

HCC 629

Fall 2012

Assignment 2

A Comparison of Website Cultural Dimensions

Phil Feldman

feld1@umbc.edu

Peng Chu

pengchu1@umbc.edu

Introduction

The concept of culture as used today is comparatively recent. Until the 20th century, the term "culture" has referred to concepts surrounding personal development. Starting in the 20th century, an anthropological context emerged, where culture can be defined as "the range of human phenomena that cannot be attributed to genetic inheritance".

This concept of culture can be a particularly useful way to conceptualize how different populations (regional, ethnic, religious, etc) can perceive media portrayals of information. Markus, et al¹. refer to the dimensions defined by Geert Hofstede² as a particularly effective way to illuminate the differences between cultures using a multidimensional scale. Originally, the scale attempted to differentiate culture along the following:

- Power Distance
- Individualism vs. Collectivism
- Masculinity vs. Femininity
- Uncertainty Avoidance

Later, the following dimensions were added by Hofstede³:

- Long-term vs. short-term orientation
- Indulgence vs. Restraint.

These dimensions were based on an extensive survey of the IMB international workforce. Each scale ranges from 1 to 120, and currently provides a way of evaluating differences between 50 countries⁴.

Since the publication of these dimensions, the correctness of these particular dimensions has been debated. For example, Hofstede's dimensions have been criticized as having too close an association with national culture⁵. In addition, other dimensions such as Time Perception and Contextuality⁶ have been proposed by other researchers.

The question becomes, "*Is there a way to correlate these dimensions to globally available cultural markers?*". In this paper, we propose that the top 10 box office

¹ Marcus A, Gould E, *Cultural Dimensions and Global Web Design: What? So What? Now What?* AM+A papers www.amanda.com 2001

² Hofstede G, *Cultures and Organizations: Software of the Mind*, McGraw-Hill, New York 1997

³ <http://geert-hofstede.com/dimensions.html> (Nov 18 2012)

⁴ Wikipedia article on '*Hofstede's cultural dimensions theory*'

http://en.wikipedia.org/wiki/Hofstede's_cultural_dimensions_theory (Nov 16, 2012)

⁵ Anticoli L, Toppano E, *The Role of Culture in Collaborative Ontology Design* ISWSA 2011

⁶ Hall E, Hall M. R., *Understanding Cultural Differences* 1990 Intercultural Press, Yarmouth Maine.

motion pictures are an effective cultural artifact that correlates strongly with the Hofstede dimensions.

To show this correlation, we analyze the box office returns from 2011 and convert these titles into a short alphanumeric id. The complete top 10 list of movies for each country is converted into a 20 character string, from which the Levenshtein Distance⁷ from one string to every other string is then calculated. The countries with the greatest distance from each other are then compared with the Hofstede measure to see if there is a reasonable fit (in other words, different countries will appear different, and similar countries will appear similar. For example, The United States and the United Kingdom have similar in box office results and in Hofstede's dimensions, while the United States and Nigeria are quite different.

Using this proxy we can then look to determine what elements are common even across different cultures. To explore this, we choose two pairs of very different countries and compare sets of websites serving a common purpose, while reflecting the cultural differences between countries. Following this, we then in turn explore motion pictures that are successful across these cultures, to see what elements could be common, and used in a globally acceptable ontology.

Cultural Difference Using Motion Picture Box Office.

To compare motion pictures, box office information from 2011 as shown on the website <http://boxofficemojo.com> was used. Rank order and title was used from 44 countries, including 109 films (shown in appendix 1 and 2). The Levenshtein distance was then calculated in a custom Java program for each country vs. all other countries based on the encoded movie title string. The country with the lowest value (closest) and highest value were stored for each country. For the purposes of this paper, two countries, The United States and China were selected. As calculated, the "most distant" country based on movie box office for the United States is Nigeria, and the "most distant" country for China is Japan.

This appears to match reasonably well with the Hofstede cultural dimensions, as can be seen in figure 1 and 2 below:

⁷ http://en.wikipedia.org/wiki/Levenshtein_distance (Nov 16, 2012)

