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線上政府：我國地方政府 WWW 網站之 內涵與演變*

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摘 要

近幾年來，國際網際網路(Internet)中之全球資訊網(World Wide Web or WWW or Web)在商業用途上已造成一股熱潮，而各國政府部門也已開始使用其以作為宣傳、服務民眾、與民眾溝通接觸的一種工具。本研究旨在探究我國地方政府使用全球資訊網之過往與現況，並分析網站的設計及所提供的資訊與服務項目，探討其異同，進而提出綜合討論。研究之結果顯示，目前在臺灣地區中，包括各主要縣市的約三分之一地方性行政轄區已設置全球資訊網網站，網站任務主要在支援行政的功能，服務對象涵蓋當地民眾及一般訪客。整體而言，人口眾多的地方政府網站較為完備；網站服務項目可歸

* 本研究部分係接受行政院國家科學委員會補助之專題研究計劃成果，研究計劃編號為 NSC 87-2414-H-029-001。本文初稿發表於臺灣省政府、東海大學主辦之「行政發展與地方政府競爭力之提昇」學術研討會，民國八十六年五月三十日，台中市。在此感謝國立政治大學公共行政學系詹中原教授、以及兩位匿名的論文評審者對於本文的費心指導與評論。

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納為五種主要類別，提供的資訊與服務項目相當多元，但並未隨時間的演變而有重大的變化，絕大多數為靜態、單向的宣傳資料，少有能帶給使用者附加價值的資訊和服務。臺灣的地方政府仍須加強與充實其網站的量與質。

關鍵詞：網際網路；全球資訊網；地方政府；公共服務遞送；網路研究；資訊與通信科技；內容分析法

Government On-Line: Content and Evolution of Taiwan's Local Government WWW Sites

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Abstract

As modern information and communications technologies (ICTs) have advanced, the Internet has gone from near-invisibility to near-ubiquity in little more than a few years. As an interactive, real-time data communications infrastructure, the Internet has received extensive attention and usage, and has the potentials of being one of the dominant ways of communication for tomorrow.

Of the many formats of Internet applications, World Wide Web (WWW or the Web) is especially popular. With the commercial frenzy of WWW, governments are also using the Web to communicate with and deliver services to citizens. This study investigates how Taiwan's local governments, which interact with citizens on a daily basis, are utilizing this new, powerful communication medium. It examines on-line Taiwan municipalities to obtain a longitudinal, comprehensive and systematic understanding of the magnitude, contents, and effectiveness of their official World Wide Web home pages.

The results show that currently, out of the more-than-300 local jurisdictions, one hundred and sixteen have official WWW pages. The contents of those web sites are mostly one-way static

information provision and have not changed much along the years, and they lack interactive, value-added service functions. To fully utilize the potentials of the new technologies, Taiwan's local governments must establish their own Web sites and reinforce their functions and contents.

Key Words: Local Government; Internet; World Wide Web; WWW; Public Service Delivery; Internet Research; Information and Communications Technology; Content Analysis