the settlement process. Besides, the availability of language services assisted the newcomer in communicating. Being able to communicate is an important skill and a medium

to establish community relationships, function in the workplace in a professional setting and continue to be a part of society. Being able to communicate and enhance communication skills is a foundational requirement for one to meet various needs such as physiological, safety and especially Maslow's need for belonging.

I believe that more information, such as enlistment of multiple resources was needed for newcomers which I would have perceived to be more informative, as opposed to learning about the organization's success. Being an immigrant, I would have preferred the information that was detailed in the description of how the programs would be executed and what was expected of the potential clients. The space of the webpage could have been better utilized in enlisting relevant information instead of generic advertising statements which did not contribute to the website visitor deciding on whether to approach the organization or not.

Analysis: Do Business Webpage

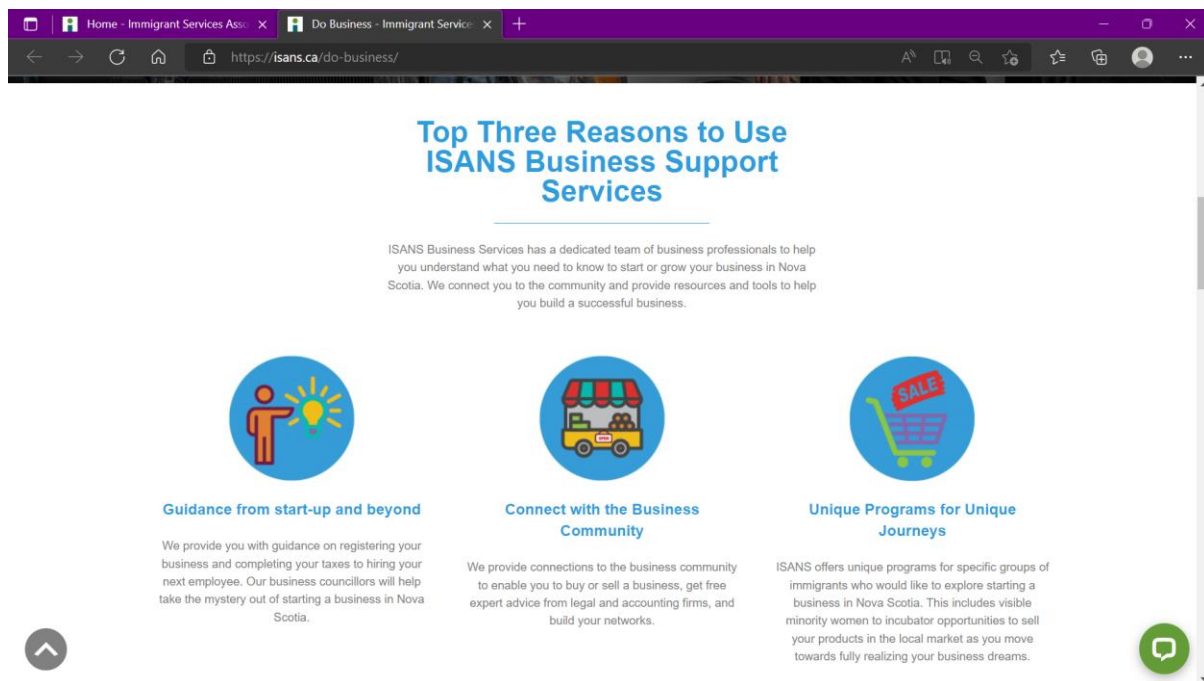
Objective. The webpage '*Do Business*', pre-dominantly contained information about doing business and support services provided for this purpose. This webpage did not have any information that was relevant to any of the criteria for objective analysis. However, the content present on the website was in simple and accessible language without any filler phrases or slang words. This webpage additionally discussed connecting the organization's clients to the existing business community.

Subjective. This webpage starts with the thematic layout of the navigational bar, followed by an advertising statement with a picture in the background. This was further followed up by a title '*Top Three Reasons to Use ISANS Business Support Services*', this was followed up by a brief description and three sub-sections namely, '*Guidance from start-up and*

beyond, *'Connect with the Business Community*, *'Unique Programs for Unique Journeys*', as shown in the following Figure 8:

Figure 8:

Title: ISANS Website – 'Do Business' Webpage



'Do Business' (Immigrant Services Association of Nova Scotia, 2022l)

Each of these sub-sections was accompanied by a brief description of the services provided. This section of the webpage in comparison particularly had more precise information regarding a wide variety of services and supports provided for new business novices, especially guidance regarding regulations of the new country. However, I believe that the productivity of this page would have increased if this section was followed up with a list of relevant programs and information for new entrepreneurs, as that would have been relevant to the available information. The next sub-section discussed getting connected to the business community, which I believed to be helpful, as this description and statement admitted to being aware of connections that can provide additional information and potential guidance for new business

novices. Providing connections to the community did match Maslow's need for belonging. However, this could have been more detailed as to how they would establish that connection, and if the said potential connection was a registered and legitimate source. I believe, this declaration and the information regarding its legitimacy should be present and easily visually accessible for a newcomer, as many newcomers were unaware and can be victims of scams and fraudulent connections. I believe that more information should be available to guide newcomers regarding the legality of running a business and advancing its potential connections. This is an important aspect to address for the need for safety as well as the need for belonging. Being aware of safe and legal business practices and constitutional rights and entitlement is imperative for any new business novice. However, none of this information was present, therefore I believed the quality of the web page's content to be negative, as the content should have been more informative and advisory for newcomers.

This was followed up by a video and a navigation option for *'Exploring all Programs'*, and *'Impact Stories'*. The webpage ended with featured news stories which were related to success business stories, *'Fostering Immigrant Women-Owned Businesses'*, *'Small Business Week – ISANS Celebrates Immigrant Entrepreneurship'*, *'Immigrant Success Stories Series – Shivani Dhamija'*, followed up by a *'Load More'* option to view more stories. However, these stories were dated around October and December 2020, as opposed to updating featured news update stories to more recent ones or replacing them with more relevant information in detail regarding the functioning of the said services that were provided. Additionally, the information present on this web page did not contain any information that was culturally congruent or culturally incongruent; the content on this webpage did not apply to the cultural aspect.

Analysis: Connect with Community Webpage

Objective. The webpage '*Connect with Community*', pre-dominantly contained information about community connection and providing the connections through various events. This webpage did not have any information that was relevant to any of the criteria for objective analysis. However, the content present on the website was in simple and accessible language without any filler phrases or slang words.

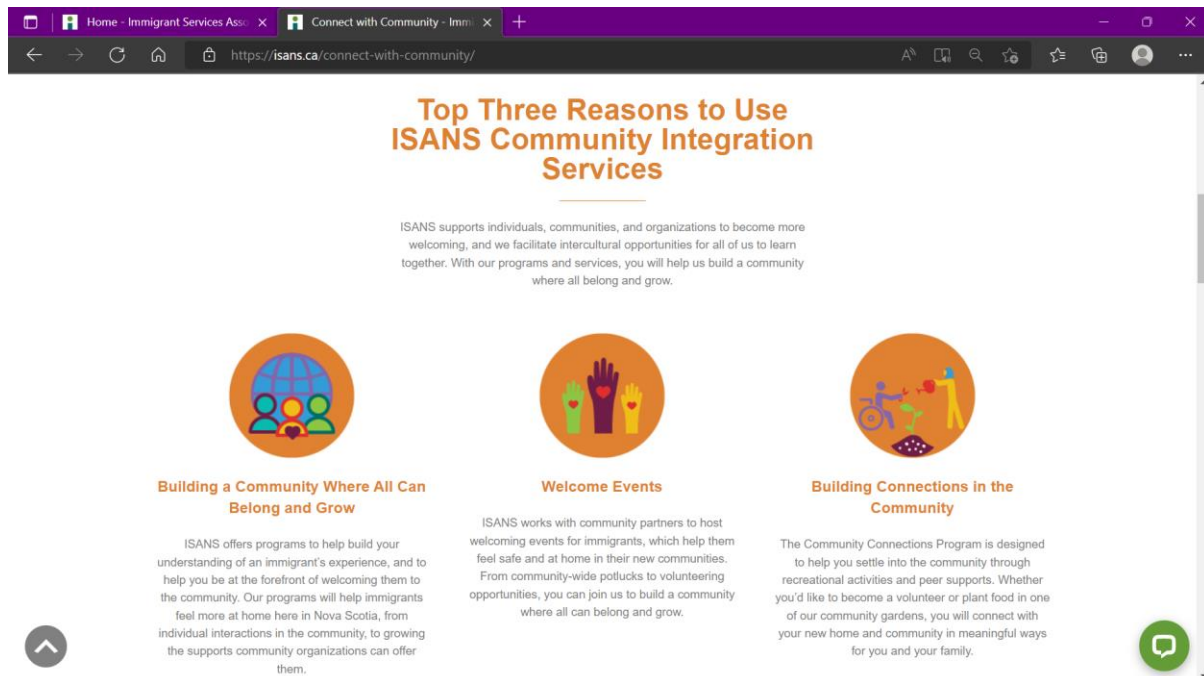
Subjective. This webpage starts with the thematic interface, containing the navigational bar followed by a title, '*Top Three Reasons to Use ISANS Community Integration Services*, as shown in Figure 9. This was accompanied by a brief description that advocates collective belonging in a community. This section was accompanied by three brief subsections that read as, '*Building a Community Where All Can Belong and Grow*', '*Welcome Events*', and '*Building Connections in the Community*'. All three sub-sections were followed by a brief elaboration of the sub-sections as shown in the following Figure 6. These sub-sections discuss establishing connections, and declaring that ISANS works with community partners, and programs designed to help newcomers settle in a new community with peer support and recreational activities. The organization's website mentioned providing community connections to newcomers, and this service matched Maslow's need for belonging, but no other aspects such as information regarding safety or assistance regarding any of the physiological needs were present. This brief explanation does not have details about which communities were connected to ISANS and which communities were eligible or the potential connection was provided. The explanation fails to establish how many communities were connected to ISANS along with the fact that this community connection was based on cultural similarity, religious similarity or based on ethnicity. I believe that this section addresses the objective aspects of support needed for newcomers reflecting a better quality, but fails to address the cultural aspects, for example,

if the organization would help me as a newcomer; an Indian, to get connected with the existing Indian community, or support me in getting connected to people from Hindu religion, or connect me to religious establishments such as Temples, here in Halifax, Nova Scotia. The information present on this webpage was not culturally congruent and was not clear about the services and how they were addressed. I believe, that if this information had been present, it would have assisted me in choosing to approach the ISANS organization for its services, it provided clarity of connection regarding Indian communities.

This section was followed by the similar interface layout of *'Explore our Programs'*, and *'Impact Stories'*. This section was followed by the featured news stories from the organization, these news stories read as; *'Celebrating Our Volunteers: The Value of One, The Power of Many'*, *'2021 Private Refugee Sponsorship Application Update'*, *'Celebrating Irish Heritage'*. These feature news stories were dated from March and April 2021. However, other many of more latest news stories were present on other web pages. This appeared to be a filler of space content, which I found less relevant in the information that could potentially help the newcomers in establishing social or community connections. This was followed by a *'Load More'* button, in case the visitor should desire more information on featured news updates. I believe that this space could have been better utilized to display information regarding programs that promote or regulate community connections.

Figure 9:

Title: *ISANS Website – ‘Connect with Community’ Webpage*



‘Connect with Community’ (Immigrant Services Association of Nova Scotia, 2022t)

Analysis: Diversify Your Workforce Webpage

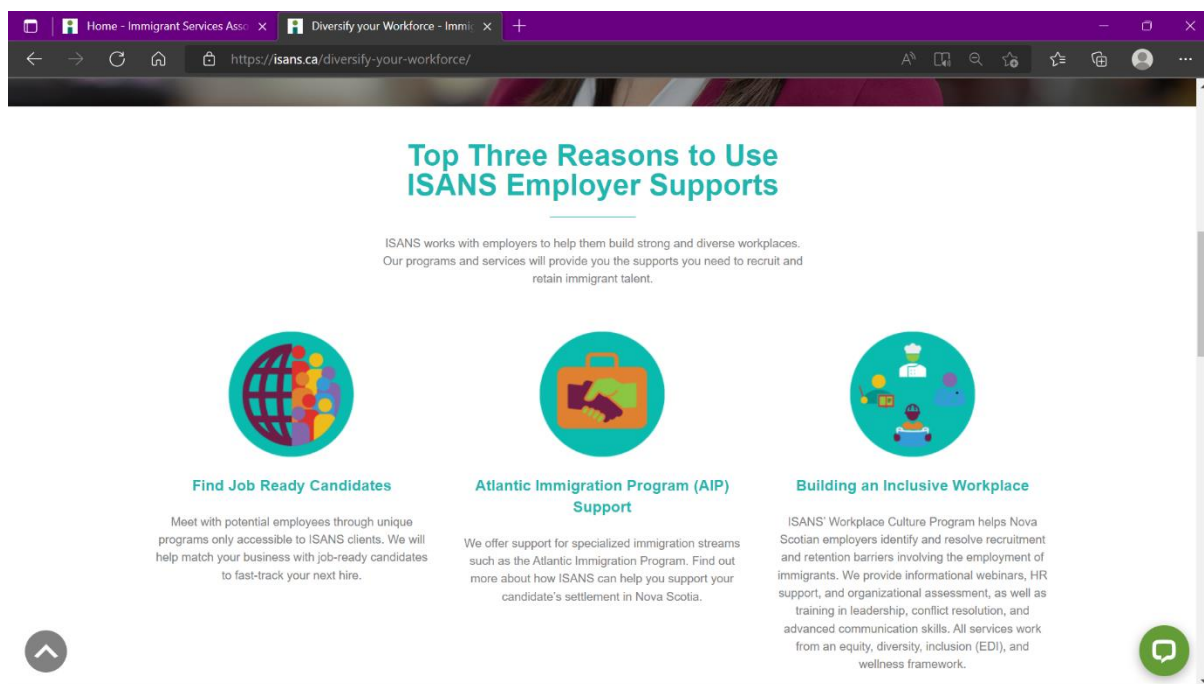
Objective. The webpage ‘*Diversify Your Workforce*’, mostly contained information for potential employers who intend to hire migrants and refugees who belong to culturally diverse backgrounds. This webpage did not have any information that was related to any of the criteria for objective analysis. The content present on the website was in precise and accessible language without any filler phrases or slang words. However, there were some texts where there were abbreviations used but full forms were not provided.

Subjective. The beginning of the webpage starts with the thematic interface of the navigational bar and a brief advertising statement with a picture in the background. This section was followed up by ‘*Top Three Reasons to Use ISANS Employer Supports*’, this was followed

up with *'Find Job Ready Candidates'*, *'Atlantic Immigration Program (AIP) Support'*, *'Building and Inclusive Workplace'*, this part of the mentions helping Nova Scotian employers to overcome recruitment barriers by providing services like, *'informational webinars'*, *'HR support (full-form not provided)'*, and *'organizational assessment'*, *'as well as leadership training'*, *'conflict resolution, and 'advanced communication skills'*. The following sentence mentions *'All services work from an equity, diversity, inclusion (EDI), and wellness framework'*. As shown below in Figure 10:

Figure 10:

Title: ISANS Website – 'Diversify Your Workforce' Webpage



'Diversify Your Workforce' Webpage (Immigrant Services Association of Nova Scotia, 2022b)

However, this section fails to acknowledge the cultural awareness aspects of employing people from diverse backgrounds and functioning in a multicultural society. For example; if the potential employers have had cultural awareness training or orientation regarding dominant

migrant communities here in Nova Scotia. The content on this webpage addressed the importance of employment for newcomers, which matched Maslow's need for safety, however, the lack of cultural education and awareness resources for potential employers contradicted Maslow's need for belonging. I believe that the content on this web page was culturally incongruent. The following section of the webpage continues to display a video and an option for exploring the organization's programs. This section was followed by a section on Impact Stories and a navigational option to view more of Impact Stories. The next majority of the content speaks of providing various programs and support for newcomers; however, these statements lacked details of the curriculum and how the programs were executed; and if any accommodations were to be made for the diverse demographics of the clientele. The statements on the web pages were mainly advertising-based, as the majority of the content presented on the multiple web pages was the proclaimed success of the organization, rather than presenting resources and making the reader aware of the multifaceted aspects of settling in a new country that could help newcomers. No information, that represented the other areas of support needed as outlined by objective criteria was present. Since those represented the support needed for the newcomers who remained absent. I believed the quality of the content to be average as the said content/information could help the newcomers in their settlement process.

Analysis: Pre-Arrival Services Webpage

Objective. The webpage '*Pre-Arrival Services*', mostly contained brief information about various types of programs and services provided by the organization for newcomers who intend to arrive in Nova Scotia in future. This webpage did not have any information that was related to any of the criteria for objective analysis. However, this webpage had brief information about providing services that would establish community connections. The content

present on the website was in accessible language without any filler phrases, and slang words. However, there were some texts where there were abbreviations used but full forms were not provided.

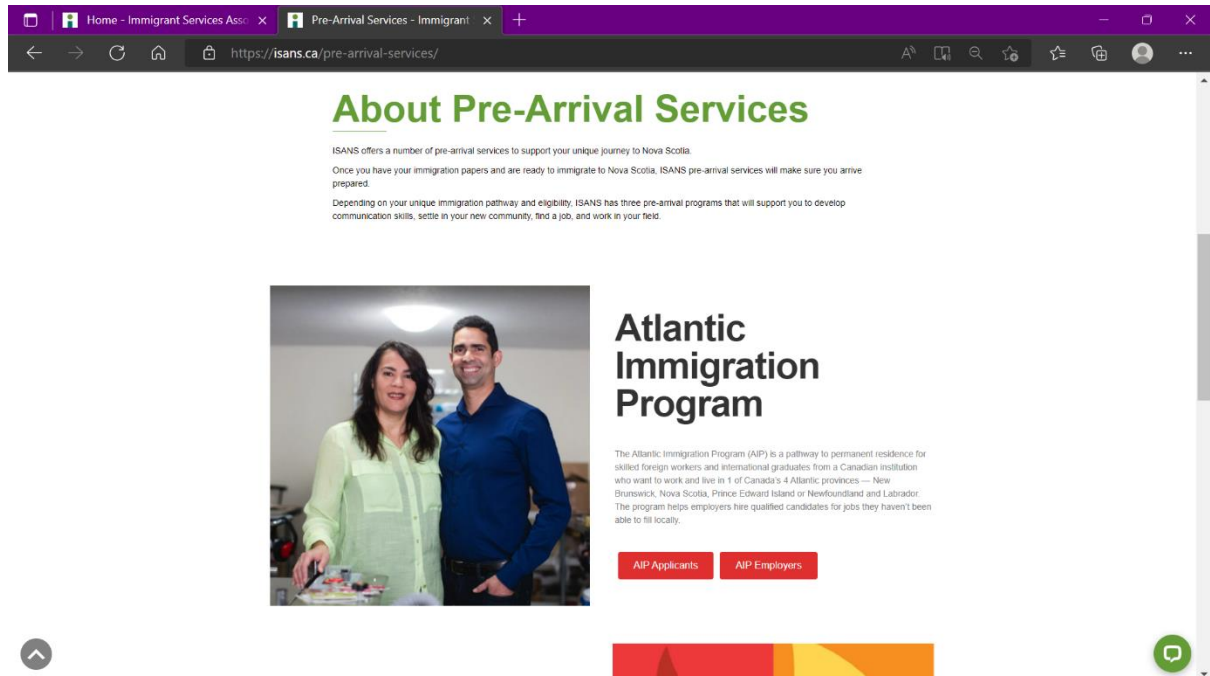
Subjective. The webpage starts with the thematic layout of the navigational bar, followed by an advertising statement. This was further followed up by a brief description of the pre-arrival services. The brief description mentions that ISANS would assist after the migrant's documentation was ready. This indirectly applies that no services or support was provided to potential off-shore migrants before documentation was done. The migrant remains aloof up until the documentation process was completed; unless one decides to conduct research themselves. The additional description mentions three or four programs available to support the newcomers; i.e., *'develop communication skills, 'settle in your new community, 'find a job', 'working your field'*. The next part of the page briefly discusses Atlantic Immigration Program (AIP) as shown in the following Figures 11 and Figure 12:

However, as discussed previously, there should be more information, accompanied by a connection to official links of the IRCC website to information regarding various migration programs. The next part of the webpage discusses 'Nova Scotia Start', this section discussed the PNP; here, the full form was not provided, however, I know from my knowledge that PNP stands for Provincial Nominee Program. This section briefly mentions providing a *'personalized settlement plan'*. The section was followed by SOPA (Settlement Online Pre-Arrival), This section discusses that this program was funded and supported by immigration which delivers free-of-cost services. This brief description discusses providing *'one-on-one orientation', 'job search support', 'employment counselling', and 'workplace culture training', 'as well as referral to a wide range of post-arrival services upon entry to Canada'*. The content on this webpage was bare minimum and it was challenging for a reader to learn

the procedure of how to access these said services. Most of the content on the webpage did not match any of Maslow's needs as the content predominantly discussed migration and settlement services. However, settlement service is a broad-umbrella concept, that encompassed multiple services that are grouped under the umbrella term of 'pre-arrival services'. Since there none of the said multiple services were defined, it was additionally challenging to establish linkages to any other needs for Maslow's needs. The presence of employment-related services matched Maslow's need for safety as it discussed employment. However, no other details were mentioned about other services, therefore it was additionally challenging to establish a connection to other needs of Maslow. Throughout the website's webpages, in multiple places sections were discussed and mentioned training the newcomers regarding the Canadian workplace culture, however, it doesn't mention the other way round; i.e., training the employers regarding the newcomers about the cultures of the migrants; to become more culturally accommodating. Especially, when there were services by ISANS that supported employers to hire new Canadians. I perceived this to be culturally incongruent information.

Figure 11:

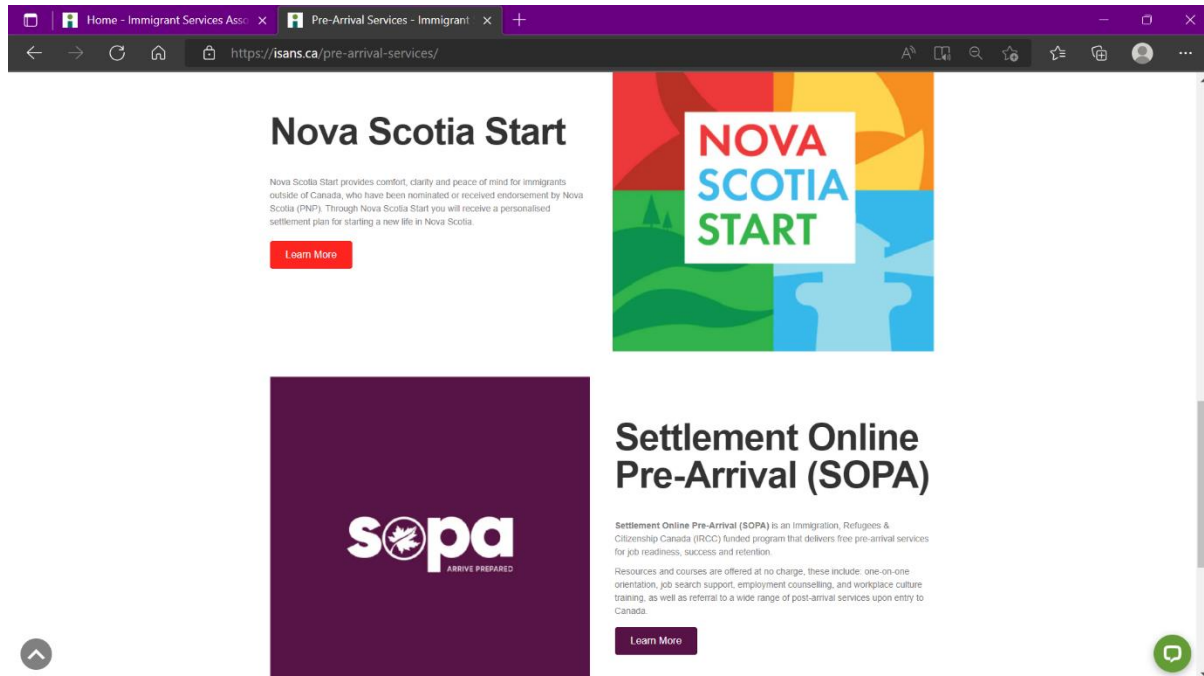
Title: ISANS Website – ‘Pre-Arrival Services’ Webpage 1



‘Pre-Arrival Services’ (Immigrant Services Association of Nova Scotia, 2022g)

Figure 12:

Title: ISANS Website – ‘Pre-Arrival Services’ Webpage 2



‘Pre-Arrival Services’ (Immigrant Services Association of Nova Scotia, 2022g)

Analysis: Pre-Arrival and New Immigrants Webpage (Link from Pre-Homepage)

Objective. The webpage *‘Pre-Arrival and New Immigrants* webpage featured their highlighted/most popular programs provided by the organization for newcomers. This webpage did not have any information that was related to any of the criteria for objective analysis. However, this webpage had brief information about providing services that would establish community connections which met the criteria of social support as the objective criteria for quality. The content present on the website was in accessible language without any filler phrases, and slang words.

Subjective. The link to this web page was present through the pre-homepage. The navigational link with the same name/title was present on the homepage, however, the URL/HTML was different and contained different information throughout the webpage. I believe that these inconsistencies reflected the poor web design and caused confusion for me as a reader/website visitor. This could have resulted in the reader missing out on potentially important information (if any present).

Most of the current webpage highlighted the reasons for choosing the ISANS organization. I believed that this content was laid out from an advertisement perspective for demonstrating the achievements, and positive testimonies of clients who praised the organization. I perceived this as a glorification of the organization; as opposed to providing information regarding health care, resources to find housing or employment (links to job banks etc) and /or other support services that were needed to settle in a new country.

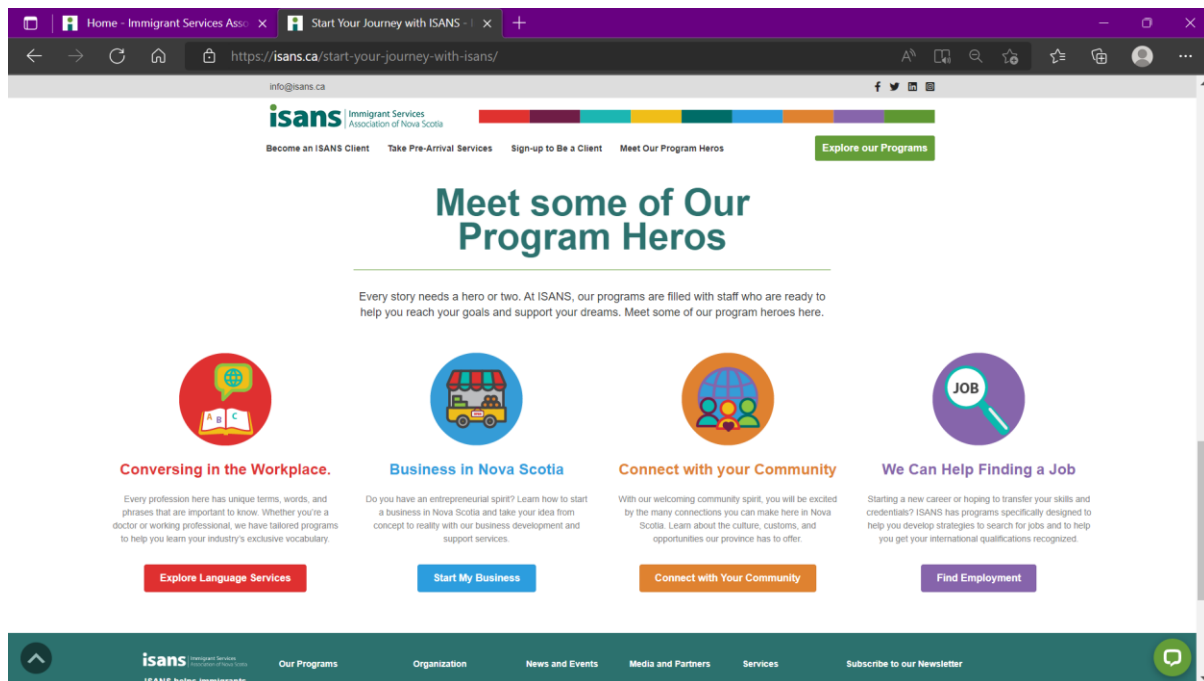
I realize that the advertising success of the organization is important for promotional and securing funding purposes due to the organization being a not-for-profit. In addition, to exemplify the importance of the impact that the organization has. The organization has secured funding worth millions of dollars from IRCC (Immigration, Refugees and Citizenship Canada), to which a newsletter is dedicated on its website. In addition, there is a webpage 'Donate' dedicated for funding purposes. Nonetheless, the organization's advertisement regarding its effectiveness was rather persistent on many web pages. Especially on web pages, where information about any of the objective criteria would have benefitted the newcomer. The fact remained that there were very less to no support services available, and neither there was any information on how a newcomer should access them.

