國立政治大學資訊管理學系

碩士學位論文

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分析電子平台服務下之獎勵機制

An Analysis of Reward Systems of Electronic

Services

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摘要

獎勵系統是使用獎勵去激勵顧客購買或忠誠度行為的一種手法。隨著電子平台服務的演進,具動態與成本效益的電子獎勵機制已發展成增加重複拜訪率以及留住顧客的工具策略,例如:Facebook 發行虛擬貨幣去提高使用者的平台參與度;Dropbox 使用免費的儲存空間去吸引和保留新舊顧客;Myspace 使用虛擬勳章去鼓勵使用者達成平台設定的參與目標等等。並且電子平台上的獎勵的形式可從實體的現金獎品到虛擬的勳章以滿足個人勝任感,有別於傳統獎勵方式,然而在電子平台不斷的創新下,目前仍少有研究針對電子獎勵進行探討。本研究提出電子獎勵分類法,並透過獎勵的動機形式與獎勵的互動程度為分析準則,針對 1000 網站排名進行內容分析,進而劃分出四種類型的電子獎勵機制: 物質、名聲、個人滿足和社交類型,後續並針對每一種類型的電子獎勵提出平台管理上的洞見。本研究期望能夠提供給後續研究電子獎勵者研究者的參考基礎和平台經營者實作電子獎勵的建議。

關鍵字:電子獎勵機制,獎勵系統,激勵,電子平台

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Abstract

A reward system is a diverse and popular program implemented by many firms in various circumstances to motivate customers' behavior for frequent and loyal patronage. With the evolving diversity of electronic platforms (e-platforms), more dynamic, cost-effective, and interactive electronic rewards (e-rewards) have been developed as a tool or strategy to retain customers and encourage frequent visits to the platform. For instance, Facebook uses virtual currency to gain user participation. Dropbox uses bonus storage to increase membership and prolong service usage. Myspace uses virtual badges to encourage achievement of specific goals in order to encourage frequent visits. The rewards on e-platforms can range from real items such as cash and discounts, to virtual recognition that enhances self-esteem. These strategies differ from those used by enterprises dealing with face-to-face customers. As variant services on e-platforms have emerged, little research has been done to understand the novel concept and effects of reward systems on e-platforms. Therefore, we propose a taxonomy of e-rewards based on forms of motivation and degree of interactivity. Using content analysis, we examined the world's 1,000 most accessed Web sites, then, we conducted expert interviews to classifying the 228 e-rewards approaches, discovered from content reviews, into four types of e-rewards: material, prestige, gratification, and affinity. Finally, we propose practical recommendations with insights on the implementation of each type of e-reward systems on e-platform services. We hope that the findings will provide a basis for further study on various impacts of reward systems, and provide a guide for managers in designing and implementing more effective reward systems on e-platforms.

Keywords: e-reward system, reward systems, motivation, e-platform

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CHAPTER 1 INTRODUCTION

1.1 The implications of evolving e-platforms

Not until very recently has information and communication technology become sophisticated enough to allow more complex customized platforms that enable businesses to offer groundbreaking e-platforms to provide services on the Internet. The diversity of e-platforms based on Web 2.0 concepts continue to evolve. Various e-platforms are becoming more dynamic and cost-effective, making a huge difference in the way businesses interact with customers. E-platforms may be used to provide services such as processing transactions online, building and maintaining virtual communities, promoting businesses, organizing and consolidating up-to-date knowledge, providing entertainment, and providing access to various digitized platforms and applications.

1.2 The objective of e-platforms

Even though these e-platforms serve different purposes, each of them exists in order to be sustainable and profitable and to increase customer patronage. The main challenges for the e-platform service providers are attracting visitors to the site and generating significant quantities of repeat visits (Williamson & Johnson, 1995). The repeat visit issue is partly a function of Web site design (Saloman, 1995) and depends on the extent of satisfaction of customer needs.

1.3 The introduction of general reward systems

At present, most Americans are members of at least one customer rewards program (Kim T. & Gordon.K, 2005). Many enterprises encourage repeat purchasing and enhance customer loyalty by providing targets at which various rewards are provided (O'Malley, 1998). Airlines, credit cards, retail stores, and hotel chains (Kivetz and Simonson, 2003; Kivetz, 2005; Kivetz et al., 2006) have created various loyalty

programs attempting to develop loyal customers who are perceived as more profitable to a firm. For instance, American Airlines offers its "AAdvantage Program", or so-called Frequent Flyer Program, which has been one of the largest and most popular reward programs worldwide since 1981. Members can earn miles for flying and for transactions with over 1,000 participating companies, and can redeem accumulated miles for awards including flight upgrades, vacation packages, car rentals, hotel stays, and other retail products. Starbucks, a leading coffee retailer, offers Starbucks Rewards, another typical frequent buyer program. With rewards, customers can earn free coffee, refills, or other products Starbucks offers.

1.4   The importance of e-reward systems

There are many tactics, such as customer notification, constant content updating, and search engine optimization (SEO), that can aid e-platforms in gaining customer access, but these methods are passive ways to attract customers. Some reward systems on e-platforms have been developed that apply various activities to attract frequent and repeat visits. For instance, Facebook uses virtual currency to gain user participation; Dropbox uses bonus storage to attract memberships and prolong service usage; and Myspace uses virtual badges based on users achieving specific goals in order to encourage frequent visits.

Due to the high speed, unlimited reach, and virtually interactive features of e-platforms, their reward systems, which we will refer to as e-reward systems, can exhibit significant differences from the reward systems designed by brick-and-mortar-based services. Although the underlying purpose is identical—to create and retain customers—rewards on the e-platform can range from real items such as cash and discounts to virtual recognition that enhances customers' self-esteem. As variant services on e-platforms continue to emerge, however, little research has been

done to understand the novel concepts and effects of various e-reward systems. Therefore, there is a need to provide a wide-ranging understanding of e-reward systems on contemporary e-platform services for designing more efficient and effective customer retention strategies.

1.5 Research objective

The objective of this study is to understand different types of e-reward systems on e-platforms and to discuss critical capabilities to implement e-reward systems, so we propose two research questions: 1) what types of reward are implemented on e-platform services? and 2) what capabilities or investments of each type of e-reward system implementation are necessary for higher repeat visit? To answer the first question, the first stage is to resolve e-rewards by using content analysis. The data used for content analysis was collected from the 1,000 most-visited sites on the Web. An expert interview is used to analyze the e-rewards identified by the content reviews and classify them into a reward taxonomy. For the second question, we discuss the capability for implementing e-reward systems according to the findings.

CHAPTER 2   LITERATURE REVIEW

2.1   E-reward systems on e-platforms

Before exploring e-reward systems, it is necessary to differentiate between general reward systems and e-reward systems, and the carriers of e-reward systems exist in the virtual environment, e-platforms, which are widespread and provide different services without limitations of distance, offering services with continuous availability. The following section discusses the distinctive features of e-reward systems and different e-platforms services on the Internet.

2.1.1   Distinctive features of e-reward systems

Due to evolution of information technology and the Internet, the characteristics of e-rewards have significant differences from contemporary general reward systems. The environment of general reward systems are physical stores, and organizations, while e-reward systems are adopted on the Internet and e-platforms. Digitized rewards can be delivered with no time or geographical limitations, at very low or no cost. With the wide range of customers online at the same time, the design of rewards can involve multiple levels of interactions, including one-way communication with customers from the business (B2C), two-way communication between business and customers, customer to customer interactions (C2C), and customer to customer to business interactions (C2C2B). The form of rewards can involve different combinations of online and offline formats. The following table illustrates the four main differences between general reward systems and e-reward systems in terms of environment, proposition, reward, and delivery.

Table 1   Differences between general reward systems and e-reward systems

		General Reward System	e-Reward System
Environment		Physical stores, organizations	e-platforms, Internet
Proposition		To acquire and retain customers	To encourage frequent and repeat visits
Reward	Forms	Entity-oriented	Entity and virtual-oriented
	Interaction	One-way communication	Multiple modes with different stakeholders
Delivery	Cost	Relatively high	Relatively low
	Range of Application	Small-scale	Worldwide-scale

2.1.2   E-platforms on the Internet

Nowadays, different types of e-platforms are rapidly evolving due to the growth of Internet and Web technology, making it hard to find a completely generalized classification for modern e-platforms. Below, we discuss a few classifications of e-platforms by service types and business models, and reorganize these types into a consolidated classification in order to fit the present situation of the Internet environment. These classification schemes include: (Hoffman et al., 1995), (Lin, 2008) and (Rappa, 2000). We reviewed these classification relationships and reorganized them into seven categories of e-platform services. In addition to the seven consolidated categories from previously proposed frameworks, we add entertainment services to the e-platform category list, because Web-based games are mainstream platforms over the Internet (Puklek, 2009) and are continuously growing (Klimmt et al., 2009). The categories are listed in Table 2.

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Table 2   *E-platforms service classifications*

e-platform service	(Hoffman et al., 1995)	(Lin, 2008)	(Rappa, 2001)	Examples
Search Engine & Navigation	Search Agents	Online Portals	Advertising	• Google • Yahoo
Advertising Service	Incentive Site	Online Content Provider		• sparkstudios • craigslist.org
Official Site	Internet Presence			• HTC.com • ca.gov
Online Content Service	Content		Subscription Utility	• CNN.com • Netflix.com
Application Provider		Application Service Provider		• Dropbox • hotfile
Transaction Service	Mall	Online Market Maker	Brokerage	• eBay.com
	Online Storefront	Online Retailer	Merchant Manufacturer	• Amazon.com
		Online Broker	Infomediary Affiliate	• Expedia.com • Hotel.com
Social Network & Community		Online Community	Community	• Facebook • Wikipedia • Twitter
Entertainment Service				• Party poker • Zynga • Bigfish

2.1.3   e-reward system cases

Before discussing the e-reward systems further, we note several typical e-reward systems that have been adopted by mainstream e-platforms.

- **Point reward programs on a transaction-type platform: Amazon.com.**

Amazon.com is a multinational electronic commerce company (B2C). It is the world's largest online retailer and it also provides international shipping to certain countries for some of its products. Members and credit card holders who purchase everything on amazon.com can get reward points, and these points can be applied to get discounts or to exchange for other merchandise on amazon.com.

- **Karma reward system on a social networking–type platform: Plurk.**

Plurk is a micro social networking site that allows users to showcase and share events by words, video, and photo links with friends. Plurk uses karma as a reward system, featuring a real-time counter that displays user participation and effort levels in the Plurk Social Network. When their karma value rises to a certain level, participants can be rewarded with virtual functions such as "emoticons" that provide more ways to express their feelings, which could generate more participation in the community.

- **Badge systems on online community service platform: Stack Overflow.**

Stack Overflow is a collaboratively edited programming Q&A platform that brings together millions of computer programmers from around the world to help each other with detailed technical questions. Stack Overflow uses a badge system as engagement recognition to award their users when they utilize Stack Overflow to ask and answer questions. Users must achieve certain objectives on Stack Overflow in order to get these badges (e.g.: visiting every section of the FAQ earns 200 daily reputation points; doing this 50 times earns a badge).

- **Bonus storage on a Web application service platform: Dropbox.**

Dropbox is a free online storage and synchronization service that lets you bring your photos, documents, and videos anywhere you have Internet access and share them easily. It rewards users with free storage in many ways. For example, every new friend you invite who joins and installs Dropbox earns you and your friend 250 MB of bonus storage space. Facebook and Twitter users who post and explain why they like Dropbox will be given 128MB. If a user connects Dropbox to different social media accounts he will get 128 MB storage for free.

2.2   Defining the e- reward taxonomy

2.2.1   *Motivation*

Rewards systems have been widely applied in many areas to "motivate" different kinds of behaviors. For example, wages or salaries are usually not enough to motivate an employee to work hard, so many companies offer incentives as well (Kinicki & Brian K., 2008). Organizations are concerned with how employees can best be motivated through such means as incentives and leadership to achieve sustained high levels of performance (Armstrong, 2006). In the marketing field, various rewards such as cash back and gifts are used to encourage repeat purchases. Game designers use exciting rewards to lead players to indulge in the virtual gaming world (Wang & Sun, 2011). Each of these efforts uses rewards to motivate stakeholders' behavior by satisfying certain inner needs of stakeholders, therefore, rewards could be seen as a motivator.

Over the years, psychologists have shown considerable interest in the study of motivation. However, the study of motivation seems to remain a complex subject, with

different definitions and descriptions and apparently minimal progress towards a unifying theory, but the concept of motivation can still provide a valuable foundation to explain such behaviors as why users habitually rack up points, collect badges, compete with others, and complete various tasks on an e-platform. In sum, motivation is a force which arises with enthusiasm from within the individual, activating the individual to persistently pursue a particular task or goal. (McKenna, 2000; Daft & Marcic, 2008). We list some motivation definitions by many scholars in Table 3.

Table 3   Definitions of Motivation

Perspective	Definition	Reference
Human behavior	Motivation is an inner state that energizes, activates, or moves, and that directs or channels behavior toward goals.	(Berelson & Steiner, 1964)
Business psychology and organizational behavior	A typical way of describing motivation is that it is a force which arises from within the individual, which activates and enables the individual to pursue a particular task, event, or goal.	(McKenna, 2000)
Sport and Exercise Psychology	Motivation can be defined as the intensity and direction of effort.	(McCullagh, 2005)
Organizational behavior	Motivation is concerned with the factors that influence people to behave in certain ways.	(Armstrong, 2006)
Human motivation	Motivation refers to the dynamics of behavior—the ways in which our actions are initiated, sustained, directed, and terminated	(Franken, 2007)
Management	Motivation is defined as the force or forces that arouse enthusiasm and persistence to pursue a certain course of action.	(Daft & Marcic, 2008)

2.2.2 Intrinsic versus extrinsic motivation

Psychologists have come to realize the existence of different types of motivation. Two broad categories of motivation that have been studied extensively are **intrinsic** and **extrinsic** motivation. DeCharms (1968) suggested the dichotomy of intrinsic versus extrinsic motivation is what characterizes the different loci of causality. Whenever a person experiences himself to be the locus of causality for his own behavior, he will consider himself to be intrinsically motivated (those behaviors that occur in the absence of external controls). Conversely, when a person perceives the locus of causality to be external to himself, he will consider himself to be extrinsically motivated. DeCharms's personal causation implies that the intrinsically motivated activity is based in the need for self-determination. A theory that also discusses types of motivation is SDT, Self-Determination Theory, proposed by Ryan and Deci (2000). SDT is an empirical theory of human motivation and personality, concerning people's inherent growth tendencies and their innate psychological needs. It focuses on the degree to which an individual's behavior is self-motivated and self-determined. SDT classifies motivations into amotivation, extrinsic motivation, and intrinsic motivation according to the self-determination level. If a person doing an activity is fully self-determined, then it is intrinsic motivation. Contrarily, if a person doing an activity is not fully self-determined or non-self-determined, the motivating factor belongs to extrinsic motivation and amotivation

‧Intrinsic Motivation

Ryan and Deci (2000) define intrinsic motivation as doing of an activity for its inherent satisfaction rather than for some separable consequence, or doing an activity simply for the enjoyment of the activity itself, rather than the material rewards and instrumental value. According to SDT, in order to be truly intrinsically motivated, a person must feel free from pressures with autonomy (fully self-determined) (Deci & Ryan, 1985). SDT posits that intrinsic motivation stems from the innate psychological needs of competence and self-determination. Thus, activities that allow individuals to experience feelings of competence and self-determination (autonomy) will be engaged because of intrinsic motivation.

Recently, a tripartite taxonomy of intrinsic motivation (IM) has been postulated (Vallerand et al., 1992). These three types of intrinsic motivation have been identified as intrinsic motivation to Know, intrinsic motivation to Accomplish, and intrinsic motivation to Experience Stimulation. Intrinsic motivation to Know relates to several constructs such as exploration, curiosity, learning, and epistemic need to understand. Intrinsic motivation toward accomplishments can be defined as engaging in an activity for the pleasure and satisfaction experienced when one attempts to accomplish or create something. It has been postulated that individuals interact with the environment in order to feel competent and to create unique accomplishments. Virtual environments, such as e-platforms also provide activities to motivate users to accomplish and create something. For example, Avatar is a reward function where users have the autonomy to create their own appearances. Another example of IM toward accomplishment is Stack Overflow, which provides badges as a reward to encourage member's knowledge contribution to the community. Many active members volunteer to accomplish activities (which often are challenging and with relatively

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long-term goals) in order to get accomplishment or satisfaction from the activity itself. Intrinsic motivation to experience stimulation refers to when someone engages in an activity in order to experience stimulating sensations (e.g., sensory pleasure, aesthetic experiences, as well as for fun and excitement) derived from one's engagement in the activity. Users who participate in games or activities to compete with each other could experience stimulation.

・**Extrinsic Motivation**

Extrinsic motivation can be defined as performance of an activity in order to attain some separate outcome (Ryan & Deci, 2000), which means the motivating factors are external. The motivation comes from outside an individual. Extrinsic motivated rewards include such things as material, money, and praise from the others. These rewards provide satisfaction and pleasure that the activity itself may not provide, therefore, an extrinsically motivated person will work on a task even when they have little interest. Contrary to intrinsic motivation, a typical extrinsic motivated behavior is not fully self-determined, so the user possesses low autonomy to do this activity, therefore, extrinsic rewards are usually used in e-platform to "control" customer behavior.

2.2.3   Reward interactivity

Interactivity has been widely discussed in various fields such as advertising, marketing, communication, information science, computer science, and education (McMillan & Hwang, 2002), hence, there is little consensus on the meaning of interactivity. Overall, interactivity seems to have been conceptualized around the perspectives of structure, users, and process (McMillan, 1997). In the following section we will discuss these perspectives in order.

The structural view of interactivity suggests that interactivity is a property or capability of the medium itself. Interactivity has been described as the defining character of the Internet (Downes & McMillan, 2000; Kiousis, 2002). Williams et al. (1988) define this kind of interactivity as the degree to which participants in a communication process have control over, and can exchange roles in their mutual discourse. It is about the capability for mediums and technologies to support activities such as one-way or two-way communication, synchronous or asynchronous interaction. The related research indicates that user control and information exchange are the two key features of this kind of interactivity, while increased interactivity may lead to satisfaction and time savings.

The user view of interactivity argues that interactivity is a characteristic of individuals making use of media rather than the media themselves (Chen, 1984). This view of interactivity focuses on how individuals interact with the media and how users' individual differences (e.g. the willingness of media selection) are related to that use (Kayany et al. 1996).

The process perspective of interactivity emphasizes the roles and behaviors of the participants, content of the message, and sequences of actions. Hoffman and Novak (1996) focus on the commercial application of the Web which involves both human-to-human interaction via the computer and human-to-computer interaction. These two types of interactions concerned not only a user trait and a medium trait, but also some explicit content as well as an overall process of the interaction. Hoffman and Novak (1996) identified two types of interactivity in the Web environment: machine interactivity and person interactivity. These two types of interactivity concern not only a user trait and a medium trait, but also some explicit content as well as an overall process of the interaction. Machine interactivity refers to user interaction

with the medium, or the extent to which users can participate in modifying the form and content of a mediated environment in real time (Steuer 1992). So machine interactivity is similar to the structural view of interactivity. Conversely, person interactivity is defined as interactivity between people that occurs through a medium or is unmediated, as in the case of face-to-face communication (Hoffman & Novak1996). Rice (1993) also argues that interactivity not only deals with the medium or environments created by the medium, but also with communicating with other people. Suntornpithug & Khamalah (2010) point out that in the online context, person interactivity can be defined as the degree of social interconnectedness between customers and other participants.

After discussing the various definitions of interactivity of three perspectives, the concept of person interactivity from the process perspective is more suitable for analyzing e-rewards. Based on our research context, e-rewards are an enabler for user interaction, and support users in interacting with others. Compared to the other two perspectives, structure and user, structure emphasizes interactivity as part of a medium's characteristic, and user perspective focuses on discussing human interaction with different mediums, such as paper, devices, and the Web, rather than between humans.

2.2.4   *The degree of reward interactivity*

Based on previous discussions, we summarize and define reward interactivity as the degree of social interconnectedness between people that occurs through e-reward (medium) in the World Wide Web environment, and for our research purpose, we define a dichotomy of reward interactivity as high and low. Low degree of reward interactivity emphasizes an e-reward delivery process that may be oriented toward personal with low interpersonal interaction, such as low social interconnectedness or

interactions with the system only (machine interaction). For example, cash back and money are usually distributed only to exclusive members, with rewards not including person interactivity. High degree of reward interactivity emphasizes an e-reward delivery process including co-share, companionship, and social influence that can be distributed among the virtual society. For example, the Facebook "like" and Twitter "follow" functions are designed to satisfy affinity, as a sort of public praise given from other group members.

2.2.5   *Taxonomy for classifing e-rewards*

In order to differentiate the complex characteristics of e-reward systems, we propose a taxonomy for e-reward systems. The taxonomy consists of a dual axis: forms of motivation and the degree of reward interactivity. The form of motivation emphasizes the intrinsic and extrinsic type of motivation for e-rewards, and the reward interactivity emphasizes the e-reward delivery process that may be oriented toward personal with low interpersonal interactivity or can be distributed among the virtual society with high interpersonal interactivity. Therefore, there are four possible combinations, as shown in Table 4.

