Application of Digital Cloud Media to Communicate Corporate Performance

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Abstract

Research on the application of digital cloud media to communicate organizational performance By evaluating the application of digital cloud media, 40 people, the objectives is as follows: 1) To study the use of digital cloud media for communicating organizational performance results. 2) To analyze the approaches for applying digital cloud media to communicate organizational performance results. The research focused on two online platforms, “Canva” and “Looker Studio (Google Data Studio),” and included evaluations of participants' knowledge and understanding through a pre- and post-training assessment.

Before using Canva, participants rated their knowledge and understanding at a low level ($\overline{x}$ = 2.50). After the training, their knowledge significantly improved to a high level ($\overline{x}$ = 4.40). The overall usability of the system, including ease of use and navigation, was rated at a high level ($\overline{x}$ = 4.22). Before using Looker Studio, participants rated their knowledge and understanding at a moderate level ($\overline{x}$ = 2.55). After using the platform, their understanding increased to the highest level ($\overline{x}$ = 4.53). The usability of Looker Studio, particularly in terms of ease of use, was rated at a high level ($\overline{x}$ = 4.23). The analysis indicated that the application of digital cloud media for communicating organizational performance results was rated at a high level ($\overline{x}$ = 4.25). The system’s accuracy was rated at the highest level ($\overline{x}$ = 4.55). Both Canva and Looker Studio were perceived as user-friendly platforms with simple and intuitive menus, rated at a high level ($\overline{x}$ = 4.25). The convenience of using online platforms and storing data on the cloud drive was rated at the highest level ($\overline{x}$ = 4.75).

The study found that the organization effectively created and communicated organizational performance data using digital cloud media. Academic support staff expressed the highest level of satisfaction with the application of these digital tools ($\overline{x}$ = 4.73).

Keywords: Digital Media, Cloud, Performance

1. Introduction

In recent times, organizational performance reporting has primarily been conducted through traditional paper-based documents. However, executives and curriculum leaders now seek digital, web-based summary reports that can present information on various display devices in line with the digital era. Recognizing this shift, Suan Sunandha Rajabhat University has prioritized enhancing the skills of academic support personnel as part of Strategic Goal 2: improving education management systems, fostering learning innovation, and elevating administrative standards to meet global benchmarks. Objective : To develop personnel who are well-prepared for changes within the digital society. Strategy : To equip personnel within the organization with digital skills and a digital working culture that promotes collaboration and readiness for digital societal transformations. The university is working towards full integration

as a digital university, further supported by knowledge-sharing initiatives within Knowledge Management (KM) Group 6 – Planning and Budgeting, with Subgroup 1 focusing on Strategic and Operational Planning. Knowledge Areas : Efficient performance reporting using Canva and Google Data Studio (Looker Studio). Collaborative data-driven administration supported by visual data insights (Google Data Studio or Looker Studio) within the Collab-Insights Group of the Office of General Education and Electronic Learning Innovation. The KM group includes members from seven academic units and five educational support units. These members participate in KM sessions using a storytelling approach to facilitate knowledge exchange. The university's purpose, mission, strategy, and goals are outlined in Suan Sunandha Rajabhat University's 5-Year Strategic Plan (2024–2028) and the Annual Operational Plan for FY 2024, emphasizing the importance of leveraging digital technology for communication and disseminating performance outcomes in digital formats. Personnel are encouraged to utilize digital media and technology effectively to meet their operational goals.

The Planning, Budgeting, and Quality Assurance Division within the Office of General Education and Electronic Learning Innovation has published performance data for FY 2024 using digital media and technologies such as Google Sheets, Canva, and Google Data Studio (Looker Studio). These tools were used to create various media, including banners, social media images, advertisements, posters, and presentations. Google Data Studio (Looker Studio) was specifically selected as a tool to transform data analysis into user-friendly visual reports, connecting seamlessly with existing data for easier interpretation and sharing. Reports generated include bar charts, line graphs, and customizable elements, such as font styles, colors, and brand logos. A standout feature of Google Data Studio (Looker Studio) is its ability to integrate additional data from Google Analytics and Google Sheets, producing dynamic, interactive reports accessible via websites and mobile applications. Its intuitive interface, templates, and image options further support effective report design.

