EXPLORATIVE ANALYSIS OF IKI-SEA WEBSITE TO ATTRACT

MORE PARTICIPANTS

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ABSTRACT

The paper is to provide suggestions for IKI-SEA to attract more participants. There are many ways to attract participants. This article focuses on improving the website satisfaction of IKI-SEA to attract more participants. This paper firstly finds out the key words of college website satisfaction through a lot of literature reading, and then designs the interview according to these key words.

Through interviews, record the expectations and dissatisfaction of the respondents to the IKI-SEA website. Next, the questionnaire was designed based on these factors. After these questionnaires were issued and collected, the frequency and description in SPSS were used for preliminary analysis. According to the MEAN value, the widely accepted factors were judged, and then a crosstab was made with demographic information for further research. Because of the virus, it was not possible to find too many interviewees to guarantee the sampling evenness.

This article is an exploratory study of this research method, and has certain reference value for improving the satisfaction of IKI-SEA website.

Keywords: Color Science, Website Function, IT Communication, IT Information Website Style Catalogue

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Chen Chen

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF TABLES (Continued)

LIST OF TABLES (Continued)

LIST OF TABLES (Continued)

LIST OF TABLES (Continued)

LIST OF TABLES (Continued)

LIST OF TABLES (Continued)

LIST OF TABLES (Continued)

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

Many universities have set up their own websites. Website colorful, content navigation, content is also constantly optimized. However, they all contain the following parts: school introduction, press release, enrollment, employment information, faculty, scientific research achievements, institution setting, teaching materials, message boards and school forums. The establishment and maintenance of university website need a large amount of manpower and material resources, why should invest these to build their own website? Because this kind of website has its unique function. (Kucheriavy, n.d.). For now, the easiest way to find information about a university is through its website.

Website has become the main position of school information release, is the most important and convenient channel for teachers and students to obtain information, transfer knowledge and conduct academic research. On the other hand, the design of the portal website is the most direct demonstration of the level of informatization construction in colleges and universities. The quality of its information service is an important factor that affects user satisfaction and examinee's decision-making behavior. In addition, the website as a huge information system, there is no instruction manual, to access the user often has a certain purpose, and visitors don't stay long, so how the user in the process of access convenient and quick to obtain the required information, and can obtain good interaction experience and visual aesthetic feeling, is the core of web site design. (Saxton, 2017).This independent study report will be conducted from the following aspects Investigation

and analysis.

1.1 Research Background

1.1.1 Asia is the world's largest destination

Currently, Asia is the world's largest destination for overseas students and occupies an important position in the world market for overseas study and education. In the future, the number of Asian students studying abroad will continue to rise. There will also be a significant increase in the number of students studying in Asia. (Esaki-Smith, 2020)

1.1.2 The website ACTS

The website ACTS as an online intermediary, giving visitors the first impression and network experience. Usability and interactivity are two components of a website's functionality. These factors are often identified in the literature as closely related to the success or failure of websites, and they directly and profoundly affect the online consumer experience. Slow, dysfunctional web pages and poor interactivity prompt most online customers to look for alternatives, because time-saving and shopping conveniences are key motivations for most internet users to do business online. (Constantinides, Lorenzo-Romero & Gomez 2010)

1.1.3 IKI-SEA is Asia's leading institute for knowledge and innovation, with an extraordinary influence on knowledge and innovation, and is widely recognized. But there is a lack of Suggestions and feedback from users

1.2 Research Questions

What website changes could be implemented in the IKI-SEA research colloquium to attract more participants?

1.3 Research Objective

1.3.1 Through more scientific color matching, students through the website to increase recognition and goodwill of the IKI-SEA.

1.3.2 Through investigation and statistics, make the website has more needed and more practical functions.

1.3.3 Feasibility study on whether communication on the website is needed.
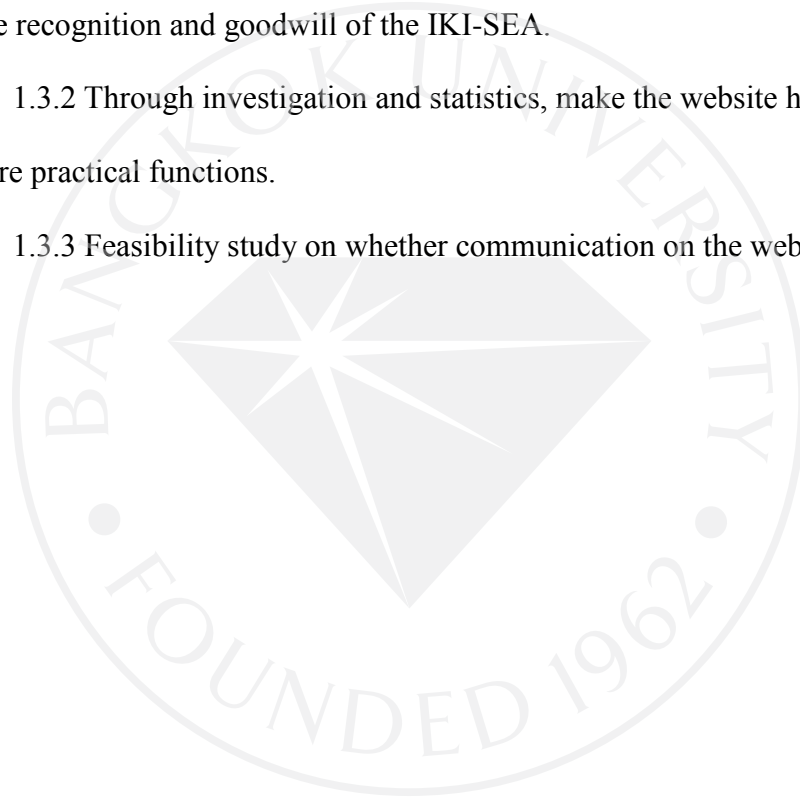
CHAPTER 2

LITERATURE REVIEW

2.1 Importance

With the maturity and perfection of campus network construction and application, the university portal website has gradually developed into one of the important platforms for information management and communication inside and outside the university. Within the school, the school website is not only a platform to provide information services for teachers and students, but also a platform to provide comprehensive services for teachers, staff and alumni. At the same time, it is a school education teaching management process reengineering and the education teaching reform plays an important role, on the one hand, through the traditional business functions such as online processing can optimize business report and approval process, improve work efficiency, but for students, teachers, curriculum and other data online information management, can realize effective classification, and data integration, optimization and improve the ability of the school of management, further implement the management informationization. University, on the other hand, through the web site provides virtual laboratory teaching for students, two-way video network multimedia courseware, teaching resource sharing and so on the many kinds of new study way, not only to achieve the "Internet +" education and effective integration, and improve the students' interest in learning, to help the student to obtain more resources to expand knowledge, at the same time meet the needs of no matter when and where all students can learn. Abroad, university website gradually become shape school the overall image, reflect the characteristics of campus culture and school

window, it not only assume the role of foreign exchange, at the same time he also show a mirror of the comprehensive strength of colleges and universities, and university construction and application situation of the portal can be reflected from the side degree and the development of college education informatization construction level. Therefore, a university portal website designed to meet the aesthetic needs of users and provide users with good executive experience plays an important role in promoting the overall image and soft power of colleges and universities（Liu, 2017).

2.2 Navigation Bar

University as being in the forefront of new technology, new knowledge, with highly educated high-quality teachers, and students like to try new things, therefore, how to seek a balance between the practice and innovation, how to improve the website show form to meet the demand of the teachers and students, and how to build rich connotation of university culture outstanding web portal is a problem worth thinking about. Increase the scope of web site interaction, Simplify integrated navigation bar, strengthen information retrieval function development. Navigation bar is the soul of a portal site, but also the main way to achieve its functions. Service individuation .College website visitors are relatively fixed, generally divided into students, faculty, alumni, students' parents and social people concerned about the development of the school. Different types of access users have different access needs, so we can customize the service information according to different types of access users, and integrate and classify the information they care about. (Zhao, 2015)

2.3 The Psychological Description of Color

Color has a close relationship with people's visual perception color has a unique symbolic meaning, representing people's colorful changes in the heart and complex emotions.

White has a divine quality. Give a person clean, simple, bright, and clean feeling. White is widely used in some high-end product website designs.

Black has solemn, composed character. Give a person mysterious, deep, sedate feeling. Black is often used in high-tech and military websites.

Gray has the characteristic of harmonic. Give a person ordinary, negative, neutral, silent feeling. So gray can be used in any color of the main site, play a transitional role.

Red has the characteristics of warmth, enthusiasm, vitality, excitement and anger. Give a person boiling blood, photographic memory, happiness, festive feeling. This kind of color is used for government websites, wedding dress service website.

Yellow has mature, sober, high - end characteristics. Give a person a kind of delicate, harvest feeling. More used in food, and children's website.

Blue has classic, cool, cool, honest, distant, eternal. Give people a calm thinking atmosphere. It is mainly used in the websites of high-tech enterprises and some authoritative websites.

Green has the character of calm, downy, fresh, youth, vigor. Give a person quiet, safe, healthy, safe feeling. It is widely used in schools, environmental protection, publicity and health websites.

Purple has a profound, proud, and elegant characteristics. A sense of mystery mostly used for women-themed websites: accessories, underwear, cosmetics, etc.

(Ferreira, 2019)

2.4 The Function of University Portal Website

University portal is different from the general enterprise portal or e-commerce website, it is a typical representative of the education website, with non-profit, so the university portal is different from the general enterprise portal functions and characteristics. Because of the function of university portal website, it will bring different subjective experience to users. China's university website construction and development, although different universities in their university website construction is different, but in general, its basic positioning is foreign exchange, internal comprehensive information service platform. Based on this, this paper thinks that the portal functions of universities mainly include the following aspects:

2.4.1 Information Function

For any website, the information function of the website is its core part, there is no information website cannot let users interested in the visit, there is no value. The information portal type provided by colleges and universities is relatively single, and the amount of information is large, so the importance of website information function and effectiveness is self-evident. Generally speaking, the information functions of the university website are mainly divided into information release, navigation, retrieval and so on. Information release, in order to meet the timeliness, university website official platform, campus news, announcements, and notify the dynamic information update, strive for accurate, in time for school teachers and students in a timely manner to understand the school's teaching and research and the latest dynamic management, and provide protection and support of after work and study, at the same time the

alumni, students, parents and other users of the society provides a way to understand the newest development of the school. Due to the complex content of large university website information, which involves many aspects such as teaching, scientific research and management of the university, in order to avoid users visiting the website, because the required information cannot be found information confusion, so universities are generally in the deployment of the home page navigation part. After investigation found that despite the different college web site navigation bar will be according to the different characteristics of the school, but in general, may the configuration file including schools, departments, set up and the college discipline construction, scientific research, teaching and other columns, cooperation, communication, and campus life, which will effectively improve the efficiency of search target information, when the user visits the site. Of course, in order to further reduce the time for visitors to find information, the website also learned from the strengths of general e-commerce sites to improve itself, in the home page deployed retrieval query function. Users can quickly find the information they need through the search function, and then provide a link to the target page to view the relevant information based on the search results. Of course, the website search function of general universities, to be further improved.

2.4.2 Personalized Service Functions

With the continuous development of university web portal, college portal website gradually become an important vehicle for the university to communicate with users. Compared with general e-commerce site, the site user type is fixed, generally can be divided into future students, students, faculty, alumni and parents pay close attention to the school social workers, etc. Different types of user access to

web site is different, so the demand is different, so the university website according to the general information of different types of users with personalized customization. For example the future students belong to have entered oneself for an examination the high school students, the school will need to provide them with the school situation, the recruitment of student's employment information such as study and campus life, convenient they can quickly have a comprehensive understanding to the school.

1) Interaction Function

Websites in colleges and universities generally provide message board, the principal mail, email and online Weibo, WeChat public and other interactive communication function, but also open the relevant person in charge of the teacher and work email or office telephone and other contact information. Users can interact through consultation to learn information, or to the school teaching management work put forward his own opinion and suggestion, which will effectively enhance students and students, students and teachers, teachers and leaders, and interactive communication between the departments, enhance university business and administrative handling of open and transparent. Website interactivity in colleges and universities, of course, some problems such as not feedback in time, and more is given priority to with text communication, real-time online video or voice communication basic does not exist.

2) The School Resources Integration Capability

Due to the various business types of colleges and universities, set up different departments to handle the related business which is the inevitable requirement of management in colleges and universities. Colleges and universities to the administrative department of each changed again with each other to make the

university can work efficient and fast. But due to different departments do not have a unified standard, the data will not be able to effectively share, despite the financial system, educational system, etc., but in fact, virtually constitute barriers to make each system formed by the "information island". The resource integration of university web site is by no means simple business system links on the page to add departments, but to break the original management department and between departments, between departments and colleges barrier, will be dispersed in the different system of classified data information and resources integration, fully implement the information resources sharing in different departments and between teachers and students.

3) Online Office Functions

College portal is the core of the university to promote and realize the paperless office. University website is not only to the release of various kinds of information, but also need to be able to provide users with deal with specific business related processes, matters needing attention, such as guidance, to help users effectively learned how to deal with the business, thereby reducing the user is invalid when dealing with business and unnecessary waiting time, improve college administrative business efficiency. And achieving the complete online business is dealt with, such as setting OA office system is responsible for the examination and verification, public announcements, etc., can effectively improve the speed of information update, ensure the timeliness of information.

4) The Entrance to the Function and Information Authority

Colleges portal as manifests its characteristics, the only official platform to show themselves, first of all to ensure that the web site of uniqueness, namely the uniqueness of user access. This is also in order to guarantee the uniqueness of

information, at the same time to the user to establish reliable subjective feeling in the heart, is conducive to enhance image of the invisible in colleges and universities. Even at the same time guarantee the authority of university website information, avoid by all means is constantly changing; further enhance the influence of the web site of colleges and universities (Liu, 2017).

2.5 Analysis on the Influencing Factors of College Students' Intention to Study Abroad

2.5.1 Factors affecting international relations. Relations for university students to study abroad will have a profound impact. Students at this stage have a clear view of the international, it has become the external factors affecting the development of its, the country's political stance will affect the value orientation of college students. For a long time, the United States is the first destination of college students to study abroad, but the situation has changed over the years. According to the BBC, the United States in 2018, a big drop in foreign students in university to recruit new even reached 7%. National education researchers interviewed some students to study abroad, especially most of these students for Chinese college students, students also have Japan, South Korea and other countries, the researchers asked the students why not choose to study in the United States, students said, this is their comprehensive factors such as politics, study in practicality, and study abroad cost objective decision. In fact, many students said that us visa application is my study in the will of the important reasons. In 2017 the United States to reduce the number of visas to foreign students 17%, grant a 28% reduction in the number of visas to Indian students, grant a 24% reduction in the number of visa to Chinese students. Visible,

social and political environment is the main factors influencing the will of college students to study abroad. If students decide to study abroad, they will not only have to bear the high tuition fees, but also worry about their personal safety abroad. From 2000 to 2018, the number of students going to the United States continued to increase, with students concentrated in professional fields such as science and technology and business.

2.5.2 Family factors the concept of home and parents is one of the important factors affecting college students study abroad will. Family economic foundation represents the student's study way and choose the direction, more than ninety percent of the students, the cost of studying abroad is provided in the home, these costs will be main economic source of students living abroad. Only ten percent of the students with the method of applying for a scholarship or work-study programs, supply their study abroad. In addition, the education of parents may also affect students' willingness to study abroad. Students parents themselves in the process of study, whether to accept the higher education, is also studied, it will affect their children to study abroad. A lot of parents education level in the phase of high school or technical secondary school, their family economic income is limited, can't pay for expensive costs. Only a small number of parents has received the higher education of the university of, said that children should have more vast sky, willing to raise household income and create a study abroad opportunities for children. But the university in the United States, or British university, studying abroad costs are not too low, the England international students tuition students tuition is much higher than Britain and the European Union, around 9000-around 25000 Euros.

2.5.3 The individual ideas influencing factors the students' individual thinking and values will affect study intend to. Many students in the aspect of study abroad is the existence of a herd mentality. Studies in a university in 2018, to wade, school of economics students investigation and research, found that students who study abroad will mainly appears as the following three aspects:

1) The students intend to clear enough they just see someone around you to study abroad, so will study abroad. Have the students say this is a kind of trend, can't fall behind.

2) Some students do not know why they study abroad, nor do they know how to choose the future development direction of their major. They subconsciously think that they should study abroad, because their high school classmates went to study abroad.

3) The current reading junior students have seen the future employment pressure, also know the talent in the fierce competition, in order to escape, to its students choose to study abroad. The herd mentality, therefore, is a prominent impact on college students' willingness to study abroad, but this kind of blindly following and the crowd behavior, also suggests that students' willingness to study abroad is not very strong, in a variety of factors, students are easy to give up the choice of studying abroad.

Students' learning situation factors Students' learning situation for study abroad will have an impact. By the research that the domestic study result good students, will clearly has a yearning to go abroad. Grades in the stages of medium and low grade students, the probability of going abroad is only at 30% to 50%, and present a downward trend year by year. Students' English level is also an important

factor affecting their willingness to go abroad. Many students give up going abroad because

CHAPTER 3

METHODOLOGY

This chapter discusses the used Descriptive Method of Research. The second section describes the steps of mixed method design both. The third part describes the populations of the respondents for both quantitative and qualitative approach. Subsequent sections describe the tools development and its quality.