Table 4   Constructing a reward taxonomy

E-reward type/ Dimension	Motivation	Interactivity
Type I	Intrinsic	Low
Type II	Extrinsic	High
Type III	Intrinsic	Low
Type IV	Extrinsic	High

CHAPTER 3   METHODOLOGY

The objective of this study is to examine and categorize different types of e-reward systems on different e-platforms. Based on this purpose, the study includes three processes: literature review, case content review, and expert interview. First, we reviewed the literature to identify the distinct features of e-rewards, and we identified two characteristics of e-rewards, forms of motivation and reward interactivity as our classification criteria. Second, case content review has been done iteratively to collect and examine e-reward systems on various e-platform services. Expert interview is applied to analyze these e-rewards which had been examined during content reviews and to classify them into four types of rewards, defining each reward approach with appropriate titles.

3.1   Case Content Review

The major source for content analysis is from the directory of the "1,000 most-visited sites on the Web" listed on the doubleclick ad planner by Google (Google, 2011). Before conducting content analysis, from the 1,000 e-platform sites, we selected 142 e-platform cases (see Table 5) for content analysis according to five selection criteria: 1) have implemented reward systems; 2) accessible (some sites are not accessible due to unknown errors or specific service access requirements); 3) no redundant services (several sites have same service but offered in different regions); 4) not official sites; and 5) sites are in English. The selection process is illustrated in Appendix I. After the selection process, each of the 142 e-platforms was iteratively reviewed by researchers. The review process ran from January 20 to March 30, 2012. After the review process, we discovered a total of 228 e-reward approaches on these e-platforms, shown in Appendix II.

Table 5　142 e-platforms directory for content review process

Facebook	FRIV	PartyCasino	Travelocity	Xdating
Youtube	Livingsocail	Girsgogames.com	Skyrock	Ancestry
Wikipedia	Hi5	Squidoo	WikiHow	Gamesgames.com
Bing	Wikia	Nick	Star doll	Walgreens
Twitter	Hotels	Deviantart	Etsy	1channel
Amazon.com	Nexttag	Webs	AA.com	Break
Ebay.com	Livejournal.com	Constantcontact	Hubpages	Issuu
Linkedin.com	Slideshare	Dropbox	KAYAK	Gamezer
Paypal	Bestbuy.com	DELTA	Shoplocal	BED BATH & Beyond
Orkut	Vimeo	Videobash	FixYa	Shockwave
Flickr.com	Cyworld	Armorgames	Ezinearticles	Ziddu
Myspace	Allrecipes.com	ORBITZ	BIG FISH	Snapdeal
Booking	SOUTHWEST.COM	RYANAIR	SpeedDate	Newgrounds
Answers.com	The Home Depot	Overstock	STAPLES	Qvc.com
Scribd	TAGGED	Barnes&Noble	Docstoc	Stackoverflow
Tumblr	Twitpic	Costco.com	LEGO	Cheapair
Vk	Zoosk	KOHL'S	Zappos	Soundcloud.com
Walmart	Priceline	Firstload	Wupload	Veoh
Target	Local.com	Ning	Travelzoo	Mashable
Miniclip	ShopAtHome.com	Citysearch	NORDSTROM	Grooveshark
Tripadvisor	Hotfile	Hilton	Argos	Next.co.uk
Partypoker	Lowes	Marriott	Multiply	SamsClub.com
Groupon	AGAME.com	888.com	Toysrus	United.com
Metacafe	Jcpenny.com	Imvu	Formspring	Iwon
Verizonwireless	Depositfiles	Hotwire	Goalunited	Food
Expedia	TypePad	Sonico	Victoria's secret	Jetblue
Netlog	AddictingGames	Ticketmaster	Livestrong	King.com
American Express	POGO	T Mobile	TESCO	
Zynga	Wikimapia.org	Gap	EasyJet	

3.2 Expert Interview

In the second phase, we conducted an expert interview. A group of four experts were recruited for this study because of their experience in the management of electronic platforms and their expertise in e-business research. The characteristics of these four experts are shown in Table 6.

Table 6   Characteristics of participants in expert interviews.

Expert ID	Title	Description
A	Professor	With more than twenty years experiences in E-business research and ten years of experience in the IT industry.
B	Professor	With ten years experiences in Service Management and innovation, Online Behavior and E-business research.
C	Ph.D. candidate	Research includes Web 2.0 and E-business, Software Engineering and Quality. And also has over ten years of experience in e-commerce platforms management.
D	Ph.D. candidate	With more than eight years of experience in innovative IT Applications & Services, Web 2.0 and E-commerce research.

The purpose of this stage is to classify rewards approaches into a reward taxonomy of four types. Each of the 228 e-rewards was classified into one of the four types of e-reward systems according to their properties: forms of motivation and the degree of interactivity (see Table 4). After the categorization, we computed the composite reliability of the classification by an interjudge agreement ratio developed by (Holsti, 1969):

$$\text{Composite reliability} = \frac{\text{N(average interjudge agreement)}}{1 + [(\text{N} - 1)(\text{average interjudge agreement})]}$$

Where N represents the number of reviewers (4 in the study), and average interjudge agreement is calculated using the following formula:

$$\frac{\dfrac{2M_{AB}}{n_A + n_B} + \dfrac{2M_{AC}}{n_A + n_C} + \dfrac{2M_{AD}}{n_A + n_D} + \dfrac{2M_{BC}}{n_B + n_C} + \dfrac{2M_{BD}}{n_B + n_D} + \dfrac{2M_{CD}}{n_C + n_D}}{N}$$

Where N represents number of judges (N=6), M represents number of coding decisions upon which there is agreement between any two reviewers and $n_A \dots n_D$ represents the number of coding decisions by reviewer A, B, C, and D, respectively ($n_{A,B,C,D} = 228$). After the calculation, the average inter-judge agreement is 0.86, and the composite reliability score is 4(0.86)/[1+3(0.86)], or 0.96, indicating high reliability of reward taxonomy. According to the literature, score more than 0.8 indicate high consistency of the classification.

As a next step, the experts discussed the inconsistent results of classification agreement between any two reviewers, and reached agreement on the total classification as shown in Appendix II).

CHAPTER 4   RESEARCH RESULTS

This chapter presents the examination of e-reward systems from the content review, and expert interview processes. Based on the examination and categorization, four types of e-rewards were noted by experts according to e-rewards targeted needs as Material, Prestige, Gratification, and Affinity (shown in Figure 1). Each type obviously presents corresponding properties. For example, Material e-rewards inclined toward extrinsic motivation combined with low interactivity. Prestige e-rewards inclined toward extrinsic motivation but with a high level of interactivity. Gratification e-rewards inclined toward intrinsically motivated rewards combined with low interactivity. Affinity e-rewards inclined toward intrinsic motivation with high interactivity. The different properties of e-rewards based on the taxonomy are illustrated in Figure 3. A description of each of the four categories with its approaches in representative cases is below.

Figure 1   Four types of e-reward system
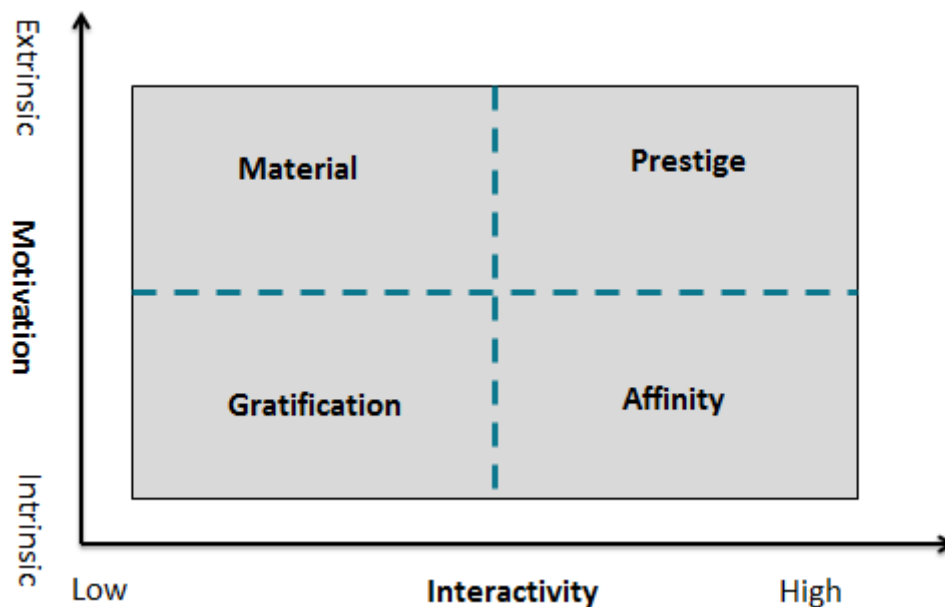
4.1　　　**Material e-rewards**

Material e-rewards are commonly used to fulfill customers' physiological needs. These rewards are mostly in the form of extrinsic motivation with little interactivity among stakeholders. Customers are usually extrinsically motivated by these rewards in order to acquire practical benefits rather than to enjoy the behavior itself. This type of e-rewards approach is usually a points program, cash back and discounts, profit sharing program, services extension, or virtual currency.

4.1.1　　Points Program

Points are accumulated by performing eligible behavior. The most commonly encouraged behavior is goods purchasing. These points usually equate to money that is exchangeable for prizes in a predefined usage scope. Point programs may have complicated rules to encourage repeat purchasing. For example, Bing search engine service adopted a point program that encourages members to "search" as usual to earn points and to redeem rewards for amazon.com merchandise or Xbox Live points. Members would like to search more in order to get rewarded.

4.1.2　　Cash back & discount

Cash back refers to cash rebates earned from online purchases, and these kinds of rebates must be used for the next purchase or be accumulated to redeem merchandise. Online discounts are similar to cash back but more direct, the rebate is binding with merchandise. For instance, eBay.com is a popular online e-commerce that implemented a cash back program called eBay Bucks, a reward for members who shop on eBay. They get eBay Bucks equivalent to 2% of qualifying purchases with the credit accruing automatically after purchasing behavior.

4.1.3 *Service extension agreement*

Service extension agreements are service as rewards for inviting other users to join or for using a service frequently. "Trail" is an example of service as a reward. Customers would like to experience new service for free with little efforts (download software, become a member).

For example, Dropbox is an online storage and synchronization service that enables members to access their digital files anywhere by using Internet-access devices. For every invited friend who joins and installs Dropbox, both the member and the friend will be rewarded with an additional 250 MB of storage. Another example of service extension with a similar service is Depositfile. They offer members an opportunity to get GOLD status for using the service regularly. The status enables them to download files with no speed limitation.

4.1.4 *Virtual currency*

Virtual currency is a monetized currency issued by specific platforms that can make payments in virtual environments such as online game play or purchase of virtual items. Although real money can be exchanged for virtual currency, there are also other ways to get free virtual currency, such as by completing free offers and activities. For instance, Facebook members can earn credits by joining Facebook application and app games for the first time. Facebook also offers credits for downloading software, linking smartphone apps, and so forth. Entertainment service Party Poker.com encourages members to sign up new members and gives virtual credits to play games free for the first time. The site also offers abundant promotions for members to play Party Poker for free. It encourages some activities such as playing more games or winning a game.

4.1.5 *Profit sharing program*

Once a member become an affiliate of a company, he/she has the chance to get commissions. Customer profit sharing programs encourages affiliate members to refer a paying customer or friends (potential customer) to become new members. Affiliate members get commissions for successful referrals. For example, Document sharing service Wupload adopted a "Pay-per-download program" for members to get earnings for each accumulated 1,000 file downloads. A second example is online retailer STAPLES.com, which also adopted a member profit sharing program to encourage members to refer their Web site visitors through banner links to purchases.

4.2 Prestige e-rewards

Prestige e-rewards mainly offer intangible online experience such as prestige and social influence. Participants are usually extrinsically motivated by prestige type e-rewards, with high interactivity with stakeholders in the delivery and usage process. Three prestige e-reward approaches are noted below.

4.2.1 *Rank and leaderboard*

Leaderboard and rank are explicit rewards to show off members' excellent work and competence to drive valuable behavior. It encourages members to "compete". For example, Answer.com adopts a leaderboard to gain members' participation. Members compete by answering and editing questions. These efforts are reflected by scores and result in a ranking. If a member ranks highly, it can satisfy his/her need for accomplishment.

4.2.2 Vote and rating

Vote and rating are assessment functions of user-generated content. Rating is a score that represents how interesting or high quality the content is. Some members intend to post useful content intrinsically, but they are inclined to get high ratings from their audiences too, therefore, rating is also a direct way to reward by confirming contributors' achievements given input from other members in the community.

4.2.3 Administrator-Acceptance

Administrator-Acceptance is an acknowledged superior reward that is responsible for sustaining the work of a community. As opposed to a privilege to unlock a reward, such moderator/inspector (community administrator) status is an additional title or rank that grants the power to guide or restrict other members' behavior, such as granting other members privileges and deleting illegal content published by other members. To acquire such authority, members must attain requirements such as editing and revising content over specific periods of time that generates high trust in the community. For instance, Wikipedia grants authority with titles such as Inspector, a position with the power to delete others' edits and records. Stack Overflow periodically holds democratic elections for moderators, who have the power to guide or modify other members' creations or even to deprive other members of basic power.

4.3 Gratification e-rewards

Gratification e-reward systems are mainly designed to fulfill members' emotional needs. Human beings have the need to exhibit preferences reflecting their emotions in interacting with the virtual community. These emotions involve self-awareness with a low degree of interactivity, and thus are intrinsic forms of reward. There are a few types of emotional rewards that represent the typical case of gratification e-rewards: virtual avatars, completionism, and "try luck."

4.3.1 *Privilege unlocking*

Privilege unlocking rewards are designed to add members' basic functions in the community, such as the ability to create chat rooms or groups, to collaborate in editing, to comment everywhere, or to open votes. For instance, programming peer community Stack Overflow uses reputation points to award members new privileges. The more reputation points one earn, the more privileges are gained, such as the ability to retag members' questions, to vote up and down, to create chat rooms, and so on.

4.3.2 Completionism

Completionism is a concept and strategy that uses a series of collectable gadgets to satisfy members' collecting needs. Such members wish to form complete collections of virtual items. Thus, members are often encouraged to revisit or participate repeatedly in order to collect exclusive awards; these awards usually have no value other than their collection value for the member. For instance, Miniclips and Zynga offer many webgames, most of which offer collectable virtual items. Some members try to play more frequently in order to collect these virtual items. LinkedIn's "progress bar" is a status reward that attracts some members to update their personal information completely.

4.3.3 "Try Luck"

"Try Luck" is an experience and random reward schedule aimed at helping members have fun and feel surprise rather than focusing on the prize itself. For example, members could have the chance to experience luck through a drawing, bingo, a lottery, or other game-playing activities. For instance, Zynga's Web game FarmVille uses a random reward scheme to encourage players to return and play more, such as continuing to reap vegetables in order to have the chance to win mysterious prizes. Players are inclined to return because they enjoy surprises and feel joy at experiencing luck.

4.3.4 Level

Level is a common way to confirm members' achievement of behaviors or to encourage behavior by giving various amounts of points. Level is also an indication that users have reached a milestone, since levels are often defined at certain point thresholds. Users can automatically level up, based on their participation. For instance, entertainment services such as Miniclip and Zynga adopt level systems in numerous Web games. Some players vigorously pursue these games to earn abundant experience in order to gain high levels and satisfy their achievement needs.

4.3.5 Virtual Avatar

An avatar is a virtual figure that a member creates to represent him- or herself online, reflecting the emotion of the member. Members can give their avatars a unique appearance by changing their attributes or accessories. For example, Stardoll is a social entertainment service that gives members the opportunity to create their own avatars and thus fulfill their self-expression need. Cyworld mini-apartments also offer virtual

avatars and gadgets to let members express their emotion and unique style within the community.

4.3.6 Badges

Both in the real and virtual world, badges, medals, and trophies can be used to reward excellent work. They are visible recognition of completed challenges and activities. For instance, the Myspace and Orkut social networking sites reward members with different badges for participation in activities such as trying out various features and achieving excellent work.

4.4 Affinity e-rewards

Affinity e-rewards are designed to facilitate relationship building between participants within the virtual community. This addresses the human needs for love, affection, and acceptance by belonging to a group. This type of reward design is mainly intrinsic in that customers and members are motivated by being liked, followed, invited, and consulted by other customers and members. This type of reward is usually given as public praise, subscription, group joining, or virtual gifts.

4.4.1 Like

Like is a simple relatedness reward that can be received from and given to others. Members usually need to receive positive praise or to be liked in a group. For instance, YouTube, Flickr, and Facebook are virtual communities that enable users to generate content on the site. Members share interesting content continuously because they want to be praised or get affirmative words.

4.4.2 Follow and Subscription

Although "follow" and "subscription" are convenient functions designed for members to easily focus on specific content types, they also can be affinity rewards because of the status that accrues when a member is paid attention to by others. For instance, Twitter adopted the "follow" button, enabling members to follow favorite content generated by the followee, while the followee's profile shows how many followers he or she has.

4.4.3 Group joining

Almost all online communities have various groups in which members can participate. Group invitations can be seen as affinity reward that satisfies a member's need to belong to a group. To join some groups, members must have qualifications or achieve specific behaviors. For example, deviantART is an art-related social community that offers group creation. Group administrators can set qualifications for members to join the group.

4.4.4 Virtual gift

Virtual gift rewards are mainly designed to increase positive relationships with the member. Members can receive and send special virtual gifts to their friends, most of which are non-monetary. These gifts can facilitate interaction and satisfy the altruism need. For example, entertainment services such as Zynga and Stardoll and social networking site Cyworld offer virtual gifts for those who want to show positive thoughts toward their friends or members.

4.5 Contemporary e-rewards adoption among different e-platforms services

After analyzing and categorizing different e-reward approaches, we present e-rewards adoption situations among different e-platforms services (see Table 4), while the contemporary e-platform service classifications are summarized in Table 1.

According to the findings, there are total five types of e-platforms services adopted e-reward systems based on 142 e-platform sampling data which include Search Engine and Navigation, SNS and Community, Application Provider, Transaction, and Entertainment.

According to the findings, Search Engine and Navigation e-platforms only adopted Material type e-reward (Type1), and use point program exclusively, however there is not sufficient evidence to support this statement due to the small number of cases of Search Engine services. Social network and Community e-platforms adopted all types of e-rewards (Types 1, 2, 3, 4), and use Affinity e-rewards as the primary strategy to gain repeat visits. Application Provider e-platforms adopted all types of e-rewards (Types 1, 2, 3, 4), but they use Material e-rewards the most. Transaction e-platforms only adopted Material type e-reward (Type 1), the primary e-reward approaches are Cash back and Discount, Point Programs, and Profit Sharing Programs. Entertainment e-platforms adopted Material, Prestige and Gratification e-rewards (Type 1, 2, 3), and they use Gratification e-rewards as their main rewarding approach.

Table 7　E-reward system adoption among different e-platform services

e-reward categories	Type1 (Material)	Type 2 (Prestige)	Type3 (Gratification)	Type4 (Affinity)
Search Engine and Navigation (1)	・Point Programs (1)			
SNS and Community (49)	・Virtual Currency (9) ・Service Extension (1) ・Profit sharing program (1)	・Leaderboard (7) ・Vote & Rating (5) ・Administrator -Acceptance (3)	・Badge (10) ・Completionism (4) ・Level (3) ・Privilege Unlock (4) ・Avatar (3)	・Follow (16) ・Like (16) ・Virtual Gift (5) ・Group Join (5)
Application Provider (14)	・Service Extension (5) ・Cash Back (1) ・Point Program (1) ・Profit sharing program (6)	・Vote & Rating (1) ・Leaderboard (1) ・Manager (1)	・Level (1) ・Badge (1)	・Follow(3)
Transaction (58)	・Cash Back & Discount (41) ・Point Program (17) ・Profit sharing Program (9)			
Entertainment (20)	・Virtual Currency (8) ・Point Program (1) ・Profit sharing program (1)	・Leaderboard (13)	・Try Luck (5) ・Level (5) ・Completionism (4) ・Avatar (5) ・Badge (5)	

※ Grids in gray represent the most e-reward approaches adopted by specific e-platforms (row)

※ The number in the parentheses represents the quantity of e-reward approaches adopted by specific

e-platform services samples.

CHAPTER 5   DISCUSSION

In order to implement and maintain the above-mentioned e-reward approaches two kinds of capabilities are required. The first kind is about the design of the extrinsic or intrinsic motivation to attract user attention and participation. The other kind of capability is about the design and management of the interaction with and among users. Different type of e-rewards would require certain critical capabilities to manage the system.

5.1 Material e-rewards adoption

Material e-rewards are likely to have high compatibility and practical value to enhance customer retention within the five types of e-platforms. In our findings, transaction service introduced the most material e-rewards, followed by application providers. However, in transaction services, Cash back & Discount and Point programs seems to be the primary material e-reward approaches to encourage online patronage, such as B2C walmart.com which adopted "value of the day", a daily promotion with exclusive prices. Bestbuy.com adopted a point program that encourages members to purchase more. These rewards involve system interaction rather than person interactivity.

It is critical for the platform manager to have a clear and close understanding of customer behavior, because customers have different preferences toward merchandise and price acceptance, they are extrinsically motivated by different feedback. To solve this problem buyer behavior analysis is conducted in order to provide personal reward customization through analyzing multidimensional customer data such as frequency of visits, purchasing volumes, price sensitivity, and transaction time to schedule

dynamic reward plans for segmented customers. For instance, we can offer reward points and discounts for less popular merchandise and select what material is more attractive to use to reward customers. We can also make decisions on what segmented customers should be rewarded most and how frequently. In sum, the plan can raise the effectiveness of material e-rewards usage and reduce resource consumption.