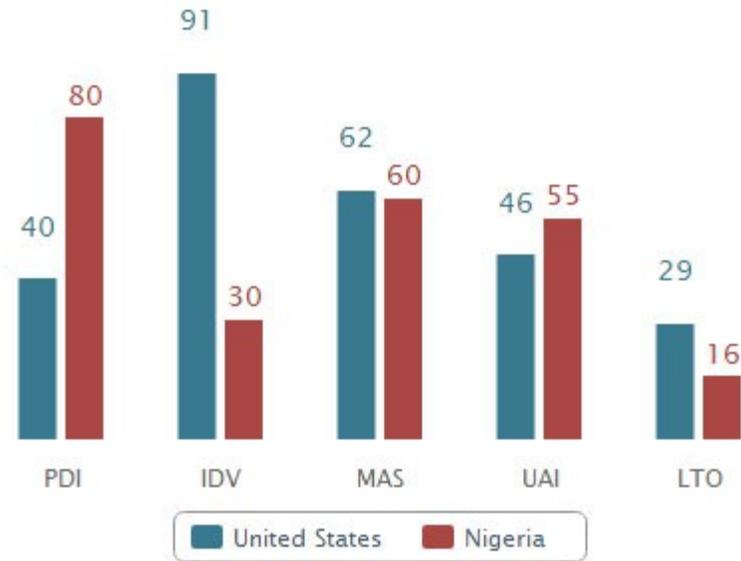


Figure 1: Cultural Dimensions of USA and Nigeria

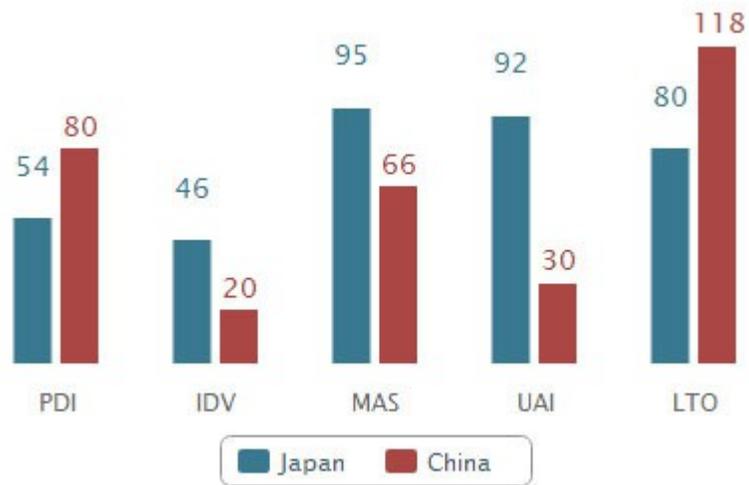


Figure 2: Cultural Dimensions of China and Japan

As can be seen in Figure 1, The USA and Nigeria have vastly different Power Distance (PDI) and Individualism vs. Collectivism (IDV) measures, while China and Japan have significant differences in all categories as well as a particularly large difference with respect to Uncertainty Avoidance (UAI).

Comparisons Using Cultural Dimensions

To examine how these differences in cultural dimensions are manifested, we chose to look how the websites of soccer (football) governing bodies are designed. These sites were chosen because soccer is phenomenally popular globally, but the governing bodies are national in their focus. This allows for a

reasonable comparison of cultural dimensions on what should be considerably different contexts.

Marcus, A. & Gould, E. (2000) talked about Hofstede's five dimensions of culture in their research paper⁸. In this discussion, we will focus on these dimensions and apply them to the two websites chosen. We firstly identify and analyze the differences between the two countries and websites. Subsequently, we try to provide some interpretation and reason of the differences.

China vs. Japan

China and Japan are both located in Asia and therefore share several oriental characteristics in common. Historically, trades between the two countries are not rare. By first sight, it is quite astonishing that China and Japan would have much of such cultural differences. However, it cannot be denied that history, tradition, politics, demographic diversity, needs of users, etc. are very different between these two countries, all of which should be considered during the user-interface development.

Websites of China and Japan Football (Soccer) Associations were chosen (see Appendix 3). In this analysis, we tried to reach a thorough comparison between the two websites based on Hofstede's dimensions noting differences and similarities.

- **Power Distance (PDI)**

This dimension deals with the fact that all individuals in societies are not equal. It expresses the attitude of the culture towards these inequalities. From figure 2, we argue that at 80 China sits in the higher rankings of PDI – a society that believes that inequalities amongst people are acceptable. In China, the subordinate-superior relationship tends to be polarized and individuals are influenced by formal authority.

Though 54 is also a quite high index value, Japan is still significantly milder in PDI than its counterpart in our analysis. We believe this is true and the two websites support our argument.

Not surprisingly, On China Football (Soccer) Association website, a face image (banner) is showing all the people attending a conference (see Appendix 3, China panel). We could recognize the authority in this photo by simply looking at it – people sitting in the front are officials and with higher authority.

While on Japan Football (Soccer) Association website, the banner is a player competing with the other (see Appendix 3, Japan panel). There is no sign on

⁸ Marcus, A. and Gould, E. W. *Crosscurrents: cultural dimensions and global Web user-interface design*. Interactions, 7, 4 2000), 32-46.

authority. We actually expect at least some officials or a coach on the website, since Japan is also a country with high PDI. Quite interestingly, there is no such clue. However, this is exactly the point of our next discussion and we will provide our reasoning in the following dimension.