3.1 Research Design

The ground survey and questionnaire were developed by using interview and narrative coding. Based on the literature review, the research design framework and variables were based on the interview guiding principles.

The determination of user satisfaction index is a complex and difficult process, which requires reading a large amount of literature, searching for relevant web pages and articles, and preliminary determination of keywords related to IKI-SEA website satisfaction through public interviews. In this way, the conceptual framework of this paper can be determined and a valuable questionnaire can be made to improve the satisfaction of IKI-SEA website.

For quantitative design, gathering and coding and categorizing the qualitative results and framework possible variables and parameters to assess students' satisfaction and opinion.

In order to design an open interview and determine the user satisfaction index of IKI-SEA website, this chapter mainly conducts an exploratory study according to the following steps:

1) Through consulting literature and thinking about literature, preliminarily understand users' needs and purposes of visiting web pages.

2) Through enough literature reading, search for keywords that influence the website satisfaction, and design an open interview.

3) Use tables to record the sources and literature of keywords, and determine interview questions.

4) Complete the interview and complete the conceptual framework of the questionnaire through the keywords in the interview.

5) Completed and distributed the satisfaction questionnaire about IKI-SEA website.

6) SPSS was used to analyze the questionnaire results.

The exploratory research process and steps of IKI-SEA website user satisfaction are shown in figure 3.1
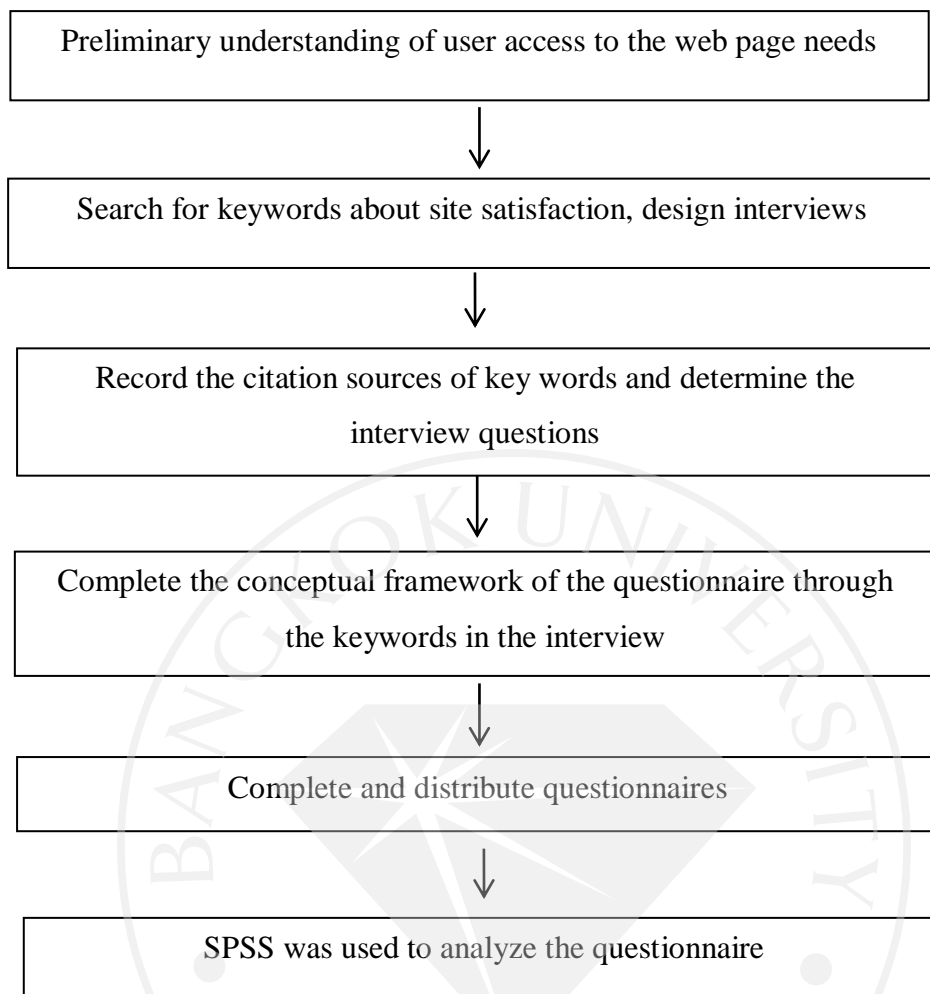
Figure 3.1: Summarizes the Keywords and Details of Articles and Literature Related
to the Factors of Website Satisfaction

3.2 Data Collection

Based on the theme and research questions in this paper, we will

preliminarily understand the factors that influence website satisfaction, and

summarize some keywords.

3.2.1 Keyword Collection

Table 3.1: Keyword Collection

Variables	Keywords
Color Science	Fatigue Color
	Comfort Color
	Warm Color
	Cool Color
Website Content	Information Usefulness
	Comprehensive Display Content
	Update Timeliness
Content Navigation	Specific Requirements
	Convenient and Labor-Saving
	Good Operability
Communication On The Website	Universal
	Easy to Use
	Low Latency

3.2.2 Qualitative Analysis

A semi-structured questionnaire was used in the qualitative research, and some specific questions were prepared so that the researcher could guide the interview towards the research goal.

According to the keyword statistics in table 3.1 and the classification of website satisfaction factors, three interview questions were designed to form a semi-structured interview questionnaire.

The main sampling questions of the semi-structured interview questionnaire are as follows:

Questions 1: The color of the site will affect the mood and stay time of the visitors.

What colors of the IKI website do you think you don't like?

What colors do you think are needed but missing?

Questions 2: The color of the site will affect the mood and stay time of the visitors.

What colors of the IKI website do you think you don't like?

What colors do you think are needed but missing?

Question 3: Which content modules do you think are not important on the IKI website?

What content modules do you think are needed but missing?

The detailed format of the interview guide is shown in appendix A.

The interview was held on April 12, 2020 at solstice 15. Three students were interviewed for 10-15 minutes. All their answers were recorded.

A large amount of raw data was collected through interviews. Then, relevant keywords were marked and classified in the original interview records, and coded, classified and summarized according to the content of the tags, so as to determine the variables and conceptual framework affecting the satisfaction of IKI-sea website.

The detailed format of narrative codes and topics obtained from the original data interview is shown in appendix B.

3.2.3 Conceptual Framework

After sorting and statistics, try to classify and analyze the above independent variables. It can be divided into three aspects: color science, website page navigation and website content.

Based on the comprehensive analysis of keyword occurrence frequency, keyword search intensity and IKI-SEA website satisfaction in the literature, a theoretical model was developed according to the variables obtained in the interview. As shown in figure 3.2.
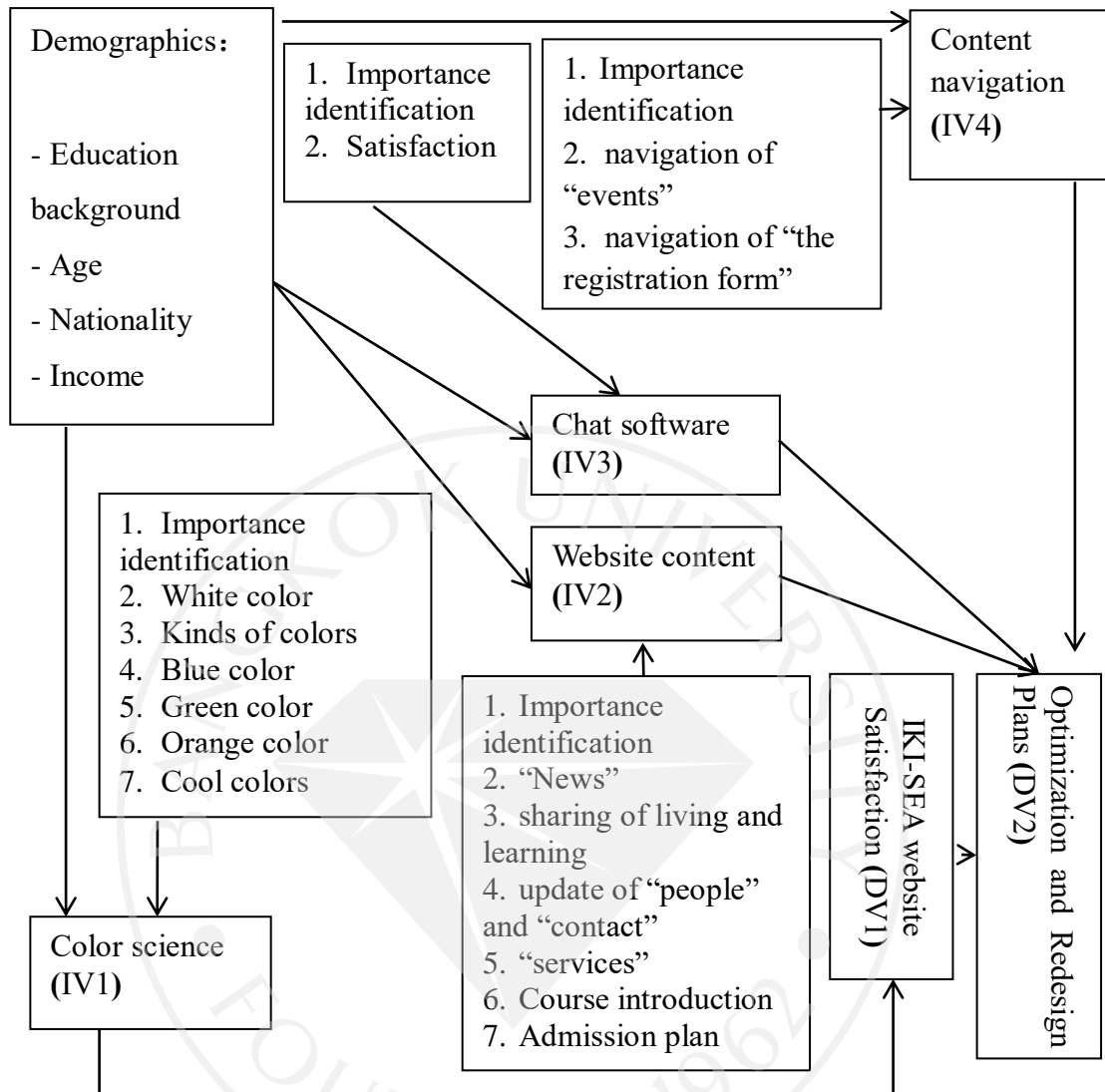
Figure 1.2: Questionnaire

According to the theoretical model, the following questionnaire was prepared.

Table 3.2: IKI-SEA Website Satisfaction Survey

IKI-SEA website satisfaction survey	
1	Gender
2	Age
3	Marriage
4	Education background
5	Nationality
6	Do you think websites are important for a university?
7	Do you think the following factors are important for a website? (Colors)
8	Do you think the following factors are important for a website? (Content navigation)
9	Do you think the following factors are important for a website? (Content)
10	Do you think the following factors are important for a website? (Communication)
11	Do you think the following factors are important for a website? (Website style)
12	Which website style do you think is appropriate for IKI-SEA?
13	Do you think the following content is not important on the IKI-SEA website? (too much white color)
14	Do you think the following content is not important on the IKI-SEA website? (too much kinds of colors)

(Continued)

Table 3.2 (continued): IKI-SEA Website Satisfaction Survey

IKI-SEA website satisfaction survey	
15	Do you think the following content is not important on the IKI-SEA website? (navigation of "events")
16	Do you think the following content is not important on the IKI-SEA website? (navigation of "the registration form")
17	Do you think the following content is not important on the IKI-SEA website? (the content unit of the "news")
18	Do you think the following content needs to be added to the IKI-SEA website and is important? (blue color)
19	Do you think the following content needs to be added to the IKI-SEA website and is important? (green color)
20	Do you think the following content needs to be added to the IKI-SEA website and is important? (orange color)
21	Do you think the following content needs to be added to the IKI-SEA website and is important? (cool color)
22	Do you think the following content needs to be added to the IKI-SEA website and is important? (sharing of living and learning in Bangkok University)
23	Do you think the following content needs to be added to the IKI-SEA website and is important? (update of "people" and "contact")

Table 3.2 (continued): IKI-SEA Website Satisfaction Survey

IKI-SEA website satisfaction survey	
24	Do you think the following content needs to be added to the IKI-SEA website and is important? (add more content in "services")
25	Do you think the following content needs to be added to the IKI-SEA website and is important? (course introduction)
26	Do you think the following content needs to be added to the IKI-SEA website and is important? (the admission plan)
27	Do you think the following content needs to be added to the IKI-SEA website and is important? (more widely used and international chat software)
28	Income (US dollar/year)

3.2.4 Quantitative Analysis

The questionnaire of this independent study was constructed by using the categories and independent variables determined in the qualitative analysis. According to the classification and independent variables in figure 3.1, the contents of the questionnaire include social demography, user preference of IKI-SEA website, satisfaction evaluation index and scoring scale.

In this paper, likert scale was used to survey the users of IKI-SEA website. The likert scale consists of a set of statements, each with five answers: "strongly agree", "agree", "neutral", "disagree" and "strongly disagree" on a scale of 5, 4, 3, 2 and 1.The overall attitude score of each respondent was calculated. The total score can reflect his attitude, strength or different status on the scale. Generally speaking,

we can take the average value of each evaluation index to represent the survey results.

The user satisfaction questionnaire template of IKI-sea website is shown in table 3.4.The detailed format of IKI-SEA website user satisfaction questionnaire is shown in appendix C.

Table 3.3: Questions of Demographics

Questions of demographics					
Question1:					
Question2:					
Question3:					
Question4:					
Variables	Rating Scales				
	1	2	3	4	5
Question1:					
Question2:					

3.3 Statistical Data Analysis

3.3.1 Sampling

The sample of interviewees, who are all international students at Bangkok University, tested the problem and found unknown findings.

In order to better collect the sample data of the questionnaire, this paper USES the free online survey link provided by the online survey website of "questionnaire line" to make and publish the online survey, so that the respondents

can visit, fill in and submit the questionnaire online.

For international students from Bangkok University, we selected 39 samples, and they often log on the IKI-SEA website.

3.3.2 Research Tools

This independent study (IS) applies only quantitative research to statistical analysis.

1) Quality of the tools and validity

The online survey, interview and questionnaire were suggested and modified by Dr. Johan, and were considered as acceptable survey items.

2) Paper based and online survey

In order to successfully gather sufficient questionnaire feedback during the covid-19 outbreak, the questionnaire was produced in English to solve the language boundary crossing problem.

3) Finally, 39 items are qualified to be questionnaires and the English questionnaire link "https://www.wjx.cn/jq/74772880.aspx".

3.3.3 Statistic Application

This IS only analyzing quantitative research applied statistical data. Mainly use descriptive statistics frequency mean and S.D.

The descriptive statistics frequency mean mainly uses three functions: frequency, descriptive, and exploration.

1) Frequencies. The frequency option can output the main indicators of the continuous and concentrated trend of continuous variables, as well as the histogram, mean, and skewness of the distribution. In addition, the main role of this process is to output the frequency table.

2) Descriptive. The descriptive option normalizes the data and save as new variables.

3) Mean. To judge the effectiveness and the effective index of the single variable to the research subject.

4) Cross-tab. The difference of the same variable under different conditions can be found through the cross table. For example: education, age, income, nationality.

3.4 Summary

It is a key and important task to select and determine independent variables, dependent variables and evaluation indexes and to establish an evaluation system.

The evaluation system of this independent study is based on the principles of objectivity and practicality. Through literature research and interviews, independent variables and evaluation indicators related to IKI-SEA website satisfaction were found.

Through the in-depth analysis of the literature, reasonable independent variables and evaluation indicators are constructed to provide data support for the conceptual framework and the design of the questionnaire.

CHAPTER 4

DATA ANALYSIS

4.1 Narrative Coding and Theme from Raw Data Interview

Question 1: The color of the site will affect the mood and stay time of the visitors. What colors of the IKI website do you think you don't like? What colors do you think are needed but missing?

Table 4.1: Question 1

Respondent 1 Interview dialogues	Respondent 2 Interview dialogues	Respondent 3 Interview dialogues	Keywords extraction
I think the color of the IKI website is a little monotonous, the whole page is mainly white and gray, it feels too dark, no vitality. Because color will impact on human psychology, and the emotions of people around in imperceptible in, so I think the website color can match these three colors blue, green, orange, cross is tie-in, can make the person produces	On the home page, there is a lot of color, which makes me feel a bit messy. I think more cool colors are needed.	The combination of colors of the IKI website looks good to me–the background of black and	Reduce white colors Add blue, green, orange Reduce the variety of colors Add cool color

(Continued)

Table 4.1 (Continued): Question 1

Respondent 1 Interview dialogues	Respondent 2 Interview dialogues	Respondent 3 Interview dialogues	Keywords extraction
a better emotional, because these three kinds of color represents joy, flexible, harmonious and relaxed and confident mentality, the site background with blue and green, I think, is good, because after watching a let a person produce pleasure, reach the state of the relaxed mood can better browsing the site. In addition, the pure white background of IKI website is too harsh, which is easy to make people tired. For me, I won't stay on the website with such color matching for too long, and I can't concentrate on reading the website. I think the natural combination of green and blue will make visitors feel better, stay on the site longer, and read the content more easily.		white is visitor-friendly, and some other dotted colors, like purple and blue, help make it appear not boring or dull.	

