Appendix A C9 League Universities' 'About Us' Web-links

University	Web-links
Fudan University	About Fudan *http://www.fudan.edu.cn/en/*
Harbin Institute of Technology	About *http://en.hit.edu.cn/*
Nanjing University	About *https://www.nju.edu.cn/EN/*
Peking University	About Us *http://english.pku.edu.cn/*
Shanghai Jiao Tong University	About SJTU *http://en.sjtu.edu.cn/*
Tsinghua University	About TH *http://www.tsinghua.edu.cn/publish/newthuen/*
University of Science and *Technology of China*	About *http://en.ustc.edu.cn/*
Xi'an Jiaotong University	XITU Introduction *http://en.xjtu.edu.cn/*
Zhejiang University	About *http://www.zju.edu.cn/english/*

Appendix B Questionnaire

Please indicate your answer(s) by putting a tick (√) and mark the number in the appropriate bracket and line.

1. Where do you collect information about Chinese universities that you are interested in? Please give mark (–2 to +2) to the method(s) you choose below on the back line.

( ) Find out from friends/relatives/teachers, etc. _____
( ) Read newspaper/magazines/brochures, etc. _____
( ) Read university's/ies' websites _____
( ) Consult overseas education agencies/institutions _____
( ) Others (please specify):_____ _____

2. How often do you browse the internet to find information about the universities you are interested in?

( ) Frequently ( ) Occasionally ( ) Seldom ( ) Never

3. Do you check information about Chinese universities through the 'About Us' webpages on their websites?

( ) Yes ( ) No

4. Do you think the 'About Us' webpage is important to provide information about a Chinese university?

( ) Yes ( ) No

5. Do you like or dislike viewing the 'About Us' webpages of the universities to collect information?

( ) Like ( ) Dislike

6. What information would you like to know about the Chinese universities that you are interested in studying at? (If selecting multiple answers, please rank these answers by numbering (1, 2, 3, ……) them on the back lines.)

( ) History _____
( ) Research and teaching _____
( ) Geographical information (e.g. city, tourism, etc.) _____
( ) International ranking/ reputation _____
( ) Pictures of the university _____
( ) Administration _____
( ) Internationalization (e.g. the number of international students, etc.) _____
( ) International student services _____
( ) Associated services (e.g. library, hospital, dormitory rooms, etc.) _____
( ) Others (please specify): _____

7. Which part of the 'About Us' webpages do you look at first?

( ) Top part ( ) Middle part ( ) Bottom part

8. Are these 'About Us' webpages appealing to you?

( ) Yes ( ) No

9. What do you like about the 'About Us' webpages of the C9 League universities?

( ) Written contents
( ) Visual elements
( ) Compositional layout

10. Do you prefer flash or static visual elements?

( ) Flash ( ) Static

11. Do you prefer the ‘About Us’ webpages that include more visual images or more written texts?

( ) More visual images ( ) More written texts

12. How do you perceive the ‘About Us’ webpages of the C9 League universities? Are they like promotional or informative genres?

( ) Promotional ( ) Informative ( ) Both

( ) Others (please specify): _____

13. What is (are) the main challenge(s) when reading the ‘About Us’ webpages of the C9 League universities? (If selecting multiple answers, please rank these answers by numbering (1:most challenging), 2:very challenging), 3: challenging, ……) them on the back lines.)

( ) Information is not complete _____

( ) Information is too much but not important _____

( ) Compositional layout is not well organized _____

( ) Navigation is not well organized _____

( ) Loading time is long _____

( ) English language is difficult to understand _____

( ) Visual images are not well selected and presented _____

( ) Others (please specify): _____

Appendix C Interview Questions

1. Where do you collect information about Chinese universities that you are interested in? Could you please describe the advantages or disadvantages of the following methods or information sources?
2. How do you think the 'About Us' webpage?
3. Which part of the webpage do you usually look at first? Could you give the reason(s)?
4. Do you prefer to see more flash or static visuals? Could you explain the reason(s)?
5. Do you prefer the 'About Us' webpages that include more visual images or more written texts? Could you please describe the reason(s)?
6. How do you perceive the 'About Us' webpages of the C9 League universities? Are they like promotional or informative genres? In other words, what is the main communicative purpose of the 'About Us' webpages?
7. What are the problems when you are reading the 'About Us' webpages of these Chinese universities? Could you give the example?
8. Any suggestions for improving the 'About Us' webpages of these Chinese universities?