The beginning parts of the webpage contain statements regarding assisting numerous clients in 'building a future. The next part of the webpage gives a brief overview of providing

services and resources needed to settle, some of the resources mentioned here in the advisory statement were assisting in finding a job, starting a business, enhancing language skills and/or making friends in the community. The services mentioned on this webpage met the multiple needs of Maslow; i.e., finding a job, and starting a business were Safety needs and enhancing language skills and/or connection to the community were belonging needs. Despite the information being present, it represented a fishbowl situation, whereby one could see the available and offered services, but information on how to access them was not present. The advisory statement the programs and services were free of charge to ‘eligible’ clients. However, the ‘eligibility’, was not clearly defined or established, thereby leaving the reader ambiguous. The next part of the webpage advertises reasons to use pre-arrival services, and certain services provided for migrants who would be immigrating. Two of the services/programs mentioned in this brief statement are; support to develop communication skills, settle in a new country, and find a job/work in one’s respective field. The next part of the webpage consists of a section for signing up to become a client, followed by some highlighted programs by the organization which were ‘*Language Services*’, ‘*Start My Business*’, ‘*Connect with Your Community*’, ‘*Find Employment*’ as shown below in Figure 13. Each of these was accompanied by a brief description of a program.

Figure 13:

Title: ISANS Website – ‘Pre-Arrival and New Immigrants’ (Link from Pre-Homepage Webpage, and Webpage title was Start your Journey with ISANS)



‘Start Your Journey with ISANS and Pre-Arrival and New Immigrants’ (Immigrant Services Association of Nova Scotia, 2022r)

The information was neither culturally congruent nor incongruent, therefore, it was classified as not applicable/no advice. However, as an immigrant from an Indian background, I did not find any information regarding settlement services that I or any newcomer would have needed. The information present on this webpage were statements intended for advertisements highlighting the organization's accomplishments, instead of any detailed information on potential settlement services and its procedures. I perceived the information on this webpage as poor quality as there were no examples of settlement services provided to any Indian population.

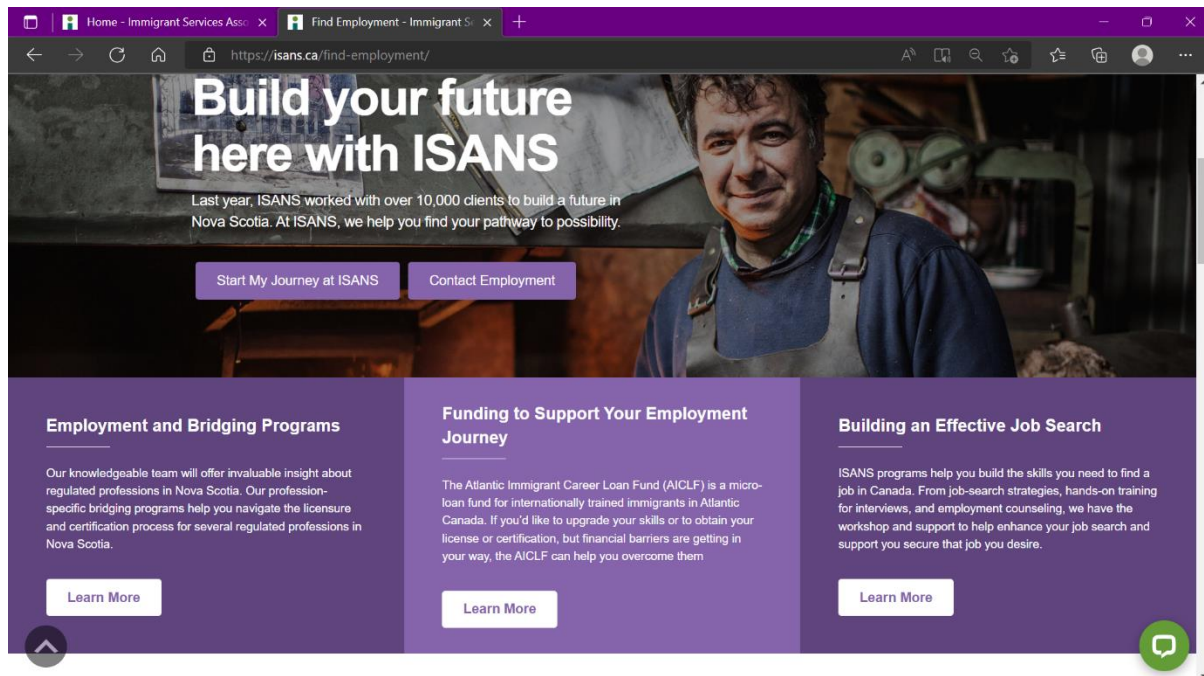
Analysis: Find Employment Webpage

Objective. The webpage '*Find Employment*' webpage featured the programs provided by the organization for newcomers, who want to find employment in a new country. This webpage had brief information about providing services that revolved around assisting newcomers in finding employment, funding whilst they find employment, conducting a job search, mentoring programs etc. The content present on the website was in accessible language. This made understanding the information regarding services easy. The language used was without any filler phrases, and slang words and there were full forms presented where required. However, this webpage did not have any information that was related to any of the criteria for objective analysis.

Subjective. This webpage contains information regarding finding employment. The webpage starts with the thematic interface and an introductory statement from the organization regarding its achievements. This was followed up with the options '*Start My Journey at ISANS*', and '*Contact Employment*'. This was further followed up by sections such as; '*Employment and Bridging Programs*', '*Funding to Support Your Employment Journey*', and '*Building an Effective Job Search*'. Each of these sections was accompanied by a brief explanation of the details of each section. This was represented below in Figure 14:

Figure 14:

Title: ISANS Website – ‘Find Employment’ Webpage



‘Find Employment’ (Immigrant Services Association of Nova Scotia, 2022i)

The next part of the web page was followed up by a list of programs that were relevant to assisting newcomers with employment aspects. Some of these programs are; *‘Wage Subsidy for Refugees’*, *‘Visible Minority Newcomer Women at Work’*, *‘Trades Practical Assessment’*, *‘SkillsMatch’*, *‘Professional Practice Program’*, *‘Professional Mentorship Program’*. The page was followed up by a section on *‘Impact Stories’*. The information on this webpage contained brief information. Each enlisted program represented a navigational link accompanied by a brief explanation of how these programs entailed, along with its eligibility requirements, duration of each program etc. The information present revolved around services and programs assisting the newcomers to find employment, which was relevant to Maslow’s need for Safety. The information present was oriented towards the programs provided and contained no further information regarding making cultural accommodations within the provided programs for the

diverse clientele base. This webpage contained information about finding employment for newcomers, but lacked a holistic approach; whereby there was no information about the workplace culture, the difference in the workplace guidelines that varies across many countries; in addition to the being mindful and prepared for the culturally new workplace and society as a whole. Therefore, I perceived the quality of the aforementioned as culturally incongruent; and the content lacked in incorporating Maslow's need for belonging, in this context.

***Analysis: Become an ISANS Client Webpage + Pre-Arrival and New Immigrants Webpage
(Same Content)***

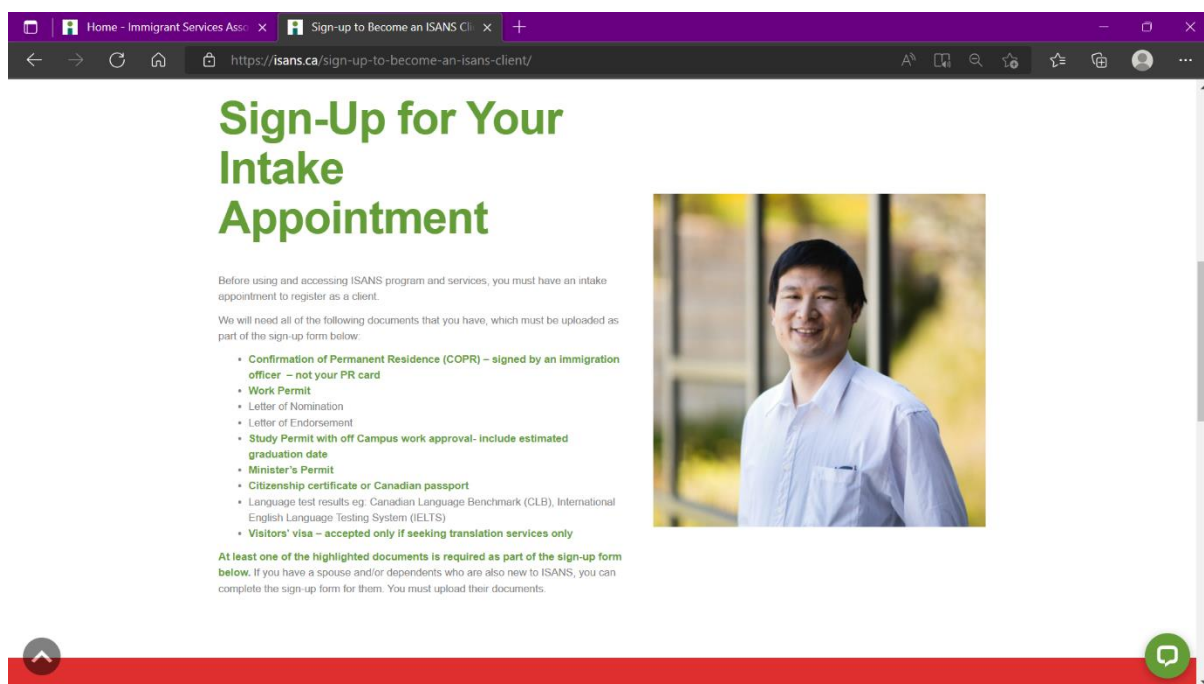
Objective. This webpage did not contain any information regarding any objective criteria. The content on the webpage contained details for signing up to become a client, and eligibility for the same. However, the respective information provided was in active voice, which was easy to understand. This was followed by a list document for permits/visas that were enacted as examples for determining the eligibility to become a client. The content on this webpage did not have filler phrases and slang words. There were full forms present where abbreviations were used. Furthermore, it was observed that the layout and content of this webpage were the same as that of the '*Pre-Arrival and New Immigrants*' webpage (navigational link from homepage). The URLs/HTML were different, but the content and layout were identical to the '*Become ISANS clients*' webpage. Therefore, the analysis was not conducted, as it would remain the same as that of the '*Become ISANS clients*' webpage.

Subjective. This web page was designed with information regarding signing up to be an ISANS client. The webpage starts with information regarding the procedure of signing up to be a client and a list of documents required and/or accepted to sign up. However, eligibility to become a client was not accurately defined. This webpage has considerably less information,

but mainly information about becoming a client as the name suggested. No additional information was provided. The following Figure 15 represents a part of the said web page. None of the present content was relevant to any of Maslow's needs.

Figure 15:

Title: ISANS Website – ‘Sign Up to Become an ISANS’ Client Webpage



‘Sign Up to Become an ISANS’ Webpage (Immigrant Services Association of Nova Scotia, 2022u)

Analysis: Already an ISANS Client Webpage

Objective. The webpage ‘*Already an Isans Client*’ webpage featured and highlighted the main programs and services provided by the organization for newcomers who were already in Nova Scotia, and/or potentially already a client. This webpage had brief information about the most emphasized programs and services that revolved around assisting newcomers for ‘*Finding Employment*’, ‘*Connecting with Community*’, ‘*Doing Business*’, ‘*Diversifying Workforce*’, ‘*Learning English*’ and ‘*Getting Settled*’. The content present on the website was

in accessible language. This made understanding the information regarding services easy. The language used was without any filler phrases, and slang words and there were full forms presented where required. This webpage did not have any information that was related to any of the criteria for objective analysis. However, this webpage had information about providing services that would enhance connection with the community. The presence of this information met the objective criteria of social support, but the details of how these community support services were executed were not present on this webpage.

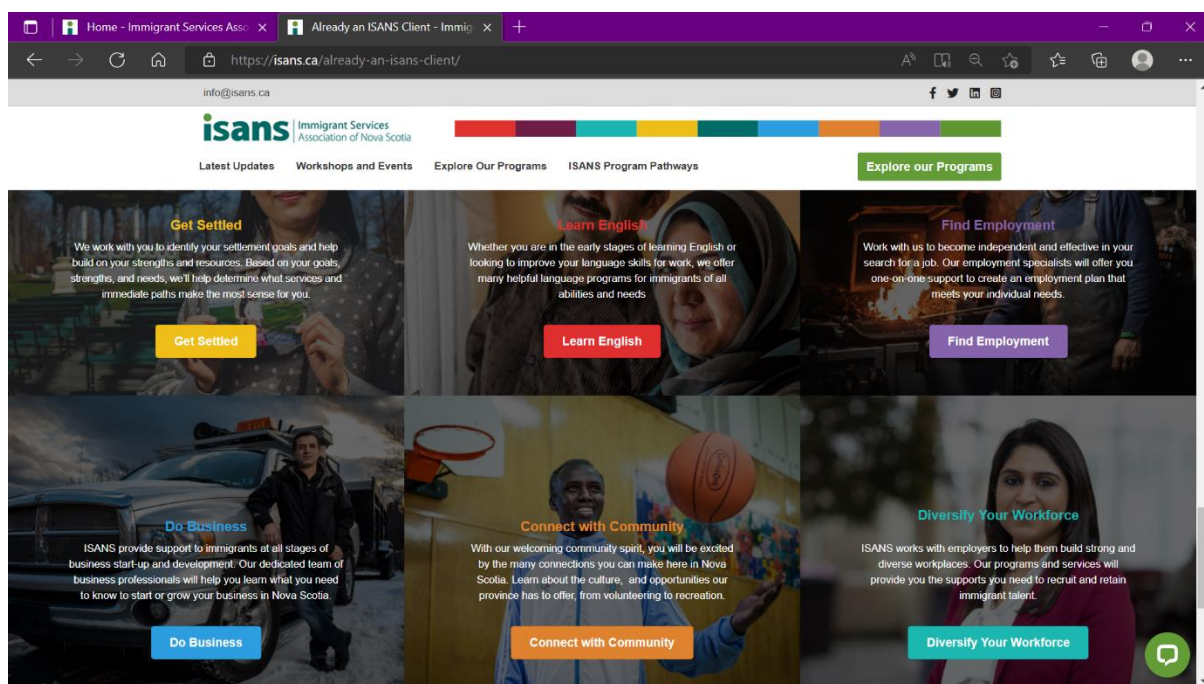
Subjective. This current webpage was for visitors who were already familiar with the ISANS organization and its functioning. The webpage starts with the thematic interface of the navigational bar and a brief introductory statement. This section was followed up on news and updates from the ISANS organization, as chosen display stories. This was followed up by a section of workshops and events with a brief introductory statement and a ‘Learn more’ navigational option. This was further followed up with a video and an option to ‘Learn More’ about programs. The brief explanation acknowledges that programs were designed to support newcomers in their settlement journey.

However, the analysis of the program's database webpage shed light on the quality of the programs. The next part of the webpage sets out six sections for pathways to said programs, although they were limited to the getting settled section – which I believe to be vague and unclear as getting settled was a rather umbrella term and entailed multiple aspects within it. I believe more elaborate information was required to better reflect the procedures and policies of the functioning of the settlement programs provided by the organization. This section was followed by ‘Learn English’, ‘Find Employment’, ‘Do Business’, ‘Connect with Community’ and ‘Diversify Your Workforce’, as shown below in Figure 16. This content was briefly displayed as potential navigational links. These offered services matched Maslow’s need for

Safety as they contained information regarding Employment and business. Maslow classified these aspects as safety/security. Other aspects that were present were connection with community and language, this was perceived as Maslow's need for belonging.

Figure 16:

Title: ISANS Website – ‘Already an Isans Client’ Webpage



‘Already an Isans Client’ (Immigrant Services Association of Nova Scotia, 2022x)

Analysis: Support for Employers Webpage

Objective. The webpage ‘Employers or Support for Employers’, mostly contained information for potential employers who intend to hire migrants and refugees who belong to culturally diverse backgrounds. However, to support an employee, the employer needs to complete a registration process to become a designated employer to be able to sponsor an immigrant employee to hire an immigrant employee. This webpage contained information regarding supporting and navigating employers in this process. This webpage did not have any

information that was related to any of the criteria for objective analysis, or any information that was needed to support migrants and refugee communities in their settlement process. The content present on the website was in precise and accessible language without any filler phrases or slang words. There were some texts where there were abbreviations used, and full forms were provided.

Subjective. This web page was dedicated to information that could potentially be helpful for employers who were intent on hiring immigrants and refugees. I perceived this to be a useful and positively contributing factor for newcomers. If employers are hiring multiple candidates who are newcomers. The employment would provide the newcomers with a sense of safety as well as a sense of belonging. This would fulfil their need for safety and belonging by Maslow. The webpage starts with an advertising statement about the organization's accomplishments. The next statement advertises the availability of programs which have assisted immigrants and employers. However, this part does not have a link or learn more option which would discuss the said programs and pathway of assisting. I perceived the information present on the webpage to be more of an advertising nature, instead of providing details of procedures of functioning, I believe this was an important aspect of information I would choose to be aware of if I choose to proceed with services from ISANS. I believe I would rely on the online platform ever since the pandemic as most services were choosing to rely on online platforms for needed information.

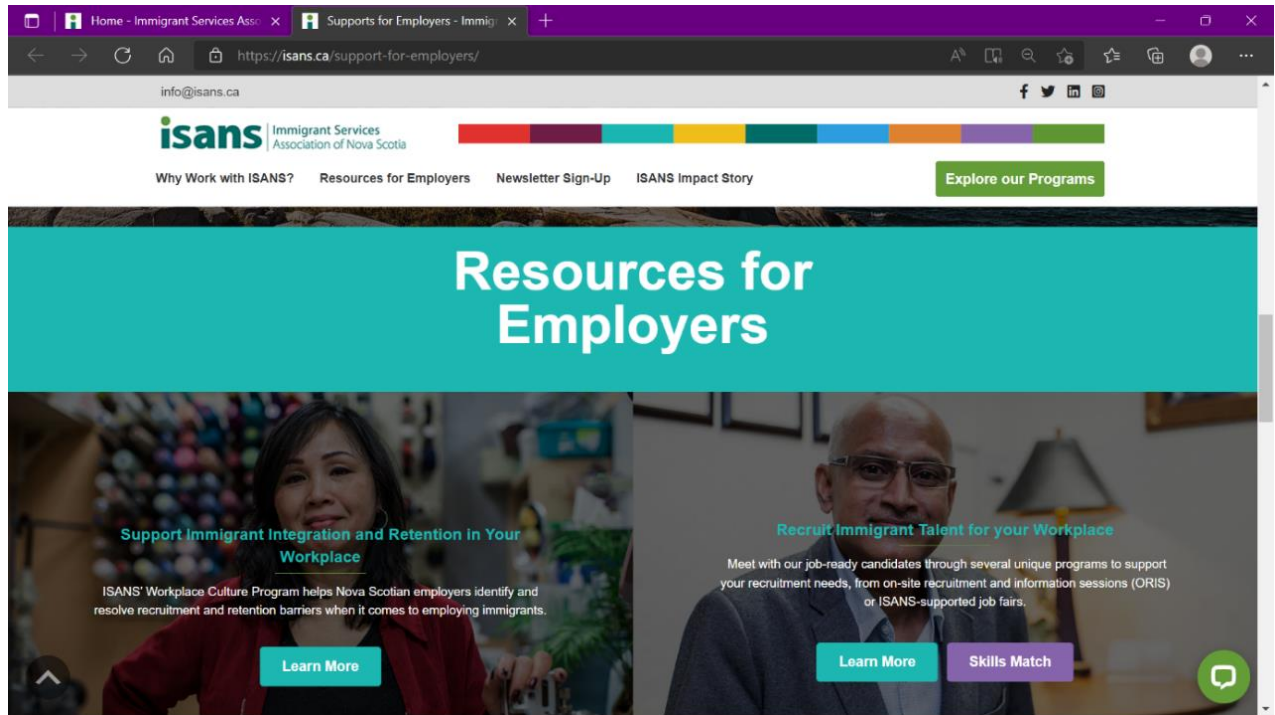
The next part of the webpage briefly mentions Atlantic Immigration Program which enables employers in Atlantic Canada to hire foreign nationals. The migration program was based on sponsorship from an employer to ensure the migrant's employment and residency in the country. However, there were many instances where employers take advantage of migrants by making them work overtime in return for helping them with documentation for their

residency purposes. Sometimes, the migrant employees were underpaid in cash to escape reporting taxes. If the employee was dismissed, this can further jeopardize their status in Canada. I believe that there was not enough information present if the employer sponsorship program fails. There are, or could be procedures and policies in place to address such situations, however, there was minimal to no information available to guide, support and educate newcomers in regards to rules, law, legal support and education regarding consequences of the same, for the newcomers to completely become aware of the process. I believe that there needed to be more in-depth information to improve the quality of content so newcomers become fully aware of the procedures and potential consequences in case there was a fallout. I believe that the absence of the information reflected the absence of Maslow's need for safety. Safety aspects are not solely defined by securing employment or setting up a business. I believe for as an immigrant; the concept of safety is transformed when I am in a new country whose laws, and regulations are alien to me. The importance of protecting myself from any unexpected situation (legally or physically) is magnified due to unfamiliarity. The website's content failed to address the need for providing information that a newcomer would need to protect oneself. Additionally, there was no culturally relevant or irrelevant information present on this webpage, therefore the content was perceived as a cultural aspect not applicable.

The next part of the webpage provides options for employers, which discusses aspects like, *'Support Immigrant Integration and Retention in Your Workplace'*, *'Recruit Immigrant Talen for your Workplace'*, *'Host an Immigrant through a Work Placement'*, *'Employer Onboarding Toolkit'*, as shown in the following Figure 17 and 18. Each of the said sections was followed up by a brief description of what the services entail. The next part of the website has an option of signing up for a newsletter followed up by impact stories.

Figure 17:

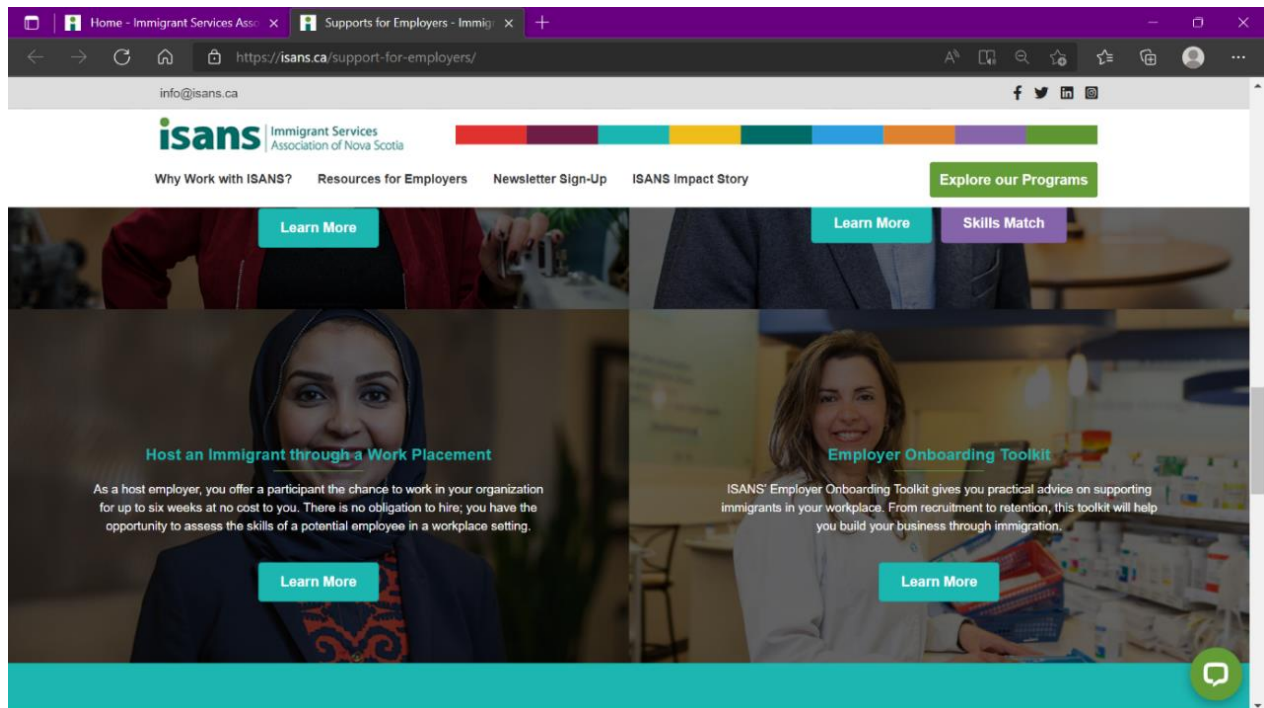
Title: ISANS Website – ‘Support for Employers’ Webpage 1



‘Support for Employers’ (Immigrant Services Association of Nova Scotia, 2022k)

Figure 18:

Title: ISANS Website – ‘Support for Employers’ Webpage 2



‘Support for Employers’ (Immigrant Services Association of Nova Scotia, 2022k)

Category: Organization

This category comprises the web pages under the ‘Organization’ category that discusses the logistical aspects of the ISANS organization. This category contains six web pages which were as follows (accounted for repeated webpages):

- Get Involved - <https://isans.ca/get-involved/>
- About Us - <https://isans.ca/about/>
- Donate - <https://isans.ca/donate/>
- Careers - <https://isans.ca/careers>
- Resources - <https://isans.ca/resources-and-publications/>

- FAQs - <https://isans.ca/frequently-asked-questions/>
- Contact Us - <https://isans.ca/contact/>

Analysis: Get Involved Webpage

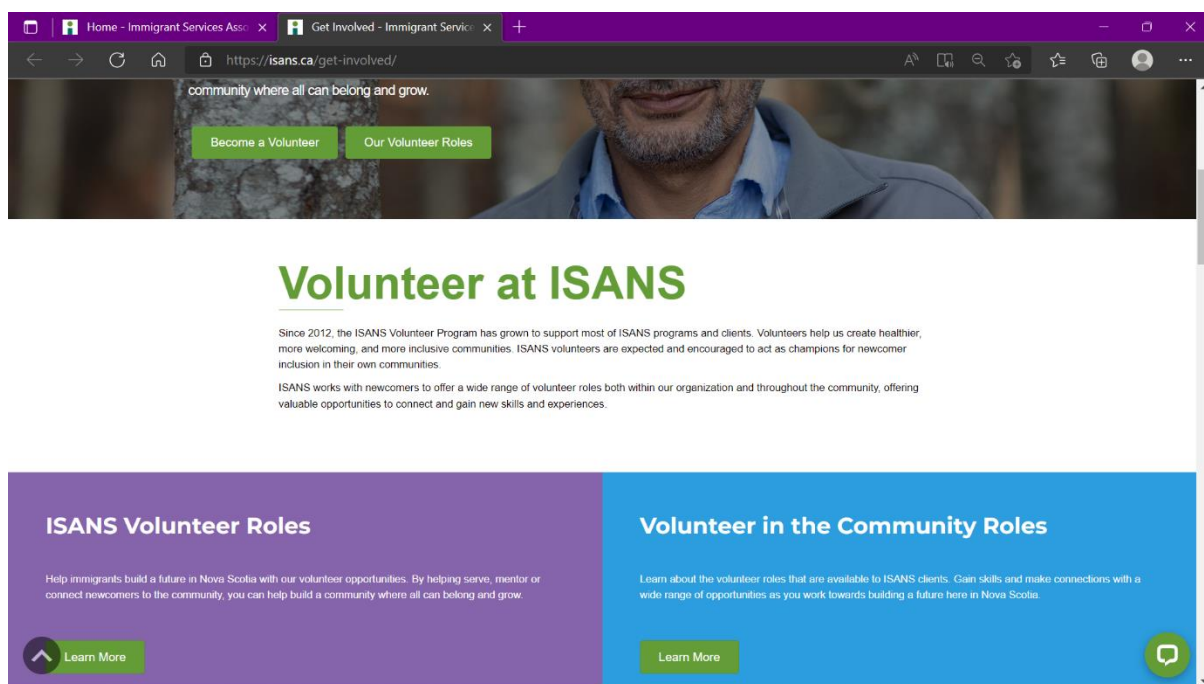
Objective. The webpage ‘*Get Involved*’, mostly contained brief information about volunteering at the organization. The webpage contained various types of volunteering programs followed by brief details. These enlisted programs contained information for volunteering roles required for various services provided by the organization. ‘*Classroom Volunteer*’, ‘*English Tutor*’, etc were a few examples of volunteering roles. This webpage did not have any information that was related to any of the criteria for objective analysis. However, this webpage had brief information about providing services that would establish community connections. The presence of this information met the criteria of objective analysis for social support, however, no further information was provided in terms of how this connection was established. The content present on the website was in accessible language without any filler phrases, and slang words. There were some texts where there were abbreviations used which were followed by full forms. The enlistment of programs accompanied by a brief explanation of role entailment, enacted as a good example for the website visitor to gain information about the volunteering roles.