Question 2:

What content on the IKI website do you think the navigation is not important?

Table 4.2: Question 2

Respondent 1 Interview dialogues	Respondent 2 Interview dialogues	Respondent 3 Interview dialogues	Keywords extraction
I think the color of the IKI website is a little monotonous, the whole page is mainly white and gray, it feels too dark, no vitality. Because color will impact on human psychology, and the emotions of people around in imperceptible in, so I think the website color can match these three colors blue, green, orange, cross is tie-in, can make the person produces a better emotional, because these three kinds of color represents joy,	On the home page, there is a lot of color, which makes me feel a bit messy. I think more cool colors are needed.	The combination of colors of the IKI website looks good to me–the background of black and white is visitor-friendly,	Reduce white colors Add blue, green, orange Reduce the variety of colors Add cool color

(Continued)

Table 4.2 (continued): Question 2

Respondent 1 Interview dialogues	Respondent 2 Interview dialogues	Respondent 3 Interview dialogues	Keywords extraction
flexible, harmonious and relaxed and confident mentality, the site background with blue and green, I think, is good, because after watching a let a person produce pleasure, reach the state of the relaxed mood can better browsing the site. In addition, the pure white background of IKI website is too harsh, which is easy to make people tired. For me, I won't stay on the website with such color matching for too long, and I can't concentrate on reading the website. I think the natural combination of green and blue will make visitors feel better, stay on the site longer, and read the content more easily.		and some other dotted colors, like purple and blue, help make it appear not boring or dull.	

(Continued)

Table 4.2 (continued): Question 2

What content navigation do you think is needed but missing?

Respondent 1 Interview dialogues	Respondent 2 Interview dialogues	Respondent 3 Interview dialogues	Keywords extraction
For me, the navigation "Event" is not important, and I don't care about it. What I need is content navigation related to the study and life of international students, but the IKI website does not have such content navigation.	I think the information in the event (The registration form) on the homepage can be hidden.	I find there's nothing under "Event" that may be interesting to some visitors. Visitors may expect to know more about IKI's "News". And the content in "People" and "Contact" apparently needs some update.	Not interested in the navigation and content of "events". Hope add navigation and content about sharing of studying and living in BU The content in "People" and "Contact" apparently needs update. know more about IKI's "News"

Question 3:

Which content modules do you think are not important on the IKI website?
What content modules do you think are needed but missing?

Table 4.3: Question 3

Respondent 1 Interview dialogues	Respondent 2 Interview dialogues	Respondent 3 Interview dialogues	Keywords extraction
For me, the content in the "News" module is not very important, because it has little to do with me, I usually don't read it, the other content is quite important. From the perspective of the whole IKI website, the content of the issues I care about is too little and the introduction is not comprehensive, such as the content in the "Services" module is too little. I think there are still some modules such as "introduction to the course system", "enrollment plan" and so on.	I think News and Events can be combined together. Then there should be a section devoted to introduce the courses and specialties offered by IKI.	I find there's nothing under "Event" that may be interesting to some visitors. Visitors may expect to know more about IKI's "News". And the content in "People" and "Contact" apparently needs some update.	The content in the "Services" module is too little. Add content of "introduction to the course system", "enrollment plan"

4.2 Information Statistics about Interviewees

Table 4.4: Demographic Information

Demographic Variable	Items	N	Percentage
Gender	Male	15	38.46
	Female	24	61.54
		39	100.00
Age	16-22	17	43.59
	23-25	10	25.64
	26-30	6	15.38
	31-40	3	7.69
	41-50	3	7.69
		39	100.00
Marriage	Single	32	82.05
	Married	6	15.38
	Divorced	0	0
	Others	1	2.56
		39	100.00
Education background	Bachelor	30	76.92
	Master	7	17.95
	PHD	2	5.13
		39	100.00

(Continued)

Table 4.4 (continued): Demographic Information

Demographic Variable	Items	N	Percentage
Nationality	Chinese	31	79.49
	Thai	5	12.82
	South Korean	3	7.69
		39	100.00
Income (US. dollar/year)	Less than 1000	13	33.33
	1000-5000	14	35.9
	5001-17000	7	17.95
	17001-50000	1	2.56
	More than 50000	4	10.26
		39	100.00

4.3 Preliminary study by the Frequency and Mean of Respondents' Agreement

4.3.1 Do you think websites are important for a university?

Table 4.5: Respondents agreement with "the importance of website"

Do you think websites are important for a university?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	13	33.3	33.3	33.3
	Agree	22	56.4	56.4	89.7

(Continued)

Table 4.5 (Continued): Respondents agreement with "the importance of website"

Do you think websites are important for a university?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Neutral	4	10.3	10.3	100.0
	Total	39	100.0	100.0	

According to Table 6, most respondents agreed (56.4%) and strongly agreed (33.3%) with the "the importance of website", followed by respondents chose "Neutral" (10.3%).

Table 4.6: Do you think websites are important for a university?

Do you think websites are important for a university?		
N	Valid	39
	Missing	0
Mean		1.77
Minimum		1
Maximum		3
Sum		69

The results in Table 4.6 show that the mean of the frequency of the importance of website is 1.77. This means that the website is consistently recognized as important and demonstrates the reliability and necessity of this independent study.

4.3.2 Do you think the following factors are important for a website?

(colors）

Table 4.7: Respondents' agreement with "the importance of colors on website"

Do you think the following factors are important for a website? (colors）					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	6	15.4	15.4	15.4
	Agree	21	53.8	53.8	69.2
	Neutral	10	25.6	25.6	94.9
	Disagree	1	2.6	2.6	97.4
	Strongly disagree	1	2.6	2.6	100.0
	Total	39	100.0	100.0	

According to Table 8, most respondents agreed (53.8%) and neutral (25.6%) with the "the importance of colors on website", followed by respondents chose "strongly agree" (15.4%). Only a few respondents were disagreed (2.6%) and strongly disagreed (2.6%).

Table 4.8: Do you think the following factors are important for a website?

Statistics		
Do you think the following factors are important for a website? (colors）		
N	Valid	39
	Missing	0
Mean		2.23
Minimum		1
Maximum		5
Sum		87

The results in Table 4.8 show that the mean of the frequency of the importance of colors on website is 2.23. It means that the colors on website affects satisfaction of most people about website.

4.3.3 Do you think the following factors are important for a website? (Content navigation)

Table 4.9: Respondents' agreement with "the importance of Content navigation on website"

Do you think the following factors are important for a website? (Content navigation)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	17	43.6	43.6	43.6

Table 4.9 (continued): Respondents' agreement with "the importance of Content

navigation on website"

Do you think the following factors are important for a website? (Content navigation)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	14	35.9	35.9	79.5
	Neutral	6	15.4	15.4	94.9
	Disagree	1	2.6	2.6	97.4
	Strongly disagree	1	2.6	2.6	100.0
	Total	39	100.0	100.0	

According to Table 10, most respondents strongly agreed (43.6%) and agreed

(35.9%) with the "the importance of content navigation on website", followed by

respondents chose "Neutral" (15.4%). Only a few respondents were disagreed (2.6%)

and strongly disagreed (2.6%).

Table 4.10: Do you think the following factors are important for a website?

Statistics		
Do you think the following factors are important for a website? (Content navigation)		
N	Valid	39
	Missing	0

(Continued)

Table 4.10 (continued): Do you think the following factors are important for a
website?

Statistics	
Do you think the following factors are important for a website? (Content navigation)	
Mean	1.85
Minimum	1
Maximum	5
Sum	72

The results in Table 4.10 show that the mean of the frequency of the
importance of content navigation on website is 1.85. It means that the vast majority of
people think the content navigation on website is important and will affect their
satisfaction with the website.

4.3.4 Do you think the following factors are important for a website?
(Content)

Table 4.11: Respondents' agreement with "the importance of Content navigation on
website"

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you think the following factors are important for a website?(Content)					
Valid	Strongly agree	15	38.5	38.5	38.5
	Agree	17	43.6	43.6	82.1

Table 4.11 (continued): Respondents' agreement with "the importance of Content

navigation on website"

		Frequency	Percent	Valid Percent	Cumulative Percent
Do you think the following factors are important for a website? (Content)					
Valid	Neutral	6	15.4	15.4	97.4
	Strongly disagree	1	2.6	2.6	100.0
	Total	39	100.0	100.0	

From table 4.11, most respondents agreed (43.6%) and strongly agreed

(38.5%) with the "the importance of Content navigation on website", followed by

respondents chose "Neutral" (15.4%). Only a few respondents were strongly

disagreed (2.6%).

Table 4.12: Do you think the following factors are important for a website?

Statistics	
Do you think the following factors are important for a website? (Content)	
N	Valid	39
	Missing	0
Mean		1.85
Minimum		1
Maximum		5
Sum		72

The results in Table 4.12 show that the mean of the frequency of the importance of content navigation on website is 1.85. It means that the vast majority of people think the content on website is important and will affect their satisfaction with the website.

4.3.5 Do you think the following factors are important for a website? (Communication)

Table 4.13: Respondents' agreement with "the importance of Communication on website"

Do you think the following factors are important for a website? (Communication)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	14	35.9	35.9	35.9
	Agree	17	43.6	43.6	79.5
	Neutral	6	15.4	15.4	94.9
	Disagree	1	2.6	2.6	97.4
	Strongly disagree	1	2.6	2.6	100.0
	Total	39	100.0	100.0	

According to Table 4.13, most respondents agreed (43.6%) and strongly agreed (35.9%) with the "the importance of Communication on website", followed by respondents chose "Neutral" (15.4%). Only a few respondents were disagreed (2.6%) and strongly disagreed (2.6%).

Table 4.14: Do you think the following factors are important for a website?

Statistics		
Do you think the following factors are important for a website? (Communication)		
N	Valid	39
	Missing	0
Mean		1.92
Minimum		1
Maximum		5
Sum		75

The results in Table 4.14 show that the mean of the frequency of the importance of communication on website is 1.92. It means that the vast majority of people think the communication on website is important and will affect their satisfaction with the website.

4.3.6 Do you think the following factors are important for a website? (Website style)

Table 4.15: Respondents' agreement with "the importance of Website style"

Do you think the following factors are important for a website? (Website style)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	10	25.6	25.6	25.6

(Continued)

Table 4.15 (continued): Respondents' agreement with "the importance of Website

style"

Do you think the following factors are important for a website? (Website style)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	15	38.5	38.5	64.1
	Neutral	12	30.8	30.8	94.9
	Disagree	1	2.6	2.6	97.4
	Strongly disagree	1	2.6	2.6	100.0
	Total	39	100.0	100.0	

According to Table 4.15, most respondents agreed (38.5%) and neutral (30.8%) with the "the importance of Website style", followed by respondents chose "strongly agree" (25.6%). Only a few respondents were disagreed (2.6%) and strongly disagreed (2.6%).

Table 4.16: Do you think the following factors are important for a website?

(Website style)

Statistics		
Do you think the following factors are important for a website? (Website style)		
N	Valid	39
	Missing	0

(Continued)

Table 4.16 (Continued): Do you think the following factors are important for a website? (Website style)

Statistics	
Do you think the following factors are important for a website? (Website style)	
Mean	2.18
Minimum	1
Maximum	5
Sum	85

The results in Table 4.16 show that the mean of the frequency of the importance of website style is 2.18. It means that the vast majority of people think the website style is important and will affect their satisfaction with the website.

4.3.7 Which website style do you think is appropriate for IKI-SEA?

Table 4.17: Respondents' agreement with "Suitable for IKI-SEA's website style"

Which website style do you think is appropriate for IKI-SEA?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Flat design	5	12.8	12.8	12.8
	3D	11	28.2	28.2	41.0
	Minimalist design	4	10.3	10.3	51.3
	Borderless style	5	12.8	12.8	64.1

(Continued)

Table 4.17 (Continued): Respondents' agreement with "Suitable for IKI-SEA's
website style"

Which website style do you think is appropriate for IKI-SEA?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graphical illustrations	2	5.1	5.1	69.2
	Blackboard style	4	10.3	10.3	79.5
	multi-column window design	2	5.1	5.1	84.6
	The super front page	5	12.8	12.8	97.4
	Color overlay	1	2.6	2.6	100.0
	Total	39	100.0	100.0	

According to Table 4.17, most respondents choose "3D" (28.2%) with the
"Suitable for IKI-sea's website style", followed by respondents chose "flat design"
(12.8%),"Borderless style"(12.8%), "The super front page"(12.8%). It means that the
"3D" is considered suitable for IKI-SEA websites by most people, followed by "flat
design", "Borderless style" and "The super front page".

4.3.8 Do you think the following content is not important on the IKI-SEA website? (Too much white color）

Table 4.18: Respondents' agreement with "Too much white is not needed"

Do you think the following content is not important on the IKI-SEA website? (too much white color）				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	7.7	7.7	7.7
	Agree	14	35.9	35.9	43.6
	Neutral	14	35.9	35.9	79.5
	Disagree	6	15.4	15.4	94.9
	Strongly disagree	2	5.1	5.1	100.0
	Total	39	100.0	100.0	

According to Table 4.18, most respondents agreed (35.9%) and neutral (35.9%) with the "Too much white is not needed on website", followed by respondents chose "disagree" (15.4%). Only a few respondents were strongly agreed (7.7%) and strongly disagreed (5.1%).

Table 4.19: Do you think the following content is not important on the IKI-SEA

website?

Statistics		
Do you think the following content is not important on the IKI-SEA website? (too much white color）		
N	Valid	39
	Missing	0
Mean		2.74
Minimum		1
Maximum		5
Sum		107

The results in Table 4.19 show that the mean of the frequency of the too

much white is not needed on website is 2.74. This means that it is not enough to be a

factor in website satisfaction.

4.3.9 Do you think the following content is not important on the IKI-SEA website? (Too much kinds of colors）

Table 4.20: Respondents' agreement with "Too much kinds of colors is not needed"

Do you think the following content is not important on the IKI-SEA website?（too much kinds of colors）					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	7.7	7.7	7.7
	Agree	10	25.6	25.6	33.3
	Neutral	18	46.2	46.2	79.5
	Disagree	6	15.4	15.4	94.9
	Strongly disagree	2	5.1	5.1	100.0
	Total	39	100.0	100.0	

According to Table 4.20, most respondents neutral (46.2%) and agreed (25.6%) with the "Too much kinds of colors is not needed on website", followed by respondents chose "disagree" (15.4%). Only a few respondents were strongly agreed (7.7%) and strongly disagreed (5.1%).

Table 4.21: Do you think the following content is not important on the IKI-A website?

Statistics		
Do you think the following content is not important on the IKI-SEA website? too much kinds of colors）		
N	Valid	39
	Missing	0
Mean		2.85
Minimum		1
Maximum		5
Sum		111

The results in Table 4.21 show that the mean of the frequency of too much kinds of colors is not needed is 2.85. It means that it is not enough to be a factor in website satisfaction.

4.3.10 Do you think the following content is not important on the IKI-SEA website? (navigation of "events")

Table 4.22: Respondents' agreement with "navigation of "events" is not important"

Do you think the following content is not important on the IKI-SEA website? (navigation of "events")				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	7.7	7.7	7.7

(Continued)

Table 4.22 (Continued): Respondents' agreement with "navigation of "events" is not

important"

Do you think the following content is not important on the IKI-SEA website? (navigation of "events")		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	11	28.2	28.2	35.9
	Neutral	15	38.5	38.5	74.4
	Disagree	6	15.4	15.4	89.7
	Strongly disagree	4	10.3	10.3	100.0
	Total	39	100.0	100.0	

According to Table 4.22, most respondents neutral (38.5%) and agreed

(28.2%) with the "navigation of "events" is not important on website", followed by

respondents chose "disagree" (15.4%). Only a few respondents were strongly

disagreed (10.3%) and strongly agreed (7.7%).

Table 4.23: Do you think the following content is not important on the IKI-SEA

website?

Statistics		
Do you think the following content is not important on the IKI-SEA website? (navigation of "events")		
N	Valid	39
	Missing	0
Mean		2.92
Minimum		1
Maximum		5
Sum		114

The results in Table 4.23 show that the mean of the navigation of "events" is

not important on website is 2.92. It means that it is not enough to be a factor in

website satisfaction.

4.3.11 Do you think the following content is not important on the IKI-SEA website? (navigation of "the registration form")

Table 4.24: Respondents' agreement with "navigation of "the registration form" is not important"

Do you think the following content is not important on the IKI-SEA website? (navigation of "the registration form")					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	7.7	7.7	7.7
	Agree	11	28.2	28.2	35.9
	Neutral	17	43.6	43.6	79.5
	Disagree	6	15.4	15.4	94.9
	Strongly disagree	2	5.1	5.1	100.0
	Total	39	100.0	100.0	

According to Table 4.24, most respondents neutral (43.6%) and agreed (28.2%) with the "the registration form" is not important", followed by respondents chose "disagree" (15.4%). Only a few respondents were strongly agreed (7.7%) and strongly disagreed 5.1%).

