

Abstract

In the present study, there were few issues to examine. “Does the addition of graphics improve searching performance and enhance subjective evaluation of the web site?” Moreover, do such changes in performance and subjective evaluation occur differently for Chinese users and English user of the web site? The present experiment was a two by two factorial design. The between subject variable was language (English and Chinese) and the within subject variable was the version of the web site (text and graphic). The dependent variables were searching time, accuracy in searching, accuracy in retention task and usability score and appearance score of the web sites, determined by a questionnaire. The result found that graphics improved the accuracy of searching but did not help to search faster. Both groups rated graphics could enhance usability of the web site. However, the Chinese users found the graphics were more helpful in searching than the English users.