

THE ROLE OF DESIGN IN ATTRACTING USERS TO WEBSITES IN THE IRAQI PRESS (SURVEY)

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ABSTRACT

The current study aims at monitoring the relationship between website design, in the Iraqi press, and its reflection on attracting users of the websites of Iraqi newspapers, as well as its quest to know the extent to which websites in the Iraqi press apply the concept of design and its methods to present the media product in a way that is acceptable to the users and ensures their repeated visit in guidelines framework for ease of use.

Keywords: Design, Websites, Users

INTRODUCTION

The news service is considered as one of the most prominent services that media seek to develop because it represents a source of information. So electronic newspapers appeared that refer to what is affiliated with newspapers, radio stations and news agencies, as well as independent websites that are not related to any traditional means.

Regardless of the extent to which the electronic newspaper is affiliated with any media entity, the information must be presented in a new form that benefit from the technical capabilities provided by the Internet. Such as hypertext and multimedia, while allowing users to navigate and surf the site in a way that ensures speed and ease of access to information. This requires designers to follow design methods that balance the capabilities of the Internet and the public needs for information, provided that the latter should be presented in a clear and visually attractive way. Which requires the culture and skill of the designer to reach the design that takes into account the aesthetic and informational aspects.

The websites of the Iraqi newspapers are a model of the Arab electronic newspapers, which are still in their beginnings. Their spread is due to the use of the Internet as a means of communication and information in the Iraqi society. It was the beginning of its employment in the news field with the emergence of government newspaper websites, and then the publications of the rest of the media means followed. The field is no longer confined to the government sector, but private websites have appeared, whether affiliated with newspapers or independent ones that do not follow any traditional means. It is noticeable that no news websites affiliated with radio or television stations, whether governmental or private, have appeared because there is no radio stations specialized in the news service in Iraq.

Problem and Questions of the Study

The Problem of the study is determined by studying the design of Iraqi electronic newspapers and the extent of their commitment to applying the correct concept of design to present the media product in a way that enjoys the acceptance of the users and ensures their frequent visit, in a way that is reflected in the design of its pages to ensure excellence in the style of presentation and to obtain the satisfaction of the viewers. Such a problem leads to questions, which the study attempt to answer, such as:

1. What dimensions of design are most attractive to users? What is the degree of their satisfaction with it?
2. What are the characteristics of website users in Iraqi newspapers and its reflection on the degree of their attraction to websites?

The Significance of the Study Lies in the following Point

- The link between the dimensions of website design in the Iraqi press and its role in attracting viewers ,as it represents the main objective of any electronic newspaper, in order to make a comparison between the website designs of Iraqi newspapers to determine the most capable of attracting users according to the effectiveness of its design elements.

Aims of the Study

The study aims at monitoring the relationship between the design of websites in the Iraqi press and its reflection on attracting the users of the websites of the Iraqi newspapers. There are sub-goals derived from this goal, they are as follows:

1. Measuring users' satisfaction with the website design for Iraqi newspapers and clarifying the design drawbacks to be avoided later.
2. Monitoring the characteristics of users of Iraqi electronic newspapers' websites and its reflection on the extent to which they are attracted to the websites.

Hypotheses of the Study

The two researchers were able to determine their Hypotheses as follows:

- The first hypothesis: There is a statistically significant reference relationship between the ease of using each of the study sample sites and the extent of its users' satisfaction with it.
- The second hypothesis: There is a statistically significant reference relationship between the ease of using each of the study sample sites and the frequency of visiting them.
- The third hypothesis: There is a statistically significant reference relationship between the extent of using each of the study sample sites and satisfaction with its design.
- Fourth hypothesis: There is a statistically significant reference relationship between the experience of the sample members of each of the study sites in using the Internet and their satisfaction with its design.

Reviewing Literature

Reviewing previous studies and scientific research on the subject of the study is considered as one of the important and basic stages that must be carried out, due to its role in deepening the subject of the study and adding new dimensions. Which helps to know the research that dealt with the variables of the study and determines the cognitive addition that the study will add in the subject that it will address, and by monitoring some of the most prominent previous literature related to the topic of the study. The researchers found some previous studies that are directly related to the topic of the current study, as follows:

The Study of Page & Kelly, et al., (2019)

The study sought to test the relationship between what users think they know about technologies and their use and their evaluation of the extent to which they benefit from the ease of using websites, taking into account both the type and the extent of experience using website design as influential variables in the study of the relationship

