Guidelines for Managing the Website of the Office of General Education and Innovative Electronic Learning

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Abstract

This research focuses on improving website management and the dissemination of information to enhance user satisfaction. The study aims to analyze the current website structure, propose strategies for enhancement, and ensure the site meets the needs of students and visitors. The findings reveal that users are highly satisfied with the website in terms of usability, accessibility, content clarity, and organization of news announcements. The content clarity received the highest mean score of 4.84 (SD=0.36), indicating exceptional quality. However, areas such as page design and language usage in announcements, with mean scores of 4.34, offer opportunities for improvement. Recommendations include modernizing page design, integrating advanced filtering features for news, and refining language for conciseness and user-friendliness. These findings contribute to strategies for maintaining and enhancing the website's effectiveness in serving its audience.

Keywords: Educational Website, User Satisfaction, Website Management

1. Introduction

Nowadays, learning sources are not only limited to printed matter on paper but extend to digital and online social media. In the last two decades, the most significant (Vichivanives R. & Poonsilp K., 2017). The website is very important to access data. It is a source that collects a lot of data and responds to users' searches for information (Deeprai Y. & Poonsilp K., 2019). In the realm of academia, the efficacy of disseminating information and communicating with stakeholders stands as a critical component. The evolution of digital platforms has propelled educational institutions towards establishing robust online presences, notably through their websites. Recognizing the paramount importance of effective Public Relations (PR) strategies, this study delves into the optimization of PR data management techniques specifically tailored for General Education Academic websites (Sariya, N., 2017). With the advent of advanced technology, people can easily use smart devices to get internet access to surf the web seeking for information from anywhere (Machantuek, W., 2010). Most websites are set the display size 1024 X 768 pixels. The webpages are vertical and are separated into 4 frames, (1) header (2) left frame (3) right frame, and (4) footer. The navigation is mostly set in top center of the webpage with combination of graphics and texts. The webpage's main colors are the corporations' colors and use 2-3 colors, Tahoma font, and contain video/voice clips. The designers' concepts reveals that most websites are designed based on the international football clubs' websites, then adapted to suit their own needs. The users, it is found that most respondents like that (1) vertical webpages (2) logo on left side of header (3) use 2-3 colors

and (4) contain webboard and chat room (Otakum, N., 2020). Findings revealed that the majority of the participants used the website at home, 1-2 times per week, and used the website between 06.01 pm.–12.00 am of the Faculty of Management Science website among the students of Suan Sunandha Rajabhat University (Otakum, N., 2018) and personnel working for the Faculty of Management Science, Suan Sunandha Rajabhat University.

This study, titled "Guidelines for Managing the Website of the Office of General Education and Innovative Electronic Learning," seeks to address these challenges by evaluating the website's current state, identifying key factors influencing user satisfaction, and proposing actionable recommendations for improvement. The research objectives include analyzing user feedback, assessing satisfaction levels, and providing evidence-based guidelines to enhance the dissemination of news and information through the website.

By focusing on user-centered design principles and innovative digital strategies, this study contributes to the development of a more effective and user-friendly platform. The findings not only provide insights for the Office but also offer a framework that can be adapted by other educational institutions seeking to enhance their digital communication channels. The primary objectives revolve around two fundamental aspects: firstly, the standardization of PR content formats across the General Education Academic website to ensure consistency and uniformity, and secondly, the enhancement of the website's visual appeal, particularly focusing on the landing pages.

Figure 1: Research Model for Investigating the Impact of Website Design on User Satisfaction
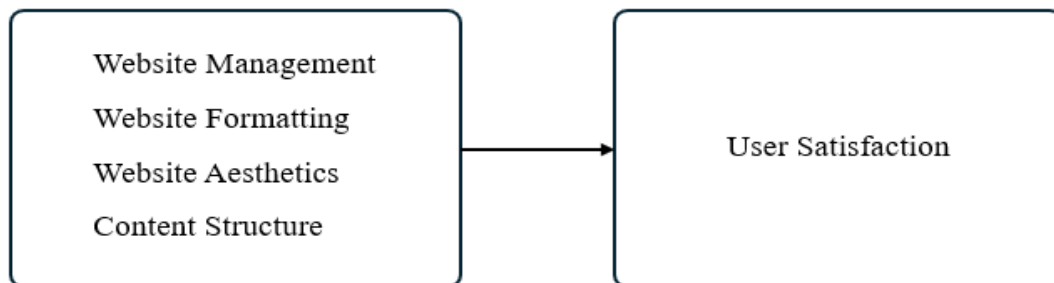

Figure 1 illustrates the research model adopted for the current study. The model posits that website management, formatting, aesthetics, and content structure are significant predictors of user satisfaction. Empirical testing of this model will help to elucidate the specific contributions of each design element.