In addition, a material type of reward would require careful budget and cost planning. It presents the critical factor toward feasibility of reward programs, especially on material e-rewards. To implement material e-rewards successfully, project funding and cost are critical issues for sustaining such programs. The cost items may include software development at the beginning, continuous rewards purchasing, and delivery, manpower and so on.

Through measuring the revenue earned from e-reward programs and total program spending, we can evaluate the success of material reward implementation more easily.

5.2 Prestige e-rewards adoption

As we can see in the table, among Prestige e-rewards adopted for SNS & Community, Application Providers, and Entertainment services, Social networks & Community not only adopted the most types of Prestige e-rewards approaches, but also represents the highest number of such programs. The three reward approaches, leaderboard, vote & ratings, and administrator acceptance, offer immaterial online experience such as prestige and social influence through reaching various activities. However, prestige e-rewards often imply competition and encourage participants to achieve valuable behaviors. The core value, prestige, is evaluated by the whole community, so the reward mechanism requires Person interaction functions. We give brief cases of reward approaches adoption on SNS & community, including

leaderboard, vote & ratings, and administrator acceptance.

First, Leaderboard is the most popular prestige reward approach for SNS & Community. A popular dating social network, Zoosk, uses a leaderboard-like function (Popular Rank) to indicate member's fame in the community. Some members would like to devoted themselves to the pursuit fame by participating in more social activities than others. Second, an example of Vote & Ratings is wikiHow, a Q&A knowledge contribution community. It uses rating functions to encourage participants to contribute more (good answers, questions and edits) to the community, thus getting high prestige. Besides, wikiHow.com elects community administrators from active member twice a year. The chosen members are acknowledged to have a high trust and prestige within the community, as they are responsible for sustaining community.

Therefore, to implement these kinds of e-rewards into SNS & Community services successfully, they must plan an activity scheme, a scheme to determine members' contribution that not only matters to online participants but also serves to sustain the community with clear rules of achievement. These requirements could be done through survey, or conducting a pilot test, before designing challenging, attractive, and achievable activities for participants.

Emphasizing the value of admitted contributions is important. In addition to the potential benefits from activity itself, encouraging behaviors must be perceived as worth being achieved in public, so these behaviors must have the possibility to be praised by whole community. Managers must design and develop public evaluation mechanisms that can assure those achieved behaviors can be publicly recognized.

Lastly, the key asset to sustain these e-rewards is a sufficient member base. Because these memberships play important roles in attracting more members and motivate others to obtain prestige from them, membership is the major source of

prestige value. Therefore, mangers must take the member base into account before they start considering how to integrate prestige e-rewards into their e-platforms.

5.3 Gratification adoption

Gratification e-rewards are adopted on SNS and Community, Application Provider, and Entertainment Service. However, Entertainment Service adopted the most types of e-rewards among above-mentioned e-platforms services, followed by SNS & Community. These e-reward approaches include Try luck, Level system, Completionism, Avatar, and Badges. For example, popular Web game service, Zynga, released many Web games with various game mechanisms that could be perceived as rewards. They usually reward virtual items by random for player login behavior, approve player's accomplishments by level system and virtual badges, and offer avatars for players to enable self-expression behaviors, and provide collectable gadgets for satisfying completionism (a personality similar to perfectionism). In summary, these e-rewards approaches allow individual player to "experience" such various diversity atmospheres as competence, curiosity, fun, excitement, and self-expression.

To implement and maintain Gratification e-rewards into Entertainment and other non-gamelike e-platform services successfully and to make e-platforms more engaging and fun, it is first necessary to understand the underlying motivations and personality types of user. It is recommended to conduct in-depth survey and interview to identify their motivations and personalities that influence their preference toward online behavior, to segment user with titles based on their personality. (e.g.: curious type, achievement type, stimulation type), then to map to proper reward designs that can fulfill corresponding needs.

After making decisions on what reward designs can satisfy users' needs, the other concern is how to motivate users to use over time. Attraction is an important point of reward design. In addition to the attraction of content itself, the direct way to draw user's attention is to enhance the design of graphical user interface, because gratification e-rewards do not involve high person interactivity but highly depends on the interaction with the interface, so instant feedback and processing are critical to support gratification reward mechanisms.

5.4 Affinity e-rewards adoption

Affinity e-rewards are adopted by SNS and Community and Application Providers. Between these two types of services, SNS and Community adopted the most e-reward approaches, such as like and follow. For example, Social networks Facebook and Orkut use like buttons not only let users share their favorite content with the community, but also to give a simple positive feedback to the original publisher. These e-reward approaches enable participants to give positive feedback to others, with the capability to facilitate the relationship between two participants or with the community as a whole. Twitter or Youtube adopted follow (or subscription) that enable members to follow favorite content generated by the followee, while the followee's profile shows how many followers he or she has, as the followers pay attention to the followees .

In order to implement Affinity e-rewards the platform manager would need to analyze user behavior toward interpersonal communication, and what kinds of interactive forms do participants tend to use. Such as verbal and non-verbal interaction, continuity or short-period interaction, it is critical to analyze online interpersonal behavior for designing effective affinity e-rewards.

The second concern is about autonomy. Such interpersonal behaviors enabled by affinity e-rewards are almost intrinsic motivated by users, thus they are fully self-determined to action. In order to continue their spontaneity to interact, there is a need to offer user content generation capability, because interaction is initiated by the public and interesting content, it must allow contributors to initiate, respond, update, and delete the content whenever they want, while deploying a complete privacy mechanisms to ensure they have full authority to control their contributions.

Lastly, providing satisfied positive experiences is essential for retaining participants. The positive experience can either be enhanced or undermined by feedback and interactive interface aspects. Affinity rewards should provide intuitive and ease of use interactive interface, with real-time response performance for creating a good experience of interpersonal communication in virtual environments, to simulate face-to-face dialogue.
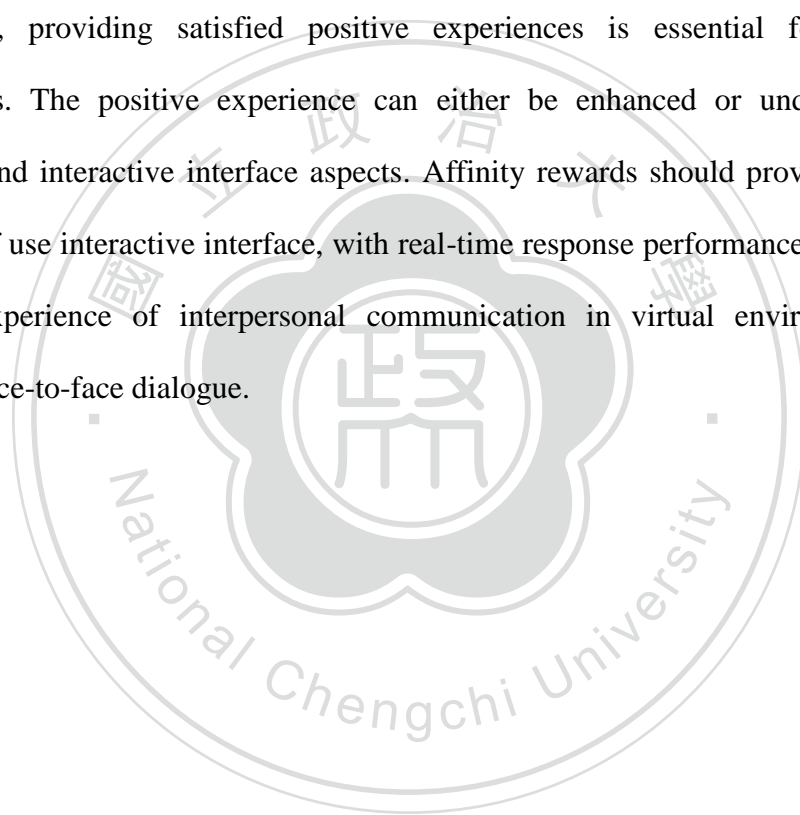
Table 8   Capabilities required for managing e-reward systems among major

e-platforms

	Material	Prestige	Gratification	Affinity
Major e-platforms	1.Transaction Service 2. Application Provider	1.Social Network & Community 2.Entertainment Service	1. Entertainment service 2. Social Network & Community	1. Social Network & Community 2. Application provider
Primary reward approaches (Motivator)	Extrinsic		Intrinsic	
	•Cash back& discount •Point program	•Leaderboard •Rating •Administrator-Acceptance	•Level system •Badge •Avatar •Try luck •Completionism	•Follow •Like
Reward Interactivity	(Low) Deliver and reward through systems, do not involve person interactivity	(High) Accompany with competitions, public praise, elections activities among participants.	(Low) Satisfy player's(individual) needs to know(curiosity), accomplishment ,paly with fun, and stimulation.	(High) Address participant's need for love, affinity, to be liked
Capabilities required for managing the reward	◆Buyer behavior analysis ◆Program Budget and cost estimation	◆Prestige Activity Plan ◆Public evaluation mechanisms ◆Sufficient member base	◆Examination of user personality ◆Graphical interface design ◆Instant feedback and reward processing	◆Interpersonal behavior analysis ◆User content generate capability (Opt in/ out) ◆ Privacy mechanisms ◆Ease of use interactive interface with real-time response

CHAPTER 6   CONCLUSION

6.1 Summary

A wide-ranging understanding of e-reward systems on contemporary e-platform services is necessary for designing more efficient and effective customer retention strategies. We proposed two research questions: 1) what types of reward are implemented on e-platform services? and 2) what capabilities or investments of each type of e-reward system implementation are necessary for higher repeat visit? For the first question, we intend to resolve e-reward system through literature review, content analysis, and expert interview, then we propose a validated taxonomy for describing complex and dynamic e-reward approaches among different types of e-platforms based on a two criteria: type of motivation and reward interactivity. The taxonomy identifies four types of e-reward categories with different motivation and interactivity appeal: Material, Prestige, Gratification, and Affinity e-rewards. For the second question, we discuss prominent adoption requirements of each type of e-rewards base on their motivation, interaction designs, then propose practical recommendations with insights on the implementation of each type of e-reward systems on e-platform services. These findings can facilitate the design of e-reward systems on various e-platforms by asking such question as: what type of e-rewards could be put in our considerations? and what capabilities or investments should we implement first for higher customer retention of e-platforms services when implementing specific types of e-rewards? We hope that the findings will provide a basis for further study on various impacts of reward systems and provide a guide for managers in designing and implementing more effective reward systems on e-platform services.

6.2 Limitation

Although this study proposes a high reliability and wide-ranging taxonomy for e-reward systems, there are still some limitations. The first concern is sample representativeness. Although we retrieved a directory of 1,000 e-platforms as our research subjects, the case sample source is singular, the analyzed e-reward approaches may not represent a complete scope of e-rewards, therefore, for further research, it is recommended to verify this taxonomy by examining more cases by multiple sources and across multiple languages.

The second concern is timeliness issue of results, the e-platforms services and e-reward approaches are still evolving. In order to get the best data, the content review process will be iterative and time consuming. For a more elaborate e-reward concept construction in a future study, the content review process should be done over a longer period of time. In our research, we conducted a two month review process with iterative examinations. The findings still provide a good foundation for further study.

The third concern is applicability of insights in terms of e-reward system implementation. Although we discuss the insights for each type of e-reward system based on practical perspectives, these insights were discussed in individually. Actually, e-platform services may adopt more than one type of e-reward. These rewards may be integrated with dependency, for example, although virtual badges can represent members' accomplishment and competency, they still have potentials to combine with other types of e-rewards, such as extra bonuses when a user gets extraordinary badges, or a badge can be converted to a leaderboard score and so on. This requires an understanding not only of individual e-rewards characteristics but also an examination of the potential when e-rewards are combined in particular ways.

6.3 Future research

The ultimate goal of our study is to extend the knowledge of e-reward systems and makes them manageable for success, therefore, for future research, we point out relevant issues that not only can help us understand e-reward systems further, but also intend to develop a complete strategy or blueprint for implementing e-reward system. From the research result indicate that most successful e-platforms adopted more than one type e-rewards, and these e-platforms may not introduce all kinds of reward systems at the same time due to cost or some kinds of e-rewards do not conform to strategy for the early-stage e-platforms. Therefore, we have the possibility to trace what the implementation sequence of different types of e-rewards on new e-platforms through observing sites for a period of time, and illustrate them as development path (ex: Material→Gratification→Affinity→Prestige), through comparing development path of e-rewards from multiple cases, e-platform managers would get more practical and useful information about e-rewards implementation by referencing the path.

For follow-up researches, there is another suggestion to broaden the range of application of reward taxonomy. Researchers can conduct empirical studies by examining the taxonomy on relevant academic domains, such as educational psychology, e-learning research, so that the taxonomy can be generalized and used in various circumstances, and it is expected to see the differences and similarities of reward approaches from the future works. On the other hand, we can argue that e-reward system play a strategy role in e-platform management, so the follow-up research can discuss the effectiveness of different type of e-rewards based on our reward taxonomy, to dig out what is the most successful reward approach on e-platforms, and what reward will be the mainstream approach for future e-platforms

that have the potential to gain competitive advantages on e-business? Or what kind of

reward should be seen as an indispensably supportive tool for survival only?

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APPENDIX I

Data collection source for content analysis

Rank/Case	Source link	English	Accessible	Not duplicate	Not official	Reward system
1.Facebook	https://www.facebook.com/	✓	✓	✓	✓	✓
2.Youtube	http://www.youtube.com/	✓	✓	✓	✓	✓
3.Yahoo	http://tw.yahoo.com/?p=us	✓	✓	✓	✓	✗
4.Windows live	http://live.com/	✓	✓	✓	✓	✗
5.msn	http://www.msn.com/	✓	✓	✓	✓	✗
6.wikipedia	http://www.wikipedia.org/	✓	✓	✓	✓	✓
7.blogspot	http://www.blogger.com	✓	✓	✓	✓	✗
8.baidu.com	http://www.baidu.com/	✗				
9.microsoft.com	http://www.microsoft.com/en-us/default.aspx	✓	✓	✓	✗	
10.qq.com	http://www.qq.com/	✗				
11.bing	http://www.bing.com/	✓	✓	✓	✓	✓
12.ask.com	http://www.ask.com/	✓	✓	✓	✓	✗
13.adobe	http://www.adobe.com/	✓	✓	✓	✗	
14.taobao	http://www.taobao.com/index_tw.php	✗				
15.twitter	https://twitter.com/	✓	✓	✓	✓	✓
16.youku.com	http://www.youku.com/	✗				
17.soso.com	http://www.soso.com/	✗				
18.wordpress.com	http://wordpress.com/	✓	✓	✓	✓	✗
19.sohu.com	http://www.sohu.com/	✗				
20.hao123.com	http://www.hao123.com/	✗				
21.windows.com	http://windows.microsoft.com	✓	✓	✓	✗	
22.163.com	http://www.163.com/	✗				
23.tudou.com	http://www.tudou.com/	✗				
24.amazon.com	http://www.amazon.com/	✓	✓	✓	✓	✓
25.apple	http://www.apple.com/	✓	✓	✓	✗	
26.ebay.com	http://www.ebay.com/	✓	✓	✓	✓	✓
27.4399.com	http://www.4399.com/	✗				
28. yahoo.jp	http://www.yahoo.co.jp/	✗				
29.linkedin.com	http://www.linkedin.com/	✓	✓	✓	✓	✓
30.go.com	http://go.com/	✓	✓	✓	✓	✗
31.tmall.com	http://www.tmall.com	✗				
32.paypal	https://www.paypal.com	✓	✓	✓	✓	✓
33.sougou	http://www.sogou.com/	✗				
34.ifeng.com	http://ifeng.com/	✓				
35.aol.com	http://www.aol.com/	✓	✓	✓	✓	✗
36.xunlei	http://www.xunlei.com/	✗				
37.craigslist.org	http://www.craigslist.org	✓	✓	✓	✓	✗
38.orkut.com	http://www.orkut.com	✓	✓	✓	✓	✓
39.56.com	http://www.56.com/	✗				
40.orkut.com.	http://www.orkut.com.br/	✗				

br						
41.about.com	http://www.about.com	✓	✓	✓	✓	✗
42.skype	http://www.skype.com	✓	✓	✓	✗	
43.7k7k.com	http://www.7k7k.com/	✗				
44.Dailymotion	http://www.dailymotion.com/cn	✗				
45.flickr.com	http://www.flickr.com/	✓	✓	✓	✓	✓
46.pps.tv	http://www.pps.tv/	✗				
47qiyi	http://www.iqiyi.com/	✗				
48.BBC UK	http://www.bbc.co.uk/	✓	✓	✓	✓	✗
49.4share.com	http://www.4shared.com/	✓	✓	✓	✓	✗
50.mozilla	http://www.mozilla.org	✓	✓	✓	✗	
51.ku6.com	http://www.ku6.com/	✗				
52.IMdb	http://www.imdb.com/	✓	✓	✓	✓	✗
53.cent.com	http://www.cnet.com/	✓	✓	✓	✓	✗
54.babylon	http://chs.babylon.com	✓	✓	✓	✗	
55.mywebsearch	http://home.mywebsearch.com/	✓	✓	✓	✓	✗
56.alibaba	http://www.alibaba.com/	✓	✓	✓	✓	✗
57.mail.ru	http://mail.ru/	✗				
58.UOL	http://www.uol.com.br/	✗				
59.badoo	http://badoo.com/	✗				
60.CNN	http://edition.cnn.com/	✓	✓	✓	✓	✗
61.myspace	http://www.myspace.com/	✓	✓	✓	✓	✓
62.NETFLIX	https://signup.netflix.com/global	✓	✗			
63.The weather Channel	http://www.weather.com/	✓	✓	✓	✓	✗
64.SOKU	http://www.soku.com/	✗				
65.weibo	http://www.weibo.com/	✗				
66.renren.com	http://renren.com/	✗				
67.rakuten jp	http://www.rakuten.co.jp	✗				
68.17kuxun	http://www.17kuxuncom	✗				
69.yandex.ru	http://www.yandex.ru/	✗				
70.booking	http://www.booking.com/	✓	✓	✓	✓	✓
71.ehow	http://www.ehow.com	✓	✓	✓	✓	✗
72.Bank of America	https://www.bankofamerica.com/	✓	✓	✓	✗	
73.58.com	http://58.com/	✗				
74.zedo.com	http://www.zedo.com/	✓	✓	✓	✗	
75.2345.com	http://www.2345.com/	✗				
76.globo.com	http://www.globo.com/	✗				
77.mapquest m	http://www.mapquest.com/	✓	✓	✓	✓	✗
78.goo	http://goo.ne.jp/	✗				
79.Answers.com	http://wiki.answers.com	✓	✓	✓	✓	✓
80.360	http://360.cn/	✗				
81.chase.com	https://www.chase.com	✓	✓	✓	✗	
82.NAVER	http://www.naver.com/	✗				
83.HP.com	http://www8.hp.com	✓	✓	✓	✗	
84.odnoklassniki.ru	http://odnoklassniki.ru/	✗				
85.ailpay	https://www.alipay.com/	✗				

86.huffingtonpost.com	http://www.huffingtonpost.com/	✓	✓	✓	✓	✗
87.Ameba	http://ameblo.jp/	✗				
88.ganji.com	http://www.ganji.com	✗				
89.alot.com	http://alot.com/	✓	✓	✓	✓	✗
90.scribd	http://www.scribd.com	✓	✓	✓	✓	✓
91.megaupload	http://megaupload.com	✓	✗			
92.tumblr	http://www.tumblr.com	✓	✓	✓	✓	✓
93.softonic	http://www.softonic.com/	✓	✓	✓	✓	✗
94.CamZap.com	http://www.camzap.com/en	✓	✓	✓	✓	✗
95.vk (eu)	http://vk.com/	✓	✓	✓	✓	✓
96.AVG	http://www.avg.com/tw-en/homepage	✓	✓	✓	✗	
97.walmart	http://www.walmart.com/	✓	✓	✓	✓	✓
98.pptv.com	http://www.pptv.com/	✗				
99.xinhuanet	http://xinhuanet.com/	✗				
100.MediaFire	http://www.mediafire.com/	✓	✓	✓	✓	✗
101.paipai	http://www.paipai.com	✗				
102.ZOL	http://www.zol.com.cn	✗				
103.Daum	http://www.daum.net/	✗				
104.Photobucket	http://photobucket.com	✓	✓	✓	✗	
105.CNTV	http://www.cntv.cn/	✓	✓	✓	✓	✗
106.terra.com	http://www.terra.com.br/portal/	✗				
107.blogger.com	http://www.blogger.com/home	✓	✓	✓	✓	✗
108.amazon.co.jp	http://www.amazon.co.jp/	✗				
109.joy.cn	http://www.joy.cn/	✗				
110.youdao.com	http://www.youdao.com/	✗				
111.filestube.com	http://www.filestube.com/	✓	✓	✓	✓	✗
112.funshion	http://www.funshion.com/	✗				
113.bing Discover	http://www.discoverbing.com/	✓	✓	✓	✓	✗
114.Wells Fargo	https://www.wellsfargo.com/	✓	✓	✓	✗	
115.ebay.co.uk	http://www.ebay.co.uk/	✓	✓	✗		
116.Pconline	http://www.pconline.com.cn/	✗				
117.target	http://www.target.com/	✓	✓	✓	✓	✓
118.livedoor.jp	http://www.livedoor.com/	✗				
119.miniclip	http://www.miniclip.com/games/en/	✓	✓	✓	✓	✓
120.Tripadvisor	http://www.tripadvisor.com	✓	✓	✓	✓	✓
121.ebay.de	http://www.ebay.de/	✗				
122. Partypoker	http://www.partypoker.com/	✓	✓	✓	✓	✓
123.tianya.cn	http://tianya.cn/	✗				
124.The NewYork Times	http://www.nytimes.com/	✓	✓	✓	✓	✗