- Individualism vs. Collectivism (IDV)

In our figure 2, the IDV for Japan vs. China is 46 to 20. At a score of 20, China is a highly collectivist culture where people act in the interests of the group and not necessarily of themselves. Japan, on the contrary, has a significantly higher score, 46. The interpretation is that Japan, in this dimension, is more a country of Individualism.

From the banner, Japan website shows a player competing with the other, while China one shows a photo of all the people attending a conference. Coincident or not, this is exactly the point of Individualism vs. Collectivism.

This argument is further strengthened that on China website, 6 of the total 7 photos are showing a collective scenario. Especially, the image for the video (to the right of the website) is presenting players hugging together. There is an old saying in Chinese, “Solidarity is power”.

The only one photo seemingly to be an exception on China website is that one coach is presenting in front of a blackboard. But interestingly enough, if one is presenting, there must be audience. In other words, the last photo is also collective. Moreover, a coach is also, to some extent, an authority. Thus, the previous dimension is also implied, China having higher power distance than its counterpart - Japan. On Japan website, the only thing highlighted is individually competing.

- Masculinity vs. Femininity (MAS)

Both countries are masculine societies, however, Japan has an extremely high MAS index. At 95, Japan is one of the most masculine societies in the world. With no offense, notorious Japanese workaholicism is an expression of their masculinity. It is still hard for women to climb up the corporate ladders in Japan with their masculine norm of hard and long working hours.

Bearing this in mind, we examine the two websites. Not surprisingly, there is not a single woman in Japan website. While in China one, women are not rarely seen. Especially, to the bottom right of the China website, we find a photo showing a women soccer team of TaiYuan province in China. It is the truth that women are gaining more rights in China and Chinese women sports won increasingly more awards in the world.

- Uncertainty avoidance (UAI)

- Long-term vs. short-term orientation (LTO)

The remaining two dimensions are “uncertainty avoidance” and “long-term vs. short-term orientation”. In the same figure, we can see that China has a low score on uncertainty avoidance (30 vs. 92) and a higher LTO (118 vs. 80). China is known as a highly long term oriented society in which persistence and perseverance are normal.

Unfortunately, we do not find enough clue and representation on either website with respect to these two dimensions. Future study may focus more on the content (text) of the websites and try to discover some of the points in these two dimensions.

- Miscellaneous comparison

Besides the five dimensions, we find some other interesting aspects.

1. Color

Both websites use solid color as the background. China is using green, while Japan, blue.

2. 2 columns vs. 3 columns

Both websites are primarily informative, but with different presentation styles. China one is using 3 columns and 2 panels to present the information, while Japan is using less columns and a sole panel.

3. Logo

Logo is shown up on top of both websites. However, China has a more iconic one, a soccer ball, while Japan uses a mascot.

4. Languages

Quite surprisingly, China website does not have an English version. While on Japan website, one can switch between Japanese and English freely.

5. Videos

China website has a video panel, while Japan does not.

- Factor analysis and reasoning on the differences discovered

Socially, in history, Japan centered around the Shogunate system in which life revolved around honoring the emperor while maintaining a family's personal honor. The samurai, similar to the knight in western European culture, was an admired figure in Japanese society. While China was also imperial in nature, China instead relied heavily on a national army. This might be the root of Individualism of Japan vs. Collectivism of China and also the higher power distance in China.

Additionally, both civilizations were masculine and granted women few opportunities. Situation is much worse in Japan. Women in China are gaining more rights nowadays.

In regard to the “long-term vs. short-term orientation” dimension, China is known as a highly long term oriented society. Persistence and perseverance are social norms and treated as virtues by Chinese people.

USA vs. Nigeria

The United States and Nigeria are separated by a large ocean, and are vastly different in size, wealth and population. They also share significant elements. Both share a British heritage. The USA was a British colony for approximately 150 years before breaking away in the 1770's, while Nigeria was under British influence from the late 1800's through 1960, when Nigeria declared independence. The official language of Nigeria is English, as is the dominant language of the US. Nonetheless, these two countries have substantially different cultures. To explore this, websites of USA and Nigeria Football (Soccer) Associations were chosen (see Appendix 4). In this analysis, we tried to reach a thorough comparison between the two websites based on Hofstede's dimensions noting differences and similarities. The chart showing the different cultural measures are shown in Figure 1.

USA (<http://www.ussoccer.com>):

U.S. Soccer is "the governing body in all its forms in the United States"⁹. The website is quite large, and provides paths for visitors to access a large amount of information. The site is available in English and Spanish.