The study relied, in its measurement of users' experience, on the context of technology learning and the extent of its use, as it was not satisfied with the period of time for its use. Given that users are not required to be similar in style and rate of learning, the researchers also paid attention to studying the effect of gender on the grounds that previous studies indicated that there are differences in terms of reasons and rate of Internet use, so the study compared males and females, both those who have experience in web design and those who do not know anything about the topic,

The study was applied to (2246) respondents, but the electronic answers were received only from (2077) respondents, and the study found that users who have greater knowledge of the Internet and how to use it evaluate the sites as easy, and users who have

technical knowledge and experience are the most trusted with their information about technology, so it becomes Their goal of ease of use is to measure their ability to reach what they want more than the ease of access to that, which matches the results of previous studies that have already and found that experienced users do not suffer from anxiety while using the sites as they encounter fewer problems while navigating, as the study found. Females with design experience have higher confidence than males, so this also affects how design is evaluated more clearly than males (Page & Kelly et al., 2019).

The Study of Paulus (2018)

The study indicated that there is no specific length for the page, but the latest findings are that the length of the page is assumed to not be more than three times its height. The study found that there is no relationship between the length of the page and the extent of users' concentration during their search for information.

The two researchers also found that users prefer a small number of links on the page, because this has a positive effect that helps users to maintain their focus while looking at the information provided without the presence of links that cause confusion. The study indicated that there is no specific length for the page, but the latest findings are that the length of the page is assumed to not be more than three times its height.

The study found that there is no relationship between the length of the page and the extent of users' concentration during their search for information. The two researchers also found that users prefer a small number of links on the page, because this has a positive effect that helps users to maintain their focus while looking at the information provided without the presence of links that cause confusion (Santosa & Paulus, 2018).

The Study of Ester & Klaus (2017)

The study showed that the most important reasons behind the formal differences between the design of the websites of electronic newspapers, with a paper copy, and independent news sites, that do not belong to any media, is the ability of the latter to employ the capabilities of the Internet. And this is reflected on the users' preferences for sites, rather than others.

The first model relies on the content displayed on hard copy of newspapers. While Internet users prefer to get backgrounds on topics as a result of the links provided by the sites. As for the news sites that belong radio and television stations, they are the most benefiting from the technical capabilities of the Internet, whether by providing links to other sites to get more information, or the capacity to update information quickly and provide chat rooms, so users prefer and rely on them to get breaking news (Waal, Ester De, Schoenbach & Klaus, 2017).

Type and Method of Study

The study falls within the descriptive studies as it seeks to characterize and analyze the design of websites in the Iraqi press, and the extent to which it takes into account the new dimensions added by the internet. This is reflected on the general appearance of the newspaper's website, and the attraction of users to the websites. The study applies the survey (scanning) method on the users to know their evaluation of newspaper websites and the degree of their satisfaction with their design.

Data Collection Means

In both the analytical and field studies, the researchers used the form as a means for data collection. Completing the design of the form, it was presented to arbitrators specialized

in the media field to express their opinion on the extent of its ability to measure the dimensions of the study and reach an answer to its questions. And that was between (10/3/2021) and (31/3/2021).

Depending on the arbitrators' notes, some amendments were made, either by adding new questions or amending the wording of the forms .

The Field Study

The two researchers used the questionnaire as a means for data collection. After mastering the field of ease-of-use studies, researchers were able to clarify the methods used in its measurement, and to show the difference in their use and that the matter is related to the purpose of the study. Each method has characteristics that distinguish it from others and a stage in which it is preferred to be used, as follows: (Credible & Web, 2017)

The two researchers consider that the questionnaire style as the suitable style for the current study. This is so, because it aims at knowing the evaluation of the users, who use the ease of the usage of websites sample of the electronic Iraqi newspapers, which are under analysis. Such a style, enables the researchers achieve the statistical results that help in responding to the hypotheses of the study. This cannot be found in the style of meetings, which is also used in the stage of evaluation. The two researchers depend on the Triple Likert Scale.

One of the reasons behind using few numbers of categories with the scale is that the samples don't have knowledge background about the subject. This can also be applied on the topics that do not require accurate differentiation in the extremity of dimensions (Zagheeb & Shaimaa, 2009). The two researchers send the questionnaire electronically to the sample of the study. Knowing that only one questionnaire has been designed, and from its beginning, the preferred website followed by the sample, to the questionnaire is directed, has also been specified.