Subjective. This webpage contains information about volunteers and types of volunteer opportunities present within a wide area. The page begins with a brief description of the importance and contribution of volunteering services, as shown below in Figure 19. The webpage further discusses the roles and opportunities provided through volunteering with the organization. The web page was then further followed by a list of roles and opportunities, where volunteers were needed; some of the roles are; ‘*Special Events*’, ‘*Recreational Navigator*’,

‘Professional Volunteer Program’, ‘Practice Interview’, ‘English as an Additional Language Tutor’, ‘Employment Lab Assistant’, ‘Conversation Circle Facilitator’, ‘Computer Classes Assistant’, ‘Classroom Volunteer’, ‘Canada Connections’, ‘Administration Assistant’.

Figure 19:

Title: ISANS Website – ‘Get Involved’ Webpage



‘Get Involved’ (Immigrant Services Association of Nova Scotia, 2022f)

Each of the enlisted was respective navigational links for re-direction, accompanied by a brief description. However, there was no information was present regarding the procedures and protocols for becoming a volunteer and hiring a volunteer. The page ended with a brief message on the importance of volunteering and the option for the user to register as one. There was no additional information provided, and no culturally relevant information was present. Nonetheless, I believe that expressing the need for volunteers who belong to culturally diverse backgrounds would have further benefited the organization and the newcomers. Having people from culturally diverse backgrounds helps, as people from similar backgrounds can help and

understand each other better. The presence of this information would have also accounted for Maslow's need for belonging. For Example; if I am volunteering, and I am working with non-native English speakers, since I can speak additional languages, this would be an asset for communication, rapport/relationship-building, and establishing a common ground, where people from various backgrounds would be able to contribute better. Additionally, from an immigrant's perspective, and my personal and/or professional experience; upon migrating to a new country, I found volunteering provided me with practical experience, and exposure to a new work environment and work culture, as this helped me to adapt better to the new country's social and professional environment.

Analysis: About Us Webpage

Objective. The webpage '*About Us*', pre-dominantly contained information about the organization's values, mission, vision, and statement of overall services provided. This webpage did not have any information that was relevant to any of the criteria for objective analysis. However, the content present on the website was in simple and accessible language without any filler phrases or slang words. There were full forms used where abbreviations were used. There were no examples provided, however, each of the values and other aspects on the webpage was followed by a brief explanation which promoted comprehensiveness.

Subjective. The webpage started with its thematic layout with the navigational bar on the top, followed by a brief description of various aspects that were related to the organization. Some aspects are; '*About ISANS*', '*Our Board*', '*Careers at ISANS*', '*History of ISANS*', '*Annual Reports*', '*Strategic Plan*', as represented below in Figures 20 and 21. Each of these aspects that were related to the organization was followed by a brief explanation of details accompanied by a '*Learn More*' navigational link if the user should desire more information.

The next part of the page contained the *'Our Mission and Vision'* section which was accompanied by a brief statement respectively. However, the following section *'Our Values'* contained multiple aspects such as; *'Diversity', 'Inclusion', 'Respect', 'Collaboration', 'Innovation', 'Accountability'*. These aspects of values were followed up by a brief statement elaborating on each of these values. This webpage contained information which was informing the reader about the organization's values, the purpose of overall functioning and the goals it aims to achieve. The statements on this webpage section discussed working towards a more diverse, and multicultural community where everyone can belong. The presence of this information matched Maslow's need for belonging. I perceived that fulfilled need for belonging or support from the community often enacts as support for one to fulfil other needs. For Example; having friends can help a newcomer to settle and can potentially assist with other needs that encompass a settlement process.

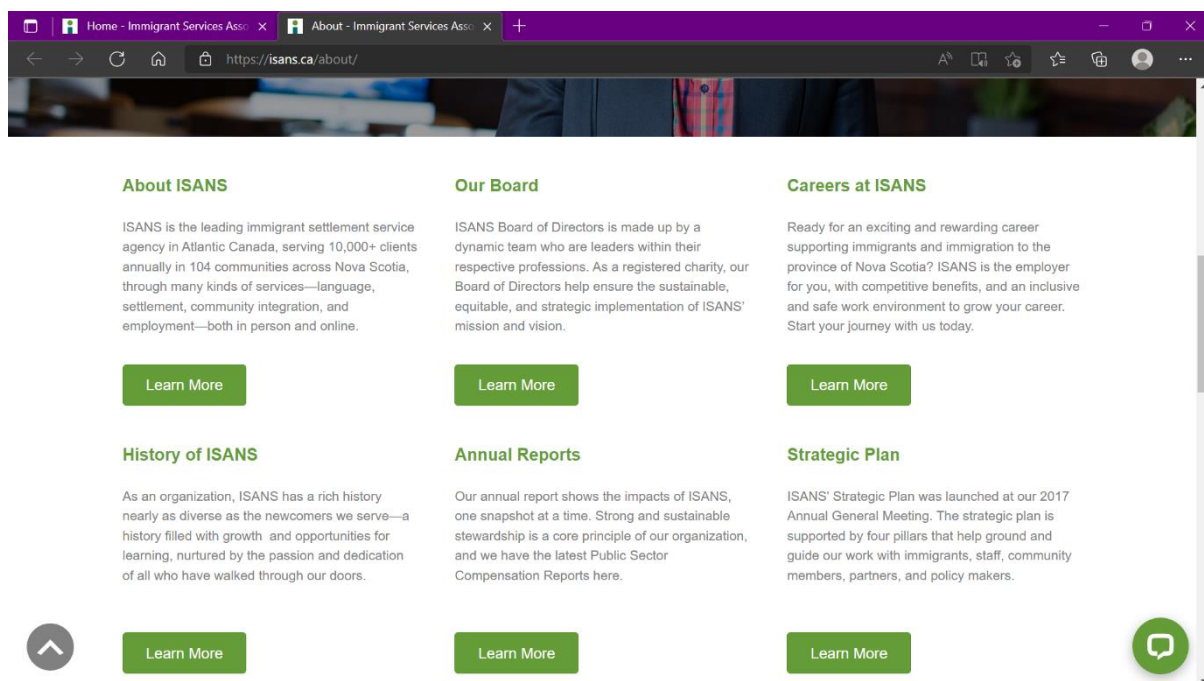
This webpage contained brief yet descriptive information that reflected the organization's, mission, goals, and values. However, the mission statement stated that *'Helping immigrants build a future in Nova Scotia'*, and the vision statement stated that *'a community where all can belong and grow'*; I believed these statements were similar in implied meaning, with a rather broad umbrella definition.

From a migrant's perspective, there were multiple areas where migrants and potentially refugees require support, but none of the information was present on the website. For Example, there was a further statement that discussed *'Inclusion'* as their values, which stated *'We demonstrate inclusion by welcoming and respecting the diversity in our community and fostering a sense of belonging in all'*, yet the website had an eligibility criterion whereby the clientele requires to meet a certain eligibility criterion to access the organization service. The eligibility criteria on the website stated a list of permits/visas that were required by clientele to

hold, to be eligible to access the services from the organization. The organization only assists people who held certain permits or visas. Yet, there was no information or resources such as immigration advisors or lawyers present that would guide the potential clients to attain their valid permits or visas should they experience any challenges and/or require additional support. The lack of this advisory content failed to account for Maslow's need for safety.

Figure 20:

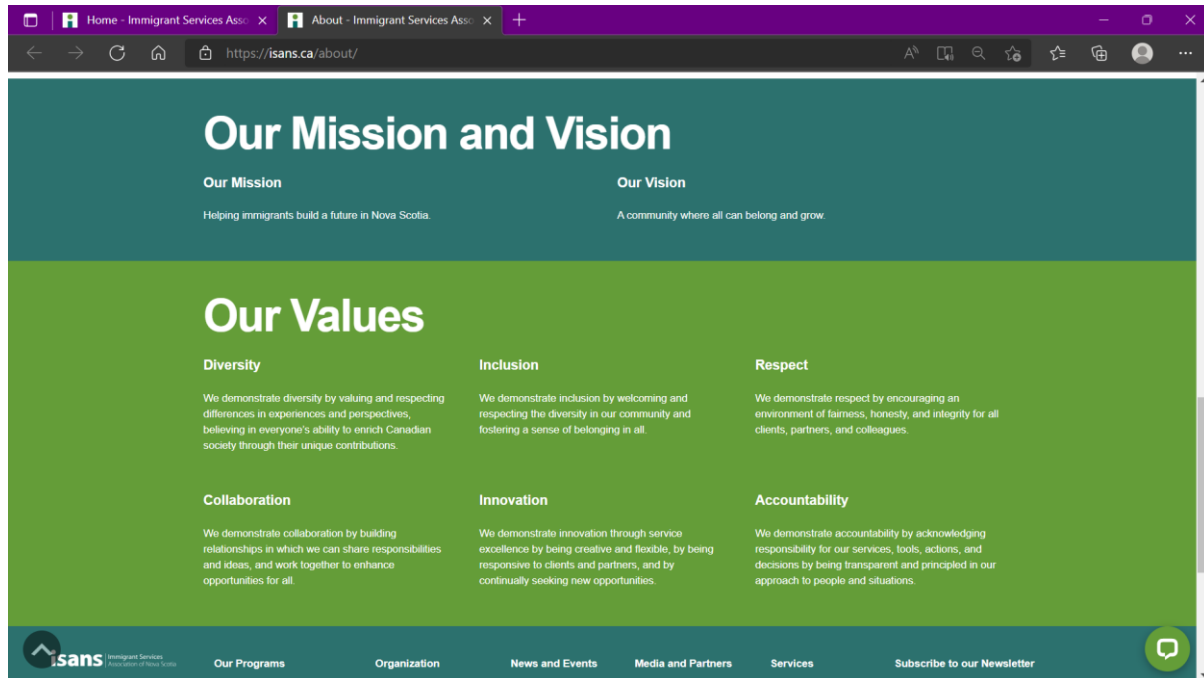
Title: ISANS Website – 'About' Us Webpage 1



'About' (Immigrant Services Association of Nova Scotia, 2022c)

Figure 21:

Title: ISANS Website – ‘About’ Us Webpage 2



‘About’ (Immigrant Services Association of Nova Scotia, 2022c)

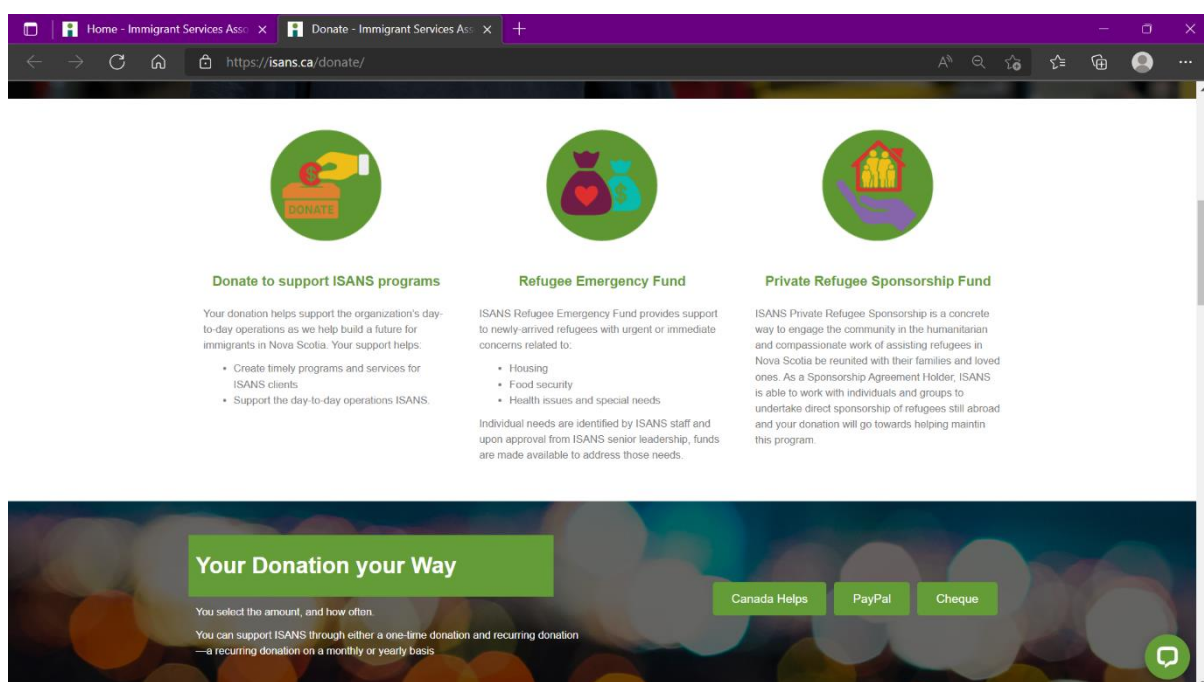
Analysis: Donate Webpage

Objective. The ‘Donate’ webpage predominantly contained information about the organization being a non-profit organization and requiring funding for its functioning. This webpage did not have any information that was relevant to any of the criteria for objective analysis. However, the content present on the website was in simple and accessible language without any filler phrases or slang words. There were full forms used where abbreviations were used. There were no examples provided, however, the webpage provided areas where funding was directed. The rest of the webpage had information and means to donate to the organization.

Subjective. The webpage begins and ends with the thematic interface of the navigational bar. The current webpage discusses donating to the organization. The webpage discusses various programs and funds to which the donated funds were directed and contributed towards. One field where the donation was directed '*Donate to support ISANS programs*'; this was followed by '*Refugee Emergency Fund*', and '*Private Refugee Sponsorship Fund*'. Each of these categories was followed up with a brief description of the three fields where donations were directed, as shown in Figure 22. I found this information as good quality information as it reflected accountability towards the donors and was informative towards future potential donors.

Figure 22:

Title: ISANS Website – 'Donate' Webpage



'Donate' (Immigrant Services Association of Nova Scotia, 2022n)

The page was further followed by a form-like layout if a visitor should desire to make a payment. However, this layout was detailed, and the donor can choose which relief program

the said donation should go to. There was a further option where the donor can fill out the tax receipt information, and in case the donor wishes to dedicate the donation or would like to keep it anonymous. The visitor also has the option of donating through a cheque. The content of the website revolved around donation and no content related to my culture or ethnicity was seen.

Analysis: Careers Webpage

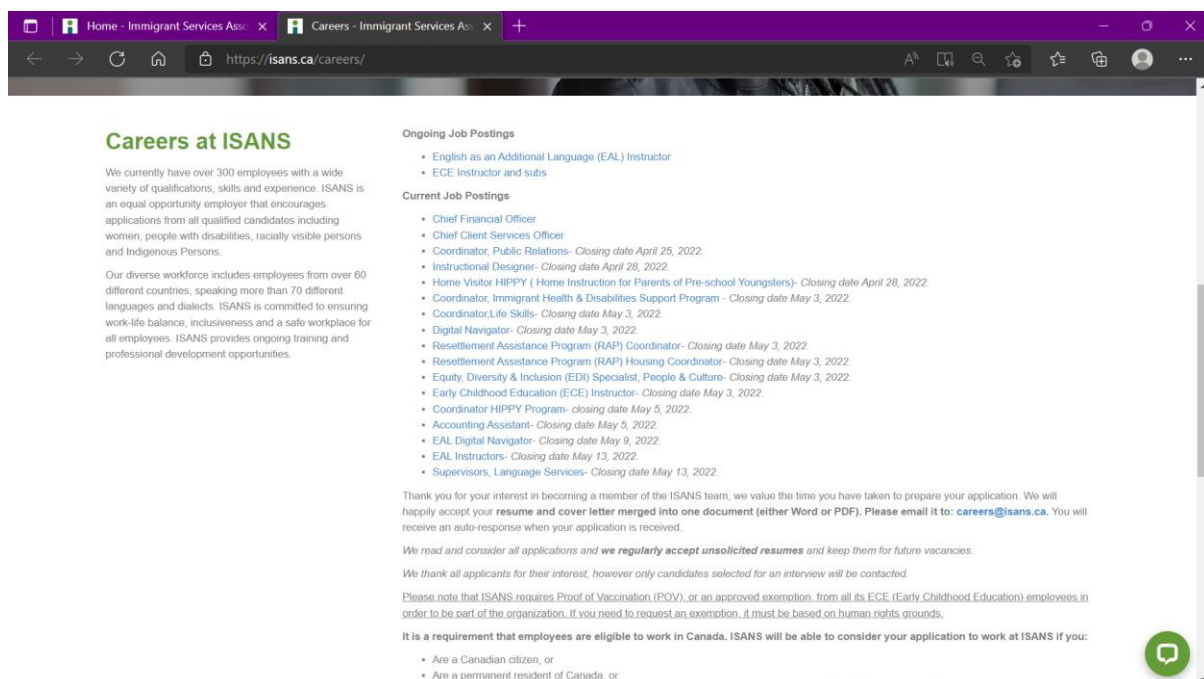
Objective. The ‘*Careers*’ webpage predominantly contained information about job vacancies within the organization. This webpage contained enlistments of the vacancies and ways to apply for them. This webpage was followed by a message that the organization was accepting proposals, in different areas such as equity, diversity etc. However, no further details regarding proposals were provided. This webpage did not have any information that was relevant to any of the criteria for objective analysis. However, the content present on the website was in simple and accessible language without any filler phrases or slang words. There were full forms used where abbreviations were used. There were no examples provided.

Subjective. This webpage starts with the thematic interface of the website. This webpage was further followed up by a brief description of the demographics of the organization’s employees, as shown in following Figure 23. This statement essentially highlights the inclusion value of the organization and provides a safe workplace with professional training and development opportunities for a diverse population. However, this section did not mention if they have migrants and refugees working for them. I believe, that presence of this information would have been more beneficial, as the migrant and refugees would contribute immensely through their knowledge and experience, especially since the targeted clients of the organization were migrants and refugees. I believe that having employees who were immigrants and refugees would have made potential future clients more comfortable and

approachable, knowing that there were employees who can relate to and emphasize newcomers. Additionally, the presence of this information would have addressed the need for belonging within the newcomer community. The sense of belonging and familiarity provides a comfort zone for the clients to express their concerns and grievances. Additionally, if the employee or organization representative identifies with the migrant/refugee group, they can better empathize with clients and their concerns as they would have been through a similar process. Had this information been present, I would have perceived this content as culturally congruent. Due to the absence of the said content, I believe the content to be incongruent.

Figure 23:

Title: ISANS Website – ‘Careers’ Webpage



‘Careers’ (Immigrant Services Association of Nova Scotia, 2022v)

This webpage further involves a list of the organization’s vacancies and job postings, along with the pathway to apply. The webpage ends with a message of ‘*Request for Proposal*’, accompanied by a pdf document which supposedly/potentially could have more information.

However, the webpage does not provide much information about the said request for proposals.

As a reader, I found this aspect of the webpage unclear.

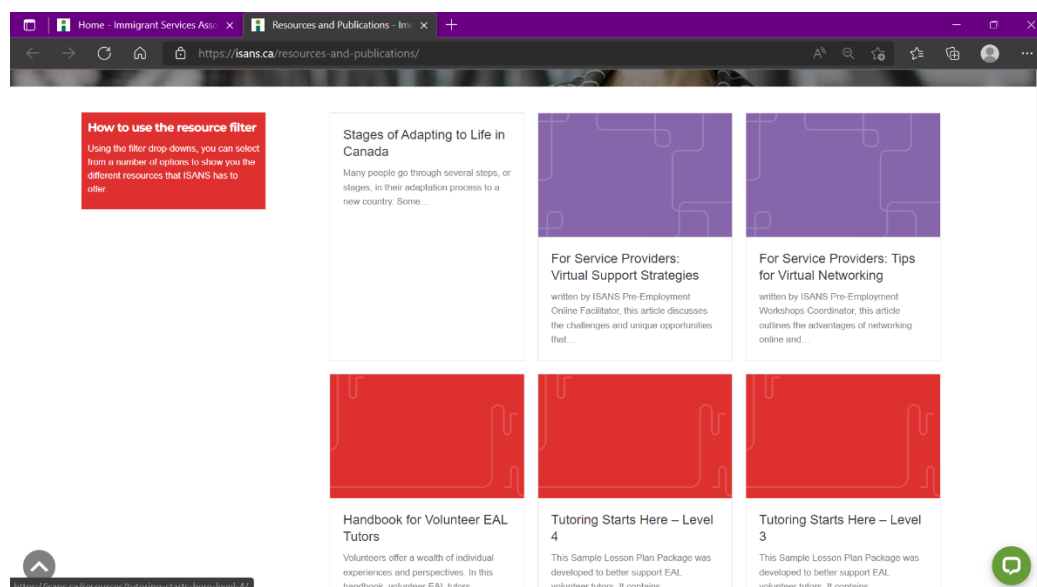
Analysis: Resources Webpage

Objective. The '*Resources*' webpage contained enlisted various resources that were related to virtual support strategies, tutoring etc. These enlisted resources were followed by a brief explanation, it was through this brief explanation I could learn that these resources were directed to the service providers and volunteers; and not for newcomers. I perceived this information as irrelevant to migrant and refugee communities. This webpage did not have any resources that were relevant to any of the criteria for objective analysis, or any other relevant support resources that were required by the migrant and refugee communities. The content present on the website was in simple and accessible language without any filler phrases or slang words. There were places on the web pages where abbreviation was used but was not accompanied by full forms. There were no examples provided.

Subjective. The webpage starts with the thematic interface of the organization. The next part of the webpage displays a message about 'ISANS Resources and Publications', However, I found that message unclear and vague, as it didn't specify the purpose of the webpage and the information it entailed. The webpage further failed to address the types of resources that were enlisted and ways to access them; which lacked the quality of the content. The page contained further a brief message on how to use a resource filter, however, there were no options to filter the list of resources that followed. A lot of publications were present and the user could see more with a '*Load More*' option on the bottom. Each of the options in the list was a navigational link with a title which led the user to a pdf file, as per Figure 24 below;

Figure 24:

Title: ISANS Website – ‘Resources’ Webpage



‘Resources’ (Immigrant Services Association of Nova Scotia, 2022j)

This was accompanied by a brief incomplete sentence; whereby the user had to click on the link to read the full description. Some of the pdf’s presented were, *‘Stages of Adapting to Life in Canada’*, *‘For Service Providers: Tips for Virtual Networking’*, *‘Handbook for Volunteer EAL Tutors’* (Full-form of EAL was not written or elaborated), *‘Tutoring Starts Here – Level 4’*, *‘Tutoring Starts Here – Level 3’*, *‘Tutoring Starts Here – Level 2’*, *‘Tutoring Starts Here – Level 1’*, *‘Hands-On! A Collection of EAL Literacy Activities’*, *‘Practice English on Your Own’*.

Through this webpage, I could access booklets or pdf files on various topics and areas. However, there were no videos. I believe that there should have been videos, whereby would have been helpful for people who experience difficulty in reading (and reading in English). There were multiple (videos in 5 to 6 languages) videos present on the COVID webpage that discussed COVID-related information. There were additional videos where many clients

shared their experiences (with ISANS) as their testimonies. The videos present contained only stories of individual migrants/refugees with their personal stories and how ISANS helped them. However, no videos were present in the resources section to amplify newcomer understanding regarding any information related to objective or subjective criteria. The webpage further failed to distinguish the difference between Resources and Programs. If the hand-booklets and/or pdf were present for anyone to access and download; this made me question why would one sign up for programs. I believe that a handbook or document was rather more practical as one can read it at a convenient time. However, programs conducted by the organization required dedicating a fixed day and time in a week. This might not be accessible to everyone as some people have shift work during non-office hours, i.e., (time different from 9 am to 5 pm).

I believe that this web space or webpage could have been better utilized for displaying additional information or resources, such as information on preventative health care measures, information about the health care system in the new country, enlistment or methods to access mental health support and social support or family support resources. I believe that this space could have been better utilized for information on various other aspects or measures for objective themes or addressing other criteria of Maslow's needs. However, the webpage predominantly contained publications on EAL, volunteering and employment-related resources.

Analysis: FAQs Webpage

Objective. The webpage 'FAQs', contained questions and brief answers. These questions and answers mostly revolved around the service that the organization can provide; as opposed to any question a newcomer could have. With few exceptions of some questions whose answers had been briefly answered with official links to other websites attached. The

content present on the website was in simple and accessible language without any filler phrases or slang words. The questions and answers were enacted as examples, as that was self-explanatory. The abbreviations were accompanied by full forms. However, this webpage did not have any information that was relevant to any of the criteria for objective themes, as none of the questions were related to the criteria for objective themes.