Nigeria (<http://greeneagles.org>):

Nigeria does not have an official website of any kind. The closest is greeneagles.org, which represents itself as the "Unofficial Database of the Super Eagles of Nigeria." It is maintained by a "Trey" a fan of the Greeneagles, who maintains a personal site at <http://www.traedays.com>. Both sites are generated using the WordPress Engine.

- Power Distance

Markus states that low PDI should have broad navigation hierarchies, while high PDI should be narrow and deep. With the US PDI being a relatively low 40, [ussoccer.com](http://www.ussoccer.com) should have a very broad navigation hierarchy. The website has menu bars across the top and bottom of the page, in addition to links within the page for results, matches and sponsors.

Nigeria has a PDI of 80, which is The Supereagles site is constrained by its WordPress origins, though it is interesting that the number of headings are fewer than the default, and that two of those links point to other websites. In other words, for a WordPress site, the hierarchy is in fact narrow.

⁹ <http://www.ussoccer.com/About/About-Home.aspx> (Nov 16, 2012)

The images on the landing page for each website reflect illuminate the PDI differences. In the case of ussoccer.com, the image shown is that of the family of the women's team captain, with a story about how her community pulled together in the wake of hurricane Sandy. The image for greeneagles.org is the team placed between two large flags, one in the foreground and one in the background.

- Individualism vs. Collectivism

The USA has a very high IDV value of 91, while Nigeria's is quite low at 30. According to Hofstede, that means that people tend to look after themselves and their immediate community. This is clearly evident in the landing page photo described above. In the multimedia section of the website, virtually all the thumbnails are of individuals or very small groups, often expressing emotion. In the case of the Greeneagles, the photos and videos are typically of the team, often with heads bowed, or facing away from the camera. The videos also reflect this, though also have an aspect where individuals and groups are shown as small figures in large landscapes.

- Masculinity vs. Femininity

The US and Nigeria have nearly identical MAS values of 62 and 60. This qualifies both as "Masculine" societies. In other words, they share values focused on achievement and winning. There are two videos on the websites that show this quite well. In the case of ussoccer, in the highlights for November, a match between the USA and Russian (MAS = 36) teams are shown. When a Russian player scores the first goal, he falls backwards onto the ground with his hands to his face, where after a moment, he is helped up by a teammate and goes back to playing. When a US player scores later, the entire team celebrates for about a minute. This is also the behavior in the Super Eagles videos. With respect to the portrayal of women on the websites, ussoccer portrays the players in a very similar way, though there are more pictures of men on the women's blog than the inverse, and the woman's coaches tend to be male.

- Uncertainty avoidance

Again, both countries are somewhat similar, though the US is more tolerant of uncertainty with a score of 46 than Nigeria with a score of 55. Marcus states that this should be reflected by continuums of simplicity/complexity and forecasting. This is reflected in the high complexity of the ussoccer website, and the simplified WordPress structure of greeneagles.org. Further, the US site seems to be content to show what matches are upcoming without attempting to predict the outcome. On the other hand, the comments on the greeneagles site are often forward looking. An example: "We look forward and upward together with you on this project."¹⁰.

¹⁰ <http://greeneagles.org/about/#comment-54> (Nov 23, 2012)

- Long-term vs. short-term orientation

As with Uncertainty Avoidance, Nigeria and the US are similar, with scores of 16 and 29 respectively. This means that both countries look to measure performance on a short-term basis. Marcus expands this by stating that low LTO countries' websites should be laid out in such a way that the user can achieve their goals quickly, with a minimum of contemplation. The ussoccer site does seem to support this, with two menubars that allow users to reach desired information quickly. The top menubar has a functional orientation, where a user may find "news", "multimedia", "teams", etc. The bottom menu allows user to find items by organization. There are menu items for the men's women's and youth teams as well as for other affiliates of US Soccer. The greeneagles.org site is if anything even more direct. Links to games have the scores on them, so a user really doesn't even have to move off of the main page to find essential information. Other aspects of this site are harder to quantify, due to the fact that it is essentially a WordPress template, so we will restrict our analysis to that particular point.

Comparisons with Motion Pictures

We have shown that there is a reasonable mapping between the identification of different cultures using motion picture box office and the appearance of country/culture specific websites. With this in mind, we would not like to discuss common, rather than disparate elements. As can be seen in the above examples commonalities as well as differences between cultures can be shown using a graphical syntax, as with web pages. Since there are no globally popular websites per se (rather, there are local versions of global websites), we can refer back to motion pictures as a basis for building a common set of visual, symbol and story elements that have broad, global appeal.