Field Standards of the Study

The researchers had previously designed the questionnaire questions in a way that helps them to reach aggregative measures that enable them to reach an answer to the axes of the field study and its hypotheses. It should be noted that the question statements had these alternatives: agree (3), neutral (2), disagree (1), but there are some statements that indicate a negative reference, so when constructing the scale, their answer alternatives were re-coded to be Agree (1), Neutral (2), opposition (3), and this remark applies to four phrases from the thirteenth question No. (7,13,27,31), a phrase from the fourteenth question No. (8), and a phrase from the fifteenth question No. (16) Accordingly, seven main measures were reached.

Procedure Framework

Community and Sample of the Study

The researchers apply the study to the websites of the Iraqi electronic newspapers, and the sample of the electronic newspapers will be distributed according to the type of ownership. The sample representation is taken into account for what is found in the study community. The researchers select the most used Iraqi electronic newspapers sites, using the Alexa site, so the sample was distributed as follows:

- Newspapers with hard copy equivalent (Al-Sabah) (government newspaper) (www.alsabaah.iq)
- Newspapers with hard copy equivalents (Al-Sabah Al-Jadeed) (New Sabah) (Private newspaper) (www.newsabah.com)
- Newspapers with hard copy equivalents (Azzaman, Iraq Edition) (Private newspaper) (www.azzaman-iraq.com)

- Newspapers with hard copy equivalent paper (Al-Mada) (Private newspaper) (www.almadapaper.net)

In addition to applying the study on a deliberate sample of the Iraqi users of the websites of the Iraqi newspapers who follow the websites of the electronic newspapers are distributed according to the variable of gender and age. And because the study falls within the quantitative studies in the field of ease of use, the number of users should not be less than (30) to obtain statistical significance in line with the point of view of researcher Jacob Nielsen, which many researchers have previously adopted (Nielsen & Jacob, 2010).

The researchers see the possibility of doubling the number proposed by Jacob Nielsen to reach (60) users for each site, in order to ensure access to more general and comprehensive results that enable them to evaluate the website design of Iraqi newspapers, and the sample items will be distributed equally between males and females, provided that it is (30) users. For each of the two types, then the items are distributed according to the age variable, and thus the total sample of the study is (240) users.

Research Time Limits

The time dimension of the field study is the period between (15/7/2021) and (15/8/2021), and the reasons for the time interval between the two studies, which reach (15) days, are given to the researchers completing the postal addresses of the respondents and completing the design of the form electronically. However, the researchers continued to follow up the design of the sites until the end of the application of the field study, in order to monitor any change in its design.

Tests of Validity and Reliability

Validity of the Tool

The researchers used the virtual honesty method, as they presented the field study form to a group of arbitrators specialized in the field of media in general and electronic journalism in particular.

Data Collection

The data collection process lasted for a month, starting from 15/7/2021 until 15/8/2021, according to the field study form.

Statistical Data Processing

After completing the collection of study data, it was entered - after coding - to the computer, and then it was processed, analyzed, and statistical results were extracted using the "Statistical Package for the Social Sciences" program, known as (SPSS) for the abbreviation of (Statistical Package for the Social Sciences).

Defining Terms

Many definitions of concerning terms of the study were made by some researchers, as follows:

- Design: "Manar Fathi Muhammad" defines design as a means to achieve an end, so the site is built for many reasons, but the most important one is enable the user to use the site and achieve certain goals. A user can read, listen to, add, and print the data he wants. Another reason behind the design is to make the site surfed and used by many users using different access devices (Mohammed & Manar Fathi, 2011).

- Design: “Sherif Darwish Al-Labban” defined it as the process of following the path of the eye on computer screens when browsing electronic newspapers. It is one of the most important characteristics and distinguishing features of the process of reading electronic newspapers on the Internet, in addition to being a process of analyzing digital typography, especially titles, and how to design electronic newspapers websites. It affects news retrieval, user's awareness, multimedia effects on site design, and its role in achieving the site's functions (Al-Labban & Sherif, 2011).
- Newspapers' websites: Maha Abdel-Majeed Salah defined it as the instant electronic product of newspapers that has a paper origin and is published to the public via the Internet (Salah & Maha, 2004).
- Websites of electronic newspapers: “Abdul-Jawad Sa'eed” defined it as the issuance and dissemination of electronic newspapers on the international information network, whether as electronic versions of printed paper newspapers or a summary of their most important contents, or as electronic newspapers and magazines that do not have regular issues printed on paper and include a mixture of newsletters, articles, stories, comments, images and services reference (Sa'eed & Abdel-Jawad, 2003)

