

Usability measurement of Malaysia online news websites.

ABSTRACT

The online newspapers entered the internet in the mid- nineties and since then it has become more and more common to read news online. There is a long tradition of designing newspaper in print but today there is a demand from both academics and practitioners for more knowledge about how to design a usability news sites. Usability is one of the major factors that determine the successfulness of a website. It is important therefore to have a comprehensive measurement method to assess the usability of websites. This research focuses on website usability issues and evaluating four Malaysia's online news: The Star, The New Straits Times, Berita Harian and Utusan Malaysia. Based on literature research, a 24 questions evaluation questionnaire has been formulated, which break into four parts in order to evaluate the usability of their online news websites. A non-probability sampling of 80 frequent online news readers were selected as respondents for this study purposes. The results of analysis show the good and bad usability aspects of their website. Result also shows that New Straits Time news website obtained the highest satisfaction from the participants. Respective website designers and developers can improve their websites based on these results.

Keyword: Usability measurement; Online news websites.