Subjective. This webpage contained FAQs (Frequently Asked Questions). The FAQs were organized into categories about different areas, which I believe were an effective and efficient way to navigate through the questions, that could be relevant to the user. The webpage starts with a navigational bar and a brief advertising message about the organization's achievement.

According to Figure 25; The first category was *'I want to immigrate to Canada'*, which contained questions *'How can I immigrate?'*, *'How can I come as a refugee?'*, *'How can I come using the Atlantic Immigration Program (AIP)?'*, *'How can I become a Canadian citizen?'*. The next category was *'I want to use ISANS services'*, which contained questions such as *'How can I use ISANS' services?'*, *'How can I get a document translated?'*, *'I my application to immigrate has been accepted'*, *'What can I do to prepare for my entry to Canada?'*, *'How can my organization register as an employer for the Atlantic Immigration Program?'*, *'Can I use an interpreter to access ISANS services?'*.

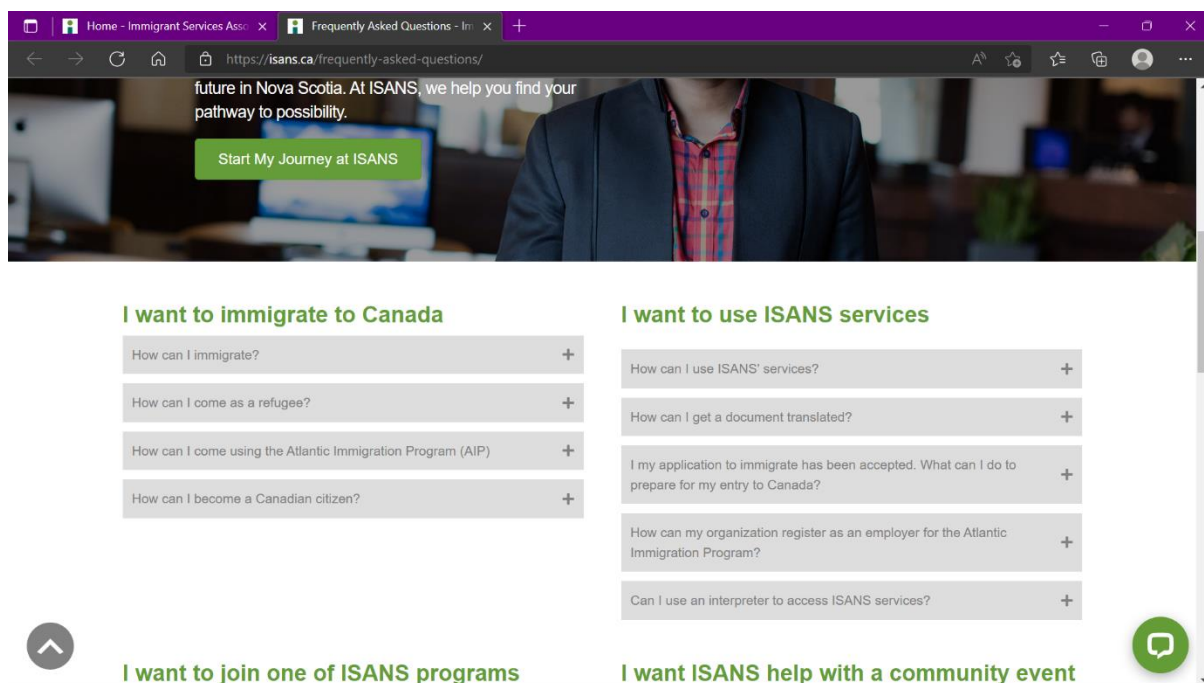
According to Figure 26; The second category was *'I want to join one of ISANS programs'*, which contained questions such as, *'How can I take language classes?'*, *'I heard ISANS can help me start working in Nova Scotia. How does that work?'*, *'I am a professional - can you help me with international qualifications recognition?'*, *'I am an immigrant new to Nova Scotia, were there programs in my new community I can join?'*, *'I want to run a business but need some help getting started in Nova Scotia.'*

The third category was *'I want ISANS to help with a community event or research project'*, which contained questions such as, *'Can ISANS support my research project?'*, *'Can I post my event, product or service on your site?'*, *'Can you share my event?'*, *'How can I find good EAL materials'*, *'How can I sponsor a refugee?'*, *'I am an employer; can you refer anyone to me for employment?'*, *'I know an immigrant who needs support, how can you help them?'*.

The fourth category was *'I want to support immigrants'*, which contained questions such as, *'Can I make a monetary donation to ISANS?'*, *'Can I donate an item to help newcomers?'*, *'How can I support immigration and immigrants?'*, *'How can I (or my organization) become more culturally sensitive and learn about diversity?'*, *'Join ISANS for our annual Walk with Refugees'*.

Figure 25:

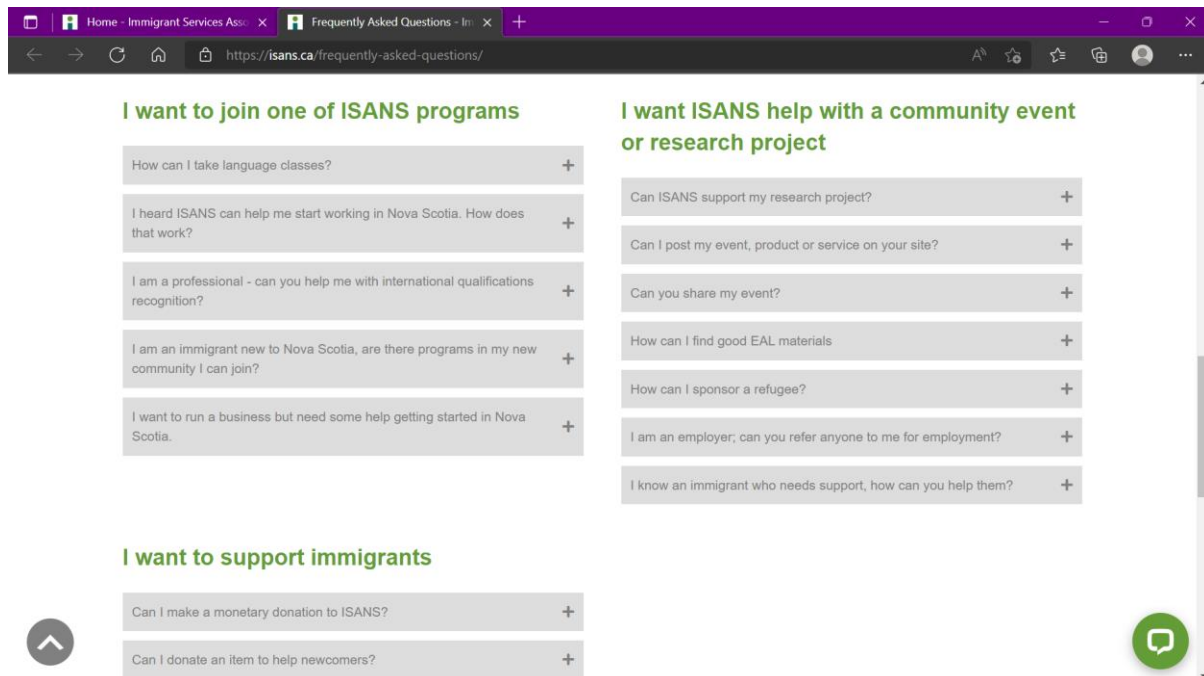
Title: ISANS Website – 'FAQs' Webpage 1



'Frequently Asked Questions' (Immigrant Services Association of Nova Scotia, 2022a)

Figure 26:

Title: ISANS Website – ‘FAQs’ Webpage 2



‘Frequently Asked Questions’ (Immigrant Services Association of Nova Scotia, 2022a)

I perceived the quality of this content to be culturally incongruent, as this page could have more information regarding various cultural communities, events and festivals, gatherings for meet and greet, enlistment of various services around the city to assist newcomers; for example, a list of hospitals, government offices, temples, health offices, housing etc. The presence of such information would have educated newcomers, along with meeting multiple needs of Maslow’s; i.e., Belonging needs, Safety needs, and Physiological needs. I believe this to be important information as I needed this type of information as a newcomer, and other newcomers could need it as well. However, none of this content was present, and neither were questions relevant to these aspects, such as ‘How to get a Social Insurance Number?’, ‘Why is Social Insurance Number important?’. I believe that the questions that were present and answered were from a standpoint of advertising the organization. Most of these answers

revolved around the services that organizations would/could provide; instead of providing information that newcomers would need and benefit from. Such information that aligned with Maslow's safety needs would have educated and assisted newcomers. In addition, these questions were answered in brief, with the relevance of the ISANS organization's role in the process. Some answers also had external links to the official site and/or additional information for the viewer. I found this to be a useful feature, and this feature should have been more frequent than it was. However, I believe this page could have had potentially more questions and more information for the user, especially questions related the mental health, social support and health care etc. Additionally, it could have had a forum concept to encourage open-ended questions and discussion for newcomers, where they could ask and discussed grievances about their circumstances, which could have been answered by people who can answer the questions or can support them; thereby facilitating networking and social circle for newcomers.

Analysis: Contact Us Webpage

This webpage contained the contact information of the organization. This webpage started with the organization's thematic interface of the navigational options. This webpage had limited information and contained google Maps' location of the offices, followed by addresses, fax numbers, phone numbers and toll-free numbers in Nova Scotia. The web page was further followed up by a form-like layout, to leave messages to the organization, along with one's name and email. There was not enough content to be analyzed through objective and subjective perspectives.

Category: News and Events

This category comprises web pages that discuss the highlighted news and events by the ISANS organization. There were additional links that have been added in this category, as there were links regarding the other events, and news stories, that were present on the homepage but were not categorized. This category contains six web pages which were as follows:

- Latest News OR News - <https://isans.ca/news/>
- Our Events OR Events - <https://isans.ca/events/>
- Statement on the conflict in Ukraine - <https://isans.ca/statement-on-the-conflict-in-ukraine/>
- ISANS Story: Over 250 Immigrant youth in need receive soccer gear - <https://isans.ca/isans-story-over-250-immigrant-youth-in-need-receive-soccer-gear/>
- ISANS Virtual Open House [ISANS Virtual Open House 2021 - Immigrant Services Association of Nova Scotia](#)
- Our Impact - <https://isans.ca/our-impact/>
- Supporting people affected by the situation in Ukraine - <https://isans.ca/supporting-people-affected-by-the-situation-in-ukraine/> (Page excluded as an error occurred).

However, upon opening the above web pages, one webpage (Supporting people affected by the situation in Ukraine - <https://isans.ca/supporting-people-affected-by-the-situation-in-ukraine/>) did not open, and an error message was seen. Therefore, this webpage was not included in the analysis.

Analysis: Latest News Webpage

Objective. The webpage '*Latest News*', mostly contained featured news stories, that involved ISANS organization and reflected success stories and/or statements about global current events. Each of the featured news was a link that led to another webpage containing a full news story. This webpage did not have any information that was relevant to any of the criteria for objective analysis. However, the content present on the website was in simple and accessible language without any filler phrases or slang words. The presence of examples was not seen as applicable to this content.

Subjective. The current web page was the 'News' page which provided an overview of the news stories or newsletters, which were featured and highlighted by the ISANS organization. The webpage had a small portion designated for each featured news story, which was accompanied by headlines, an image and a brief introduction to the story. Based on the dates, the newest stories were displayed on the top, and the oldest stories followed on the bottom with the '*load more*' option. However, due to this pattern of the display, only ten brief and latest featured news stories could be seen; and prevented the visitor to view all the stories which could have provided a more comprehensive representation of the organization's functioning.

Stories were featured till October 2021; however, two major Indian festivals passed by in November and in March, along with the recent Ramadan period; and these stories were not mentioned, despite having a picture of Indian people on multiple web pages. This contradicted Maslow's need for belonging. As per my experience as an immigrant, it is fairly common to experience marginalization, feeling like an out-sider in a foreign country, and being deprived of home culture. As a person of colour in a foreign country, learning about the celebration of festivals and special occasions enhances the feeling of inclusiveness. The festivals and

occasions have been part of my (or any immigrant's) childhood/growing up. These festivals and special occasions have become an important fragment of our lives. Learning about the celebration of festivals not only magnifies the feeling of belonging but also reminds oneself of a piece of home and connects newcomers to people who share a similar cultural background. The connections with these people then can further progress to become a social support system. The absence of this information led me to conclude that the ISANS organization has no involvement in the festivals that were celebrated in Halifax, Nova Scotia, in the last six months. I believe covering these events from an organization's perspective, would have provided a better quality of involvement with multi-cultural communities, which would have enabled the new immigrant and refugee clients to establish new social ties. Social ties help build social support within similar cultural orientations. The absence of social ties and community support during major festivals can lead to poorer social support thereby poorer mental health.

The news stories were distributed through various topics and fields, and in some cases, there were mere statements. The broad array of news stories was disorienting for a visitor to gain precise insight into the exact areas of the organization's involvement. For example, one news story discussed immigrant youth receiving soccer gear, however, the ISANS website does not mention providing any child and youth services. Additionally, another story discusses early childhood education online, and story briefly discussed '*children's rights* and '*increasing awareness about children's welfare*, '*promoting and celebrating children's rights*;' but failed to discuss child and youth protection and laws and policies that were in place in Canada, regarding which new Canadians might not know.

Analysis: Events Webpage

Objective. The 'Events' webpage contained the schedule for the events held by the organization. The webpage had a layout of a calendar, whereby a visitor can go back and forth to learn more about the events. The first criteria for the objective analysis were the presence of accessible language, which I perceived as present as the layout and language used on this webpage were simple and accessible language without any filler phrases or slang words. The presence of examples was not seen as applicable to this content, however, each event in the schedule was a link, when hovered the cursor provided details and an explanation of the event. This provided the option for an additional explanation for the user if required. The second and third criteria for the objective analysis were the presence of Mental Health Support and Preventative Health Care Guidance. However, no information or event about mental health support resources or preventative health care was present. The fifth criteria for the objective analysis were Social Support. There was no information present regarding establishing community connections.

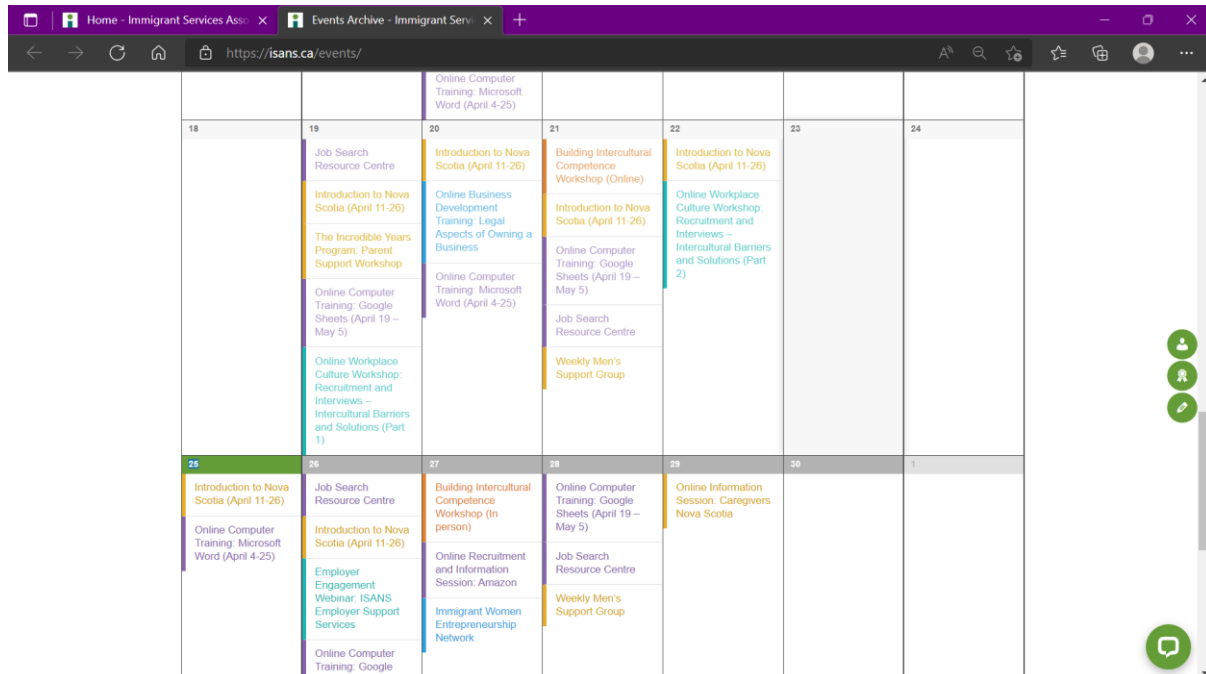
However, the fourth criteria for the objective analysis were the Child/Youth/Family Support Services. Within this category, events related to the parent support group, parent education and learning and family support were present; whereas information regarding youth groups, day-cares, and child protection laws and regulations was not present. There were chances that the information that was not present in the event's explanation could have been included in the course curriculum within the events. However, this was an assumption and not an empirical fact. Since, the information regarding youth groups, day cares, and child protection laws and regulations was not explicitly present, it was perceived as absent.

Subjective. This Events webpage was essentially a calendar which contained schedules of the programs, workshops and meets held by the organization for the new Canadians, and

contained no culturally relevant information. The contents were well laid out, and I was able to view all the services provided by the organization. Additionally, I was able to view the events, and courses which were held. Analyzing the events calendar, I learned that the programs were based on a curriculum, that was held on weekly bases. Furthermore, it required commitment for a few weeks to complete the course. Programs or Courses were held on a periodical basis; i.e., an 8-week program or 6-week program. and were often not repeated. The programs were only held during weekdays (none on weekends) and some programs were conducted during evenings as well. The event calendar enabled the user to view the programs conducted in past weeks/months as well as the ones that were being conducted in the next months. However, the current analysis included the information on the current webpage, therefore the current webpage's content was accounted for analysis. Some of the programs are; *'Parenting Workshop'*, and *'Supporting parenting with Children with Difficult Experience'*.as reflected in Figure 27 below.

Figure 27:

Title: ISANS Website – ‘Event’ Webpage



18	19	20	21	22	23	24
	Job Search Resource Centre	Introduction to Nova Scotia (April 11-26)	Building Intercultural Competence Workshop (Online)	Introduction to Nova Scotia (April 11-26)		
	Introduction to Nova Scotia (April 11-26)	Online Business Development Training: Legal Aspects of Owning a Business	Introduction to Nova Scotia (April 11-26)	Online Workplace Culture Workshop: Recruitment and Interviews – Intercultural Barriers and Solutions (Part 2)		
	The Incredible Years Program: Parent Support Workshop	Online Computer Training: Microsoft Word (April 4-25)	Online Computer Training: Google Sheets (April 19 – May 5)			
	Online Computer Training: Google Sheets (April 19 – May 5)	Online Computer Training: Microsoft Word (April 4-25)	Job Search Resource Centre			
	Online Workplace Culture Workshop: Recruitment and Interviews – Intercultural Barriers and Solutions (Part 1)		Weekly Men's Support Group			
25	26	27	28	29	30	1
Introduction to Nova Scotia (April 11-26)	Job Search Resource Centre	Building Intercultural Competence Workshop (In person)	Online Computer Training: Google Sheets (April 19 – May 5)	Online Information Session: Caregivers Nova Scotia		
Online Computer Training: Microsoft Word (April 4-25)	Introduction to Nova Scotia (April 11-26)	Online Recruitment and Information Session: Amazon	Job Search Resource Centre			
	Employer Engagement Webinar: ISANS Employer Support Services	Immigrant Women Entrepreneurship Network	Weekly Men's Support Group			
	Online Computer Training: Google Sheets (April 19 – May 5)					

‘Event Archive’ (Immigrant Services Association of Nova Scotia, n.d.-a)

Upon further analysis, it was observed that the program database webpage had more than 60 to 70 programs that were offered by the ISANS organization, however, the events calendar had comparatively lesser programs that were being conducted. In addition, the covid-19 webpage mentioned that there were changes in offered programs and services due to the covid-19 pandemic. These inconsistencies led me to question if all the programs that reflected the program's database webpage were being offered or had been discontinued due to the covid-19 pandemic. The unclarity led me to conclude that the website and its web pages were not accurately and evenly updated, as there was an uneven distribution of information along with a lack of clarity on the bases of how the events calendar was established. The event's webpage provided an opportunity for the organization to conduct additional programs, regarding educating newcomers on the new country's laws, regulations, policies, legal aid, immigration advising resources, employment protection agencies tenancy protection organization, enlisted

resources for dos and don'ts, etc. I believe as an immigrant and as a newcomer, it is important to be aware of laws and legality aspects. I believe that this information is important to protect oneself. Especially, as the protection and security aspect accounts for Maslow's need for safety. However, no such information was present.

Analysis: Statement on the Conflict in Ukraine Webpage

Table 6:

Title: Objective Analysis – Statement on the Conflict in Ukraine Webpage

Objective Measures	Conflict in Ukraine Webpage
Linguistically Accessible Language	-
- Use of active voice	YES
- Use of examples for explaining complicated ideas	NO
- Absence of filler phrases	YES
- Absence of slang words	YES
- Use of full forms while using abbreviations	NO
Mental Health Support	-
- Psychologist	YES
- Therapist	YES
- Counsellors	YES
- Psychiatrists	YES
- Clinical social workers	YES
- Mental health nurse practitioners	YES
Preventative Health Care	- -
- guide and provide information regarding the Canadian health care system	NO
- procedures and accessibility to various health care services	NO
- include vaccine/immunization information	NO
- Provide information on the prevention of different types of injuries (intentional and unintentional) in different populations (children and youth, workers, older Canadians),	NO

- Maternal and child health care	NO
- Prevention of sexually transmitted infections, etc.	NO
Child/Youth/Family Support Services	-
- Youth Groups	NO
- Day-Cares	NO
- Parent's Support Groups	NO
- Parent Education and Learning	NO
- Family Support	NO
- Child Protection Laws and Regulations	NO
Social Support (Includes Cultural Support)	-
- religious ties, cultural ties, spiritual ties, community connections etc.	YES
- community connection services to their clients for example Temples, Mosques,	YES
- Connections from people from similar backgrounds etc.	YES

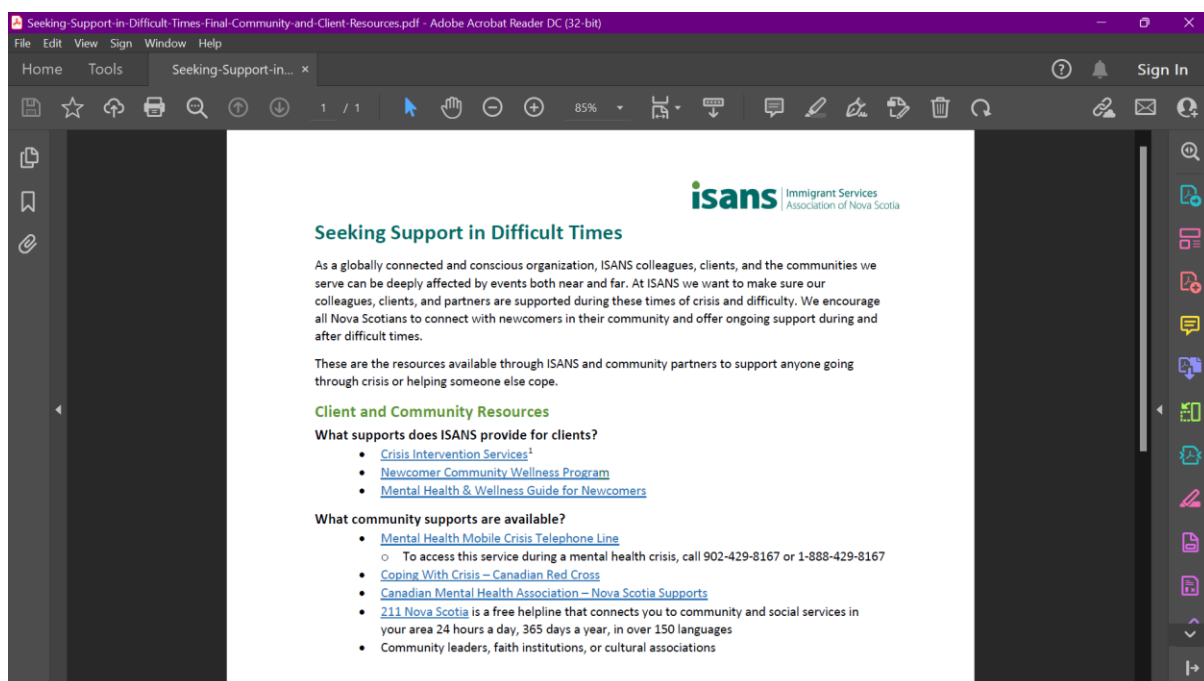
Objective. The '*Statement on the Conflict in Ukraine*', was a statement issued by the ISANS organization regarding the current events at the time of this analysis. As per Table 6, the first criteria for the objective analysis were the presence of accessible language, which I perceived as present as the language used in this article was a simple and brief language without any filler phrases or slang words. The presence of examples was not seen as applicable to this content, however, there was an additional pdf attachment present on this page. This pdf document contained a list of external support resources. This pdf document was analyzed for objective criteria. This was done due to the established criteria of the study; which entailed including information present on all navigational links present on the homepage of the ISANS website. Therefore, information regarding enlisted external support resources was included.

The second criteria for the objective analysis were mental health support services. This information relevant to mental health support services was present in the pdf attached to the webpage, as shown in the image below; Figure 28. This pdf contained brief information, whereby links to external websites were present. The third and fourth criteria for objective

analysis were Preventative Health Care Guidance and Child/Youth/Family Support Services. However, there was no information present related to these criteria. The fifth criteria were Social Support, this pdf contained information regarding available community supports, such as *‘Community Leaders’, ‘Faith Institutions’, or ‘Cultural Associations’*.

