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APPENDICES

Appendix 1: Sample Site List

A. Australian Companies

1. A.B.C. Learning Centres Limited: www.abclearningcentres.com
2. Adelaide Bank Limited: www.adlaidebank.com.au
3. Altium Limited: www.protel.com.au
4. Amcil Limited: www.amcil.com.au
5. Amcor Limited: www.amcor.com.au
6. AMP Diversified Property Trust: www.amp.com/au/diversified
7. AMP Limited: www.amp.com.au
8. AMP Shopping Centre Trust: www.amp.com.au/shoppingcentretrust
9. Anvil Mining NL: www.anvil.com.au
10. Aquarius Platinum Limited: www.aquariusplatinum.com
11. Ariadne Australia Limited: www.ariadne.com.au
12. Ashton Mining Limited: www.ashton.net.au
13. Atkins Carlyle Limited: www.atkinscar.com.au
14. Aurora Gold Limited: www.auoragold.com.au
15. Auspine Limited: www.auspine.com.au
16. Austar United Communications Ltd: www.austarunited.com.au
17. Australand Holdings Limited: www.australand.com.au
18. Australia Net.com Limited: www.australianet.com.au
19. Australian Foundation Investment Co Limited: www.afi.com.au
20. Australian Growth Properties Limited: www.363george.com.au
21. Australian Infrastructure: www.ausinfrastructure.com.au/
22. Automotive Industrial & Mining Supplies: www.ais-ltd.com.au
23. AXA Asia Pacific Holdings Limited: www.axa.com.au
24. Ballarat Goldfields NL: www.ballarat-goldfield.com.au
25. Bank of Western Australia Limited: www.bankwest.com.au
26. Barra Resources Limited: www.barraresources.com.au
27. Bendigo Bank Limited: www.bendigobank.com.au
28. Bioprospect Limited: www.bioprospect.com
29. Blackmores Limited: www.blackmores.com.au
30. Boral Limited: www.boral.com.au
31. Boulder Steel Limited: www.boulder.au.com
32. Brazin Limited: www.brazin.com.au
33. Brian McGuigan Wines Limited: www.mcguiganwines.com.au
34. Bridgestone Australia Limited: www.bridgestone.com.au
35. Bristile Limited: www.bristile.com.au
36. BRL Hardy Limited: www.brlhardy.com.au
37. BT Global Asset Management Limited: www.btfunds.com.au
38. Cabcharge Australia Ltd: www.cabcharge.com.au
39. Capral Aluminium Limited: www.capral-aluminium.com.au
40. Cellestis Limited: www.lodgpartners.com.au
41. Central Equity Limited: www.centralequity.com.au
42. Central Pacific Minerals NL: www.sppcpm.com
43. Challenger International Limited: www.challengergroup.com
44. Climax Mining Ltd: www.climaxmining.com.au
45. Coal & Allied Industries Limited: www.coalandallied.com.au
46. Coca-Cola Amatil Limited: www.ccamatil.com
47. Coffey International Limited: www.coffey.com.au
48. Colonial First State Property Trust Group: www.colonialfirststate.com.au/cft
49. Commonwealth Property Office Fund: www.commbank.com.au/cpof/
50. Computershare Limited: www.computershare.com.au
51. Corporate Express Australia Limited: www.ce.com.au

52. Coventry Group Limited: www.cgl.com.au
53. CPT Global Limited: www.cptglobal.com
54. Credit Corporation Group Ltd: www.creditcorp.com.au
55. CSL Limited: www.csl.com.au
56. Cullen Resources Limited: www.aucullenresources.com.au
57. Data Advantage Limited: www.dataadvantage.com.au
58. Davnet Limited: www.davnet.com.au
59. Delta Gold Limited: www.deltagold.com.au
60. Deutsche Office Trust: www.realestate.australia.db.com
61. Djerriwarrh Investments Limited: www.djerri.com.au
62. Downer EDI Limited: www.downergroup.com.au
63. Dwyka Diamonds Limited: www.dwykadiamonds.com
64. Eastern Corporation Limited: www.com.aueasterngold.com
65. Ecorp Limited: www.ecorp.com.au
66. Emperor Mines Ltd: www.emperor.com.au
67. Energy Equity Corporation Ltd: www.eec.com.au
68. Envestra Limited: www.envestra.com.au
69. Equatorial Mining NL: www.equatorial.com.au
70. ERG Limited: www.erggroup.com
71. Evans Deakin Industries Ltd: www.evansdeakin.com.au
72. Fleet Capital Limited: www.fleetcapital.com.au
73. Flight Centre Limited: www.flightcentre.com
74. Forrester Kurts Properties Limited: www.fkp.com.au
75. FTR Holdings Limited: www.ftrholdings.com.au
76. G.U.D. Holdings Limited: www.gud.com.au
77. Gandel Retail Trust: www.gandel.com.au
78. Genesis Research and Development Corporation: www.genesis.co.nz
79. GME Resources Limited: www.gme-resources.com.au
80. Goodman Fielder Ltd: www.gfidentity.com
81. Graincorp: www.graincorp.com.au
82. GRD NL: www.grd.com.au/grd/grdhome.html
83. Gutnick Resources NL: www.gutnickresources.com.au
84. Gympie Gold Limited: www.gympeigold.com.au
85. Hallmark Consolidated Limited: www.hallmarkconsolidated.com
86. Harvey Norman Holdings Limited: www.harveynorman.com.au
87. Henry Walker Eltin Group LTD: www.hwe.com.au'pages/home/home.html
88. Hill 50 Gold NL: www.hill50.com.au
89. Hills Motorway Group: www.hillsmortorway.com.au
90. Hostworks Group Limited: www.hostworks.com.au
91. Hutchison Telecommunications (Australia): www.orange.net.au
92. IBA Technologies Limited: www.iba.com.au
93. Iluka Resources Limited: www.iluka.com
94. Incitec Limited: www.incitec.com.au
95. Inovax Limited: www.inovax.com.au
96. Iocom Ltd: www.iocom.com.au
97. James Hardie Industries Ltd: www.jameshardie.com
98. Johnson's Well Mining NL: www.jwm.com.au
99. Just Jeans Group Limited: www.justjeans.com.au
100. KAZ Computer Services Limited: www.kaz.com.au
101. Lake Technology Limited: www.lake.com.au
102. Leighton Holdings Limited: www.leighton.com.au
103. M.I.M. Holdings Limited: www.mim.com.au
104. Macquarie Bank Ltd: www.macquarie.com.au
105. Macquarie Country Wide Trust: www.macquarie.com.au/countrywide
106. Macquarie Infrastructure Group: www.macquarie.com.au/mig
107. Magellan Petroleum Australia Limited: www.magnet.com.au
108. McConnell Dowell Corporation Limited: www.mcconnelldowell.com.au
109. Meditech Research Limited: www.mrl.com.au
110. Metal Storm Limited: www.metalstorm.com

111. Miller's Retail Ltd: www.retailclub.com.au
112. Mirvac Group: www.mirvac.com.au
113. Monadelphous Group Limited: www.monadel.com.au
114. Namakwa Diamond Company NL: www.namakwadiamondco.com.au
115. National Can Industries Limited: www.natcan.com.au
116. National Telecoms Group Limited: www.ntgroup.com.au
117. Neverfail Springwater Limited: www.neverfail.com.au
118. New Tel Limited: www.newtel-limited.com
119. News Corporation Limited (The): www.newscorp.com
120. Normandy Mining Limited: www.normandy.com.au
121. Novus Petroleum Limited: www.nvs.com.au
122. Oamps Limited: www.oamps.com.au
123. Oil Search Limited: www.oilsearch.com.au
124. OneSteel Limited: www.onesteel.com
125. OPSM Protector Limited: www.opsmprotector.com
126. Orica Limited: www.orogen.com
127. Pacific Dunlop Limited: www.pacdun.com.au
128. PacMin Mining Corporation Limited: www.pacmin.com.au
129. PaperlinX Limited: www.paperlinx.com.au
130. Peptech Limited: www.peptech.com.au
131. Permanent Trustee Company Limited: www.permanentgroup.com.au
132. Petaluma Limited: www.ozwine/petalumaltd
133. Petroz N.L.: www.petroz.com.au
134. Platinum Capital Limited: www.platinum.com.au
135. Poltech International Limited: www.poltech.com.au
136. Portman Limited: www.portman.com.au
137. Pracom Limited: www.pracom.com.au
138. Primary Health Care Limited: www.primelife.com.au
139. Publishing and Broadcasting Limited: www.pbl.com.au
140. QBE Insurance Group Limited: www.qbe.com.au
141. QPSX Limited: www.qpsx.com.au
142. Reckon Limited: www.reckon.com.au
143. Reef Casino Trust: www.cairns.directory.citysearch.com.au/e/v/cairn/0033/32/60/3.html
144. Reinsurance Australia Corporation Limited: www.reac.com.au
145. Resolute Limited: www.resolute-ltd.com.au
146. Rio Tinto Limited: www.riotinto.com
147. Santos Limited: www.santos.com.au
148. Securenet Limited: www.securenet.com.au
149. Seven Network Limited: www.i7.com.au
150. Sigma Co Limited: www.sigmaco.com.au
151. Simeon Wines Limited: www.simeon.com.au
152. Singleton Group Limited: www.jsa.com.au or www.singo.com.au
153. Smorgon Steel Group Ltd: www.smorgonsteel.com.au
154. Solution 6 Holdings Limited: www.solution6.com
155. Sons of Gwalia Limited: www.sog.com.au
156. Southern Cross Broadcasting (Aus) Limited: www.southercrossbroadcasting.com.au
157. SP Telecommunications Limited: www.kooee.com.au
158. Spicers Paper Limited: www.spicers.com.au
159. ST Synergy Limited: www.stsynergy.com
160. St. George Bank Limited: www.stgeorge.com.au
161. Straits Resources Limited: www.straits.com.au
162. Striker Resources NL: www.striker.com.au
163. Sunraysia Television Limited: http://local.abc.net.au/sunraysis
164. Sydney Aquarium Limited: www.sydneyaquarium.com.au
165. Sylvania Resources Limited: www.sylvaniaresources.com.au
166. Tab Queensland Limited: www.tabq.com.au
167. Tap Oil Limited: www.tapoil.com.au
168. Techstar Ltd: www.techstar.com.au
169. Telemedia Networks International Limited: www.telemedianet.com.au