Procedural Concepts

- Design: It is the method of distributing the elements that contribute to giving the electronic newspaper the general appearance that is supposed to be accepted by users for its production according to the concept of ease of browsing, and everything related to the methods applied in displaying the information
- Electronic newspapers websites: the concept refers to newspapers' websites, whether they have a hard copy equivalent or electronic ones that are produced in all their stages on the Internet. The concept also refers to independent newspapers that have no connection with any traditional means. These electronic newspapers are characterized by the predominance of news content on their pages and continuous following-up news and updating.

The Field Study: The Evaluation of the Study Sample Members for the Design of Websites in the Iraqi Press

| Use of net or Website | Low | | Medium | | High | | Total | |
|-----------------------|------|------|--------|------|------|------|-------|-----|
| | Rep. | % | Rep. | % | Rep. | % | Rep. | % |
| Al-Sabah | 5 | 38.5 | 10 | 27 | 45 | 23.5 | 60 | 25 |
| New Sabah | 5 | 38.5 | 15 | 40.5 | 40 | 21.5 | 60 | 25 |
| Azzaman | 1 | 7.5 | 9 | 24 | 50 | 26 | 60 | 25 |
| Al-Mada | 2 | 15.5 | 3 | 8.5 | 55 | 29 | 60 | 25 |
| Total | 13 | 100 | 37 | 100 | 190 | 100 | 240 | 100 |

Previous results indicate the high intensity of use of internet by the study sample, as it reached the highest percentage (29%) in the Al-Mada website, and this percentage did not decrease much in Azzaman website, as it reached (26%). It was (23.5%) in Al- Sabah website. The lowest was for the New Sabah website, which amounted to (21.5%).

Therefore, it can be concluded from the previous scale that the study sample members have experience in using internet and have sufficient experience to evaluate the sites of the study sample, based on the nature of the answers to the questions included in the scale.

| Browser or Website | Internet Explorer | | Mozilla Firefox | | Google Chrome | | Net Scape | | Opera | | Safari | | Total | |
|--------------------|-------------------|------|-----------------|------|---------------|------|-----------|-----|-------|-----|--------|-----|-------|-----|
| | Rep. | % | Rep. | % | Rep. | % | Rep. | % | Rep. | % | Rep. | % | Rep. | % |
| Al-Sabah | 5 | 23.8 | 15 | 26.3 | 35 | 22.9 | - | - | 2 | 50 | 3 | 100 | 60 | 25 |
| New Sabah | 5 | 23.8 | 15 | 26.3 | 40 | 26.1 | - | - | - | - | - | - | 60 | 25 |
| Azzaman | 5 | 23.8 | 10 | 17.5 | 45 | 29.4 | - | - | - | - | - | - | 60 | 25 |
| Al-Mada | 6 | 28.6 | 17 | 29.9 | 33 | 21.6 | 2 | 100 | 2 | 50 | - | - | 60 | 25 |
| Total | 21 | 100 | 57 | 100 | 153 | 100 | 2 | 100 | 4 | 100 | 3 | 100 | 240 | 100 |

It is clear from the above table that the browser (Google Chrome) is the most widely used browser among the study sample, as it reached the largest percentage of its use on the level of the study sites by the respondents of Azzaman site (29.4%), followed by the new Al-Sabah site by (26.1%). The level of the rest of the sites, such as New Sabah site by (22.9%) and Al-Mada site by (21.6%).

The researchers had previously indicated in the analytical study that there are no fundamental differences in the way web pages appear across the three browsers referred to by the field study represented, and in the following order: (Google Chrome, Mozilla Firefox, Internet Explorer)

| Service Website | Dial Up | | ADSL | | USB modem | | Total | |
|-----------------|---------|------|------|------|-----------|------|-------|-----|
| | Rep. | % | Rep. | % | Rep. | % | Rep. | % |
| Al-Sabah | 5 | 33.3 | 39 | 23.6 | 16 | 26.7 | 60 | 25 |
| New Sabah | 7 | 46.7 | 35 | 21.2 | 18 | 30 | 60 | 25 |
| Azzaman | 1 | 6.7 | 44 | 26.7 | 15 | 25 | 60 | 25 |
| Al-Mada | 2 | 13.3 | 47 | 28.5 | 11 | 18.3 | 60 | 25 |
| Total | 15 | 100 | 165 | 100 | 60 | 100 | 240 | 100 |

Results show clear differences between the percentages of ADSL users compared to the rest of the means of network communication, whether at the level of the sample as a whole or each site separately.