Of the films in this study, two are dramatically more popular than the rest in the list by greater than 40%. These two films are *Pirates of the Caribbean: On Stranger Tides* (42 country top 10), and *Harry Potter and the Deathly Hallows* (40 country top 10). When looked at through Hofstede's five cultural dimensions, these are particularly interesting films. The property that is common across both films is the fact that in **all** of the cultural dimensions, the films seem to take care to represent **both** poles.

- Power Distance: Both films deal with power distance in a remarkably similar way. In both films, the world is portrayed as full of highly bureaucratic hierarchies (The British Navy for *Pirates*, and the Ministry of Magic for *Harry Potter*). In both films, the hierarchy is used by the villain to achieve his ends. And in both films, a collegial, semi-organized group helps the hero achieve victory. In other words, a low PDI group struggles against a high PDI group and wins.
- Individualism vs. Collectivism: In each film, the hero is both a member of a team and an individual. Captain Jack Sparrow is clearly the star of the

film, but is saved from the brink of failure by his friends and crew of the Black Pearl. In *Deathly Hallows*, as in the rest of the films in the eponymous series, Harry Potter develops from a weak to strong character, mostly through his interactions with friends and classmates.

- Masculinity vs. Femininity: Both Jack Sparrow and Harry Potter do not manifest strong iconography of either male or female gender. Jack Sparrow minces when he walks. Harry is quiet and shy. Instead, the films surround the main figure with characters that more strongly reflect gender poles. For example, Hagrid (Robby Coltrane) is a strong male figure in *Deathly Hallows*, while Angelica (Penelope Cruz) represents a strong feminine role in *Pirates*.
- Uncertainty avoidance. Resolving uncertainty with a cathartic ending is a common structure in storytelling. Although many other rules of storytelling exist, this is a fundamental one and common in many of the most globally popular films.
- Long-term vs. short-term orientation. Interestingly, both films are sequels, where each film is a component of a larger story arc told by the series. In some respects, this is one of the properties of episodic storytelling, but it is particularly telling that the top 4 global films (*Pirates*, *Harry Potter*, *Transformers 3* and *Twilight*) are all series, a form which uniquely provides short-term goals in a long-term context.

Thus, it appears that a property of a globally successful film is the ability to hold both poles of the Hofstede cultural differences simultaneously.

Conclusions

In this paper, we have attempted to show that it is possible to use motion pictures, a popular art, as an analogue to determine differences and similarities between cultures. We have shown that a country-by-country comparison of popular films can show which cultures are more similar or more different. We compared this to Hofstede's measure of cultural dimensions and found that these differences and similarities were reasonably similar. We then compared two sets of dissimilar countries to see if these differences could manifest in the websites of an organization in each country, in this case the national soccer organizations. Once this was shown to be the case, we extended the comparison to the most popular films from 2011, to see if any commonality could be discovered. Interestingly, it appears that for a film to be popular, it needs to represent both poles of each of the Hofstede dimensions.

If this is indeed the case, then it presents a possible template for the generation of items such as software and websites that are truly global in acceptance. Barring the use of offensive religious or cultural representations, it may be possible, by developing a user interface that presents aspects of both poles of cultural

measures to produce a "write once, use everywhere" instance, rather than many local versions.

Future work requires a more rigorous analysis of these conclusions, and potentially the development of several exploratory websites that embody this cultural "dual nature" for evaluation.

Appendix 1 - Country (with title/string mapping) list

- 1: United States, adahalakabajbiaaawbw
- 2: Portugal, abaiacadaeaaajalaobo
- 3: Philippines, ahcuadcvalafwbibuab
- 4: Bolivia , aeaihadabacagafaral
- 5: Hong Kong, ahadbrabbibsafawbtbu
- 6: Nigeria, bocmcncocpbwcqajbiai
- 7: Slovakia, adaidbalabahakdcbgaf
- 8: Greece, abadaibobpbqalagacak
- 9: Thailand, ahdmadajndoabalbidp
- 10: Spain, diabaladacagaibkajdj
- 11: Chile, axayagadazbabbbcbdbe
- 12: Italy, byadawabbzcaacalcbaaf
- 13: France, aqapadaoabacalbkafah
- 14: Malaysia, ahafbiabajblciadcjw
- 15: Peru, ctaiahafaeadacabalbk
- 16: Australia, adahakalabamajagaiaa
- 17: South Africa, alaiabagahaeafacajak
- 18: Netherlands, ckadabclaiakaraeacaa
- 19: China, ahafabadebecedeeajai
- 20: Finland, adabaablwbmalbnagae
- 21: Brazil , aeadalaiabacagahajas
- 22: Belgium and Luxembourg, adaoiapaqabalaracaa
- 23: Uruguay, aiafaaaaabadacakbmdz
- 24: Turkey, dqdrdsdtduabalaidvdw
- 25: Austria, abadakacaialajahafan
- 26: United Kingdom, adbmdxabakalahawamdy
- 27: Egypt, abadalbiawajahakbjbk
- 28: Czech Republic, adbgabaibhalahacaaag
- 29: Hungary, adabahakacaaaiaelaf
- 30: Mexico, adahabaeajaaafaiasbw
- 31: Poland, ctcwabadcxakaibmaacy
- 32: Singapore, ahafadbiblwbubwasaj
- 33: Venezuela, afaeaiadacabajalaaea
- 34: Croatia, adbfaiabacalakafawah
- 35: Russia, abacahadafalajawczda
- 36: Bulgaria, abatacauaiajahavawae
- 37: Norway, adabcraaakafalagahcs
- 38: Germany, adabanakahacalaiajbm
- 39: Iceland, adabbvakahamaibwafbx
- 40: Argentina , aaabacadaeafagahaiaj
- 41: Japan, adabbicahcdcefcgch
- 42: Sweden, adabaoagaldkawaaakdl
- 43: South Korea, ahbiddeafdfdgaddhab
- 44: Serbia and Montenegro, bfaiabaeakadawacafar