170. Telstra Corporation Limited: www.telstra.com
171. Tempo Services Limited: www.temposervices.com.au
172. Thakral Holdings Limited: www.thakral.com.au
173. The Franked Income Fund: www.gresham.com.au
174. Thundelarra Exploration Limited: www.thundelarra.com
175. Timbercorp Limited: www.timbercorp.com.au
176. Tomato Technologies Limited: www.tomatotechnologies.com.au
177. Tourism Asset Holdings Limited: www.tahl.com.au
178. Transurban City Link: www.transurban.com.au
179. Tyndall Meridian Trust: www.tyndall.com.au
180. Union Capital Limited: www.unioncapital.com.au
181. United Group Limited: www.unitedgroup.com.au
182. Village Roadshow Limited: www.villageroadshow.com.au
183. Vision Systems Limited: www.vsl.com.au
184. Wesfarmers Limited: www.wesfarmers.com.au
185. Westel Group Limited: www.westel.com.au
186. Westfield America Trust: www.westfield.com.au
187. Westfield Trust: www.westel.com.au
188. Westpac Banking Corporation: www.westpac.com.au
189. WMC Limited: www.wmc.com.au
190. Woolworths Limited: www.woolworthslimited.com.au

B. Korean Companies

1. Asia Cement Manufacturing: www.asiacement.co.kr
2. Baek Kwang Mineral Products: www.bkmp.co.kr
3. Bing-Grae Company Limited: www.bing.co.kr
4. Bong Shin Co., Ltd.: www.bong-shin.co.kr
5. Boryung Pharmaceutical Company Limited: www.boryung.co.kr
6. Bum Yang Food Co., Ltd.: www.bumyang.co.kr
7. Byuck San Corporation: www.byucksan.com
8. Capro Corporation: www.hcccapro.co.kr
9. Century Corporation: www.gocentury.co.kr
10. Cheil Communications Incorporated: www.cheil.co.kr
11. Cheju Bank Ltd.: www.chejubank.co.kr
12. Cho Hung Bank: www.chb.co.kr
13. Choil Aluminium Manufacturing Company Ltd: www.choilal.co.kr
14. Chokwang Paint Ltd.: www.chokwangpaint.com
15. Chonggu Company Limited: www.chonggu.co.kr
16. Choong Wae Pharmaceutical: www.cwp.co.kr
17. Chun Ji Industrial Co., Ltd.: www.chunji.co.kr
18. Chungho Elcom: www.chelcom.co.kr
19. Crown Confectionery Co., Ltd.: www.crown.co.kr
20. Dae Chang Industrial Company: www.brasone.co.kr
21. Dae Ho Corporation: www.daehocon.co.kr
22. Daeduck GDS Company Limited: www.daeduckgds.com
23. Daehan City Gas Co., Ltd.: www.daehancitygas.com
24. Daeil Chemical Co., Ltd.: www.daeilchem.co.kr
25. Daelim Industrial: www.dic.co.kr
26. Daewon Chemical Company Limited: www.daewon21.co.kr
27. Daewoo Electronics Company Limited: www.dwe.co.kr
28. Daewoo Telecom Company Limited: www.dwt.co.kr
29. Dahaam e-TEC Company Limited: www.shp.co.kr
30. Daihan Eunpakgy Company Limited: www.dhe.co.kr
31. Daou Technology Incorporated: www.daou.co.kr
32. Digital Power Communications Company Ltd.: www.dpc.co.kr
33. Dong Il Corp: www.dong-il.com/dic.asp
34. Dong Sung Pharm Corporation: www.dongsungpharm.co.kr
35. Dong Yang Elevator Co., Ltd.: www.dongyang-elevator.com
36. Dongbang Agro Corporation: www.dongbangagro.co.kr
37. Dongbu Hannong Chemical Company Limited: www.dongbuchem.com
38. Dongbu Steel Company Limited: www.dbstl.co.kr
39. Dongil Rubber Belt Co., Ltd.: www.dongilbelt.co.kr
40. Dongsu Industrial Company Limited: www.dongsu.co.kr
41. Dongwon Fisheries Co., Ltd.: www.dongwonfish.co.kr
42. Dongwon Securities Company Limited: www.choiceup.com
43. Dongyang Gangchul Company Limited: www.dygc.co.kr
44. Dongyang Tin Plate Co., Ltd.: www.dongyangtp.co.kr
45. Doosan Corporation: www.soosan.co.kr
46. Duck Yang Industry Company Limited: www.duckyang.co.kr
47. ENEX Company Limited: www.enex.co.kr
48. Eusung Industrial Co., Ltd.: http://esic.koreasme.com
49. First Mutual Savings & Finance Co., Ltd.: www.jeilbank.co.kr
50. Future Systems Incorporated: www.future.co.kr
51. Gold Mutual Savings & Finance Co., Ltd.: www.goldbanking.co.kr
52. Haansoft Inc: www.haansoft.com
53. Haitai Confectionary: www.ht.co.kr
54. Halla Engineering & Construction Co.: www.halla.co.kr
55. Han Il E Wha Co., Ltd.: www.hanileh.co.kr
56. Han Kuk Carbon Company Limited: www.fiber-x.com
57. Hana Securities Company Limited: www.hanastock.co.kr

58. Hanchang Corporation: www.hanchang.co.kr
59. Hanil Iron & Steel Co., Ltd.: www.hanilsteel.co.kr
60. Hanjin Shipping Company Limited: www.hanjin.com
61. Hankook Cosmetics: www.ihkcos.co.kr
62. Hankuk Paper Manufacturing Company Limited: www.gopaper.co.kr
63. Hanshin Construction Co., Ltd.: www.hanshinc.com
64. Hansol CSN Company Limited: www.hansolcsn.com
65. Hansol Telecom Co., Ltd.: www.hansoltelecom.co.kr
66. Hanvit Securities Company Limited: www.hanvitsec.co.kr
67. Hanwha Securities Company Limited: www.koreastock.co.kr
68. Heung Ah Corporation: www.heungah.co.kr
69. Hi-Tron Systems: www.hitron.co.kr
70. Hotel Shilla Co: www.shilla.samsung.co.kr
71. HS R&A: www.hwaseunghk.com/dir.htm
72. Hung Chang Company Limited: www.hungchang.co.kr
73. Hwa Sung Industrial Company: www.hwasung.co.kr
74. Hynix Semiconductor Incorporated: www.hei.co.kr
75. Hyundae Metal Co., Ltd.: www.hyundaelock.com or www.hdlock.co.kr
76. Hyundai Department Store Company Limited: www.e-hyundai.com
77. Hyundai HYSCO: www.hysco.com
78. Hyundai Mobis: www.mobis.co.kr
79. Hyundai Securities Company Limited: www.stockmarket.co.kr
80. Il Dong Pharmaceutical Company Limited: www.ildong.com
81. IL Jin Electric Company: www.iljin.co.kr
82. Ileun Securities Company Limited: www.powerstock.co.kr
83. Ilyang Pharmacetutical Co., Ltd: www.ilyang.co.kr
84. INI Steel Company: www.iisc.co.kr
85. INZI Controls Company Limited: www.inzi.co.kr
86. Jindo Corporation: www.jindo.co.kr
87. Kedcom Company Limited: www.kedcom.co.kr
88. Keun Wha Pharmaceutical Co., Ltd.: www.kunwha.com
89. Kia Steel Company Limited: www.kss.co.kr
90. Kirin Co., Ltd.: www.kirin.co.kr
91. Kohap Ltd.: www.kohap.co.kr
92. Kolon Industries Inc: www.ikolon.co.kr
93. Koram Bank: www.goodbank.com
94. Korea Circuit Company Limited: www.kcg.co.kr
95. Korea Cottrell Co., Ltd.: www.cottrell.co.kr
96. Korea Developement Corporation: www.kdc.co.kr
97. Korea Electric Terminal Co.: www.ket.co.kr
98. Korea Fine Chemical Company Limited: www.finechem.co.kr
99. Korea Gas Corporation: www.kogas.co.kr
100. Korea Industrial Development Co.: www.hdkid.com
101. Korea Kumho Petrochemical Company: www.kkpc.co.kr
102. Korea Network Corporation: www.knc.co.kr
103. Korea Polyol Company Limited: www.polyol.co.kr
104. Korea Tobacco & Ginseng Corporation: www.ktg.co.kr
105. Korean Gingseng Products Co., Ltd.: www.koje.co.kr
106. KT Freetel Company Limited: www.kt.co.kr
107. Kuk-Dong Corporation: www.kd.co.kr
108. Kukdong City Gas Co., Ltd.: www.naturalgasnet.co.kr or www.gaspia.com
109. Kukje Corporation: www.kukje.co.kr
110. Kum Kang Industrial: www.kumkangind.co.kr
111. Kumgang Korea Chemical Company Limited: www.kcc.co.kr
112. Kumho Tire Co., Ltd.: www.kumhotire.com
113. Kwang Dong Pharmaceutical Company Limited: www.kwang-dong.co.kr
114. Kyeryong Construction Industrial Co. Ltd: www.krcon.co.kr
115. Kyung In Electronics Co., Ltd.: www.kei.co.kr
116. Kyung Nong Corporation: www.knco.co.kr/kyungnong/kn.htm

