

MALAYSIAN MEDICAL TOURISM HOSPITALS

Readability Index of Their Websites

**AHMAD RAUYANI AB HAMID
NURAIHAN MAT DAUD**



**IIUM
Press**

**MALAYSIAN MEDICAL
TOURISM HOSPITALS**

MALAYSIAN MEDICAL TOURISM HOSPITALS

**Readability Index of Their
Websites**

AHMAD RAUYANI BIN AB HAMID

NURAIHAN MAT DAUD



**IIUM
Press
Gombak • 2017**

First Print, 2017
©IIUM Press, 2017

IIUM Press is a member of the Majlis Penerbitan Ilmiah Malaysia - MAPIM
(Malaysian Scholarly Publishing Council)

All rights reserved. No part of this publication may be reproduced,
stored in retrieval system, or transmitted in any form or by any means,
electronic, mechanical, photocopying, recording, or otherwise,
without any prior written permission of the publisher.

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

MALAYSIAN MEDICAL TOURISM HOSPITALS : READABILITY INDEX
OF THEIR WEBSITES / BY AHMAD RAUYANI BIN AB HAMID,

NURAIHAN MAT DAUD

ISBN 978-967-418-539-8

1. Medical tourism--Malaysia.
 2. Healthcare industry--Malaysia.
 3. Government publications--Malaysia.
- 362.109595

Published & Printed in Malaysia by
IIUM Press
International Islamic University Malaysia
P.O. Box 10, 50728 Kuala Lumpur, Malaysia

CONTENTS

<i>Tables</i>	7
<i>Preface</i>	9
CHAPTER ONE: IMPORTANCE OF EASE OF READING TO MEDICAL TOURISTS.....	11
CHAPTER TWO: COMMUNICATING WITH MEDICAL TOURISTS THROUGH WEBSITES.....	17
CHAPTER THREE: ANALYSIS OF MALAYSIAN MEDICAL TOURISM HOSPITAL WEBSITES.....	41
CHAPTER FOUR: ARE MALAYSIAN MEDICAL TOURISM HOSPITAL WEBSITES EASY TO READ?.....	47
CHAPTER FIVE: READABILITY OF MALAYSIAN MEDICAL TOURISM HOSPITAL WEBSITES.....	63
<i>References</i>	75

TABLES

<u>Table No.</u>	<u>Page No.</u>
Table 1: Summary of Grading and Readability Levels	33
Table 2: Selection based on the requirements of SMOG and Fry	48
Table 3: Scores of Fry and SMOG and their means	49
Table 4: Central tendencies of reading scores	52
Table 5: Mean readability scores according to domains	53
Table 6: Overall mean readability scores according to domains	57
Table 7: Overall mean readability scores according to accreditation/ certification	58
Table 8: Readability scores across the passages	59

PREFACE

Effective health communication is important for making healthcare decisions. The Internet facilitates patients to learn about their treatments and diseases. More than seventy thousand websites disseminate health information and 50 million Internet users seek health information online. The interaction between online health information seekers and healthcare providers has helped the growth of medical tourism industry. For medical tourists, one of their sources of information is hospital websites. Since patients are from different backgrounds, hospital websites should be written for the general public. Hence it is important that the websites are written at a level that is easy to understand by all. In order to determine if the level is of acceptable standard, readability indices can be used to analyse the readability level of the hospital websites. This book highlights the indices that can be used for this purpose and measures that can be taken to improve the readability level of such websites.

MALAYSIAN MEDICAL TOURISM HOSPITALS

Effective health communication is important for making healthcare decisions. The Internet facilitates patients to learn about their treatments and diseases. More than seventy thousand websites disseminate health information and 50 million Internet users seek health information online. The interaction between online health information seekers and healthcare providers has helped the growth of medical tourism industry. For medical tourists, one of their sources of information is hospital websites. Since patients are from different backgrounds, hospital websites should be written for the general public. Hence it is important that the websites are written at a level that is easy to understand by all. In order to determine if the level is of acceptable standard, readability indices can be used to analyse the readability level of the hospital websites. This book highlights the indices that can be used for this purpose and measures that can be taken to improve the readability level of such websites.

Ahmad Rauyani Ab Hamid was a post graduate student in the Kulliyah of Languages And Management at International Islamic University Malaysia.

Nurairhan Mat Daud joined IIUM after completing her first degree in 1986. She is Professor at the Kulliyah of Languages and Management, International Islamic University Malaysia. Prof. Nurairhan's current research is in the use of technology in language learning, second language learning and English for Specific Purposes. She has about 100 publications in terms of books, book chapters, articles and commissioned reports. She also sits on numerous committees at the national level which include grant review panel member for the Malaysian Ministry of Education.

ISBN 978-967-418-539-8



IIUM Press
Tel : +603 6196 5014 / 6196 5004
Fax : +603 6196 4862 / 6196 6298
Email : iiumbookshop@iium.edu.my
Website : <http://iiumpress.iium.edu.my/bookshop>