Appendix 2 - Movie (with codes) List

- 1: Cars 2, aa
- 2: Pirates of the Caribbean: On Stranger Tides, ab
- 3: Puss in Boots, ac
- 4: Harry Potter and the Deathly Hallows, ad
- 5: Rio, ae
- 6: Kung Fu Panda 2, af
- 7: Tangled, ag
- 8: Transformers 3, ah
- 9: The Smurfs, ai
- 10: Fast Five, aj
- 11: The Hangover Part II, ak
- 12: The Twilight Saga: Breaking Dawn, al
- 13: Bridesmaids, am
- 14: Kokowääh, an
- 15: The Adventures of Tintin, ao
- 16: Rien à déclarer, ap
- 17: Intouchables, aq
- 18: Alvin and the Chipmunks: Chipwrecked, ar
- 19: Captain America: The First Avenger, as
- 20: Love.net, at
- 21: Operation Shmenti Capelli, au
- 22: Tilt, av
- 23: Sherlock Holmes: A Game of Shadows, aw
- 24: Toy Story 3, ax
- 25: Shrek Forever After, ay
- 26: Alice in Wonderland, az
- 27: The Twilight Saga: Eclipse, ba
- 28: Inception, bb
- 29: Clash of the Titans, bc
- 30: The Last Airbender, bd
- 31: How to Train Your Dragon, be
- 32: Parada , bf
- 33: Muži v nadiji, bg
- 34: Lidice, bh
- 35: Mission: Impossible - Ghost Protocol, bi
- 36: Final Destination 5, bj
- 37: Rise of the Planet of the Apes, bk
- 38: Johnny English Reborn, bl
- 39: The King's Speech, bm
- 40: The Storage, bn
- 41: The Tourist, bo
- 42: Nisos 2: To kynigi tou hamenou thisavrou, bp
- 43: Immortals, bq
- 44: You Are the Apple of My Eye, br
- 45: 3D Sex and Zen: Extreme Ecstasy, bs
- 46: I Love Hong Kong, bt
- 47: X-Men: First Class, bu
- 48: Klovn: The Movie, bv
- 49: Thor, bw
- 50: Algjor Sveppi 3, bx
- 51: Che bella giornata, by
- 52: Qualunquemente, bz
- 53: Immaturi, ca

54: Femmine contro maschi, cb
55: Kokuriko-zaka kara, cc
56: Once in a Blue Moon, cd
57: Pokemon: Best Wishes, ce
58: SP: The motion picture kakumei hen, cf
59: Gantz, cg
60: Eiga Kaibutsukun, ch
61: Real Steel, ci
62: KL Gangster, cj
63: Gooische vrouwen, ck
64: Nova zembla, cl
65: Friends with Benefits, cm
66: The Green Hornet, cn
67: Jumping the Broom, co
68: Just Go With It, cp
69: Bad Teacher, cq
70: Hodejegerne, cr
71: Blåfjell 2, cs
72: Listy do M., ct
73: The Unkabogable Praybeyt Benjamin, cu
74: No Other Woman, cv
75: Och, Karol 2, cw
76: Bitwa warszawska 1920, cx
77: Baby sa jakies inne, cy
78: Vysotskiy. Spasibo, chto zhivoy, cz
79: Yolki 2, da
80: Obèanský prùkaz, db
81: Love (Money), dc
82: Sunny, dd
83: Choijongbyunggi Hwal, de
84: Wandeukyi, df
85: Chosun Myungtamjeong, dg
86: Dogani , dh
87: Torrente 4, di
88: Black Swan, dj
89: Jägarna 2, dk
90: The Girl with the Dragon Tattoo, dl
91: King Naresuan: Part Three, dm
92: King Naresuan 4, dn
93: Ladda Land, do
94: Sor.Kor.Sor.Sweety, dp
95: Eyyvah eyvah 2, dq
96: Ask Tesadüfleri Sever, dr
97: Kurtlar Vadisi Filistin, ds
98: Allah'ýn sevdiði kulun, dt
99: Sümela'nin sifresi: Temel, du
100: Dedemin İnsanları, dv
101: Anadolu kartalları, dw
102: The Inbetweeners Movie, dx
103: Arthur Christmas, dy
104: Midnight in Paris, dz
105: Zookeeper, ea
106: The Beginning of a Great Revival, eb
107: The Flowers of War, ec
108: The Flying Swords of Dragon Gate, ed