117.Kyungdong Boiler Co., Ltd.: www.boiler.co.kr
118.Lady Company Limited: www.lady.co.kr
119.Lee Ku Industrial Co., Ltd.: www.leeku.com
120.LG Chem Investment Limited: www.lgchem.co.kr
121.LG Industrial Systems Company Limited: www.lgis.co.kr
122.LG Investment & Securities Company Limit: www.iflg.com
123.Lotte Chilsung Beverage Co., Ltd.: www.lottechilsung.co.kr
124.Man Ho Rope & Wire Limited: www.manho.co.kr
125.Meritz Securities Company Limited: www.meritz.co.kr
126.Mirae Corporation: www.mirae.co.kr
127.Monami Co., Ltd.: www.monami.co.kr
128.Muhack Alcohol: www.muhak.co.kr
129.Nam Han Paper Mfg: www.namhanpaper.co.kr
130.Namsun Aluminum Co., Ltd: www.namsun.co.kr
131.Nasign Co., Ltd.: www.nasign.co.kr
132.Nexans Korea Limited: www.daesungcable.com
133.NSF Co Ltd: www.howow.com
134.Oriental Chemical Ind. Co., Ltd: www.oci.co.kr
135.Ottogi Corporation: www.ottogi,co.kr
136.Pacific Industries Incorporated: www.pacificid.co.kr
137.Pan-Pacific Trading Co., Ltd.: www.panpacific.co.kr
138.Partsnic Company Ltd: www.partsnic.com
139.Poonglim Industries Company Limited: www.poonglim.co.kr
140.Pumyang & Construction Co., Ltd.: www.pycon.co.kr
141.Pusan City Gas Co., Ltd.: www.pusangas.co.kr
142.Rocket Electric Co: www.rocket.co.kr
143.Saehan Industries Inc: www.saehan.co.kr
144.Sam Bu Construction Company Limited: www.sambu.co.kr
145.Sam Hwa Paints Industrial Company Limited: www.spi.co.kr
146.Sam Sung Pharmaceutical Industrial Co.: www.sspharm.co.kr
147.Sam Whan Camus Co Limited: www.swcamus.co.kr
148.Sam Young Chemical Co., Ltd.: www.sycc.co.kr
149.Samchully Company Limited: www.samchully.co.kr
150.Samick LMS Company Limited: www.samickco.co.kr
151.Samjin Pharmaceutical Company Limited: www.samjinpharm.co.kr
152.Samsung Corporation: www.samsungcorp.co.kr
153.Samsung Engineering Co.: www.samsungeng.co.kr
154.Samsung Heavy Ind: www.shi.samsung.co.kr
155.Samsung Techwin Company Limited: www.samsungtechwin.com/kr/index.html
156.Samyang Genex Company Limited: www.genex.co.kr
157.Samyung Trading Co., Ltd.: www.samyung.co.kr
158.SBW Limited.: www.sbw.co.kr
159.Segye Corporation: www.segye.co.kr
160.Seondo Electric Company Limited: www.seondo.co.kr
161.Seoul Food Industrial Co., Ltd.: www.seoulfood.co.kr
162.Sepoong Corporation: www.sepoongcorp.co.kr
163.Sewon Chemical Co., Ltd.: www.sewonchem.co.kr
164.Sewoo Polymer Co., Ltd.: www.s-trademart.com/co/s/sewoo/kr
165.Shin Dong Ah Fire & Marine Insurance Com: www.sdafire.com
166.Shin Heung Securities Co., Ltd.: www.shs.co.kr
167.Shin Sung Tong Sang co., Ltd.: www.ssts.co.kr
168.Shin Young Securities Company Limited: www.shinyoung.com
169.Shinhan Bank: www.shinhanbank.co.kr
170.Shinho Steel Co., Ltd.: www.shinhosteel.co.kr
171.Shinmoorim Paper Manufacturing: www.moorim.co.kr
172.Shinsung Engineering Company Limited: www.shinsung.co.kr
173.Silla Company Limited: www.sla.co.kr
174.SK Chemicals Company Limited: www.skchemicals.com
175.SK Global Company Limited: www.sk.co.kr

176. SKC Company Limited: www.skc.co.kr
177. Soosan Heavy Ind. Co., Ltd: www.soosan.co.kr
178. Ssang Yong Corporation: www.ssytrade.co.kr
179. STC Corporation: www.suttong.co.kr
180. Sung Chang Enterprise Company Limited: www.sungchang.co.kr
181. Sungmoon Electronics Co., Ltd.: www.smec-korea.co.kr
182. Sunjee Construction Co., Ltd.: www.sungjee.com
183. Tae Chang Company Ltd: www.tce.co.kr
184. Tai Lim Packaging Industries Company Ltd: www.tailim.com
185. TBK Electronics Co., Ltd.: www.tbk.co.kr
186. The Kwangju Bank: www.kjbank.co.kr
187. Tong Yang Confectionery Corporation: www.orionworld.co.kr
188. Tong Yang Mool San Corporation: www.tym.co.kr
189. Tongkook Corporation: www.tongkook.co.kr
190. Union Steel Manufacturing Company Limited: www.unionsteel.co.kr
191. WISCOM Company Limited: www.wiscom.co.kr
192. Woobang Housing & Construction Co., Ltd.: www.woobang.co.kr
193. YoulChon Chemical: www.youlchon.co.kr
194. Young Poong Corporation: www.ypzinc.co.kr
195. Youngbo Chemical Company Limited: www.youngbo.com
196. Yuhan Corporation: www.yuhan.co.kr Yuyang Telecom Company Limited: www.yuyang.co.kr

Appendix 2: Coding Books

Table A2.1 Coding Book for Web Site Content

Coding items	Data coding	Data collection/ Comments
1. *Advertising*		
101. DES: Product/service description	0: absence 1: category only 2: description	Description about the individual product/service that the corporate provides.
102. CAT: Product catalogue	0: absence 1: category only 2: description	Description of more than two brands/ service items. It includes the index, named a 'catalogue' or a 'brochure.'
103. NEW: Product/service news	0: absence 1: category only 2: description	The information of new product including 'award' information.
104. PAC: Product package	0: absence 1: presence	Display of product package.
2. *Public Relations*		
201. NWS: Company news	0: absence 1: category only 2: description	Any information about the corporate, usually named 'company news' or 'company announcement.'
202. HIS: Company history	0: absence 1: category only 2: description	Usually described as 'corporate history.'
203. MIS: Mission statement	0: absence 1: category only 2: description	The firm's mission, vision, philosophy, and so forth.
204. ORG: Company organisation	0: absence 1: category only 2: description	Structure, activity, division, directory, and performance.
205. FIN: Financial information	0: absence 1: category only 2: description	Any investor related information such as balance sheet, annual reports, etc.
206. AFF: Affiliated company	0: absence 1: category only 2: description	Any information about affiliated companies, partners, and alliance groups.
207. HUM: Human resources	0: absence 1: category only 2: description	Information about the executives, management, staff, and directors.
208. REC: Recruiting	0: absence 1: category only 2: description	Recruitment, career, and employment.
209. CEO: CEOs	0: absence 1: category only 2: description	Messages from CEOs such as 'CEOs' speech.'
210. SOC: Social activity	0: absence 1: category only 2: description	Corporate activities relating to the environment and community including charity and donation.
211. PRO: Company profile	0: absence 1: category only 2: description	Usually displayed as 'about the company.'

Table A2.1 Coding Book for Web Site Content (continued)

Coding items	Data coding	Data collection/ Comments
3. *Sales Promotion*		
301. CON: Contest	0: absence 1: presence	Any activity for winning something (e.g., cash, trips, or goods).
302. INC: Financial incentives	0: absence 1: presence	Any discount for customers or applicants (e.g., low-interest financing, rebate).
303. SAM: Sampling	0: absence 1: presence	Any kind of free gifts such as samples, free downloads of products.
304. DEM: Product demonstration	0: absence 1: presence	Display of a specific feature of products/ services.
4. *Online Selling*		
401. TRA: Transaction process	0: absence 1: presence	Information about online transactions, regardless of paying online or not.
402. PAY: Online payment	0: absence 1: presence	Payment through the Web.
5. *Customer Service*		
501. BRA: Branch locations	0: absence 1: presence	Information about the distribution channel (branches, dealers, and shops).
502. ASS: After sales service	0: absence 1: presence	Information about maintenance of products, including customer education and support.
503. FAQ: FAQs	0: absence 1: presence	Product/service related FAQs excluding technical support for Web usage.
504. TEC: Technical information	0: absence 1: presence	Technical information relating to the product/service including information on the product category.
505. FEE: Customer feedback	0: absence 1: presence	Any type of facilities that customers can provide direct feedback or their opinions (e.g., inquiry, suggestion, etc.).
506. CTC: Contact	0: absence 1: presence	Contact number or address (e.g., phone, Fax, e-mail). Usually 'contact us.'
6. *External Links*		
601. Links to affiliated company	0: absence 1: presence	Links to partners or alliance groups.
602. Links to other organisation	0: absence 1: presence	Links to industrial and/or financial organisations rather than affiliated companies.

