

The Effect of Employing Animation on the Effectiveness of Using Websites

Prepared By

Wala`a Hatem Qazaer

Supervisor

DR. Ali "Mohammad Ali" Alqudah

Co-supervisor

DR. Ahmed Housni Al-sswey

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Abstract

The aim of this study was to determine the impact of using animations on the effectiveness of using educational websites. The researcher employed a descriptive research method due to the availability of study tools and their ease of application. The study population consisted of 13,000 students enrolled at Al-Zaytoonah University for the academic year 2023/2024, while the study sample consisted of 671 individuals. The researcher developed a questionnaire consisting of 22 items covering four areas: ease of use, perceived usefulness, user attitudes, and behavioral intention.

The study sought to answer the main question: What is the impact of using animations on the effectiveness of using educational websites? This question was further divided into four sub-questions that the study addressed. The study concluded that the results generally indicate a significant positive impact of using animations on user engagement with educational websites.

The study's recommendations emphasized the importance of incorporating animations in the design of educational websites due to their positive effects on users.

Keywords: website, graphic design, animation, user experience.