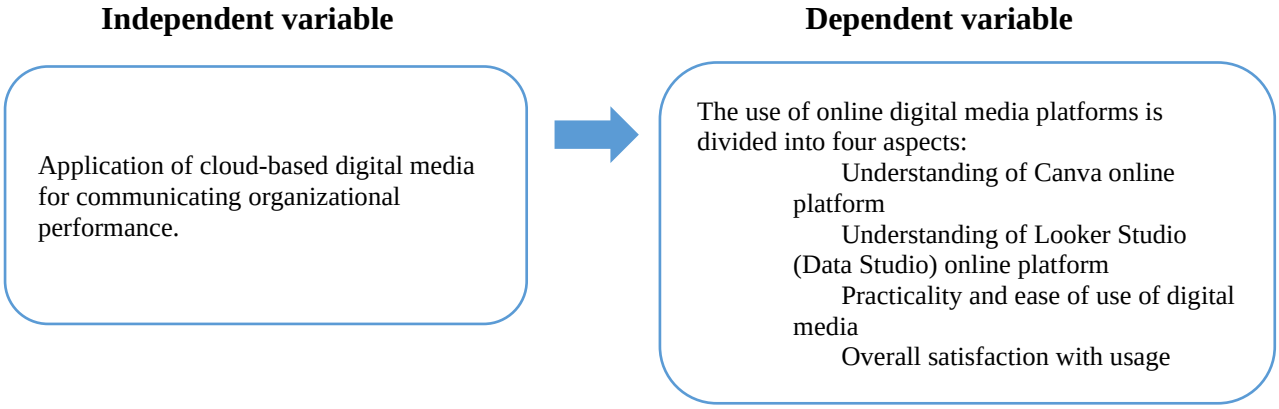
The need for digital information sharing aligns with the information requirements research of Wannarat Banjongkian (2023). Accordingly, this research topic (R2R), titled "Applying Cloud-Based Digital Media for Organizational Performance Communication," was developed with the following objectives: (1) to study the use of cloud-based digital media for organizational performance communication, and (2) to analyze approaches for applying cloud-based digital media for organizational performance communication. The platforms "Canva" and "Looker Studio (Google Data Studio)" have been selected to develop communication materials for organizational performance reporting.

1.1 **Research Objective**

1) To study the use of cloud-based digital media for communicating organizational performance.

2) To analyze approaches for applying cloud-based digital media for organizational performance communication.

2. Conceptual Framework



Conceptual Framework : In this framework, the Independent Variable is the application of cloud digital media for organizational performance communication. The Dependent Variable is the use of online digital platforms on the cloud, divided into four aspects:

1. Knowledge and understanding of the online platform Canva
2. Knowledge and understanding of the online platform Looker Studio (Data Studio)
3. Application of digital media on the cloud
4. Overall satisfaction

3. Methodology

The researcher conducted a study titled "Application of Cloud Digital Media for Organizational Performance Communication," with two main objectives: 1) to study the use of cloud digital media for organizational performance communication, and 2) to analyze approaches to applying cloud digital media for organizational performance communication. The survey respondents included 40 people. Training sessions were held on the online platforms Canva and Looker Studio (Data Studio). For data analysis, the researcher used the methods as follows: Qualitative Data Analysis: Data from responses were analyzed using content analysis, followed by calculating percentages and averages to interpret the findings.

1. Personal Status Analysis of Respondents: Analyzed using percentage statistics.
2. Opinion Survey Analysis: Assessed through questionnaires regarding activities and opinions on cloud digital media applications.
3. Calculation of Arithmetic Mean (Mean): The arithmetic mean was calculated based on the formula provided.

$$\bar{X} = \frac{\sum X}{n}$$

The methodology ensures a systematic collection and analysis of data to achieve the research objectives.

Percentage calculation is derived from a proportional value based on a base of 100. It can be calculated using the following formula:

$$\text{Percentage} = \frac{\text{Value to be Calculated}}{\text{Total Value}} \times 100$$

This formula enables the determination of percentage by comparing the specific value against the total, scaled to 100.

4. Results

The researcher conducted a study on the "Application of Cloud Digital Media for Organizational Performance Communication" with two main objectives: 1) to study the use of cloud digital media for organizational performance communication, and 2) to analyze approaches to applying cloud digital media for this purpose. Based on the collected data, the research findings are summarized as follows:

Satisfaction Assessment of Online Cloud Digital Media Platforms

The survey assessed satisfaction with cloud digital platforms across several sub-categories: 1) to study the use of cloud digital media for organizational performance communication

Sub-Category	N	Pre-Training Mean	Post-Training Mean	Overall Ease of Use Mean
1.1 Knowledge of the Online Platform Canva	**40**	2.50 (Low)	4.40 (High)	4.22 (High)
1.2 Knowledge of Looker Studio (Data Studio)	**40**	2.55 (Moderate)	4.53 (Very High)	4.23 (High)