Notes:

1. For 101-103, and 201-211: A case that shows only a category (usually on a menu button) was coded. When more than one word are shown, including short headlines and slogans, it was coded 2.
2. For all items: 1 and 2 include a pop-up menu.
3. Two items for "External Links" are prepared for an additional analysis.

Table A2.2 Coding Book for Web Site Structure

Coding items	Data coding	Data collection/ Comments
A. *Text*		
1. HEA: Headline	0: absence 1: presence	Short words such as headlines, slogans, or catch phrases.
2. DES: Description	0: absence 1: presence	Descriptive information about the product/service or the company. This usually includes more than one sentence.
B. *Image*		
3. LOG: Logo	0: absence 1: presence	Static display of the company logo or symbol. Usually expressed in visual.
4. PHO: Photo	0: absence 1: presence	Static display of any type of visual images such as photographs, pictures, and drawings.
C. *Video*		
5. MTE: Moving text	0: absence 1: presence	Continuous moving or blinking of textual information.
6. MIM: Moving image	0: absence 1: presence	Continuous moving or blinking of visual images such as photos, pictures, symbols, or characters.
7. VID: Video	0: absence 1: presence	More natural movement of visual images through advanced techniques like films or video clips.
8. VIC: Video icon	0: absence 1: presence	Display of icons or titles that imply films or videos being played (e.g., 'flash', 'media player', 'TV commercial').
D. *Audio*		
9. MUS: Music	0: absence 1: presence	Play of music or songs on the Web.
10. SOU: Sound	0: absence 1: presence	Any type of sound rather than music. This includes special sound effects.
11. SIC: Audio icon	0: absence 1: presence	Display of icons or titles that imply sound being played (e.g., 'speaker', 'real audio', 'flash', 'media player', 'TV commercial').
E. *Links*		
12. ILI: Internal links	0: absence 1: presence	Links within the same Web site. Usually expressed by a 'site map' or 'search' function.
13. ELI: External links	0: absence 1: presence	Links to other Web sites. Usually links to affiliated firms or other organisations.

Appendix 3: Inter-coder Reliability Statistics

Table A3.1 Crosstabulation of the Paired Coding: Dichotomous Web Site Content Items

			coder2		
			absence	presence	Total
coder1	absence	Count	456	16	472
		Expected Count	376.8	95.2	472.0
		% within coder1	96.6%	3.4%	100.0%
	presence	Count	23	105	128
		Expected Count	102.2	25.8	128.0
		% within coder1	18.0%	82.0%	100.0%
Total		Count	479	121	600
		Expected Count	479.0	121.0	600.0
		% within coder1	79.8%	20.2%	100.0%

Table A3.2 Cohen's Kappa Statistics: Dichotomous Web Site Content Items

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement	Kappa	.802	.030	19.667	.000
N of Valid Cases		600			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table A3.3 Crosstabulation of the Paired Coding: Three-point Scale Web Site Content Items

			coder2			
			absence	category only	description	Total
coder1	absence	Count	328	26	0	354
		Expected Count	210.6	118.0	25.4	354.0
		% within coder1	92.7%	7.3%	.0%	100.0%
	category only	Count	24	165	8	197
		Expected Count	117.2	65.7	14.1	197.0
		% within coder1	12.2%	83.8%	4.1%	100.0%
	description	Count	5	9	35	49
		Expected Count	29.2	16.3	3.5	49.0
		% within coder1	10.2%	18.4%	71.4%	100.0%
Total		Count	357	200	43	600
		Expected Count	357.0	200.0	43.0	600.0
		% within coder1	59.5%	33.3%	7.2%	100.0%

Table A3.4 Cohen's Kappa Statistics: Three-point Scale Web Site Content Items

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement	Kappa	.775	.024	22.974	.000
N of Valid Cases		600			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table A3.5 Crosstabulation of the Paired Coding: Web Site Structure Items

			coder2		
			absence	presence	Total
coder1	absence	Count	561	34	595
		Expected Count	362.5	232.5	595.0
		% within coder1	94.3%	5.7%	100.0%
	presence	Count	33	347	380
		Expected Count	231.5	148.5	380.0
		% within coder1	8.7%	91.3%	100.0%
Total		Count	594	381	975
		Expected Count	594.0	381.0	975.0
		% within coder1	60.9%	39.1%	100.0%

Table A3.6 Cohen's Kappa Statistics: Web Site Structure Items

		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Measure of Agreement	Kappa	.856	.017	26.716	.000
N of Valid Cases		975			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Appendix 4: Instrument

University of Wollongong

Web Site Study Questionnaire

Now you have completed your exploration of the web site, please fill in this questionnaire. For most of the questions there are no right or wrong answers; it is what you feel about the web site you have explored that is important for this study. Please note that all questionnaires will remain anonymous, and the data collected will be kept confidential.

INSTRUCTIONS

For most questions simply circle the number that corresponds to your answer, as in the examples below.

Example A: *What is your sex?* 1. Male (2) Female

		Strongly disagree	Disagree	Inclined to disagree	Neutral	Inclined to agree	Agree	Strongly agree
Example B:	*I like this web site.*	1	2	3	(4)	5	6	7

SECTION ONE: YOUR REACTIONS TO THE WEB SITE

The following questions ask you about your reactions towards the web site you have just explored. Simply read each statement and indicate the extent to which you agree or disagree with it by circling the appropriate number (as in the examples above).

A. The Web Site as an Access Point to the Company

	Strongly disagree	Disagree	Inclined to disagree	Neutral	Inclined to agree	Agree	Strongly agree
This web site gives me a realistic impression of the company.	1	2	3	4	5	6	7
When exploring this web site, it felt like I was in personal contact with people in the company.	1	2	3	4	5	6	7
When exploring this web site, I did **not** feel good about the people in the company.	1	2	3	4	5	6	7
Exploring this web site was like being in a face-to-face meeting with people in the company.	1	2	3	4	5	6	7

Please continue ►

Page 1 of 3

B. Web Site Usefulness for Obtaining Information About Products

	Strongly disagree	Disagree	Inclined to disagree	Neutral	Inclined to agree	Agree	Strongly agree
This web site would help me to search more quickly for information about personal computers to buy.	1	2	3	4	5	6	7
This web site would improve my search for information when buying a personal computer.	1	2	3	4	5	6	7
This web would **not** make my search for information about personal computers more productive.	1	2	3	4	5	6	7
This web would make my search for information about personal computers more effective.	1	2	3	4	5	6	7
Overall, this web site would be useful for obtaining information about available products when buying a personal computer.	1	2	3	4	5	6	7

C. Web Site Useability

	Strongly disagree	Disagree	Inclined to disagree	Neutral	Inclined to agree	Agree	Strongly agree
Learning to use this web site was easy for me.	1	2	3	4	5	6	7
I could **not** easily get this web site to do what I wanted it to do.	1	2	3	4	5	6	7
This web site was straightforward and easy to understand.	1	2	3	4	5	6	7
It was easy for me to become skilled at using this web site.	1	2	3	4	5	6	7
Overall, I found this web site to be easy to use.	1	2	3	4	5	6	7

D. Overall Impression of Web Site

	Strongly disagree	Disagree	Inclined to disagree	Neutral	Inclined to agree	Agree	Strongly agree
This is **not** a good web site.	1	2	3	4	5	6	7
I like this web site.	1	2	3	4	5	6	7
This is an attractive web site.	1	2	3	4	5	6	7
This is an enjoyable web site.	1	2	3	4	5	6	7
The web site is pleasant to use.	1	2	3	4	5	6	7
Overall, this web site is recommendable to my friends.	1	2	3	4	5	6	7

Please continue ►

E. Site Revisit Intention

If you were searching for information about personal computers for sale on the web, how likely is it that you would revisit this web site?

Extremely unlikely	Very unlikely	Unlikely	Somewhat unlikely	Somewhat likely	Likely	Very likely	Extremely Likely
1	2	3	4	5	6	7	8

SECTION TWO: WEB EXPERIENCE QUESTIONNAIRE

1. How frequently do you access the web (e.g. to search for information)?

Never	Rarely	Occasionally	Moderately	Frequently	Very frequently	Extremely frequently
1	2	3	4	5	6	7

2. How familiar are you with the web?

Not at all familiar	Not very familiar	Somewhat familiar	Moderately familiar	Familiar	Very familiar	Extremely familiar
1	2	3	4	5	6	7

3. How would you rate your level of usage of the web?

Extremely low	Very low	Low	Moderate	High	Very high	Extremely high
1	2	3	4	5	6	7

4. How confident are you with your ability to navigate the web?

Not at all confident	Not very confident	Somewhat confident	Moderately confident	Confident	Very confident	Extremely confident
1	2	3	4	5	6	7

SECTION THREE: PARTICIPANT BACKGROUND INFORMATION

The following questions ask for some details about you, for statistical purposes only (i.e. the information will help me to describe my sample). Remember that this questionnaire is anonymous and the information will be kept strictly confidential.