125.AT&T	http://www.att.com	✓	✓	✓	✗	
126.Groupon	http://www.groupon.com	✓	✓	✓	✓	✓
127. Iminent	http://www.iminent.com/	✓	✓	✓	✗	
128.imageshack	http://imageshack.us/	✓	✓	✓	✓	✗
129.megavideo.com	http://megavideo.com/	✓	✗			
130.metacafe	http://www.metacafe.com/	✓	✓	✓	✓	✓
131.baixing	http://www.baixing.com/	✗				
132.Xfinity	http://xfinity.comcast.net/	✓	✓	✓	✗	
133.3366	http://www.3366.com/	✗				
134.CHINA MOBILE	http://www.10086.cn/index.htm	✗				
135.DELL	http://www.dell.com/	✓	✓	✓	✗	
136.people	http://people.com.cn/	✗				
137.amazon.co.uk	http://www.amazon.co.uk/	✓	✓	✗		
138.National Institutes of Health	http://nih.gov/	✓	✓	✓	✗	
139.McAfee	http://www.mcafee.com/tw/	✓	✓	✓	✗	
140.@nifty	http://www.nifty.com/	✗				
141.Peeplo	http://www.peeplo.com/	✓	✓	✓	✓	✗
142.Verizonwireless	http://www.verizonwireless.com/b2c/index.html	✓	✓	✓	✓	✓
143.foxsports	http://msn.foxsports.com/	✓	✓	✓	✓	✗
144.IKEA	http://www.ikea.com/	✓	✓	✓	✗	
145.Hotmail	http://hotmail.com/	✓	✓	✓	✓	✗
146.inbox.com	http://www.inbox.com/	✓	✓	✓	✓	✗
147.wikimedia.org	http://www.wikimedia.org/	✓	✓	✓	✗	
148.seesaa.net	http://blog.seesaa.jp/	✗				
149.Letv	http://www.letv.com/	✗				
150.MailOnline	http://www.dailymail.co.uk	✓	✓	✓	✓	✗
151.Expedia	http://www.expedia.com	✓	✓	✓	✓	✓
152.BIGPOIN.COM	http://www.bigpoint.com/	✓	✓	✓	✓	✗
153.Netlog	http://zh.netlog.com/	✓	✓	✓	✓	✓
154.iegallery	http://www.iegallery.com/ct/	✓	✓	✓	✗	
155.match.com	http://match.com/	✓	✓	✓	✓	✗
156.96pk	http://96pk.com/	✗				
157.yellowpages	http://www.yellowpages.com/	✓	✓	✓	✓	✗
158.amazon.de	http://www.amazon.de/	✓	✓	✗		
159.orange	http://www.orange.fr/	✗				
160.American Express	https://www.americanexpress.com/	✓	✓	✓	✓	✓
161.zynga	http://company.zynga.com/	✓	✓	✓	✓	✓
162.foxnews	http://www.foxnews.com/	✓	✓	✓	✓	✗
163.thepiratebay	http://thepiratebay.se/	✓	✓	✓	✓	✗

164.TARINGA!	http://www.taringa.net/	✘				
165.wo.com.cn	http://www.wo.com.cn/pc/page/index.jsp	✘				
166.yelp	http://www.yelp.com/	✔	✔	✔	✔	✘
167.TheFreeDictionary	http://www.thefreedictionary.com/	✔	✔	✔	✔	✘
168.FRIV	http://friv.com/	✔	✔	✔	✔	✔
169.Rapidshare	http://rapidshare.com/	✔	✔	✔	✔	✘
170.Samsung	http://www.samsung.com	✔	✔	✔	✘	
171.livingsocail	http://livingsocial.com/	✔	✔	✔	✔	✔
172.douban	http://www.douban.com/	✘				
173.maktoob.com	http://en-maktoob.yahoo.com/?p=xa	✔	✔	✔	✔	✘
174.narod.ru	http://narod.yandex.ru/	✘				
175.jiayuan.com	http://www.jiayuan.com/	✘				
176. hi	http://hi5.com	✔	✔	✔	✔	✔
177.wikia	http://www.wikia.com/Wikia	✔	✔	✔	✔	✔
178.360buy.com	http://www.360buy.com/	✘				
179.comcast	http://comcast.com/	✔	✔	✔	✘	
180.Reference.com	http://www.reference.com/	✔	✔	✔	✔	✘
181.free.fr	http://www.free.fr	✘				
182.Funmoods	http://home.funmoods.com/	✔	✔	✔	✔	✘
183.xdwan.com	http://www.xdwan.com/	✘				
184. 726.com	http://www.726.com/	✘				
185.Gougou	http://gougou.com/	✘				
186.china.com	http://china.com/	✘				
187.NATE	http://www.nate.com/	✘				
188.126	http://126.com/	✘				
189.Hotels	http://zh.hotels.com/	✔	✔	✔	✔	✔
190.CapitalOne	https://www.capitalone.com/	✔	✔	✔	✘	
191.soureforge	http://sourceforge.net/	✔	✔	✔	✔	✘
192.Y8.com	http://zh.y8.com/	✔	✔	✔	✔	✘
193.uuzu.com	http://uuzu.com/	✘				
194.PANDORA	http://www.pandora.com	✔	✘			
195.iMesh	http://www.imesh.com/	✔	✔	✔	✘	
196.onet.	http://www.onet.pl/	✘				
197.Nexttag	http://www.nextag.com/	✔	✔	✔	✔	✔
198.t-online.de	http://www.t-online.de/	✘				
199.mlb.com	http://mlb.mlb.com	✔	✔	✔	✘	
200.livejournal.com	http://www.livejournal.com/	✔	✔	✔	✔	✔
201.Baixaki	http://baixaki.com.br/	✘				
202.51wan	http://www.51wan.com/	✘				
203.huanqiu.com 網	http://www.huanqiu.com/	✘				
204.slideshare	http://www.slideshare.net/	✔	✔	✔	✔	✔
205.bestbuy.co	http://www.bestbuy.com/	✔	✔	✔	✔	✔

m		✘				
206.KUGOU	http://kugou.com/	✘				
207.51	http://www.51.com/	✘				
208.autohome. com.cn	http://www.autohome.com.cn/	✘				
209.glispa	http://www.glispa.com/	✓	✓	✓	✘	
210.SouFun	http://soufun.com/	✘				
211.Java	http://www.java.com/	✓	✓	✓	✘	
212.UPS	http://www.ups.com/	✓	✓	✓	✘	
213.meradolivre.com.br	http://www.mercadolivre.com.br/	✘				
214.vimeo	http://vimeo.com/	✓	✓	✓	✓	✓
215.REUTERS	http://www.reuters.com/	✓	✓	✓	✓	✘
216.Biglobe.ne.jp	http://www.biglobe.ne.jp/	✘				
217.wushen	http://wushen.com/	✘				
218.indeed	http://tw.indeed.com	✘				
219.syyx	http://www.syyx.com/	✘				
220.ig.com	http://www.ig.com.br/	✘				
221.Fileserve	http://www.fileserve.com/	✓	✓	✓	✓	✘
222.Cyworld	http://global.cyworld.com/	✓	✓	✓	✓	✓
223.USPS.COM	https://www.usps.com/	✓	✓	✓	✘	
224.Yahoo!GeoCities	http://geocities.yahoo.co.jp/	✘				
225.leboncoin.fr	http://www.leboncoin.fr/	✘				
226.TRIPOD	http://www.tripod.lycos.com/	✓	✓	✓	✓	✘
227.Exoplanet war 2.0	http://www.exoplanetwar.com/	✓	✓	✓	✘	
228. 6.cn	http://www.6.cn/	✘				
229.nk	http://nk.pl/	✘				
230.musica.com	http://www.musica.com/	✘				
231.tenpay	https://www.tenpay.com/v2/	✘				
232.WP.PL	http://www.wp.pl/	✘				
233.Hatena	http://www.hatena.ne.jp/	✘				
234. Brothersoft	http://www.brothersoft.com/	✓	✓	✓	✓	✘
235.kaixin001	http://www.kaixin001.com/	✘				
236.CHINANEWS.COM	http://www.chinanews.com/	✘				
237.theguardian	http://www.guardian.co.uk/	✓	✓	✓	✓	✘
238.9223.com	http://9223.com/	✘				
239.nicovideo.jp	http://www.nicovideo.jp/	✘				
240.web.de	http://www.web.de/	✘				
241.allrecipes.com	http://allrecipes.com/	✓	✓	✓	✓	✓
242.WebMD	http://www.webmd.com/	✓	✓	✓	✓	✘
243.POG.com	http://zh.pog.com/	✓	✘			
244.Careerbuilder	http://www.careerbuilder.com/	✓	✓	✓	✓	✘
245.OYUNLA	http://www.oyunlar1.com/	✘				

R1						
246.Zing	http://www.zing.vn/	✖				
247.Ameba	http://www.ameba.jp/	✖				
248.white pages	http://www.whitepages.com/	✔	✔	✔	✔	✖
249.SOUTH WEST.COM	http://www.southwest.com/	✔	✔	✔	✔	✔
250.duowan.com	http://www.duowan.com/	✖				
251.Moonbasa	http://www.moonbasa.com/	✖				
252.docin	http://www.docin.com/	✖				
253.allegro	http://allegro.pl/	✖				
254.Baomihua.com	http://www.baomihua.com/	✖				
255.mop.com	http://www.mop.com/	✖				
256.The Home Depot	http://www.homedepot.com/	✔	✔	✔	✔	✔
257.mylife	http://www.mylife.com/	✔	✔	✔	✔	✖
258.ilivid.com	http://www.ilivid.com/	✔	✔	✔	✖	
259.Comment camarche	http://www.commentcamarche.net/	✖				
260.eastmoeny	http://www.eastmoney.com/	✔	✔	✔	✔	✖
261.zhenai.com	http://zhenai.com/	✖				
262.OCN	http://www.ocn.ne.jp/	✖				
263.Torrentz	http://torrentz.eu/	✖				
264.1616.net	http://www.1616.net/	✖				
265.39.net	http://www.39.net/	✖				
266.gyyx	http://www.gyyx.cn/	✖				
267.Disney Club Penguin	http://www.clubpenguin.com/	✔	✔	✔	✔	✖
268.Bing Translation	http://www.microsofttranslator.com/	✔	✔	✔	✔	✖
269.VANCL	http://www.vancl.com/	✖				
270.marketgid	http://www.marketgid.com/	✖				
271.China Construction Bank	http://www.ccb.com.cn/	✔	✔	✔	✔	✖
272.SWEETIM	http://www.sweetim.com/	✔	✔	✔	✖	
273.TAGGED	http://www.tagged.com/home.html	✔	✔	✔	✔	✔
274.Verizon	http://www.verizon.com/	✔	✔	✔	✖	
275.kakaku.com	http://kakaku.com/	✖				
276.Norton	http://norton.com/	✔	✔	✔	✖	
277.17173.com	http://www.17173.com/	✖				
278.twitpic	http://www.twitpic.com/	✔	✔	✔	✔	✔
279.RealPlayer	http://real.com/	✔	✔	✔	✖	
280. bizrate	http://www.bizrate.com/	✔	✖			
281.So-net	http://www.so-net.ne.jp/	✖				
282.61.com	http://www.61.com/	✖				
283.Zoosk	https://www.zoosk.com/findfriends.php?from=index-	✔	✔	✔	✔	✔

284.dangdang.com	http://www.dangdang.com/	✘				
285.Abril.com	http://www.abril.com.br/	✘				
286.cocolognifty	http://www.cocolog-nifty.com/	✘				
287.priceline	http://travelb.priceline.com/splash/hp/home.do?rdr=1	✔	✔	✔	✔	✔
288.The Asashi shimbun digital	http://www.asahi.com/	✘				
289.The Wall Street Journal	http://asia.wsj.com/home-page	✔	✔	✔	✔	✘
290.iciba	http://www.iciba.com/	✘				
291.picnik.com	http://www.picnik.com/	✔	✔	✔	✔	✘
292.GMX	http://www.gmx.net/	✘				
293.macy's	http://www.macys.com/	✔	✔	✔	✔	✔
294.CAIXA	http://www.caixa.gov.br/	✘				
295.zimbio	http://www.zimbio.com/	✔	✔	✔	✔	✘
296.rediff.com	http://www.rediff.com/	✘				
297.in.com	http://www.in.com/	✔	✔	✔	✔	✘
298.local.com	http://www.local.com/	✔	✔	✔	✔	✔
299.Agricultural Bank Of China	http://www.95599.cn/cn/	✘				
300.5pk.com	http://www.5pk.com/	✘				
301.skycn	http://www.skycn.com/	✘				
302.The Telegraph	http://www.telegraph.co.uk/	✔	✔	✔	✔	✘
303.RoadRunner	http://www.rr.com/	✔	✔	✔	✔	✘
304.uCoz	http://www.ucoz.ru/	✘				
305.Windows Live Solution Center	http://www.windowslivehelp.com/	✔	✔	✔	✘	
306.weaher.com	http://www.weather.com.cn/	✔	✔	✔	✔	✘
307.FedEx	http://www.fedex.com/	✔	✔	✔	✔	✘
308.monster	http://www.monster.com/	✔	✔	✔	✔	✘
309.Hulu	http://www.hulu.com/	✔	✘			
310.dianping.com	http://www.dianping.com/	✔	✔	✔	✔	✘
311.NHK	http://www.nhk.or.jp/	✘				
312.ShopAtHome.com	http://www.shopathome.com/	✔	✔	✔	✔	✔
313.szgla	http://www.szgla.com/	✘				
314.Verycd	http://www.verycd.com/	✘				
315.abc NEWS	http://abcnews.go.com/	✔	✔	✔	✔	✘
316.Qunar.com	http://www.qunar.com/	✘				
317.Yomiuri Online	http://www.yomiuri.co.jp/	✘				
318.wowan365	http://www.wowan365.com/	✘				
319.pagesjaunes.fr	http://www.pagesjaunes.fr/	✘				

320.bitauto.com	http://fuzhou.bitauto.com/?referrer=http://www.google.com/adplanner/static/top1000/	✗				
321.hotfile	http://www.hotfile.com/	✓	✓	✓	✓	✓
322.citi	https://creditcards.citi.com/	✓	✓	✓	✗	
323.manta	http://www.manta.com/	✓	✓	✓	✗	
324.sears	http://www.sears.com	✓	✗			
325.Lowes	http://www.lowes.com/	✓	✓	✓	✓	✓
326. AGAME.com	http://www.agame.com/	✓	✓	✓	✓	✓
327.SDO.com	http://www.sdo.com/	✗				
328.okwave.jp	http://okwave.jp/	✗				
329. Mozilla	http://www.mozilla.org/	✓	✓	✗		
330.amazon.cn	http://www.amazon.cn/	✗				
331.jcpenny.com	http://www.jcpenney.com	✓	✓	✓	✓	✓
332.Sponichi Annex	http://www.sponichi.co.jp/	✗				
333.metrolyrics	http://www.metrolyrics.com/	✓	✓	✓	✓	✗
334.qidian	http://www.qidian.com/Default.aspx	✗				
335.excite	http://www.exblog.jp/	✗				
336.avast	http://www.avast.com/zh-cn/index	✗				
337.Libero	http://www.libero.it/	✗				
338.depositfiles	http://www.depositfiles.com/	✓	✓	✓	✓	✓
339.SurveyMonkey	http://www.surveymonkey.com	✓	✓	✓	✓	✗
340.TypePad	http://www.typepad.com/	✓	✓	✓	✓	✓
341.World News	http://wn.com/	✓	✓	✓	✓	✗
342.taleo.net	http://www.taleo.com/	✓	✓	✓	✗	
343.Addicting Games	http://www.addictinggames.com/	✓	✓	✓	✓	✓
344.POGO	http://www.pogo.com/	✓	✓	✓	✓	✓
345.Agricultural bank of china	http://www.abchina.com/cn/	✗				
346.YZZ	http://www.yzz.cn/	✗				
347.wikimapia.org	http://www.wikimapia.org/	✓	✓	✓	✓	✓
348.aili	http://www.27.cn/	✗				
349.KUXUN.CN	http://www.kuxun.cn/	✗				
350.Cartoon Network	http://www.cartoonnetwork.com/	✓	✓	✓	✗	
351.Juegos.com	http://www.juegos.com/	✗				
352.PartyCasino	http://www.partycasino.com/	✓	✓	✓	✓	✓
353.yfrog	http://www.yfrog.com/	✓	✓	✓	✓	✗
354.hexun	http://www.hexun.com/	✗				
355.over-blog.com	http://www.over-blog.com/	✗				

356.1ting	http://www.1ting.com/	✗				
357.Girsgogames.com	http://www.girlsgogames.com/	✓	✓	✓	✓	✓
358.squidoo	http://www.squidoo.com	✓	✓	✓	✓	✓
359.sparkstudios	http://www.sparkstudios.com/	✓	✓	✓	✗	
360.wan71	http://www.wan71.com/	✗				
361.Legacy.com	http://www.legacy.com/NS/	✓	✓	✓	✓	✗
362.ACROBAT.COM	https://www.acrobat.com/welcome/en/home.html	✓	✓	✓	✗	
363.People	http://www.people.com/people/	✓	✓	✓	✓	✗
364.JUGEM	http://jugem.jp/	✗				
365.Wretch	http://www.wretch.cc/	✗				
366.foodnetwork	http://www.foodnetwork.com/	✗				
367.nick	http://www.nick.com/	✓	✓	✓	✓	✓
368.YNET	http://www.ynet.com/	✗				
369.Los Angeles Times	http://www.latimes.com/	✓	✓	✓	✓	✗
370.The Washington Post	http://www.washingtonpost.com/	✓	✓	✓	✓	✗
371.sakura.ne.jp	http://www.sakura.ne.jp/	✗				
372.deviantart	http://www.deviantart.com/	✓	✓	✓	✓	✓
373.fandango	http://www.fandango.com/	✓	✓	✓	✓	✗
374.etao.com	http://www.etao.com/	✗				
375.tabelog	http://tabelog.com/	✗				
376.VEVO	http://comingsoon.vevo.com/	✓	✗			
377.M18	http://www.m18.com/	✗				
378.Softpedia	http://www.softpedia.com/	✓	✓	✓	✓	✗
379.All about	http://allabout.co.jp/	✗				
380.lashou.com	http://tw.lashou.com/	✗				
381.mynet	http://www.mynet.com/	✗				
382.nikkansports	http://www.nikkansports.com/	✗				
383.webs	http://www.webs.com/	✓	✓	✓	✓	✓
384.constantcontact	http://www.constantcontact.com/index.jsp	✓	✓	✓	✓	✓
385.Univision.com	http://www.univision.com/	✗				
386.2ch.net	http://www.2ch.net/	✗				
387.Dropbox	http://www.dropbox.com/	✓	✓	✓	✓	✓
388.toshiba	http://www.toshiba.com/tai/	✓	✓	✓	✗	
389.bild.de	http://www.bild.de/	✗				
390.Groupon.br	http://www.groupon.com.br/	✗				
391.itau	http://www.itau.com.br/index.htm	✗				
392.The National Lottery	http://www.national-lottery.co.uk	✗				
393.DELTA	http://www.delta.com	✓	✓	✓	✓	✓

394.videobash	http://www.videobash.com/	✓	✓	✓	✓	✓
395.android.com	http://www.android.com/	✓	✓	✓	✗	
396.Gmarket	http://www.gmarket.co.kr/	✗				
397.Usatoday (News)	http://www.usatoday.com/	✓	✓	✓	✓	✗
398.wunderground.com	http://www.wunderground.com/	✓	✓	✓	✓	✗
399.armorgames	http://armorgames.com/	✓	✓	✓	✓	✓
400.Gazeta.pl	http://www.gazeta.pl/0,0.html	✗				
401.TMZ	http://www.tmz.com/	✓	✓	✓	✓	✗
402.mobile.de	http://www.mobile.de/	✗				
403.iza	http://www.iza.ne.jp/	✗				
404.INTERIA	http://www.interia.pl/	✗				
405.ctrip.com	http://www.ctrip.com/	✗				
406.babycenter	http://www.babycenter.com/	✓	✓	✓	✓	✗
407.51Test	http://www.51test.net/	✓	✓	✓	✓	✗
408.mainichi jp	http://www.mainichi.jp/	✗				
409.WordReference.com	http://www.wordreference.com/	✓	✓	✓	✓	✗
410.R7	http://www.r7.com/	✗				
411.m1905	http://www.m1905.com/	✓	✓	✓	✓	✗
412.ORBITZ	http://www.orbitz.com	✓	✓	✓	✓	✓
413.ICHIBA	http://www.rakuten.co.jp/	✗				
414.Uniblue	http://www.liutilities.com/	✓	✓	✓	✓	✗
415.allbiz	http://www.all.biz/	✓	✓	✓	✓	✗
416.SFR	http://www.sfr.fr/	✗				
417.Acution	http://www.auction.co.kr/	✗				
418.RYANAIR	http://www.ryanair.com/en	✓	✓	✓	✓	✓
419.wetter.com	http://www.wetter.com/	✗				
420.joqoo	http://www.joqoo.com/	✓				
421. indiatimes	http://www.indiatimes.com/	✓	✓	✓	✓	✗
422.2144	http://www.2144.cn/	✗				
423.altervista	http://it.altervista.org/	✗				
424.Shopping.com	http://www.shopping.com/?sb=1	✓	✓	✓	✓	✗
425.passport.net	https://accountservices.passport.net/ppnetworkhome.srf?vv=1200&mkt=ZH-TW&lc=1028	✓	✓	✓	✗	
426.ChangYou.com	http://www.changyou.com/en/index.shtml	✓	✓	✓	✓	✗
427.Zillow	http://www.zillow.com/	✓	✓	✓	✗	
428.FOG	http://www.freeonlinegames.com/	✓	✓	✓	✓	✗
429.IGN	http://www.ign.com/	✓	✓	✓	✓	✗
430.freeze	http://www.freeze.com/	✓	✓	✓	✓	✗