2) to analyze approaches to applying cloud digital media for this purpose

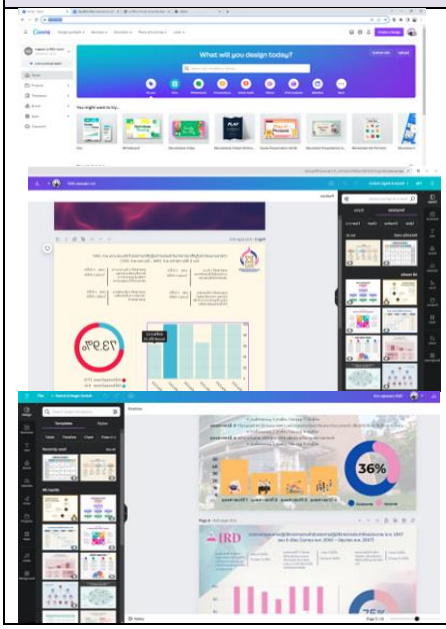
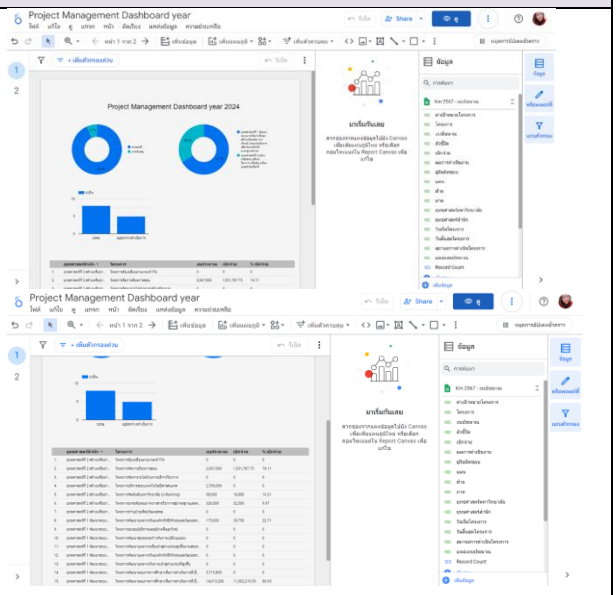
Sub-Category	N	Pre-Training Mean	Post-Training Mean	Overall Ease of Use Mean
2.1 Application of Cloud Digital Media	**40**	-	4.25 (High)	-
2.2 Overall Satisfaction	**40**	-	-	4.73Very High)

Detailed Results Knowledge of Canva Based on participants had a low level of knowledge about Canva before training ($\overline{x}$ = 2.50), which increased significantly after training to a high level ($\overline{x}$ = 4.40). The ease of use of the platform was rated high overall ($\overline{x}$ = 4.22). Knowledge of Looker Studio (Data Studio) shows that prior to using Looker Studio, participants' knowledge was at a moderate level ($\overline{x}$ = 2.55). After training, this increased to the highest level ($\overline{x}$ = 4.53), with the platform's ease of use rated high ($\overline{x}$ = 4.23). Application of Cloud Digital Media reveals that the application of cloud digital media was rated high ($\overline{x}$ = 4.25). The accuracy of the system was rated at the highest level ($\overline{x}$ = 4.55), with Canva and Looker Studio platforms considered easy to use and straightforward ($\overline{x}$ = 4.25). Additionally, convenience in data storage on the cloud (Cloud Drive) was rated at the highest level ($\overline{x}$ = 4.75). Overall Satisfaction Academic support staff rated their overall satisfaction with cloud digital media platforms at the highest level ($\overline{x}$ = 4.73).

5. Conclusion

The research on the "Application of Cloud Digital Media for Organizational Performance Communication" involved an analysis of responses from 40 people. The findings indicate that digital media was developed using online platforms to communicate the organization's performance effectively. The developed media successfully facilitated the communication of organizational outcomes, as illustrated in the image below.

Examples of the outputs include work created with Canva and Looker Studio (Google Data Studio).

Canva Project Example	Looker Studio (Google Data Studio) Project Example
	

The organization compiled information related to its operations and performance by applying cloud digital media to achieve the following objectives:

1) Using Cloud Digital Media for Organizational Performance Communication: The application of cloud-based digital media was rated at a high level, aligning with the research of Wannarat Banjongkian.

2) Application of Various Cloud Digital Media for Communication: The organization employed a range of digital media, often using more than one type of media, through online platforms such as "Canva" and "Looker Studio (Google Data Studio)," which aligns with the research by Anaphat Nongkhoo.

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