The Study of Relationship between User Individual Differences and EIS Interface Styles

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ABSTRACT

Design of EIS interface to fit individual user has become one of the important issues on research agenda. To discover different user''s preference on various interface design requires understanding of the relationships between individual difference and interface stylesThe objective of this study is to test the degree of preferenceon various interface design based on different user groups. The survey adopts laboratory experiment including seven dependent variables (ie. Jungian typology, information processing,Kolb learning styles, field of specialties, computer literacyinterface styles, and multimedia effects) and one independent variablewhich is user preference. There are 92 volunteers participate the test, among which, 64 participants come from Business Diagnosis ResearchCourse and Public Administration Management Course, 28 participantsare private company''s managers. The empirically results show that most users are preferable on multimediainterface effects, yet they still unfamiliar with multimedia communication environments. In the class Jungian typology, both of introversive and extraversive users to multimedia interface as well as sensing and intuitive users to screetransition show significant difference. In the class of informationprocessing, all users to interface styles and multimedia effects show insignificant difference. While in the class of Kolb learning styles,all users to command menu, animation, and screen transition show significantdifference on the degree of preference. In the class of field specialties, all users to command menu and sound effects show significant difference on the degree of preference. In the class of computer literacy, all users to command menu, icon interface, animation and sound effects show significant difference on the degree of preference. Besides, experimentalresults suggests that most users still will not only accept but continue to use even if a system does not provide their preferable interfacestyles. Keywords: Executive Information System(EIS), Individual Difference, User Interface.

Keywords : Executive Information System (EIS) ; Individual Difference ; User Interface

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