431.Overstock	http://www.overstock.com/	✓	✓	✓	✓	✓
432.Rincondelvago	http://www.rincondelvago.com/	✗				
433.sp.gov.br	http://www.sp.gov.br/	✗				
434.boosj	http://www.boosj.com/	✗				
435.sky.com	http://www.sky.com/	✓	✓	✓	✓	✗
436.MedicineNet.com	http://www.medicinenet.com/script/main/hp.asp	✓	✓	✓	✓	✗
437.Mapion	http://www.mapion.co.jp/	✗				
438.POF	http://www.pof.com/	✓	✓	✓	✓	✗
439.Marketgid	http://www.marketgid.info/	✗				
440.Pronto	http://www.pronto.com/	✓	✓	✓	✓	✗
441.MTV.com	http://www.mtv.com/	✓	✓	✓	✓	✗
442.Evite	http://new.evite.com/	✓	✓	✓	✓	✗
443.Barnes&Noble	http://www.barnesandnoble.com/	✓	✓	✓	✓	✓
444.Costco.com	http://www.costco.com/	✓	✓	✓	✓	✓
445.BlackBerry	http://www.blackberry.com/	✓	✓	✓	✗	
446.acer	http://www.acer.com	✓	✓	✓	✗	
447.Verizonwireless	http://www.verizonwireless.com	✓	✓	✗		
448.KOHL'S	http://www.kohls.com/	✓	✓	✓	✓	✓
449.orkut	http://www.orkut.co.in	✓	✓	✗		
450.moshimonsters	http://www.moshimonsters.com/	✓	✓	✓	✓	✗
451.Mtime	http://www.mtime.com/	✗				
452.Sprint	http://www.sprint.com/	✓	✓	✓	✗	
453.focus.cn	http://house.focus.cn/jiameng/sitemap.php	✗				
454.firstload	http://www.firstload.com/	✓	✓	✓	✓	✓
455.citi bank	https://online.citibank.com	✓	✓	✗		
456.pinshan	http://www.pinshan.co/	✗				
457.livedoor	http://www.livedoor.com/	✗				
458.Wizard101	https://www.wizard101.com/	✗				
459.Ning	http://www.ning.com/	✓	✓	✓	✓	✓
460.tao123	http://www.tao123.com/	✗				
461.addthis	http://www.addthis.com/	✓	✓	✓	✗	
462.ebuddy	http://www.ebuddy.com/	✓	✓	✓	✗	
463.kickassjorrents	http://kat.ph/	✗				
464.beemp3.com	http://beemp3.com/	✓	✓	✓	✓	✗
465.PC auto	http://www.pcauto.com.cn/	✗				
466.superpades.com	http://www.superpages.com/	✓	✓	✓	✓	✗
467.Citysearch	http://atlanta.citysearch.com/	✓	✓	✓	✓	✓
468.Hilton	http://www1.hilton.com/en_US/hi/index.do	✓	✓	✓	✓	✓
469.Marriott	http://www.marriott.com/default.mi	✓	✓	✓	✓	✓
470.isohunt.com	http://isohunt.com/	✓	✓	✓	✓	✗

Site	URL					
471.monografias	http://www.monografias.com/	✗				
472.REALTOR	http://www.realtor.com/	✓	✓	✓	✓	✗
473.PC120.com	http://www.pc120.com/default.html	✗				
474.PINGAN	http://www.pingan.com/	✗				
475.OpenDNS	http://www.opendns.com/	✓	✓	✓	✗	
476.888.com	http://www.888.com/	✓	✓	✓	✓	✓
477.521g.org	http://www.521g.org/	✗				
478.Filesonic.com	http://www.filesonic.tw/	✓	✓	✓	✓	✗
479.jiji.com	http://www.jiji.com/	✗				
480.imvu	http://www.imvu.com	✓	✓	✓	✓	✓
481.TISTORY	http://www.tistory.com/	✗				
482.todoexplorer	http://www.todoexplorer.com/	✗				
483.kioskea.net	http://en.kioskea.net/	✓	✓	✓	✓	✗
484chosun.com	http://www.chosun.com/	✗				
485.Hotwire	http://www.hotwire.com	✓	✓	✓	✓	✓
486.sonico	http://www.sonico.com/	✓	✓	✓	✓	✓
487.ticketmaster	http://www.ticketmaster.com/	✓	✓	✓	✓	✓
488.foxtab.com	http://www.foxtab.com/	✓	✓	✓	✗	
489.pixnet	http://www.pixnet.net/	✗				
490.51job	http://www.51job.com/	✗				
491.T Mobile	http://www.t-mobile.com/	✓	✓	✓	✓	✓
492.kijiji	http://www.kijiji.ca/	✓	✓	✓	✓	✗
493.mixi	http://mixi.jp/	✗				
494.gap	http://www.gap.com/	✓	✓	✓	✓	✓
495.excite	http://www.excite.co.jp/	✗				
496.yihaodian1	http://www.yihaodian.com/product/index.do?merchant=1	✗				
497.vesti.ru	http://www.vesti.ru/	✗				
498.11st.co.kr	http://www.11st.co.kr	✗				
499.91.com	http://www.91.com/	✗				
500.travelocity	http://www.travelocity.com	✓	✓	✓	✓	✓
501.ledu.com	http://www.ledu.com/	✗				
502.aipai	http://www.aipai.com/	✗				
503.tiexue.net	http://www.tiexue.net/	✗				
504.Rising	http://www.rising.cn/	✗				
505.tom.com	http://www.tom.com/	✗				
506.Wan5d	http://www.wan5d.com/	✗				
507.Lintenaute.com	http://www.linternaute.com/	✗				
508.Gamespot	http://www.gamespot.com/	✓	✓	✓	✓	✗
509.skyrock	http://www.skyrock.com/	✓	✓	✓	✓	✓
510.49you.com	http://www.49you.com/	✗				
511.24h.com	http://us.24h.com.vn/	✗				
512.Suning.com	http://www.suning.com/	✗				
513.wikiHow	http://www.wikihow.com/Mai	✓	✓	✓	✓	✓

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514.geXing	http://www.qqgexing.com/	✘				
515.LA REDOUTE	http://www.laredoute.fr/	✘				
516.SANSPO. COM	http://www.sanspo.com/	✘				
517.Tuenti	http://www.tuenti.com	✘				
518.barbie	http://www.barbie.com/	✓	✓	✓	✘	
519.zzsf.com	http://www.zzsf.com/	✘				
520.P6K	http://www.rbc.ru/	✘				
521.qroupalia. com	http://www.groupalia.com/	✘				
522.virgilio	http://www.virgilio.it/	✘				
523.ca.gov	http://www.ca.gov/	✓	✓	✓	✘	
524.liveinternet	http://www.liveinternet.ru/	✘				
525.Star doll	http://www.stardoll.com/hk/	✓	✓	✓	✓	✓
526.ebay.com. au	http://www.ebay.com.au/	✘				
527.americanas.com	http://www.americanas.com.br/	✘				
528.lenovo	http://www.lenovo.com/tw/zh/	✓	✓	✓	✘	
529.SPEEDTEST.NET	http://www.speedtest.net/	✓	✓	✓	✓	✘
530.Etsy	http://www.etsy.com/	✓	✓	✓	✓	✓
531.logosoku	http://www.logsoku.com/	✘				
532.yiqifa.com	http://www.yiqifa.com/index.jsp	✘				
533.jalan	http://www.jalan.net/	✘				
534.Liveperson	http://www.liveperson.net/	✓	✓	✓	✘	
535.aufemionin.com	http://www.aufeminin.com/	✘				
536.AccuWeather.com	http://www.accuweather.com/	✓	✓	✓	✓	✘
537.bukade	http://www.bukade.com/	✘				
538.sympatico	http://www.sympatico.ca/	✓	✓	✓	✓	✘
539.AA.com	http://www.aa.com	✓	✓	✓	✓	✓
540.izlesene	http://www.izlesene.com/	✘				
541.zylom	http://www.zylom.com/eu/en/	✓	✓	✓	✓	✘
542.Hubpages	http://hubpages.com/	✓	✓	✓	✓	✓
543.ninemsn	http://ninemsn.com.au/	✓	✓	✓	✓	✘
544.KAYAK	http://www.kayak.com/	✓	✓	✓	✓	✓
545.CHIP ONLINE	http://www.chip.de/	✘				
546.justin.tv	http://en.justin.tv	✓	✓	✓	✓	✘
547.aibang.com	http://www.aibang.com/ankang/	✘				
548.makepolo	http://en.makepolo.com/	✘				
549.thepostgame.com	http://www.thepostgame.com/	✓	✓	✓	✓	✘
550.DomainTools	http://www.domaintools.com/	✓	✓	✓	✓	✘
551.gutefrage. net	http://www.gutefrage.net/	✘				
552.tiancity.com	http://www.tiancity.com/homepage/	✘				

553.Letitbit	http://www.letitbit.net/	✓	✓	✓	✓	✗
554.credit-aqricole.fr	http://www.credit-agricole.fr/	✗				
555.Best Tone	http://www.gd118114.cn/	✗				
556.meituan.com	http://sh.meituan.com/	✗				
557.buscape	http://www.buscape.com.br/	✗				
558.Qire123.com	http://www.qire123.com/	✗				
559.shoplocal	http://www.shoplocal.com/	✓	✓	✓	✓	✓
560.Discover	https://www.discover.com/	✓	✓	✓	✗	
561.apontador.com	http://www.apontador.com.br/	✗				
562.eol.cn	http://www.eol.cn/	✗				
563.zhaopin.com	http://www.zhaopin.com/	✗				
564.vagalume	http://www.vagalume.com.br/	✗				
565.icq	http://www.icq.com/en	✓	✓	✓	✗	
566.NAVER	http://www.naver.jp/	✗				
567.4399	http://my.4399.com/	✗				
568.FixYa	http://www.fixya.com/	✓	✓	✓	✓	✓
569.Go Daddy	http://www.godaddy.com/	✓	✓	✓	✗	
570.howstuffworks	http://www.howstuffworks.com/	✓	✓	✓	✓	✗
571.ezinearticles	http://ezinearticles.com/	✓	✓	✓	✓	✓
572.xe	http://www.xe.com/	✓	✓	✓	✓	✗
573.dipan	http://www.dipan.com/	✗				
574.Wiktionary	http://www.wiktionary.org/	✓	✓	✓	✓	✗
575.BIG FISH	http://www.bigfishgames.com/	✓	✓	✓	✓	✓
576.Videosurf	http://www.videosurf.com/	✓	✓	✓	✓	✗
577.idea.informer	http://www.informer.com/	✓	✓	✓	✗	
578.gyves.nl	http://www.hyves.nl/	✗				
579.SpeedDate	http://www.speeddate.com/	✓	✓	✓	✓	✓
580.Symantec	http://www.symantec.com/index.jsp	✓	✓	✓	✗	
581.STAPLES	http://www.staples.com/	✓	✓	✓	✓	✓
582.avast!	http://www.01net.com/	✗				
583. Daily.co	http://www.daily.co.jp/	✗				
584.THE Sun	http://www.thesun.co.uk/sol/homepage/	✓	✓	✓	✓	✗
585.Directgov	http://www.direct.gov.uk/en/index.htm	✓	✓	✓	✓	✗
586.China Merchants Rank	http://www.cmbchina.com/	✗				
587.OLX	http://www.olx.com.br/	✗				
588. foass	http://www.foass.com/	✗				
589.docstoc	http://www.docstoc.com	✓	✓	✓	✓	✓
590. duote	http://www.shopzilla.com/	✗				
591.shopzilla.com	http://www.shopzilla.com/	✗				
592. Forbes	http://www.forbes.com/	✓	✓	✓	✓	✗
593.Doctissim	http://www.doctissimo.fr/	✗				

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594.RightHealth	http://www.righthealth.com/	✓	✓	✓	✘	
595.LEGO	http://www.lego.com/en-us/Default.aspx	✓	✓	✓	✓	✓
596.trulia	http://www.trulia.com/	✓	✓	✓	✓	✘
597.mundodastribos	http://www.mundodastribos.com/	✘				
598.Fazenda	http://www.fazenda.gov.br/	✘				
599.hoopChina	http://www.hoopchina.com/	✘				
600.qqwangming	http://www.qqwangming.org/	✘				
601.Zappos	http://www.zappos.com/	✓	✓	✓	✓	✓
602. Bloomberg	http://www.bloomberg.com/	✓	✓	✓	✓	✘
603.classmates	http://www.classmates.com/	✓	✓	✓	✓	✘
604.Wupload	http://www.wupload.com/	✓	✓	✓	✓	✓
605.Alexa	http://www.alexa.com/	✓	✓	✓	✓	✘
606.marktplaats	http://www.marktplaats.nl/	✘				
607.coupons	http://www.coupons.com/	✓	✓	✓	✓	✘
608.spiegel.de	http://www.spiegel.de/	✘				
609.cbsnews	http://www.cbsnews.com/	✓	✓	✓	✓	✘
610.60photos	http://www.60photos.com/#/lp	✓	✓	✓	✓	✘
611. travelzoo	http://www.travelzoo.com	✓	✓	✓	✓	✓
612.Intel.com	http://www.intel.com/	✓	✓	✓	✘	
613.ebay.fr	http://www.ebay.fr/	✘				
614.Buycheapr.com	http://www.buycheapr.com/us/	✓	✓	✓	✓	✘
615.NORDSTROM	http://shop.nordstrom.com/	✓	✓	✓	✓	✓
616.ORICON STYLE	http://www.oricon.co.jp/	✘				
617.332h.com	http://www.markosweb.com/www/332h.com/	✘				
618.Fidelity.com	https://www.fidelity.com/	✓	✓	✓	✘	
619.citi	https://online.citibank.com	✓	✓	✘		
620.gismeteo	http://www.gismeteo.ru/	✘				
621.angelfire	http://www.angelfire.lycos.com/	✓	✓	✓	✘	
622.OPTIMAX	http://www.optmd.com/	✓	✓	✓	✓	✘
623.pcgames	http://www.pcgames.com.cn/	✘				
624.nickjr.	http://www.nickjr.com/	✓	✓	✓	✓	✘
625.lehecai.com	http://www.lehecai.com/	✘				
626.YOKA.com	http://www.yoka.com/	✘				
627.115.com	http://www.115.com/	✘				
628.vnExpress	http://vnexpress.net/	✘				
629.USTREA	http://www.ustream.tv/	✓	✓	✓	✓	✘

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630.flingvibe	http://www.flingvibe.com/	✘				
631.juegosjuegos	http://www.juegosjuegos.com/	✘				
632.boc	http://www.boc.cn/	✘				
633.PCPOP.com	http://www.pcpop.com/	✘				
634.WebCrawler	http://www.webcrawler.com/	✔	✔	✔	✔	✘
635.Japanpost	http://www.japanpost.jp/	✘				
636.usbank	http://www.usbank.com/index.html	✔	✔	✔	✔	✘
637.yiqiwin	http://www.yiqiwin.com	✘				
638.timeanddate.com	http://www.timeanddate.com/	✔	✔	✔	✔	✘
639.pch.com	http://www.pch.com/	✔	✔	✔	✘	
640.mercado	http://www.mercadolibre.com.mx/	✘				
641.NOVOTEKA	http://www.novoteka.ru/	✘				
642.MARCA.COM	http://www.marca.com/	✘				
643.kboing	http://www.kboing.com.br/	✘				
644.gnavi	http://www.gnavi.co.jp/	✘				
645.Argos	http://www.argos.co.uk/static/Home.htm?sRefURL=http%3A//www.google.com/adplanner/static/top1000/	✔	✔	✔	✔	✔
646.China Telecom	http://www.ct10000.com/	✘				
647.HaoDF	http://www.haodf.com/	✘				
648.PBS KIDS	http://pbskids.org/	✔	✔	✔	✘	
649.intelius	http://www.intelius.com/	✔	✔	✔	✔	✘
650.NOAA	http://www.noaa.gov/	✔	✔	✔	✘	
651.topix	http://www.topix.com/	✔	✔	✔	✔	✘
652. FileHippo	http://www.filehippo.com/	✔	✔	✔	✔	✘
653.multiply	http://multiply.com/	✔	✔	✔	✔	✔
654.toysrus	http://www.toysrus.com/	✔	✔	✔	✔	✔
655.AutoTrader.com	http://www.autotrader.com/	✔	✔	✔	✔	✘
656.Hurriyet	http://www.hurriyet.com.tr/anasayfa/	✘				
657.meteofrance	http://france.meteofrance.com/	✘				
658.just answer	http://www.justanswer.com/	✔	✔	✔	✔	✘
659.formspring	http://www.formspring.me/	✔	✔	✔	✔	✔
660.elmundo	http://www.elmundo.es/	✔	✔	✔	✔	✘
661.goalunited	http://www.goalunited.org/	✔	✔	✔	✔	✔
662.PCHOME	http://www.pchome.net/	✘				
663.usaa.com	https://www.usaa.com/inet/ent_logon/Logon	✔	✔	✔	✘	
664.Victoria's secret	http://www.victoriassecret.com/	✔	✔	✔	✔	✔

665.vk	http://vk.com/	✓	✓	✗		
666.instagr.am	http://instagr.am/	✓	✓	✓	✗	
667.CBS New York	http://newyork.cbslocal.com/	✓	✓	✓	✓	✗
668.plala	http://www.plala.or.jp/	✗				
669.livestrong	http://www.livestrong.com/	✓	✓	✓	✓	✓
670.duba	http://www.duba.net/	✗				
671.MT	http://www.mt.co.kr/	✗				
672.Japan Meteorological Agency	http://www.jma.go.jp/jma/index.html	✗				
673.TESCO	http://www.tesco.com/	✓	✓	✓	✓	✓
674.goal.com	http://www.goal.com/cn/	✗				
675.milliyet.com	http://www.milliyet.com.tr/2012/02/24/index.html	✗				
676.Windows Media Guide	http://www.windowsmedia.com	✓	✓	✓	✓	✗
677.blogcu	http://www.blogcu.com/	✗				
678.cooks.com	http://www.cooks.com/	✗				
679.vnet.cn	http://www.vnet.cn/default.aspx	✗				
680.H&M	http://www.hm.com/us/	✓	✓	✓	✗	
681.GROUPON	http://www.groupon.co.uk/	✓	✓	✗		
682.ED.gov	http://www.ed.gov/	✓	✓	✓	✗	
683.Robtex	http://www.robtex.com/	✓	✓	✓	✓	✗
684.120ask.com	http://www.120ask.com/	✗				
685.COOKPAD	http://cookpad.com/	✗				
686.51la	http://www.51la.com/	✗				
687.Yam	http://www.yam.com/	✗				
688.China.com.cn	http://www.china.com.cn/	✗				
689.weebly	http://www.weebly.com	✓	✓	✓	✓	✗
690.MAYO CLINIC	http://www.mayoclinic.com/	✓	✓	✓	✗	
691.sanook.com	http://www.sanook.com/	✗				
692.weather.gov	http://www.weather.gov/	✓	✓	✓	✓	✗
693.Infoseek	http://www.infoseek.co.jp/	✗				
694.Ojogos	http://www.ojogos.com.br/	✗				
695.QIP.RU	http://qip.ru/	✗				
696.Opera	http://www.opera.com/	✓	✓	✓	✗	
697.www.zhcw.com	http://www.zhcw.com/	✗				
698.MP3Raid	http://www.mp3raid.com/	✓	✓	✓	✓	✗
699.webry(broken)	http://www.webry.info/	✗				
700.Merriam-Webster	http://www.merriam-webster.com/	✓	✓	✓	✓	✗
701.esayJet	http://www.easyjet.com/	✓	✓	✓	✓	✓
702.360doc	http://www.360doc.com/	✗				
703sapo.pt	http://www.sapo.pt/	✗				
704.kuwan8	http://www.kuwan8.com/	✗				