Figure 28:

Title: ISANS Website – ‘Seeking Support in Difficult Times Final Community and Client Resources.pdf’



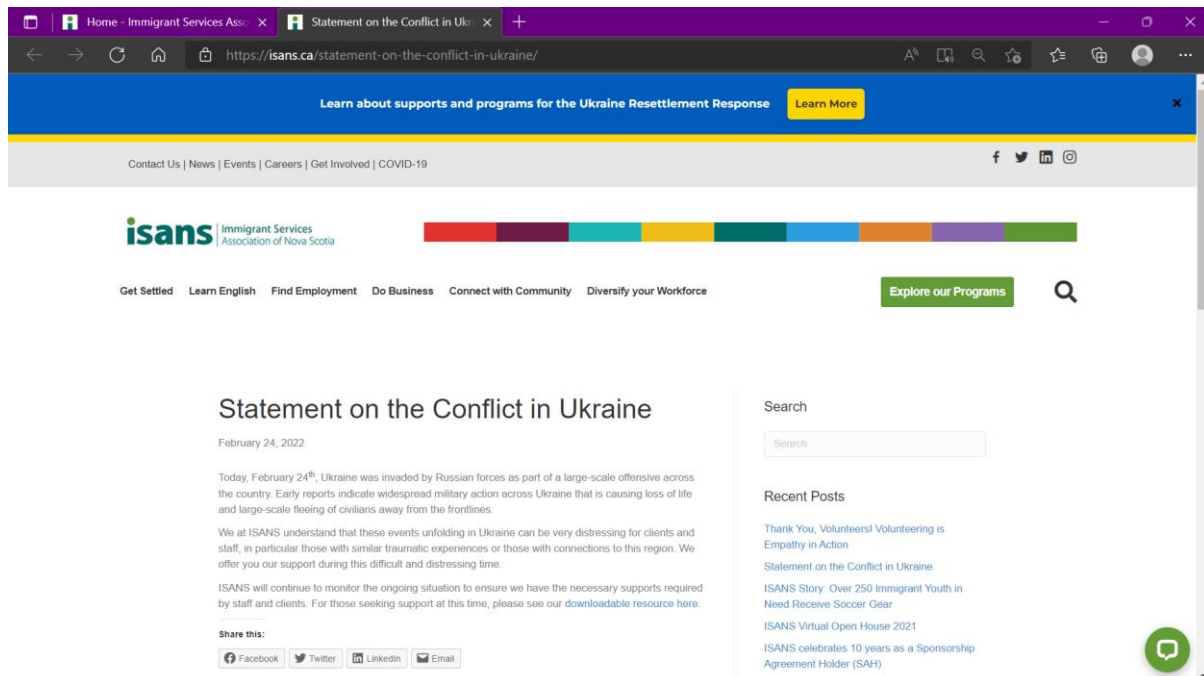
‘Seeking Support in Difficult Times Final Community and Client Resources.pdf’ (Immigrant Services Association of Nova Scotia, 2022e)

Subjective. This webpage displays a brief statement by the ISANS organization acknowledging the circumstances and expressing its support for people affected by the circumstances. The statement was further attached with a downloadable resource for mental health support and services that offer connections to the community along with religious and faith institutions. Even though the statement released by the organization was minimal; it

contained necessary information and cultural recognition for people in need of mental health support and community support. I perceived the content on this webpage as culturally congruent, and precise while maintaining quality. This webpage contained a pdf document link that contained an external navigational link for information regarding mental crises, community and social services and faith institutions and cultural associations. The presence of this content reflected the information required to fulfil the need for belonging by Maslow. However, this information was present only on the 'Statement on the Conflict in Ukraine' webpage. I believe that this information should have been present on multiple web pages, instead of being present only on the 'Statement on the Conflict in Ukraine' web page. As this same information on resources applies to a diverse population of newcomers. The page had the option of leaving a comment at the bottom. The webpage had a navigation panel on the right which contained recent posts/publications by the organization. There was no additional information present, as reflected in Figure 29:

Figure 29:

Title: ISANS Website – ‘Statement on the Conflict in Ukraine’ Webpage



‘Statement on the Conflict in Ukraine’ (Immigrant Services Association of Nova Scotia, 2022d)

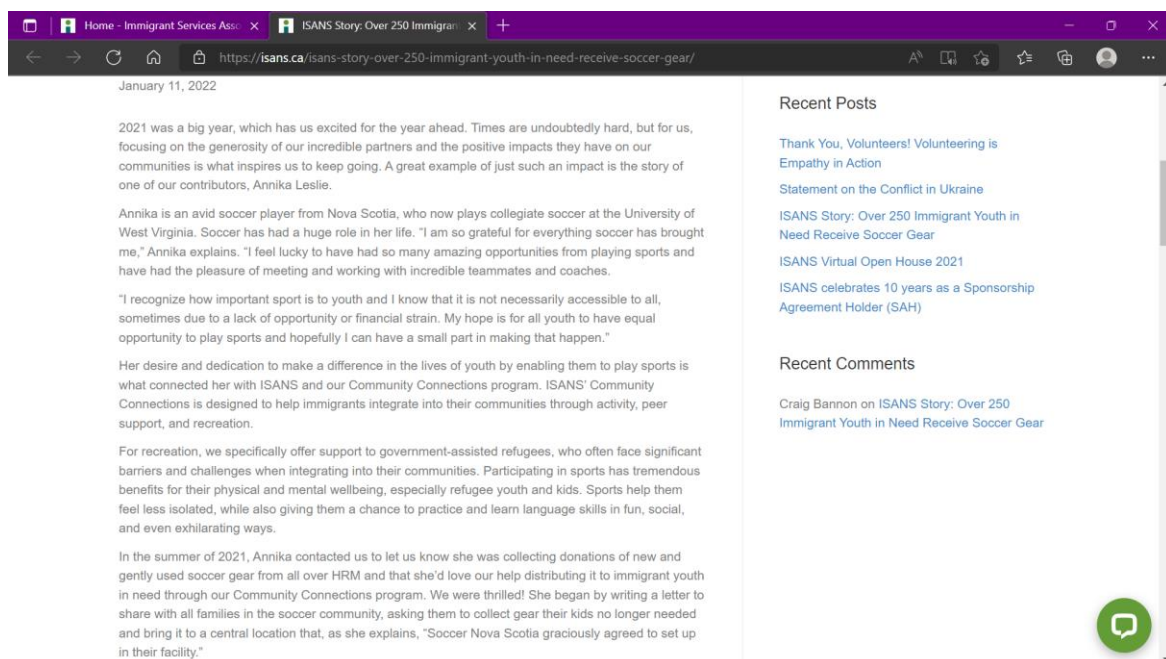
Analysis: ISANS Story – ‘Over 250 Immigrant Youth in Need Receive Soccer Gear’ Webpage

Objective. The webpage of *‘ISANS Story’*, presented a news story about immigrant youth receiving soccer gear. The content on this webpage was in simple and accessible language without any filler phrases or slang words. There were examples and full-forms present where required. However, this webpage did not have any information that was relevant to any of the criteria for objective analysis.

Subjective. This webpage contains a story of an individual and a contributor; who collected soccer gear for immigrant youth who were in need. The story further shares the importance of a sport in a youth's life and potential barriers that could cause hindrance in accessing it. The story further explains how this individual reached out to ISANS to assist in her endeavours. The article further acknowledges the football and soccer clubs around Halifax for circulating the soccer gear. The story advocates equal opportunity for youth. The article was further accompanied by photos of the same.

Figure 30:

Title: ISANS Website – ISANS Story: ‘Over 250 Immigrant Youth in Need Receive Soccer Gear’ Webpage



‘Over 250 Immigrant Youth in Need Receive Soccer Gear’ (Immigrant Services Association of Nova Scotia, 2022)

As per Figure 30; this webpage predominantly contains the story of helping out immigrant youth, however, based on the story, I could conclude that this endeavour was

initiated and belonged to the individual whom the story was about, and ISANS played a supporting role in getting connected to the relevant population through their connection to the community program. Nonetheless, this article further went on to imply that the ISANS organization is connected to diverse groups of newcomers and holds the power to potentially connect the newcomers within themselves and address their needs. The story fostered community support and addressed the belonging need by Maslow. However, the success story belongs and was credited more to the individual who initiated the collection of soccer gear for the youth, rather than the organization itself. I experienced unclarity in establishing the ISANS role in the said endeavour and the connection of the organization with the individual who initiated the contribution. The story left me as a reader ambiguous and wondering regarding ISANS services, i.e., if the organization collects donations regularly or if was this an individual venture of its kind. Nonetheless, reading the story gave me; as an immigrant woman assurance that the organization was involved with recognizing and participating in addressing immigrants' and refugees' needs, therefore I perceived this as culturally congruent content.

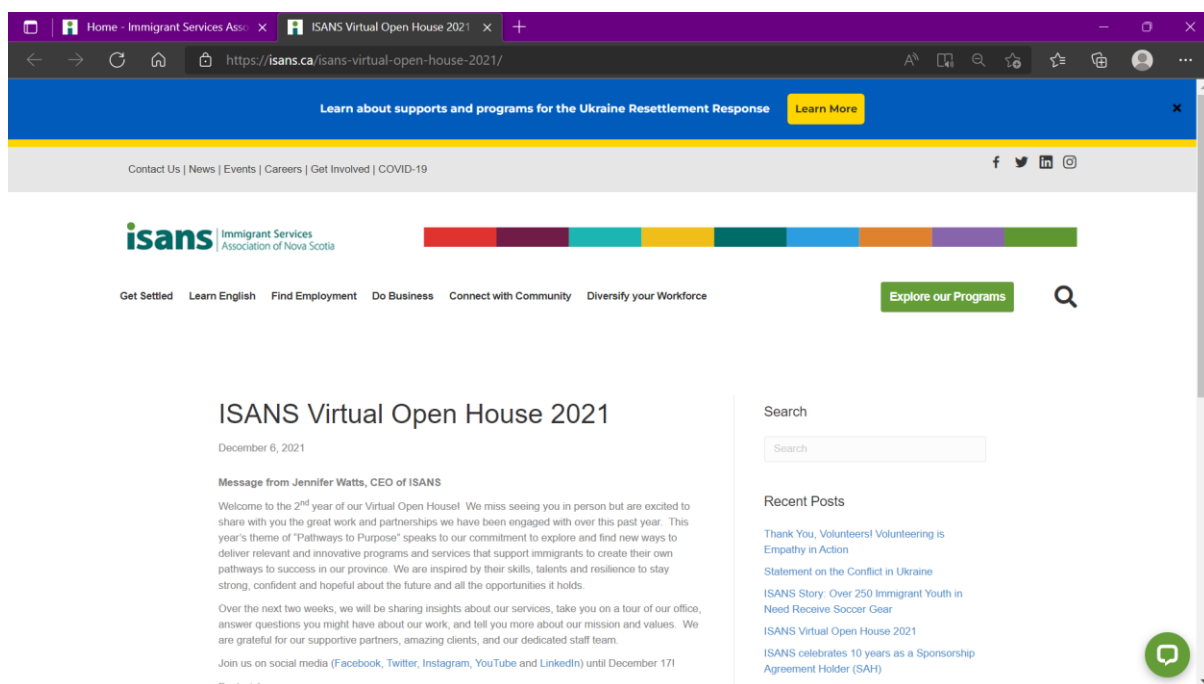
Analysis: ISANS Virtual Open House Webpage

Objective. The webpage of '*ISANS Virtual Open House*', presented a news story about an organization holding a virtual open house event, where people could attend and gain information about the organization and the services it provides. The content on this webpage was in simple and accessible language without any filler phrases or slang words. The content was not applicable for examples and full forms. However, this webpage did not have any information that was relevant to any of the criteria for objective analysis.

Subjective. The webpage had a navigation panel on the top, right and bottom of the webpage; which contained recent posts/publications by organizations, along with links to services and programs, as per the following Figure 31.

Figure 31:

Title: ISANS Website – ‘ISANS Virtual Open House’ Webpage



‘ISANS Virtual Open House’ (Immigrant Services Association of Nova Scotia, 2021e)

This webpage contains a brief statement advertising an online/virtual open invitation to an ‘open house’ held by the organization. There were no culturally congruent or incongruent statements mentioned, therefore it was considered in-applicable. The statement further mentions that an open house would share information regarding their services, about the organization, partners, and staff team, and encourage discussion regarding the organization’s services. However, based on the dates, and the content of the statement I could conclude that this was a two-week event, that was held once a year. However, I believe that since this was a one-time event, there were chances that many newcomers, who weren’t aware of this event

could have missed an opportunity to learn about support services that were readily available for them to access. I believe that a similar event was required to happen twice or thrice a year, with optimum advertisement and notice provided to the newcomers, as the newcomers might need time to learn about the events when they arrive in a new place. The mere existence of resources may not be enough, people who need the resource need to become aware of their existence and how to access them when needed, I believe that this event provided an opportunity for the newcomers to learn about the support services and, due to its annual occurrences may result in mass population missing out on an opportunity. Especially when migrants and refugees were travelling throughout the year, holding the open-house multiple times would provide the newcomers with ample opportunities. The content present on this webpage did not apply to Maslow's needs.

Analysis: Our Impact Webpage

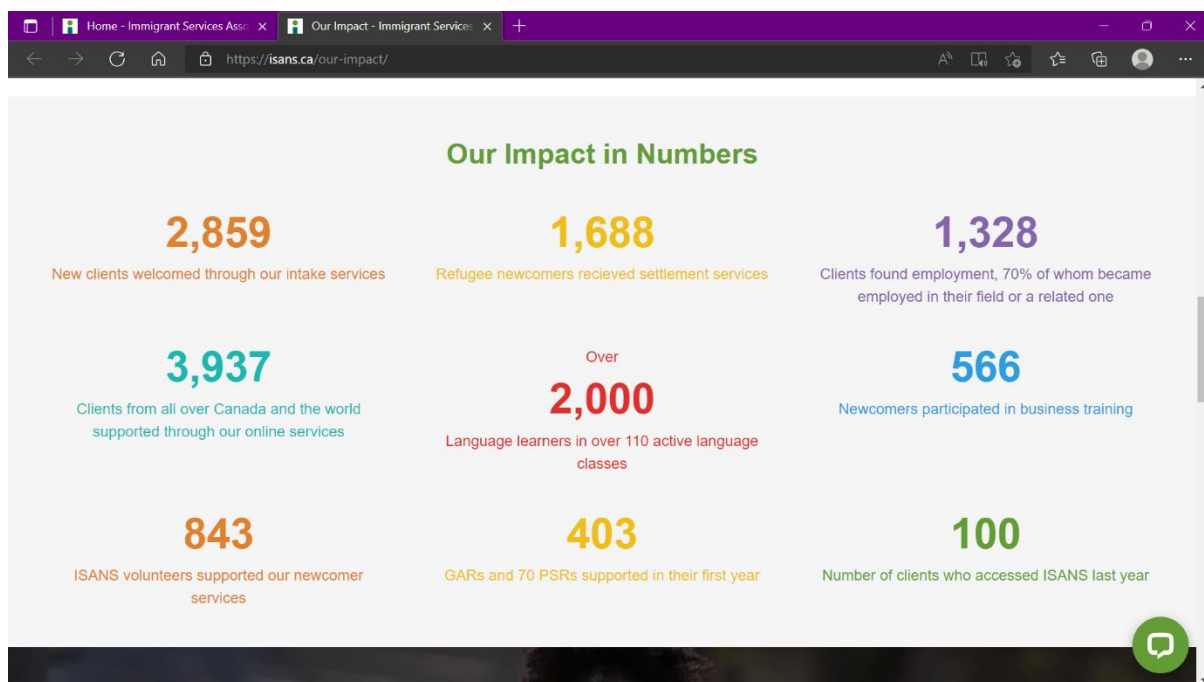
Objective. The 'Our Impact', webpage presented an advertising space where the successful aspects of the organization were displayed. The webpage highlighted the positive impact made by the ISANS organization. The content on this webpage was in simple and accessible language without any filler phrases or slang words. The content was not applicable for examples and full forms. However, this webpage did not have any information that was relevant to any of the criteria for objective analysis.

Subjective. The page begins with a thematic interface of the website, with the navigation pane on the top that contains multiple options. The next part of the webpage contains two introductory statements about the achievements, accompanied by a video presentation with animations. The following part of the webpage was displayed with various numbers in hundreds and thousands under various titles such as; '2,859 New clients welcomed through our

intake services’, ‘1,688 Refugee newcomers received settlement services’, ‘1,328 Clients found employment, 70% of whom became employed in their field or a related one’, ‘3,937 Clients from all over Canada and the world supported through our online services, ‘Over 2,000 Language learners in over 110 active language classes’, ‘566 Newcomers participated in business training’, ‘843 ISANS volunteers supported our newcomer services’, ‘403 GARs and 70 PSRs supported in their first year’ (the abbreviation has no full form), ‘100 Number of clients who accessed ISANS last year’, as shown in Figure 32 below.

Figure 32:

Title: ISANS Website – ‘Our Impact’ Webpage 1



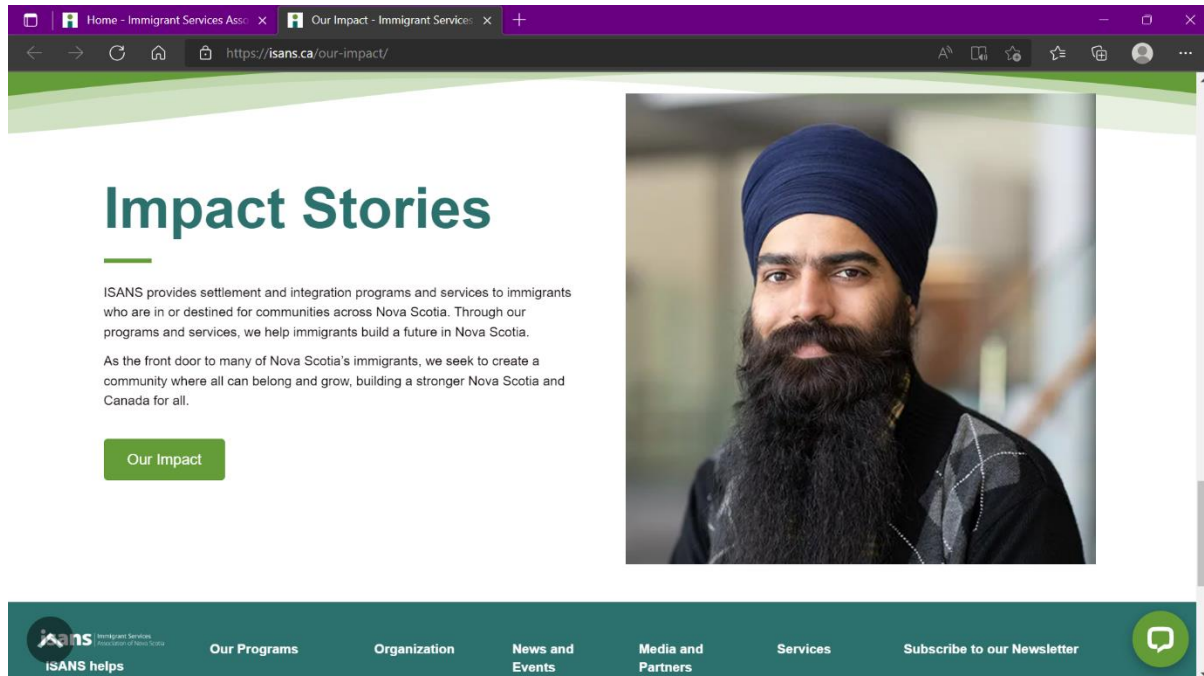
‘Our Impact’ (Immigrant Services Association of Nova Scotia, 2022ab)

The numerical representations were accompanied by respective captions. However, I perceived these captions containing advertising language, as they were vague catchy phrases proclaiming the success of an organization with no context of what these numbers represent when the numbers were accounted for, the length of the time the numbers were accounted for;

and if the numbers were over-lapping with different captions or not; as some captions were similar. The pages mentioned that made an impact but don't necessarily contain any positive testimonies by clients on this page. The client testimonies can be seen or found in the '*video library*' which contains numerous videos, which were on a different webpage, and this webpage was not analyzed as this webpage was not part of the included criteria of this current study. The webpage mentions that it assisted the refugees in settlement services, yet lacks quality details of what settlement services were useful/utilized in assisting the refugees. The current webpage contains more ambiguous information from a video and numbers with vague and potentially repeated titles but no contextual information and details of how the 'impact' was made by the organization. As an immigrant visitor, who was analyzing the information from a critical perspective, I believe I would like to have a genuine takeaway message as a concrete accomplishment story, potentially initiated by the organization; to rely on their services. I found the quality of the information incongruent and subpar, in assisting myself with proper information as an immigrant. This webpage lacked in mentioning what services were and tools were utilized to make the said impact. Additionally, none of the information present on this part of the webpage matched any of Maslow's needs.

Figure 33:

Title: ISANS Website – ‘Our Impact’ Webpage 2



‘Our Impact’ (Immigrant Services Association of Nova Scotia, 2022ab)

The next part of the webpage contains a repeated message which was originally present and seen on the homepage, as reflected in above Figure 33; which briefly mentions the overview of the organization's presence in the area of support provides, which was similar to the mission statement. This message was accompanied by a picture of a Sardar male, followed by a navigational link of ‘Our Impact’; however, upon clicking on this link it leads back to the same webpage; or rather refreshes it and opens it on a different tab. Through the navigational process on this website, I realized that multiple navigational links were present for cosmetic purposes or to keep up with the designed layout of the website. Unfortunately, these links serve no genuine purpose, but to only re-direct the user to similar or repeated webpages, thus depriving the user of access to potentially important information and an opportunity where a user such as a newcomer could have gained more information. The information present on this

webpage pre-dominantly contained information about the potential impact the organization had made, however, the images and videos featured people of colour from diverse cultural backgrounds. Upon viewing this, it assured me by demonstrating a sense of collective belonging and showed a community that I can approach as support. I perceived these aspects as culturally congruent. This webpage was perceived congruent due to the picture of people from diverse backgrounds which fostered identification and inclusivity, which in turn addressed Maslow's need for belonging.

Category: Media and Partners

This category contains only one webpage that navigates the user to the contact page of the organization. This webpage contains the organization's offices with Google Maps, followed by Addresses and Phone Numbers. The next section contains a form-like layout which requires the user to submit their name, email address and message. There was not enough information that can be analyzed through objective criteria or a subjective lens.

Category: Services

The following section analyzed the links from the Services category. This category includes two links and/or webpages, that were as follows:

- Translations - <https://isans.ca/program/translation/>
- Skills Match - <https://skillsmatch.ca/>

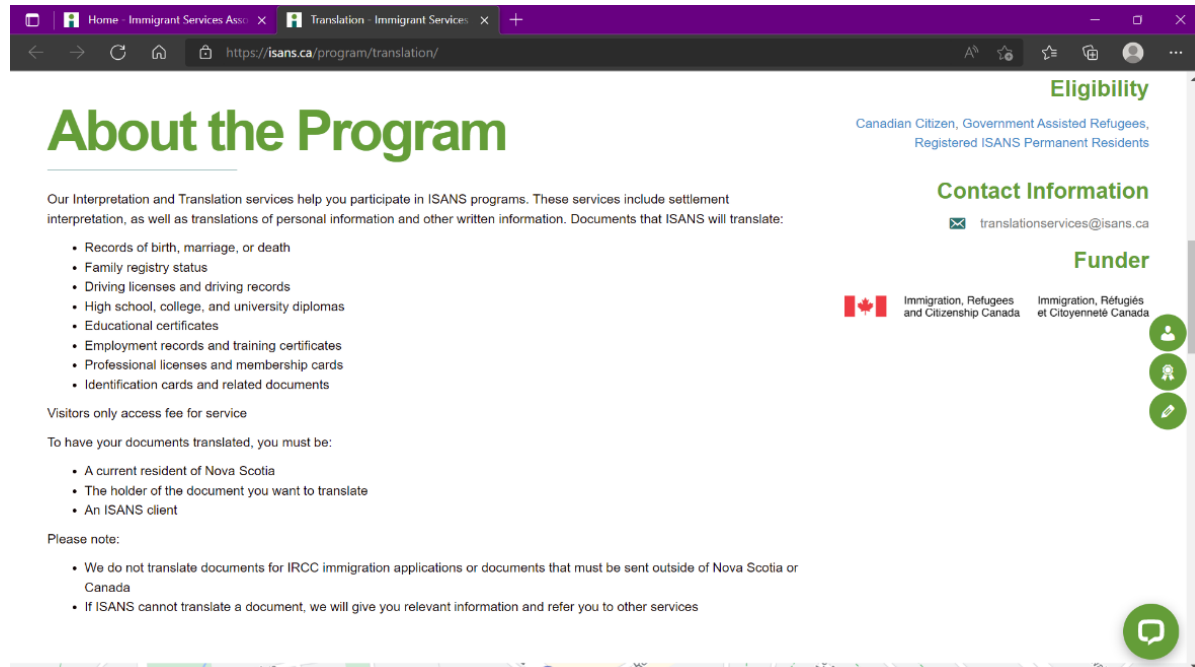
Analysis: Translation Webpage

Objective. The '*Translation*', webpage mainly contained information about translation services and provided the eligibility criteria for the clients to be able to access these services. The webpage further contained a list of various documents that these services were provided for, and which organizations/companies accepted them. The content present on the website was in simple and accessible language without any filler phrases or slang words. The list of documents provided an example for better understanding for readers. There were full-form, where abbreviation was used. However, this webpage did not have any information that was relevant to any of the categories for objective analysis.

Subjective. This webpage contains information about the Translation Program provided by the ISANS organization. The part of the webpage explains the details of the program. The program essentially entailed translation services of documentation. Additionally, the '*Eligibility*' section mentioned: '*Canadian Citizens*', '*Government Assisted Refugees*', '*Registered ISANS Permanent Residents*' as shown below in Figure 34.

Figure 34:

Title: ISANS Website - ‘Translation’ Webpage



‘Translation’ (Immigrant Services Association of Nova Scotia, 2021d)

I perceived this as the translation service was only provided to ‘Canadian Citizens’, ‘Government Assisted Refugees’, ‘Registered ISANS Permanent Residents’. However, the reason for providing this service to a limited array of people, or the rationale for the division of services or partial provision was not mentioned. I perceived this aspect to be incongruent, as there were people from diverse multicultural backgrounds who could be on a different and yet valid permit, which can potentially render them ineligible to access the support services.

ISANS organization is popular and well situated where more people would learn about an organization’s existence for supporting immigrants and refugees. I believe that the information on Translation services provided by the organization requires updating and open services to everyone and anyone who were migrants and refugees who were on their temporary permits, as they too could require translation services. Additionally, this section had a brief

disclaimer that the organization does not provide translation services for IRCC applications or documents that were sent outside Canada. The webpage further mentioned that in case the organization was not able to translate the document, the organization can provide reference to the services that can. However, as this could be the case, the additional resource that could help non-residents was not mentioned on this page. I perceived multiple inconsistencies which caused misconception,

I believe that there needs to be clarity and precision in the content's quality. As an immigrant, when I read about ISANS providing translation services, I misperceived it to be a translation service, that helps immigrants and refugees to help communicate who can't speak English or French. This false perception led me to believe that the content on this webpage addressed Maslow's need for belonging. However, this service or program discusses the translation of documents. The webpage ends with the organization address, phone numbers, email id and location pin on Google Maps. The content gave an impression that it addressed Maslow's need for belonging but it didn't.

Analysis: Skills Match Webpage

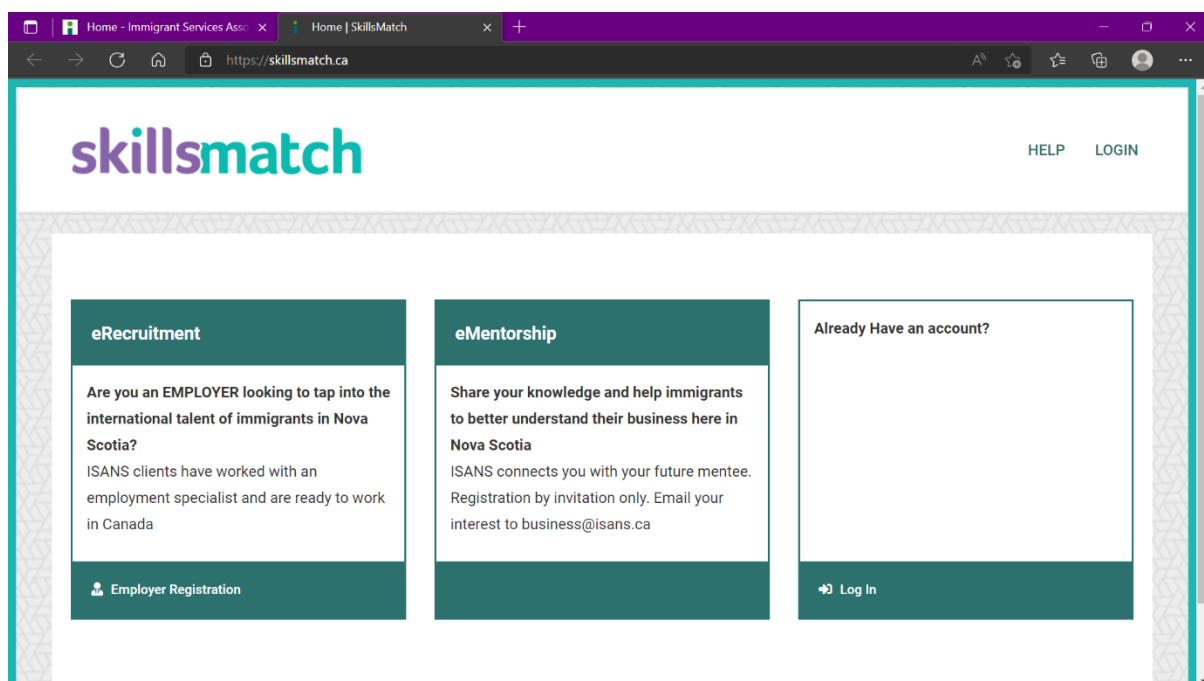
Objective. This webpage was not analyzed as this webpage belonged to a different domain, and did not meet the included criteria for this study. The current study's including criteria entailed analyzing the ISANS website's homepage and respective navigational links from the homepage. However, this webpage navigated the user to a different website's URL which read www.skillsmatch.ca, and not www.isans.ca.

