John Eighmey, Lola McCord. (1998). Adding Value in the Information Age:

Uses and Gratifications of Sites on the

World Wide Web. *Journal of Business Research.* [online] 41, 187–194. Available at: [Accessed 31/9].

John, E., Lola, M.,

(Eighmey and McCord, 1998)

pg187

Research participants viewed five commercial websites and evaluated them using 80 rating scale items.

The study established the importance of website organizational concepts and considerations of design efficiency in the development of websites that attract repeat visits.

Intro

*Consumer use of online resources and information resources is increasing rapidly.*

*www is the most rapidly developing medium in history.*

It seems likely that each host computer would have at least one user, with some having many more.

*Pg188*

*Activities: work, entertainment, secondary information, news, learning, exploring, surfing.*

Pg 189

Www survey information suggests much of the current activity on the www involves exploratory behaviour. This is consistent with the uses and gratifications literature, which indicates that a primary use of computer-mediated forms of communication involves entertainment and exploration.

*www offers a wide range on information presented in a wide range of formats from simple text to animation to live video, and can interact with many of the sources they contact.*

Pg190

1995, 31 college graduates participants viewed 5 websites. They completed questionnaires for each website.

192

The telecommunications website: seen as informative and credible.

Tv network website: entertaining and informative

Candy manufacturer: informative

Factors associated with entertainment value, personal relevance, and information involvement accounted for the largest proportion of the total variance.

The emergent factors in this study is related to personal involvement and continuing relationship.

It appears that websites projecting a strong sense of personality may also encourage the development of a kind of parasocial relationship with website visitors.

At the tv network website, timely and frequently updated information about program schedules and program content apparently led to greater visitor interest in repeat visits.

Planning and design

Practical perspective.

Entertainment value, personal involvement, personal relevance and clarity of purpose.

More effective approaches in website planning and design:

1. Website medium demonstrates the intersection of information and entertainment.

The study suggest that website visitors benefit from finding information in a context that adds value in and of itself. This means an element of entertainment is important.

It is not enough to provide organized information.

Higher levels of visitor involvement appear to come from placing information in a more idea-driven context, one that may be said to introduce elements of entertainment and promote a context for the process of understanding and using the information.

Pg 193

1. Visitors are assisted by organizational ideas that make sense in terms of the strategic purpose of the website.

The home page serves as the table of contents. It helps the visitor understand the “way in” to the information he/she is seeking.

All the elements of the website had a clear organizational structure and the information resources worked together to create a perceptual world that gave a sense of ethnic authenticity to the website.

Clear strategic purpose.

1. Visitors are assisted by efficiently executed design features.

The extent to which graphic elemetns are used on a website page translate directly into the amount of time needed to download the page into a website visitor’s computer. If visitors must expend effort coping with elaborate desing elements or waiting for page design features to download, then it appears website planners should be certain to offer an information or entertainment value commensurate with the waiting time.

The level of reading difficulty introduced by the design may be daunting. Substantial graphic and background elements may cause visitors to wait unreasonable periods of time for seemingly small amounts of information.

Conclusion

The study calls attention to the importance of organizational ideas and considerations of efficiency in the use of website design features.

Information must reach visitors in a time period commensurate with the perceived value of the information.

Suggest comuper mediation does not mean the need of an absence of humanity. Website should be organized on human terms. Aka with entertaining context. This context was both of interest to the audience and presented the products in an environment that deepened their meaning.