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Abstract
The main purpose of this research is using content analysis to find out interactive functions of Websites in Taiwan and Mainland China. By the open of Mainland China, the economic and the population of the internet access were gradually decreased.
In the interactive functions, the research by Ghose & Dou（1998） were found, if the numbers of interactive functions were increased, would lead to increase the attractiveness of Web sites, also found the purpose of website will effect the change of interactive functions. For this reason, the development of Mainland China become the focus of the world.
In this research, to use the interactive functions side to analyze the Top 100 Websites resulted by the community of the internet access in Taiwan and Mainland China, and to compare with the Non-top 100 Websites by random sampling.
The coding book in this research was refer to the research of Huang（2000）, Ghose & Dou（1998）, Tsai（2000） and Chen（2003）. After reviewing relevant literature, the study concluded 55 indicators, and then these indicators were used to evaluate 55 selected websites in Taiwan and Mainland China.
The results indicated that the installation of interactivity in corporate websites was very popular in Taiwan and Mainland China. The researcher hopes to deeply understand operating transformation to the competitive advantage. And this research can also provide some implications to help website manager to make correct decision. The results provide specific directions on how Web site designers can modify their site attributes to increase the quality recognition of their sites.
Advisory Committee Huang A. - advisor

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