What is your sex? 1. Male 2. Female

What is your age in years? _____

Are you a ... 1. Part-time student 2. Full-time student

What level student are you?

Undergraduate first year	Undergraduate second year	Undergraduate third year	Undergraduate other	Honours student	Postgraduate
1	2	3	4	5	6

<u>Thank you for your time and effort in completing this questionnaire</u>.

Appendix 5: Pilot Test Statistics

Table A5.1 Results of KMO and Barlett's Test

Construct	KMO Measure of Sampling Adequacy	Barlett's Test of Sphericity		
		Chi-square	df	Sig.
Social Presence	0.782	71.870	10	0.000
Perceived Usefulness	0.865	119.294	10	0.000
Perceived Ease of Use	0.836	106.888	10	0.000
Attitude Toward the Web Site	0.779	130.741	21	0.000
Web Literacy	0.802	106.743	6	0.000

Table A5.2 Correlation Matrix for Revised Social Presence Scale Items[a]

		F1	F2	F3	F4
Correlation	F1	1.000	.770	.625	.739
	F2	.770	1.000	.759	.772
	F3	.625	.759	1.000	.809
	F4	.739	.772	.809	1.000
Sig. (1-tailed)	F1		.000	.000	.000
	F2	.000		.000	.000
	F3	.000	.000		.000
	F4	.000	.000	.000	

[a]. Determinant = .161

Table A5.3 Correlation Matrix for Perceived Usefulness Scale Items[a]

		B1	B2	B3	B4	B5
Correlation	B1	1.000	.632	.465	.588	.587
	B2	.632	1.000	.716	.737	.717
	B3	.465	.716	1.000	.768	.766
	B4	.588	.737	.768	1.000	.758
	B5	.587	.717	.766	.758	1.000
Sig. (1-tailed)	B1		.000	.002	.000	.000
	B2	.000		.000	.000	.000
	B3	.002	.000		.000	.000
	B4	.000	.000	.000		.000
	B5	.000	.000	.000	.000	

[a]. Determinant = 2.841E-02

Table A5.4 Correlation Matrix for Perceived Ease of Use Scale Items[a]

		C1	C2	C3	C4	C5
Correlation	C1	1.000	.747	.751	.578	.665
	C2	.747	1.000	.660	.448	.530
	C3	.751	.660	1.000	.563	.783
	C4	.578	.448	.563	1.000	.560
	C5	.665	.530	.783	.560	1.000
Sig. (1-tailed)	C1		.000	.000	.000	.000
	C2	.000		.000	.003	.000
	C3	.000	.000		.000	.000
	C4	.000	.003	.000		.000
	C5	.000	.000	.000	.000	

[a]. Determinant = 4.114E-02

Table A5.5 Correlation Matrix for Revised Attitude Toward the Web Site Scale Items[a]

		D1	D2	D3	D4	D5	D6
Correlation	D1	1.000	.781	.406	.486	.358	.554
	D2	.781	1.000	.412	.427	.407	.549
	D3	.406	.412	1.000	.702	.708	.572
	D4	.486	.427	.702	1.000	.498	.533
	D5	.358	.407	.708	.498	1.000	.645
	D6	.554	.549	.572	.533	.645	1.000
Sig. (1-tailed)	D1		.000	.006	.001	.015	.000
	D2	.000		.006	.004	.006	.000
	D3	.006	.006		.000	.000	.000
	D4	.001	.004	.000		.001	.000
	D5	.015	.006	.000	.001		.000
	D6	.000	.000	.000	.000	.000	

[a]. Determinant = 3.093E-02

Table A5.6 Correlation Matrix for Web Literacy Scale Items[a]

		F1	F2	F3	F4
Correlation	F1	1.000	.770	.625	.739
	F2	.770	1.000	.759	.772
	F3	.625	.759	1.000	.809
	F4	.739	.772	.809	1.000
Sig. (1-tailed)	F1		.000	.000	.000
	F2	.000		.000	.000
	F3	.000	.000		.000
	F4	.000	.000	.000	

[a]. Determinant = 4.264E-02

Figure A5.1 Scree Plot for Initial Social Presence Scale

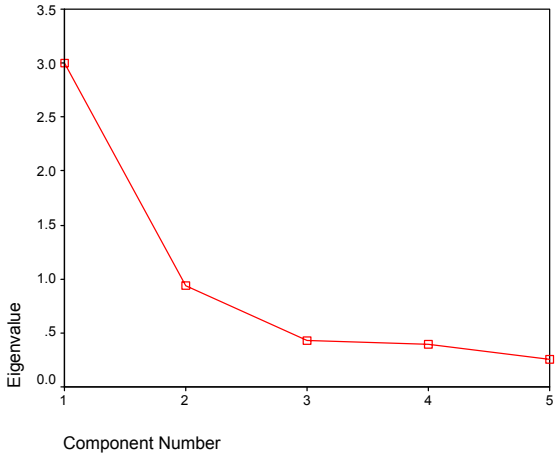


Figure A5.2 Scree Plot for Revised Social Presence Scale

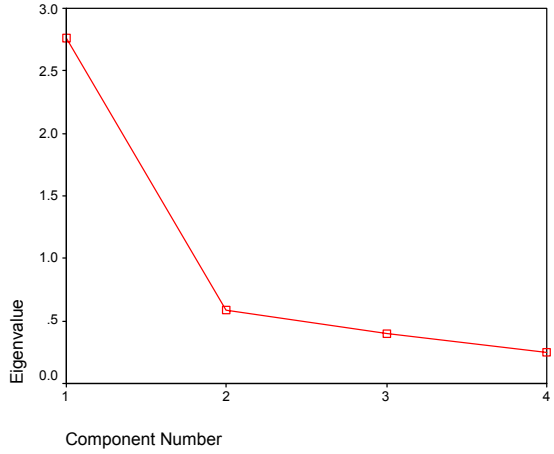


Figure A5.3 Scree Plot for Perceived Usefulness Scale

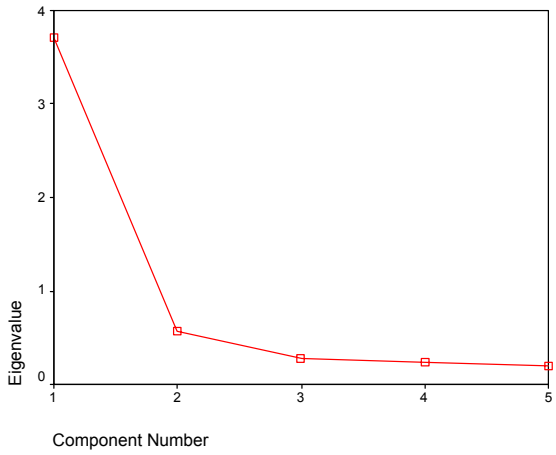


Figure A5.4 Scree Plot for Perceived Ease of Use Scale

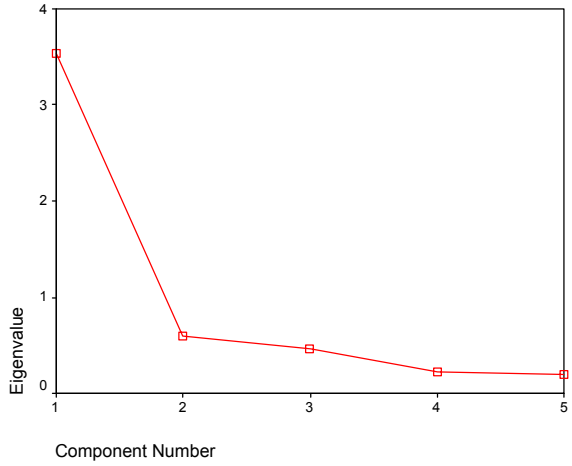


Figure A5.5 Scree Plot for Initial Attitude Toward the Web Site Scale

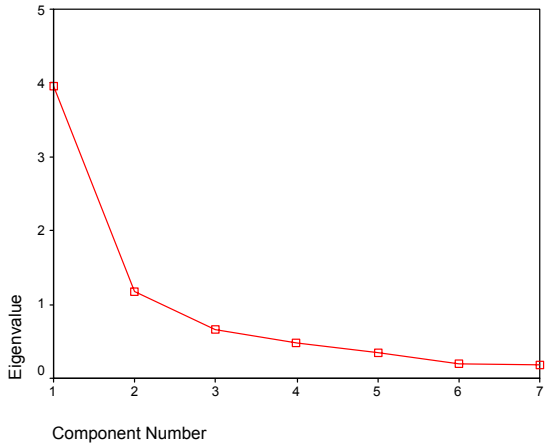


Figure A5.6 Scree Plot for Revised Attitude Toward the Web Site Scale

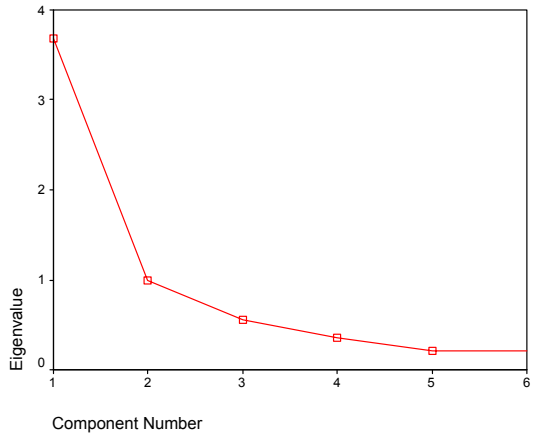
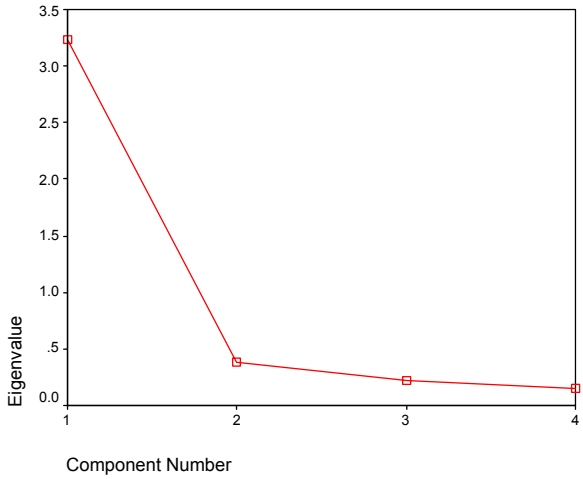