It was found that the individuals of the Al-Mada website sample used ADSL the most with a percentage of (28.5%). Azzaman website came in second place with (26.7%). Al-Sabah website came in the third place (23.6%), and finally the percentage of the New Sabah website ranked last (21.2%).

Researchers believe that one of the reasons for the preference of the study sample (ADSL) is that it provides a better connection speed than the previous two types, as it allows the service for a longer time for a lower fee compared to the rest of the types.

| Speed or Website | 128KB | | 256KB | | 512KB | | 1MB | | 2MB | | 3.5MB | | 7.2MB | | Total | |
|------------------|-------|------|-------|------|-------|------|-----|------|-----|------|-------|------|-------|------|-------|-----|
| | Rep | % | Rep | % | Rep | % | Rep | % | Rep | % | Rep | % | Rep | % | Rep | % |
| Al-Sabah | 3 | 37.5 | 1 | 5.5 | 15 | 36.5 | 30 | 23.2 | 5 | 27.8 | 3 | 27.3 | 3 | 23.3 | 60 | 25 |
| New Sabah | 1 | 12.5 | 3 | 15.7 | 15 | 36.5 | 25 | 19.2 | 9 | 50 | 6 | 54.5 | 1 | 7.6 | 60 | 25 |
| Azzaman | 2 | 25 | 10 | 52.5 | 1 | 2.5 | 35 | 26.9 | 3 | 16.7 | 1 | 9.1 | 8 | 61.5 | 60 | 25 |
| Al-Mada | 2 | 25 | 5 | 26.3 | 10 | 24.5 | 40 | 30.7 | 1 | 5.5 | 1 | 9.1 | 1 | 7.6 | 60 | 25 |
| Total | 8 | 100 | 19 | 100 | 41 | 100 | 130 | 100 | 18 | 100 | 11 | 100 | 13 | 100 | 240 | 100 |

The above table indicates that the highest percentage in terms of speeds used is (1 MB), and it is the most widely used speed in most of the study sites, as the percentage of use exceeded compared to the rest of the speeds in each of the Al- Mada site by (30.7%), in the first place. Azzaman ranked second with a rate of (26.9%), followed by Al-Sabah website with a percentage of (23.2%), and finally New Sabah website with a percentage of (19.2%).

In general, it is clear from the percentages of the most used speeds among the members of the study sample that they have high Internet connection speeds. This ensures them a faster download speed and better quality with regard to the technical aspect, especially in the case of browsing or downloading multimedia, if available.

| Website use or Website | Low | | Medium | | High | | Total | |
|------------------------|------|------|--------|------|------|------|-------|-----|
| | Rep. | % | Rep. | % | Rep. | % | Rep. | % |
| Al-Sabah | 40 | 24.5 | 10 | 31.3 | 10 | 22.7 | 60 | 25 |
| New Sabah | 44 | 26.8 | 10 | 31.3 | 6 | 13.6 | 60 | 25 |
| Azzaman | 45 | 27.4 | 7 | 21.8 | 8 | 18.2 | 60 | 25 |
| Al-Mada | 35 | 21.3 | 5 | 15.6 | 20 | 45.5 | 60 | 25 |
| Total | 164 | 100 | 32 | 100 | 44 | 100 | 240 | 100 |

The use of sites by the study sample is considered low, as the total percentages of this level were in the following order: Azzaman site (27.4%), followed by New Sabah site by (26.8%), then Al-Sabah site by (24.5%) and finally Al-Mada site by (21.3%). This result is related to the nature of the answers to the questions dedicated to building this scale, as one of them is dedicated to knowing the extent to which the study sample members use websites per week.