Appendix 3 – China and Japan Football (Soccer) Association Websites

China

<http://fa.org.cn/>

Japan
http://www.jfa.or.jp/eng/index.html

DREAM 公益財団法人 日本サッカー協会
Japan Football Association

JFAへの登録 リンク ENGLISH RSS
NEWS | FIFA U-20女子ワールドカップジャパン2012 レガシープログラム ウェブサイトを「載

ホーム JFA 日本代表 大会・試合 選手育成 指導者・審判

SAMURAI BLUE
2014 FIFA ワールドカップ
アジア最終予選
VS オマーン代表
日本時間 11/14 (水) 20:30 キックオフ
会場: スルタン・カブース・スポーツコンプレックス
(オマーン/マスカット)
オマーン代表 1-2 SAMURAI BLUE

TOPICS 最新トピックス

- 11/18 ▶ 平成24年度 第91回全国高等学校サッカー選手権大会 組み合わせ決定
- 11/18 ▶ 2012 ナショナルトレセン女子U-15 指導者講習会 開催要項 【申込締切: 11月30日】
- 11/18 ▶ TOYOTA プレゼンツFIFAクラブワールドカップ ジャパン 2012 公式スマートフォンアプリ登場
- 11/18 ▶ フランス日本女子代表(第3回世界女子フットサルトーナメント2012@ボルトガル)メンバー
- 11/17 ▶ TOYOTA プレゼンツFIFAクラブワールドカップ ジャパン 2012 アフリカサッカー連盟(CAF)代表クラブ決定
- 11/16 ▶ 「神戸を訪れる外国チームを応援しよう!」作文企画から最優秀賞が決定 FIFA U-20女子ワールドカップ ジャパン 2012
- 11/16 ▶ 日本サッカー協会の広報犬を務めたロンメルが死去
- 11/16 ▶ JFA 公認指導者研修2012 【高円宮杯U-18サッカーリーグ2012 チャンピオンシップ実施要項】
- 11/15 ▶ 第92回天皇杯全日本サッカー選手権大会 決勝「お年玉席」限定! お年玉プレゼントのお知らせ
- 11/15 ▶ FIFAフットサルワールドカップ タイ2012準決勝 日本人審判割り当てについて

特集コンテンツ ▶ すべてを見る

SAMURAI BLUE
なでしこジャパンを応援する人! 目指す人みんなのサイト
なでしこジャパン公式サイト
NADESHIKO JAPAN OFFICIAL WEB SITE

FIFA Club World Cup Japan 2012 presented by TOYOTA
大会特設サイトはこちら

FIFA U-20 Women's World Cup Japan 2012
未来につながる“財産”を残そう
Legacy Programme

THE 92nd EMPEROR'S CUP
第92回 天皇杯全日本サッカー選手権大会

チケットJFA

JFAスタッフがお伝えする
JFA TODAY 最新トピックス

- 2012. 11. 19
ロンメル、天国に。ジーコ元日本代表監督がFacebookに哀悼の意
- 2012. 11. 17
女子クラブチーム世界最高峰の戦いが、来週(22日、25日)、埼玉で開催! 日本からは日テレ・ベレーザ、INAC神戸レオネッサが出場 ~m obcast cup国際女子サッカー大会開幕~

Appendix 4 USA and Nigeria Websites

USA

<http://www.usoccer.com/>

The screenshot shows the homepage of the U.S. Soccer website. At the top, there is a navigation bar with the U.S. Soccer logo, language options (ENGLISH | EN ESPAÑOL), and links for SIGN-IN/REGISTER and FAN ZONE. Below this is a secondary navigation menu with categories like NEWS, MULTIMEDIA, TEAMS, TOURNAMENTS, SCHEDULE & TICKETS, STORE, REFEREES, and COACHES, along with a search bar.

