A STUDY OF FACTORS AFFECTING THE USAGE OF GOVERNMENT INFORMATION CENTRE IN SRI LANKA AND GUIDELINES FOR IMPROVEMENT

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Department of Computer Science & Engineering
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Declaration

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Abstract

The Government Information Centre (GIC) was launched to disseminate government information to every citizen's fingertips through a common interface, in a convenient, comprehensive and friendly manner. However, call history analysis of the GIC reveals a rather low usage pattern, which is far from reaching its maximum potential. Hence, the key objective of this research is to identify the factors which affect the usage of GIC, also to analyze their impacts and thereby suggest recommendations for improvement. In this research study, a conceptual model of citizen's usage of the GIC has been constructed by leverage of the Technology Acceptance Model (TAM) and other aspects from awareness and trust related literature.

Though the target population in this study is the citizens of Sri Lanka, it is due to various limitations such as time and resources, only 384 respondents have been used as the sample population. A questionnaire was formulated, basing it on the factors mentioned in the conceptual model and it was used for data collection in the pilot study. Following the analysis of the data, the conceptual model and the questionnaire were modified in conformity to feasibility, effectiveness and productivity. This paper discusses the results of the research study based on this suggested model and appropriate recommendations are proposed to improve the usage of GIC.

The suggested model in this study has its own limitations because it has been based more on the users' perspective and further research could be done based on the study of organizational and employees' factors.

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Key words

Awareness, Citizen Usage, Government information centre, Perceived trust Technology Acceptance Model

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List of Abbreviation

CRM - Customer Relationship Manager
CSR - Customer Service Representative
DOI - Diffusion of Innovation
ETA - Electronic Transaction Act
FOIA - Freedom of Information Act
GIC - Government Information Centre
ICTA - Information and Communication Technology Agency
ICT - Information and Communication Technology
IPR - Intellectual Property Rights
PEOU - Perceived Ease of Use
PT - Perceived Trust
PU - Perceived Usefulness
RSS - Really Simple Syndication
SL - Sri Lanka
SMS - Short Messaging Services
TAM - Technology Acceptance Model
TV - Television
UK - United Kingdom
US - United State

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