The two researchers believe that one of the reasons for the lack of regular use is related to the existence of other means to obtain information, especially at the present time, the use of social media by individuals has increased, which prompted the media to provide pages on it and provide news through them, which reduced the percentage of browsing websites and reliance on their pages on social media sites.

| Satisfaction or Website | Dissatisfied | | Somewhat Satisfied | | Satisfied | | Total | |
|-------------------------|--------------|------|--------------------|------|-----------|------|-------|-----|
| | Rep. | % | Rep. | % | Rep. | % | Rep. | % |
| Al-Sabah | 1 | 4.3 | 54 | 30.3 | 5 | 12.8 | 60 | 25 |
| New Sabah | 20 | 86.9 | 40 | 22.5 | - | - | 60 | 25 |
| Azzaman | 2 | 8.8 | 47 | 26.4 | 11 | 28.3 | 60 | 25 |
| Al-Mada | - | - | 37 | 20.8 | 23 | 58.9 | 60 | 25 |
| Total | 23 | 100 | 178 | 100 | 39 | 100 | 240 | 100 |

The respondents were somewhat satisfied with the design of the general shape of the pages and the distribution of their elements, as the percentage increased at the level of each site separately, where the value of the percentages exceeded (20.8%).

With the exception of Al-Mada site, which was somewhat satisfied with the general design of the page (20.8%). While the dissatisfied with the general design of the page on New Sabah website reached (86.9%).

The two researchers believe that this result is largely related to what was previously reached in the analytical study, as the design extends over the width of the page, so there is no specific area for the design that pushes the user to focus his attention on a specific area.

| Satisfaction or Website | Dissatisfied | | Somewhat Satisfied | | Satisfied | | Total | |
|-------------------------|--------------|-----|--------------------|------|-----------|------|-------|-----|
| | Rep. | % | Rep. | % | Rep. | % | Rep. | % |
| Al-Sabah | 1 | 100 | 19 | 23.5 | 40 | 25.4 | 60 | 25 |
| New Sabah | - | - | 45 | 55.5 | 15 | 9.5 | 60 | 25 |
| Azzaman | - | - | 9 | 11.1 | 51 | 32.2 | 60 | 25 |
| Al-Mada | - | - | 8 | 9.9 | 52 | 32.9 | 60 | 25 |
| Total | 1 | 100 | 81 | 100 | 158 | 100 | 240 | 100 |

Results of the above table show that they are satisfied with the method used in distributing the information, and as shown in each site, as the highest percentage was for Al-Mada (32.9%) and Azzaman (32.2%), and they are the two sites that did not get any percentage of dissatisfaction.

The two researchers have already came up with in the analytical study, it was found that after the information in all sites did not exceed three clicks, which is one of the most important rules talked about by studies of ease of use. In addition to following the method that facilitates access to information as a result of the use of the hierarchical and successive method in the presentation, which are among the easiest methods for users who agree and have preconception about the distribution of information.

| Satisfaction or Website | Dissatisfied | | Somewhat Satisfied | | Satisfied | | Total | |
|-------------------------|--------------|------|--------------------|------|-----------|------|-------|-----|
| | Rep. | % | Rep. | % | Rep. | % | Rep. | % |
| Al-Sabah | - | - | 16 | 13.5 | 44 | 38.3 | 60 | 25 |
| New Sabah | 1 | 14.3 | 40 | 33.9 | 19 | 16.5 | 60 | 25 |
| Azzaman | 6 | 85.7 | 49 | 41.5 | 5 | 4.3 | 60 | 25 |
| Al-Mada | - | - | 13 | 11.1 | 47 | 40.9 | 60 | 25 |
| Total | 7 | 100 | 118 | 100 | 115 | 100 | 240 | 100 |

The paragraph (somewhat satisfied with navigating the study sample sites) got the highest percentage, as it reached (41.5%) on Azzaman newspaper website links to distinguish between what was previously visited and what the user has not yet browsed, as well as the absence of a search engine that helps them quickly reach what they want, which forces them to spend more time searching for what they want, and there are no maps of sites except for the site of Azzaman.

However, considering at the distribution of satisfaction rates for each site separately, it turns out that the highest percentage of the sample members of each site were satisfied with surfing, so the highest percentage of satisfaction among the members of the Al-Mada site sample was (40.9%). It was followed by the Al-Sabah website with a percentage of (38.3%), then New Sabah website with a percentage of (16.5%), and finally Azzaman website with a percentage of (4.3%).

| Satisfaction or Website | Low | | Medium | | High | | Total | |
|-------------------------|------|------|--------|------|------|------|-------|-----|
| | Rep. | % | Rep. | % | Rep. | % | Rep. | % |
| Al-Sabah | 1 | 7.1 | 29 | 23.4 | 30 | 29.5 | 60 | 25 |
| New Sabah | 5 | 35.7 | 52 | 41.9 | 3 | 2.9 | 60 | 25 |
| Azzaman | 8 | 57.2 | 31 | 25 | 21 | 20.5 | 60 | 25 |
| Al-Mada | - | - | 12 | 9.7 | 48 | 47.1 | 60 | 25 |
| Total | 14 | 100 | 124 | 100 | 102 | 100 | 240 | 100 |