Table 4.25: Do you think the following content is not important on the IKI-SEA

website?

Statistics		
Do you think the following content is not important on the IKI-SEA website? (navigation of "the registration form")		
N	Valid	39
	Missing	0
Mean		2.82
Minimum		1
Maximum		5
Sum		110

The results in Table 4.25 show that the mean of the frequency of the

registration form" is not important on website is 2.82. It means that it is not enough to

be a factor in website satisfaction.

4.3.12 Do you think the following content is not important on the IKI-SEA website? (the content unit of the "news")

Table 4.26: Respondents' agreement with "the content unit of the "news" is not important"

Do you think the following content is not important on the IKI-SEA website? (the content unit of the "news")					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	3	7.7	7.7	7.7
	Agree	12	30.8	30.8	38.5
	Neutral	15	38.5	38.5	76.9
	Disagree	3	7.7	7.7	84.6
	Strongly disagree	6	15.4	15.4	100.0
	Total	39	100.0	100.0	

According to Table 4.26, most respondents neutral (38.5%) and agreed (30.8%) with the "the content unit of the "news" is not important on website", followed by respondents chose "strongly disagree" (15.4%). Only a few respondents were strongly agreed (7.7%) and 7 disagreed (7.7%).

Table 4.27: Do you think the following content is not important on the IKI-SEA

website?

Statistics		
Do you think the following content is not important on the IKI-SEA website? (the content unit of the "news")		
N	Valid	39
	Missing	0
Mean		2.92
Minimum		1
Maximum		5
Sum		114

The results in Table 4.27 show that the mean of the frequency of the content

unit of the "news" is not important on website is 2.92. It means that it is not enough to

be a factor in website satisfaction.

4.3.13 Do you think the following content needs to be added to the IKI-SEA website and is important? (blue color)

Table 4.28: Respondents' agreement with "blue color needs to be added to the IKI-

SEA website"

Do you think the following content needs to be added to the IKI-SEA website and is important? (blue color)		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	2	5.1	5.1	5.1
	Agree	21	53.8	53.8	59.0
	Neutral	14	35.9	35.9	94.9
	Strongly disagree	2	5.1	5.1	100.0
	Total	39	100.0	100.0	

According to Table 4.28, most respondents agreed (53.8%) and neutral

(35.9%) with the "blue color needs to be added to the IKI-SEA website". Only a few

respondents were strongly agreed (5.1%) and strongly disagreed (5.1%).

Table 4.29: Do you think the following content needs to be added to the IKI-SEA

website and is important?

Statistics		
Do you think the following content needs to be added to the IKI-SEA website and is important? (blue color)		
N	Valid	39
	Missing	0
Mean		2.46
Minimum		1
Maximum		5
Sum		96

The results in Table 4.29 show that the mean of the frequency of blue color

needs to be added to the IKI-SEA website is 2.46. It means that it is not enough to be

a factor in website satisfaction.

4.3.14 Do you think the following content needs to be added to the IKI-SEA website and is important? (green color)

Table 4.30: Respondents' agreement with "green color needs to be added to the IKI-SEA website"

Do you think the following content needs to be added to the IKI-SEA website and is important? (green color)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	5	12.8	12.8	12.8
	Agree	15	38.5	38.5	51.3
	Neutral	15	38.5	38.5	89.7
	Disagree	2	5.1	5.1	94.9
	Strongly disagree	2	5.1	5.1	100.0
	Total	39	100.0	100.0	

According to Table 4.30, most respondents agreed (38.5%) and neutral (38.5%) with the "green color needs to be added to the IKI-SEA website", followed by respondents chose "strongly agree" (12.8%). Only a few respondents were disagreed (5.1%) and strongly disagreed (5.1%).

Table 4.31: Do you think the following content needs to be added to the IKI-SEA

website and is important?

Statistics		
Do you think the following content needs to be added to the IKI-SEA website and is important? (green color)		
N	Valid	39
	Missing	0
Mean		2.51
Minimum		1
Maximum		5
Sum		98

The results in Table 4.31 show that the mean of the frequency of green color

needs to be added to the IKI-SEA website is 2.51. It means that it is not enough to be

a factor in website satisfaction.

4.3.15 Do you think the following content needs to be added to the IKI-SEA website and is important? (orange color)

Table 4.32: Respondents' agreement with "orange color needs to be added to the
IKI-SEA website"

Do you think the following content needs to be added to the IKI-SEA website and is important? (orange color)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	4	10.3	10.3	10.3
	Agree	15	38.5	38.5	48.7
	Neutral	15	38.5	38.5	87.2
	Disagree	3	7.7	7.7	94.9
	Strongly disagree	2	5.1	5.1	100.0
	Total	39	100.0	100.0	

According to Table 4.32, most respondents agreed (38.5%) and neutral (38.5%) with the "orange color needs to be added to the IKI-SEA website", followed by respondents chose "strongly agree" (10.3%). Only a few respondents were disagreed (7.7%) and strongly disagreed (5.1%).

Table 4.33: Do you think the following content needs to be added to the IKI-SEA

website and is important?

Statistics		
Do you think the following content needs to be added to the IKI-SEA website and is important? (orange color)		
N	Valid	39
	Missing	0
Mean		2.59
Minimum		1
Maximum		5
Sum		101

The results in Table 4.33 show that the mean of the frequency of orange color

needs to be added to the IKI-SEA website is 2.59. It means that it is not enough to be

a factor in website satisfaction.

4.3.16 Do you think the following content needs to be added to the IKI-SEA website and is important? (cool color)

Table 4.34: Respondents' agreement with "cool color needs to be added to the IKI-SEA website"

Do you think the following content needs to be added to the IKI-SEA website and is important? (cool color)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	5	12.8	12.8	12.8
	Agree	9	23.1	23.1	35.9
	Neutral	22	56.4	56.4	92.3
	Disagree	3	7.7	7.7	100.0
	Total	39	100.0	100.0	

According to Table 4.34 most respondents neutral (56.4%) and agreed (23.1%) with the "cool color needs to be added to the IKI-SEA website", followed by respondents chose "strongly agree" (12.8%). Only a few respondents were disagreed 7.7%).

Table 4.35: Do you think the following content needs to be added to the IKI-SEA

website and is important?

Statistics		
Do you think the following content needs to be added to the IKI-SEA website and is important? (cool color)		
N	Valid	39
	Missing	0
Mean		2.59
Minimum		1
Maximum		4
Sum		101

The results in Table 4.35 show that the mean of the frequency of cool color

needs to be added to the IKI-SEA website is 2.59. It means that it is not enough to be

a factor in website satisfaction.

4.3.17 Do you think the following content needs to be added to the IKI-SEA website and is important? (sharing of living and learning in Bangkok University)

Table 4.36: Respondents' agreement with "sharing of living and learning in Bangkok University to be added to the IKI-SEA website"

Do you think the following content needs to be added to the IKI-SEA website and is important? (sharing of living and learning in Bangkok University)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	11	28.2	28.2	28.2
	Agree	22	56.4	56.4	84.6
	Neutral	6	15.4	15.4	100.0
	Total	39	100.0	100.0	

According to Table 4.36，most respondents agreed (56.4%) and strongly agreed (28.2%) with the "sharing of living and learning in Bangkok University to be added to the IKI-SEA website", followed by respondents chose "Neutral" (15.4%).

Table 4.37: Do you think the following content needs to be added to the IKI-SEA

website and is important?

Statistics		
Do you think the following content needs to be added to the IKI-SEA website and is important? (sharing of living and learning in Bangkok University)		
N	Valid	39
	Missing	0
Mean		1.87
Minimum		1
Maximum		3
Sum		73

The results in Table 4.37 show that the mean of the frequency of sharing of

living and learning in Bangkok University to be added to the IKI-SEA website is 1.87.

It means that sharing of living and learning in Bangkok University to be added to the

IKI-SEA website is important and will affect their satisfaction with the website.

4.3.18 Do you think the following content needs to be added to the IKI-SEA website and is important? (update of "people" and "contact")

Table 4.38: Respondents' agreement with "update of "people" and "contact" needs to be added to the IKI-SEA website"

Do you think the following content needs to be added to the IKI-SEA website and is important? (update of "people" and "contact")		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	7	17.9	17.9	17.9
	Agree	18	46.2	46.2	64.1
	Neutral	13	33.3	33.3	97.4
	Disagree	1	2.6	2.6	100.0
	Total	39	100.0	100.0	

According to Table 4.38, most respondents agreed (46.2%) and neutral (33.3%) with the "update of "people" and "contact" needs to be added to the IKI-SEA website", followed by respondents chose "strongly agree" (17.9%). Only a few respondents were disagreed (2.6%).

Table 4.39: Do you think the following content needs to be added to the IKI-SEA

website and is important?

Statistics		
Do you think the following content needs to be added to the IKI-SEA website and is important? (update of "people" and "contact")		
N	Valid	39
	Missing	0
Mean		2.21
Minimum		1
Maximum		4
Sum		86

The results in Table 4.39 show that the mean of the frequency of update of

"people" and "contact" needs to be added to the IKI-SEA website is 2.21. It means

that update of "people" and "contact" is important and will affect their satisfaction

with the website.

4.3.19 Do you think the following content needs to be added to the IKI-SEA website and is important? (add more content in "services")

Table 4.40: Respondents' agreement with "add more content in "services" needs to be added to the IKI-SEA website"

Do you think the following content needs to be added to the IKI-SEA website and is important?(add more content in "services")					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	10	25.6	25.6	25.6
	Agree	21	53.8	53.8	79.5
	Neutral	7	17.9	17.9	97.4
	Disagree	1	2.6	2.6	100.0
	Total	39	100.0	100.0	

According to Table 4.40, most respondents agreed (53.8%) and strongly agreed (25.6%) with the "add more content in "services" needs to be added to the IKI-SEA website", followed by respondents chose "Neutral" (17.9%). Only a few respondents were disagreed (2.6%)

Table 4.41: Do you think the following content needs to be added to the IKI-SEA

website and is important?

Statistics		
Do you think the following content needs to be added to the IKI-SEA website and is important? (add more content in "services")		
N	Valid	39
	Missing	0
Mean		1.97
Minimum		1
Maximum		4
Sum		77

The results in Table 4.41 show that the mean of the frequency of add more content in "services" needs to be added to the IKI-SEA website is 1.97. It means that add more content in "services" is important and will affect their satisfaction with the website.

4.3.20 Do you think the following content needs to be added to the IKI-SEA website and is important? (course introduction)

Table 4.42: Respondents' agreement with "course introduction needs to be added to the IKI-SEA website"

Do you think the following content needs to be added to the IKI-SEA website and is important? (course introduction)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	15	38.5	38.5	38.5
	Agree	16	41.0	41.0	79.5
	Neutral	6	15.4	15.4	94.9
	Disagree	1	2.6	2.6	97.4
	Strongly disagree	1	2.6	2.6	100.0
	Total	39	100.0	100.0	

According to Table 4.42, most respondents agreed (41.0%) and strongly agreed (38.5%) with the "course introduction needs to be added to the IKI-SEA website", followed by respondents chose "Neutral" (15.4%). Only a few respondents were disagreed (2.6%) and strongly disagreed (2.6%).

Table 4.43: Do you think the following content needs to be added to the IKI-SEA

website and is important?

Statistics		
Do you think the following content needs to be added to the IKI-SEA website and is important? (course introduction)		
N	Valid	39
	Missing	0
Mean		1.90
Minimum		1
Maximum		5
Sum		74

The results in Table 4.43 show that the mean of the frequency of course introduction needs to be added to the IKI-SEA website is 1.90. It means that add course introduction is important and will affect their satisfaction with the website.

4.3.21 Do you think the following content needs to be added to the IKI-SEA website and is important? (the admission plan)

Table 4.44: Respondents' agreement with "the admission plan needs to be added to the IKI-SEA website"

Do you think the following content needs to be added to the IKI-SEA website and is important? (the admission plan)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	11	28.2	28.2	28.2
	Agree	26	66.7	66.7	94.9
	Neutral	2	5.1	5.1	100.0
	Total	39	100.0	100.0	

According to Table 4.44, most respondents agreed (66.7%) and strongly agreed (28.2%) with "the admission plan needs to be added to the IKI-SEA website", only a few respondents were neutral (5.2%).

Table 4.45: Do you think the following content needs to be added to the IKI-SEA
website and is important?

Statistics		
Do you think the following content needs to be added to the IKI-SEA website and is important?(the admission plan)		
N	Valid	39
	Missing	0
Mean		1.77
Minimum		1
Maximum		3
Sum		69

The results in Table 4.45 show that the mean of the frequency of the
admission plan needs to be added to the IKI-SEA website is 1.77. It means that add
the admission plan is important and will affect their satisfaction with the website.

4.3.22 Do you think the following content needs to be added to the IKI-SEA website and is important? (more widely used and international chat software)

Table 4.46: Respondents' agreement with "more widely used and international chat software needs to be added to the IKI-SEA website"

Do you think the following content needs to be added to the IKI-SEA website and is important?(more widely used and international chat software)				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	6	15.4	15.4	15.4
	Agree	21	53.8	53.8	69.2
	Neutral	10	25.6	25.6	94.9
	Disagree	2	5.1	5.1	100.0
	Total	39	100.0	100.0	

According to Table 4.46, most respondents agreed (53.8%) and neutral (25.6%) with the "more widely used and international chat software needs to be added to the IKI-SEA website", followed by respondents chose "strongly agree" (15.4%). Only a few respondents were disagreed (5.1%).

Table 4.47: Do you think the following content needs to be added to the IKI-SEA

website and is important?

Statistics		
Do you think the following content needs to be added to the IKI-SEA website and is important?(more widely used and international chat software)		
N	Valid	39
	Missing	0
Mean		2.21
Minimum		1
Maximum		4
Sum		86

The results in Table 4.47 show that the mean of the frequency of more widely used and international chat software needs to be added to the IKI-SEA website is 2.21. It means that add more widely used and international chat software is important and will affect their satisfaction with the website.

4.4 More in-depth research by mixture of different variables and demographic information

According to the research results of 4.3, valid variables and invalid variables can be known. This chapter will conduct a deeper and more accurate study on valid variables.

4.4.1 Mix educational background with the need for adding more widely used and international chat software on IKI-SEA website.

Table 4.48: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (more widely used and international chat software) * Education background Cross tabulation					
Count					
		Education background			
		Bachelor	Master	Ph.D.	Total
Do you think the following content needs to be added to the IKI-SEA website and is important? (more widely used and international chat software)	Strongly agree	4	2	0	6
		13.33%	28.57%	0%	5.38%
	Agree	16	4	1	21
		53.33%	27.14%	50%	53.85%
	Neutral	9	1	0	10
		30%	14.29%	0%	25.64%
	Disagree	1	0	1	2
		3.33%	0%	50%	5.13%
Total		30	7	2	39
		100%	100%	100%	100%

According to Table 4.48，for Bachelor, most respondents agreed (53.33%) and neutral (30.00%), followed by respondents chose "strongly agree" (13.33%). Only a few respondents were disagreed (3.3%). For master, most respondents strongly agreed (28.57%) and agreed (27.14%) followed by respondents chose "neutral" (13.33%) no respondents were disagreed (0%). For Ph.D., half respondents agreed (50%) and half respondents disagreed (50%).

It means that adding more widely used and international chat software is be needed by Bachelor and Master students. But Ph.D. students maybe not care. So whether this is useful or not depends on the degree requirements of the participants in the IKI-sea.

4.4.2 Mix educational background with the need for adding the admission plan on IKI-SEA website.

Table 4.49: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(the admission plan) * Education background Cross tabulation					
Count					
		Education background			
		Bachelor	Master	Ph.D.	Total
Do you think the following content needs	Strongly agree	6	5	0	11
		20%	71.43%	0%	28.21%

(Continued)

Table 4.49 (continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(the admission plan) * Education background Cross tabulation					
Count					
		Education background			
		Bachelor	Master	Ph.D.	Total
to be added to the IKI-SEA website and is important? (the admission plan)	Agree	22	2	2	26
		73.33%	28.57%	100%	66.67%
	Neutral	2	0	0	2
		6.67%	0%	0%	5.12%
Total		30	7	2	39
		100%	100%	100%	100%

According to Table 4.49，for Bachelor, most respondents agreed (73.33%)
and strongly agreed (20.00%). Only a few respondents were neutral 6.67%). For
master, most respondents strongly agreed (71.43%) and agreed (28.57%). no
respondents were disagreed (0%). For Ph.D., all respondents agreed (100%).

It means that adding the admission plan on IKI-SEA website is be needed by
all of Bachelor, Master and Ph.D. students. And Master students are particularly in
need of this part of the content. So adding the admission plan on IKI-SEA website is a
reliable change to attract more participants.

