



TMUL website

A study of user experiences of Taipei Medical University Library new website: using the Technology Acceptance Model



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Objectives

The old website of the TMUL has been used for 10 years, and it is no longer sufficient for use due to the development of multimedia contents and changing user behavior. Therefore, the TMUL created a new website and launched its beta version in April 2019. This study presents results of the use's experience survey based on Technology Acceptance Model.

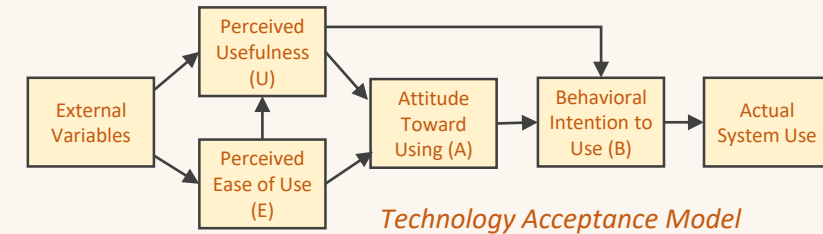
Methods

A questionnaire based on TAM was designed and then sent to all faculty, student, clinical staffs of the TMU and its affiliate hospital via email. There are four dimensions and three external variables in the questionnaire. Dimensions are

- 1) perceived of usefulness (interface, feature, operating, context, helpful);
- 2) perceived ease of use (easy to use, assistance from others, easy to find information);
- 3) attitude toward using (like the new website, positively helpful, satisfaction with use experience); and
- 4) behavioral intention to use (continue to use and recommend).

And external variables include (1). roles; (2). department belong to;

and (3). experience of using old TMUL website. In addition, qualitative feedbacks were also collected. We hope to explore the use experiences / intentions and its influencing factors about the beta version, and base on the results to improve the incoming new website.



Results

The online survey was delivered to 15,496 faculties, students, medical staff of the TMU and its affiliated hospitals on May 2019. In total, 204 valid questionnaires were received with the return ratio of 1.32%. Major findings are as follows:

- 1) 92.6 % of respondents have ever used the new library website.
- 2) "Perceived ease of use" affects "perceived usefulness".
- 3) "Perceived usefulness" and "attitude toward using" significantly effect "behavioral intention to use".

- 4) "Perceived ease of use" and "perceived usefulness" significantly effect "attitude toward using".
- 5) The difference "identity" affected "perceived ease of use".
- 6) There were no statistically significant differences in terms of "department" and "experience" in dimensions of "perceived usefulness", "perceived ease of use", "attitude toward using", and "behavioral intention to use".

Conclusions

In conclusion, the research findings fit the TAM. We also received some qualitative feedbacks : "The new website is simple and easy to find information", "It is easy to operate and find papers", "The website menu is clearer than the old one". The respondents

generally agreed that the new library website is easy to use and it's information is useful to them. And these will result an increasing opportunity for users to use the new website continuously.

