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Abstract
The appearance and development of Internet makes it not only one of the most important sources of information but the communication platform of information exchange. Hence, Internet not only overturned the traditional commercial models, but also provided a new way to Word-Of-Mouth having huge influence on the decision of purchasing.
The interflow of knowledge between roles in Electronic Word-Of-Mouth enables increase or decrease the will of consumption. Electronic Word-Of-Mouth is the subject of this study probing which roles have Electronic Word-Of-Mouth exist and the characteristic of the communication between different roles.
“Discourse Analysis” is the research methods of this study further analyzing the roles and the conditions of communications between roles by gathering and inducing of data. Finally, this study finds seven Electronic Word-Of-Mouth roles, including “Information askers”、“Experience sharers ”、“Opinion Leaders”、“Opinion Corresponsivers”、“Market Mavens”、“Information Reprinters ”、“Product Traders”, and three interaction models between roles, including “Dispose of Product Question Model”、“Word-Of-Mouth Reinforce Model”、“Product Trade Model”, and will find collate fifteen proposition.
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