705.everydayh ealth.com	http://www.everydayhealth.co m/	✓	✓	✓	✓	✗
706. Nike	http://www.nike.com	✓	✓	✓	✗	
707. café mom	http://www.cafemom.com/	✓	✓	✓	✓	✗
708.ip138	http://www.ip138.com/	✗				
709.3839.com	http://www.3839.com/	✗				
710.Nokia	http://www.nokia.com/tw-zh/	✓	✓	✓	✗	
711.friend.ly blog	http://www.friend.ly/	✗				
712.DIRECT V	http://www.directv.com/DTVAP P/index.jsp	✓	✓	✓	✗	
713.tw.yahoo	http://tw.yahoo.com/	✗				
714.buenatare as	http://www.buenastareas.com/	✗				
715.kapook	http://www.kapook.com/	✗				
716.FIFA.com	http://www.fifa.com/	✓	✓	✓	✓	✗
717.BT	http://www.bt.com/	✓	✓	✓	✗	
718.esmas.co m	http://www2.esmas.com/	✗				
719.netshoes.c om.br	http://www.netshoes.com.br/	✗				
720.readnovel. com	http://www.readnovel.com/	✗				
721.catho.com .bt	http://www.catho.com.br/	✗				
722.amazon.fr	http://www.amazon.fr/	✓	✓	✗		
723.bohelady. com	http://www.bohelady.com/	✗				
724.last.fm	http://cn.last.fm/	✓	✓	✓	✓	✗
725.HC360.co m	http://www.hc360.com/	✗				
726.WACHO VIA	https://www.wachovia.com/	✓	✓	✓	✓	✗
727.mercadoli bre	http://www.mercadolibre.com. ar/	✗				
728.xdating	http://www.xdating.com	✓	✓	✓	✓	✓
729.52vali.co m	http://www.52vali.com/	✗				
730.tripadviso r.co.uk	http://www.tripadvisor.co.uk/	✓	✓	✗		
731.IT168.co m	http://www.it168.com/	✗				
732.IBM	http://www.ibm.com/us/en/	✓	✓	✓	✗	
733.InfoSpace	http://www.infospace.com/	✓	✓	✓	✗	
734.U.S. Department of state	http://www.state.gov/	✓	✓	✓	✓	✗
735.TELECO M	http://www.telecomitalia.it/?re f=1	✗				
736. uTorrent	http://www.utorrent.com/	✗				
737.RuTube	http://rutube.ru/	✗				
738.marketgid .com	http://www.zaycev.net/	✗				
739.ancestry	http://www.ancestry.com/	✓	✓	✓	✓	✓
740.urban Dictionary	http://www.urbandictionary.co m/	✓	✓	✓	✓	✗
741.msn.com.	http://cn.msn.com/	✗				

cn						
742.bb	http://www.bb.com.br/portalb b/home29,116,116,1,1,1,1.bb	✗				
743.Gamesga mes.com	http://www.gamesgames.com/	✓	✓	✓	✓	✓
744.337	http://tw.337.com/	✗				
745.Jiuwan.co m	http://www.jiuwan.com/	✗				
746.Seznam	http://www.seznam.cz/	✗				
747.Discovery	http://dsc.discovery.com/	✓	✓	✓	✗	
748.a67.com	http://www.a67.com/	✗				
749.Onlinedo wn	http://www.onlinedown.net/	✗				
750.9ku	http://www.9ku.com/	✗				
751.teacup	http://www.teacup.com/	✗				
752.walgreens	http://www.walgreens.com/	✓	✓	✓	✓	✓
753.Made-in-China.com	http://www.made-in-china.co m/	✗				
754.usafis	http://www.usafis.org/	✓	✓	✓	✗	
755.iVillage	http://www.ivillage.com	✓	✓	✓	✓	✗
756.1channel	http://www.1channel.ch/	✓	✓	✓	✓	✓
757.84232	http://www.84232.com/	✗				
758.3 suisses.fr	http://www.3suisses.fr/	✗				
759.BODIS	http://www.bodis.com/?errorc ode=ServerName	✓	✓	✓	✗	
760.oi.com	http://www.oi.com.br/oi/oi-pra -voce	✗				
761. NCT	http://www.nhaccuatui.com/	✗				
762.In	https://secure.logmein.com/	✓	✓	✓	✗	
763.otomoto.p l	http://otomoto.pl/	✗				
764.xici	http://www.xici.net/#home.asp	✗				
765.sahibinde n.com	http://www.sahibinden.com/	✗				
766.Break	http://www.break.com/	✓	✓	✓	✓	✓
767.DB BAHN	http://www.bahn.de/p/view/in dex.shtml	✗				
768.usmagazi ne.com	http://www.usmagazine.com/	✓	✓	✓	✓	✗
769.mappy	http://fr.mappy.com/	✗				
770.euroreside ntes.com	http://www.euroresidentes.co m/	✗				
771.Wix	http://www.wix.com/	✓	✓	✓	✓	✗
772.mobifiesta .com	http://www.mobifiesta.com/	✗				
773.XCAR	http://www.xcar.com.cn/	✗				
774.yxdown.c om	http://www.yxdown.com/	✗				
775.SkySports	http://www.skysports.com/	✓	✓	✓	✓	✗
776.tinypic	http://tinypic.com/index.php	✓	✓	✓	✓	✗
777.uuu9.com	http://www.uuu9.com/	✗				
778.Nasa	http://www.nasa.gov/	✓	✓	✓	✗	
779.unkar.org	http://unkar.org/	✗				
780.warnerbro s.com	http://www.warnerbros.com/	✓	✓	✓	✗	
781.21cn.com	http://www.21cn.com/	✗				

782.Battle.net	http://tw.battle.net/zh/	✓	✓	✓	✗	
783.ebay.it	http://www.ebay.it/	✗				
784.issuu	http://www.issuu.com/	✓	✓	✓	✓	✓
785.114LA.com	http://www.114la.com/	✗				
786.Juegosdiarios	http://www.juegosdiarios.com/	✗				
787.IRS	http://www.irs.gov/	✓	✓	✓	✗	
788.Ku6.com	http://www.juchang.com	✗				
789.kp.ru	http://www.kp.ru/	✗				
790.VsemTube	http://www.vsemtube.ru/	✗				
791.TIME	http://www.time.com/time/	✓	✓	✓	✓	✗
792.aweber	http://www.aweber.com/	✓	✓	✓	✗	
793.Drugs.com	http://www.drugs.com/	✓	✓	✓	✓	✗
794.xilu.com	http://www.xilu.com/	✗				
795.CRIonline	http://www.cri.cn/index1.htm	✗				
796.StumbleUpon	http://www.stumbleupon.com/	✓	✓	✓	✗	
797.EUROPA	http://europa.eu/	✓	✓	✓	✗	
798. XPG	http://xpg.uol.com.br/	✗				
799.PopCap	http://www.popcap.com/	✓	✓	✓	✗	
800.yesky	http://www.yesky.com/	✗				
801.impressholdings	http://www.impressholdings.com/	✗				
802.Exam8.com	http://www.exam8.com/	✗				
803.CHINADAILY	http://www.chinadaily.com.cn/	✓	✓	✓	✓	✗
804.Gamezer	http://www.gamezer.com/	✓	✓	✓	✓	✓
805.PANDORA.TV	http://www.pandora.tv/	✗				
806.Dantri	http://dantri.com.vn/	✗				
807.Virgin media	http://www.virginmedia.com/	✓	✓	✓	✗	
808.udn.com	http://udn.com/NEWS/mainpage.shtml	✗				
809.piriform.com	http://www.piriform.com/	✓	✓	✓	✗	
810.Weekend	http://www.ria.ru/	✗				
811.ckickon	http://www.clickon.com.br/	✗				
812.Disenylatino	http://www.disneylatino.com/es/home-la/index.jsp	✗				
813.poco.cn	http://www.poco.cn/	✗				
814.Groupon.ru	http://www.groupon.ru/moscow	✗				
815.xt918	http://www.xt918.com/	✗				
816.lloydstsb.com	http://www.lloydstsb.com/	✓	✓	✓	✗	
817elpais	http://elpais.com/	✗				
818.PChome Online	http://www.pchome.com.tw/	✗				
819.Hinet	http://www.hinet.net	✗				
820.ya.ru	http://www.ya.ru/	✗				
821.HSBC	http://www.hsbccreditcard.com/	✓	✓	✓	✗	

822.BED BATH & Beyond	http://www.bedbathandbeyond.com/default.asp?	✓	✓	✓	✓	✓
823.Information.com	http://www.dsnextgen.com/	✓	✓	✓	✓	✗
824.EA.com	http://www.ea.com/asia?from=us	✓	✓	✓	✗	
825.htc	http://www.htc.com/tw/	✓	✓	✓	✗	
826.aeriagames.com	http://www.aeriagames.com/	✓	✓	✓	✗	
827.nikkeiBPnet	http://www.nikkeibp.co.jp/	✗				
828.Shockwave	http://www.shockwave.com/home.jsp	✓	✓	✓	✓	✓
829.4738.com	http://www.4738.com/	✗				
830.mobileMe	https://auth.me.com/authenticate?service=mail&ssoNamespace=appleid&formID=loginForm&returnURL=aHR0cHM6Ly93d3cubWUuY29tL21haWwv	✓	✓	✓	✗	
831.au one	http://auone.jp/	✗				
832.Daily News	http://www.nydailynews.com/	✓	✓	✓	✓	✗
833.ziddu	http://www.ziddu.com/	✓	✓	✓	✓	✓
834.Play Station	http://asia.playstation.com/	✓	✓	✓	✗	
835.ALIJAZEERA	http://www.aljazeera.net/portal	✗				
836.@wiki	http://www.atwiki.jp/	✗				
837.snapdeal	http://www.snapdeal.com/	✓	✓	✓	✓	✓
838.RetailMenot	http://www.retailmenot.com/	✓	✓	✓	✓	✗
839.poptropica	http://www.poptropica.com/	✓	✓	✓	✓	✗
840.Jimdo	http://cn.jimdo.com/	✗				
841.yoo7	http://www.yoo7.com/	✗				
842.wat.tv	http://www.wat.tv/	✗				
843.cox.net	http://intercept.cox.com/	✓	✓	✓	✓	✗
844. btjunkie	http://www.btjunkie.org/goodbye.html	✗				
845.yaplog!	http://www.yaplog.jp/	✗				
846.City-Data.com	http://www.city-data.com/	✓	✓	✓	✓	✗
847.gumtree	http://www.gumtree.com/	✓	✓	✓	✓	✗
848.85play.	http://www.85play.com/	✓	✓	✓	✓	✗
849.Tom Tom	http://www.tomtom.com/zh_tw/	✓	✓	✓	✗	
850.bleacher report	http://bleacherreport.com/	✓	✓	✓	✓	✗
851.USAGC	http://www.usagc.org/	✓	✓	✓	✗	
852.YARDBARKER	http://www.yardbarker.com/	✓	✓	✓	✓	✗
853.OTTO	http://www.otto.de/	✗				
854.play pickle	http://playpickle.com/	✓	✓	✓	✓	✗
855.Songs.pk	http://www.songs.pk/	✓	✓	✓	✓	✗
856.minijuego	http://www.minijuegos.com/	✗				

s.com						
857.drudgerep ort.com	http://www.drudgereport.com/	✓	✓	✓	✓	✗
858.Google app engine	https://appengine.google.com/ start	✓	✓	✓	✓	✗
859.poleemploi	http://www.pole-emploi.fr/acc ueil/	✗				
860.moviefone	http://www.moviefone.com/	✓	✓	✓	✓	✗
861.Cdiscount	http://www.cdiscount.com/	✗				
862.SBS	http://www.sbs.co.kr/	✗				
863.at&t	http://att.my.yahoo.com/	✓	✓	✓	✗	
864.corriere.it	http://www.corriere.it/	✗				
865.BARCLA YS	http://www.barclays.co.uk/	✓	✓	✓	✗	
866.wer-kennt -wen.de	http://www.wer-kennt-wen.de/	✗				
867.news	http://www.news.cn/	✗				
868.didi Games	http://www.didigames.com/	✓	✓	✓	✓	✗
869.5d6d.com	http://www.5d6d.com/	✗				
870.CNBC	http://www.cnbc.com/	✓	✓	✓	✓	✗
871.edmunds	http://www.edmunds.com/	✓	✓	✓	✓	✗
872.766	http://www.766.com/	✗				
873.newgroun ds	http://www.newgrounds.com/	✓	✓	✓	✓	✓
874.PutLocker .com	http://www.putlocker.com/	✓	✓	✓	✗	
875.qvc.com	http://www.qvc.com/?&cookie =set	✓	✓	✓	✓	✓
876.letour.fr	http://www.letour.fr/us/index.h tml	✓	✓	✓	✗	
877.shutterfly	http://www.shutterfly.com/	✓	✓	✓	✗	
878.stackoverf low	http://stackoverflow.com/	✓	✓	✓	✓	✓
879. Rutracker.org	http://rutracker.org/forum/inde x.php	✗				
880.ORACLE	http://www.oracle.com/index. html	✓	✓	✓	✗	
881.immobilie n	http://www.immobilienscout2 4.de	✗				
882.gametop	http://www.gametop.com/	✓	✓	✓	✓	✗
883.24quan	http://bj.24quan.com/	✗				
884.ADP	http://www.adp.com/	✓	✓	✓	✗	
885.Internet Archive	http://www.archive.org/	✓	✓	✓	✗	
886.engadget	http://www.engadget.com/	✓	✓	✓	✓	✗
887.cheapair	http://www.cheapoair.com/	✓	✓	✓	✓	✓
888.Buienrada r	http://www.buienradar.nl/	✗				
889.yaodian10 0	http://www.yaodian100.com/e cmall/index.do	✗				
890.repubblica .it	http://www.repubblica.it/	✗				
891.Kelley Blue Book	http://www.kbb.com/	✓	✓	✓	✓	✗
892.letsbonus.	http://es.letsbonus.com/barcel	✗				

com	ona					
893.weblio	http://www.weblio.jp/	✗				
894.Patch	http://www.patch.com/	✓	✓	✓	✓	✗
895.WildTangent Games	http://www.wildtangent.com/	✗				
896.ekolay.net	http://www.ekolay.net/	✗				
897.nexon.com	http://www.nexon.net/	✓	✓	✓	✗	
898. Buzzle.com	http://www.buzzle.com/	✓	✓	✓	✓	✗
899.kmart	http://www.kmart.com/	✓	✗			
900.qqtn	http://www.qqtn.com/	✗				
901.shentime	http://www.shentime.com/	✗				
902.Nokia Maps	http://maps.nokia.com/services/?&cid=nokiamaps-fw-ilc-na-acq-na-ovi-g0-na-1	✓	✓	✓	✓	✗
903.zumi	http://www.zumi.pl/	✗				
904.NatWest	http://www.natwest.com/personal.ashx	✓	✓	✓	✗	
905.peixeurbano.com.br	http://www.peixeurbano.com.br	✗				
906.soundcloud.com	http://soundcloud.com/	✓	✓	✓	✓	✓
907. Interpark	http://www.interpark.com/malls/index.html?gateTp=1	✗				
908.hotpeopper	http://www.hotpepper.jp/index.html	✗				
909.enfemenino.com	http://www.enfemenino.com/	✗				
910.Gry.pl	http://www.gry.pl/	✗				
911.fanpop	http://www.fanpop.com/	✓	✓	✓	✓	✗
912.Sony	http://www.sony.jp/	✗				
913.ilmeteo.it	http://www.ilmeteo.it/	✗				
914.zwinky.com	http://www.zwinky.com/home/index.jsp	✓	✓	✓	✗	
915.nationalgeographic	http://www.nationalgeographic.com/	✓	✓	✓	✓	✗
916.browserchoice	http://www.browserchoice.eu	✓	✓	✓	✓	✗
917.veoh	http://www.veoh.com/	✓	✓	✓	✓	✓
918.52pk.com	http://www.52pk.com/	✗				
919.PNC	https://www.pnc.com/	✓	✓	✓	✗	
920.intuit.com	http://www.intuit.com/	✓	✓	✓	✗	
921.rightmove	http://www.rightmove.co.uk/	✓	✓	✓	✓	✗
922.BloombergBusinessweek	http://www.businessweek.com/	✓	✓	✓	✓	✗
923.jxedt.com	http://www.jxedt.com/	✗				
924.Blinkx	http://www.blinkx.com/	✓	✓	✓	✓	✗
925.Xuite	http://xuite.net/	✗				
926.viamichelin.fr	http://www.viamichelin.fr/	✗				
927.azlyrics	http://www.azlyrics.com/	✓	✓	✓	✓	✗
928.cnmk	http://www.cnmk.cc/	✓	✗			
929.Mashable	http://mashable.com/	✓	✓	✓	✓	✓
930.ESPNcricinfo	http://www.espncricinfo.com/	✗				

931.zoosnet.net	http://www.zoosnet.net/cht/index.htm	✖				
932.trialpay	http://www.trialpay.com/	✓	✓	✓	✖	
933.chomikuj	http://chomikuj.pl/	✖				
934.Gift.com	http://www.gifts.com/	✓	✓	✓	✓	✖
935.cbs	http://www.cbs.com/	✓	✓	✓	✖	
936.geocities.yahoo	http://geocities.yahoo.co.jp/	✖				
937.rabobank	http://www.rabobank.nl/particulieren/	✖				
938.MyPlayCity	http://www.myplaycity.com/	✓	✓	✓	✓	✖
939.Grooveshark	http://grooveshark.com/	✓	✓	✓	✓	✓
940.XBOX	http://www.xbox.com/zh-TW/	✓	✓	✓	✖	
941.PCWorld	http://www.pcworld.com/	✓	✓	✓	✓	✖
942.ztgame	http://www.ztgame.com/	✖				
943.PClady	http://www.pclady.com.cn/	✖				
944.bradesco	http://www.bradesco.com.br/	✖				
945.AUTO SCOUT 24	http://www.autoscout24.de/	✖				
946.ING	http://www.ing.nl/particulier/index.aspx	✖				
947.mthai.com	http://www.mthai.com/	✖				
948.SONY	http://www.sony.com/	✓	✓	✓	✖	
949.webex	http://www.webex.com/	✓	✓	✓	✖	
950.gidepark	http://gidepark.ru/	✖				
951.searchina	http://searchina.ne.jp/	✖				
952.bb.com.br	http://www.bb.com.br/portalbb/home29,116,116,1,1,1,1.bb	✖				
953.vkeke	http://www.vkeke.com/	✖				
954.next.co.uk	http://www.next.co.uk/	✓	✓	✓	✓	✓
955.HSBC	http://www.hsbc.co.uk/1/2/	✖				
956.198game.net	http://www.198game.net/	✖				
957.voyages-sncf.com	http://www.voyages-sncf.com/	✖				
958.allocine	http://www.allocine.fr/	✖				
959.cncn.com	http://www.cncn.com/	✖				
960.pagerage.com	http://www.pagerage.com/	✓	✓	✓	✓	✖
961.Submarino	http://www.submarino.com.br/	✖				
962.SamsClub.com	http://www.samsclub.com/sams/homepage.jsp	✓	✓	✓	✓	✓
963.eonline.com	http://www.eonline.com/	✓	✓	✓	✓	✖
964.partypoker.it	http://www.partypoker.it/default.html	✖				
965.webkinz.com	http://www.webkinz.com/	✓	✓	✓	✓	✖
966.united.com	http://www.united.com/	✓	✓	✓	✓	✓
967.dragonfable.com	http://www.dragonfable.com/	✓	✓	✓	✓	✖
968.giveawayoftheday.com	http://www.giveawayoftheday.com/	✓	✓	✓	✖	

969.csdn.net	http://www.csdn.net/	✘				
970.o2.pl	http://www.o2.pl/	✘				
971.worldstar hiphop.com	http://www.worldstarhiphop.com/videos/	✔	✔	✔	✔	✘
972.iwon	http://www.iwon.com/home/home.jhtml	✔	✔	✔	✔	✔
973.food	http://www.food.com/	✔	✔	✔	✔	✔
974.theweathe rnetwork.com	http://www.theweathernetwork.com/	✔	✔	✔	✔	✘
975.viebao.vn	http://www.vietbao.vn/	✘				
976.rebox.com	http://www.redbox.com/	✔	✔	✔	✘	
977.jetblue	http://www.jetblue.com/	✔	✔	✔	✔	✔
978.windowsli ve.com.br	http://www.windowslive.com.br/	✘				
979.lowermyb ills.com	http://www.lowermybills.com/	✔	✔	✔	✔	✘
980.v8.cn	http://www.v8.cn/	✘				
981.readme.ru	http://readme.ru/	✘				
982.meishichi na.com	http://www.meishichina.com/	✘				
983.newhua.c om	http://www.newhua.com/	✘				
984.66tuan.co m	http://www.55tuan.com/	✘				
985.aoltv.com	http://www.vietbao.vn/	✘				
986.teamview er.com	http://www.teamviewer.com/zhTW/index.aspx	✔	✔	✔	✘	
987.associated content.com	http://voices.yahoo.com/	✔	✘			
988.wwe.com	http://www.wwe.com/	✔	✔	✔	✔	✘
989.programas -gratis.net	http://www.programas-gratis.net/	✘				
990.king.com	http://www.king.com/	✔	✔	✔	✔	✔
991.letao.com	http://www.letao.com/	✘				
992.autotrader. co.uk	http://www.autotrader.co.uk/	✔	✔	✔	✔	✘
993.rivals.com	http://www.rivals.com/	✔	✔	✔	✔	✘
994.pho.to	http://pho.to/	✔	✔	✔	✔	✘
995.joins.com	http://www.joinsmsn.com/	✘				
996.chinaz.co m	http://www.chinaz.com/	✘				
997.wordpress .org	http://wordpress.org/	✔	✔	✔	✘	
998.bankrate.c om	http://www.bankrate.com/	✔	✔	✔	✘	
999.continetal. com	https://www.continental.com	✔	✔	✘		
1000.tvquide.c om	http://www.tvguide.com/	✔	✔	✔	✔	✘