Figure A5.7 Scree Plot for Web Literacy Scale



Appendix 6: Experiment Statistics

Table A6.1 Case Summary of Casewise Diagnostics and Influential Observations

Case Number	Casewise Diagnostics				Cook's Distance
	Std. Residual	Perceived value	Predicted value	Residual	
A. Independent Variables: Structure and Content Dependent variable: Social presence					
60	-2.012	8	16.62	-8.62	.02628
109	-2.307	10	19.88	-9.88	.03454
B. Independent Variables: Structure and Content Dependent variable: Perceived usefulness					
5	-2.157	9	19.15	-10.05	.03021
79	2.093	29	19.15	9.85	.02845
92	3.369	35	19.15	15.85	.73660
96	-2.258	17	27.63	-10.63	.03310
116	-3.358	8	23.80	-15.80	.07320
C. Independent Variables: Structure and Content Dependent variable: Perceived ease of use					
3	-3.153	14	27.08	-13.08	.06454
23	-2.430	17	27.08	-10.07	.03832
36	2.375	33	23.15	9.85	.03663
79	2.056	33	24.48	8.52	.00074
84	2.617	34	23.15	10.85	.04444
140	-2.044	16	24.48	-8.48	.02712
D. Independent Variables: Structure, Content, and Web literacy Dependent variable: Social presence					
20	-2.099	6	14.88	-8.88	.04391
79	2.075	25	16.23	8.77	.02578
109	-2.095	10	18.86	-8.86	.03511
136	-2.239	6	15.47	-9.47	.08089
144	2.051	25	16.33	8.67	.02153
148	-2.181	12	21.22	-9.22	.04914
E. Independent Variables: Structure, Content, and Web literacy Dependent variable: Perceived usefulness					
5	-2.064	9	18.66	-9.66	.02552
79	2.208	29	18.66	10.34	.02920
92	3.092	35	20.53	14.47	.02920
96	-2.197	17	27.28	-10.28	.02614
116	-3.326	8	23.57	-15.57	.05662
F. Independent Variables: Structure, Content, and Web literacy Dependent variable: Perceived ease of use					
3	-4.446	14	29.63	-15.63	.14197
23	-2.620	17	26.21	-9.21	.03521
36	2.933	33	22.69	10.31	.04250
84	2.731	34	24.40	9.60	.04040
129	2.944	35	24.65	10.35	.08634
155	-2.188	15	22.69	-7.69	.02365
160	2.458	35	26.36	8.64	.03828
G. Independent Variables: Social presence, Perceived usefulness, Perceived ease of use Dependent variable: Attitude toward the Web site					
48	-2.885	13	26.15	-13.15	.13363
64	-2.269	21	31.34	-10.34	.01416
85	2.344	34	23.32	10.68	.13010
86	3.281	31	16.04	14.96	.06490
87	2.159	40	30.16	9.84	.02306
114	2.297	36	25.53	10.47	.02065
135	-2.026	18	27.23	-9.23	.06052

Figure A6.1 Scatterplot: Social Presence

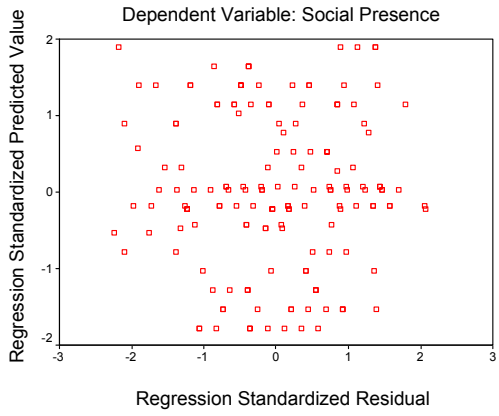


Figure A6.2 Scatterplot: Perceived Usefulness

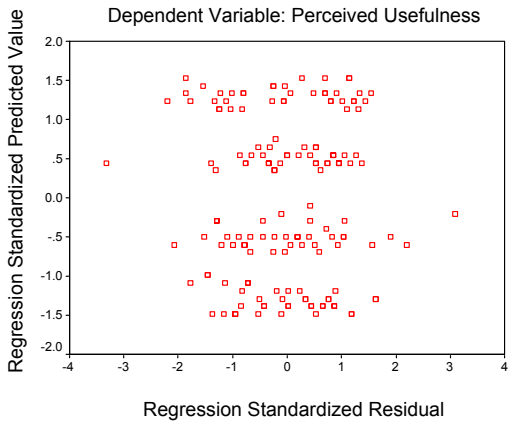


Figure A6.3 Scatterplot: Perceived Ease of Use

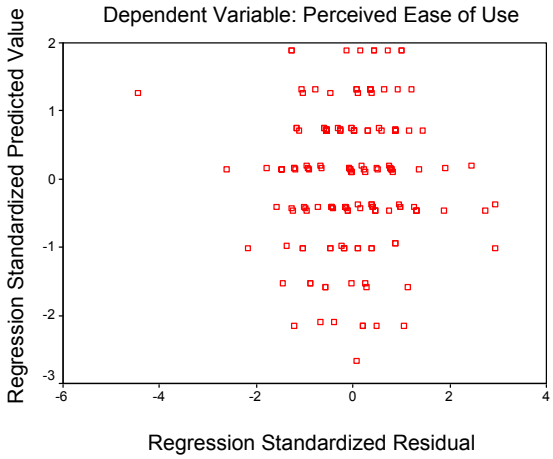


Figure A6.4 Scatterplot: Attitude Toward the Web Site

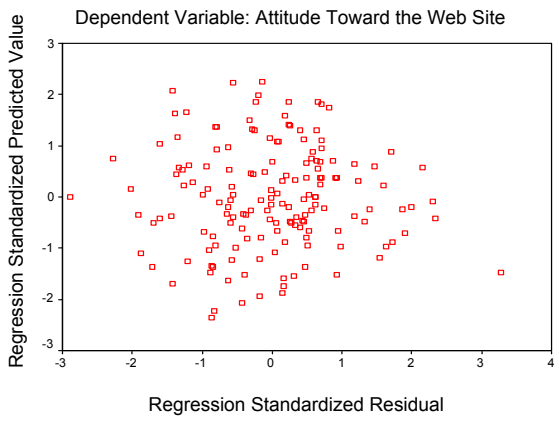


Figure A6.5 Partial Regression Plot:
Social Presence vs. Attitude Toward the Web Site

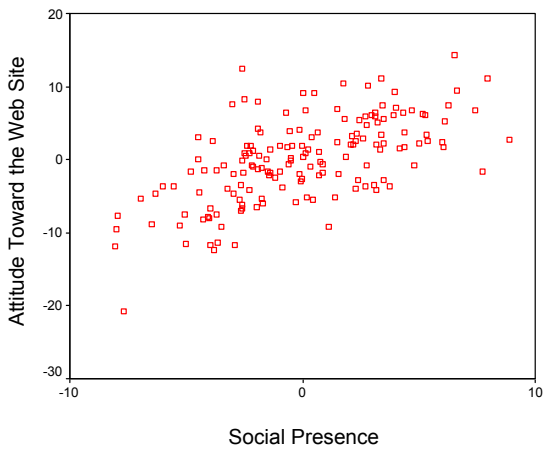


Figure A6.6 Partial Regression Plot:
Perceived Usefulness vs. Attitude Toward the Web Site

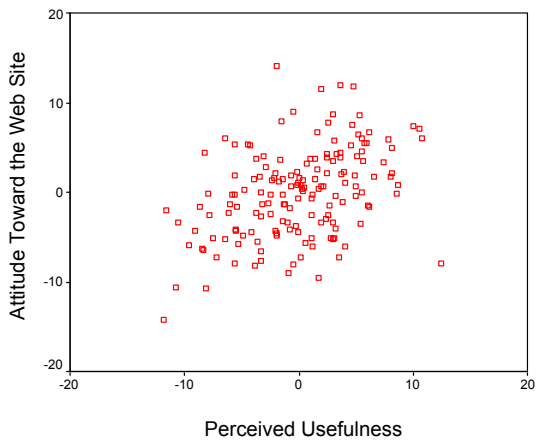


Figure A6.7 Partial Regression Plot:
Perceived Ease of Use vs. Attitude Toward the Web Site