Results of ease of use for all study sites show that they are generally medium, as the percentage was high at the level of each site. It reached the highest percentage in New Sabah website (41.9%), in the time site (25%) and in Al-Sabah site (23.4%), but it decreased in the site Al-Mada up to (9.7%). As for the Al-Mada and Al-Sabah websites, the degree of ease of use for them was high, as it reached (47.1%) on the Al-Mada website and in the Al-Sabah website (29.5%) at the level of the rest of the study sample websites. Result of this scale is related to the previous three scales related to the dimensions of the general shape of the page, the distribution of its elements, and the ease of access to information and surfing.

| Satisfaction or Website | Dissatisfied | | Somewhat Satisfied | | Satisfied | | Total | |
|-------------------------|--------------|------|--------------------|------|-----------|------|-------|-----|
| | Rep. | % | Rep. | % | Rep. | % | Rep. | % |
| Al-Sabah | 1 | 16.7 | 14 | 17.5 | 45 | 29.2 | 60 | 25 |
| New Sabah | 2 | 33.3 | 40 | 50 | 18 | 11.7 | 60 | 25 |
| Azzaman | 1 | 16.7 | 18 | 22.5 | 41 | 26.6 | 60 | 25 |
| Al-Mada | 2 | 33.3 | 8 | 10 | 50 | 32.5 | 60 | 25 |
| Total | 6 | 100 | 80 | 100 | 154 | 100 | 240 | 100 |

The largest percentage refers to the general satisfaction with the design of the study websites, regardless of the details of its design. The basis for building this scale is three statements, two of which are dedicated to knowing the ability of the design to encourage the user to continue browsing, including the design of the main page, because if accepted, users will continue to browse the site, otherwise they will move another.

News sites follow the same model of paper journalism by having a main page that serves as the entry point for the site where it informs users of the most important topics and sections. While the third statement of the scale aimed at knowing the ability of sites to provide pleasure for the user, which in turn is considered the top of the pyramid of ease.

Difficulties Found While Browsing the Sites

| Difficulties or Websites | Yes | | No | | Total | |
|--------------------------|------|------|------|------|-------|-----|
| | Rep. | % | Rep. | % | Rep. | % |
| Al-Sabah | 6 | 17.6 | 54 | 26.2 | 60 | 25 |
| New Sabah | 12 | 35.4 | 48 | 23.3 | 60 | 25 |
| Azzaman | 10 | 29.4 | 50 | 24.3 | 60 | 25 |
| Al-Mada | 6 | 17.6 | 54 | 26.2 | 60 | 25 |
| Total | 34 | 100 | 206 | 100 | 240 | 100 |

Higher percentages indicate that there are no difficulties faced by the respondents while browsing the study sample sites and this is related to each site obtaining high percentages of the absence of difficulties during browsing.

Percentage reached (35.4%). Researchers believe that the basis for this is what the user has previously encountered during the application of the analytical study, which is the presence of some technical problems on the site that the user does not find justification for which prevents the opening of some pages of media materials.

Results of the Tested Hypotheses

The study included four main assumptions, those related to ease of use were studied at the level of the three dimensions of design related to the general appearance of the page, the distribution of its elements, and the ease of access to information and navigation.

While the assumptions related to demographic variables were studied at the level of three variables also related to gender, age and educational level.

H1: There is a statistically significant relationship between the ease of using each of the study sample sites and the extent of its users' satisfaction with it.

| Website | Correlation Coefficient Value | Significance Reference Level | Number of Items |
|-----------|-------------------------------|------------------------------|-----------------|
| Al-Sabah | 0.512 | 0.001 | 60 |
| New Sabah | 0.698 | 0.000 | 60 |
| Azzaman | 0.439 | 0.005 | 60 |
| Al-Mada | 0.573 | 0.000 | 60 |

Results indicate that there is a positive relationship between the general appearance of the page and the users' satisfaction with all the sites of the study sample at the level of significance (0.05). Relationship was proven on Al-Sabah website, as the value of the correlation coefficient was (0.512) at the level of significance (0.001). It was also proven to be true at the level of New Sabah website, as the value of the correlation coefficient was (0.698) at the level of significance (0.000).

