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Applied Computing and Informatics

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EDITORIAL

This issue of Saudi Journal for Applied Computing and Informatics is the second issue of the eighth volume for the year 2010.

This issue contains four articles of scientific research in the area of Information Technology that serves the business sector, which is in accordance with the policies of this journal. These articles are:

1. “*Experiments on Adaptation of foreign accented speakers in native Arabic ASR systems*” by Sid-Ahmed Selouani^a, Yousef Ajami Alotaibi^b

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In this paper the authors addressed the adaptation of Arabic speech recognition systems to foreign accented speakers. This adaptation is accomplished by using the adaptation techniques; namely, the Maximum Likelihood Linear Regression (MLLR), the Maximum a posteriori (MAP), and the combination of MLLR and MAP. The LDC-WestPoint Modern Standard Arabic corpus and HTK toolkit were used throughout all experiments. The authors evaluated the systems and presented interesting results that provide higher improvements while using a combination of MLLR and MAP.

2. “*Assessing the Quality of Web Sites*” by Layla Hasan^a, Emad Abuelrub^b

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The authors presented a new review of the most recent evaluation criteria methods which were used in different e-business services. Furthermore, they pro-



posed new general criteria for evaluating the quality of any website regardless of the type of service that it offers. The dimensions of the criteria are content quality, design quality, organization quality, and user-friendly quality. The authors showed that these dimensions together with their comprehensive indicators and check list can be used by web designers and developers to create quality websites to improve the electronic service and then the image of any organization on the Internet.

3. *“E-learning in the Saudi Tertiary Education: Potential and Challenges”* by *Khlood Al-Siraihi Al-Harbi, University of Leicester, UK* E-mail: ka41@le.ac.uk

The paper addresses the factors that influence e-learning in Saudi higher education through analyzing the perceptions and attitudes of Saudi university students. The author reports the results of a survey conducted to investigate the acceptance of e-learning in a Saudi higher education institution as perceived by university students. The author demonstrated that attitudes toward e-learning, subjective norms, perceived behavioral control as well as e-learning systems attributes were critical determinants of students' behavioral intention to use e-learning.

4. *“Modeling the electronic transactions acceptance using an extended technology acceptance model”* By *Said S. Al-Gahtani, Administrative Sciences Department, King Khalid University, P.O. Box 1183, Abha, Saudi Arabia*

The author attempts to integrate the well-established technology acceptance model (TAM) with three parameters; namely trust, credibility and risk, which are of paramount importance in predicting individual acceptance of on-line transactions. This study seeks empirical support for an extended TAM with three constructs related to e-transactions in Saudi Arabia. The author shows that each of trust, credibility and risk plays an important role toward the acceptance of online transactions in the Saudi settings.

In addition to these four articles, this issue includes one book review:

Book Review “User Interface Design Book Review” By *Basit Qureshi, Prince Sultan University, Saudi Arabia* E-mail: Qureshi@cis.psu.edu.sa

This review discussed different new books that focus on the development of the user interfaces. The key benefits of usability are increased user efficiency and productivity, reduced development costs and most importantly increased customer satisfaction. User interface design or user interface engineering is the design of computers, mobile communication devices, software applications, websites with the focus on the user's experience and interaction. The goal of user interface design is to improve users experience with simplicity and efficiency while keeping the design ergonomically sound. In literature this phenomenon

is known as “User Centered Design”. The author reviewed a set of recently published popular books in the area of User Interface Design.

I hope that this issue will contribute in increasing the reader’s knowledge in the field of Communications and Information Technology and take us closer to ICT best practice.

Professor Majed Abdullah Al-Mashari Al-Saud