1.1 **Research Objective**

This research study was aimed:

1. To develop guidelines for enhancing the effectiveness of news dissemination through the Office's website.

2. To propose a content and website structure management approach that addresses the needs of students and visitors while improving their overall satisfaction with the website.

2. Methodology

This research utilized a mixed-methods approach to study and develop guidelines for managing the website of the Office of General Education and Innovative Electronic Learning. The methodology is divided into the following sections:

1. **Research Design:** The study employed both qualitative and quantitative methods to comprehensively analyze the effectiveness of the website. Surveys were distributed to collect quantitative data, and observations were conducted to gather qualitative insights regarding user experiences.

2. **Population and Sample:** The population consisted of students, staff, and faculty members from Suan Sunandha Rajabhat University. A sample size of 271 respondents was selected, including 241 students and 30 staff members, ensuring diverse perspectives. The sampling method ensured representation from all user groups.

3. **Research Instrument:** A structured questionnaire was designed to measure satisfaction with various aspects of the website, including ease of use, accessibility, clarity of content, design, and functionality. The questionnaire consisted of a 5-point Likert scale to gauge satisfaction levels.

4. **Data Collection Process:** Data were collected over a defined period during the second and third semesters of the 2023 academic year. Participants were invited to complete the questionnaire, and responses were recorded for analysis.

5. **Data Analysis:** Statistical methods were used to analyze quantitative data. Descriptive statistics, including means and standard deviations, were calculated to assess user satisfaction in key areas. The qualitative data from observations were analyzed thematically to identify strengths and weaknesses in the website's current management and content structure.

6. **Research Location:** The study was conducted at Suan Sunandha Rajabhat University, with a focus on the Office of General Education and Innovative Electronic Learning's website.

7. **Timeline:** The research was carried out from data collection through analysis within the 2023 academic year.

This methodology ensured a comprehensive examination of the website's current performance and provided actionable insights for improving its management and usability.

3. Results

The findings of the study on the topic "Guidelines for Managing the Website of the Office of General Education and Innovative Electronic Learning" are summarized as follows:

Table 1 Status of Respondents Evaluating Website Usage Satisfaction:

Evaluation Status	Number	Percentage
Students	241	88.93%
Faculty	0	0%
Staff	30	12.17%
Total	271	100%

From the evaluation table, it is evident that the respondents included 88.93% students, 0% faculty, and 12.17% staff.

Table 2 Evaluation Ratings, Mean, Standard Deviation, and Interpretation:

Evaluation Criteria	Mean	Standard Deviation	Interpretation
Ease of Website Usage	4.51	0.50	Very high satisfaction
Accessibility of Information	4.50	0.50	Very high satisfaction
Clarity of Content	4.84	0.36	Very high satisfaction
Organization of News Announcements	4.51	0.50	Very high satisfaction
Language Simplicity in News Announcements	4.34	0.47	Highest satisfaction
Aesthetic Appeal of News Pages	4.34	0.47	Highest satisfaction
Orderliness of News Pages	4.51	0.50	Very high satisfaction

The results show that the users of the Office of General Education and Innovative Electronic Learning website are generally satisfied with its design and functionality. The ease of website usage and accessibility of information scored very high, indicating that users find the website easy to navigate and are able to find the information they need without difficulty.

The clarity of content received the highest rating (4.84), suggesting that the website's content is clear and easily understood by its users. This reflects well on the overall effectiveness of communication through the website. The organization of news announcements and orderliness of news pages also received high ratings, indicating that users appreciate the well-structured and logically arranged content.

However, there is room for improvement in language simplicity and the aesthetic appeal of the website's news pages. Both these areas scored 4.34, suggesting that while users find the language understandable, it could be simplified further, and the design could be made more visually appealing to enhance the overall user experience.

4. Conclusion

In conclusion, the research on the management of the Office of General Education and Innovative Electronic Learning website has yielded positive results. The website has received high levels of user satisfaction in terms of ease of use, accessibility of information, clarity of content, and the organization of news announcements. Clear communication and efficient navigation are essential for meeting the needs of the users.

Although the website performs well in most areas, there is still potential for improvement in the aesthetic appeal of the news pages and the simplicity of the language used in news announcements. Enhancing these aspects can further improve user experience and communication efficiency.

The findings from this research offer valuable insights for future improvements and provide a foundation for the continued development of the website, ensuring it meets the needs of both students and other visitors in a more effective and engaging way. Further efforts to streamline the website's design and simplify language will strengthen its role as a crucial communication tool for the Office of General Education and Innovative Electronic Learning.

5. Acknowledgments

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