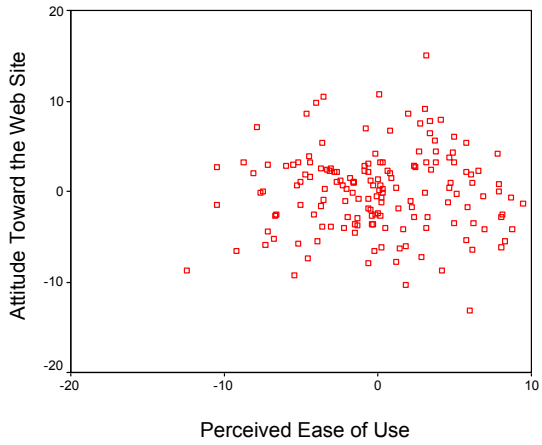


Figure A6.8 Scatterplot:
Attitude Toward the Web Site vs. Revisit Intention

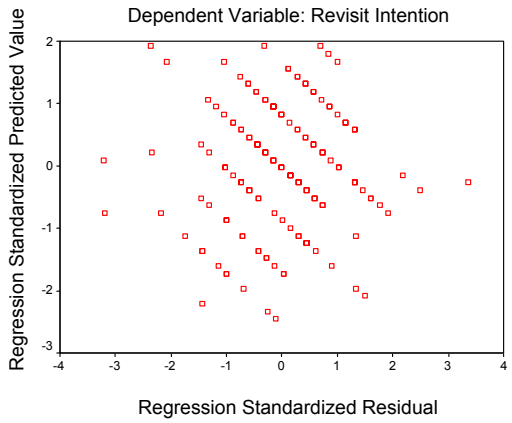


Figure A6.9 Histogram of Regression Standard Residuals:
Social Presence and Perceived Ease of Use

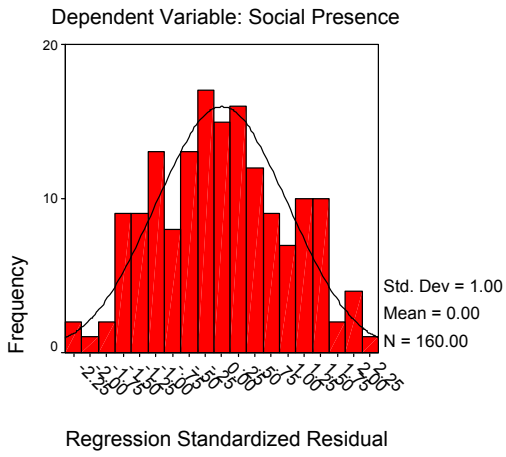


Figure A6.10 Normal P-P Plot of Regression: Social Presence and Perceived Ease of Use

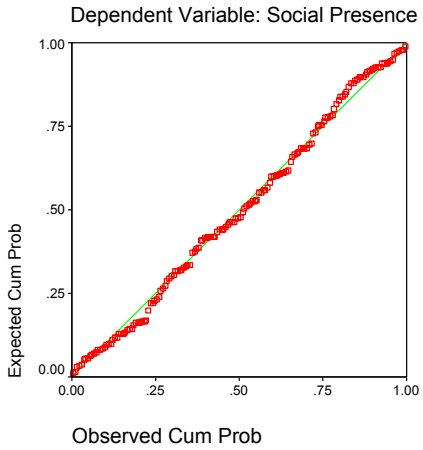


Figure A6.11 Histogram of Regression Standard Residuals: Perceived Usefulness and Social Presence

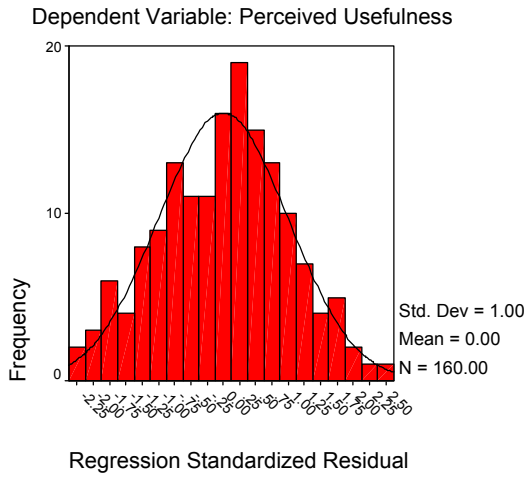


Figure A6.12 Normal P-P Plot of Regression: Perceived Usefulness and Social Presence

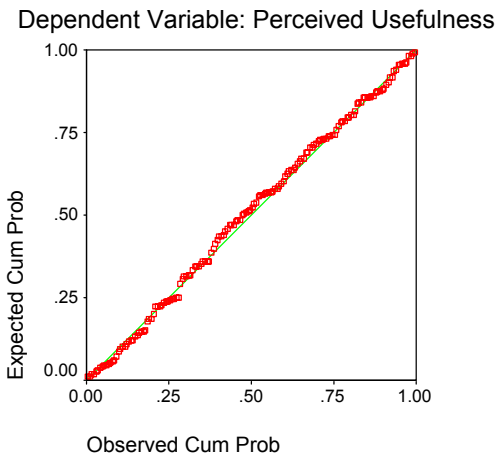


Figure A6.13 Histogram of Regression Standard Residuals: Perceived Ease of Use and Perceived Usefulness

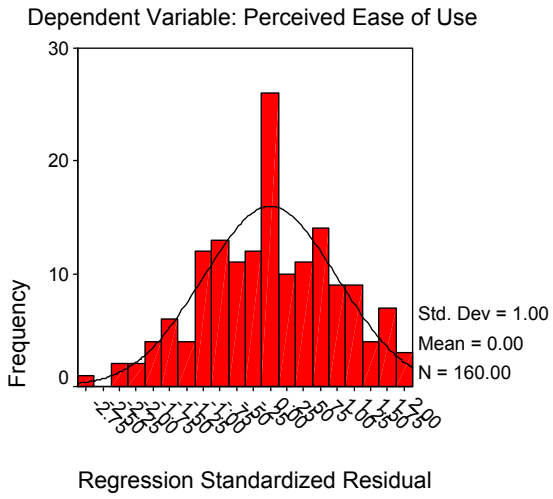


Figure A6.14 Normal P-P Plot of Regression: Perceived Ease of Use and Perceived Usefulness

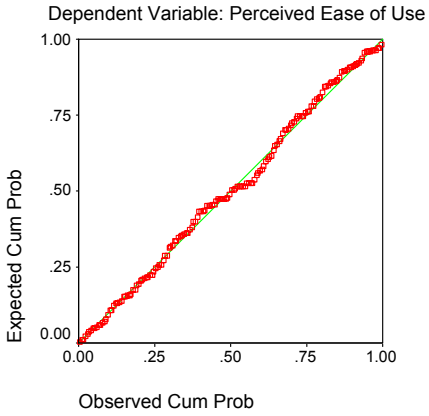


Figure A6.15 Histogram of Regression Standardised Residuals: Social Presence

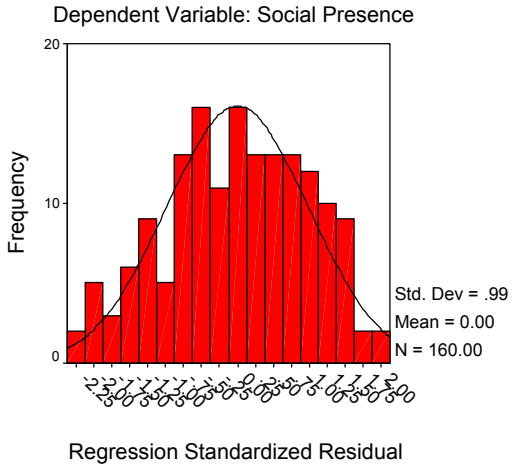


Figure A6.16 Normal P-P Plot of Regression Standardised Residuals: Social Presence

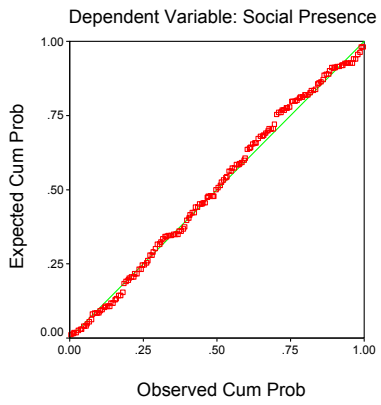


Figure A6.17 Histogram of Regression Standardised Residuals: Perceived Usefulness

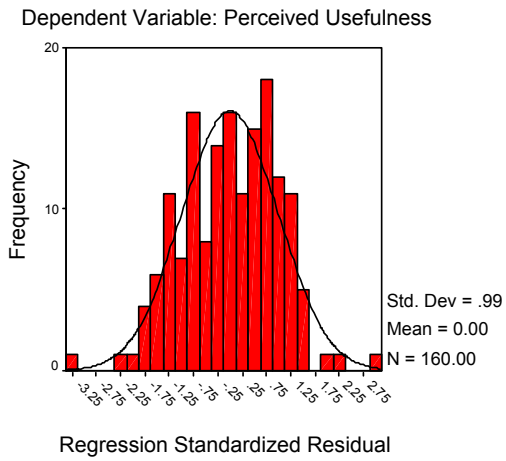


Figure A6.18 Normal P-P Plot of Regression Standardised Residuals: Perceived Usefulness