Subjective. Upon clicking on this link, the user was navigated to a different webpage or homepage of a different domain. This webpage has the option to get help and log in. This

page was further divided into three sections; i.e., *'eRecruitment'*, *'eMentorship'*, and *'Already Have an Account?'* Each section was followed by a brief explanation. *'eRecruitment'* section provides a brief explanation and implies that employers can find and recruit potential employees. *'eMentorship'* section contained a brief explanation implying that the program offers mentorship; as shown in following Figure 35;

Figure 35:

Title: *ISANS Website – 'Skills Match' Webpage*



'Skills Match' (Home | SkillsMatch. n.d.)

However, the explanation implied that a mentee was being assigned. The explanation did not mention/discuss the scenario that it could be a potential mentee who could be looking for, or in need to find a mentor. This page had very limited information regarding the skills match program, and if it made any cultural accommodations. This webpage was not analyzed further as it belonged to a different domain, and no further information was provided on this webpage. To access more information, logging in or creating an account was needed. This page

did not contain any information regarding the objective themes, their respective criteria and any cultural aspects.

Category: Contact

The following contains links from the Contact category. This category includes links and web pages that have not been already categorized by the website. The web pages that were included in this category were as follows:

- Facebook - <https://www.facebook.com/isans.ca>
- Instagram - <https://www.instagram.com/isans.ca/>
- LinkedIn - https://www.linkedin.com/authwall?trk=ripf&trkInfo=AQGfJ5BINUzIPgAAAYA5YJqQqXn6wGhhBqD7g8rTCtDVocMtu0_YMDIuGGC2PEmbSsu-JsTmnr7aaGVvcrV5ikC1NdwSHOiCyqjazpSlo0T9mq_HTzhEC-WN4x3AMhXirjW6w4M=&originalReferer=https://isans.ca/&sessionRedirect=https%3A%2F%2Fwww.linkedin.com%2Fcompany%2Fisans
- Twitter - https://twitter.com/isans_ca

These web pages were not analyzed as this webpage belonged to a different domain, and did not meet the included criteria for this study. The current study's including criteria entailed analyzing the ISANS website's homepage and respective navigational links from the homepage. However, this webpage navigated the user to a different website's URL. Upon clicking on the link for contact, and opening each webpage (i.e., Facebook, Instagram, LinkedIn and Twitter). The webpages' URLs/HTML belonged to respective social media platforms. The 'Linked-In' webpage required signing in to access the content or updates by the

organization. Additionally, another social media platform 'Instagram', showed a few updates, after viewing a few updates, it required the user (myself) to sign in and view further updates. However, updates on Twitter and Facebook had open access and did not require signing in on my part. I could view the updates made by the organization. However, the social media posting was executed and displayed in an uneven chronological manner; i.e., older posts were pinned in the beginning. Due to the uneven distribution of information, i.e., uneven updates, and the requirement of signing in to view updates; an URL/HTML did not belong to ISANS as it not being an extension of an organization. The analysis of these pages was excluded.

Category: Miscellaneous

The following section analyzed the links from the Miscellaneous category. This category includes links and web pages that have not been already categorized by the website, and was as follows:

- Ukraine Settlement Response <https://isans.ca/ukraine-resettlement-response/>
- Covid - <https://isans.ca/covid-19/>
- Live Chat (sponsor) – <https://www.livechat.com/>
- Privacy Policy - <https://isans.ca/privacy-policy/>
- Sign-Up Now- <https://simplycast.ca/?q=forms/take&i=60ccc6745e1db8.27186984>

Analysis: Ukraine Settlement Response Webpage

Table 7:

Title: Objective Analysis – Ukraine Settlement Response Webpage

Objective Measures	Ukraine Settlement Response Webpage
Linguistically Accessible Language	-
- Use of active voice	YES
- Use of examples for explaining complicated ideas	YES
- Absence of filler phrases	YES
- Absence of slang words	YES
- Use of full forms while using abbreviations	YES
Mental Health Support	-
- Psychologist	NO
- Therapist	NO
- Counsellors	NO
- Psychiatrists	NO
- Clinical social workers	NO
- Mental health nurse practitioners	NO
Preventative Health Care	-
- guide and provide information regarding the Canadian health care system	NO
- procedures and accessibility to various health care services	NO
- include vaccine/immunization information	YES
- Provide information on the prevention of different types of injuries (intentional and unintentional) in different populations (children and youth, workers, older Canadians),	NO
- Maternal and child health care	NO
- Prevention of sexually transmitted infections, etc.	NO
Child/Youth/Family Support Services	-
- Youth Groups	NO
- Day-Cares	NO
- Parent's Support Groups	NO
- Parent Education and Learning	NO
- Family Support	YES
- Child Protection Laws and Regulations	NO
Social Support (Includes Cultural Support)	-
- religious ties, cultural ties, spiritual ties, community connections etc.	NO
- community connection services to their clients for example Temples, Mosques,	NO
- Connections from people from similar backgrounds etc.	NO

Objective. The 'Ukraine Settlement Response', webpage contained information about various resources that were relevant to the circumstance in Ukraine. As per Table 7, the first

criteria for the objective analysis were linguistically accessible language. The content on the website was in simple and accessible language without any filler phrases or slang words. There were full forms used when there were abbreviations used. There were examples provided where more details were needed. For example; there was a section on the webpage headlined *'Trauma-Informed Resources for Educators'*. Within this section, there were four enlisted links presented which navigated the user to a different webpage for additional information. The second criteria for the objective analysis were mental health support resources, but there was no information present for the refugees. There was a section headlined *'Trauma-Informed Resources for Educators'*; however, this section and resources were directed towards the educators, to direct them on how to discuss this (the situation in Ukraine and its impacts) with children and students. No resources or information was directed to the user to access available mental health support resources for themselves should they need it.

The third criteria for the objective analysis were preventative health care. There was minimal to no information present regarding health care. There was a brief section that discussed *'Vaccine Exemption for Ukraine Nationals'*, however, there was no information present regarding other aspects of preventative health care such as Guide and provide information regarding the Canadian health care system, Procedures and accessibility to various healthcare services, Provide information on the prevention of different types of injuries (intentional and unintentional) in different populations (children and youth, workers, older Canadians), Maternal and child health care, Prevention of sexually transmitted infections, etc.

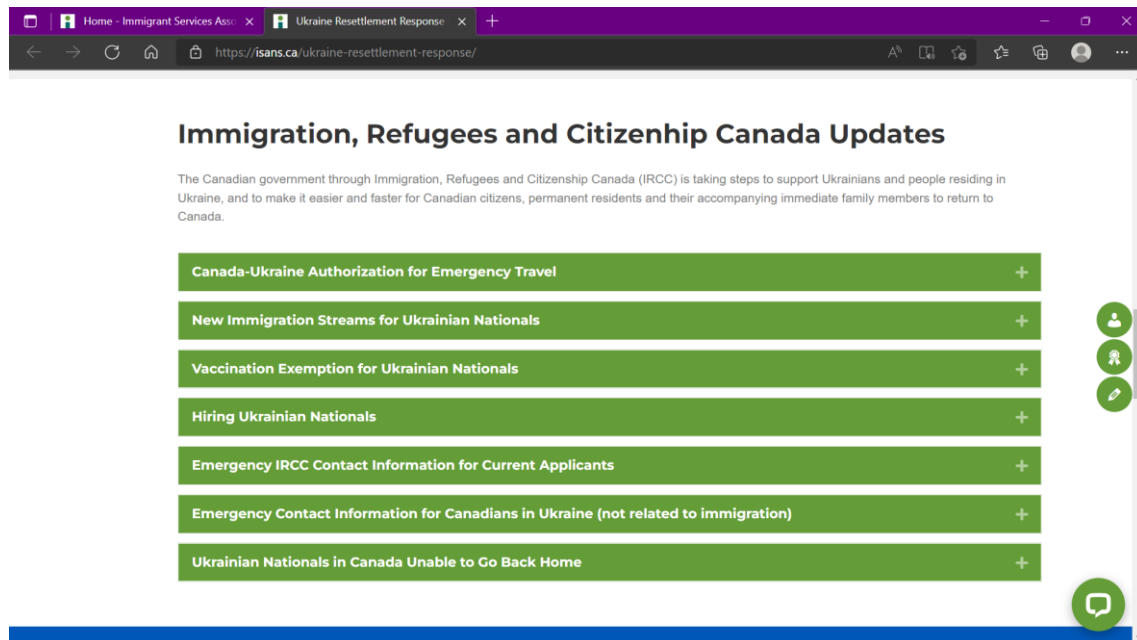
The fourth criteria for the objective analysis were child/youth/ family support services. There was minimal information present regarding this. There was no information regarding youth groups, daycares, parents support groups and child protection laws or parent education and learning. The only resource link enlisted was within the *'Trauma-Informed Resources for*

Educators', which read as *'How to Support Students & Families with Refugee Backgrounds in Schools | New Brunswick Multicultural Council'*. This was perceived as a presence of potential family support, however, it was unclear if these same resources would be present in Nova Scotia through an online platform, as this name suggested New Brunswick, which was a different province. This was an external domain link that would have additional information. The fifth criteria for the objective analysis were the presence of social support, however, there was no information present regarding any religious, cultural, or spiritual ties, for example, Temples, Mosques, etc or any community connections or connections to people from similar backgrounds or any social circles etc.

Subjective. This page was specifically dedicated to information regarding Ukraine; however, it had information regarding travel for Canadian nationals and Ukrainian nationals, and amendments made for travellers by the government and IRCC. According to the following Figure 36; the page displays the overall but summarized version of the steps taken by the government and IRCC to aid refugees from Ukraine.

Figure 36:

Title: ISANS Website – ‘Ukraine Resettlement Response’ Webpage 1



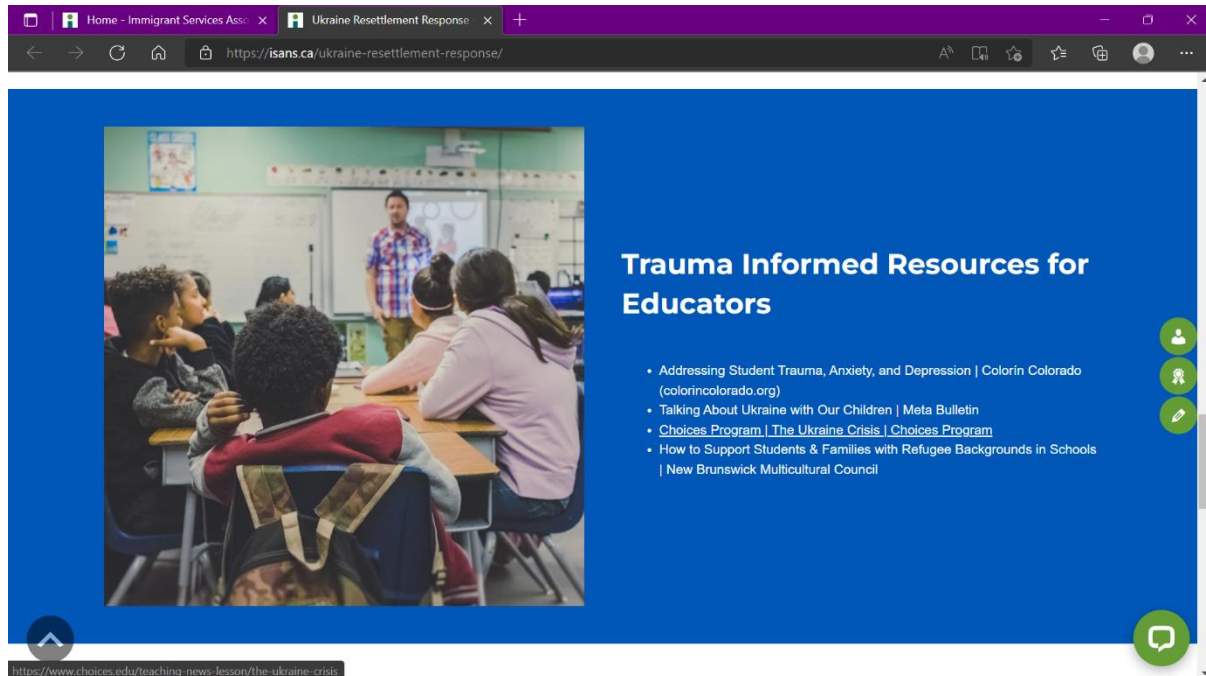
‘Ukraine Resettlement Response’ (Immigrant Services Association of Nova Scotia, 2022o)

The page additionally follows the information about how ISANS was mediating and assisting through the process. However, this link had very brief information and was followed by the link which took the visitor to the official page of IRCC and/or the official website of the Government of Canada. This page further provides information regarding vaccination for travellers from Ukraine. However, there was very brief information regarding this and was followed by the link that was navigating the visitor to the official website of IRCC. I do believe this to be appropriate, that the website visitor got the official and updated version from the official website, as opposed to receiving outdated information from the ISANS website, in case the information has not been updated timely. Providing a link to the official website ensured that the visitor gained the optimum and updated information. As the IRCC was more likely to update its website based on the changes and updates. As opposed to ISANS updating their website, every time there was an update on IRCC and monitoring the same.

The page was further followed by information regarding the jobs for Ukraine nationals and Emergency contacts for IRCC for Canadians and Ukrainians who have their application submitted. This brief information was followed by an attached navigational link to the IRCC website. The page also acknowledged that resources were needed for Ukrainians in Canada, who were unable to go back home. The further part of the pages was followed by symbolic images that show that the government of Nova Scotia along with other organizations with ISANS support Ukraine and new arrivals from Ukraine and discusses housing and employment. The further part of the page discusses the “*Trauma-Informed Resources for Educators*”, as per Figure 37. This section discusses aspects of Trauma, anxiety and depression; followed by ways to address this within a formal setting like schools with children, and how to communicate this. This section of the webpage has brief information, although has four navigational links to external websites. The first opens up to be a three-page pdf document which contains information regarding how to support children, and refugee families. This document discusses making oneself aware of culture and trauma, to better able to support refugee children and families in various settings. The presence of this content was perceived as meeting Maslow’s need for belonging, as these resources discussed supporting people who have experienced challenging circumstances.

Figure 37:

Title: ISANS Website – ‘Ukraine Resettlement Response’ Webpage 2



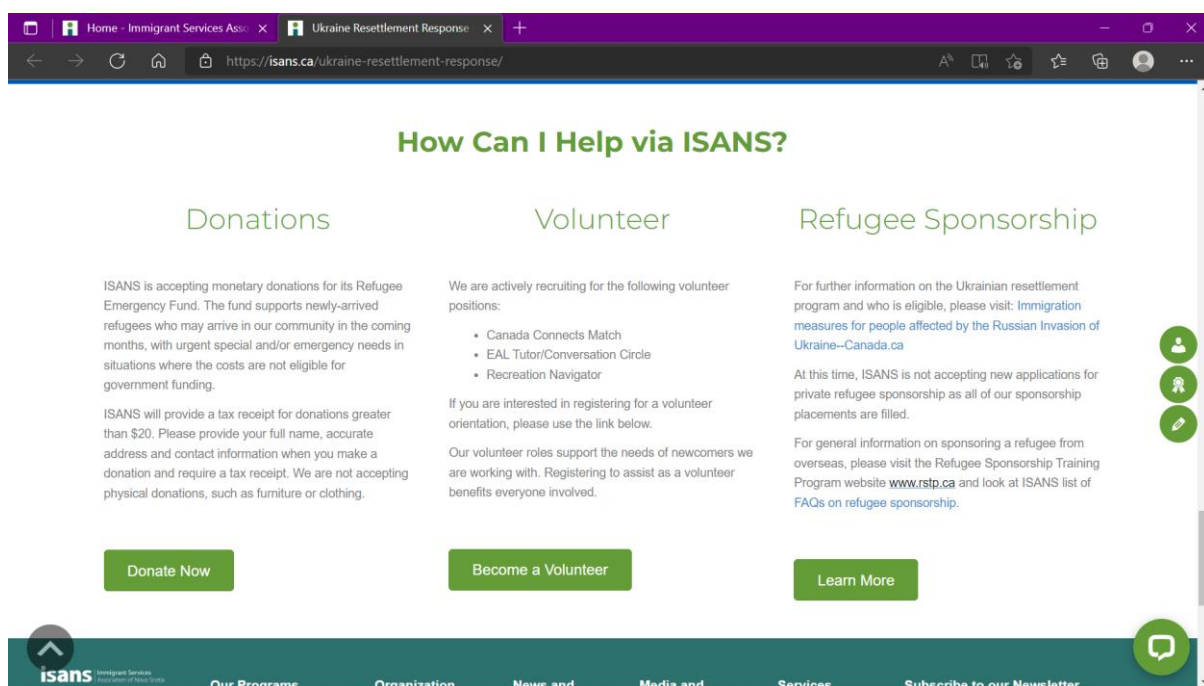
‘Ukraine Resettlement Response’ (Immigrant Services Association of Nova Scotia, 2022o)

The second link leads to a website, which discusses the choices of programs and the curriculum of Brown university; which discusses the curriculum layout followed by handouts, and videos to educate university students. The third link discusses the appropriate ways to educate children using child-appropriate language, along with making them aware of mental health and trauma. The fourth link discusses how to support immigrant children and strategies for schools for addressing student anxiety trauma and depression. Even though there was less information here that matches the criteria of the objective lens, the webpage enlists resources and navigation to other official websites which contain important information which aims at creating awareness. As per Figure 38; the next part of the web page was followed by a brief section for visitors, who want to help via ISANS. This section contained brief information regarding donations, refugee sponsorship, and volunteering. Each of these was accompanied

by heading and navigational links. This webpage did not have any culturally relevant information or irrelevant information, however, the content present on this web page covered a wide array of quality information relevant to the Ukraine crisis. Some of the content was directed toward creating awareness and preparing children and adult students to learn how to be supportive and empathetic towards the circumstances in Ukraine, and people who experienced the situation first hand. The information present on this webpage aligned with Maslow's need for belonging.

Figure 38:

Title: ISANS Website – ‘Ukraine Resettlement Response’ Webpage 3



‘Ukraine Resettlement Response’ (Immigrant Services Association of Nova Scotia, 2022o)

Analysis: COVID Webpage

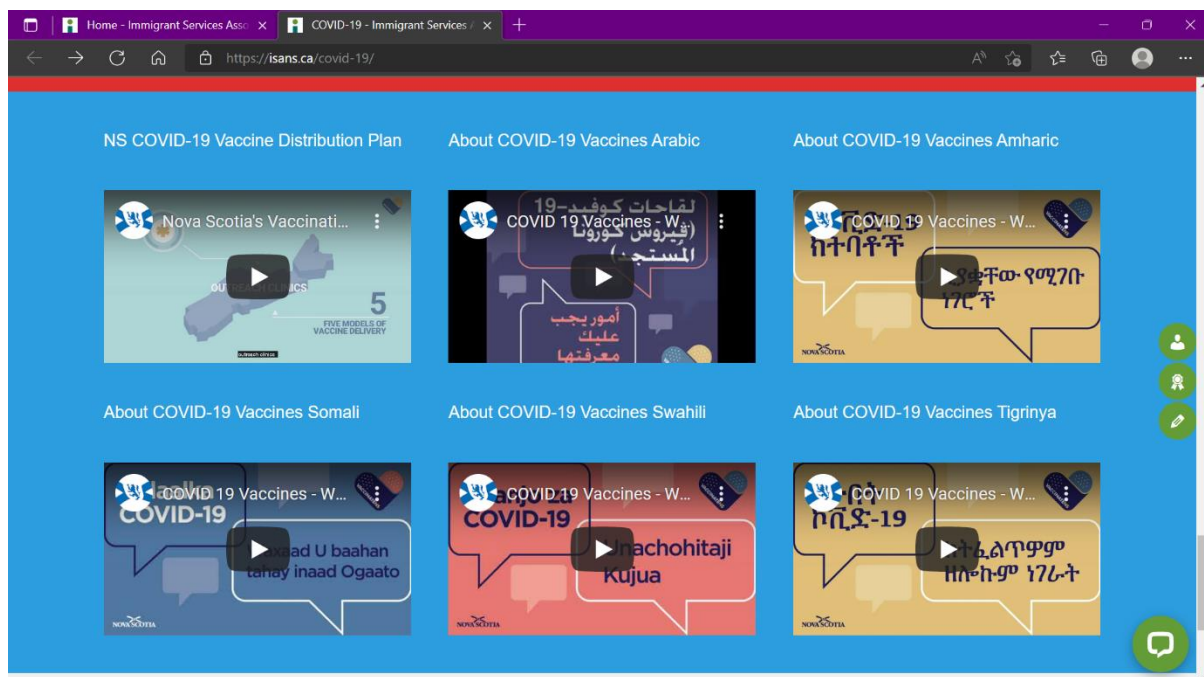
Objective. The 'Covid', webpage pre-dominantly contained information about Covid-19 and resources relevant to covid testing and isolation. The content present on the website was in simple and accessible language without any filler phrases or slang words. There were full forms used where it was abbreviations were used. Additionally, there were videos in multiple languages for diverse demographics. The other criteria for objective analysis were Mental Health Support, Child/Youth/Family Support Services, and Social Support; but there was no content or resources relevant to these categories. Additional criteria for objective analysis were the presence of the preventative health care guidance, which contained multiple aspects that constituted preventative health care guidance/support services as a whole. However, information regarding vaccine/immunization was available, there was no content regarding other aspects of preventative health care support services.

Subjective. This page contains information mainly related to covid-19 updates by the ISANS organization, and covid 19 resources. The next section of the webpage was followed by the vaccine clinics, testing sites, and Nova Scotia public health updates. These headings were followed by a brief one-sentence explanation and followed by 'Learn More', which navigates the user to the official website of Nova Scotia public health, where the relevant information could be found. This was followed by the updates from ISANS and relevant changes/amendments to services and programs due to covid. This page follows further information regarding testing and close contacts. There were more than four navigational links attached in case of close contact, symptoms, informing others of close contact and changes to reporting to public exposures and locations. The next part of the web page was the Resources section contained a brief description/explanation; followed by four links which specify 'government of Canada', nova scotia', 'project beacon', 'covid-19 Vaccine Information'.

However, the links that read as ‘government of Canada’, nova scotia’, do not lead to official web pages of the government of Canada or Nova Scotia Public Health, rather they open up to be the same URL/HTML/webpage in a different tab or window. This section was also attached with two pdfs which discuss testing and Isolation. The next section was followed by the Government of Canada followed by links that lead to Video FAQ Print resources, and social media resources.

Figure 39:

Title: ISANS Website – ‘COVID’ Webpage



‘COVID’ (Immigrant Services Association of Nova Scotia, 2022p)

As per Figure 39; In this section videos and resources were in multiple languages, and therefore this content was deemed culturally appropriate. Additionally, I perceived this content to be aligned with Maslow’s need for Safety and Belonging. This content addressed the need for belonging as the videos were in multiple languages, and fostered a concept of inclusion for someone whose English was not the first language. The content present was directed toward

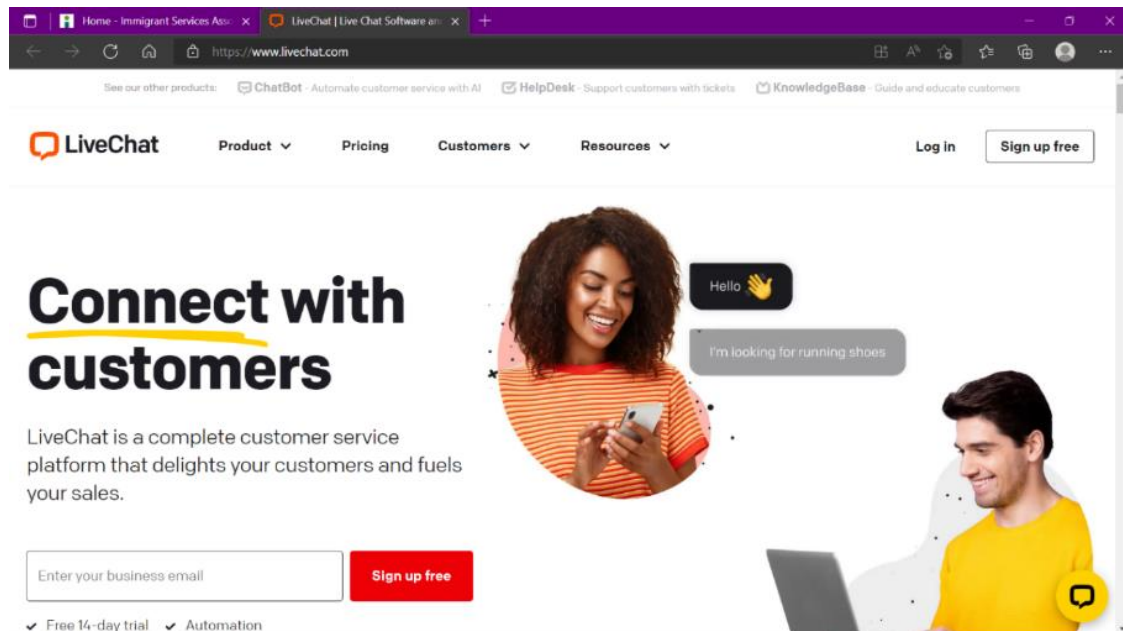
awareness and preventative care for COVID-19. The intention of the content towards creating awareness and preparedness was perceived as meeting Maslow's need for safety. These videos were about the covid-19 vaccine, and the following section was regarding covid 19 vaccine resources and contained navigational links regarding questions and answers about Booster, a vaccine for children, and a vaccine for children 5 to 11 years of age. This webpage mainly contains information about covid, and vaccine information related to covid. No other aspects of preventative Health Care Guidance were present. No culturally relevant or irrelevant information was present, therefore most of the content was classified as not applicable.

Analysis: Live Chat Webpage

This webpage was chosen not to analyze as, upon opening this webpage, the URL/HTML changes to – <https://www.livechat.com/>; as per Figure 40. This demonstrates that this was not the extension of the ISANS website, by rather a website or homepage of a different organization, i.e., Live Chat, which was the provider for chat services on the ISANS website. Therefore, an acknowledgement was placed.

Figure 40:

Title: *ISANS Website – ‘Live Chat’ Webpage*



‘Live Chat’ (Live Chat | Business live chat & online customer support software. n.d.)

Analysis: Privacy Policy Webpage

Objective. The webpage of ‘Privacy Policy’ contained pdf documents; the document called ‘Privacy Policy’ was in different languages, English being one of them. There was an additional document which outlined the complaint process if needed. Upon clicking on these pdfs; contained detailed information regarding privacy policy and complaint process. There was no additional content on this webpage to be analyzed for any of the criteria for objective analysis.