The main content area features a large banner for "A RAMPONE THANKSGIVING" with a photo of a family and text about U.S. captain Christie Rampone. To the right, there is a sidebar with a "RO" (Round of 16) tournament bracket showing matches between Jamaica and various teams (AWAY, HOME). Below the banner, there are buttons for "THE WNT BLOG", "U.S. WOMEN'S HOME PAGE", and "TICKETS: NOV. 28 IN PORTLAND".

The "UPCOMING MATCHES" section lists three matches:

- U.S. Under-18 Men** vs. Canada U-18 Men at The Home Depot Center, Carson, Calif. on Nov. 23, 2012 @ 6 p.m. ET.
- U.S. Under-17 Men** vs. Brazil Under-17 Men at Premier Sports Campus, Lakewood Ranch, Fla. on Nov. 28, 2012 @ 5 p.m. ET.
- U.S. Women** vs. Republic of Ireland Women at JELD-WEN Field, Portland, Ore. on Nov. 28, 2012 @ 7 p.m. PT, FOX Soccer.

A "BUY YOUR TICKETS" button is located below the U.S. Women match listing.

The "RECENT BLOG ACTIVITY" section shows three entries:

- Final Five** (11/19/2012 6:38 PM CST)
- Development Academy Products Kotlov, Mares Notch Hat Tricks to Advance to Sweet 16** (11/19/2012 1:34 PM CST)
- At A Glance: Kuban Stadium & Krasnodar** (11/19/2012 1:34 PM CST)

At the bottom, there is an "e-Supporters Club" sign-up form and a "RECENT RESULTS" section showing a match on Nov. 21, 2012: U.S. Under-18 Men vs. Canada U-18 Men. A footer navigation bar includes links for HOME, MNT, WNT, YNT, ACADEMY, and AFFILIATES.

Nigeria
<http://greeneagles.org/>

The screenshot shows a web browser window displaying the homepage of GreenEagles.org. The browser's address bar shows the URL <http://greeneagles.org/>. The website header features the logo "GreenEagles.org" and the tagline "Unofficial Database of The Super Eagles of Nigeria". Navigation buttons for "HOME", "ABOUT GREENEAGLES.ORG", "MUSIC", "CYBEREAGLES", and "TRAE DAYS" are visible. A large banner image shows the Nigerian national football team in their green kits, standing on a field with the Nigerian flag in the background. Below the banner, the main content area displays a match report for "Rwanda 0 vs 0 Nigeria - 29 February 2012". The report includes details such as the match type ("Africa Cup of Nations 2013 Qualifiers"), venue ("Stade Régional Nyamirambo, Kigali, Rwanda"), coach ("Stephen Keshi"), and a list of players in the match line up. On the right side of the page, there are sections for "RECENT POSTS", "RECENT COMMENTS", and "ARCHIVES". A search bar and a "META" section with links for "Log in", "Entries RSS", "Comments RSS", and "WordPress.org" are also present.

Home - U.S. Soccer x GreenEagles.org | Unofficial x
greeneagles.org

GreenEagles.org

Unofficial Database of The Super Eagles of Nigeria

HOME ABOUT GREENEAGLES.ORG MUSIC CYBEREAGLES TRAE DAYS



February 29, 2012 | [Africa Cup of Nations 2013 Qualifiers](#) | [No comments](#)

Rwanda 0 vs 0 Nigeria - 29 February 2012

Match Type
Africa Cup of Nations 2013 Qualifiers

Venue
Stade Régional Nyamirambo, Kigali, Rwanda

Coach
Stephen Keshi

Match Line Up
1 Vincent ENYEAMA (Goal Keeper)
Godfrey OBOABONA
2 Joseph YOBO (Captain)
Azubike EGWUEKWE
3 Taye TAIWO
17 Dickson ETUHU
4 Joel OBI
Ejike UZOENYI
7 Ahmed MUSA
11 Osaze ODEMWINGIE

RECENT POSTS

- Rwanda 0 vs 0 Nigeria – 29 February 2012
- Nigeria 2 vs 0 Zambia – 15 November 2011
- Nigeria 0 vs 0 Botswana – 12 November 2011
- Ghana 0 vs 0 Nigeria – 11 October 2011
- Nigeria 2 vs 2 Guinea – 8 October 2011

RECENT COMMENTS

- David on [About GreenEagles.org](#)
- I 2 Sabi on [About GreenEagles.org](#)
- teecece on [About GreenEagles.org](#)
- Patrick E. Oni on [About GreenEagles.org](#)

ARCHIVES

- February 2012 (1)
- November 2011 (2)
- October 2011 (2)



Search

META

- Log in
- Entries RSS
- Comments RSS
- WordPress.org