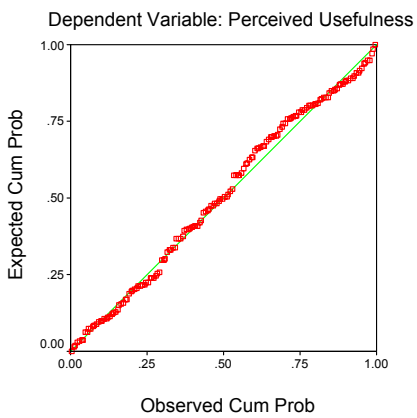


Figure A6.19 Histogram of Regression Standardised Residuals: Perceived Ease of Use

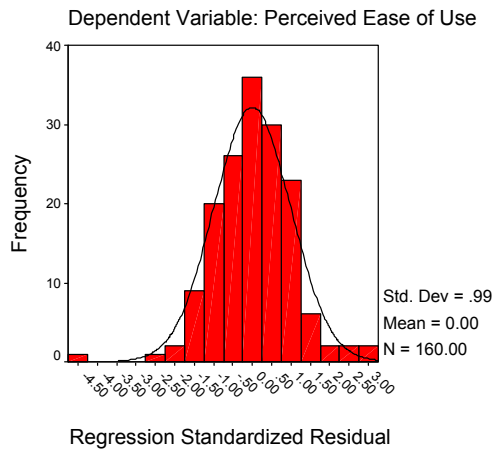


Figure A6.20 Normal P-P Plot of Regression Standardised Residuals: Perceived Ease of Use

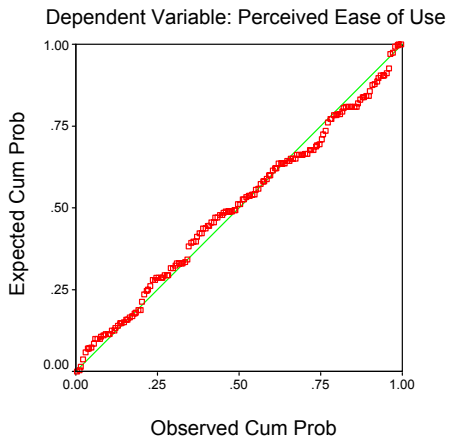


Figure A6.21 Histogram of Regression Standardised Residuals: Attitude Toward the Web Site

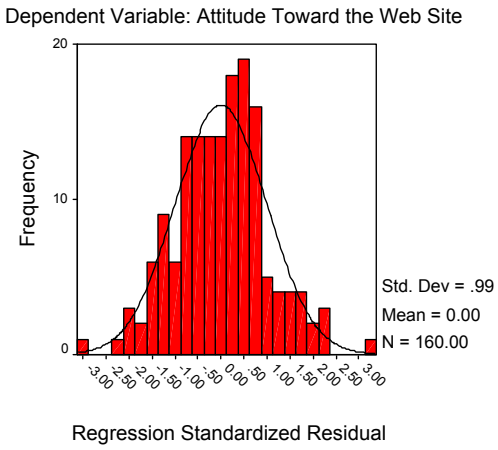


Figure A6.22 Normal P-P Plot of Regression Standardised Residuals: Attitude Toward the Web Site

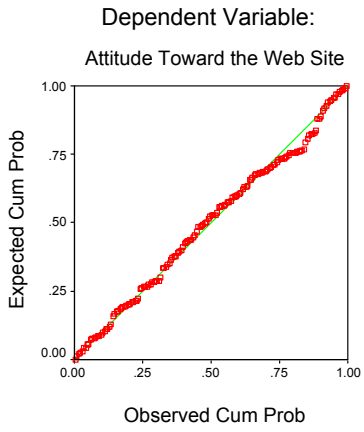


Figure A6.23 Histogram of Regression Standardised Residuals: Revisit Intention

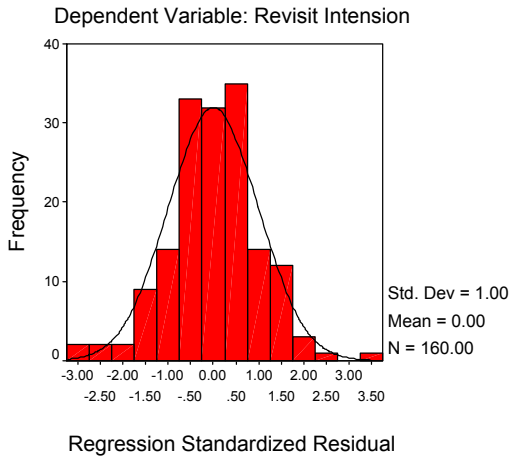


Figure A6.24 Normal P-P Plot of Regression Standardised Residuals: Revisit Intension

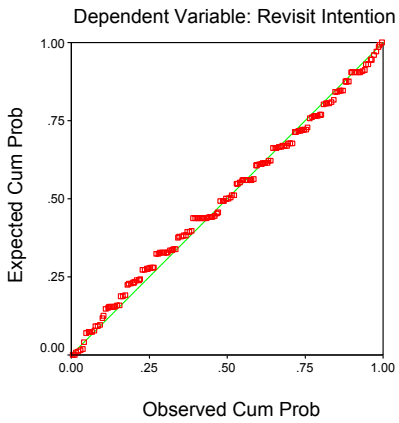


Figure A6.25 Scatterplot:
Perceived Usefulness vs. Social Presence

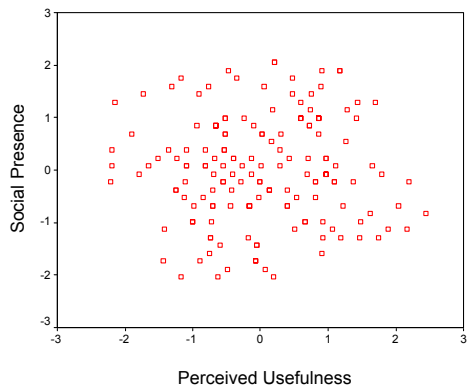


Figure A6.26 Scatterplot:
Perceived Ease of Use vs. Social Presence

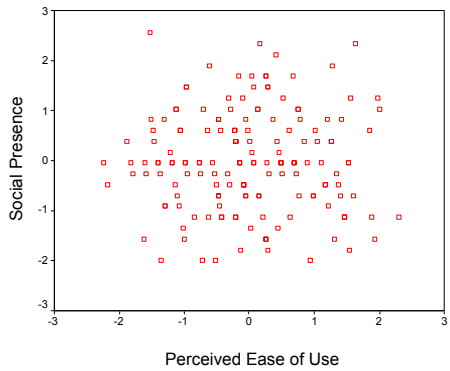


Figure A6.27 Scatterplot:
Perceived Usefulness vs. Perceived Ease of Use

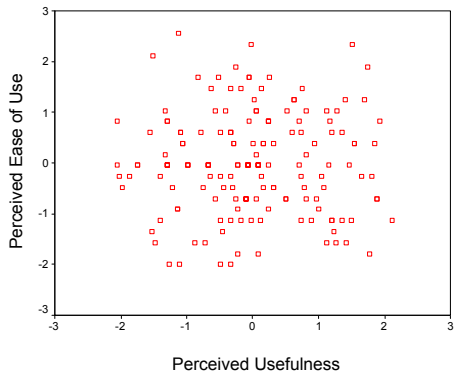


Figure A6.28 Partial Regression Plot: Web Literacy vs. Social Presence

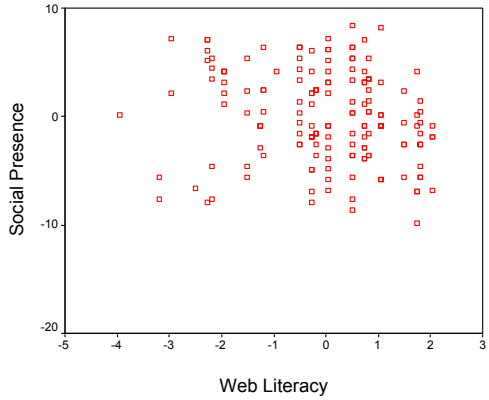


Figure A6.29 Partial Regression Plot: Web Literacy vs. Perceived Usefulness

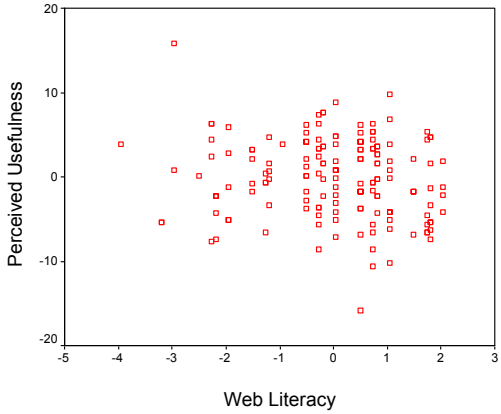
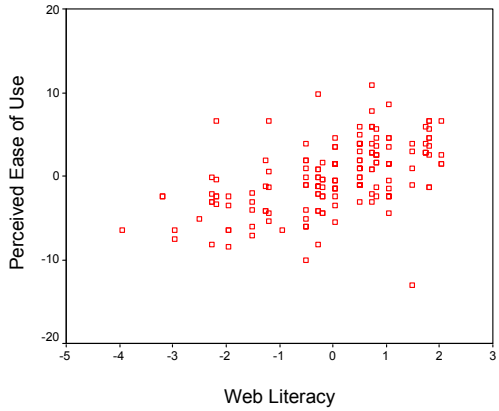



Figure A6.30 Partial Regression Plot: Web Literacy vs. Perceived Ease of Use