4.4.3 Mix educational background with the need for adding the course introduction on IKI-SEA website.

Table 4.50: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(course introduction) * Education background Cross tabulation					
Count					
		Education background			Total
		Bachelor	Master	Ph.D.	
Do you think the following content needs to be added to the IKI-SEA website and is important? (course introduction)	Strongly agree	8	6	1	15
		26.67%	85.71%	50%	38.46%
	Agree	15	0	1	16
		50%	0%	50%	41.03%
	Neutral	6	0	0	6
		20%	0%	0%	15.39%
	Disagree	0	1	0	1
		0%	14.29%	0%	2.56%
	Strongly disagree	1	0	0	1
		3.33%	0%	0%	2.56%
Total		30	7	2	39
		100%	100%	100%	100%

According to Table 4.50，for Bachelor, most respondents agreed (50%) and strongly agreed (26.67%), followed by respondents chose "neutral" (20%). Only a few respondents were strongly disagree（3.33%. For master, most respondents strongly agreed (85.71%). one respondent were disagreed (14.29%). For Ph.D., one respondent agreed (50%) and one respondent strongly agreed (50%).

It means that adding the course introduction on IKI-SEA website is be needed by all of Bachelor, Master and Ph.D. students. And Master students are particularly in need of this part of the content. So adding the course introduction on IKI-SEA website is a reliable change to attract more participants.

4.4.4 Mix educational background with the need for adding the content of sharing of living and learning in Bangkok University on IKI-SEA website.

Table 4.51: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (sharing of living and learning in Bangkok University) * Education background Cross tabulation					
Count					
		Education background			
		Bachelor	Master	Ph.D.	Total
Do you think the following content needs to be added to	Strongly agree	4 13.33%	6 85.71%	1 50%	11 28.21%

(Continued)

Table 4.51 (continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (sharing of living and learning in Bangkok University) * Education background Cross tabulation					
Count					
		Education background			
		Bachelor	Master	Ph.D.	Total
the IKI-SEA website and is important? (sharing of living and learning in Bangkok University)	Agree	20	1	1	22
		66.67%	14.29%	50%	56.41%
	Neutral	6	0	0	6
		20%	0%	0%	15.38%
Total		30	7	2	39
		100%	100%	100%	100%

According to Table 4.51，for Bachelor, most respondents agreed (66.67%)
and neutral (20.00%), followed by respondents chose "strongly agree" (13.33%). For
master, most respondents strongly agreed (85.71%) and agreed (14.29%). no
respondents were disagreed (0%). For Ph.D., half respondents agreed (50%) and half
respondents strongly agreed (50%).

It means that adding the content of sharing of living and learning in Bangkok
University on IKI-SEA website is be needed by all of Bachelor and Master and Ph.D.

students. And it says master students care more about it. So it is a reliable change to attract more participants.

4.4.5 Mix educational background with the need for adding more content in "service" on IKI-SEA website.

Table 4.52: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(add more content in "services") * Education background Cross tabulation					
Count					
		Education background			
		Bachelor	Master	Ph.D.	Total
Do you think the following content needs to be added to the IKI-SEA website and is important? (add more content in "services")	Strongly agree	5	4	1	10
		16.67%	57.14%	50%	25.64%
	Agree	19	1	1	21
		63.33%	14.29%	50%	53.85%
	Neutral	5	2	0	7
		16.67%	28.57%	0%	17.95%
	Disagree	1	0	0	1
		3.33%	0%	0%	2.56%
Total		30	7	2	39
		100%	100%	100%	100%

According to Table 4.52, for Bachelor, most respondents agreed (63.33%) and neutral (16.67%), strongly agreed (16.67). only few students choose disagree (3.33%). For master, most respondents strongly agreed (57.14%) and agreed (14.29%), neutral (28.57%). no respondents were disagreed (0%). For Ph.D., half respondents agreed (50%) and half respondents strongly agreed (50%).

It means that adding more content in "service" on IKI-SEA website is be needed by all of Bachelor and Master and Ph.D. students. And it says master students care more about it. So it is a reliable change to attract more participants.

4.4.6 Mix educational background with the need for updating "people" and "contact".

Table 4.53: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(update of "people" and "contact") * Education background Cross tabulation					
Count					
		Education background			
		Bachelor	Master	Ph.D.	Total
Do you think the following content	Strongly agree	4	3	0	7
		13.33%	42.86%	0%	17.95%

(Continued)

Table 4.53 (continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(update of "people" and "contact") * Education background Cross tabulation					
Count					
		Education background			
		Bachelor	Master	Ph.D.	Total
needs to be added to the IKI-SEA website and is important? (update of "people" and "contact")	Agree	15	2	1	18
		50%	28.57%	50%	46.15%
	Neutral	11	1	1	13
		36.67%	14.26%	50%	33.33%
	Disagree	0	1	0	1
		0%	14.26%	0%	2.56%
Total		30	7	2	39
		100%	100%	100%	100%

According to Table 4.53, for Bachelor, most respondents agreed (50%) and neutral (36.67%), strongly agreed (13.33). For master, most respondents strongly agreed (42.86%) and agreed (28.57%), neutral (14.26%). few respondents were disagreed (14.26%). For Ph.D., half respondents agreed (50%) and half respondents neutral (50%).

It means that updating "people" and "contact on IKI-SEA website is be needed by all of Bachelor and Master and Ph.D. students. And it says master students care more about it. But Ph.D. students maybe not care. So whether this is useful or not depends on the degree requirements of the participants in the IKI-SEA.

4.4.7 Mix educational background with the need for different preferences for website style.

Table 4.54: Which website style do you think is appropriate for IKI-SEA?

Which website style do you think is appropriate for IKI-SEA? * Education background Cross tabulation					
Count					
		Education background			Total
		Bachelor	Master	Ph.D.	
Which website style do you think is appropriate for IKI-SEA?	Flat design	5 (16.67%)	0 (0%)	0 (0%)	5 (12.82%)
	3D	9 (30%)	1 (14.29%)	1 (50%)	11 (28.21%)
	Minimalist design	3 (10%)	0(0%)	1 (50%)	4 (13.33%)
	Borderless style	4 (13.33%)	1 (14.29%)	0 (0%)	5 (16.64%)

(Continued)

Table 4.54 (continued): Which website style do you think is appropriate for IKI-SEA?

Which website style do you think is appropriate for IKI-SEA? * Education background Cross tabulation					
Count					
		Education background			
		Bachelor	Master	Ph.D.	Total
Which website style do you think is appropriate for IKI-SEA?	Graphical illustrations	0 (0%)	2 (28.57%)	0 (0%)	2 (5.13%)
	Blackboard style	3 (10%)	1 (14.28%)	0 (0%)	4 (10.26%)
	multi-column window design	4 (13.33%)	1 (14.28%)	0 (0%)	2 (5.13%)
	The super front page	5 (16.67%)	0 (0%)	0 (0%)	5 (12.82%)
	Color overlay	0 (0%)	1 (14.28%)	0 (0%)	1 (2.56%)
Total		30 (100%)	7 (100%)	2 (100%)	39 (100%)

According to Table 4.54, overall, the "3D" style was the most popular (28.21%). Among them, most of the bachelor students who select "3D" (30%), most of the people in a master (28.57%), select the "Graphical illustrations", Ph.D. student, select the "3D" and "Minimalist design" half.

4.4.8 Mix income with the need for adding more content in "service" on IKI-SEA website.

Table 4.55: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(add more content in "services") * Income (US. dollar/year) Cross tabulation							
Count							
		Income (US. dollar/year)					
		less than 1000	1000-5000	5001-17000	17001-50000	more than 50000	Total
Do you think the following content needs to be added to the IKI-SEA website and is important?	Strongly agree	2	3	2	1	2	10
		15.38%	21.43%	28.57%	100%	50%	25.64%
	Agree	7	8	4	0	2	21
		53.85%	57.14%	57.14%	0%	50%	53.85%
	Neutral	4	2	1	0	0	7
		30.77%	14.29%	14.29%	0%	0%	17.95%
	Disagree	0	1	0	0	0	1
		0%	7.14%	0%	0%	0%	2.56%

(Continued)

Table 4.55 (continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(add more content in "services") * Income (US. dollar/year) Cross tabulation							
Count							
		Income (US. dollar/year)					
		less than 1000	1000-5000	5001-17000	17001-50000	more than 50000	Total
(add more content in "services")		13	14	7	1	4	39
		100%	100%	100%	100%	100%	100%
Total							

According to Table 4.55, for those earning less than 1000, 15.38% strongly agreed, 53.85% agreed, and 30.77% were neutral. Among those earning between 1,000 and 5,000, 21.43% strongly agreed, 57.14% agreed, 14.29% were neutral and 7.14% disagreed. Of those earning between 5001 and 17000, 28.57% strongly agreed, 57.14% agreed, and 14.29% were neutral. People with incomes between 17001 and 50000, 100% strongly agree. For those with incomes above 50,000, 50% strongly agree, and 50% agree.

The results suggest that people with higher incomes may care more about this view. This result can be used as a basis to change the website to more attractive target group according to the income level of the target group of IKI.

4.4.9 Mix income with the need for adding more widely used and international chat software on IKI-SEA website.

Table 4.56: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (more widely used and international chat software) * Income (US. dollar/year) Cross tabulation						
Count						
		Income (US. dollar/year)				
		less than 1000	1000-5000	5001-17000	17001-50000	more than 50000	Total
Do you think the following content needs to be added to the IKI-SEA website and is important?	Strongly agree	0	3	2	0	1	6
		0%	21.43%	28.57%	0%	25%	15.38%
	Agree	8	7	3	1	2	21
		61.54%	50%	42.86%	100%	50%	53.85%
	Neutral	5	3	2	0	0	10
		38.46%	21.43%	28.57%	0%	0%	25.64%

(Continued)

Table 4.56 (continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (more widely used and international chat software) * Income (US. dollar/year) Cross tabulation							
Count							
		Income(US. dollar/year)					
		less than 1000	1000-5000	5001-17000	17001-50000	more than 50000	Total
(more widely used and international chat software)	Disagree	0	1	0	0	1	2
		0%	7.14%	0%	0%	25%	5.13%
Total		13	14	7	1	4	39
		100%	100%	100%	100%	100%	100%

According to table 4.56, For those earning less than 1000, 61.54% agreed, and 38.46% were neutral. Among those earning between 1,000 and 5,000, 21.43% strongly agreed, 50% agreed, 21.43% were neutral and 7.14% disagreed. Of those earning between 5001 and 17000, 28.57% strongly agreed, 42.86% agreed, and 28.57% were neutral. People with incomes between 17001 and 50000, 100% agree.

For those with incomes above 50,000, 25% strongly agree, and 50% agree, 25% disagree.

According to this result, people with incomes between 1,000 and 17,000 and above 50,000 pay more attention to this view. This result can be used as a basis to change the website to more attractive target group according to the income level of the target group of IKI-SEA.

4.4.10 Mix income with the need for adding the course introduction on IKI-SEA website.

Table 4.57: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (course introduction) * Income (US.dollar/year) Cross tabulation							
Count							
		Income (US.dollar/year)					
		less than 1000	1000-5000	5001-17000	17001-50000	more than 50000	Total
Do you think the following content needs to be added to	Strongly agree	4	4	3	1	3	15
		30.77%	28.57%	42.86%	100%	75%	38.46%
	Agree	4	8	3	0	1	16
		30.77%	57.14%	42.86%	0%	25%	41.03%

(Continued)

Table 4.57 (continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (course introduction) * Income (US.dollar/year) Cross tabulation						
Count						
		Income (US.dollar/year)				Total
		less than 1000	1000-5000	5001-17000	17001-50000	more than 50000	
the IKI-SEA website and is important? (course introduction)	Neutral	4	1	1	0	0	6
		30.77%	7.14%	14.26%	0%	0%	15.38%
	Disagree	0	1	0	0	0	1
		0%	7.14%	0%	0%	0%	2.56%
	Strongly disagree	1	0	0	0	0	1
		7.69%	0%	0%	0%	0%	2.56%
Total		13	14	7	1	4	39
		100%	100%	100%	100%	100%	100%

According to Table 4.57, for those earning less than 1000, 30.77% strongly

agreed, 30.77% agree, and 30.77% were neutral, 7.69% strongly disagree. Among

those earning between 1,000 and 5,000, 28.57% strongly agreed, 57.14% agreed,

7.14% were neutral and 7.14% disagreed of those earning between 5001 and 17000,

42.86% strongly agreed, 42.86% agreed, and 14.26% were neutral. People with

incomes between 17001 and 50000, 100% agree. For those with incomes above

50,000, 75% strongly agree, and 25% agree.

The results suggest that people with higher incomes may care more about this

view. This result can be used as a basis to change the website to more attractive target

group according to the income level of the target group of IKI.

4.4.11 Mix income with the need for adding the admission plan on IKI-SEA

website.

Table 4.58: Do you think the following content needs to be added to the IKI-SEA

website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(the admission plan) * Income (US. dollar/year) Cross tabulation							
Count							
		Income(US. dollar/year)					
		less than 1000	1000-5000	5001-17000	17001-50000	more than 50000	Total
Do you think the following content needs to be added to	Strongly agree	2 15.38%	4 28.57%	3 42.86%	0 0%	2 50%	11 28.21%
	Agree	10 76.92%	9 64.29%	4 57.14%	1 100%	2 50%	26 66.67%

(Continued)

Table 4.58 (continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (the admission plan) * Income (US. dollar/year) Cross tabulation							
Count							
		Income (US. dollar/year)					
		less than 1000	1000- 5000	5001- 17000	17001- 50000	more than 50000	Total
the IKI-SEA website and is important? (the admission plan)	Neutral	1 7.69%	1 7.14%	0 0%	0 0%	0 0%	2 5.13%
Total		13 100%	14 100%	7 100%	1 100%	4 100%	39 100%

According to Table 4.58, for those earning less than 1000, 15.38% strongly

agreed, 76.92% agree, and 7.69% were neutral. Among those earning between 1,000

and 5,000, 28.57% strongly agreed, 64.29% agreed, 7.14% were neutral. Of those

earning between 5001 and 17000, 42.86% strongly agreed, 57.14% agreed. People

with incomes between 17001 and 50000, 100% agree. For those with incomes above

50,000, 50% strongly agree, and 50% agree.

This result shows that there is a consistent acceptance of this view among all income groups, but among those with incomes above 5,000, there is more acceptance. This result can be used as a basis to change the website to more attractive target group according to the income level of the target group of IKI-SEA.

4.4.12 Mix income with the need for updating "people" and "contact"

Table 4.59: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (update of "people" and "contact") * Income(US. dollar/year) Cross tabulation							
Count							
		Income (US. dollar/year)					
		less than 1000	1000-5000	5001-17000	17001-50000	more than 50000	Total
Do you think the following content needs to be added to the IKI-SEA website and is important?	Strongly agree	2	2	1	0	2	7
		15.38%	14.29%	14.29%	0%	50%	17.95%
	Agree	5	8	4	0	1	18
		38.46%	57.14%	57.14%	0%	25%	46.15%
	Neutral	5	4	2	1	1	13
		38.46%	28.57%	28.57%	100%	25%	33.33%

(Continued)

Table 4.59 (Continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (update of "people" and "contact") * Income(US. dollar/year) Cross tabulation							
Count							
		Income (US. dollar/year)					
		less than 1000	1000-5000	5001-17000	17001-50000	more than 50000	Total
(update of "people" and "contact")	Disagree	1	0	0	0	0	1
		2.56%	0%	0%	0%	0%	2.56%
Total		13	14	7	1	4	39
		100%	100%	100%	100%	100%	100%

According to table 4.59, for those earning less than 1,000, 15.38% strongly

agreed, 38.46% agree, and 38.46% were neutral. Among those earning between 1,000

and 5,000, 14.29% strongly agreed, 57.14% agreed, 28.57% were neutral. Of those

earning between 5,001 and 17,000, 14.29% strongly agreed, 57.14% agreed, 28.57%

neutral. People with incomes between 17,001 and 50,000, 100% neutral. For those

with incomes above 50,000,50% strongly agree, and 25% agree, 25% neutral.

This result shows that there is a consistent acceptance of this view among all income groups. This result can be used as a basis to change the website to more attractive target group according to the income level of the target group of IKI.

4.4.13 Mix income with the need for adding the content of sharing of living and learning in Bangkok University on IKI-SEA website.

Table 4.60: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(sharing of living and learning in Bangkok University) * Income (US. dollar/year) Cross tabulation							
Count							
		Income(US. dollar/year)					
		less than 1000	1000-5000	5001-17000	17001-50000	more than 50000	Total
Do you think the following content needs to be added to the IKI-SEA website and is important?	Strongly agree	3	3	2	1	2	11
		23.08%	21.43%	28.57%	100%	50%	28.21%
	Agree	7	8	5	0	2	22
		53.85%	57.14%	71.43%	0%	50%	56.41%
	Neutral	3	3	0	0	0	6
		23.08%	21.43%	0%	0%	0%	15.38%

(Continued)

Table 4.60 (Continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(sharing of living and learning in Bangkok University) * Income (US. dollar/year) Cross tabulation						
Count						
	Income(US. dollar/year)					
	less than 1000	1000-5000	5001-17000	17001-50000	more than 50000	Total
(sharing of living and learning in Bangkok University)						
Total	13	14	7	1	4	39
	100%	100%	100%	100%	100%	100%

According to table 4.60, for those earning less than 1000, 23.08% strongly agreed, 53.85% agree, and 23.08% were neutral. Among those earning between 1,000 and 5,000, 21.43% strongly agreed, 57.14% agreed, 21.43% were neutral. Of those earning between 5001 and 17000, 28.57% strongly agreed, 71.43% agreed. People with incomes between 17001 and 50000, 100% strongly agree. For those with incomes above 50,000, 50% strongly agree, and 50% agree.