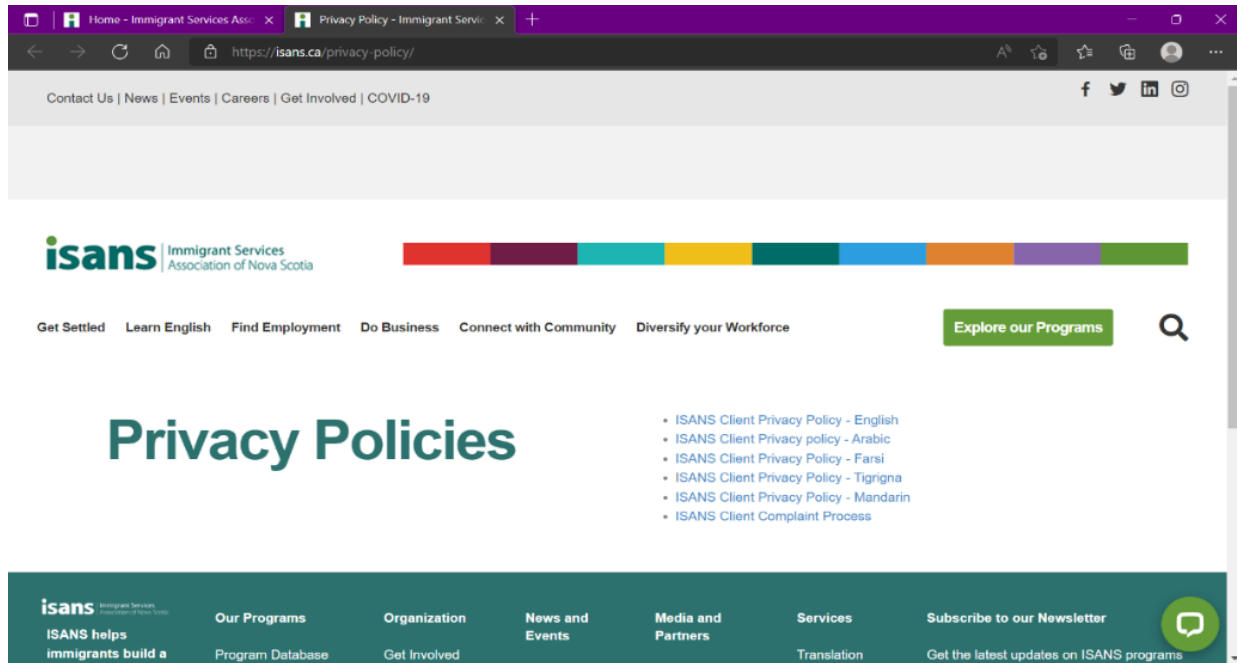
Subjective. This webpage contains pdf documents of the privacy policy as an attachment. These documents were in five languages, as shown in Figure 41 below; These said languages are; English, Arabic, Farsi, Tigrigna, and Mandarin. I believe this to be culturally appropriate and responsible. As official documents which contain information about privacy

policies can contain difficult legal language which could be difficult to understand for a person who has little knowledge about the privacy laws, legal requirements and potential consequences for breaching the laws of a new country. This content met Maslow's need for Safety and Belonging. This content addressed the need for belonging as these documents were in multiple languages, and fostered a concept of inclusion for someone whose English was not the first language. In addition, the documents were providing information on privacy and policy which enhanced awareness, thereby promoting legal safety and security of a reader.

However, there were more languages spoken around the world, and this document was available in five languages. However, there were chances that newcomers might not speak the said languages, and the webpage did not mention providing translation or interpretation services that would have the documents translated into the desired language. This appeared to be inconsistent considering, that the organization provides translation and interpretation services. In addition to the document on the privacy policy, the last additional document was ISANS Client Complaint Process; which was only in one language. I believe, that there should be more acknowledgement provided on the web pages to accommodate multicultural client demographics, in a way where clients were fully aware of the protocols and functioning of the organization to prevent misconceptions and misapprehensions.

Figure 41:

Title: ISANS Website – ‘Privacy Policy’ Webpage



‘Privacy Policy’ (Immigrant Services Association of Nova Scotia, 2021b)

Analysis: Sign Up Webpage

As per Figure 42; this page leads to a webpage which has a form like a layout, which requires the visitor’s information such as Name, Organization, Email, Cell phone Number, Area of Interest, and frequency (how often – monthly, quarterly, yearly) would the visitor would like the updates on programs, services (newsletters) from ISANS. There was no additional content on this webpage to be analyzed for any of the criteria for objective or subjective analysis.

Figure 42:

Title: ISANS Website – ‘Sign-Up Now’ Webpage

Home - Immigrant Services Ass... x My Form | Immigrant Services Ass... x +

https://simplycast.ca/?q=forms/take&i=60ccc6745e1db8.27186984

Name *

First Name Last Name

Organization

Email *

Cellphone number

Filling out this field enables us to send you text notifications

What are you interested in?

☐ ISANS News and Events

☐ Get Settled (Settlement Supports)

☐ Learn English

☐ Connect with Community (Integration Supports, and Recreation and Volunteering Opportunities)

☐ Do Business (Entrepreneurial Supports)

☐ Find Employment

☐ Diversify Your Workforce (Employer Supports)

☐ Career Opportunities

Ideally, how often would you like to hear from us?

☐ Monthly

☐ Quarterly

☐ Yearly

Submit

My Form | Immigrant Services Association of Nova Scotia (Immigrant Services Association of Nova Scotia, n.d.-b)

Summarized Results

Objective Perspective

This current section ‘objective perspective’ discussed the results obtained from objective analysis. Objective analysis criteria entail the presence of information regarding support services present. Each webpage whose navigational link was present on the homepage and a pre-homepage (a webpage that occurred before the homepage of the ISANS website) was included in the analysis. There was a total of 77 web pages present on the homepage and pre-homepage. There were 18 links present on the pre-homepage and 59 links present on the homepage. However, some of these links were repeated, i.e., more than one link repeated the URL and/or content. Some of the links appeared more than twice, at different places on the

homepage. The repetition of these links was accounted for and counted as one. Since there was a total of 77 links, 37 of these were links that were being repeated/reoccurred. Therefore, the total links for analysis were 40. Out of these 40 links; seven links did not belong to the ISANS organization's domain, and one link did not load due to an error. Two additional links contained different names/titles but contained the same content and the same URL. In other words, there were four links which contains the same content and the same URL. Therefore, these were accounted for as two. There was an additional link that contained the same content as a homepage, however, had a different URL and a different title. This accounting for the repeated links brought the total links to be analyzed to 29 links (i.e., if the repetition or reoccurrence of the links was not accounted for). Out of 29 links, information relevant to objective criteria was present only on 11 web pages.

The first criteria for objective analysis were the Linguistically accessible language. Within these 11 pages, these web pages contained Linguistically accessible language, which was easier to understand. No complicated filler phrases or slang words were used. Most of the webpages contained full forms where abbreviations were used; with few exceptions where full forms were used but abbreviations were not provided. The content present used active voice, and most of the content was concise whereby it did not require examples to be elaborated.

The second criteria were Mental Health Support and only two web pages; i.e., the 'Get Settled' Webpage and the 'Statement on the Conflict in Ukraine' Webpage contained information regarding mental health support. This information was enlisted as multiple external links.

The third criteria were preventative health care, and four web pages contained information. These four web pages were:

- 'Programs Database / Explore our Programs' Webpage,
- 'Get Settled' Webpage,

- ‘Ukraine Settlement Response’ Webpage,
- ‘COVID’ Webpage.

Most of the content displayed information regarding COVID and its vaccination. Other aspects of health care; such as *‘how to obtain a health card’*, *‘where to find a family doctor’*, *‘emergency room/emergency walk-in clinics’* etc was not present.

The fourth criteria for objective analysis were Child/Youth/Family Support Services. Only four web pages mentioned information regarding services for child/youth/family support. These web pages were:

- ‘Programs Database / Explore our Programs’ Webpage,
- ‘Get Settled’ Webpage,
- ‘Events’ Webpage,
- ‘Ukraine Settlement Response’ Webpage.

However; the ‘Ukraine Settlement Response Webpage’, contained the information within a pdf on the webpage; that contained links to external organizations’ websites.

The fifth criterion was the presence of social support (including some aspects of cultural support). Cultural support refers to information regarding religious establishments; i.e., temples, churches, mosques, and other ethnic communities that celebrate their native festivals and occasions. Eight web pages contained this information. The criteria of social support contained the highest number of web pages when compared to the web pages in other criteria for objective perspective. These web pages were:

- ‘Programs Database / Explore our Programs’ Webpage
- ‘Get Settled’ Webpage
- ‘Connect with Community’ Webpage
- ‘Pre-Arrival Services’ Webpage

- 'Pre-Arrival and New Immigrants' Webpage (Link from Pre-Homepage)
- 'Already an ISANS Client' Webpage
- 'Get Involved' Webpage
- 'Statement on the Conflict in Ukraine' Webpage

Subjective Perspective

This section of 'subjective perspective' summarizes and outlines the categorization of the content present on the website. Subjective analysis was conducted to establish the cultural appropriateness of the content present. Some of the web pages that were analyzed contained culturally irrelevant information. This implied the information present on these web pages was logistical and contained material information. There was no scope for culturally relevant or irrelevant information to be present. Therefore, those web pages were categorized as culturally irrelevant. Those web pages were as follows:

- 'Programs Database/Explore our Programs' Webpage
- 'Become an ISANS Client' Webpage (Pre-Arrival and New Immigrants Webpage)
- 'Already an Isans Client' Webpage
- 'Donate' Webpage
- 'Resources' Webpage
- 'Contact Us' Webpage
- 'Events' Webpage
- 'Media and Partners' Webpage

- ‘Ukraine Settlement Response’ Webpage
- ‘Sign Up Now’ Webpage

However, on the hand, there were the highest number of web pages that had the potential of incorporating culturally congruent content, but did not contain any; these were classified as culturally incongruent. The categorization of the web pages along with the reasonings and justifications for the same has been discussed in detail in the ‘Analysis’ section. The said culturally incongruent web pages were:

- ‘Get Settled’ Webpage
- ‘Learn English’ Web Page
- ‘Do Business’ Webpage
- ‘Connect with Community’ Webpage
- ‘Diversify Your Workforce’ Webpage
- ‘Pre-Arrival Services’ Webpage
- ‘Pre-Arrival and New Immigrants’ (Link from Pre-Homepage Webpage)
- ‘Find Employment’ Webpage
- ‘Support for Employers’ Webpage
- ‘Get Involved’ Webpage
- ‘About Us’ Webpage
- ‘Careers’ Webpage
- ‘FAQs’ Webpage
- ‘Latest News’ Webpage
- ‘ISANS Virtual Open House’ Webpage
- ‘Translation’ Webpage

There were some web pages that I perceived to be as culturally relevant. However, the category of culturally relevant/congruent contained the least number of web pages. These web pages were as follows:

- ‘Homepage’ - (Start My Journey Webpage- Same Content)
- ‘Statement on the Conflict in Ukraine’ Webpage
- ‘ISANS Story: ‘Over 250 Immigrant Youth in Need Receive Soccer Gear’’ Webpage
- ‘Our Impact’ Webpage
- ‘Covid’ Webpage
- ‘Privacy Policy’ Webpage

Relation with Maslow’s Hierarchy of Needs Theory

The analysis process involved analyzing the content of the webpage through the subjective lens with relevance to Maslow’s Need for Hierarchy Theory. Some web pages aligned with the subjective perspective as well as Maslow’s needs. However, most of the needs that were addressed were Belonging needs and Safety needs. No content present addressed the supporting physiological needs, esteem needs and self-actualization needs. I believe this absence of information to be a critical over-sight on the organization’s part. The lack of this content failed to provide holistic support to migrants and refugee communities. As an immigrant woman of colour, I would emphasize highly the growth of self-esteem and one’s desire to reach their full potential. Especially, when it has been reported by Oxman-Martinez et al., (2012); that migrant and refugee children suffered from low self-esteem. Stewart, (2014) and Stewart et al., (2011) reported multiple challenges in the process of resettlement in new

countries (Stewart et al., 2011); (Stewart, 2014). I believe that these challenges can influence one's self-esteem. Therefore, there is a higher need to include information on self-esteem, self-actualization and a holistic approach to self-growth and development. I believe this serves as an additional opportunity for improvement for the organization to address and include such information.

The objective criteria for the current study were reflected through Maslow by establishing Preventative health care and Child/youth/family support services as Needs of Safety. The need for Love and Belonging was reflected through Social Support (including cultural support), Mental Health Support, and Linguistically Accessible Language (to establish a connection and communicate). The following webpages reflect the presence of content that aligned with Maslow's need for belonging and safety, in relation to culturally congruent content:

Maslow's Need for Belonging

- Privacy Policy Webpage
- 'COVID' Webpage
- Ukraine Resettlement Response Webpage
- 'Our Impact' Webpage
- ISANS Story: 'Over 250 Immigrant Youth in Need Receive Soccer Gear' Webpage
- 'Statement on the Conflict in Ukraine Webpage
- About Us Webpage
- Support for Employers Webpage
- Already an ISANS Client Webpage
- Pre-Arrival and New Immigrants Webpage (Link from Pre-Homepage)
- Do Business Webpage

- ‘Learn English’ Web Page
- ‘Get Settled’ Web Page
- Programs Database /Explore Our Programs Webpage
- Homepage + Start My Journey Webpage (Same Content)

Maslow's Need for Safety

- Privacy Policy Webpage
- ‘COVID’ Webpage
- Support for Employers Webpage
- Already an ISANS Client Webpage
- ‘Find Employment’ Webpage
- Pre-Arrival and New Immigrants Webpage (Link from Pre-Homepage)
- Do Business Webpage
- ‘Learn English’ Web Page
- ‘Get Settled’ Web Page
- Programs Database /Explore Our Programs Webpage

Discussion

This study aimed at analysing the quality of the content of the ISANS website through an objective and subjective lens. The objective lens entailed evaluation of the content to examine the presence of support required by the immigrant and refugee communities. This required support emerged from the previously discussed studies which were directed towards certain fields and areas where support was needed these areas/ fields were; linguistically accessible language, mental health support, preventative health care guidance, child/youth/family support services, and social support (including cultural associations).

Whereas, the subjective lens entailed analyzing the content through my perspective as an immigrant woman and Maslow's Hierarchy of Needs; determining the content's cultural congruency, cultural incongruency, or if the content does not apply to these aspects; thereby determining its overall quality. The results from this study have highlighted a few assets and liabilities that the organization's website has. Through this study, it was concluded that there were some areas where it needs to be updated and revised to broaden their areas of support. I would like to begin my discussion on various areas which were perceived as liabilities.

Lack of Scope of Services and Procedural Outlines

The organization's scope of services was not clearly outlined or defined. Despite the organization providing more than 50 to 70 programs for their clients, the program's brief description doesn't clearly outline or define the type of service the organization would and would not provide. The program description does not mention how they helped or provided any concrete procedural information. Especially, the mission statement stated that *'Helping immigrants build a future in Nova Scotia'*, and the vision statement stated that *a community where all can belong and grow*'; which I perceived to be vague and unclear as 'building a future, and 'belonging and growing in a community were broad umbrella terms, and was more of a multi-facet process. I believe more detailed information was required to better reflect the procedures and policies of the functioning of the settlement services and programs provided by the organization.

Through the process of analysis, it was observed that there were numerous unclarities throughout multiple web pages. For Example; on the 'Skills Match' webpage, the explanation implied that a mentee was being assigned. The explanation did not mention/discuss the scenario that it could be a potential mentee who could be looking for, or in need to find a mentor. This

page had very limited information regarding the skills match program, and if it made any cultural accommodations if required, i.e., assigning a mentee or mentor from a similar cultural background to make the transition process easier. This webpage was not analyzed further as it belonged to a different domain.

Additional unclear content was observed in the 'Get Settled' webpage; whereby, this webpage mentioned providing Crises, Health and Family Support Services. However, the procedural information about how these services would be executed was not mentioned. For example, if I, as a woman of colour who was experiencing health issues of any kind, or has been experiencing domestic violence, I need to become aware of the privacy policies followed by the organization to support me appropriately. Along with connections to other organizations that would support and assist women in the required area. There were chances that the procedures of functioning of the organization could have changed in terms of addressing the customized needs of immigrants. I believe this information was needed and rather important to know and become aware of the potential future clients of the organization, of how they were addressing their needs, should they decide to entrust them with their time and resources to settle in a new country. A woman of colour or any newcomer would need to have resources referred or present that were culturally appropriate for me and understand my cultural context and my religious orientation; for me to be able to make the most out of the present support services. In addition to information about the procedures or protocols that would entail in providing such services. However, none of this information was present on this web page.

An instance of unclear information was observed on the 'ISANS Story: Over 250 Immigrant youth in need receive soccer gear' webpage; as this webpage predominantly contains the story of helping out immigrant youth, however, based on the story, I could conclude that this endeavour was initiated and belonged to the individual whom the story was

about, and ISANS played a supporting role in getting connected to the relevant population through their connection to the community program. However, the success story belongs and was credited more to the individual who initiated the collection of soccer gear for the youth, rather than the organization itself. I experienced unclarity in establishing the ISANS role in the said endeavour and the connection of the organization with the individual who initiated the contribution. The story left me as a reader ambiguous and wondering regarding ISANS services, i.e., if the organization collects donations regularly or if was this an individual one-time venture of its kind.

Additionally, a lack of information was observed in the 'Connect with Community' webpage; as there were these sub-sections that discussed establishing connections, and declaring that ISANS works with community partners, and programs designed to help newcomers settle in a new community with peer support and recreational activities. However, this brief explanation does not have details about which communities were connected to ISANS and which communities were eligible or the potential connection was provided. The explanation fails to establish how many communities were connected to ISANS along with the fact that this community connection was based on cultural similarity, religious similarity or based on ethnicity. I believe that this section addresses the objective aspects of support needed for newcomers reflecting a better quality, but fails to address the cultural aspects, for example, if the organization would help me as a newcomer; an Indian, to get connected with the existing Indian community, or support me in getting connected to people from Hindu religion, or connect me to religious establishments such as Temples, here in Halifax, Nova Scotia. The information present on this webpage was not culturally congruent and was not clear about the services and how they were addressed. I believe, that if this information had been present, it would have assisted me in choosing to approach the ISANS organization for its services, it provided clarity of connection regarding Indian communities.

Another example of lack of information was observed on the 'Learn English' webpage where there was a brief explanation that described what each program or type of program entailed, and how those programs were helpful in everyday life. However, the program's explanation did not describe the curriculum of how that program was being executed. Additionally, the description contained did not contain any accommodations or customization for people that belonged from a diverse language background, as some might need more time than others. For example; in my experience, some people from India; depending on their socioeconomic status, were enrolled in the English medium school which means that the entire delivery of all subjects and the entire education medium was in English. On the other hand, some people were enrolled in Hindi (mostly used language) medium or any other regional language medium. People from the English medium would likely need less time to adapt to the communication system of Canada, as they already have a familiarity with the language. As compared, to others who were raised within a non-English speaking medium of the school, might require more time. The brief description does mention helping people according to their pace but does not necessarily give a concrete layout or plan of the program execution and how it was altered or customized to accommodate people from diverse language-speaking backgrounds, as that might require more resources than usual. I believe that this information present on this web page was culturally incongruent as there should have been a better description for customizing and altering their assisting programs for some cultural accommodations for people belonging to various backgrounds. I did not believe this content to be informative or relevant for helping newcomers in the settlement process.

I believe that more information, such as enlistment of multiple resources was needed for newcomers which I would have perceived to be more informative, as opposed to learning about the organization's success. Being an immigrant, I would have preferred the information that was detailed in the description of how the programs would be executed and what was

expected of the potential clients. I believed that the space of the webpage could have been better utilized in enlisting relevant information instead of generic advertising statements which did not contribute to the website visitor deciding on whether to approach the organization or not.

Absence of Established Eligibility Criteria

There were additional inconsistencies in information as some web pages mentioned assisting permanent residents, and some pages mentioned assisting international students. There was no clear distinction and description within the type of immigrants and refugees the organization was assisting and how; i.e., the many web pages lacked procedural information. An example of unclarity in lack in defining of type of immigrants and refugee the organization was assisting was observed on the 'Translation' webpage; whereby the webpages mentioned that the translation service was only provided to 'Canadian Citizens', 'Government Assisted Refugees', 'Registered ISANS Permanent Residents'. However, the reason for providing this service to a limited array of people, or the rationale for the division of services was not mentioned. Especially, since there were people from diverse multicultural environments who could be on a valid permit, whilst not possessing the aforementioned condition; this could potentially render them ineligible to access the support services.

ISANS organization was popular and well situated where more people would learn about an organization's existence for supporting immigrants and refugees. I believe that the Translation services provided by the organization need updating and open services to everyone and anyone who were migrants and refugees who were on their temporary permits, as they too could require translation services. Additionally, this section had a brief disclaimer that the organization does not provide translation services for IRCC applications or documents that

were sent outside Canada. The webpage further mentioned that in case the organization was not able to translate the document, the organization can provide reference to the services that can.

However, as this could be the case, the additional resource that could help other migrants or refugees was not mentioned on this page. I perceived that there were multiple inconsistencies which caused unclarity and misconceptions. I believe that there needs to be clarity and precision in the content's quality. As an immigrant, when I read about ISANS providing translation services, I misperceived it to be a translation service, that helps immigrants and refugees to help communicate who can't speak English or French. I later learned that these services are called 'interpretation services', and are different than what translation services entail. The translation services or program discusses the translation of documents. Nonetheless, the difference between them was not explained or elaborated on for a newcomer to fully understand.

Inconsistencies Within Programs and Services

Additional inconsistency was observed within the program database and its execution of services, as there were more than 50 to 70 programs enlisted in the 'Programs Database/Explore our Programs' webpage. However, the 'COVID' webpage had an updated declaration dated March 2022; that there were changes in their programs and services; but the webpage did not mention what changes were there, and it was also unclear if the 'Programs Database/Explore our Programs' webpage was updated according to the declaration statement; which yet contained more than 60 to 70 programs. This inconsistency further led to unclarity; of whether the organization provided more than 60 to 70 programs or services before or after COVID-induced changes.

Additionally, upon further analysis, it was observed that the program database webpage had more than 60 to 70 programs that were offered by the ISANS organization, however, the events calendar had comparatively fewer programs that were being conducted. In addition, the covid-19 webpage mentioned that there were changes in offered programs and services due to the covid-19 pandemic. These inconsistencies led me to question if all the programs that reflected the program's database webpage were being offered or had been discontinued due to the covid-19 pandemic. The unclarity led me to conclude that the website and its web pages were not accurately and evenly updated, as there was an uneven distribution of information along with a lack of clarity on the bases of how the events calendar was established.

There was additional inconsistency noticed within the 'Programs Database/Explore our Programs' webpage and 'Resource' webpage, as the 'Resource' webpage contained booklets or pdf files on various topics and areas. However, the webpage further failed to distinguish the difference between Resources and Programs. If the hand-booklets and/or pdf were present for anyone to access and download; this made me question why would one sign up for programs. I believe that a handbook or document was rather more practical as one can read it at a convenient time. However, programs conducted by the organization required dedicating a fixed day and time in a week. This might not be accessible to everyone as some people have shift work during non-office hours, i.e., the time that is different from 9 am to 5 pm.

Inconsistent Interface

Through the analysis, numerous interfacial inconsistencies were observed. The first inconsistency that I observed was that there were links with similar names or titles (implied the same meaning), that were situated in multiple places within one webpage, upon clicking on those links, it was noticed that the information on the webpage was repeated and the

URL/HTML remained same. For example: - There were two navigational links on the homepage that had the titles '*Explore our Programs*', and '*Programs Database*' respectively; however, the URL/HTML remained the same, i.e., - '<https://isans.ca/explore-our-programs/>'.

Given the similar titles of the links that implied similar meanings, it was expected that the content in the respective could be similar. Nonetheless, different titles gave me an impression of a potential variety of information that could have been present to assist the newcomers. However, within this page, there was an additional navigational issue. The webpage '*Programs Database/Explore our Programs*', contains the list of programs which ended with the '*Load More*', option, however, upon clicking the '*Load More*', option, nothing was loaded and the page remained blank until the next section began. This left me as a viewer very unclear, as I wasn't sure if there were more programs that I was missing out on or whether the list of programs ended.

The second inconsistency that I observed was that some links had the same titles/names for the navigational links, but the URLs/HTML were different, followed by different content and layout of the webpage. For Example:- The link title on the Pre homepage read as – '*Pre-Arrival and New Immigrants*', but it navigated to this URL, - '<https://isans.ca/start-your-journey-with-isans/>', and the link title on the Homepage read the same as the one Pre-homepage, i.e., – '*Pre-Arrival and New Immigrants*', but it navigated to this URL, - '<https://isans.ca/sign-up-to-become-an-isans-client/>'. Here the title was the same, which gave me as a visitor the impression that the information on consequent links would be the same. The navigational link with the same name/title was present on the homepage, however, the URL/HTML was different and contained different information throughout the webpage. After visiting one link, I could potentially avoid going on the other link with the same name, thereby depriving myself of the potentially important information. I believe that these inconsistencies

reflected the poor web design and caused confusion for me as a reader/website visitor. These interfacial inconsistencies could have resulted in the reader missing out on potentially important information (if any present).

The third inconsistency I noted was that the homepage of the website had links, which had different titles, implying the presence of different information, however, the URL/HTML were the same. For Example: *'Become a client'* – <https://isans.ca/sign-up-to-become-an-isans-client/>, *'Pre-Arrival and New Immigrants'* – <https://isans.ca/sign-up-to-become-an-isans-client/>. Here, I perceived that the first link would give me information on becoming a client and the second link would give me information that I need to become aware of as a newcomer, as the names read as *'Become a client'*, *'Pre-Arrival and New Immigrants'* respectively. However, upon clicking on the links, it navigated me to the same page.

The fourth inconsistency that I observed was that there were navigational links on the homepage, with different names and different URLs/HTML. However, the content remained identical to each other. For Example: - the *'Homepage'* and *'Start My Journey'* Webpage had different links, with different navigational titles of links, but the interior layout of the webpage and the content remained the same. Through the navigational process on this website, I realized that multiple navigational links were present for cosmetic purposes or to keep up with the designed layout of the website. As for some links; upon clicking on them, reloaded/refreshed the same page and did not navigate the user to a different webpage. Unfortunately, these links serve no genuine purpose, but to only re-direct the user to similar or repeated webpages, thus depriving the user of access to potentially important information and an opportunity where a user such as a newcomer could have gained more information.

Culturally Incongruent Content

Through the process of analysis, it was observed that there was content on multiple web pages that I perceived to be culturally incongruent. For Example, the ‘About Us’ webpage implies that the organization helps immigrants to ‘*integrate*’; without elaborating its meaning and its implications. In my personal experience, I have witnessed that many potential migrants and refugees are anxious that leaving their own home country would lead to stripping of their own culture, language and their ethnic identity. Often, it is believed that one has to give up their culture and language to ‘fit in’, or ‘belong’, in a new society to prevent social isolation, potential marginalization, and lack of community support. I believe the content on the website needs to be revised whilst realizing the impact historical colonization has left on immigrants and refugees.