APPENDIX II

E-rewards analysis on 142 e-platform services

No	Case	Type	Rewards	Description	Motivation		Interactivity		Classification Type
					Intrinsic	Extrinsic	Low	High	
1	Facebook	SNS and Community	1.Like	Facebook "like" is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group.	✓			✓	4
			2.Group	Group invitations can be seen as affiliate rewards that satisfy a member's need to belong to a group.	✓			✓	4
			3.Facebook Credits	Facebook Credits is a monetized currency issued by Facebook that can make payments in Facebook such as online game play or purchase of virtual items, Facebook also offers credits for encouraging download software.		✓	✓		1
2	Youtube	SNS and Community	4.Subscription (Follow)	Member uses subscription to easily focus on specific contents. It can be seen as affiliate rewards because of the status that accrues when a member is paid attention by the others.	✓			✓	4
			5.Leaderboard	Leaderboard is a reward that can show off members' excellent work and competence to encourage member to upload more interesting contents on Youtube competition contest.		✓		✓	2
3	Wikipedia	SNS and Community	6.Authority unlocking	Wikipedia defines various authorities for general member to collaborate in wiki in order to encourage member for participate more such as register for 7 days or editing for 50 times, and these privileges have strong influence in the community.	✓		✓		3
			7.Inspector/ Manager	Wikipedia Manager is an additional title that grants the power to guide or restrict other members' behavior in order to sustain the work of community. To become a manager need high trust and outstanding contributions in Wikipedia.		✓	✓		1
4	Bing	Search Engine	8.Point Program	Bing adopted point program that encourages members to search as usual or more to earn points and to redeem rewards for amazon.com merchandise or Xbox Live points.		✓	✓		1
5	Twitter	SNS and Community	9.Follow	Twitter adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
6	amazon.com	Transaction	10.Today's deal (discount)	Today's deal is a direct discount reward to encourage people for purchasing.		✓	✓		1

7	ebay.com	Transaction	11.eBay Bucks (Cash Back)	eBay implemented eBay Bucks program, a reward for members who shop on eBay: they get eBay Bucks equivalent to 2% of qualifying purchases.		✓	✓		1
8	linkedin.com	SNS and Community	12.Progress Bar (Completionism)	Progress bar is a real-time status reward that encourage member to complete their personal information.	✓		✓		3
9	Paypal	Transaction	13.Paypal Extras MasterCard (Point Program)	Members who use paypal extras masterCard can get points for all Paypal and ebay purchases. The point can redeem for gift cards, merchandise and travel deals.		✓	✓		1
10	orkut.com	SNS and Community	14.Badges	Orkut reward members with different badges for participation in activities such as trying out various features and achieving excellent work. Badge are visible recognition of completed challenges and activities.		✓	✓		1
			15.Like	Orkut "like" is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group.	✓			✓	4
11	flickr.com	SNS and Community	16.Subscription(Follow)	Flickr Member uses subscription to easily focus on specific contents. It can be seen as affiliate rewards because of the status that accrues when a member is paid attention by the others.	✓			✓	4
12	myspace	SNS and Community	17.Badge	Myspace reward members with different badges for participation in activities such as trying out various features and achieving excellent work. Badge are visible recognition of completed challenges and activities.		✓	✓		1
			18.Follow	Myspace adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
13	Booking.com	Transaction	19.Special Discount	Booking.com offer their member half-off hotels irregularly for subscribing e-mail post to get flash deals and make reservations.		✓	✓		1
14	Answers.com	SNS and Community	20.Top contributor (Leaderboard)	Answers.com "Top contributor" is a reward that can show off members' excellent work and competence to encourage member to ask and solve problems more on Answers.com.		✓		✓	2
15	Scribd.com	SNS and Community	21.Follow	Scribd adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
16	tumblr.com	SNS and Community	22.Follow	Scribd adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4

17	Vk	SNS and Community	23.Follow	vk adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
18	walmart	Transaction	24.Value of the day (Discount)	Walmarts "Value of the day" is a direct discount reward to encourage people for purchasing online.		✓	✓		1
19	Target	Transaction	25.In-store returns (Discount)	Target members who use REDcard can saves 5% on every qualifying purchases.		✓	✓		1
20	miniclip	Entertainment	26.Badges	miniclip reward members with different badges for playing games such as trying out various play styles and achieving various game missions. Badge are visible recognition of completed challenges and game play.		✓	✓		1
			27.Top Rank & Score (Leaderboard)	High Score is a reward that can show off players' excellent play style and competence with achievements, it encourages member to play more in Web games.		✓		✓	2
			28.Avatar	Miniclip offer avatar function that players can create his own avatar to represent him- or herself online, reflecting the emotion of the member. Players can give their avatars a unique appearance by changing their gender, attributes or accessories.		✓		✓	2
			29.Completionism	Most of Miniclip Webgames offer collectable in-game items. Some members try to play more frequently in order to collect these virtual items completely.	✓		✓		3
21	Tripadvisor	SNS and Community	30.Recommand Button (Vote)	Tripadvisor "Vote" is a assessment function of user-generated content. It is also a direct way or reward to confirm contributors' achievements given from other members in the community.		✓		✓	2
22	partypoker	Entertainment	31.Virtual Credits	PartyPoker use virtual credits as a reward to encourage players to play more such as sign up to become a new member for the first time, and abundant promotions for members to play for free.		✓	✓		1
23	Groupon	Transaction	32.Daily Discount	Daily Deal is a direct discount reward to encourage people for purchasing online.		✓	✓		1
24	metacafe	SNS and Community (video)	34.Like	metacafe "like" is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group for their upload contents.	✓			✓	4
25	Verizonwireless	Transaction	34.Affiliate Program (Commissions)	Verizonwireless adopted an affiliate program. The concept is when member place the VerizonWireless.com link on their site and direct visitors to ours, will get commissions for every qualifying purchase made during that visit.		✓		✓	2
			35.Special Discount	Verizonwireless offer direct discount rewards to encourage members for		✓	✓		1

No	Company	Category	Mechanism	Description					Value
				purchasing online.					
26	Expedia	Transaction	36.Point program	Expedia adopted point program that encourages members to make more reservations, and to redeem rewards for travel package,mechandises.		✓	✓		1
27	Netlog	SNS and Community	37.Profile completeness(Completionism)	Profile completeness bar is to encourage member to complete their personal information, and satisfy member's perfectionism or completionsim.	✓		✓		3
			38.Virtual credits	Netlog adopted credit to encourage member to invite friend to the Netlog or filling out surveys and download software with Netlog's partners. These credits can make payments in virtual environments such as online game play or purchase of virtual items.		✓	✓		1
28	American Express	Transaction	39.Frequent Flyer Program (Point)	American Express adopted point program to retain loyal customers for patronage. Members can redeem accumulated miles for awards including flight upgrades, vacation packages, car rentals, hotel stays.		✓	✓		1
29	Zynga	Entertainment	40.Virtual Credits	Credits is a monetized currency issued by Zynga, credits can make payments in Web games such as purchase of virtual items.		✓	✓		1
			41.Level	Zynga adopted level systems in numerous Web games. Some players vigorously pursue these games to earn abundant experience in order to gain high levels and satisfy their achievement needs.	✓		✓		3
			42.Try Luck	Zynga uses random reward scheme to encourage players to return and play more, such as continuing to reap vegetables in order to have the chance to win mysterious prizes.	✓		✓		3
			43.Completionsim	Most of Zynga Webgames offer collectable in-game items. Some members try to play more frequently in order to collect these virtual items completely.	✓		✓		3
30	FRIV	Entertainment	44.Leaderboard	FRIV Web games use leaderboard as a reward that can show off players' excellent play style and competence to encourage member to play more on FRIV.		✓		✓	2
31	livingsocial	Transaction	45.Deal Bucks (Cash Back)	livingsocial implemented Deal Bucks program, it's a indirect reward for members who shop on livingsocial, members can use them as a discount for next purchase online.		✓	✓		1
32	hi5.com	SNS and Community	46.Like	Hi5"like" button is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group for their upload contents.	✓			✓	4
			47.Gold (Virtual currency)	Hi5.com adopted Gold currency to encourage member to participate more and filling out online surveys , or		✓	✓		1

				download software and shopping with hi5's partners for free currency. These credits can make payments in virtual environments such as online game play or purchase of virtual items.					
33	wikia.com	SNS and Community	48.Score& Level	Wikia.com adopted "edit score" as a reward to encourage member to edit more, edit score is simple reward and status to show off member's contribution in wikia.com	✓		✓		3
			49.Follow	Wikia.com adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
			50.Wiki Progress Bar	The Wiki Progress Bar is a tool for admins that leads participants through the first days and weeks of creating a wiki. There are specific tasks that give users the steps they need to get their wiki off the ground. When all 30 tasks are completed, the percentage indicator moves to 100%	✓		✓		3
			51.Achieve ment Badges	Individuals can earn special badges by simply participating on any wiki that has achievements enabled. Badges are awarded automatically as a user completes the tasks associated with them. Available and achieved badges are listed on one's user page.		✓	✓		1
			52.User Access Levels (Privilege unlock)	A number of special user roles exist on Wikia with advanced user rights. Basic rights do not have the privilege to influence others, some advanced role have the power to revoke other's role, block users from chat, such as moderators, and bureaucrats. These levels are usually trust users.	✓		✓		3
34	Hotels.com	Transacti on	53.Special discount	Hotels.com offer special discount promotion rewards to encourage members for make reservations.		✓	✓		1
			54.Frequen t buyer Program (Point Program)	Hotels.com adopted "buy ten get one" program called welcome rewards, it is similar to point program, which is indirect rewards, customers can earn free accommodation when they accumulated ten reservations on Hotel.com		✓	✓		1
35	Nexttag	Transacti on	55.Daily Deal (Discount)	Nexttag offer direct discount rewards to encourage customers for purchases more.		✓	✓		1
36	livejourn al.com	SNS and Community	56.LJ Tokens (Virtual Currency)	Livejournal.com issued LJ tokens as payment method to buy any livejournal services such as extra storage space. The currency can be purchased or can win them by participating in games and contents on livejournal.com.		✓	✓		1
			57.Virtual Gift	Livejournal.com adopted "virtual gift" function that can be received from and	✓			✓	4

No	Website	Category	Function	Description					
				given to others, It can facilitate interaction and satisfy the need for love on livejournal.com.					
37	slideshare	SNS and Community	58.Follow	slideshare adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
			59.Like	Slideshare "like" button is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group for their upload contents.	✓			✓	4
			60.Profile Completion	Profile completeness bar is to encourage member to complete their personal information, and satisfy member's perfectionism or completionsim.	✓		✓		3
38	bestbuy.com	Transaction	61.Point Program	Bestuy.com adopted point program that encourages members to purchase more in order to earn points and to redeem rewards for numerous merchandise on bestbuy.com		✓	✓		1
			62.Weekly Deals (Discount)	Bestbuy.com adopts weekly deals, at, the website posts some merchandise promotions with reasonable prices on weekends.		✓	✓		1
39	vimeo	SNS and Community	63.Like	Vimeo "like" button is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group for their upload contents.	✓			✓	4
			64.Follow	User can make connections with other people by just following them, which means user subscribe to their videos, receive updates about them, and have the ability to send them messages.	✓			✓	4
40	Cyworld	SNS and Community	65.Mini room (avatar)	Cyworld mini-apartments offer virtual avatars and gadgets to let members express their emotion and unique life style in the cyworld.		✓		✓	2
			66.Club join	Cyworld's club can be seen as affiliate reward that satisfy a member's need to belong to a group.	✓			✓	4
41	allrecipes.com	SNS and Community	67.Ratings	Allrecipes.com "Rating" is a assessment function of user-generated content. It is also a direct way or reward to confirm contributors' achievements given from other members in the community.		✓		✓	2
42	Southwest.com	Transaction	68.Rapid Rewards (Point Programs)	Southwest adopted point program that encourages members to purchase more in order to earn points and to redeem rewards for numerous international flights and more.		✓	✓		1
43	The Home Depot	Transaction	69.Special buys (Discount)	Hotels.com offer direct discount to encourage members for make more purchases.		✓	✓		1
44	Tagged	SNS and	70.Get Luv	Tagged adopted "give luv" function that	✓			✓	4

#	Site	Category	Feature	Description					
		Community	(Like)	can be received from and given to others, It can facilitate interaction and satisfy the need for love on Tagged social network.					
			71.Virtual Currency	Tagged adopted virtual currency to encourage member to participate more and filling out surveys , download software with tagged's partners in order to get more free currency. These credits can make payments in virtual environments such as online game play or purchase of virtual items.		✓	✓		1
			72.Virtual gift	Tagged adopted "virtual gift" function that can be received from and given to others, It can facilitate interaction and satisfy the need for love on Tagged social network.	✓			✓	4
45	twitpic	SNS and Community	73.Popular user (Leadearboard)	Twipic games use Popular user as a reward that can show off players' excellent play style and competence to encourage member to upload more photos on twitpic.		✓		✓	2
46	Zoosk	SNS and Community	74.Virtual Currency	Zoosk adopted virtual currency to encourage member to participate more and install zoosk application on different online devices order to get more free currency. These credits can make payments in virtual environments such as online game play or purchase of virtual items.		✓	✓		1
			75.Popular Rank (Leaderboard)	Zoosk adopted Popular Rank to encourage members to compete their fame in Zoosk and they can be found and viewed more easily. It features a real-time counter that displays user popular degree in Zoosk.		✓		✓	2
47	Priceline.com	Transaction	76.Bouns Cash (Cash back)	Priceline.com adopted Bonus Cash Program to encourage member to make more reservations online. Bonus Cash Rewards are deposited directly into members own private Rewards account. Bonus Cash Rewards work just like real dollars and provide instant discounts on hotel, rental car, and vacation package purchases.		✓	✓		1
48	local.com	Transaction	77.Special discount	Local.com offer direct discount rewards to encourage members for make purchase online.		✓	✓		1
49	ShopAtHome.com	Transaction	78.Cash back	ShopAtHome.com implemented Cash back program, it an indirect reward for members who shop on ShopAtHome.com, members can use them as a discount for next purchase online.		✓	✓		1
50	Hotfile	Application (File Sharing & Hosting)	79.Affiliate Program (Cash)	Hotfile.com adopted an affiliate program, It is a revenue sharing program. An affiliate earns money when a file that they have uploaded results in the purchase of a premium account by a downloader		✓		✓	2

#	Name	Category	Feature	Description	C1	C2	C3	C4	Num
51	Lowes	Transaction	80.Special discount	Members who use Lowe's Credit card can get 5% off every day or make a purchase of $299 or more, It encourages member to make purchase online.		✓	✓		1
52	AGAME.com	Entertainment	81.Awards	AGAME.com reward members with different awards for playing various Web games such as complete game missions and discover new game features. Awards are visible recognition of completed challenges and game play.		✓	✓		1
			82.Level	AGAME.com adopted level systems for numerous Web games. Some players vigorously pursue these games to earn abundant experience in order to gain high levels and satisfy their achievement needs.	✓		✓		3
			83.High scores (Leaderboard)	AGAME.com high score is a reward that can show off players' excellent play style and competence with achievements, it encourages member to prolong their play time in Web games.		✓		✓	2
			84.Try luck	AGAME.com Web games use a random reward scheme to encourage players to return and play more. Player seek to get fun and feel surprise rather than focusing on the prize itself.	✓		✓		3
53	jcpenny.com	Transaction	85.Point Program	Jcpenny.com adopted point programs to encourage customer to make more purchases online. Earn 1 point for every $1 spent. 25% more points using the jcp reward credit card or make any qualifying purchase one month, get double points the next month.		✓	✓		1
54	depositfiles	Application (file sharing and hosting)	86.Gold Account (Service Extension)	Depositfile adopted a "Get gold account loyalty program" to encourage member to upload more files and downloads frequently, when member accumulated enough d-points and u-points, they can enjoy no speed limit download services for a period of time.		✓	✓		1
55	TypePad	Application	87.Follow	TypePad adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
56	AddictingGames	Entertainment	88.High Scores (Leaderboard)	High Score is a reward that can show off players' excellent play style and competence with achievements, it encourages member to play more in Web games.		✓		✓	2
57	POGO.com	Entertainment	89.Virtual Tokens	Pogo Gems are Pogo's virtual currency. It encourages member to participate more and filling out surveys , download software with POGO's partners in order to get more free currency. These credits can make payments in virtual environments such as online game play or purchase of virtual items.		✓	✓		1
			90.Prize	POGO.com adopted prize drawing	✓			✓	3

No.	Website	Category	Mechanic	Description					
			drawing (Lucky)	system, pogo tokens can be converted into prize drawing tickets for daily, weekly or monthly prizes. It could be fun and surprise to players.					
			91.Avatar	POGO.com offers avatar function that players can create his own avatar to represent him- or herself online, reflecting the emotion of the member. Players can give their avatars a unique appearance by changing their gender, attributes or accessories.		✓		✓	2
58	wikimapia.org	Application (Map Service)	92.Votes about you	Vote is a direct reward to confirm contributor's achievements given from other members in the wikimapia.org		✓		✓	2
			93.Awards	Wikimapia.org reward members with different awards for encouraging participation such as edit and create places. Awards are visible recognition of completed challenges and activities.		✓	✓		1
			94.Level	Wikimapia.org adopted Level system to encourage members' participation by giving various amounts of points. Level is also an indication that users have reached a milestone, since levels are often defined at certain point thresholds. Users can automatically level up, based on their participation.	✓		✓		3
			95.Rank (Leaderboard)	Wikimapia.org adopted Rank to encourage members to compete their contributions and they can be found and viewed more easily. It features a real-time counter that displays user achievement in Wikimapia.		✓		✓	2
			96.Advanced users (Manager)	Wikimapia advanced user is an additional title that grants the power to help or restrict other members and adding/editing place or other useful information. To become a manager need high trust and outstanding contributions in Wikimapia.		✓	✓		1
59	PartyCasino	Entertainment	97.Bouns (Virtual Currency)	PartyCasino issued virtual currency to encourage member for join and playing more for free. These credits can make payments in virtual environments such as online game play or purchase of virtual items.		✓	✓		1
			98.Try Luck	PartyCasino adopted random reward games for players to get surprise such as bonus cash from the game play, the more a player play blackjack and monthly players' bonus, the better a player chance of finding surprises.	✓		✓		3
			99.Point Program	PartyCasino adopted point program for players to earn points while playing games online, players can redeem these points for prizes.		✓	✓		1
60	Girsgogames.com	Entertainment	100.Awards (Badge)	Girsgogames.com reward members with different awards for playing various Web games such as complete game missions		✓	✓		1

No	Site	Category	Function	Description					
				and discover new game features. Awards are visible recognition of completed challenges and game play.					
			101.Avatar	Girsgogames.com offer avatar function that players can create his own avatar to represent him- or herself online, reflecting the emotion of the member. Players can give their avatars a unique appearance by changing their gender, attributes or accessories.		✓		✓	2
			102.High Scores (Leaderboard)			✓		✓	2
61	squidoo	SNS and Community	103.Affiliate Program (Commissions)	Squidoo adopted a referral program to encourage member to earn 50% commissions for creating successful page(high quality contents) on the Squidoo. These program could acquire more loyal members and browsers.		✓		✓	2
			104.Trophies (Badge)	Squidoo reward members with different trophies/badges for participation in activities such as trying out various features such as create successful pages. Trophies are visible recognition of completed challenges and activities.		✓	✓		1
			105.Privilege unlock	Squidoo uses experience points to enhance a member's privilege. The more experience points you earn, the more privileges you gain, such as get new themes, sidebar widgets, to nominate a member for Lens of the Day.	✓			✓	3
62	nick.com	Entertainment	106.Avatar	nick.com offer avatar function that players can create his own avatar to represent him- or herself online, reflecting the emotion of the member. Players can give their avatars a unique appearance by changing their gender, attributes or accessories.		✓		✓	2
63	deviantart	SNS and Community	107.Add to Favorite (Like)	Deviantart "Add to Favorite" is a positive assessment function of user-generated content such as portfolio. It is also a direct way or reward to confirm contributors' achievements given from other members in the deviantart.	✓			✓	4
			108.Group join	Devianart group invitations can be seen as affiliate rewards that satisfy a member's need to belong to a group.	✓			✓	4
64	webs	Application (Web publishing)	109.Affiliate Program (Commissions)	Web adopted a referral program to encourage member to earn 38~55% commissions for refer friends to buy a subscription to Webs.com.		✓		✓	2
65	constantcontact	Application (Email Marketing)	110.Affiliate Program (Commissions)	Constantcontact adopted a referral program to encourage member to earn 30 credtis for refer friends to become a paying customers.		✓		✓	2
66	Dropbox	Application	111.Free	Dropbox adopted free storage program to		✓	✓		1