The results suggest that people with higher incomes may care more about this view. This result can be used as a basis to change the website to more attractive target group according to the income level of the target group of IKI-SEA.

4.4.14 Mix income with the need for different preferences for website style.

Table 4.61: Which website style do you think is appropriate for IKI-SEA?

Which website style do you think is appropriate for IKI-SEA? * Income (US. dollar/year) Cross tabulation							
Count							
		Income (US. dollar/year)					
		less than 1000	1000-5000	5001-17000	17001-50000	more than 50000	Total
Which website style do you think is appropriate for IKI-SEA?	Flat design	2	1	2	0	0	5
		15.38%	7.14%	28.57%	0%	0%	12.82%
	3D	4	3	2	1	1	11
		30.77%	21.43%	28.57%	100%	25%	28.21%
	Minimalist design	1	1	1	0	1	4
		7.69%	7.14%	14.26%	0%	25%	10.26%
	Borderless style	2	2	00 %	0	1	5
		15.38%	14.29%		0%	25%	12.82%

(Continued)

Table 4.61 (Continued): Which website style do you think is appropriate for IKI-

SEA?

Which website style do you think is appropriate for IKI-SEA? * Income (US. dollar/year) Cross tabulation						
Count						
		Income (US. dollar/year)					Total
		less than 1000	1000- 5000	5001- 17000	17001- 50000	more than 50000	Total
Which website style do you think is appropriate for IKI-SEA?	Graphical illustrations	0	1	1	0	0	2
		0%	7.14%	14.26%	0%	0%	5.13%
	Blackboard style	2	2	0	0	0	4
		15.38%	14.29%	0%	0%	0%	10.26%
	multi-column window design	1	0	1	0	0	2
		7.69%	0%	14.26%	0%	0%	5.13%
	The super front page	1	4	0	0	0	5
		7.69%	28.57%	0%	0%	0%	12.82%
	Color overlay	0	0	0	0	1	1
		0%)	0%)	0%)	0%)	25%)	2.56%)
Total		13	14	7	1	4	39
		100%	100%	100%	100%	100%	100%

According to Table 4.61, overall, the majority (28.21%) chose "3D". For those earning less than 1000, the majority (30.77%) chose "3D". For those with an income between 1000 and 5000, most people choose "the super front page" (28.57%) and "3D" (21.43%). Most people choose "3D" (28.57%) and "Flat design" (28.57) for those with an income between 5001 and 17000. For those with an income between 17001 and 50000, 100% of people choose "3D". For people with an income of 50,000 or more, "3D" (25%), "minimalist design" (25%), "borderless style" (25%), "color overlay" (25%). From this result, "3D" is the most popular among all income groups.

4.4.15 Mix nationality with the need for adding more content in "service" on IKI-SEA website.

Table 4.62: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(add more content in "services") * Nationality Cross tabulation				
Count				
		Nationality		Total
		Chinese	Aussie	
Do you think the following content needs to be added to the IKI-SEA website and is important? (add more content in "services")	Strongly agree	7 (21.21%)	3 (50%)	10 (25.64%)
	Agree	19 (57.58%)	2 (33.33%)	21 (53.85%)
	Neutral	6 (18.18%)	1 (16.67%)	7 (17.95%)
	Disagree	1 (3.03%)	0 (0%)	1 (2.56%)
Total		33(100%)	6(100%)	39 (100%)

According to Table 4.62, Chinese students 21.21% strongly agree with this opinion, 57.58% agree, 18.18% are neutral, and 3.03% disagree. 50% of Australian students strongly agree, 33.33% agree and 16.67% are neutral.

According to the results, both Chinese and Australian students share this view, and Australian students have a stronger sense of identity with this view. This result can be used as a reference for the development of IKI-SEA in target countries, and can be changed into a more popular website in target countries.

4.4.16 Mix nationality with the need for adding more widely used and international chat software on IKI-SEA website.

Table 4.63: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(more widely used and international chat software) * Nationality Cross tabulation				
Count				
		Nationality		Total
		Chinese	Aussie	
Do you think the following content needs to be added to the IKI-SEA website and is important?	Strongly agree	4	2	6
		12.12%	33.33%	15.38%
	Agree	19	2	21
		57.58%	33.33%	53.84%

(Continued)

Table 4.63 (Continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(more widely used and international chat software) * Nationality Cross tabulation				
Count				
		Nationality		Total
		Chinese	Aussie	
(more widely used and international chat software)	Neutral	9	1	10
		27.27%	16.67%	25.64%
	Disagree	1	1	2
		3.03%	16.67%	5.13%
Total		33	6	39
		100%	100%	100%

According to table 4.63, Chinese students 12.12% strongly agree with this

opinion, 57.58% agree, 27.27% are neutral, and 3.03% disagree. 33.33% of Australian

students strongly agree, 33.33% agree and 16.67% are neutral, 16.67% disagree.

Both Chinese and Australian students agree. This result can be used as a

reference for the development of IKI in target countries, and can be changed into a

more popular website in target countries.

4.4.17 Mix nationality with the need for adding the course introduction on IKI-SEA website.

Table 4.64: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(course introduction) * Nationality Cross tabulation				
Count				
		Nationality		Total
		Chinese	Aussie	
Do you think the following content needs to be added to the IKI-SEA website and is important? (course introduction)	Strongly agree	11	4	15
		33.33%	66.67%	38.46%
	Agree	14	2	16
		42.42%	33.33%	41.03%
	Neutral	6	0	6
		18.18%	0%	15.38%
	Disagree	1	0	1
		3.03%	0%	2.56%
	Strongly disagree	1	0	1
		3.03%	0%	2.56%
Total		33	6	39
		100%	100%	100%

According to table 4.64, Chinese students 33.33% strongly agree with this opinion, 42.42% agree, 18.18% are neutral, and 3.03% disagree, 3.03% strongly disagree. 66.67% of Australian students strongly agree, 33.33% agree.

Both Chinese and Australian students agree and Australian students have a stronger sense of identity with this view. This result can be used as a reference for the development of IKI in target countries, and can be changed into a more popular website in target countries.

4.4.18 Mix nationality with the need for adding the admission plan on IKI-SEA website.

Table 4.65: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(the admission plan) * Nationality Cross tabulation				
Count				
		Nationality		Total
		Chinese	Aussie	
Do you think the following content needs to be added to the IKI-SEA website and is important? (the admission plan)	Strongly agree	8	3	11
		24.24%	50%	28.21%
	Agree	23	3	26
		69.70%	50%	66.67%
	Neutral	2	0	2
		6.06%	0%	5.12%

(Continued)

Table 4.65 (Continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(the admission plan) * Nationality Cross tabulation			
Count			
	Nationality		Total
	Chinese	Aussie	
Total	33	6	39
	100%	100%	100%

According to table 4.65, Chinese students 24, 24% strongly agree with this opinion, 69.70% agree, 6.06% are neutral. 50% of Australian students strongly agree, 50% agree.

Both Chinese and Australian students agree and Australian students have a stronger sense of identity with this view. This result can be used as a reference for the development of IKI in target countries, and can be changed into a more popular website in target countries.

4.4.19 Mix nationality with the need for updating "people" and "contact".

Table 4.66: Do you think the following content needs to be added to the IKI-SEA

website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (update of "people" and "contact") * Nationality Cross tabulation				
Count				
		Nationality		Total
		Chinese	Aussie	
Do you think the following content needs to be added to the IKI-SEA website and is important? (update of "people" and "contact")	Strongly agree	4	3	7
		12.12%	50%	17.95%
	Agree	16	2	18
		48.48%	33.33%	46.15%
	Neutral	12	1	13
		36.36%	16.67%	33.33%
	Disagree	1	0	1
		3.03%	0%	2.56%
Total		33	6	39
		100%	100%	100%

According to table 4.66, Chinese students 12.12% strongly agree with this

opinion, 48.48% agree, 36.36% are neutral, 3.03% disagree. 50% of Australian

students strongly agree, 33.33% agree, 16.67% neutral.

Both Chinese and Australian students agree and Australian students have a stronger sense of identity with this view. This result can be used as a reference for the development of IKI in target countries, and can be changed into a more popular website in target countries.

4.4.20 Mix nationality with the need for adding the content of sharing of living and learning in Bangkok University on IKI-SEA website.

Table 4.67: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (sharing of living and learning in Bangkok University) * Nationality Cross tabulation				
Count				
		Nationality		
		Chinese	Aussie	Total
Do you think the following content needs to be added to the IKI-SEA website and is important? (sharing of living and learning in Bangkok University)	Strongly agree	9 27.27%	2 33.33%	11 28.21%
	Agree	18 54.55%	4 66.67%	22 56.41%
	Neutral	6 18.18%	0 0%	6 15.38%
Total		33 100%	6 100%	39 100%

According to table 4.67, Chinese students 27.27% strongly agree with this opinion, 54.55% agree, 18.18% are neutral. 33.33% of Australian students strongly agree, 66.67% agree.

Both Chinese and Australian students agree and Australian students have a stronger sense of identity with this view. This result can be used as a reference for the development of IKI in target countries, and can be changed into a more popular website in target countries.

4.4.21 Mix nationality with the need for different preferences for website style.

Table 4.68: Which website style do you think is appropriate for IKI-SEA?

Which website style do you think is appropriate for IKI-SEA? * Nationality Cross tabulation				
Count				
		Nationality		
		Chinese	Aussie	Total
Which website style do you think is appropriate for IKI-SEA?	Flat design	5	0	5
		15.15%	0%	12.82%
	3D	9	2	11
		27.27%	33.33%	28.21%
	Minimalist design	3	1	4
		9.09%	16.67%	10.26%

(Continued)

Table 4.68 (Continued): Which website style do you think is appropriate for

IKI-SEA?

Which website style do you think is appropriate for IKI-SEA? * Nationality Cross tabulation				
Count				
		Nationality		Total
		Chinese	Aussie	
Which website style do you think is appropriate for IKI-SEA?	Borderless style	4	1	5
		12.12%	16.67%	12.82%
	Graphical illustrations	2	0	2
		6.06%	0%	5.13%
	Blackboard style	4	0	4
		12.12%	0%	10.26%
	multi-column window design	1	1	2
		3.03%	16.67%	5.13%
	The super front page	5	0	5
		15.15%	0%	12.82%
	Color overlay	0	1	1
		0%	16.67%	2.56%
Total		33	6	39
		100%	100%	100%

According to Table 4.68, most Chinese students choose "3D" (27.27%). And

most Australian students also choose "3D" (33.33%).

Therefore, regarding the website style, Australian students and Chinese students agree that they prefer "3D".

4.4.22 Mix age with the need for adding more content in "service" on IKI-SEA website.

Table 4.69: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (add more content in "services") * Age Cross tabulation							
Count							
		Age					Total
		16-22	23-25	26-30	31-40	41-50	
Do you think the following content needs to be added to the IKI-SEA website and is important? (add more content in "services")	Strongly agree	4	2	1	1	2	10
		23.53%	20%	16.67%	33.33%	66.67%	25.64%
	Agree	8	6	4	2	1	21
		47.06%	60%	66.67%	66.67%	33.33%	53.85%
	Neutral	4	2	1	0	0	7
		23.53%	20%	16.67%	0%	0%	17.95%
	Disagree	1	0	0	0	0	1
		5.88%	0%	0%	0%	0%	2.56%
Total		17	10	6	3	3	39
		100%	100%	100%	100%	100%	100%

According to table 4.69, the majority of students aged 16-22 agreed (25, 53 percent) and strongly agreed (47.06 percent). The majority of students aged 23-25 agreed (60%) and strongly agreed (20%). Among students aged 26-30, the majority agreed (66.67%) and strongly agreed (16.67%). The majority of students in the 31-40 age group agreed (66.67%) and strongly agreed (33.33%). The majority of students aged 41-50 strongly agree (66.67%) and agree (33.33%).

Therefore, students of all ages think it is important to add more content in "services".

4.4.23 Mix age with the need for adding more widely used and international chat software on IKI-SEA website.

Table 4.70: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (more widely used and international chat software) * Age Cross tabulation							
Count							
		Age					
		16-22	23-25	26-30	31-40	41-50	Total
Do you think the following content needs to be added to the IKI-SEA	Strongly agree	0	1	3	1	1	6
		0%	10%	50%	33.33%	33.33%	15.38%
	Agree	10	7	1	2	1	21
		58.82%	70%	16.67%	66.67%	33.33%	53.85%

(Continued)

Table 4.70: Do you think the following content needs to be added to the IKI-SEA
website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (more widely used and international chat software) * Age Cross tabulation							
Count							
		Age					Total
		16-22	23-25	26-30	31-40	41-50	
website and is important? (more widely used and international chat software)	Neutral	6	2	2	0	0	10
		35.29%	20%	33.33%	0%	0%	25.64%
	Disagree	1	0	0	0	1	2
		5.88%	0%	0%	0%	33.33%	5.13%
Total		17	10	6	3	3	39
		100%	100%	100%	100%	100%	100%

According to table 4.70, the majority of students aged 16-22 agreed (58.82%)
and were neutral (35.29%). The majority of students aged 23-25 agreed (70%) and
neutral (20%). The majority of students aged 26-30 strongly agreed (50%) and neutral
(33.33%). The majority of students in the 31-40 age group agreed (66.67%) and
strongly agreed (33.33%). The majority of students aged 41-50 strongly agreed
(33.33%) and agreed (33.33%).

Overall, students of all ages agreed that more widely used and international

chat software should be added to IKI-SEA website. 23-25,31-40 and 41-50 age groups were more likely to agree.

4.4.24 Mix age with the need for adding the course introduction on IKI-SEA website

Table 4.71: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(course introduction) * Age Cross tabulation							
Count							
		Age					Total
		16-22	23-25	26-30	31-40	41-50	
Do you think the following content needs to be added to the IKI-SEA website and is important? (course introduction)	Strongly agree	2	4	4	2	3	15
		11.76%	40%	66.67%	66.67%	100%	38.46%
	Agree	10	4	1	1	0	16
		58.82%	40%	16.16%	33.33%	0%	41.03%
	Neutral	4	1	1	0	0	6
		23.53%	10%	16.67%	0%	0%	15.38%
	Disagree	1	0	0	0	0	1
		5.88%	0%	0%	0%	0%	2.56%

Table 4.71 (Continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(course introduction) * Age Cross tabulation							
Count							
		Age					
		16-22	23-25	26-30	31-40	41-50	Total
	Strongly disagree	0	1	0	0	0	1
		0%	10%	0%	0%	0%	2.56%
Total		17	10	6	3	3	39
		100%	100%	100%	100%	100%	100%

According to table 4.71, the majority of students aged 16-22 agreed (58.82%) and were neutral (23.53%). The majority of students aged 23-25 agreed (40%) and strongly agreed (40%). The majority of students aged 26-30 strongly agree (66.67%) and agree (16.67%). The majority of students aged 31-40 strongly agree (66.67%) and agree (33.33%). All students aged 41 to 50 strongly agreed (100%).

Students of all ages agreed that the course introduction should be added to the IKI-SEA website. People in four age groups, 23-25, 26-30, 31-40 and 41-50, were more likely to agree.

4.4.25 Mix age with the need for adding the admission plan on IKI-SEA website.

Table 4.72: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important?(the admission plan) * Age Cross tabulation							
Count							
		Age					
		16-22	23-25	26-30	31-40	41-50	Total
Do you think the following content needs to be added to the IKI-SEA website and is important? (the admission plan)	Strongly agree	2	3	3	1	2	11
		11.76%	30%	50%	33.33%	66.67%	25.21%
	Agree	14	6	3	2	1	26
		82.35%	60%	50%	66.67%	33.33%	66.67%
	Neutral	1	1	0	0	0	2
		5.88%	10%	0%	0%	0%	5.13%
Total		17	10	6	3	3	39
		100%	100%	100%	100%	100%	100%

According to table 4.72, the majority of students aged 16-22 agreed (82.35%) and strongly agreed (11.76%). The majority of students aged 23-25 agreed (60%) and strongly agreed (30%). The majority of students aged 26-30 agree (50%) and strongly

agree (50%). The majority of students in the 31-40 age group agreed (66.67%) and strongly agreed (33.33%). The majority of students aged 41-50 strongly agree (66.67%) and agree (33.33%).

According to the data, students of all ages strongly agree that admissions plans need to be added to the IKI-SEA website.

