

**EXAMINING THE IMPACT OF CULTURE AND LANGUAGE ON THE
USER ACCEPTANCE OF THE MEDIA WEBSITE IN JORDAN**

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Abstrak

Kajian ini meneliti penerimaan laman web berdasarkan kualiti sistem maklumat dan impak dimensi budaya dan komponen bahasa terhadap penerimaan sebenar dan penggunaan laman-laman web yang dikenalpasti. Berdasarkan data daripada tiga kelompok pengguna iaitu pengguna laman web *bbc.com* yang mewakili laman web media yang berbahasa Inggeris tulen, *al-jazeera.com* yang mewakili laman web media separa tempatan dan *al-rai.com* yang mewakili laman web media tempatan. Soalselidik telah disempurnakan terhadap 420 pengguna Internet dari tiga kawasan berbeza di Jordan. Soal selidik ini mengukur sembilan parameter iaitu kebolehcapaian sistem, masa tindakbalas, kualiti maklumat, adaptasi budaya, bahasa Arab, tanggapan kemudahan, tanggapan kebergunaan, sikap terhadap penggunaan laman web sesawang dan niat gelagat. Bertunjangkan kaedah penyelidikan kuantitatif dengan memperkembang model penerimaan teknologi bagi membentuk kerangka kajian, dapatan kajian menunjukkan dimensi budaya yang merangkumi '*power distance*', '*collectivism*', '*masculinity*' dan '*uncertainty avoidance*' mempunyai impak positif terhadap pemilihan laman web media oleh pengguna di Jordan. Rumusan-rumusan dibuat berdasarkan impak positif adaptasi budaya terhadap anggapan mudah guna laman web tempatan dan juga sikap pengguna mengenai kebergunaan laman web tempatan. Bagaimanapun, terdapat impak negatif terhadap kekurangan penyesuaian terhadap sikap pengguna mengenai penggunaan laman web yang asalnya berbahasa Inggeris. Demikian juga, tidak terdapat impak yang signifikan dari segi penyesuaian budaya mengenai sikap pengguna terhadap penggunaan laman web separa tempatan. Dapatan kajian menunjukkan bahawa kualiti sistem maklumat laman web, penggunaan bahasa Arab dan penyesuaian budaya Arab mempunyai impak positif terhadap persepsi dan penerimaan pengguna Jordan dalam memilih laman web media sebagai laman web yang lebih digemari.

Kata kunci: Lokalisasi, Budaya, Internet, Laman web media

Abstract

This study examines the website acceptance based on the information system quality and the impact of cultural dimensions and language components on the actual acceptance and usage of the identified media websites. Based on the data from three groups of users, namely the users of bbc.com to represent the purely English media websites, the al-jazeera.com representing the semi-localized media website and the al-rai.com representing the local websites. Questionnaires were administered to 420 internet users in different regions in Jordan. The questionnaire measures nine parameters which include the system accessibility, the response time, information quality, cultural adaptation, Arabic language, perceived ease of use, perceived usefulness, attitudes towards using the websites and the behavioral intention to use the websites. Capitalizing on the quantitative research methodology by expanding the technology acceptance model for the research framework, the findings showed that the cultural dimensions of power distance, collectivism, masculinity and uncertainty avoidance have the positive impact on the Jordanian users' preference of the media websites. The conclusions are drawn from the positive impact of cultural adaptation on the perceived ease of use of the local websites and also on the users' attitudes towards the use of the local websites. However, there is a negative impact based on the lack of cultural adaptation on the users' attitudes towards the use of English originated websites. Similarly, there is no significant impact of the cultural adaptation on the users' attitudes towards the use of the semi-localized websites. The research findings showed that the websites' information system quality, the Arabic language usage and the Arabic cultural adaptation have positive impacts on the Jordanian users' perceptions and acceptance in choosing the media websites as preferred websites.

Keywords: Localization, Culture, Internet, Media website

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

The terms “internet” and “world wide web” are often used by most people in their day-to-day life. This global system of interconnected information and communication raises a number of questions and one of them is the question of how it affects people from different regions and cultures. Common questions that are being raised, are on how the internet effects and influences people and how these technologies contributing to the benefit of every human being (see Callahan, 2006).

It is the interest of many to look into the effects of culture towards the usage of IT (for example Al-Gahtani, Hubona and Wang (2007), and Hsieh, Holland and Young (2009)). Another example is Loch, Straub and Kamel (2003) where they examined culture-specific inducements and impediments to using the internet in the Arab world. Initial reviews on this subject shows that the studies on the cultural aspects are considered as among the popular topics on the academic level as well as the social level.

One of the most common areas of study is on the representation of culture by the websites, which represent the key component of the internet usage. For example, Marcus and Gould (2000) examined how different cultures being represented on the web and how these website are designed for specific cultures. He has also discussed about the purpose and the practical consequences of these website designs.

The contents of
the thesis is for
internal user
only

groups is the respondents who choose and preferred bbc.com website. The result of the mean comparison test indicates that alrai.com group believes that there are Jordanian cultural elements in alrai.com media website and the website is reflecting the Jordanian culture. However, the aljazeera.net and bbc.com groups do not agree that the alrai.com media website reflecting Jordanian culture. This relates to the variation in the observation of Jordan culture among the respondents and it explains the extent of how the respondents know their local culture.

Why do the alrai.com group members choose and preferred alrai.com media website but not aljazeera.net media website or bbc.com media website. This is the same for aljazeera.com group member who prefer aljazeera.net media website and for bbc.com members. In answering these questions, the Hofstede's cultural index for each cultural value had been calculated and the result shows that the alrai.com group has a high power distance, high masculinity, high uncertainty avoidance and low individualism compared with the other two groups.

High power distance value influences users and unconsciously directs them to prefer the website which is closer to the Jordan culture. Obviously alrai.com is the website that shows all these aspects, moreover it is a local media website under the control of government who want to ensure the culture is being protected.

The result also indicates that the alrai.com fan group and the aljazeera.net fan group have a low individualism value than bbc.com group, combine with the fact they are high collectivism are more likely to emphasis on tradition and history. Thus, this explains the alrai.com media website is closer to the Jordanian user's

traditions and history of being a local website which focuses more on the local news.

In calculating the masculinity index as stated before, the results show that the alrai.com and the aljazeera.net members have high masculinity index and the bbc.com members have low masculinity index. Whilst some conclusions are made earlier, actually the study has not enough evidence to claim that the alrai.com and aljazeera.net media websites have masculine design or the bbc.com has feminine design. This probably can be explored more in the future research.

The results indicate that the alrai.com fans have high uncertainty avoidance and this explains their preference for alrai.com website and not aljazeera.net or bbc.com. The alrai.com fans that have high uncertainty avoidance are looking for something clear and well known by them and to get away from anything exotic or unknown. Since alrai.com website is a local Jordan website and well known by the Jordanian users than the other two media websites, therefore they prefer it. However, the aljazeera.net and the bbc.com fans that have low uncertainty avoidance are looking for everything new and they like to discover new things. Therefore, they preferred bbc.com or aljazeera.net since both media websites are not a Jordanian website.

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