#	Name	Category	Mechanic	Description					
		on (File Sharing)	Storage (Service Extension)	encourage user to become a member and refer their friend to Dropbox for get free storage services.					
67	DELTA	Transaction	112.Skymiles (Point Program)	Delta airlines adopted a frequent flyer program to retain loyal customers for patronage. Members can redeem accumulated miles for awards including flight upgrades, vacation packages, car rentals, hotel stays.		✓	✓		1
68	videobash	SNS and Community	113.Like	videobash "like" is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group for their upload contents.	✓			✓	4
69	armorgames	Entertainment	114.Ranking (Leaderboard)	Armorgames Web games adopted rank system to encourage members to compete their play style in various Web games.		✓		✓	2
70	ORBITZ	Transaction	115.Special Discount	ORBITZ hotel reservation site offer discount to their frequent buyer members. It a direct reward to encourage members to make more reservations online.		✓	✓		1
71	RYANAIR	Transaction	116.Special Discount	ORBITZ travel reservation site offer discount to their frequent buyer members. It a direct reward to encourage members to make more reservations online.		✓	✓		1
72	Overstock	Transaction	117.Special Discount	Overstock offer discount to their frequent buyer members. It a direct reward to encourage members to make more purchases online.		✓	✓		1
73	Barnes&Noble	Transaction	118.Special Discount	Members who sign up to become a new membership can instantly receive bonus coupons and enjoy the discount on any qualifying purchases on Barnes&Noble.		✓	✓		1
74	Costco.com	Transaction	119.Special Discount	Costco.com offer discount to their frequent buyer members. It a direct reward to encourage members to make more purchases online.		✓	✓		1
75	KOHL'S	Transaction	120.KOHL'S cash (Cash Back)	KOHL'S implemented Cash back program, it an indirect reward for members who shop on KOHL'S, members can use them as a discount for next purchase online.		✓	✓		1
			121.Special Discount	KOHL'S com offer discount to their frequent buyer members. It a direct reward to encourage members to make more purchases online.		✓	✓		1
76	firstload.com	Application (File Sharing)	122.Free Storage (Service Extension)	Firstload adopted free trail storage service to encourage user to become a new customers.		✓	✓		1
77	Ning	SNS and Community	123.Free Trail (Service Extension)	Ning adopted free trail social network service to encourage user to become a new customers.		✓	✓		1
78	Citysearch	SNS and Commun	124.Rating (Vote)	Citysearch "Rating" is a assessment function of user-generated content such as		✓		✓	2

					C1	C2	C3	C4	C5
		ity		comments. It is also a direct way or reward to confirm contributors' achievements given from other members in Citysearch.com.					
79	Hilton	Transaction	125.Hitonhhonors (Point Program)	Hilton.com adopted point program that encourages members to make more hotel reservations in order to earn points and to redeem rewards for numerous hotel packages.		✓	✓		1
80	Marriott	Transaction	126.Point Programs	Marriott.com adopted point program that encourages members to make more hotel reservations in order to earn points and to redeem rewards for numerous hotel packages.		✓	✓		1
81	888.com	Entertainment	127.Welcome Bonus (Virtual Currency)	888.com issued virtual credits as a reward to encourage players to play more such as sign up to become a new member for the first time, and abundant promotions for members to play for free.		✓	✓		1
			128.Level System	888.com created a new loyalty scheme, when user complete their registration process he/she become a Bingo Friend Forever(BFF) with Blue status(basic status), and the level will increase if user plays more.	✓		✓		3
82	imvu	SNS and Community	129.Avatar	imvu offer avatar function that participator can create his own avatar to represent him- or herself online, reflecting the emotion of the member. Member can give their avatars a unique appearance by changing their gender, attributes or accessories.		✓		✓	2
			130.Friendship Pin(Virtual Gifts)	IMVU let user create its own badges and give them to their friends, its can display he/his connections with their friends or groups.	✓			✓	4
			131.Virtual Credit	imvu credits is a monetized currency issued by imvu that can make payments in Facebook such as online game play or purchase of virtual items, imvu also offers partner offers to earn free credits for encouraging download software, linking apps, and so forth.		✓	✓		1
83	Hotwire	Transaction	132.Special Discount	Hotwire offer discount to their frequent buyer members. It a direct reward to encourage members to make more purchases online.		✓	✓		1
84	sonico	SNS and Community	133.Progress Bar (Completionism)	Sonico progress bar is a real-time status reward that encourage member to complete their personal information.	✓		✓		3
			134.Like	"like" button is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group for their upload contents.	✓			✓	4
			135.Group join	Sonico's group invitations can be seen as affiliate rewards that satisfy a member's need to belong to a group.	✓			✓	4

#	Company	Category	Reward	Description					
85	ticketmaster	Transaction	136.Special Discount	Ticketmaster offer discount to their frequent buyer members. It a direct reward to encourage members to make more purchases online.		✓	✓		1
86	T Mobile	Transaction	137.Web-only deal (Discount)	Ticketmaster offer discount to their loyal buyer members. It a direct reward to encourage members to make more purchases online.		✓	✓		1
87	gap	Transaction	138.Point Program	Gap members who hold member cards can get points for all qualifying purchases online. The point can redeem for gift cards, appeals.		✓	✓		1
88	travelocity	Transaction	139.Point Program	Gap members who hold member cards can get points for all qualifying reservations on airlines, travel packages. The point can redeem hotel, travel packages for free.		✓	✓		1
89	skyrock	SNS and Community	140.Like	Skyrock "like" is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group for their upload contents.	✓			✓	4
			141.Virtual Gift	Skyrock adopted "virtual gift" function that can be received from and given to others, It can facilitate interaction and satisfy the need for love on skyrock social network.	✓			✓	4
			142.Top rated (Leaderboard)	Skyrock "Top rated" is a reward that can show off members' achievement and competence . It encourage member to participate more on Skyrock.		✓		✓	2
90	wikiHow	SNS and Community (Wiki)	143.Thumbed Up(Vote)	WikiHow "Thumbed Up" is a direct reward to confirm contributor's achievements given from other members in the community.		✓		✓	2
			144.Administrators(Manager)	WikiHow elects Administrator from active member twice a year, they have extra responsibility to make wikiHow the best: changing titles, deleting pages, and blocking accounts. It's honor to be a manager with high trust.		✓	✓		1
91	Stardoll	Entertainment	145.Leaderboard	Leaderboard is a reward that can show off members' excellent play styles and competence to encourage member to paly more on Stardoll.		✓		✓	2
			146.Star dollars (Virtual Currency)	Stardoll.com issued "Star dollars" as a reward to encourage players to play more such as sign up to become a new member for the first time, and abundant promotions such as connect to Twitter, download tool bars for get free dollars.		✓	✓		1
			147.Avatar	Stardoll.com offer avatar function that player can create his own avatar to represent him- or herself online, reflecting the emotion of the member. Member can give their avatars a unique appearance by changing their gender, attributes or accessories.		✓		✓	2
92	Etsy	Transacti	148.Special	Etsy.com offer discount to their frequent		✓	✓		1

No	Site	Category	Mechanism	Description					
		on	Discount	buyer members. It a direct reward to encourage members to make more purchases online.					
93	AA.com	Transaction	149.AAdvantage (Point Program)	American Airlines adopted point program to retain loyal customers for patronage. Members can redeem accumulated miles for awards including flight upgrades, vacation packages, car rentals, hotel stays.		✓	✓		1
94	Hubpages	SNS and Community	150.Follow	Hubpages.com adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
			151.Accolades (Badge)	Hubpages.com reward members with different badges for participation in activities such as trying out various features such as questions made, how many followers and views. Badge s are visible recognition of completed challenges and activities.		✓	✓		1
95	shoplocal	Transaction	152.Discount	shoplocal.com offer discount to their frequent buyer members. It a direct reward to encourage members to make more purchases online.		✓	✓		1
96	FixYa	SNS and Community (Q&A site)	153.Rank Score (Leaderboard)	FixYa.com adopted rank system to encourage members to compete their contributions in FixYa and they can be found and viewed more easily. It features a real-time counter that displays user popular degree in FixYa.com.		✓		✓	2
			154.Badge	FixYa.com reward members with different badges for participation in activities such as trying out various features such as questions made, how many followers and views. Badges are visible recognition of completed challenges and activities.		✓	✓		1
97	ezinearticles	SNS and Community (Wiki)	155.Level Membership	Ezinearticles.com adopted level systems for encouraging contributions. Some member vigorously pursue high contributions such as high reviews and anwsers in order to gain high levels and satisfy their achievement needs.	✓			✓	3
98	BIG FISH	Entertainment	156.Daily Deal (discount)	BIG FISH.com offer discount to their frequent buyer members. It a direct reward to encourage members to make more game purchases online.		✓	✓		1
			157.Affiliate Program (Commissions)	BIG FISH.com adopted affiliate program to encourage member to refer their friends to buy more games.		✓		✓	2
99	SpeedDate	SNS and Community	158.Like	SpeedDate.com "like" is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group.	✓			✓	4
			159.Completed Goal (Badges)	SpeedDate.com reward members with completed goal counter for participation in activities such as trying out various		✓	✓		1

No.	Name	Type	Feature	Description					
				features and achieving excellent work. Completed Goal are visible recognition of completed challenges and activities.					
100	STAPLES	Transaction	160.Affiliate Program (Commissions)	STAPLES.com adopted affiliate program to encourage member to refer their website visitors through banner links to purchase. And affiliate member will get commissions.		✓		✓	2
			161.Cash back	STAPLES.com implemented Cash back program, it an indirect reward for members who shop online, members can use them as a discount for next purchase online.		✓	✓		1
101	docstoc	Application (File Sharing)	162.Cash	Docstoc.com currency given to premium member to get free cash for uploaded docs, these docs must download for specific times.		✓	✓		1
			163.Affiliate Program (Commissions)	Docstoc.com adopted affiliate program to encourage member to refer their friends to subscribe and purchase the docs. And affiliate member will earn up to 50%commissions.		✓		✓	2
102	LEGO	Transaction	164.Discount	LEGO.com offer discount to their frequent buyer members. It a direct reward to encourage members to make more purchases online.		✓	✓		1
103	Zappos	Transaction	165.Discount	Zappos.com offer discount to their frequent buyer members. It a direct reward to encourage members to make more purchases online.		✓	✓		1
104	Wupload	Application (File Sharing and Hosting)	166.Affiliate Program (Cash)	Wupload adopted "Pay-per-download program" for member to get earnings for each accumulated 1,000 file downloads. It encourage members to upload and download more.		✓		✓	2
105	travelzoo	Transaction	167.Discount	Travelzoo.com offer discount to their frequent buyer members. It a direct reward to encourage members to make more reservations online.		✓	✓		1
106	NORDSTROM	Transaction	168.Point Program	NORDSTROM.com adopted point program that encourages members to make more purchases in order to earn points and to redeem rewards for numerous clothes.		✓	✓		1
107	Argos	Transaction	169.Affiliate Program	Argos.com adopted "Pay-per click/sale program" for member to get commissions. which sends visitors to a website in exchange for cash. The program's purpose is to encourage members to buy more.		✓		✓	2
108	multiply	SNS and Community	170.Like	Multiply.com "like" is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group.	✓			✓	4
109	toysrus	Transaction	171.Affiliate Program	Toysrus.com adopted "Pay-per click program" for member to get commissions. which sends visitors to a website in exchange for cash. The		✓		✓	2

No.	Website	Category	Feature	Description					
				program's purpose is to encourage members to buy more.					
			172.Cash back	Toysrus.com implemented Cash back program, it an indirect reward for members who shop on Toysrus.com, members can use them as a discount for next purchase online.		✓	✓		1
110	formspring	SNS and Community	173.Smile (like)	formspring "like" is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group for their upload contents.	✓			✓	4
			174.Follow	Formspring.com adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
111	Goalunited (game)	Entertainment	175.Leaderboard	Goalunited Web games use leaderboard as a reward that can show off players' excellent play style and competence to encourage member to play more on Goalunited.com.		✓		✓	2
112	Victoria's secret	Transaction	176.Reward Card (Cash back)	Victoria's secret.com implemented Cash back program, it an indirect reward for members who shop on Victoria's secret, members can use them as a discount for next purchase online.		✓	✓		1
113	livestrong	SNS and Community	177.Like	Livestrong.com "like" is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group for their upload contents.	✓			✓	4
			178.Badge	Livestrong.com reward members with different badges for participation in activities such as trying out various features and achieving excellent work. Badge are visible recognition of completed challenges and activities.		✓	✓		1
114	TESCO	SNS and Community	179.Point Program	TESCO.com adopted point program that encourages members to make more purchases or finish partner offers in order to earn points and to redeem rewards for numerous clothes.		✓	✓		1
			180.Affiliate program	TESCO.com adopted "Pay-per click program" for member to get commissions. which sends visitors to a website in exchange for cash. The program's purpose is to encourage members to buy more.		✓		✓	2
115	esayJet.com	Transaction	181.Discount	EsayJet.com.com offer discount to their frequent buyer members. It a direct reward to encourage members to make more reservations online.		✓	✓		1
116	xdating.com	SNS and Community	182.like	Xdating.com "like" is a social reward that can be received from and given to others, Members usually need to receive positive praise or to be liked in a group for their upload contents.	✓			✓	4

117	ancestry.com	Application (Family Tree Service)	183.Free Trail (Service Extension)	Ancestry.com adopted free trail social network service to encourage user to become a new customers.		✓	✓		1
118	Gamesgames.com	Entertainment	184.Award (Badge)	Gamesgames.com reward members with different badges for playing games such as trying out various play styles and achieving various game missions. Badge are visible recognition of completed challenges and game play.		✓	✓		1
			185.High Score(Leaderboard)	High Score is a reward that can show off players' excellent play style and competence with achievements, it encourages member to play more in Web games.		✓		✓	2
			186.Avatar	Gamesgames.com offer avatar function that players can create his own avatar to represent him- or herself online, reflecting the emotion of the member. Players can give their avatars a unique appearance by changing their gender, attributes or accessories.		✓		✓	2
119	walgreens	Transaction	187.Affiliate Program (Commission)	Walgreens.com adopted "Affiliate program" for member to get commissions. which sends visitors to a website in exchange for cash. The program's purpose is to encourage members to buy more.		✓		✓	2
			188.Discount	Walgreens.com offer discount to their frequent buyer members. It is a direct reward to encourage members to make more reservations online.		✓	✓		1
120	1channel	SNS and Community (video)	189.Krama (Score) Level	Krama Score is a reward that can show off member's contributions and competence with achievements, it encourages member to participate more in 1 channel video community.	✓			✓	3
			190.Virtual Credits	1channel.com adopted virtual currency to encourage member to participate more and filling out surveys in order to get more free currency. These credits can make payments in virtual environments such as online game play or purchase of virtual items.		✓	✓		1
			191.Virtual Gift	1channel.com adopted "virtual gift" function that can be received from and given to others, It can facilitate interaction and satisfy the need for love on 1channel 1channel.com video community.	✓			✓	4
121	Break	SNS and Community	192.Subscription (Follow)	Break's member uses subscription to easily focus on specific contents. It can be seen as affiliate rewards because of the status that accrues when a member is paid attention by the others.	✓			✓	4
122	issuu.com	Application (Doc	193.Subscription (Follow)	Break's member uses subscription to easily focus on specific contents. It can be seen as affiliate rewards because of the	✓			✓	4

		Sharing)		status that accrues when a member is paid attention by the others.					
123	Gamezer.com	Entertainment	194.Leader board	Gamezer.com adopted rank system to encourage members to compete their player style. It features a real-time counter that displays user's game achievement in Gamezer.com		✓		✓	2
124	BED BATH & Beyond	Transaction	195.Special discount	BED BATH & Beyond .com offer discount to their frequent buyer members. It a direct reward to encourage members to make more reservations online.		✓	✓		1
125	Shockwave (Game)	Entertainment	196.Virtual Token	Shockwave.com adopted virtual currency to encourage member to participate more and filling out surveys in order to get more free currency. These credits can make personal payments in virtual environments such as online game play or purchase of virtual items.		✓	✓		1
			197.Cash Sweepstakes (Try Luck)	Shockwave.com uses random reward scheme to encourage players to return and play more, players seek to get fun and feel surprise when get the chance to get rewards.	✓		✓		3
126	ziddu.com	Application (File sharing)	198.Affiliate Program (commission)	ziddu.com adopted "Affiliate program " for member to get commissions. which sends visitors to a website in exchange for cash. The program's purpose is to encourage members to buy more.		✓		✓	2
127	snapdeal.com	Transaction	199. Special Deal	snapdeal.com offer discount to their frequent buyer members. It a direct reward to encourage members to make more purchases online.		✓	✓		1
128	Newgrounds (Game)	Transaction	200.Leader board	Leaderboard is a reward that can show off members' excellent play style and competence to encourage member to play more on newgrounds.com		✓		✓	2
			201.Level	Newgrounds adopted level systems in numerous Web games. Some players vigorously pursue these games to earn abundant experience in order to gain high levels and satisfy achievement needs.	✓		✓		3
129	qvc.com	Transaction	202.Discount	qvc.com offer discount to their frequent buyer members. It a direct reward to encourage members to make more reservations online.		✓	✓		1
130	stackoverflow	SNS and Community (Q&A)	203.Badge	Stackoverflow reward members with different badges for participation in activities such as answer questions and achieving excellent work. Badge are visible recognition of completed challenges and activities.		✓	✓		1
			204.Moderator (Manager)	Stack Overflow.com periodically holds democratic elections for moderators, who have the power to guide or modify other members' creations or even to deprive other members of basic power.		✓	✓		1
			205.Privile	Stack Overflow uses reputation points to	✓		✓		3

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#	Name	Category	Feature	Description				
			ge Unlock	enhance a member's social influence and privilege. The more reputation points you earn, the more privileges you gain, such as the ability to retag members' questions, to vote up and down, to create chat rooms, and so on.				
131	cheapair	Transaction	206.Discount	qvc.com offer discount to their frequent buyer members. It a direct reward to encourage members to make more reservations online.		✓	✓		1
132	soundcloud.com	SNS and Community	207.Follow	Soundcloud.com adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
			208.Group Join	soundcloud.com group invitations can be seen as affiliate rewards that satisfy a member's need to belong to a group.	✓			✓	4
133	veoh.com	SNS and Community	209.Follow	veoh.com adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
134	Mashable	SNS and Community	210.Badge	Mashable reward members with different badges for participation in activities. Badges are visible recognition of completed challenges and activities.		✓	✓		1
			211.Follow	Veoh.com adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
135	Grooveshark	Application (Online Music Player)	212.Point Program	Grooveshark.com adopted point program that encourages members to finish partner offers such as completing surveys provided by EMG in order to earn points and to redeem rewards for digital products.		✓	✓		1
			213.Follow	Grooveshark.com adopted the "follow" button, enabling members to follow favorite contents generated by the followee, while the followee's profile shows how many followers he or she has.	✓			✓	4
			214.Service Extension	Grooveshark.com offers member free play services for refer others to their pay-to-play promotion. It encourage to acquire profitable customers.		✓	✓		1
136	next.co.uk	Transaction	215.Affiliate Program (commission)	next.co.uk adopted "Affiliate program" for member to get commissions. which sends friend to a website in exchange for cash. The program's purpose is to encourage members to buy more.		✓		✓	2
137	SamsClub.com	Transaction	216.Affiliate Program (commission)	SamsClub.com adopted "Affiliate program" for member to get commissions. which sends friend to a website in exchange for cash. The program's purpose is to encourage		✓		✓	2

138	united.com	Transaction	217.MileagePlus program (Point Program)	United.com adopted point program to retain loyal customers for patronage. Members can redeem accumulated miles for awards including flight upgrades, vacation packages, car rentals, hotel stays.		✓	✓		1
139	iwon.com	Entertainment	218.Badge	iwon.com reward members with different badges for participation in games. Badges are visible recognition of completed challenges and activities.		✓	✓		1
			219.Virtual Coin	Iwon.com issued virtual currency to encourage member for join and playing more for free. These credits can make payments in virtual environments such as online game play or purchase of virtual items.		✓	✓		1
			220.Leaderboard	Iwon.com Web games use leaderboard as a reward that can show off players' excellent play style and competence to encourage member to play more on Iwon.com.		✓		✓	2
			221.Level	Iwon.com adopted level systems in numerous Web games. Some players vigorously pursue these games to earn abundant experience in order to gain high levels and satisfy their achievement needs.	✓		✓		3
140	food.com	SNS and Community	222.Rating (Vote)	Food.com "Rating" is an assessment function of user-generated content. It is also a direct way or reward to confirm contributors' achievements given from other members in the community.		✓		✓	2
			223.Leaderboard (Chef of the day)	Food.com use leaderboard as a reward that can show off members' contribution such as uploading great recipe and achievements to encourage member to participate more.		✓		✓	2
141	jetblue.com	Transaction	224.Point Program	Jetblue.com adopted point program to retain loyal customers for patronage. Members can redeem accumulated miles for awards including flight upgrades, vacation packages, car rentals, hotel stays.		✓	✓		1
142	king.com (game)	Entertainment	225.Ranking System(Leaderboard)	King.com has a unique ranking system that show outstanding players accomplishment, It encourages player to compete with other players.		✓		✓	2
			226.Virtual Credit	King.com use virtual credits as a reward to encourage players to play more such as sign up to become a new member for the first time, and finish promotions offers for players to get free credits.		✓	✓		1

| | | | 227.Affiliate program (commission) | King.com adopted "Affiliate program" for member to get commissions by refer friend to become memberships. The program's purpose is to encourage members to play more. | | ✓ | | ✓ | 2 |
| | | | 228.Completionism | Some of king.com Webgames offer collectable in-game items. Some members try to play more frequently in order to collect these virtual items completely. | ✓ | | ✓ | | 3 |