4.4.26 Mix age with the need for updating "people" and "contact".

Table 4.73: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (update of "people" and "contact") * Age Cross tabulation							
Count							
		Age					
		16-22	23-25	26-30	31-40	41-50	Total
Do you think the following content needs to be added to the IKI-SEA website and is important?	Strongly agree	1	1	2	2	1	7
		5.88%	10%	33.33%	66.67%	33.33%	17.95%
	Agree	10	5	3	0	0	18
		58.82%	50%	50%	0%	0%	46.15%
	Neutral	635.29%	4	0	1	2	13
			40%	0%	33.33%	66.67%	33.33%
	Disagree	0	0	1	0	0	1
		0%	0%	16.67%	0%	0%	2.56%

(Continued)

Table 4.73 (Continued): Do you think the following content needs to be added to the

IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (update of "people" and "contact") * Age Cross tabulation						
Count						
		Age				
		16-22	23-25	26-30	31-40	41-50	Total
(update of "people" and "contact")							
Total		17	10	6	3	3	39
		100%	100%	100%	100%	100%	100%

According to table 4.73, the majority of students aged 16-22 agreed (58.82%) and were neutral (35.29%). The majority of students aged 23-25 agreed (50%) and neutral (40%). The majority of students aged 26-30 agreed (50%) and strongly (33.33%). The majority of students in the 31-40 age group strongly agreed (66.67%) and neutral (33.33%). The majority of students aged 41-50 were neutral (66.67%) and strongly agreed (33.33%).

Most students of all ages agree that "people" and "contact" need to be updated, among which students of the three age groups of 26-30, 31-40 and 41-50 have the highest degree of recognition.

4.4.27 Mix age with the need for adding the content of sharing of living and learning in Bangkok University on IKI-SEA website.

Table 4.74: Do you think the following content needs to be added to the IKI-SEA website and is important?

Do you think the following content needs to be added to the IKI-SEA website and is important? (sharing of living and learning in Bangkok University) * Age Cross tabulation							
Count							
		Age					Total
		16-22	23-25	26-30	31-40	41-50	
Do you think the following content needs to be added to the IKI-SEA website and is important? (sharing of living and learning in Bangkok University)	Strongly agree	3	3	1	2	2	11
		17.65%	30%	16.67%	66.67%	66.67%	28.21%
	Agree	11	4	5	1	1	22
		64.71%	40%	83.33%	33.33%	33.33%	56.41%
	Neutral	3	3	0	0	0	6
		17.65%	30%	0%	0%	0%	15.38%
Total		17	10	6	3	3	39
		100%	100%	100%	100%	100%	100%

According to table 4.74, among students aged 16-22, the majority agreed (64.71%) and strongly agreed (17.65%). The majority of students aged 23-25 agreed (40%) and strongly agreed (30%). Among students aged 26-30, the majority agreed (83.33%) and strongly agreed (16.67%). The majority of students aged 31-40 strongly agree (66.67%) and agree (33.33%). The majority of students aged 41-50 strongly agree (66.67%) and agree (33.33%).

Students of all ages agreed on the need to share living and learning in Bangkok University on the IKI-SEA website.

4.4.28 Mix age with the need for different preferences for website style.

Table 4.75: Which website style do you think is appropriate for IKI-SEA?

Which website style do you think is appropriate for IKI-SEA? * Age Cross tabulation							
Count							
		Age					
		16-22	23-25	26-30	31-40	41-50	Total
Which website style do you think is appropriate for IKI-SEA?	Flat design	4	1	0	0	0	5
		23.53%	10%	0%	0%	0%	12.82%
	3D	5	3	2	0	1	11
		29.41%	30%	33.33%	0%	33.33%	28.21%
	Minimalist design	0	2	1	0	1	4
		0%	20%	16.67%	0%	33.33%	10.26%

(Continued)

Table 4.75 (Continued): Which website style do you think is appropriate for IKI-

SEA?

Which website style do you think is appropriate for IKI-SEA? * Age Cross tabulation							
Count							
		Age					
		16-22	23-25	26-30	31-40	41-50	Total
Which website style do you think is appropriate for IKI-SEA?	Borderless style	2	1	0	1	1	5
		11.76%	10%	0%	33.33%	33.33	12.82%
	Graphical illustrations	0	1	0	1	0	2
		0%)	10%	0%	33.33%	0%	5.13%
	Blackboard style	1	2	1	0	0	4
		5.88%	20%	16.67%	0%	0%	10.26%
	multi-column window design	1	0	1	0	0	2
		5.88%	0%	16.67%	0%	0%	5.13%
	The super front page	4	0	1	0	0	5
		23.53%	0%	16.67%	0%	0%	12.82%
	Color overlay	0	0	0	1	0	1
		0%	0%	0%	33.33%	0%	2.56%
Total		17	10	6	3	3	39
		100%	100%	100%	100%	100%	100%

According to table 4.75, the majority of students aged 16-22 chose "3D" (29.41%) and "Flat design" (23.53%). Most students aged 23-25 chose "3D" (30%) and "Minimalist design" (20%). Most students aged 26-30 chose "3D" (33.33%). The majority of students aged 41 to 50 chose "3D" (30%).

Except for those aged 31-40, the majority of students in other age groups chose "3D".

CHAPTER 5

CONCLUSION AND DISCUSSION

In This chapter is composed of the summary of research and discussion and IS research implication and recommendations for future research.

5.1 Preliminary Research

This part mainly judges the usefulness of each variable to this survey by the value of "mean", and the useful variables are analyzed separately.

Introduction to the code of the questionnaire answer: 1 means strongly agree, 2 means agree, 3 means neutral, 4 means disagree, 5 means strongly disagree. Therefore, when the value of "mean" is greater than 2.4, this variable is not sufficient to be considered strongly valid in this paper.

5.1.1 Valid Variable

1) Website style

From (4.3.6.2), the "mean" value is 2.18, so website style is a useful variable.

From (4.3.7.1), the majority of respondents (28.2%) think "3D" is suitable for IKI-SEA website

2) Add content about sharing of living and learning in Bangkok University on IKI-SEA website

From (4.3.4.2), the "mean" value is 1.85, so the content on website is a useful variable.

From (4.3.17.2), the "mean" value is 1.87. Therefore, sharing living and

learning in Bangkok University is effective in improving IKI-SEA website satisfaction.

3) Update of "people" and "contact" on IKI-SEA website

From (4.3.4.2), the "mean" value is 1.85, so the content on website is a useful variable.

From (4.3.18.2), the "mean" value is 2.21. Therefore, update of "people" and "contact" is effective in improving IKI-SEA website satisfaction.

4) Add more content in "services" on IKI-SEA website

From (4.3.4.2), the "mean" value is 1.85, so the content on website is a useful variable.

From (4.3.19.2), the "mean" value is 1.97. Therefore, adding more content in "services" is effective in improving IKI-SEA website satisfaction.

5) Add course introduction on IKI-SEA website

From (4.3.4.2), the "mean" value is 1.85, so the content on website is a useful variable.

From (4.3.20.2), the "mean" value is 1.90. Therefore, adding course introduction on IKI-SEA website is effective in improving IKI-SEA website satisfaction.

6) Add admission plan on IKI-SEA website

From (4.3.4.2), the "mean" value is 1.85, so the content on website is a useful variable.

From (4.3.21.2), the "mean" value is 1.77. Therefore, adding admission plan on IKI-SEA website is effective in improving IKI-SEA website satisfaction.

7) Add more widely used and international chat software on IKI-SEA website

From (4.3.5.2), the "mean" value is 1.92, so the chat on website is a useful variable.

From (4.3.22.2), the "mean" value is 2.21. Therefore, adding more widely used and international chat software on IKI-SEA website is effective in improving IKI-SEA website satisfaction.

5.2 In-depth Research

This part is in-depth analysis by mix income, education background, age, nationality with the variables in (5.1).

5.2.1 Website style

1) Mix with education background

Overall, the "3D" style was the most popular (28.21%). Among them, most of the bachelor students who select "3D" (30%), most of the people in a master (28.57%), select the "Graphical illustrations", Ph.D. student, select the "3D" and "Minimalist design" half.

2) Mix with nationality

Most Chinese students choose "3D" (27.27%). And most Australian students also choose "3D" (33.33%).

Therefore, regarding the website style, Australian students and Chinese students agree that they prefer "3D".

3) Mix with age

The majority of students aged 16-22 chose "3D" (29.41%) and "Flat

design" (23.53%). Most students aged 23-25 chose "3D" (30%) and "Minimalist design" (20%). Most students aged 26-30 chose "3D" (33.33%). The majority of students aged 41 to 50 chose "3D" (30%).

Except for those aged 31-40, the majority of students in other age groups chose "3D".

4) Mix with income

Overall, the majority (28.21%) chose "3D".For those earning less than 1000, the majority (30.77%) chose "3D".For those with an income between 1000 and 5000, most people choose "the super front page" (28.57%) and "3D" (21.43%).Most people choose "3D" (28.57%) and "Flat design" (28.57) for those with an income between 5001 and 17000. For those with an income between 17001 and 50000, 100% of people choose "3D". For people with an income of 50,000 or more," 3D"(25%), "minimalist design" (25%), "borderless style" (25%), "color overlay" (25%). From this result, "3D" is the most popular among all income groups.

5.2.2 Add content about sharing of living and learning in Bangkok University on IKI-SEA website

1) Mix with education background

For Bachelor, most respondents agreed (66.67%) and neutral (20.00%), followed by respondents chose "strongly agree" (13.33%). For master, most respondents strongly agreed (85.71%) and agreed (14.29%). no respondents were disagreed (0%).For Ph.D., half respondents agreed (50%) and half respondents strongly agreed (50%).

2) Mix with nationality

Chinese students 27.27% strongly agree with this opinion, 54.55% agree,

18.18% are neutral. 33.33% of Australian students strongly agree, 66.67% agree.

Both Chinese and Australian students agree and Australian students have a stronger sense of identity with this view. This result can be used as a reference for the development of IKI in target countries, and can be changed into a more popular website in target countries.

3) Mix with age

Among students aged 16-22, the majority agreed (64.71%) and strongly agreed (17.65%).The majority of students aged 23-25 agreed (40%) and strongly agreed (30%).Among students aged 26-30, the majority agreed (83.33%) and strongly agreed (16.67%).The majority of students aged 31-40 strongly agree (66.67%) and agree (33.33%).The majority of students aged 41-50 strongly agree (66.67%) and agree (33.33%).

Students of all ages agreed on the need to share living and learning in Bangkok University on the IKI-SEA website.

4) Mix with income

For those earning less than 1000, 23.08% strongly agreed, 53.85% agree, and 23.08% were neutral. Among those earning between 1,000 and 5,000, 21.43% strongly agreed, 57.14% agreed, 21.43% were neutral .Of those earning between 5001 and 17000, 28.57% strongly agreed, 71.43% agreed. People with incomes between 17001 and 50000, 100% strongly agree. For those with incomes above 50,000, 50% strongly agree, and 50% agree.

The results suggest that people with higher incomes may care more about this view. This result can be used as a basis to change the website to more attractive target group according to the income level of the target group of IKI.

5.2.3 Update of "people" and "contact" on IKI-SEA website

1) Mix with education background

For Bachelor, most respondents agreed (50%) and neutral (36.67%), strongly agreed (13.33). For master, most respondents strongly agreed (42.86%) and agreed (28.57%), neutral (14.26%). few respondents were disagreed (14.26%). For Ph.D., half respondents agreed (50%) and half respondents neutral (50%).

It means that updating "people" and "contact on IKI-SEA website is be needed by all of Bachelor and Master and Ph.D. students. And it says master students care more about it. But Ph.D. students maybe not care so whether this is useful or not depends on the degree requirements of the participants in the IKI-SEA.

2) Mix with nationality

Chinese students 12.12% strongly agree with this opinion, 48.48% agree, 36.36% are neutral, 3.03% disagree. 50% of Australian students strongly agree, 33.33% agree, 16.67% neutral.

Both Chinese and Australian students agree and Australian students have a stronger sense of identity with this view. This result can be used as a reference for the development of IKI in target countries, and can be changed into a more popular website in target countries.

3) Mix with age

The majority of students aged 16-22 agreed (58.82%) and were neutral (35.29%). The majority of students aged 23-25 agreed (50%) and neutral (40%).The majority of students aged 26-30 agreed (50%) and strongly (33.33%). The majority of students in the 31-40 age group strongly agreed (66.67%) and neutral (33.33%). The majority of students aged 41-50 were neutral (66.67%) and strongly agreed

(33.33%).

Most students of all ages agree that "people" and "contact" need to be updated, among which students of the three age groups of 26-30, 31-40 and 41-50 have the highest degree of recognition.

4) Mix with income

For those earning less than 1000, 15.38% strongly agreed, 38.46% agree, and 38.46% were neutral. Among those earning between 1,000 and 5,000, 14.29% strongly agreed, 57.14% agreed, 28.57% were neutral of those earning between 5001 and 17000, 14.29% strongly agreed, 57.14% agreed, 28.57% neutral. People with incomes between 17001 and 50000, 100% neutral. For those with incomes above 50,000, 50% strongly agree, and 25% agree, 25% neutral.

This result shows that there is a consistent acceptance of this view among all income groups. This result can be used as a basis to change the website to more attractive target group according to the income level of the target group of IKI.

5.2.4 Add more content in "services" on IKI-SEA website

1) Mix with education background

For Bachelor, most respondents agreed (63.33%) and neutral (16.67%), strongly agreed (16.67) only few students choose disagree (3.33%). For master, most respondents strongly agreed (57.14%) and agreed (14.29%), neutral (28.57%). no respondents were disagreed (0%). For Ph.D., half respondents agreed (50%) and half respondents strongly agreed (50%).

It means that adding more content in "service" on IKI-SEA website is be needed by all of Bachelor and Master and Ph.D. students. And it says master students care more about it .So it is a reliable change to attract more participants.

2) Mix with nationality

Chinese students 21.21% strongly agree with this opinion, 57.58% agree, 18.18% are neutral, and 3.03% disagree.50% of Australian students strongly agree, 33.33% agree and 16.67% are neutral.

According to the results, both Chinese and Australian students share this view, and Australian students have a stronger sense of identity with this view. This result can be used as a reference for the development of IKI in target countries, and can be changed into a more popular website in target countries.

3) Mix with age

The majority of students aged 16-22 agreed (25, 53 percent) and strongly agreed (47.06 percent). The majority of students aged 23-25 agreed (60%) and strongly agreed (20%). Among students aged 26-30, the majority agreed (66.67%) and strongly agreed (16.67%). The majority of students in the 31-40 age group agreed (66.67%) and strongly agreed (33.33%).The majority of students aged 41-50 strongly agree (66.67%) and agree (33.33%).

Therefore, students of all ages think it is important to add more content in "services".

4) Mix with income

For those earning less than 1000, 15.38% strongly agreed, 53.85% agreed, and 30.77% were neutral. Among those earning between 1,000 and 5,000, 21.43% strongly agreed, 57.14% agreed, 14.29% were neutral and 7.14% disagreed of those earning between 5001 and 17000, 28.57% strongly agreed, 57.14% agreed, and 14.29% were neutral. People with incomes between 17001 and 50000, 100% strongly agree. For those with incomes above 50,000, 50% strongly agree, and 50%

agree.

The results suggest that people with higher incomes may care more about this view. This result can be used as a basis to change the website to more attractive target group according to the income level of the target group of IKI.

5.2.5 Add Course Introduction on IKI-SEA Website

1) Mix with Education Background

For Bachelor, most respondents agreed (50%) and strongly agreed (26.67%), followed by respondents chose "neutral" (20%). Only a few respondents were strongly disagree（3.33%. For master, most respondents strongly agreed (85.71%). one respondent were disagreed (14.29%). For Ph.D., one respondent agreed (50%) and one respondent strongly agreed (50%).

It means that adding the course introduction on IKI-SEA website is be needed by all of Bachelor, Master and Ph.D. students. And Master students are particularly in need of this part of the content. So adding the course introduction on IKI-SEA website is a reliable change to attract more participants.

2) Mix with Nationality

Chinese students 33.33% strongly agree with this opinion, 42.42% agree, 18.18% are neutral, and 3.03% disagree, 3.03% strongly disagree. 66.67% of Australian students strongly agree, 33.33% agree.

Both Chinese and Australian students agree and Australian students have a stronger sense of identity with this view. This result can be used as a reference for the development of IKI in target countries, and can be changed into a more popular website in target countries.

3) Mix with Age

The majority of students aged 16-22 agreed (58.82%) and were neutral (23.53%). The majority of students aged 23-25 agreed (40%) and strongly agreed (40%). The majority of students aged 26-30 strongly agree (66.67%) and agree (16.67%).The majority of students aged 31-40 strongly agree (66.67%) and agree (33.33%). All students aged 41 to 50 strongly agreed (100%).

Students of all ages agreed that the course introduction should be added to the IKI-SEA website. People in four age groups, 23-25, 26-30, 31-40 and 41-50, were more likely to agree.