Another example of culturally incongruent content was on the webpage of ‘Pre-Arrival’ Services; where sections were discussing and mention training the newcomers regarding the Canadian workplace culture, however, it doesn’t mention the other way round; i.e., training the employers regarding the newcomers about the cultures of the migrants; to become more culturally accommodating. Especially, when there were services by ISANS that supported employers to hire new Canadians. I perceived this to be culturally incongruent information. Another section from the ‘Diversify your Workforce’, webpage fails to acknowledge the cultural awareness aspects of employing people from diverse backgrounds and functioning in a multicultural society. For example; if the potential employers have had cultural awareness training or orientation regarding dominant migrant communities here in Nova Scotia. Therefore, I believed the content on this web page was culturally incongruent.

The webpage of ‘Support for Employers’, was dedicated to information that could potentially be helpful for employers who were intent on hiring immigrants and refugees. The

part of the webpage briefly mentions Atlantic Immigration Program which enables employers in Atlantic Canada to hire foreign nationals. The migration program was based on sponsorship from an employer to ensure the migrant's employment and residency in the country. However, there were many instances where employers take advantage of migrants by making them work overtime in return for helping them with documentation for their residency purposes. Sometimes, the migrant employees were underpaid in cash to escape reporting taxes. If the employee was dismissed, this can further jeopardize their status in Canada. I believe that there was not enough information present if the employer sponsorship program fails. There are, or could be procedures and policies in place to address such situations, however, there was minimal to no information available to guide, support and educate newcomers in regards to rules, law, legal support and education regarding consequences of the same, for the newcomers to completely become aware of the process. I believe that there needed to be more in-depth information to improve the quality of content so newcomers become fully aware of the procedures and potential consequences in case there was a fallout. Therefore, I classified this content as culturally incongruent.

Some more culturally incongruent content was observed on the 'Careers' webpage whereby, there were statements that highlight the inclusion value of the organization and provided a safe workplace with professional training and development opportunities for a diverse population. However, this section did not mention if they have migrants and refugees working for them. I believe this would be more beneficial, as the migrant and refugees would contribute immensely through their knowledge and experience, especially since the targeted clients of the organization were migrants and refugees. I believe that having employees who were immigrants and refugees would have made potential future clients more comfortable and approachable, knowing that there were employees who can relate to and empathize with newcomers. Had this information been present, I would have perceived this page as culturally

congruent myself. Due to the absence of the said content, I believe the content to be incongruent.

Additional incongruency was noticed on the 'Get Involved' webpage where the page discussed the importance of volunteering and the option for the user to register as one. However, the webpage did not mention the importance of having volunteers from culturally diverse backgrounds. I believe that expressing the need for volunteers who belong to culturally diverse backgrounds would have benefited the organization and the newcomers. Having people from culturally diverse backgrounds helps, as people from similar backgrounds can help and understand each other better. For Example; if I am volunteering, and I am working with non-native English speakers, since I can speak additional languages, this would be an asset for establishing a common ground, where people from various backgrounds would be able to contribute better. Additionally, from an immigrant's perspective, and my personal and/or professional experience; upon migrating to a new country, I found volunteering provided me with practical experience, and exposure to a new work environment and work culture, as this helped me to adapt better to the new country's social and professional environment.

Additionally, the webpage of FAQs content contained culturally incongruent content as well, as, this page could have more information regarding various cultural communities, events and festivals, gatherings for meet and greet, enlistment of various services around the city to assist newcomers; for example, a list of hospitals, government offices, temples, mosques, health offices, etc. I believe this to be important information as I needed this type of information as a newcomer, and other newcomers could need it as well. However, none of this content was present. I believe this page could have had potentially more questions and more information for the user especially questions related the mental health, community gatherings, social support and health care etc. Additionally, it could have had a forum concept to encourage

open-ended questions and discussion for newcomers, where they could ask and discussed grievances regarding their circumstances, which could have been answered by people who can answer the questions or can support them; thereby facilitating networking and social circle for newcomers.

There was additional content, that I perceived to be culturally incongruent as I believed that the event of Virtual Open House, did not take into consideration, the fact that migrants were arriving into the country throughout the year and may have a different schedule. Based on the dates, and the content of the statement I could conclude that this was a two-week event, that was held once a year. However, I believe that since this was a one-time event, there were chances that many newcomers, who weren't aware of this event could have missed an opportunity to learn about support services that were readily available for them to access. I believe that a similar event was required to happen twice or thrice a year, with optimum advertisement and notice provided to the newcomers, as the newcomers might need time to learn about the events in a new place. The mere existence of resources may not be enough, people who need the resource need to become aware of their existence and how to access them when needed, I believe that this event provided an opportunity for the newcomers to learn about the support services and, due to its annual occurrences may result in mass population missing out on an opportunity. Especially when migrants and refugees were travelling throughout the year, holding the open-house multiple times would provide the newcomers with ample opportunities.

Concluding Principals of Quality

This section concluded the results and outlined principles that establish guidelines for good quality content. The quality of the content was positive but weighed heavily on the negative. The positive objective aspect of the quality was that 11 web pages contained information relevant to support services that were most needed. The presence of this information reflected the positive quality of the website's content. In addition, the organization's website contained alternate information which met Maslow's criteria for the Hierarchy of Needs (Maslow, 1943) as cited in (McLeod, 2007). The alternate information that was present was regarding assisting the newcomers to find employment, setting up businesses, connecting with the community and learning the English language. Though, most of the available information did not match the criteria for objective quality. The information present did serve the necessities for newcomers. However, there were more information and assistance resources needed, as settling and acculturating in a new country with a different culture requires ample time with ongoing support. The positive subjective quality was the presence of six web pages that contained culturally congruent content. The presence of some culturally congruent material reflected the organization's acknowledgements of diverse communities.

Nevertheless, the overall quality weighed more towards the negative quality. There was a total of 77 links included in (met the inclusion criteria) the current study due to the less time spent on a website. The negative objective aspect was that these 77 links were a repetition of the same 29 web pages that contained information. Within these 29 web pages, only 11 web pages contained information that was relevant to the objective criteria. Content on these 11 web pages was the only content that addressed the most challenged/risk areas. Comparing these 11 web pages with the total of 29 links present (if repetition was accounted for); reflected a

severe lack of information. The access to this information was further complicated by interface design; i.e., repetition of links, same content with different titles or URLs and vice versa.

The negative subjective quality aspect was the presence of (least number) six links that contained culturally congruent information. This was perceived as negative quality as there were comparatively more links that contained either culturally irrelevant (10 web pages) information or culturally incongruent (16 web pages) information. The website contained information that had some positive aspects. However, it lacked culturally congruent information; the overall quality was deemed to be more on the negative side. There were a few aspects where improvement and clarifications were needed in addition to updating and broadening the present information to attain a superior quality. Some of these liability areas were discussed in detail in the 'Discussion' section. A few main characteristics to attain a better quality was to rectify the said liability areas.

Clear Scope of Services and Procedural Outlines

Lack of Scope of Services can be rectified by adding more in-depth information about services provided, along with a potential flow chart of the procedures followed by the organization. Scope of services essentially refers to clearly defining what services were provided and to what extent each of the services was available along with its respective procedure. Followed by explicit details regarding the services the organization chooses to provide and not provide. A lack of procedural outlines refers to the absence of any information that discusses the procedures and protocols for each of the services provided. Clarifying or explicitly mentioning the procedural outlines; (i.e., describing how these services were being executed) would provide the reader with awareness if the procedure was suitable for them or not. For example; attending courses every Monday morning might not be feasible if one has to

work. The details regarding the method of the services were demonstrated if uniform procedures were followed or if customized services were available for newcomers with different/special needs. This assisted the newcomer or website visitor in fully understanding the services and procedures followed by the organization.

Presence of Client Eligibility Criteria

Absence of Established Eligibility Criteria refers to the absence of information on the organization's part regarding the eligibility criteria of their clients that they can or cannot assist. Some web page(s) mentioned that organizations only assist immigrants with certain permits; i.e., either permanent residency or citizenship. Whereas, some webpage mentions helping the overall immigrant and refugee community. Some migrants hold different types of temporary permits, and in some cases, migrants or asylum seekers may not hold a permit. It was in such cases that one might require additional support. There was a need for the presence of clear eligibility criteria for clients that were explicitly mentioned on the website. This enabled each website visitor to determine their circumstance and their eligibility.

Distinction in Types of Service(s) Provided

Inconsistencies within Programs and Services refer to different information present on different web pages regarding resources, programs and services. For example, the Covid webpage contained a disclaimer that due to the pandemic, there have been changes in programs and services. Additionally, the events web page contained 10 to 15 courses or sessions, but the program database contained more than 50 to 60 programs. The rationale for a different number of programs in the database and the number of events/programs/services was not provided.

There was an additional database of resources that were present; which had individual pdf files. These pdf files were available for free download. The availability of these free resources added to the inconsistency towards the purpose of programs or services. The presence of these Resources databases made the concept of programs and events rather redundant. It was not mentioned if and how 'Programs', 'Resources', and 'Services' were different. This can be rectified by providing enough information which enables the reader to establish distinctions within 'Resources', 'Programs', and 'Services'. Along with their respective specialty and purpose of existence.

Improved Interface (*More information on different web pages instead of the same information on multiple web pages*)

Inconsistent Interface refers to irregularities within the layout of navigational links or Interface of the website. Multiple links were repeated, along with some links having different titles for navigational links, but the content and URL remain the same. Some links had the same titles as navigational links and URLs, but the content on the web page was different. Some navigational links had different titles and different URLs but the content on the webpage remained the same as each other's. Some links have the same titles as navigational links, but the URL was different along with the webpage's content. These webpages and titles overlapped with each other, thereby adding to the ambiguity. These inconsistencies confounded me as a visitor and can potentially lead any visitor to lose out on important content. There needs to be a better arrangement of the web pages, which were not repeated too often, thereby displaying the same content multiple times. Along with distinct naming of the titles of the webpages whereby, the titles were not reflecting any similarity. As this implies that there was the same content, but the content present was different.

Culturally Diverse and Accommodating Content

The organization supports and provides settlement services to immigrants and refugees; who belong to diverse cultural and ethnic groups of people. However, there was not enough information that met the cultural aspect to its full potential. There needs to be more variety and diversity towards culturally congruent content. Especially when the organization discusses inclusion in their goals and caters to a diverse population. There needs more content discussing major religious and spiritual organizations. It was in these small communities where diverse populations find cultural belongingness and form a cultural and spiritual support system. There was a need for newsletters to cover special occasions and festivals that were celebrated throughout Halifax, Nova Scotia.

Maslow's Need for Hierarchy Markers for Quality

Most of the content on the web pages aligned with Maslow's need for belonging and safety. However, from my perspective, the concept of belonging and safety is transformed when one's cultural context is changed and one migrates to a different country which is different in aesthetics, language, culture, religion, and social traditions. It is these where there is an extreme change in the dynamics of one's natural surroundings, the meaning of Maslow's needs is changed and transformed to fit the new context of one's natural surroundings. The quality of the content can be further improved by addressing each of Maslow's needs in the context of how a migrant would perceive it. Each of Maslow's needs requires development and contextualization for resources that are directed to settlements and support for newcomers. I believe that the content on the website requires development in accordance to meet Maslow's needs.

For example; physiological needs can be addressed by having information regarding finding housing, and information regarding stores and restaurants to find native foods or ingredients and make authentic traditional meals. Such information was unknown to me when I migrated, as I did not know that any of the regional/diverse stores existed where I can find native cooking supplies. Safety needs can be addressed by having information about laws, regulations, lawyers, legal advisors, employment unions, one's rights (dos and don'ts), tenant tribunals and/or any organizations that address grievances in wide areas of fields. I believe that it is only by having awareness about laws and procedures, one can effectively protect oneself, i.e., legally and or physically. Potentially preventing self from being taken advantage of one's unawareness of their rights, or leading oneself to commit unintended perjury or falsehood. The concept of awareness about laws and legal procedures is magnified for newcomers as they are in a new place where the rules, regulations; and laws could be different from their home country. Therefore, I believe having more information that addresses physiological needs and safety needs is of high importance to attain better quality support services for newcomers.

Maslow's Hierarchy of Needs: Relevance and Prioritization of Support for Immigrants/Refugees

According to Maslow, (1943), as cited in (McLeod, 2007) self-actualization is a "desire to become the most that one can be". I believe this to be a major motivation for me and potentially most immigrants that I knew, who migrated to a new country in search of a better life and overall development opportunities for stable life that they couldn't get in their own home country. Additionally, it is more of the safety needs of the refugees who migrate to seek asylum and safety for themselves. It is this drive to strive for a better life that often motivates immigrants to take step-in accordance to reach their optimum potential.

The ISANS organization plays a supporting role in providing settlement services to newcomers. The current study analyzed the content present on the ISANS website from the objective and subjective lens which represented the overall quality of the content present on the website for supporting newcomers. Maslow's Theory of Hierarchy of Needs is widely accepted, and this theory was taken into consideration to establish relevance and emphasize the importance of support present on the ISANS website for newcomers. Herein lies a fundamental link to Maslow's Hierarchy of Needs framework. A framework that I feel, as an immigrant woman of colour, establishes connections to my subjective perspective of analysis of the ISANS website with Maslow's Theory of Hierarchy of Needs. This relationship between Maslow's Theory of Hierarchy of Needs and my subjective perspective of analysis of ISANS website quality articulates prioritization of services for migrant and refugee communities for their journey towards optimum utilization of their potential and self-actualization.

Figure 43:

Title: A Theory of Human Motivation



(Maslow, 1943) as cited in (McLeod, 2007)

The lowest level, i.e., physiological needs and the second level, i.e., safety needs of Maslow Hierarchy of Needs, refer to basic needs for survival needs (Maslow, 1943) as cited in (McLeod, 2007). An individual requires air, water, food, clothing, shelter, and reproduction for survival to function towards one's development. However, the ISANS website does not mention providing 'Housing' services for newcomers. The website provides 'Pre-Arrival Services' and 'Get Settled' Services, but does not mention explicitly providing supporting resources to newcomers in finding housing. Most migrants come from different countries and have different staple diets. Migrating to different countries results in the changing in food and dietary patterns. I believe, Halifax, Nova Scotia, has many regional small-scale grocery stores where one can find food or ingredients that one can prepare the meals that the newcomers are familiar with and grew up having. Personally, familiar meals and dishes that I had to hold a gravely emotional and cultural value. I believe ISANS could have had a webpage of all ethnic grocery stores and restaurants are found. Especially, as a newcomer who was not aware of what stores and restaurants were in Halifax.

I believe that ISANS failed to meet the second level, i.e., Safety needs. This aspect of safety was represented as part of the current study through objective criteria of preventative health care and child/youth/family support services. I learned from my experience as a migrant, that learning about laws, regulations, and overall self-protection (including physical, employment, housing and overall awareness about legally protecting oneself). I, as a migrant, would need to know as the same would be different from my home country. There was no information regarding Employment Union, Legal Advising/Help, Tenant-Landlord Tribunals, Employment Tribunals, or Immigration Lawyers/Advisors. In addition, no information was present that would educate the newcomers regarding their legal rights, refer to a different official website or any information on or any list of law firms (or ones that are open to taking

on pro-bono cases). Additionally, the organization's website did not present any provincial laws and information on racism and discrimination and the legal entitlement of victims.

The third level of Love and Belonging included the psychological needs that one needs (Maslow, 1943) as cited in (McLeod, 2007). This aspect was part of the current study and represented social support (including cultural support), mental health support, and linguistically accessible language (to establish a connection and communicate). The ISANS organization mentioned on multiple web pages that the organization provided community connections. However, the acknowledgment of providing community connections was briefly mentioned and was elaborated on based on which community the organization connects to.

I perceived the lower three levels to be crucial to influencing one's physical and mental well-being. The higher levels of Esteem and Self-Actualization are highly dependent on achieving the lower levels of basic survival and psychological needs to reach and attain a higher level. Therefore, I believe that the same support is of utmost importance to accomplish survival and psychological needs. Especially, for individuals who are looking to re-settle in a new country. Nonetheless, from a cultural perspective, I believed the higher levels of esteem, and self-actualization are also dependent on spiritual contentment and based on an individual's pathway of growth and development through their religious and spiritual journey. However, Maslow does not account for spiritual and religious contentment as a factor for the overall achievement of self-actualization and fulfilment of esteem. I belong to a culture where religion and spirituality play a vital role in one's development as an individual and contribute to forming one's identity.

On the other hand, Maslow's Hierarchy of Needs has provided a framework for the current study as well as future studies. The framework of Maslow's Hierarchy of Needs in conjunction with subjective perspective has established a standard for determining the quality

of any web-based or physical-based platform that supports the newcomer-community. The methodology/research design recognized the relevance of Maslow's Hierarchy of Needs, as it can be utilized to determine the quality of any other settlement organization's website; thereby determining the principles of quality and its suggested improvements. Inclusion of aspects such as personal security, employment resources, property, sense of connection and belonging respect, strength, freedom, and status proposes as a benchmark criterion for an overall all-rounded sense of self-actualization and sense of settlement for a new comer in a new country. An advantage of this research design framework is that it is relevant and applicable to multiple platforms that provide support settlement services for newcomers and provides guidelines for the availability of a better quality of support for migrant and refugee communities.

Reliability and Validity

The study was conducted via content analysis. The process of the inductive method was followed, whereby the previously published literature was observed and a pattern was recognized in establishing the themes. These themes that emerged from the literature reflected the areas where more support is needed. These themes provided the framework for the objective quality analysis of the website's content.

Along with the analysis of the objective quality, the study also incorporated the analysis of the subjective quality, this was driven by the researcher's perspective of the cultural appropriateness of the content. This provided readers with a subjective perspective, which was based on my perspective as an immigrant woman of colour and Maslow's Hierarchy of Needs. The analysis from a subjective lens entailed the cultural appropriateness of the content.

The incorporation of a subjective lens has been deemed important and supported by Ebner & Paul (2022) who conducted a longitudinal study on career-decision making and incorporated predictive influence on objective and subjective career success. Alquwez et al.,

(2021) contributed to the importance of the subjective aspect, by employing of Subjective Happiness Scale, to measure the subjective happiness of working Saudi women. Bakker et al., (2020) concluded and recommended access to logs and diaries to incorporate self-reporting in a subjective study that requires large-scale observation. Studies have elaborated on the importance of incorporating the subjective aspect in a research study and emphasizing its importance in a research field. The aspect of partial bias has been accounted for by explicitly declaring the contribution of subjective analysis towards partial quality. Despite the support of previous studies, the overall quality is not entirely based on the pillar of the subjective lens but rather balanced with objective analysis.

To ensure additional reliability and validity of the study, screenshots/pictures/print versions of web pages were added corresponding to the data analysis of each webpage. This assisted in recording and documenting the information on the website. These images or screenshots are enacted as evidence and visual aid for the readers. These images demonstrated that there was optimum transparency maintained, as the description and analysis of the webpage corresponding to the images were added. It was expected that the description of the image (Screenshot), and interpretation would corroborate. Each image was followed by the researcher's interpretations and description of the results found on the webpage, along with objective analysis and subjective analysis from the researcher's perspective.

This study provided a pathway and research design for future studies to analyze the contents of the websites that provide information on settlement services. Along with incorporating the subjective aspects of various demographics of different ethnicities to promote culturally appropriate content across digital platforms.

Future Research

I believe that this research study holds the advantage of opening up a plethora for future researchers to explore and gain a better insight into the dynamics, awareness and knowledge among migrant and refugee communities. Along with cultural awareness among Canadian government agencies, other corporate organizations, non-profit organizations, and companies that have a diverse multi-cultural workforce. There was wide scope for researchers to record, measure, and analyze the awareness of government agencies and their functioning among refugee and migrant communities. This can be achieved by quantitative, qualitative or mixed methods.

Furthermore, additional future studies can be conducted by including images, videos and/or any other multimedia content on the other websites that provides settlement services. Along similar lines, additional discourse analysis research can be conducted by including images and texts of one or more website(s), or publications on other platforms. The text and the image demonstrate an atypical representation of the migrant and refugee community in the online media and digital platforms.

Additional research can be conducted with government officials, social workers, and employees from placement agencies as the participants who can express their knowledge and awareness about different cultural diversity, Indigenous groups and their sacred practices and beliefs. These responses can be further recorded, measured and analyzed. These studies highlighted the need for culturally appropriate training and orientations for employees across the workforce in multiple fields.

Additional research can be conducted among migrants and refugee communities, to establish a baseline awareness among the sample size of the community representatives to gain

better insight regarding the awareness of Canadian laws/regulations/policies etc regarding the certain field of knowledge among migrant or refugee communities

Limitation

This study was based on the information available on the ISANS website to support migrant and refugee communities. This analysis reported the information present on the website and provided the analysis of subjective quality through the lens of one migrant woman. However, like every research study, this study has its limitation as well. The current study involves analysis of the subjective (partial) quality through a subjective lens of myself as a migrant woman, which represents my cultural background, which limits the cultural appropriateness of the website. Immigrants from different cultures might have perspectives that are different from mine on the cultural appropriateness of the information on this website. There is a chance that the current study might not be relevant to other migrant communities and/or might not represent the entire cultural diversity of the immigrant and refugee communities; as experiences of migrating and being a protected person were subjective to each individual.

However, a potential drawback was that the ISANS organization can potentially change the website's contents. The phenomenon of 'updating a website was dynamic and crucial for maintaining business and being up to date. Due to constant changing, revising and updating of the website; the contents of the website might not be similar or even the same at a later date. Therefore, the images (screenshots) of the webpage were added to ensure the validity and reliability of content and its analysis at a given time.

Ethics

There was limited scope for ethical considerations in this study. This study was a content analysis and was based on information and resources available on the digital platform of the ISANS website. This website was publicly available and accessible, and no permission was required for its access. The current study has cited and referenced the website and organization. The current study provides objective and subjective (my perspective) analysis of the website's content for quality evaluation and educational purposes, to determine the quality of information available to support migrant and refugee communities. No participants participated in this study, therefore the chances to make ethical accommodations were limited. There were no interviews held questionnaires conducted or any form of human interaction for the purpose of this study.

Summary

What was done?

The current study 'ISANS Content Analysis: Through the Lens of an Immigrant Woman of Colour', was a quality analysis, which aimed at analyzing the quality of the content present on the ISANS website. ISANS is an organization that supports and provides settlement services to migrants and refugees.

Why it was Done?

There were previously conducted studies that emphasized that migrants and refugees experience a wide range of challenges and require support (Ahmed et al., 2016); (Hanley et al., 2018); (Oxman-Martinez et al., 2012). I could relate to this as I am an immigrant as well and could relate to the challenges that were highlighted by these studies, and I too required support during and after migrating to a new country.

There were additional studies, that suggested that digital platform is mostly used to find information and most people within the migrant/refugee community prefer using a digital platform to find information and support (Hsiao & Dillahun, 2018); (Yoon, 2018). There are additional studies that emphasize that within the digital platform, google is the mostly used search engine.

Upon searching for ‘immigrant/refugee support’ from Halifax or Nova Scotia on google or any other search engine, it was observed that the ISANS organization has a strong presence on the virtual platforms. Upon conducting further research, by comparing other migrants/refugee support organizations in Halifax, Nova Scotia, it was observed that the ISANS is one of the major organizations in terms of securing funding (in millions) from IRCC (Immigration, Refugees, and Citizenship Canada) and being the only organization with three locations (branches) in Halifax, Nova Scotia thereby, contributing to its popularity and dominance. Additional studies by (Claver-Cortés et al., 2020); and (Barnard et al., 2011) have demonstrated that the location of the organization contributes to the business and popularity. All the locations of the organization are located in an agglomeration of businesses, offices and stores etc. Multiple aspects contributed to the popularity and dominance of the organization, leading me to believe that ISANS is one of the major organizations in Halifax, Nova Scotia that provide support and settlement services to immigrants and refugees. Therefore, the website of ISANS was chosen to analyze the quality of the content which assists and supports newcomers.

Additionally, some studies have highlighted that time spent on websites and search engines is limited, and aspects such as digital literacy, prior knowledge, language, and the interface of the website influence the time spent on the website which contributed to the accessibility of the content. Upon reviewing further studies, it was observed that aspects such as digital literacy, digital nativity, prior knowledge, and language were variable and subjective

to different individuals and equally influenced each individual's accessibility and time spent on the websites or search engines. However, the only constant here was the content on the website. Therefore, it led me to advocate for the presence of good quality content to support newcomers. Due to these factors that influence the accessibility of the content, it was deemed important to analyze the quality of the content that is present to support migrants and refugees. Therefore, it was deemed important to analyze the quality of the content on the ISANS website.

How it was Done?

To analyze the content on the website, a method of content analysis was chosen, as there are multiple studies by Hasim et.al., (2018), Takaffoli, et.al., (2020); and Melian and Camprubí, (2021) that demonstrated content analysis to be as a useful tool to analyze the web-based platforms.

The study follows an inductive approach whereby, the study follows a non-traditional upside-down approach. The inductive approach begins with a stage of observation of a certain phenomenon that leads to a recognition of a pattern. This is then followed by forming of a tentative hypothesis, which is then further tested, and the results led to accepting or rejecting the hypothesis thereby confirming a theory (Burney & Saleem, 2008); (Bhandari, 2022); (Streefkerk, 2022).

Similarly, the literature was reviewed and a wide array of challenges was observed. Upon reviewing the literature, it was observed that multiple studies concluded on similar challenges (Ahmed et al., 2016); (Hanley et al., 2018); (Oxman-Martinez et al., 2012); (Beiser & Hou, 2006); (Sánchez et al., 2020); (Fleming, 2007); (Hua & Costigan, 2012). These similar challenges emerged as a pattern such as language difficulties, acculturative stress, societal prejudice, and isolation (Stewart, 2014); language difficulties, health problems, discrimination, family conflicts and social isolation, in addition to inadequate support from social and health

services (Stewart et al., 2011). A similar pattern of areas where challenges were experienced was then implied as areas where more support is needed. These areas then emerged as themes, thereby becoming the indicators of the first half of the quality, which was objective quality. Criteria for these themes were developed in Canadian and mostly Nova Scotian context, to establish the relevance of information on the website to Nova Scotian communities. The website's content was examined for the presence of information or presence of external referral links that was relevant to any of the criteria of any of the theme. The presence of this relevant information would have reflected the positive quality and the absence would have reflected the negative quality. After observation, and pattern recognition; a tentative hypothesis was formed which reflected that the presence of the themes would reflect the positive quality and absence would reflect the negative quality.

Along with the objective quality, the content's second-half quality was also dependent on cultural appropriation. Content's cultural appropriateness is subjective and varies across individuals across different cultures and ethnicities. Therefore, it was deemed important to have at least one subjective perspective of an individual who is an immigrant and belongs to an Indian cultural background; i.e., myself. The subjective lens analysis categorized the information into culturally congruent content, culturally incongruent content, and culturally irrelevant. The website's content was analyzed from an objective as well as a subjective lens.

What was Found?

The results from objective analysis suggested that there were only 11 web pages out of 29 that contained information (relevant information and/or external links referrals). The information for areas where most challenges are experienced by migrants and refugees was limited. The results from subjective analysis suggested that there were only six web pages that I perceived to be culturally congruent information. Additionally, 15 web pages met Maslow's

need for belonging and 10 web pages met the need for safety. No content present addressed the physiological need, and/or esteem needs, despite having the potential.

These results weighed more towards the negative quality and led me to advocate for the need for additional good quality information to support the newcomers to navigate their way through the new country and a new community with a different dominant culture. In addition, to the presence of more support services that are culturally appropriate. The mere presence of support services is not enough, those support services are required to be of good quality and culturally appropriate for diverse communities to be able to access to ensure a smoother settlement in a new country.

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