It was also clear that there was the same previous relationship at the level of Azzaman website, as the value of the correlation coefficient reached (0.439) at the level of significance (0.005). The same relationship applies to Al-Mada website, as the value of the correlation coefficient was (0.573) at the level of significance (0.000).

Thus, the hypothesis was proven correct at the level of all the sites of the study sample, as it was found that the general shape of the page and the distribution of its elements had an effect, even to a moderate degree, on users' satisfaction with the site's design.

H2: There is a statistically significant reference relationship between the ease of using each site of the study sample and the frequency of its visit.

| Website | Correlation Coefficient Value | Significance Reference Level | Number of Items |
|-----------|-------------------------------|------------------------------|-----------------|
| Al-Sabah | 0.126 | 0.438 | 60 |
| New Sabah | 0.186 | 0.251 | 60 |
| Azzaman | 0.506 | 0.001 | 60 |
| Al-Mada | 0.013 - | 0.938 | 60 |

Results indicate the existence of a positive relationship between the general shape of the page and the frequent visits of users to Azzaman website. That was at a level of significance of (0.05), while the validity of the relationship was not proven at the level of the rest of the sites at the previous level of significance.

The validity of positive relationship was confirmed at the level of Azzaman website, because the value of the correlation coefficient was (0.506) at the level of significance (0.001). Thus the validity of the hypothesis was partially accepted about the existence of a relationship between the general shape of the page and the frequency of visiting the site, as the relationship applied at the level of Azzaman website, while It was not validated at the level of the rest of the study sample sites.

H3: There is a statistically significant relationship between the extent of using each of the study sample sites and satisfaction with its design.

| Website | Correlation Coefficient Value | Significance Reference Level | Number of Items |
|-----------|-------------------------------|------------------------------|-----------------|
| Al-Sabah | 0.126 | 0.440 | 60 |
| New Sabah | 0.266 | 0.097 | 60 |
| Azzaman | 0.030 | 0.854 | 60 |
| Al-Mada | 0.267 | 0.096 | 60 |

Results of the above table show the instability of the validity of the relationship between the extent of the use of sites and satisfaction with their design at the level of all sites of the study sample at the level of significance reference (0.05). Thus the hypothesis is not accepted because it is not valid at the level of the study sample sites.

H4: There is a statistically significant relationship between the experience of the sample members of each of the study sites in using the Internet and their satisfaction with its design.

| Website | Correlation Coefficient Value | Significance Reference Level | Number of Items |
|-----------|-------------------------------|------------------------------|-----------------|
| Al-Sabah | 0.041 | 0.800 | 60 |
| New Sabah | 0.317 | 0.046 | 60 |
| Azzaman | 0.046 - | 0.778 | 60 |
| Al-Mada | 0.178 - | 0.272 | 60 |

Results showed that there is a positive relationship between the experience of sample members, in using internet, and the extent of satisfaction concerning the design of the websites for New Sabah site at a significant level of (0.05). Whereas, the previous assumption proved to invalid as for the rest of other sites of sample. Correlation coefficient in New Sabah site's value of New Sabah site reached (0.317) with significance reference level of (0.046). Thus the assumption was partially proved to be valid concerning the site of New Sabah. The relation between the extent of experience, in using internet, and the satisfaction of design for the rest of sample sites of the study.

CONCLUSION, RECOMMENDATIONS AND SUGGESTIONS

1. The results indicated that most of the study sample members tend to be somewhat satisfied with the dimensions of the design under study, which calls for conducting more in-depth studies and opinion polls by those in charge of the sites to know the users' evaluation of each element of the sites to make adjustments that agree with the users' opinions, to convert the proportion of those who are dissatisfied and

- somewhat satisfied to be satisfied with the design, which in turn is the goal that any party responsible for the design seeks, especially since the percentage of dissatisfied is few, so once the exact reasons that drive users to this evaluation are known, the problem is avoided.
2. The two researchers believe that if you want to make modifications to the designs to conform to the needs of the users, it is not necessary to re-design the sites as much as it is to introduce some modifications to the existing designs, meaning that the sites benefit from the general structure of the design, so it will be less expensive.
 3. When making any modification to the design, a prior study is required on a large number of users, because with every desire to change, designers will encounter a percentage of users who are accustomed to the design, and they will be concerned about the change, as it will require them to rediscover the site, so it is necessary to make sure in advance It is an urgent necessity to introduce any modification, and if it turns out that failure to make the required modifications negatively affects the design, the necessity for change appears, even if there is a percentage objecting to it.

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