4) Mix with Income

For those earning less than 1000, 30.77% strongly agreed, 30.77% agree, and 30.77% were neutral, 7.69% strongly disagree. Among those earning between 1,000 and 5,000, 28.57% strongly agreed, 57.14% agreed, 7.14% were neutral and 7.14% disagreed. Of those earning between 5001 and 17000, 42.86% strongly agreed, 42.86% agreed, and 14.26% were neutral. People with incomes between 17001 and 50000, 100% agree. For those with incomes above 50,000, 75% strongly agree, and 25% agree.

The results suggest that people with higher incomes may care more about this view. This result can be used as a basis to change the website to more attractive target group according to the income level of the target group of IKI.

5.2.6 Admission Plan on IKI-SEA Website

1) Mix with education background

For Bachelor, most respondents agreed (73.33%) and strongly agreed (20.00%). Only a few respondents were neutral 6.67%). For master, most

respondents strongly agreed (71.43%) and agreed (28.57%). no respondents were disagreed (0%). For Ph.D., all respondents agreed (100%).

It means that. Adding the admission plan on IKI-SEA website is be needed by all of Bachelor, Master and Ph.D. students. And Master students are particularly in need of this part of the content. So adding the admission plan on IKI-SEA website is a reliable change to attract more participants.

2) Mix with Nationality

Chinese students 24.24% strongly agree with this opinion, 69.70% agree, 6.06% are neutral. 50% of Australian students strongly agree, 50% agree.

Both Chinese and Australian students agree and Australian students have a stronger sense of identity with this view. This result can be used as a reference for the development of IKI in target countries, and can be changed into a more popular website in target countries.

3) Mix with Age

The majority of students aged 16-22 agreed (82.35%) and strongly agreed (11.76%). The majority of students aged 23-25 agreed (60%) and strongly agreed (30%). The majority of students aged 26-30 agree (50%) and strongly agree (50%). The majority of students in the 31-40 age group agreed (66.67%) and strongly agreed (33.33%). The majority of students aged 41-50 strongly agree (66.67%) and agree (33.33%).

According to the data, students of all ages strongly agree that admissions plans need to be added to the IKI-SEA website.

4) Mix with Income

For those earning less than 1000, 15.38% strongly agreed,76.92% agree,

and 7.69% were neutral. Among those earning between 1,000 and 5,000, 28.57% strongly agreed, 64.29% agreed, 7.14% were neutral .Of those earning between 5001 and 17000, 42.86% strongly agreed, 57.14% agreed. People with incomes between 17001 and 50000, 100% agree. For those with incomes above 50,000, 50% strongly agree, and 50% agree.

This result shows that there is a consistent acceptance of this view among all income groups, but among those with incomes above 5,000, there is more acceptance. This result can be used as a basis to change the website to more attractive target group according to the income level of the target group of IKI.

5.2.7 Add more widely used and international chat software on IKI-SEA website

1) Mix with Education Background

For Bachelor, most respondents agreed (53.33%) and neutral (30.00%), followed by respondents chose "strongly agree" (13.33%). Only a few respondents were disagreed (3.3%). For master, most respondents strongly agreed (28.57%) and agreed (27.14%), followed by respondents chose "neutral" (13.33%). no respondents were disagreed (0%). For Ph.D., half respondents agreed (50%) and half respondents disagreed (50%).

It means that adding more widely used and international chat software is be needed by Bachelor and Master students. But Ph.D. students maybe not care. So whether this is useful or not depends on the degree requirements of the participants in the IKI-SEA.

2) Mix with Nationality

Chinese students 12.12% strongly agree with this opinion, 57.58% agree,

27.27% are neutral, and 3.03% disagree.33.33% of Australian students strongly agree, 33.33% agree and 16.67% are neutral, 16.67% disagree.

Both Chinese and Australian students agree. This result can be used as a reference for the development of IKI in target countries, and can be changed into a more popular website in target countries.

3) Mix with Age

The majority of students aged 16-22 agreed (58.82%) and were neutral (35.29%). The majority of students aged 23-25 agreed (70%) and neutral (20%).The majority of students aged 26-30 strongly agreed (50%) and neutral (33.33%).The majority of students in the 31-40 age group agreed (66.67%) and strongly agreed (33.33%). The majority of students aged 41-50 strongly agreed (33.33%) and agreed (33.33%).

Overall, students of all ages agreed that more widely used and international chat software should be added to IKI-SEA website. 23-25, 31-40 and 41-50 age groups were more likely to agree.

4) Mix with Income

For those earning less than 1000, 61.54% agreed, and 38.46% were neutral. Among those earning between 1,000 and 5,000, 21.43% strongly agreed, 50% agreed, 21.43% were neutral and 7.14% disagreed of those earning between 5001 and 17000, 28.57% strongly agreed, 42.86% agreed, and 28.57% were neutral. People with incomes between 17001 and 50000, 100% agree. For those with incomes above 50,000, 25% strongly agree, and 50% agree, 25% disagree.

According to this result, people with incomes between 1,000 and 17,000 and above 50,000 pay more attention to this view. This result can be used as a basis

to change the website to more attractive target group according to the income level

of the target group of IKI.

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APPENDIX

Appendix A

Interview and Answers

1. The color of the site will affect the mood and stay time of the visitors. What colors of the IKI website do you think you don't like? What colors do you think are needed but missing?

A: I think the color of the IKI website is a little monotonous, the whole page is mainly white and gray, it feels too dark, no vitality.

Because color will impact on human psychology, and the emotions of people around in imperceptible in, so I think the website color can match these three colors blue, green, orange, cross is tie-in, can make the person produces a better emotional, because these three kinds of color represents joy, flexible, harmonious and relaxed and confident mentality, the site background with blue and green, I think, is good, because after watching a let a person produce pleasure, reach the state of the relaxed mood can better browsing the site.

In addition, the pure white background of IKI website is too harsh, which is easy to make people tired. For me, I won't stay on the website with such color matching for too long, and I can't concentrate on reading the website.
I think the natural combination of green and blue will make visitors feel better, stay on the site longer, and read the content more easily.

B: On the home page, there is a lot of color, which makes me feel a bit messy. I think more cool colors are needed.

C: The combination of colors of the IKI website looks good to me – the background of black and white is visitor-friendly, and some other dotted colors, like

purple and blue help make it appear not boring or dull.

2. What content on the IKI website do you think the navigation is not important? What content navigation do you think is needed but missing?

A: For me, the navigation "Event" is not important, and I don't care about it. What I need is content navigation related to the study and life of international students, but the IKI website does not have such content navigation.

B: I think the information in the event (The registration form) on the homepage can be hidden.

C: I find there's nothing under "Event" that may be interesting to some visitors. Visitors may expect to know more about IKI's "News". And the content in "People" and "Contact" apparently needs some update.

3. Which content modules do you think are not important on the IKI website? What content modules do you think are needed but missing?

A: For me, the content in the "News" module is not very important, because it has little to do with me, I usually don't read it, the other content is quite important.

From the perspective of the whole IKI website, the content of the issues I care about is too little and the introduction is not comprehensive, such as the content in the "Services" module is too little.

I think there are still some modules such as "introduction to the course system", "enrollment plan" and so on.

B: I think News and Events can be combined together. Then there should be a section devoted to introduce the courses and specialties offered by IKI.

C: I find there's nothing under "Event" that may be interesting to some

visitors. Visitors may expect to know more about IKI's "News". And the content in "People" and "Contact" apparently needs some update.

4. In order to ensure the timeliness of communication on the website, which communication on the IKI website. Do you think is not important? What types of communication are needed but missing?

A: I see the IKI website has phone, Email and other communication methods. I think some international communication methods should be added. For example, I come from China, and I can use QQ or Wechat to communicate. Students from other countries can also choose the software they are familiar with to communicate.

B: What the website provides now are the communication methods for common used. However, this social software is almost impossible to use in China, such as Facebook and twitter. If you want to face the Chinese market, you need to add some popular social software in China, such as WeChat and QQ.

C: In my personal opinion, pictures and videos of seminars and workshops held before will probably help visitors know more about IKI and the service it offers. In addition, to add some comments from previous customers or partners will be also helpful to promote IKI's several of programs.

Conclusion:

From the interviews, I can get that

Which are not important: colors (too much white color, too much kinds of colors), navigation (event, the registration form), content modules (content in 'news').

Which is be needed but missing: colors(Blue color, green color, orange color, cool

colors), navigation (living and learning in Bangkok University, news of IKI, update of "people" and "contact"), content modules(too little content in 'services', course introduction, the admission plan),communication (More widely used and international chat software). With the conclusion I made a Linkert scale.

Appendix B

IKI-SEA Website Satisfaction Questionnaire

Demographics	Questions and Answer Choices
Name	
Age	○ 16-22 ○ 23-25 ○ 26-30 ○ 31-40 ○ 41-50
Income (US.dollar/Year)	○ Less than 1000 ○ 1000-5000 ○ 5001-17000 ○ 17001-50000 ○ More than 50000
Education background	○ Bachelor ○ Master ○ Ph.D.
Nationality	

1: Strongly Agree 2: Agree 3: Neutral   4: Disagree 5: Strongly Disagree

Question		Rating Scales				
		1	2	3	4	5
	Do you think websites are important for a university?					
Do you think websites are important for a university?	Colors					
	Content navigation					
	Content					
	Communication					
	Website style					
Do you think the following content is not important on the IKI-SEA website?	Too much white color					
	Too much kinds of colors					
	Navigation of "events"					
	Navigation of "the registration form"					
	The content unit of the "news"					

Question		Rating Scales				
		1	2	3	4	5
Do you think the following content needs to be added to the IKI-SEA website and is important?	Blue color					
	Green color					
	Orange color					
	Cool colors					
	Sharing of living and learning in Bangkok University					
	Update of "people" and "contact					
	Add more content in 'services'					
	Course introduction					
	The admission plan					
	More widely used and international chat software					

Which website style do you think is appropriate for IKI-SEA?

1. Flat design can be said to be the most commonly used style of web design, it weakened the material, gradient, shadow, eliminate redundant information graphic elements, typography.

This style design can make the picture appear more smooth improve the visual level of website content information, more convenient for users to quickly find the content they need. At the same time, the flat interface can better realize the conversion of different sizes.

2. The 3D styles mentioned here are not pure 3D environments that make people feel in them, but those that use a small amount of 3D effects to make the whole page more flexible, and add some vivid non-flat elements on the basis of flatness, which bring a depth of feeling to the website that is originally lacking, and at the same time enhance the visual appeal of the main body.

3. Famous master of industrial design dieter Brahms's a design principle is "good design is as little design as possible", this principle applies to web design, go unless the necessary information in the web page, page for each element, increase will cause the user too much small, even as a deterrent to user task for achieving goals. The benefit of minimalist design is that it can maximize the user's time cost.

4. Borderless style refers to web design that avoids the use of all kinds of borders. In this case, borders refer to any type of decorative container. By removing these decorative containers, it enhances the design of basic content, such as picture quality and typography, thus improving the overall visual presentation of non-decorative containers.
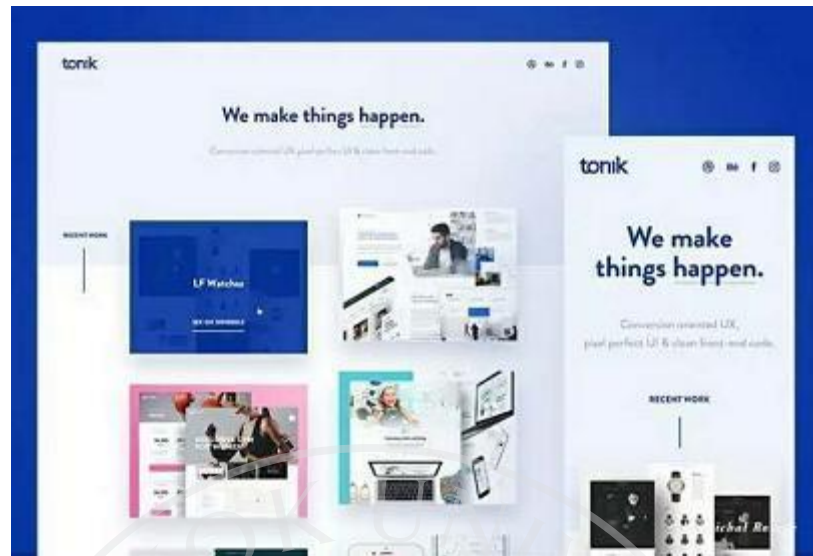
5. In the web design, in addition to the use of a large number of pictures as the background or main elements, the use of graphic illustration is also a good way, Banner can use illustration to express the theme of the site, and add the ornament of illustration ICONS, so that the page looks fresh and interesting, to enhance the uniqueness of the site itself.
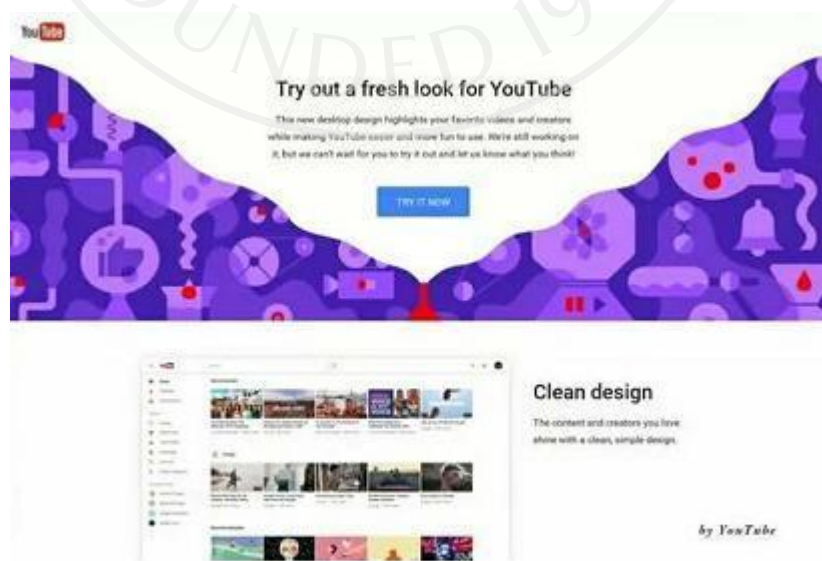
6. Although blackboard style is not a common style, its classic use and extension effect can also be used as a web design style of choice.

The most common way is to use the blackboard as a background element, while the blackboard itself decorative effect makes the site appear very fashionable.

This style is used in many classic food web designs, and in addition to using a blackboard, it also makes the desktop in the real world look great in the background.

7. Accustomed to the one-column design, the frequency screen split into two or even multi-column web design has been popular with many users, in the web design using fresh split screen design can be convenient to present different information, create a contrast.

At the same time, the effective area is divided, which is convenient for users to make quick selection and visual focus.

8. Past web design, by the effect of the slides used with various sites, although this kind of design approach in many home page still apply, but it is losing its appeal, instead, is the core area of the element is the theme of topic map or the front page, using large size on the front page, charming elegant Banner, and the super front page has brought together the essence of the summary of product, which showed the site of the most important content to the user.

Trictly speaking, this is not a design style, but this method can help us quickly create a great Banner or website, by some color overlay photos, and white copy, so as to form a contrast, make the text more clear and easy to convey. You can keep it in your head like a formula and use it at the right time.
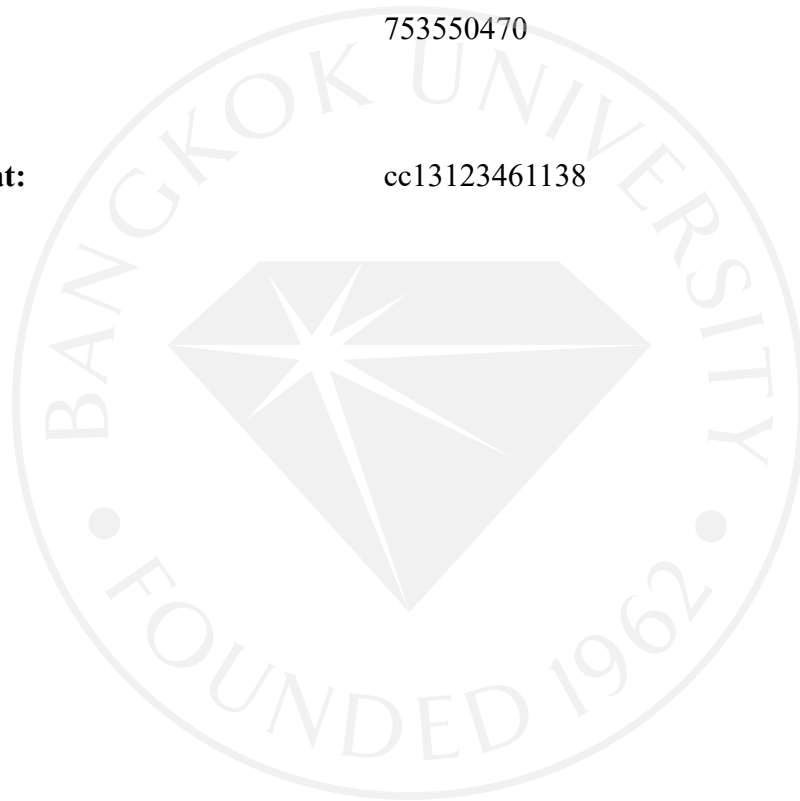
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